

Integrated M.Sc Visual Communication – Syllabus 2021

PROGRAMME OUTCOMES (PO)

PO1. Critical Thinking

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Effective Communication

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Social Interaction

Develop a network of people, elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4: Effective citizenship

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5: Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6: Environment & sustainability

Understand the issues of environmental contexts and sustainable development, in order to maintain the balanced relationship between the community and media.

PO7: Self-directed and lifelong learning

Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO1: Understand the nature and basic concepts of Visual communication, journalism, advertising, corporate communication, electronic media, new media, communication research, Graphic and Designing

PSO2: Analyse the contemporary media scenario in association with socio political environment in India and its relationship with other nations.

PSO3: Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, editing and designing journal.

PSO4: Understand the applications of communication theories, research in the fields of advertising, corporate communication, electronic media, print and new media, Graphics and designing.

PSO5: Industry level exposure to students on photography, videography, designing, journalism etc.

Amrita School of Arts & Sciences Integrated M. Sc. Visual Communication Curriculum (2021 admissions onwards)

SEMESTER 1					SEMESTER 2				
Course Code	Course Title	L T P	Cr		Course Code	Course Title	L T P	Cr	
21ENG101	Communicative English	2-0-2	3		21ENG111	Professional Communication	1-0-2	2	
	Language Paper I	2-0-0	2			Language Paper II	2-0-0	2	
21VMC101	Introduction to Communication	2-1-0	3		21VMC183	Anchoring and Media Presentation Skills Lab.	0-1-2	2	
21VMC102	Introduction to Multi-Media & Graphics	3-0-0	3		21VMC111	Print Journalism	2 1 0	3	
21FNA102	Introduction to Visual Arts	2-1-0	3		21VMC184	Script Writing Practice	0 1 2	2	
21VMC103	Photography and Photo Journalism	3-0-0	3		21ENV200	Environmental Science and Sustainability	3-0-0	3	
21VMC181	Digital Imaging Lab.	0-1-2	2		21VMC112	Media Evolution	3 0 0	3	
21VMC182	Photography Lab	0-1-2	2		21VMC185	Digital Illustrations Lab.	0-1-2	2	
21CUL101	Cultural Education I	2-0-0	2		21VMC186	Content Writing & Design-Practice	0-2-2	3	
					21CUL111	Cultural Education II	2-0-0	2	
TOTAL				23	TOTAL				24
SEMESTER 3					SEMESTER 4				
21VMC203	Digital Video Production	2-1-0	3		21VMC211	Journalism in Digital Era	2-1-0	3	
21VMC281	Drawing and Sketching Practice	0-2-2	3		21VMC212	Event Management	2-1-0	3	
21VMC201	Fundamentals of Advertising	3-0-0	3			Elective A	2-1-0	3	
21VMC202	Radio and Television Journalism	2-1-0	3			Elective B	2-1-0	3	
21FNA203	Web Publishing	2-1-0	3			Open Elective A*	3-0-0	3	
21VMC282	Audio-Video Production Lab.	0-2-2	3		21VMC284	Introduction to 2D Animation Practice	0-1-2	2	
21FNA285	Web Publishing Lab.	0-1-2	2		21VMC285	Advanced Video-Production Lab.	0-1-2	2	
21SSK201	Life Skills I	1-0-2	2		21SSK211	Life Skills II	1-0-2	2	
21AVP201	Amrita Values Programme I	1-0-0	1		21AVP211	Amrita Values Programme II	1-0-0	1	
	TOTAL			23		TOTAL			22
SEMESTER 5					SEMESTER 6				
21VMC301	Fundamentals of Media Management	3-0-0	3						
21VMC302	Media Laws and Ethics	3-0-0	3						
	Elective C	0-1-4	3		21VMC392	Portfolio Presentation		6	
	Elective D	0-1-4	3		21VMC393	Project I (UG Level)		10	
21VMC381	Online Promotion Practice	0-1-2	2						
21VMC382	Advanced 2D Animation Practice	0-1-2	2			Total		16	
21VMC390	Live-in-Lab®/ Open Elective B*	3-0-0	3		21VMC399	Project (for Exit Option students)		8	
21SSK301	Life Skills III	1-0-2	2		21VMC394	Internship (for Exit Option students)	P/F		
21VMC391	Minor Project		3						
	Total			24		Total for Exit-option students		140	
					Total 132 credits (for exit option students - 140 credits)				

ELECTIVES (Total four – one from each group)									
ELECTIVE A					ELECTIVE B				
21FNA331	Fundamentals of Feature Writing	2 1 0	3		21FNA341	Environmental Journalism	2 1 0	3	
21FNA332	Health Communication	2 1 0	3		21FNA342	Introduction to Typography	2 1 0	3	
21FNA333	Introduction to Brand Management	2 1 0	3		21FNA343	Public Relations & Corporate Communication	2 1 0	3	
21FNA334	Introduction to Screenplay writing	2 1 0	3		21FNA344	Science Communication	2 1 0	3	
21FNA335	Media & Gender Studies	2 1 0	3		21FNA345	Visualization Techniques for film Making	2 1 0	3	
ELECTIVE C					ELECTIVE D				
21FNA351	Advanced Photography Lab	0 1 4	3		21FNA361	Art Direction for Advertising Lab	0 1 4	3	
21FNA352	Copy Writing for Advertising Practice	0 1 4	3		21FNA362	Film Appreciation and Analysis Lab	0 1 4	3	
21FNA353	Development-Communicational-Video Production Lab	0 1 4	3		21FNA363	Niche Journalism Practice	0 1 4	3	
21FNA354	Technical and Professional Writing for Media Practice	0 1 4	3		21FNA364	Titling & VFX Lab	0 1 4	3	
LANGUAGES									
Paper I					Paper II				
21HIN101	Hindi I	2 0 0	2	B	21HIN111	Hindi II	2 0 0	2	B
21KAN101	Kannada I	2 0 0	2	B	21KAN111	Kannada II	2 0 0	2	B
21MAL101	Malayalam I	2 0 0	2	B	21MAL111	Malayalam II	2 0 0	2	B
21SAN101	Sanskrit I	2 0 0	2	B	21SAN111	Sanskrit II	2 0 0	2	B
21TAM101	Tamil I	2 0 0	2	B	21TAM111	Tamil II	2 0 0	2	B

* Two Open Elective courses are to be taken by each student, one each at the 4th and the 5th semesters, from the list of Open electives offered by the School.

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® Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.

DIGITAL FILM MAKING AND MEDIA PRODUCTION STREAM									
SEMESTER 7					SEMESTER 8				
21VMC501	Introduction to Communication Theories	3-0-0	3		21VMC589	Film Direction and Screenplay Writing Practice	0-2-2	3	
21VMC502	Media Research Methods	3-0-0	3		21VMC511	Laws and Ethics for Media	3-0-0	3	
21VMC503	Audio Visual Technology	3-0-0	3			Elective I	0-1-2	2	
21VMC504	Culture and Entertainment Media	3-0-0	3		21VMC572	Writing for Media Practice	0-2-2	3	
21VMC505	Film Studies and Appreciation	3-0-0	3		21VMC577	Documentary Film Making Practice	0-2-2	3	
21VMC581	Advanced Digital Imaging Lab.	0-1-2	2		21VMC579	Television Programme Production Practice	0-2-2	3	
21VMC582	Professional Photography Lab.	0-1-2	2		21VMC578	Stop - Motion Film Making Practice	0-2-2	3	
21VMC583	Audio - Video Production and Editing Lab.	0-1-4	3		21VMC588	Advanced Digital Illustrations Lab.	0-1-2	2	
	Total		22			Total		22	
SEMESTER 9					SEMESTER 10				
21VMC601	Theories of Visual Analysis	3-0-0	3		21VMC692	Internship			P/F
21VMC602	Media Management and Economics	3-0-0	3		21VMC693	Portfolio Presentation		4	P2
21VMC672	Art Direction for Film making Practice	0-1-2	2		21VMC698	Project (in DFM)		8	P
21VMC673	Dramatic Performance for film making	0-1-2	2						
	Elective II	0-1-2	2						
21VMC681	Digital Film Making Lab	0-1-2	2						
21VMC682	Advertisement Production Lab.	0-1-2	2						
21VMC683	Online Promotions Lab.	0-1-2	2						
21VMC690	Open Elective / Live-in-Lab	2-0-0	2						
21VMC691	Mini Project (in DFM)		3						
	TOTAL		23			TOTAL		12	
						Total credits: 79			

Electives for DFM Stream

ELECTIVE I			
21VMC631	Advanced Photography Lab.	0 1 2	2
21VMC632	Digital Compositing & Color Correction Lab	0 1 2	2
21VMC575	UI/UX Designing Practice	0 1 2	2
ELECTIVE II			
21VMC634	Sound Designing & Mastering Practice	0 1 2	2
21VMC635	Introduction to 2D Animation Film Making Practice	0 1 2	2
21VMC636	Corporate Film Production Lab	0 1 2	2

Animation & Design Stream												
Course Code	Course Title	L T P	Cr	E S	Course Code	Course Title	L T P	Cr	E S			
SEMESTER 7					SEMESTER 8							
21VMC507	Introduction to Animation Film Making	2 0 0	2		21VMC513	Introduction to UI UX Designing	2 0 0	2				
21VMC501	Introduction to Communication Theories	3 0 0	3		21VMC512	Creative Advertising & Branding	2 0 0	2				
21VMC508	Introduction to Visual Designing	2 0 0	2		21VMC514	Web Designing and Developing	2 0 0	2				
21FNA571	Components of Visual Design Practice	0 1 2	2		21VMC574	Advanced 2d animation and E-learning Practice	0 2 2	3				
21VMC570	Digital Film Making Practice	0 1 2	2		21VMC573	3D Animation - Lighting & Rendering Practice	0 2 2	3				
21VMC502	Media Research Methods	3 0 0	3		21VMC587	VFX lab	0 1 2	2				
21FNA585	3D Modelling & Texturing lab	0 2 2	3		21VMC575	UI/UX Designing Practice	0 1 2	2				
21VMC580	2D sketching and Animation lab	0 2 2	3		21VMC585	Illustration & Designing Lab	0 1 2	2				
21VMC584	Photo Editing & Designing Lab.	0 1 2	2		21VMC586	Page Layout Designing Lab	0 1 2	2				
21VMC571	Photography and Lighting Practice	0 1 2	2		21VMC576	Web Designing Practice	0 1 2	2				
TOTAL			24		TOTAL			22				
SEMESTER 9					SEMESTER 10							
21VMC603	Introduction to Responsive Web Designing	2 0 0	2		21VMC695	Comprehensive and Technical Viva Voce		4				
21FNA602	Intellectual Property Rights for Media	2 0 0	2		21VMC692	Internship		2				
21VMC671	Advanced 3D Animation - Rigging & Animation Practice	0 2 2	3		21VMC699	Project (in Animation & Design)		4				
21VMC686	Motion Graphics Lab	0 1 2	2		TOTAL			10				
21VMC687	Responsive Web Designing Lab	0 1 2	2									
	Elective A	0 1 2	2									
21VMC685	Digital Marketing and Promotion Lab	0 1 2	2									
21VMC684	Compositing & Colour Correction Lab	0 2 2	3									
21VMC690	Live in Lab / Open Elective	2 0 0	2									
21VMC694	Mini Project (in Animation & Design)		3									
Total			23		Total Credits for the Programme			79				

Electives for Animation & Design stream

21VMC641	Advertising Photography and Digital Design Practice	0 1 2	2
21VMC642	Computer Aided Designing	0 1 2	2
21VMC643	Dynamics and Simulation Practice	0 1 2	2
21VMC644	Packaging Practice Lab	0 1 2	2
21VMC645	Typography Practical	0 1 2	2

Objectives:

To help students obtain an ability to communicate fluently in English; to enable and enhance the students skills in reading, writing, listening and speaking; to impart an aesthetic sense and enhance creativity

Course outcome:

- CO1. Acquire working knowledge of grammar and syntax; upper intermediate level of vocabulary
- CO2. Attain expertise in writing descriptive and narrative prose
- CO3. Read and comprehend prose and poetry
- CO4. Gain familiarity with current affairs and news awareness
- CO5. Speak clearly and fluently on a given topic

Unit I

Kinds of sentences, usage of preposition, use of adjectives, adverbs for description, Tenses, Determiners- Agreement (Subject – Verb, Pronoun- Antecedent) collocation, Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags

Unit II

Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative

Unit III

Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.)
Official (Principal / Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines)

Unit IV

Reading Comprehension – Skimming and scanning- inference and deduction – Reading different kinds of material –Speaking: Narration of incidents / stories/ anecdotes- Current News Awareness

Unit V

Prose: John Halt's 'Three Kinds of Discipline' [**Detailed**]

Max Beerbohm's 'The Golden Drugget' [**Detailed**]

Poems: Ogden Nash- 'This is Going to Hurt Just a Little Bit' [**Detailed**]

Robert Kroetsch- 'I am Getting Old Now', Langston Hughes- 'I, Too' [**Detailed**]

Wole Soyinka- 'Telephone Conversation' [**Non- Detailed**]

Kamala Das- 'The Dance of the Eunuchs' [**Non-Detailed**]

Short Stories: Edgar Allan Poe's 'The Black Cat', Ruskin Bond's 'The Time Stops at Shamili' [**Non- Detailed**]

CORE READING:

1. *Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989*
2. *Syamala, V. Speak English in Four Easy Steps, Improve English Foundation Trivandrum: 2006*
3. *Beerbohm, Max, The Prince of Minor Writers: The Selected Essays of Max Beerbohm (NYRB Classics), Phillip Lopate (Introduction, Editor), The New York Review of Book Publishers.*
4. *Edger Allan Poe. The Selected Works of Edger Allan Poe. A Running Press, 2014.*
5. *Online sources*

References:

1. *Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989*
2. *Martinet, Thomson, A Practical English Grammar, IV Ed. OUP, 1986.*
3. *Murphy, Raymond, Murphy's English Grammar, CUP, 2004*
4. *Online sources*

21ENG111**PROFESSIONAL COMMUNICATION****1 0 2 2****Objectives:**

To convey and document information in a formal environment; to acquire the skill of self-projection in professional circles; to inculcate critical and analytical thinking.

Course outcome:

- CO1. Develop pattern of communication as required for different professional context
- CO2. Speak formally paying attention to tone and diction
- CO3. Develop analytical & argumentative writing; critical and analytical thinking
- CO4. Acquire reading and listening comprehension with upper intermediate level vocabulary

Unit I

Vocabulary Building: Prefixes and Suffixes; One word substitutes, Modal auxiliaries, Error Analysis: Position of Adverbs, Redundancy, misplaced modifiers, Dangling modifiers – Reported Speech

Unit II

Instruction, Suggestion & Recommendation - Sounds of English: Stress, Intonation
- Essay writing: Analytical and Argumentative

Unit III

Circulars, Memos – Business Letters - e - mails

Unit IV

Reports: Trip report, incident report, event report - Situational Dialogue - Group Discussion

Unit V

Listening and Reading Practice - Book Review

References

1. FelixaEskey. *Tech Talk*, University of Michigan. 2005
2. Michael Swan. *Practical English Usage*, Oxford University Press. 2005
3. Anderson, Paul. *Technical Communication: A Reader Centered Approach*, V Edition, Hercourt, 2003.
4. Raymond V. Lesikar and Marie E. Flatley. *Basic Business Communication*, Tata Mc Graw Hill Pub. Co. New Delhi. 2005. Tenth Edition.
5. Thampi, G. Balamohan. *Meeting the World: Writings on Contemporary Issues*. Pearson, 2013.
6. Lynch, Tony. *Study Listening*. New Delhi: CUP, 2008.
7. Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking*. New Delhi: CUP, 2008.
8. Marks, Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.
9. Syamala, V. *Effective English Communication For You (Functional Grammar, Oral and Written Communication)*: Emerald, 2002.

21CUL101**CULTURAL EDUCATION I****2002****Description**

The student will be introduced to the foundational concepts of Indian culture and heritage.

Course Outcomes: After the completion of the course the student will be able to

CO1: Gain a positive appreciation of Indian culture, traditions, customs and practices

CO2: Understand the foundational concepts of Indian civilization like purusharthas, law of karma, etc, which contributes towards personality growth.

CO3: Understand the cultural ethos of Amrita Vishwa Vidyapeetham, and Amma's life and vision of holistic education

CO4: Imbibe spirit of living in harmony with nature

CO5: Get guidelines for healthy and happy living from the great spiritual masters.

Unit 1

Introduction to Indian Culture - Introduction to Amma's life and Teachings - Symbols of Indian Culture.

Unit 2

Science and Technology in Ancient India - Education in Ancient India - Goals of Life

– Purusharthas - Introduction to Vedanta and

Bhagavad Gita. Unit 3

Introduction to Yoga - Nature and Indian Culture - Values from

Indian History - Life and work of Great Seers of India.

TEXTBOOKS:

1. The Glory of India (in-house publication)

2. The Mother of Sweet Bliss, (Amma's Life & Teachings)

21CUL111**CULTURAL EDUCATION II****2002****Description**

The students will be able to deepen their understanding and further their knowledge about the different aspects of Indian culture and heritage.

Course Outcomes: After the completion of the course the student will be able to

CO1: Get an overview of India and her contribution to the world in the field of science and literature

CO2: Understand the foundational concepts of ancient Indian education system and practices associated with them

CO3: Learn the important concepts of Vedas, Bhagavad-Gita and Yogasutras and their relevance to daily life

CO4: Familiarize themselves with the inspirational characters and anecdotes from the

epics and Indian history

CO5: Gain a rational understanding of the underlying principles of Indian spirituality.

Contents

Unit 1

1. Relevance of Sri Rama and Sri Krishna in this Scientific Age
2. Lessons from the Epics of India
3. Ramayana & Mahabharata

Unit 2

1. Who is a Wise Man?
2. A Ruler's Dharma
3. The Story of King Shibi

Unit 3

1. Introduction to the Bhagavad Gita
2. Bhagavad Gita – Action without Desire

Unit 4

1. Role and Position of Women in India
2. The Awakening of Universal Motherhood

Unit 5

1. Patanjali's Ashtanga - Yoga System for Personality Refinement
2. Examples of Heroism and Patriotism in Modern India

TEXTBOOKS:

Common Resource Material II (in-house publication)

Sanatana Dharma - The Eternal Truth (A compilation of Amma's teachings on Indian Culture)

21AVP201/	Amrita Values Programme I/	1001
21AVP211	Amrita Values Programme II	1001

Objective:

To give exposure to students about Richness and beauty of the Indian way of life. To make students familiar with rich tapestry of Indian life culture, arts, Science and heritage which was historically drawn people from all over the world.

Course outcome:

- CO1. Understanding of various attributes which make a man complete
- CO2. Pay obedience to elders
- CO3. Respect women
- CO4. Valuing good even in enemies.

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

Courses offered under the framework of Amrita Values Programmes I and II

Message from Amma's Life for the Modern World

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Lessons from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smṛti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Message of the Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the BhagavadGita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Concept of Avatar - Relevance of Mahabharata for modern times.

Life and Message of Swami Vivekananda

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji's life.

Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

Insights into Indian Arts and Literature

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

Yoga and Meditation

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Kerala Mural Art and Painting

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Course on Organic Farming and Sustainability

Organic farming is emerging as an important segment of human sustainability and healthy life. 'Haritamritam' is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma's words "it is a big step in restoring the lost harmony of nature".

Benefits of Indian Medicinal Systems

Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which

is recognized as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

Traditional Fine Arts of India

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is ‘Unity in Diversity’ and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

Science of Worship in India

Indian mode of worship is unique among the world civilizations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realization of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

Temple Mural Arts in Kerala

The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, dirties, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhīma and Hanuman, Shiva, as Kirata, and the Jealousy of Uma and ganga the muralpainting in Kerala appear to be closely related to, and influenced by this theatrical activity theart historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vasthupurusha.

Organic Farming in Practice

Organic agriculture is the application of a set of cultural, biological, and mechanical practices that support the cycling of farm resources, promote ecological balance, and conserve biodiversity. These include maintaining and enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering. This factsheet provides an overview of some common farming practices that ensure organic integrity and operation sustainability.

Ayurveda for Lifestyle Modification:

Ayurveda aims to integrate and balance the body, mind, and spirit which will ultimately leads to human happiness and health. Ayurveda offers methods for finding out early stages of diseases that are still undetectable by modern medical investigation. Ayurveda understands that health is a reflection of when a person is living in harmony with nature and disease ariseswhen a person is out of harmony with the cycles of nature. All things in the universe (both

living and nonliving) are joined together in Ayurveda. This leaflet endow with some practical knowledge to rediscover our pre- industrial herbal heritage.

Life Style and Therapy using Yoga

Yoga therapy is the adaptation of yogic principles, methods, and techniques to specific human ailments. In its ideal application, Yoga therapy is preventive in nature, as is Yoga itself, but it is also restorative in many instances, palliative in others, and curative in many others. The therapeutic effect comes to force when we practice daily and the body starts removing toxins and the rest is done by nature.

Insights into Indian Classical Music

The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala,- Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

Insights into Traditional Indian Painting

The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Six limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala Mural, Pahari, Cheriya, Rajput, Tanjore etc.

Insights into Indian Classical Dance

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the AbhinavaBharati. The course introduces various styles of Indian classical dance such as Bharatanatyan, Mohiniyattam, Kuchipudi, Odissi, Katak etc. The course takes the students through both contextual theory as well as practice time.

Indian Martial Arts and Self Defense

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala's traditional KalariPayattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.

Social Awareness Campaign

The course introduces the students into the concept of public social awareness and how to transmit the messages of social awareness through various media, both traditional and modern. The course goes through the theoretical aspects of campaign planning and execution.

Temple Mural Arts in Kerala

The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, dirties, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhīma and Hanuman, Shiva, as Kirita, and the Jealousy of Uma and ganga the mural

painting in Kerala appear to be closely related to, and influenced by this theatrical activity the art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the vasthupurusha.

Organic Farming in Practice

Organic agriculture is the application of a set of cultural, biological, and mechanical practices that support the cycling of farm resources, promote ecological balance, and conserve biodiversity. These include maintaining and enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering. This factsheet provides an overview of some common farming practices that ensure organic integrity and operation sustainability.

Ayurveda for Lifestyle Modification:

Ayurveda aims to integrate and balance the body, mind, and spirit which will ultimately leads to human happiness and health. Ayurveda offers methods for finding out early stages of diseases that are still undetectable by modern medical investigation. Ayurveda understands that health is a reflection of when a person is living in harmony with nature and disease arises when a person is out of harmony with the cycles of nature. All things in the universe (both living and non-living) are joined together in Ayurveda. This leaflet endow with some practical knowledge to rediscover our pre- industrial herbal heritage.

Life Style and Therapy using Yoga

Yoga therapy is the adaptation of yogic principles, methods, and techniques to specific human ailments. In its ideal application, Yoga therapy is preventive in nature, as is Yoga itself, but it is also restorative in many instances, palliative in others, and curative in many others. The therapeutic effect comes to force when we practice daily and the body starts removing toxins and the rest is done by nature.

INTRODUCTION TO COMMUNICATION

Course Code	L T P	Credits
21VMC101	2 1 0	3

Course Objectives:

- To facilitate the students about the multivariate intricacies of Communication
- To enable the students regarding various theories of narratives
- To strengthen the thinking process of the students to understand the multidimensional effect of communication on society
- To enhance the sphere of knowledge of the students pertaining to their logical reasoning & scientific thinking

Course Outcomes:

1. Students will be able to comprehend the basics of communication process
2. Students will be able to analyse the formulation of different narratives and its aftermath
3. Students will be able to implement theories into practice.
4. Students will also improve their business communication skills.
5. Students will be able to understand the scope of Communication as a career.

UNITS	MODULE	HOURS NEEDED
Unit1	Conceptual framework of Communication: Definition of communication- need for communication- Communication and Language- Communication and Information- Types of Communication-Intrapersonal, Interpersonal, Group and Mass Communication- Elements of Communication-Barriers to communication	
Unit2	Functions of Mass Media -7 Cs of Communication Relevance of written & oral communication. - Etiquettes & Manners in oral & written communication	
Unit3	Models of Communication: Aristotle's Model, Lasswell's Model, Shannon and Weaver's Mathematical Model, Osgood and Schramm's Model, New comb's Model, Westley and Mac Lean's Model, Gerbner's Model	
Unit4	Mass Communication theories- Normative theories of Mass media-Media effects theories	
Unit5	History of communication -Introduction to Folk and Traditional media, Scope of communication as a career- global communication.	

Assigned readings	Mass Communication & Concepts by Seema Hasan
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	The student will understand the relevance of communication in society & hone his communication skills for the betterment of himself and the society.

Reference Text Books

Keval J. Kumar- Mass Communication in India, Jaico, 2010,
 John Fiske-Introduction to Communication Studies- Routledge (2010)
 VirBala Aggarwal and V.S. Gupta-A Handbook of Journalism and Mass Communication -
 Concept Publication Co. New Delhi - 110 059

INTRODUCTION TO MULTI-MEDIA & GRAPHICS

Course Code
 21VMC102

L T P
 3 0 0

Credits
 3

Objectives:

This course deals about the basic part of Multimedia as much as about how to sew these parts together with current technologies and tools and that shows you how to use the text, image, sound and video to delivering your message and content in meaningful ways.

Course Outcome:

1. Students will be able to use the text, image, sound and video to delivering message and content in meaningful ways.
2. Students will get an idea about the multimedia hardware's used.
3. Students will be able to use different animation tools.
4. Students will understand graphic designing techniques.
5. Enabling the students to get an idea about internet and its applications.
6. Students will get a basic idea about animation principles.

UNITS	Course contents	HOURS NEEDED
Unit 1	Introduction: What is Multimedia? – Introduction to making Multimedia - Multimedia Skills - Software, Hardware, creativity – Macintosh and Windows Platforms – Memory and Storage devices - Input devices, Output Hardware or devices, Communication devices - Basic software tools - Text Editing ,Word processing, OCR Software, Painting and Drawing tools - 3-D Modeling and Animation tools, Images and Sound editing - Animation, Video, Digital Movie tools	10
Unit 2	Making instant Multimedia – Multimedia Authoring tools - Card based authoring tools, Time based authoring tools, Cross platform authoring tools - Choosing an Authoring tools	4
Unit 3	Multimedia Building Blocks: Text - The power of meaning, fonts, and faces, using text in multimedia, Computers and text, Font editing and design tools, Hypermedia, and hypertext - Multimedia Building Blocks: Sound – The power of Sound, Multimedia System sounds, preparing audio, Making MIDI audio, MIDI vs. Digital Audio, Audio file formats, Adding sound to your project, Production tips - Multimedia Building Blocks: Images - Making still images, Color, Image File formats, 3D drawing and Rendering, Colors and File format	10
Unit 4	Multimedia Building Blocks: Animation – The power of motion, Principles of Animation, making animation that work - Multimedia Building Blocks: Video - Using video, how video works, Analog Digital Display Standards, Digital video, Recording and format, Shooting and editing video, Video tips	10
Unit 5	Multimedia and the Internet: The Internet and how it works – Internet History - Inter addresses, Connections, Bandwidth - Tools for World Wide Web – Designing for the World Wide Web - Role of multimedia, Working of the web	6

Assigned readings	Textbook and reference books
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Writing assignments	Assignments will be given from all the units
Project	
Lab or workshop	Demonstrating Basic Multimedia practical's on Image editing, Text editing, Audio editing, Animation & Video Editing
Field work/experience	
Online activities	Quiz
Performances/creative activities	
Learning outcomes	Multimedia Skills

Textbook:

Tay Vaughan – Multimedia (Making it work) - Tata McGraw-Hill – ISBN-0-07-047276-9

Reference:

Nigel Chapman – Digital Multimedia – Wiley – ISBN – 81-265-0489-7

John F. Koegel Buford – Multimedia Systems – PEARSON – ISBN – 81-78-08-162-8

INTRODUCTION TO VISUAL ARTS

Course Code	L T P	Credits
21FNA102	2 1 0	3

Objectives:

- To understand the language of the visuals.
- To learn the elements and principles of compositions
- To Learn Colour theory and its practical applications in design.
- To have an overview of the art movements of the world from prehistoric to contemporary times
- To have an overview of Indian art from ancient to modern times.

Course Outcome (CO) – subject out come

- Students will develop appreciations of visual arts in general.
- Students will develop a skill to compose and design almost anything for communication.
- Students will develop an interest to pursue advanced courses in design and arts for post-graduation.
- Students will be able to appreciate art and culture from all over the world.
- Students will develop interest towards Indian art practices.

UNITS	MODULE	HOURS NEEDED
Unit1	Elements and Principles of Composition and design: Balance, Emphasis, Rhythm, Proportion, Blind Spots and Hot zones,	5

	Isolation, Dominance etc. Directional lines- Golden Section and Rule of the Third	
Unit2	Colour Theory : Understanding Primary, SecondaryTertiary colours, Colour Mixing, Complimentary and Analogous colours, Colour Temperature, Colour psychology.	5
Unit3	History of Western Art: Prehistoric Art-Egyptian Art-Greek Art-Roman- Byzantine-Gothic Art-Renaissance-Baroque Art-Romanticism	10
Unit4	Modernist Movements: Impressionism - Expressionism - Dadaism and Surrealism - History of Indian Art : Indus Valley to Vedic Art - Buddhist Art - Medieval Hindu Art - Mughal Art - Indian Miniature Tradition	10
Unit5	Indian Art in the 20th century-Raja Ravi Varma, Amrita Sher-Gil, Rabindranath Tagore and the Bengal School - Modernist Movements in Indian Art	10

Assigned readings	Janson's History of Art, The Story of Art, Illustrated History of Art, Google Art project.
Writing assignments	Presentation (Group) Analysis of any Masterpiece work from History of Art.
Project	
Lab or workshop	Screening of Art works and documentaries on art
Field work/experience	Visit to Contemporary Art Gallery
Online activities	
Performances/creative activities	
Learning outcomes	

Reference Text Books

1. Berger J, Ways of Seeing, London
2. Penelope J E Davies, Janson's History of Art, Boston : Pearson, [2016]
3. Ernst Gombrich, The Story of Art, Phaidon Press

PHOTOGRAPHY AND PHOTO JOURNALISM

Course Code
21VMC103

L T P
3-0-0

Credits
3

Objectives:

1. To understand the basics of photography
2. To apply the techniques in photo Industry
3. To apply the techniques to tell a visual story

Course Outcomes:

- CO1** Students will be able to understand the basics and various techniques in photography.
- CO2** Students will be able to analyse and establish a link between photography and photojournalism.
- CO3** Students will be able to comprehend with the techniques used in industry and the develop

photojournalism.

CO4 Students will be able to understand the ethics and responsibilities of photojournalist.

CO5 Students will be able to excel with photographic skills and apply it to Journalism field.

UNITS	MODULE	HOURS NEEDED
Unit 1	Photography – Definition & concept; History of photography- Camera obscura, Pinhole camera; Similarities between Human eye and camera; Camera Principles -Film camera and Digital camera; Image sensor – CCD & CMOS; Camera Types- Box, SLR, Rangefinder, APS, Digital cameras.	3-8
Unit 2	Different parts of DSLR ; Basic features of SLR camera – Focusing, Shutter speed, ISO, Colour Temperature- white balancing – different types of mode in white balance; Exposure- basics; Depth of field- aperture priority & shutter priority; Filter – Definition & concept; Characteristics and types of filters; Lens- Definition & Concept; Types of Lenses – Wide angle, Telephoto lens, prime lens, fish eye lens, Macro lens; Different Image capturing formats –RAW, JPEG, GIF, TIFF, PNG; Different types of memory card- SD card, CF card.	9-14
Unit 3	Composition Principles - Vertical framing, horizontal framing, Diagonal framing, symmetry, Perspective, balance, background and foreground; Rule of Thirds, Frame balancing, leading lines; Camera shots- ECU, CU, MCU, MLS, MS, LS, ELS; Camera angles- High angle, low angle, eye level, bird eye, Worm eye; Types of Photography – Photojournalism, Ad Photography, Natural photography, Wildlife photography, Fashion Photography, Industrial photography	15-21
Unit 4	Introduction to Lighting – Natural Lights, Outdoor Lighting, Studio Lighting; Three Point lighting- Key light, fill light, back light, light meters and their working; Different lighting instruments and lighting accessories used – Soft box, Umbrella reflectors, Reflectors, Honey comb and Rim Lights, Sky porters; External flash; Working under different lighting conditions	22-32
Unit 5	Photojournalism - Definition & concept; Roles and responsibilities of photojournalism; Street photography; Sport Photography; Conflict photography- breaking news stories such as unexpected tragedies; Coverage of News; Photo Essay - develop a concept, characters, a narrative and a takeaway message. From there you will execute this story by way of showing rather than telling.	33-42

Assigned readings	Ways of seeing & About looking – John Berger.
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	Explore great masters of Photography

Performances/creative activities	Exhibiting selected best works periodically.
Learning outcomes	

Reference Text Books:

1. Ways of seeing – John Berger
2. Photograph as contemporary art – Thames and Hudson
3. Art of seeing sideways – Alan Fletcher
4. Photoshop for Photographers – Serge Ramelli
5. The art of Photography- An approach to personal expression – Bruce Barnbaum.
6. James Curran 2013. The Photography handbook, First Edition, Routledge, USA
7. The basic book of photography by Tom Grimm and Michele Grimm 4th Edition
8. The Manual of photography: Photographic and Digital Imaging by Ralph E Jacobson, Sidney F Ray, Geoffrey G Attridge, Norman R Axford, 9th Edition

DIGITAL IMAGING LAB

Course Code	L T P	Credits
21VMC181	0 1 2	2

Objectives:

- To introduce the students to Show understanding of multiple image types and the best application of each for graphic design, print and the photography
- Utilize effectively multiple methods of manipulating the existing artwork and workspace

Course Outcome (CO) – subject outcome.

- Students will be able to produce digital graphic works
- Students will get knowledge on various software used in digital graphics field.
- Students will be able to do photo editing in different software
- Students will be able to use different coloring techniques
- Equipping the students to create special effects with Photography

Modules	Module	Number of Hours (40)
Module 1	Image Editing Software - Working with Layers, Making Selections, Incorporating Color Techniques, Placing Type in an Image, Using Painting Tools, Working with Special Layer Functions, Creating Special Effects with Filters, Enhancing Specific Selections, Adjusting Colors, Using Clipping Groups, Paths, & Shapes, Transforming Type, Liquefying an Image, The Photoshop Environment, Palette and the palette well, creating custom workspaces, opening images, using the file browser, image magnification, viewing document information, moving the image, undoing mistakes and the history palette, Displaying drawing guides, making measurements. Adding annotations setting preferences.	10
Module 2	Bitmap images vector images image size and resolution	8

	settings, scanning images, placing files, color modes and models, color mode conversion, previewing color difference between operating, color management, foreground, and background colors, using the color picker, selecting with the color palette, selecting colors with the eyedropper tool, selecting colors with the swatch's palette.	
Module 3	Painting tools, the brush tool blending modes the pencil tool the magic eraser tool, using the art history brush tool, using history brush, Brush settings using the brushes palette, making selections selection basics, filling and stroking, Layers, using layers and layer sets, advanced layers, layer styles, masking layers, creating clipping groups, text basics	8
Module 4	Drawing, raster's vector, choosing channels and masking, blending channels and layers, manipulating images, cropping images, getting to know the workarea, using the tools, Basic photo corrections resolution and image size, making automatic adjustments, replacing colors in an image, Retouching, and repairing, retouching on a separate layer	10
Module 5	working with selections, layer basics, Marks, and channels, correcting and enhancing digital photographs, typographic design, Vector drawing techniques, about paths and the pen tool, advanced layer techniques, creating paths to clip a layer, vector compositing, creating links within an image, Vector Drawing - Draw basic shapes, Draw objects, Create vector images, then edit those vector images quickly and easily, Add color to your work, Use blends, gradients, and patterns, Create symbols to place into your work to save time, Create layers and masks, Add graphs to your documents, Add text to your documents – and even to your objects and shapes, Create drawings, business cards, brochures.	10

Assigned readings	Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media by David Dabner (Author)
Writing assignments	Practical Assignment_1 - Photo Retouching Practical Assignment_2 - Image Manipulation Practical Assignment_3 – Digital Illustration
Project	Print Publishing -Design Magazine front cover.
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	Observation and enacting of movements
Learning outcomes	

Reference / Textbooks

Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media By David Dabner (Author).

PHOTOGRAPHY LAB

Course Code
21VMC182

L T P
0-1-2

Credits
2

Objectives:

The objective is to understand Photography from the basics to its present day usage.

Course Outcome (CO):

1. Students will be introduced to the technical aspects of a DSLR cameras
2. Students will be familiarized with various settings in a DSLR camera
3. Students will be capable of working with DSLR cameras in indoor and outdoor with lighting.
4. Students will be familiarized with different genres of photography
5. Students will be able to produce photographs of real time standards.

UNITS	MODULE	HOURS NEEDED
Unit 1	Introduction to DSLR cameras – To know how DSLR works. Getting hands on experience.	4
Unit 2	Learning about the setting of DSLR – Understanding the technical aspects. How it works on manual setting.	4
Unit 3	White balance – Getting to know about the color temperature and white balance. Its role in exposure,	4
Unit 4	Focusing – To understand focusing of a lens. How it works with various types of lenses.	3
Unit 5	Experimenting Exposure – Aperture, Shutter speed, ISO	5
Unit 6	Framing – Gain more knowledge about framing an image. How to compose a better looking photograph.	3
Unit 7	Depth of field – Getting to know how depth of field alters the meaning of an image. Its relevance with various lenses.	3
Unit 8	Outdoor Lighting – Understanding sunlight or the outdoor light. Its possibilities and challenges.	4
Unit 9	Studio Lightings – Introduction to studio lighting.	3
Unit 10	Experimenting with types shots and angles – To understand the differences between different angles while composing a frame.	3

(Whichever is Applicable)

Assigned readings	Ways of seeing & About looking – John Berger.
Writing assignments	
Assignments	Portrait & landscape Photography, Photojournalism, Wildlife photography, Table top photography.
Lab or workshop	
Field work/experience	
Online activities	Explore great masters of Photography
Performances/creative activities	Exhibiting selected best works periodically.
Learning outcomes	

Reference Text Books:

1. Ways of seeing – John Berger
2. Photograph as contemporary art – Thames and Hudson
3. Art of seeing sideways – Alan Fletcher
4. Photoshop for Photographers – Serge Ramelli
5. The art of Photography- An approach to personal expression – Bruce Barnbaum.

ANCHORING AND MEDIA PRESENTATION SKILLS LAB

Course Code	L T P	Credits
21VMC183	0 1 2	2

Course Objectives: To train students in Anchoring, Television Programs including Reality Shows, in co-ordinating Talk Shows and News Programs and conducting interviews.

Course outcomes:

- CO1 Students are trained to become professional anchors for media and events.
- CO2 They learn grooming tips, voice modulation and get trained to write their own Scripts.
- CO3 Students also get to identify and hone their individual styles and develop their own unique style of presentation.
- CO4 With the help of assignments, students attain professional standards in anchoring.
- CO5 Students will be able to excel in anchoring and media presentation skills and present themselves as versatile anchors.

Course Contents / Operational Terminologies	Course outcome	HOURS 24
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Body language (TV) & Voice Modulation (TV/Radio) - pitch, tone and intonation	Preparedness & Readiness to speak in front of the camera on air	1 - 3
Communication skills – clarity in language & Difference in writing styles in anchoring.	Improve voice modulation and developing the professional style of speaking.	3 - 8
Presentation skills – spontaneity – understanding the importance of subject knowledge & dialect	Adopting an approach to have the right presence of mind & also prepare for their presentations in advance.	8 - 13
Anchoring for different types of Audio Platforms.	<ol style="list-style-type: none"> 1. Podcast 2. Request shows (listeners participation via Phone-in, WhatsApp, Tweet, Facebook) 3. Celebrity shows (understanding popularity) 4. Jingles 5. Radio Interviews 6. Radio Jockey 7. Special audience program 8. Exclusive program 	13 -20
Television Anchoring	News <ol style="list-style-type: none"> 1. News anchoring 2. Entertainment programs 3. Anchoring for live events. 4. Group discussion / panel discussion 	20 - 26

(Whichever is Applicable)

Assigned readings	Online Resources
Writing assignments	Scripts for anchoring
Assignments	Series of selected Productions.
Lab or workshop	Yes
Field work/experience	Field Visits to radio station, Television channels & Production houses
Online activities	Social Media Videos
Performances/creative activities	Video Productions
Learning outcomes	Students are eligible to present themselves as versatile anchors.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Print Journalism

Course Code
21VMC111

L T P
2 1 0

Credits
3

Objectives:

To equip students to write well-constructed news stories; to impart relevant skills for finding and creating story ideas, locating news sources and gathering news.

Course Outcome

- CO1. Students will be able to define news and understanding its elements, news sources and different types of news.
CO2. Students will be taught to write different types of news articles.
CO3. Students will be able to identify the role of a reporter and his/her duties and responsibilities.
CO4. Students will be able to write different types of features for print media.
CO5. Orienting the students towards responsible interviewing, reporting and editing.

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to news writing: News: Definition, types, news value, techniques of newsgathering. Sources of News: Traditional Sources, Media Sources, Cross Media Sources including Radio, TV and internet, ethical issues regarding sources, Gate-keeping and validation of news sources.	7 hrs
Unit2	Structure of a news report: Types of leads: inverted pyramid style, hour glass style and nut graph. Different types of news stories-hard news, soft news, articles, and editorials. Covering beats, press conferences, speech reports seminars, press releases. Reporting for a news agency, specialized reporting like investigative journalism, etc.	10 hrs
Unit3	Making of a newspaper- bureau, desk-major responsibilities of reporters and editors Speed Vs accuracy, objectivity, and credibility - challenges posed by new media to newspapers.	7 hrs
Unit4	Introduction to feature writing: Definition, structure, characteristics, types. Process: Ideas and research, tools and techniques. Kinds of features: Profiles; middles, columns, human interest stories, travel writing, opinion pieces and editorials; book reviews, movie reviews, music reviews, narrative writing.	10 hrs
Unit5	Magazine reporting: Current trends, style and future, difference between writing for magazines and newspapers. Types of interview – Different Interviewing styles and techniques – interview writing methods - do's	10 hrs

	and don'ts.	
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Assigned readings	Reading different types of news stories and features appeared in both newspaper and magazines
Writing assignments	Crafting different types of news stories and feature articles
Project	Making of hand-made newspapers
Lab or workshop	-
Field work/experience	Field reporting
Online activities	Searching for different stories in web
Performances/creative activities	Interactive reporting and collection of news stories
Learning outcomes	Write news and feature stories that meet the publication standards of the online student magazine. Systematically apply rules of structure to media writing. Integrate writing, reporting, and storytelling techniques in their work.

Reference Text Books

1. James Glen Stovall- Journalism; Who, What, When, Where, Why and How. PHI New Delhi(2005)
- 2.H F Harrington and Elme Scott Watson - Modern Feature Writing , Harper & brothers, New York and London(1993)
3. Carole Rich- News Writing and Reporting, Cengage Learning(2010)
- 4.F. Fedler - Reporting for the Print Media, Oxford University Press, USA; 9 edition (March 24, 2008)
5. P. N. Williams - Investigative Reporting and Editing, McGraw Hill,USA
6. Friedlander, Jay and Lee, John. Feature Writing for Newspapers and Magazines, Pearson Education, 2004.
7. Franklin, Jon. Writing for Story, Plume Printing, 1994.
8. Mencher, Melvin. News Reporting and Writing, McGraw-Hill Higher Education, 2010.
9. Cappon, Rene J. The Associated Press Guide to News Writing, ARCO (Thomson Learning), 2005.

SCRIPT WRITING PRACTICE

Course Code
21VMC184

L T P
0 1 2

Credits
2

Objectives: To introduce students and train them the specifics of writing scripts for their various projects that they will undertake in the consequent semesters.

Course Outcome

- CO1 – Understanding the importance of scripts
CO2 – Learning the techniques of script writing

CO3 – Using the power of imagination for script writing

CO4 – Balancing imagination with reality for achievable objectives

CO5 – Gain medium level expertise to write scripts

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction	Introduction to the world of scripts and the importance of writing scripts, understanding the visual nature of media, use of an outline.	1 – 5
Plot & sub plots	Understanding the 3 Act structure of a script & the process of scripting – from an idea to a theme to story, scene, and screenplay, making main plots and subplots and creating a story map.	6 – 12
Character development	Finding a strong protagonist. Handling other characters. Making characters dimensional through desire and contrasts. Creating character profiles. Showing characters through their actions.	13 – 18
Dialogue writing	Characterization through dialogues, Voice over, etc.	19 – 25
Script formats	Table format, Screenplay format, standard script guidelines, terminologies, script writing software, etc.	26 – 30
Plot in scenes	Different approaches, flashbacks, use of non-verbal techniques for drama, setting, etc.	31 – 37
Scripts for different media	Difference in writing scripts for stage, radio, television, and cinema Differences in fiction and non-fiction scripts	38 – 44

(Whichever is Applicable)

Assigned readings	Sample scripts
Writing assignments	Story outlines, character profiles, dialogues, scenes, etc.
Project	Script writing
Lab or workshop	Video screenings and discussions
Field work/experience	
Online activities	
Performances/creative activities	Recreating existing works in script format
Learning outcomes	Ability to write scripts in both formats

Reference Text Books:

Screenplay by Syd Field

Save the Cat by Blake Snyder

<https://audible.in>

<https://moifightclub.com/category/scripts/>

MEDIA EVOLUTION

Course Code
21VMC112

L T P
3 0 0

Credits
3

Objectives:

To provide the students a basic understanding of origin and development on media in India and appraise them about the social and political background of media development.

Course Outcome

CO 1 – Students understand the roots of several fields related to media.

CO 2 - Students learn how media influences society and vice versa.

CO 3 – Students can analyze significant developments made in the field.

CO 4 – Students will learn about the pioneers who shaped the present media.

CO 5 – Students get a full knowledge of the legacy they have to carry forward in media.

UNITS	MODULE	HOURS NEEDED
Unit1	Evolution of print media - Origin and development of press in UK and USA; Various stages in the growth of press in India; history of Indian vernacular press, Role of press during India's freedom struggle, social reforms and social transformation movement and role of the Press, Development of Press in the independent India, Press Commissions.	1- 12
Unit2	Evolution of radio - Growth and development of radio in UK and USA; Origin and development of broadcasting in India – ISBS, IBC, AIR; FM broadcasting in India, private radio broadcasting in India; Community radio in India-an overview.	13 - 18
Unit3	Evolution of television - Origin and development of television in UK, USA, development of television in India – Doordarshan, SITE, Satellite Communication and Prasar Bharati, Growth and development of private television channels; Development and growth of Cable TV and DTH in India, Broadcast committees	19 - 26
Unit4	Origin and rise of digital media - Origin and development of hypertext, and ARPANET, NSFNET, ERNET, development of internet and dotcom revolution, impact of online media on traditional media, the rise of social media, influence of new media on citizen journalism	27 - 33
Unit5	Birth and growth of Cinema - Early cinema in Europe and USA; Origin and development of cinema in India; Different stages in the development of Bollywood; Development of	34 - 40

	regional and language cinema in India; Prominent names in Indian film industry.	
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(Whichever is Applicable)

Assigned readings	Links to articles, video compilations, selected video clips and images from digital resources
Writing assignments	Brief essays on prominent topics related to the subject
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	A well-rounded understanding of the birth and growth of media industry in the world and particularly in India.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

Nadig Krishnamurthy: History of Indian Journalism
 G.C. Awasthy: Broadcasting in India
 Firoze Rangoonwala: 75 years of Indian Cinema
 Keval J. Kumar: Mass Communication in India
 Black and Bryant: Introduction to Mass Communication
 Rangaswamy Parthasarathy: Indian Journalism
 P.C. Chattarjee: Television in India.
 S.C. Bhat: Broadcast Journalism
 S.Natarajan: An outline of Indian Journalism
 Chalapathi Rau M: The Press

DIGITAL ILLUSTRATIONS LAB

Course Code
21VMC185

L T P
0 1 2

Credits
2

Objectives: To practically teach students with the Digital illustrations and its techniques.

Course Outcome

- CO1. Students will be able to create illustration using different shapes
 CO2. Students will be able to typographical designs
 CO3. Would be capable of creating 3d art works

CO4. Students would be able to create different types of illustrations (book, mandala, informative, food, creative)

CO5. Students will be able to enhance their skills in branding and packaging

Course Contents / Operational Terminologies	Course outcome	Hours Needed
Introduction to the software user interface	Introduction to Vector Images, difference between Vector & Raster pictures	1
	Understanding the Software Layout & Workspace	
	Setting up a new document, Artboards and other options.	
Creating & Editing Shapes	Learn Basic Shape tool – draw shapes & objects	4
	Editing Vector Images	
	Learn Shape Builder Tool	
	Understand about Path Finder	
Creative Blends & Patterns	Learn Pen tool, Text tool and its options	7
	Learn about Gradients	
	Understanding Symbol Sprayer Tool, Brushes.	
	Learn Patterns, clip masking - Create Advanced Artworks using Patterns	
	Learn Width Transform Tool & Various sub options	
	Advanced Creative Design with Blend Tool, Blending Artworks	
3D & other Effects	Create Advanced artworks using Halftone Effect	4
	Using Effects option – Create Advanced Text Arts	
	Understand 3D – Revolve, Bevel & Extrude	
	Circular traditional designs using distort, transform effects	
	Lino cut artworks.	
Typography & Abstracts	Learn Advanced Perspective Art in Illustrator	6
	Understand Mesh Tool, Create Advanced Abstract Arts using all the advanced Techniques learnt	
	Usage of Typography	
	Creating Fur, cartoon effects.	
	History of Typography, Evolution & Aesthetics.	
Brand Building & Creations	Understand Brand Building Concept	8
	Product Designing & Packaging	
	Learn Layout Designing for various business purposes	
	Create 3D Logos, Visiting Cards, Brochures, Letter Heads, Watermark	

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	NA
Assignments	1. Draw characters with the help of shapes

	<ol style="list-style-type: none"> 2. Flat arts using the following : <ol style="list-style-type: none"> a. Pen tool b. Shape tools c. Shape builder tool d. Pathfinder 3. 3D logos using Revolve, Rotate & Bevel, 4. Create Gradient Blending Artworks 5. Create seamless patterns/traditional designs, Vector BGs using symbols. 6. Lino cut art design. 7. Logos using Halftone effects (3D) 8. Perspective designs (Interior/Exterior) 9. Brochure, Flex Banner (Hoarding) designs 10. Product design & Packaging works 11. Work on Brand Building- <ol style="list-style-type: none"> a. Logo b. Visiting Card c. Letterhead, Watermarks d. Brochures/Hoardings, Flyers e. Product Design f. Packaging 12. Creation of (on spot) – Logo, Visiting card, Letterhead (with watermark).
Lab or workshop	Lab
Field work/experience	NA
Online activities	Observations
Performances/creative activities	Designs
Learning outcomes	

Reference Text Books**Adobe Illustrator CC Classroom in a Book by Brian Wood**

Content writing and Design Practice		
Course Code	L T P	Credits
21VMC186	0-2-2	3

Objectives:

- To understand the writing principles for various media
- To put all the principles of design into practice for communication design.
- To inculcate the habit of 'Design Thinking' among students
- To study the several types of eye movement with respect to diverse media.
- To design layouts in accordance with global design standards.

Course Outcome

- To equip the student to manage effective content with combinations in design.
- To enable the students to integrate every-day objects and nature in designs.

- To enable students to come up with innovative layout design with respect to diverse media.
- To Enable the students to Identify Blind Spots and Hot Zones in a design and then to alter them using power- packed design elements.
- To encourage innovation in communication designing from Layout to finish.

Units	MODULE	Number of hours (Total 40 hours)
Unit 1	Content writing for various media platforms, Difference between technical writing and other forms of writing, Multimedia elements and media convergence, hyperlink etc. Text color, image, audio, video and animation tools for news gathering	
Unit2	Writing process- Gathering facts and data, planning document, writing the draft, use of graphics and illustrations, Language style and usage, editing tables design and layout principles ,white space etc. Assignments on layout design and web content writing	
Unit3		
Unit4		
Unit5		

Assigned readings	Refer Designing books and from library and web.
Writing assignments	NA
Project	Collaterals, Direct Mails, Brochures, Advertisements in Print, PoP designs.
Lab or workshop	Designing using digital design tools inside Lab.
Field work/experience	NA
Online activities	Source Internet for reference in layouts
Performances/creative activities	In-house exhibition of design works.
Learning outcomes	Learn space management in design. Effective graphic designing. Understanding colors for communication.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Josef Mülller-Brockmann , Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers, Antique Collectors Club; Bilingual edition (1 January 1999)
- Beth Tondreau , Layout Essentials: 100 Design Principles for Using Grids (Design Essentials) , Rockport Publishers; Illustrated edition (1 June 2011)
- Ellen Lupton and Jennifer Cole Phillips, Graphic Design: The New Basics: Second Edition, Revised and Expanded, Princeton Architectural Press; 2nd edition (14 July 2015)
- Alina Wheeler, Designing Brand Identity, Wiley; 5th edition (8 December 2017)

DIGITAL VIDEO PRODUCTION

Course Code	L T P	Credits
21VMC203	2-1-0	3

Objectives:

- To give an overview on the basic history of the development of motion picture.
- To give an idea on the basics of visual language.
- Students will be able to analyze the basic aspects of cinematography of fiction and documentary films.
- Students will be able to apply the basics of composition, lensing, shot selection in their video production works.
- Students will be able to do video production assignments applying all the basic principles.

Course Outcome (CO)

- Students will write professional quality reviews in periodicals and online platforms on different aspects of cinematography and editing
- Students will apply the basic theoretical knowledge in camera work for TV Program Production.
- Students will be equipped with the basic theoretical knowledge to edit short videos and short fiction films.
- Students will be equipped with the skills to work in professional video production.
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UNITS	MODULE	HOURS NEEDED
Unit1	Persistence of Vision, Phi-Phenomenon, flip books; Parts of Video Camera, main features of video camera, Different techniques- depth of field, deep focus, rack focusing, Camera support systems	10

Unit2	History of Editing-Editing in Silent films, the beginning of continuity editing, Editing in early films of Edwin S Porter and D.W Griffith, Dramatic emphasis in Griffith's films, Kuleshov Effect, Soviet montage theory, Pudovkin and constructive editing, Eisenstein's contributions, Methods of Montage-Metric, rhythmic, tonal, over tonal, intellectual montages, Editing in the sound films, editing techniques in modern cinema, development of alternate editing methods	15
Unit3	Editing-introduction to editing, different functions of editing-Grammar of editing, different transitions and their meanings-Cut, dissolve, fade and wipe, Introduction to editing theories. Linear editing and nonlinear editing - Work flow, on line and off line editing	13
Unit4	Lighting Principles-goals of good lighting in video, properties of light, colour temperature-Three point Lighting, -Lighting ratio-hard and soft Lighting, high key lighting and low key lighting, available natural light, bounce light, practical lighting, lighting through the window Lighting for HD video, Lighting instruments, Lighting accessories	11
Unit5	Principles of Visual Grammar, Composition principles, Concept of shots, Different types of shots, Major Issues in continuity, 180 degree rule-breaking 180 degree, cut in shots and cut away shots, screen direction and action axis, the 20% and 30 Degree Rules.	11

Assigned readings	Technical reviews on films, TV Shows and Web Series focusing on cinematography
Writing assignments	Prepare reviews on cinematography, Analysis of the works of renowned cinematographers
Project	Application to the parallel LAB subject
Lab or workshop	Screening and analysis of films, short films and documentaries
Field work/experience	NA
Online activities	Publish blog entries on cinematography, Create and publish short videos for online streaming platforms
Performances/creative activities	Presentation of the project
Learning outcomes	Visual Language, Concept of Exposure, Technical Aspects of Videography

Texts

Vasuki Belavadi, Video Production, Oxford University

Reference

Technique of Film Editing-Karel Reiz and Gavin Millar- Focal Press

Television Production Handbook - Herbert Zettl- Wadsworth Publishing, 8th Edition, 2002
Cinematography: Theory and Practice-Blain Brown
Five Cs of Cinematography : Joseph V. Mascelli

Television Production : Allen Wartz
(Whichever is Applicable?)

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

DRAWING AND SKETCHING PRACTICE

Course Code	L T P	Credits
21VMC281	0 2 2	3

Objectives:

To learn the toning and shading of different grade of professional sketching pencils. Learn the techniques of fine pencil drawing to explore different fine art subjects such as animals, birds, flowers, insect, still life, objects, scenery and many more..

Course Outcome

- CO 1. Students will understand certain basics in drawing and designing
- CO 2. Students learn to analyse proportions and create drawings
- CO 3. This course will help students in designing logos and creating layouts.
- CO 4. This course will be able to help students in creating title designs.
- CO 5. Students learn to analyse lighting and will help them in developing their own perspectives in design.

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Fundamentals of Drawing	Basic elements in drawing, Free hand drawing, Usage of elements in drawing.	3
Work on shapes	Concepts & Construction of basic shapes ,Create drawings with shapes, Create Illusion of shapes with Light Effect, Understand Tone & Shadow of light impact, Work on Planes, Textures, & Patterns	6
Understanding Types of drawings	Work on each type of drawing with examples, Understand Depth Cues and its types, Perspective, Multi-view Drawings & Forms, Drawing Composition – Shading Concepts	5
Use of Measurements, Scale & proportions	Understanding Measurements, Scale & proportions; use proportion to create realistic drawings and paintings	5

Grids	Drawing and designing with the help of grids	6
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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Assignments	One drawing assignment at least from each unit as submission
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

FUNDAMENTALS OF ADVERTISING

Course Code	L T P	Credits
21VMC201	3 0 0	3

Objectives:

- The students are introduced to the various domains of professional practice in the process of developing an advertisement in all the formats like print, broadcast and new digital media. They are also taken through a thorough understanding of the function of an advertisement agency and the career profile of practitioners.

Course Outcome :

CO1 :Students will be able to produce advertisements for various media like TV, Newspaper and Online Media

CO2 :Students will understand the techniques of ideation and designing for diverse types of advertising media

CO3 : Students will be able to create advertisements in different layouts and sizes.

CO4 :Creating an awareness on the structure and various types of advertisements in the traditional media as well as new media.

CO5 :Understanding of advertising as an essential marketing tool.

Key Learning:

Advertising definition, types of advertising, functions of advertising, media of advertising, print media, outdoor advertising, public service advertising, corporate advertising, rural advertising, advertising ethics.

UNITS	MODULE	HOURS NEEDED
Unit1	What is Advertising? – Evolution - Advertising as Communication Process - Advertising as a Business Process - Advertising in Business and Society - Audience Categories and Geographical Factors – Types of medium in advertising. Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Electronic Media (Radio, Television, Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media), Characteristics, merits & Demerits of above media, media scenes in India.	5
Unit2	Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising. Introduction to advertising agency- Structure and functions of an agency - Leading agencies in India- Diversification and competition – full service agencies – multinational clients – challenges and opportunities.	5
Unit3	Foundations of Modern Advertising: Marketing and Consumer Behaviour – Conventional Advertising and Advertising Agencies –Problems of reaching in rural audience and markets. - Factors influencing the choice of Media -Media Scheduling - Evaluation of Advertising effectiveness. Importance and difficulties, Methods of measuring advertising effectiveness, Pre-testing and Post testing.	10
Unit4	Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget. career path in the Advertising industry -Research for Advertising and Promotion.	10
Unit5	Ethical debates in advertising- Surrogate, Subliminal and Shock advertising, Puffery, Weasel words, Hyperbole. Cases of ethical violations -Advertising Standards Council – Social and cultural issues – Global regulations Practical component.	10

Assigned readings	Read on creative Advertising and marketing theories.
Writing assignments	NA
Project	Create a full advertisement for Print and Television.
Lab or workshop	Sourcing materials for presentation from Lab
Field work/experience	NA
Online activities	Sourcing from the internet
Performances/creative activities	NA
Learning outcomes	Analyzing and Evaluating Advertisements and to produce them.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- William F Arens, Contemporary Advertising, Tata McGraw-Hill Publishing Company Limited, NewDelhi, 10 e, 2008.
- James Twitchell , Twenty Ads That Shook the World: The Century's Most Groundbreaking Advertising and How It Changed Us All, Crown; New edition (26 December 2001)
- Amitabh Kant, Branding India: An Incredible Story, HarperCollins (7 May 2009)
- Manendra Mohan, ADVERTISING MANAGEMENT: Concepts and Cases, McGraw Hill Education; 1st edition (1 July 2017)
- David Ogilvy, Ogilvy on Advertising, RHUS; 1st Vintage Books ed edition (12 March 1985)

RADIO AND TELEVISION JOURNALISM

Course Code
21VMC202

L T P
2-1-0

Credits
3

Objectives:

This course enables the students to understand the basics of radio and television, to nurture skill of news production and post-production, writing for broadcast. They will also learn to create news shows in a multi camera setup. The students will be trained in the art and craft of TV and radio Journalism and equip them with skills and practices to readily take up journalistic and production jobs in TV Channels.

Course Outcome –

- CO1. Students will be able to distinguish, appreciate and realize radio and TV news elements.
CO2. Students will be able to understand the characteristics of radio and television as a mass media.
CO3. Student will be able to understand the art of news gathering for broadcast media.
CO4. Student will be able to understand the various techniques involved in the News production and post-production.
CO5. Create awareness on the legal and ethical considerations while dealing with broadcast journalism in public domain.

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to Broadcast Journalism: Definition, characteristics, origin and development of Radio and Television in India -Impact of Science and Technology - Internet and Satellite Communication – FM and AM radio – Cable and Satellite TV, DTH - Impact of Privatization.	7 hrs

Unit2	Functional Dimension of Radio and TV Stations: Programming, technical, business and administrative wings of radio and TV - Major hardware used in Radio and TV Stations - OB Set – ENG and DSNG, Licensing process to establish radio and TV outlets.	10 hrs
Unit3	Radio Station: Planning and Production of Radio Programs – Radio News, Production of Radio News Bulletins, Radio Dramas, Radio feature, Radio commentary, Radio magazine, Radio documentary, Radio music - Radio Jockeying.	7 hrs
Unit4	Television Station: Planning and production of different types of TV programs - Introduction to preproduction Process – writing scripts – voice overs, sound bites and PTC.	10 hrs
Unit5	Radio and TV Tomorrow: Future and scope of Broadcast journalism – Ethical aspects of broadcast media - Role of Broadcasting in Social Engineering and National Development – Impact of Radio and TV in Cultural and Social Development. Advantages and disadvantages of Broadcast Media.	10 hrs

Assigned readings	-
Writing assignments	Assignment will be given for each unit
Project	Students should produce short radio and television programs.
Lab or workshop	-
Field work/experience	Field reporting, visiting to radio and TV stations
Online activities	Online quiz
Performances/creative activities	Presentations and debates
Learning outcomes	Students will be able to produce different programs for broadcast media

Reference Text Books

1. Techniques of Television Production by Bretz Rudy.
2. Video Production Handbook by Schihl J. Robert.
3. Indian Broadcasting by Luthra H.R.
4. Radio and TV Journalism by Srivastva K.M
5. Boyd, Andrew (2001). *Broadcast Journalism: Techniques of Radio and Television News*. Fifth Edition, Great Britain:Focal Press.
6. Chapman, Jane and Kinsey, Marie (2009). *Broadcast Journalism: A critical introduction*. London: Routledge.

7. Ted White (2005). *Broadcast News Writing, Reporting and Producing*, Fourth Edition, USA: Elsevier.
8. Tim Crook (1998). *International Radio Journalism: History, theory and Practice*. London: Routledge.

WEB PUBLISHING

Course Code
21FNA203

L T P
2 1 0

Credits
3

Objectives: This course will enable learners to understand about all the essential designing and programming tools for web designing and developing. The first and necessary step for that goal is to understand principles of web designing, how HTML works, and then we will proceed to more advanced and complicated structures and concepts of web design, such as CSS and layout control.

Course Outcome

- CO1 : Students will be able to understand the principles of creating an effective web page, including an in-depth consideration of information architecture.
- CO2 : Develop skills in analyzing the usability of a web site.
- CO3 : To develop the skill & knowledge of Web page design and development.
- CO4 : Learn the language of the web: HTML and CSS.
- CO5 : Writing valid and concise code for webpages.

UNITS	MODULE	HOURS NEEDED
Unit1	Web Design basics and Principles Brief History of Internet, Web Standards, Introduction to Web designing, Web designing vs UI UX, Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Design Concept.	6 Hrs
Unit2	Introduction to HTML HTML Basics, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags.	8 Hrs
Unit3	Elements of HTML Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls, Adding Multimedia	10 Hrs
Unit4	Introduction to Cascading Style Sheets Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling(Background, Text Format, Controlling Fonts), Working with block elements and objects, CSS Id and Class, Working with Div, Table Vs Div - Box Model(Introduction, Border properties,	15 Hrs

	Padding, Properties, Margin properties), CSS Advanced(Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector), CSS Color, Creating page Layout and Site Designs, Introduction to CSS3, HTML5 and Responsive web designing.	
Unit5	Introduction to Web Hosting and Security Publishing Your Web Pages, Introduction to Dynamic Sites, Web Hosting Basics, Hosting Company, Types of Hosting Packages, Registering domains, Maintaining a Website, Web Privacy and Security - HTTPS, HTTP	6 Hrs

(Whichever is Applicable)

Assigned readings	
Assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	Review webpage content, verify copyright restrictions, and create meta-data before publishing a site to the Internet. Test webpages for display, functionality, and accessibility before publishing a site to the Internet. Validate webpage code using W3Cvalidation tools before publishing a site to the Internet
Performances/creative activities	
Learning outcomes	

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- The Principles of Beautiful Web Design by Jason Beaird
- Philip and Alex's Guide to Web Publishing by Philip Greenspun
- CREATING WEB PAGES Simplified by Mike Wooldridge Wiley Publishing, Inc
- HTML 5 in simple steps, Dreamtech Press, Kogent Learning Solutions Inc.
- HTML, XHTML, and CSS Bible, Wiley India, Steven M. Schafer
- Beginning HTML, XHTML, CSS, and JavaScript, Wiley India, John Duckett
- Learning Web Technologies: HTML, Javascript, Wiley India, Kogent

AUDIO-VIDEO PRODUCTION LAB

Course Code
21VMC282

L T P
0 2 2

Credits
3

Objectives: To practically train students with the introduction to the Audio Video Production field.

- To give awareness about how to capture video and audio with a digital video camera and its accessories.
- To introduce video making using mobile phone.
- To make the students to handle every type of digital video camera in the industry.
- To give a basic idea about telling a story by combining video and audio using various digital video and audio editing platforms.
- To make the students use digital editing and multiple video elements together (images, sound, interviews, music, archival footage) to convey a message, tell a story, and achieve communication goals.
 - Training on use and store cameras, accessories and equipment in a safe manner.

Course Outcome (CO) –

CO1: Students will be able to identify and shoot with different types of modern cameras and lenses

CO2 : Students will be able to do the proper camera settings for their further projects

CO3 : Would be capable of identifying and reasoning of different shots and angles

CO4 : Students could produce basic videos

CO5 : Would know basic audio - video editing along with the knowledge of latest audio recording technology

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Audio for Video	Understanding the importance of audio in films	
	Difference between Audio and Sound	
	Characteristics of Sound	
	Diegetic and Non Diegetic Sound	
	Working with different microphones	
	Different Audio cables and connectors	
	Mono – Stereo	
	Audio mixers - functions	
	Introduction to audio editing software	
	Different tools	
	Single track and multi-track edit	
	Different types of audio effects	
	Importance of Amplifier, Limiter, Compressor, Equalizer, Reverb Echo	
	Process of noise reduction	
	Balancing multiple tracks	
	Audio recording in studio – Levels	
	Microphone language	
	Recording in different software – audio hardware(interface)	
	VO recording	
	Dubbing for films - Working of Sync Sound technology	
	Creating Foley for films - SFX	

Cinematography techniques	Introduction to Video – video formats -	
	Different types of Cameras available	
	Basic Camera Operations –	
	White Balancing	
	ISO	
	Iris	
	Shutter speed	
	Exposure triangle and its equation for video cameras	
	Different types of Lenses and its uses	
	Understanding different camera mounts	
Direction techniques	Deferent rules in video production: Rule of thirds – Lead room – Head room	
	Different types of Shots	
	Different types of Angles	
	30degree – 180degree	
	Different types of Camera Movements	
	Different accessories to enhance videos	
Techniques in Video Editing	Experimenting combination shots	
	Basic of Video Editing	
	History in comparison with the modern layout	
	Understanding timeline	
	Experimenting different types of cuts using different tools	
	Understanding transitions	
	Working with different video effects	
	Working with titles	
	Importing layers in video editing	
	Adding basic motion to still life – animating key frames	
	Advantages of Masking	
	Basic colour correction	
	Working with audio effects and audio transitions	
	Understanding audio mixer	
	Different export options	

(Whichever is Applicable?)

Assigned readings	Video production books; Film, advertisement scripts. Basic lighting techniques
Writing assignments	Basic Script writing.
Project	1.Video containing different shots and angles with Titles describing the same 2. Radio Skit 3. 1 min Short Film – Only with natural light 4. Edit an event highlight video
Lab or workshop	Video editing lab

Field work/experience	Short film Production
Online activities	NA
Performances/creative activities	Acting
Learning outcomes	Cinematography and direction techniques

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- Video Production (Vasuki Belavadi)
- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)

WEB PUBLISHING LAB

Course Code
21FNA285

L T P
012

Credits
2

Objectives:

- Student will be able to, be acquainted with elements, Tags, and basic structure of HTML files.
- Develop the concept of basic and advanced text formatting.
- Practice the use of multimedia components in HTML documents.
- Designing of webpage-Document Layout, Working with List, Working with Tables.
- Practice Hyper linking, Designing of webpage-Working with Frames, Forms and Controls.
- Prepare creating style sheet, CSS properties, Background, Text, Font, and styling etc.
- Working with List, HTML elements box, Positioning and Block properties in CSS.
- Designing with cascading style sheet-Internal and External style sheet

Course Outcome (CO)

CO1 : Students will be able to design websites.

CO2 : Students will understand different tool used in web designing.

CO3 : Students will be able to use HTML techniques.

CO4 : Equipping the students to create layout for web pages.

CO5 : Familiarize the students with various multimedia techniques.

Key Learning: To impart practical knowledge in Web Design (HTML & CSS) related with the study of Multimedia Technology.

Modules	MODULE	Number of Hours (40)
Module 1	HTML Basics: Elements, Tags, and Document Structure, and basic structure of HTML files, practice basic and advanced text formatting, Practicing use of multimedia components (Image, Video & Sound) in HTML document.	10

Module 2	Designing of webpage-Document Layout, designing of webpage-Working with List, Designing of webpage-Working with Tables.	10
Module 3	Practicing Hyper linking of webpages, designing of webpage-Working with Frames, Designing of webpage-Working with Forms and Controls.	10
Module 4	Acquaintance with creating style sheet, CSS properties and styling, Working with Background, Text and Font properties, Working with List properties.	10
Module 5	Working with HTML elements box properties in CS, Working with Positioning and Block properties in CS, designing with cascading style sheet-Internal style sheet, designing with cascading style sheet-External style sheet Working with introduction to responsive web design.	10

Assigned readings	
Writing assignments	
Project	Publish to a Web site
Lab or workshop	web site Planning Workshops
Field work/experience	A web designer is responsible for creating the design and layout of a website
Online activities	Inspiring Websites to Generate New Website Design Ideas The Most Popular Website Design, <ul style="list-style-type: none"> • Responsive Design. • Minimalism. • Parallax Scrolling. • Infinite Scrolling. • Cross-Browser Compatibility. • Typography. • CSS Animations
Performances/creative activities	Creative Website Design Ideas
Learning outcomes	Develop skills in analysing the usability of a web site

Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Textbooks:

1. HTML 5 in simple steps by Kogent Learning Solutions Inc (Authors) – Dream tech Press-(Publisher)
2. Creating a Web Page and Web Site by Murray,Tom/Lynchburg (Authors) College,2002- (publisher)

Reference Books

1. Web Designing & Architecture-Educational Technology Centre University ofBuffalo-(publisher)
2. Beginning HTML, XHTML, CSS, and JavaScript by John Duckett - Wiley India (publisher)

3. Beginning CSS: Cascading Style Sheets for Web Design by Ian Pouncey, Richard York - Wiley India (publisher)
4. Web Technologies: HTML, JavaScript by Kogent Learning - Wiley India (publisher)

JOURNALISM IN DIGITAL ERA

Course Code
21VMC211

L T P
3 0 0

Credits
3

Objectives:

The paper will allow the students to become acquainted with the new media tools as a social phenomenon and to learn about the development of digital journalism. It will help them to learn the distinct characteristics of online and new media and understand the basic writing skills for digital platforms

Course Outcome

CO1 : Understanding on various digital tools and methods of new age journalism .

CO2 : Awareness of the current trends in the area of digital media.

CO3 : .Understand the basic writing skills for digital platforms

CO4 : Demonstrate the writing skills required in the field of digital communication.

CO5 : Gain employment opportunities in the field of digital media and communication landscape.

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction: new media, internet, Digital news gathering WWW, Web Browsers: Newspaper Websites: International & National, News Portals News Websites of Major Electronic Media Houses, , News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components	8 hrs
Unit2	Mobile Journalism-MOJO, Using the mobile for stories; apps and tools for reporting, News writing for apps, , Backpack journalism, Elements of online media-slideshow , Audio for web –forms and format, Internet Radio, Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming	10 hrs
Unit3	Writing for the new media – techniques of crafting online story. Approach to Digital Journalism, Writing in Digital World, Principles , Using Multimedia Components-Text, Graphics, Audio, Video & Animation, Content Generation & Writing: Blog and Social Platforms, Traditional vs Online Journalism,	10 hrs

	Micro-content, Narrative journalism, News Portals, Blogs and challenges	
Unit4	Digital media and marketing – SEO, SEM, Direct mail, new techniques ; Journalism as conversation bloggers as journalists - Blogger's ethics - Citizen Journalism, initiatives in online medium - managing user generated content, Comments, Feedbacks, Ethics and regulations	10 hrs
Unit5	Social Networking & Collaboration Through Whatsapp, Snap Chat, Skype etc, Facebook and social media: Online Advertisement & Revenue Generation Basics from Online Journalism	7 hrs

Assigned readings	Assigned reading will be given for each unit so as to present group discussion
Writing assignments	Assignment will be given for each unit
Project	Web Content Developing, Online News Writing
Lab or workshop	
Field work/experience	Online News Reporting activities
Online activities	
Performances/creative activities	Presentation of Project
Learning outcomes	Online News writing and web content development

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder

B.K. Chaturvedi. Media Management. Global Vision Publishing House, Delhi, 2014.

Stephen Lacy. Media Management- A Casebook Approach. Routledge, London, 1993

EVENT MANAGEMENT

Course Code

21VMC212

L T P

2 1 0

Credits

3

Objectives:

To equip students with an overall understanding of the methods, approaches, and practices of Event Management industry and to also enable them to achieve basic level expertise in event planning and management.

Course Outcome (CO) –

- CO1 - Understand the basis and purpose of event management in business
 CO2 - Getting equipped with various approaches for planning and executing an event
 CO3 - Understand the roles of people, resources, and know-how of publicity
 CO4 – Achieve a realistic approach in budget planning
 CO5 – Familiarize with needs and trends of various types of events

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction and Overview: Importance of Event management, requirement of an event manager, role of an event planner and event manager, Analysis of events - understanding the scope of events, Types of Decision makers, Technical staff, developing an organized system for record maintenance, establishing policies and procedures	1-5
Unit2	How to prepare and plan for an event – phases of staging an event, pre-production checklist, event logistics –categories and elements of logistics, event site logistics, event shut down site selection, layout and design; supply of facilities – audio-visuals, Purpose of visual presentation, video/data projectors and other display equipment, Lighting– objectives of event lightings - visibility, relevance, composition, mood– Quality of lights; Risk management	6 - 17
Unit3	Event team and crew- The Nature of Teams, strengths and weaknesses of teamwork, Organizational policy-making Teams, Task Force or cross-Functional Teams; Forming The Event Team; ; Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility	18 - 26
Unit4	Expectations and Goals Event Marketing – understanding the role of publicity, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics; Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, Media mix; The Role of the Promotional Mix; Event Sponsorship Understand Sponsorship;	27 - 36
Unit5	Introduction to Event Cost Accounting - Objectives and scope, event cost centers and cost units, event cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations; Event Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point;	37 - 45

(Whichever is Applicable)

Assigned readings	
Writing assignments	Budget Plans, Event Plans, etc.

Project	Planning a small-scale event
Lab or workshop	Case Studies, interacting with industry experts
Field work/experience	Visiting an event management company / witnessing the organizing the planning and execution of an event
Online activities	Case studies and interaction with event planners
Performances/creative activities	Planning an event
Learning outcomes	Achieve entry-level expertise in planning and managing different types of events

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books:

Event Management & Public Relations by Savita Mohan
 Start And Run Event planning business by Cindy lemaire Mardi foster-walker
 Start Your Own Event Planning Business: Step-by-Step Guide to Success
 Event Entertainment and Production - Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc.
 Special Event Production - Doug Matthews
 The Event Marketing Handbook – Saget Allison
 Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle
 Event Marketing and Event Promotion Ideas - Eugene Loj

INTRODUCTION TO 2D ANIMATION

Course Code
21VMC284

L T P
0 1 2

Credits
2

Objectives:

This course teaches basic concepts and techniques of 2D animation. Students will be taught about keyframes, drawing, tweening and other basic concepts to create basic animations.

Course Outcome (CO) –

- CO1 : Students are given training to create 2D animations.
 CO2 : Students will explore the scope of 2D animations.
 CO3 : They will be able to use animation effectively across genres and formats.
 CO4 : Students will learn how to use animation for entertainment, infotainment as well as edutainment..

Course Contents / Operational Terminologies	Course Input	Hours Needed
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Introduction to the concepts of 2D Animation,	Introduction to 2D Animation, History of 2D Animation industry, Knowing the famous Animated movies-Directors. Working on sketches, briefing on preparing story line & story boarding. Introduction to software, understanding layout & UI. Using the Tools Panel, understanding timeline & layers, previewing the Movie	3HRS
Key Frames, Drawing with shapes & colours	Modifying the Content and Stage Saving Your Movie Publishing Your Movie Key frames, creating a blank key frame, duplicating & extending a key frame Understanding and working on Frame rates in flash Frame-by-frame animation Working with Strokes, fills, and gradients	7 HRS
	Draw simple lines and shapes, hands on creative shapes. Arranging objects Drawing and Painting in Flash Using Geometric Shape Tools The Selection tools The Drawing tools Drawing with the Pen tool Colors, Applying colors Introducing color basics Working in the Swatches Panel, Using the Color Panel Working with Droppers, Paint Buckets and Ink Bottles	
3D Graphics & Typography	3D Graphics Drawing Patterns with Decorative Drawing Transforming and combining Graphics objects Working with text, Considering Typography Text Field types in flash, Text tool and the properties panel Smoothing test with anti-alias settings Onion Skinning Editing Multiple Frames	10HRS

Understanding Tweens for Animation & Bitmap Properties	<p>Using Tweens for Animation, Shape Tween, and Motion tween, classic tween, modifying properties & editing motion paths.</p> <p>Adjusting Easing and Tween properties with the Motion Editor</p> <p>Reusing and modifying tween symbol instances Using Distribute to Layers Importing and copying bitmaps, Setting bitmap properties, Using the Bitmap buttons in the properties panel</p> <p>Bitmap compression, Converting Raster to vector Using external Vector graphics, Importing Vector Art Work Optimizing Vectors</p>	10 HRS
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Assigned readings	
Assignments	<p>Assignment 01: Create a smooth frame by frame animation of a bouncing ball</p> <p>Assignment 02: Create a simple character using lines & shapes and animate it.</p> <p>Assignment 03: Create a pattern and give it a simple animation</p> <p>Assignment 04: Come up with text arts and text animations</p> <p>Assignment 05: Make a character walk smoothly using onion skinning technique</p> <p>Assignment 06: Animate using tweens- Shape tween, Classic tween & Motion tween each.</p>
Project	Create a Short Animated clipping using the concepts learned
Lab or workshop	Lab
Field work/experience	NA
Online activities	Observation
Performances/creative activities	
Course Output	<ul style="list-style-type: none"> – Understanding the concepts of Animation & History – Getting hands on the 2D Flash software, tools panel – Learn Key Frame Animations & Character designs – Hands on Tween technique of animation, multiple character animation clippings.

□ Activities/Content with direct bearing on Employability/
Entrepreneurship/Skill development

Reference Text Books

- The Animator's Survival Kit – Richard Williams
- The Illusion of Life – Frank Thomas & Ollie Johnston
- Animation for beginners – Morr Meroz
- Acting for Animators

ADVANCED VIDEO-PRODUCTION LAB

Course Code
21VMC285

L T P
0 1 2

Credits
2

Objectives: To practically teach and make students produce Documentary, Short Film, Ad Film, TV Shows

- To make students aware about camera resolution, training on modern camera accessories like gimbal, drone, slider etc.
- To give advanced training on DSLR cinematography
- To give advanced training on studio workflow.
- To give advanced training on shoot with both indoor and outdoor lighting and its accessories.
- To make students capable to do various editing skills in professional video editing software.
- To make students capable to do short film, documentaries, ad film and Tv Show projects with detailed shot division.

Course Outcome

- CO1 : Students will be able to do the advanced lighting for any production
CO2 : Students will be able to do multi camera productions
CO3 : Would be capable of producing TV Shows
CO4 : Students could produce Documentaries
CO5: Would know the techniques in producing a film

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Advanced Lighting Techniques	Different Types	10
	Characteristics/Properties of light	
	2 point light	
	3 point light	
	4 point light	
	Using Reflectors	
	Role of Shadow in production	
Multicam Editing	Connecting multiple cameras	10
	Understanding Preview and Program window	
	Different types hardware available	

	Switching between the cameras	
	Different Roles and responsibilities	
	Receiving the audio signals from mixer	
	Lighting for multicam production	
Television Programme Production	News	4
	Other Tv Shows (Entertainment)	
Documentary Production	Selecting the topic	2
	R&D	
	Writing script for documentaries	
	Different Types of Scripts	
	Preparing questions for interview	
	Recording VO	
	Shootong techniques	
	Importance of Music	
	Titling for a documentary film	
Short film Production	Preparing concept / Story / Script and Screenplay	4
	R & D	
	Location and talent hunt	
	Role of a director	
	Music direction	
	Working on Different genre	
	Dubbing techniques	
	Production techniques	
	Roles and responsibilities	
	Shot composition to tell a story	
	Producing a Short film	

(Whichever is Applicable?)

Assigned readings	Video production books; Film, advertisement scripts. Advanced lighting techniques
Writing assignments	Writing a script for Documentary, Short film, Ad film
Project	1. TV Show – 15 min 2. Documentary – 10 to 15 min 3. Professional Short Film 3 -8 Mins 4. Ad film 20 sec
Lab or workshop	NA
Field work/experience	Outdoor shooting, taking interviews
Online activities	R&D
Performances/creative activities	Acting
Learning outcomes	Documentary, Short Film, TvShow, Ad Film

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- Video Production (Vasuki Belavadi)

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)
- Cinematography: Theory and Practice (Blain Brown)

FUNDAMENTALS OF MEDIA MANAGEMENT

Course Code	L T P	Credits
21VMC301	3-0-0	3

Objectives:

This course will enable the students to analyze individual media businesses and understand the economic drivers of the media economy.

Course Outcome (CO) –

CO1 :It helps the students in development, planning, functioning and brand building of media enterprises.

CO2 :Students will be able to understand the ownership patterns of the media industry.

CO3 :Students will be able to build a bridge between the general theoretical disciplines of management and the specifics of the media industry.

CO4 : It helps students to understand operational phenomena and problems in the leadership of media enterprises.

CO5 : It helps the students to get management position in media organisations.

Key Learning:

UNITS	MODULE	HOURS NEEDED
Unit1	Management concept – Principles and functions of Management - Factors influencing Management decision in media – Structure and characteristics of media organizations: Newspapers and Magazines, Radio, Television, Cinema - Ownership patterns in Media Industries.	12 hrs
Unit2	Revenue - Advertising vs Circulation – Readership - Management problems of small, medium, large newspapers: gathering, processing, printing, circulation, distribution, advertising, professionalism, trade unionism, News room diversity - Newspaper registration process.	10 hrs
Unit3	Economics and administrative concerns of government owned electronic media - market driven media: private channels – TRP, Social commitment vs Profit making – Steps to establish a TV channels in India.	8 hrs
Unit4	Economics of film Industry – creativity, production, certification, marketing and distribution, exhibition, ownership vs piracy.	7 hrs

Unit5	News agencies and syndicates: Ownership and organization structures – commissions and committees to study the problems of various media in India.	7 hrs
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Assigned readings	-
Writing assignments	Assignment will be given for each unit
Project	-
Lab or workshop	Workshop on current trends in media industry
Field work/experience	Visit to various media outlets
Online activities	-
Performances/creative activities	Referring international media contents and preparing case studies
Learning outcomes	-

Reference Text Books

B.K. Chaturvedi. Media Management. Global Vision Publishing House, Delhi, 2014.
Stephen Lacy. Media Management- A Casebook Approach. Routledge, London, 1993

MEDIA LAWS AND ETHICS

Course Code	L T P	Credits
21VMC302	3-0-0	3

Objectives:

The Media Laws and Ethics aims at to provide a theoretical knowledge of various media related laws also to understand the need of ethics in the profession. Indian constitution is a major part of this course so that the students are able to write for various media platforms. To introduce students to the legal and ethical aspects of India media. To provide a platform to understand the Indian constitution and its provisions for India media.

Course Outcomes

- CO1 : Students will be able to understand the rule of law and various provisions of legality in media in India.
- CO2 : Students will be able to understand and analyse the compliance of media content in accordance with the law of the land.
- CO3 : Students will be able to identify legal instruments that define and regulate the work of media outlets and individual journalists.
- CO4 : Students will be able to understand the need to comply with the various ethical standards that influence the workplace of the media organisations.
- CO5 : Student will be able to apply to the provisions of law that are common to general public.

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to Indian Constitution – Salient features, Preamble, Directive Principles of State Policy, Fundamental Rights and duties.	7

	General idea on media laws in India	
Unit2	Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) -- Freedom of the press in India	7
Unit3	Law of Defamation, Obscenity, Cinematography Act Official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature, Working Journalist Act – Indecent representation of women (Prohibition Act)(case studies)	11
Unit4	Intellectual property rights--Right to information Act 2005-- Human Rights -- Cyber laws – Right to privacy -- Issues relating FDI	9
Unit5	Recommendation of first and second Press Communications --Press Council of India Act – Structure and functions of PCI-- Professional code of conduct for media persons.	10

Assigned readings	Case studies
Writing assignments	Latest developments in Law Provisions
Project	Letter to the editor
Lab or workshop	
Field work/experience	Application to RTI
Online activities	
Performances/creative activities	Quiz on constitution
Learning outcomes	Students will be able to understand the need to comply with the various provisions of law & ethical standards that influence the workplace of the media institutions.

Reference Text Books

1. A.N. Grover: Press and the law
2. A.G. Noorani: Freedom of the Press in India
3. Durga Das Basu: Laws of the press India
4. R.C. Sarkar: The press in India
5. Rengaswamy Parthasarathy: History of Indian Journalism
6. Reports of inquiry committees and the Press Council of India
7. K.S. Venkateshwara : Mass Media Laws and Regulations in India
8. S.K. Aggarwal: Media & Ethics
9. Kaushal N. : Press and Democracy
10. Justice Yatindara Singh: Cyber Laws
11. Publication Division of India: Right to Information Act – 2005

ONLINE PROMOTION PRACTICE

Course Code

L T P

Credits

21VMC381

0 1 2

2

Objectives:

To introduce students to the online promotion. To make them understand how online promotion works.

Course Outcome:

CO1: Students will learn how a website is one of the most essential parts of business. They will be able to know about search engine optimization.

CO2 : It helps the students to understand the right media tool to target their customers.

CO3 : They will learn how social media can be a most effective tool on the online platform, promotional strategies need to extend beyond radio, television and print.

CO4 : It helps the students to understand how to drive traffic to the site and build brand awareness.

Course Contents /Operational Terminologies	Course Input	HOURS NEEDED
Introduction to New Media	Features of Online Media- Social Media Platforms-Writing for New Media-Do's and Don't's-E- Newspaper-E-Zines-Blogs-Interactive Websites	5 HRS
New Media and Internet	Hybrid Communications Medium – New Media applications – Writing for news applications	5 HRS
Blogs	Create a blog (wordpress,blogspot) – Add Contents-Changing and Customising themes -Add plugins to the blog- Adding Videos and images to the blog- Making a video and image gallery- -Hosting a blog(Wordpress)-Running a blog as a Website.	10HRS
Search Engines	An introduction to Search Engine optimisation-Demonstration of Google Analytics- Making an E- mail Newsletter and E-mail promotions- How to run Google adword Advertisement	10 HRS
Social Media	How to do a Social Media Event Marketing- How to create Social Media Campaigns	10 HRS
	I	

Assigned readings	
Assignments	Assignment 01: Create a blog Assignment 02: Create social media creatives for marketing a product Assignment 03: Create an interactive

	e-newsletter Assignment 04: Create a tabloid e-newspaper
Project	Do a social media campaign for a brand or event
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Course Output	<ul style="list-style-type: none"> – Understanding New Media and Internet – Understanding Blogs – Understanding Search engines and Search engine Optimisation – Understanding Social Media

- Activities/Content with direct bearing on Employability/Entrepreneurship/Skill development

Reference Text Books

1. Digital Marketing by Vandana Ahuja
2. T500 Social Media Marketing Tips by Andrew Macarthy
3. SEO Made Easy: Everything You Need to Know About SEO and Nothing More by Evan Bailyn
4. Bloggers Boot Camp: by Charlie White, John Biggs

ADVANCED 2D ANIMATION PRACTICE

Course Code
21VMC382

L T P
0 1 2

Credits
2

Objectives:

This course teaches advanced concepts and techniques that can be applied to creating 2D animations. Students will be taught about scenes, buttons, basic actions and how to create a small animation movie from scratch.

Course Outcome

CO1 : Students will learn about various bandwidths and the possibility of 2D animations.

CO2 : They will be able to understand the difference between 2D and 3D animations.

CO3 : They will learn how to use animation for entertainment.

CO4 : They will learn how animation has grown and how it is targeted to audience.

Course Contents / Operational	Course Input	HOURS NEEDED
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Terminologies		
Working with Scenes	Creating Scenes Working with Scenes Multiple Scenes Integrating multiple animation sequences	6 HRS
Masking	Understanding the concept of masking Masking layers How to use the concept of masking to create appealing animations	4 HRS
Nested Symbols	Revisiting symbols Nesting symbols Using nested symbols to create appealing animations	6 HRS
Buttons	Creating animated buttons How to use buttons for your animation	4 HRS
Motion guide	What is a motion guide How to create guided animations	4 HRS
Basic Scripting & Navigation	Understanding basic scripting and navigation	2 HRS
Video	Importing & Exporting video	2 HRS

(Whichever is Applicable)

Assigned readings	
Assignments	Assignment 01: Create an animation using scenes Assignment 02: Create a motion guide animation Assignment 03: Using the concept of making create a 2D animation Assignment 04: Create an animation using nested symbols Assignment 05: Using scripting and buttons create a 2D animation
Project	Make a 2D animation movie of minimum 3 minute duration including all the concepts
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	

Course Output	Understanding to work with scenes and integrating multiple scenes- -Understanding how to work with nested symbols for creating 2D animation <ul style="list-style-type: none"> – Understanding motion guide and masking to create appealing animations – Understanding basic scripting and buttons for animations

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. The Animator's Survival Kit, Richard Williams
2. Timing for Animation, John Halas, Harold Whitaker, & Tom Sito
3. The Animator's Eye, Francis Glebas

21VMC391

MINOR PROJECT

3

- CO1** 1. Students will be able to learn how Project management is important.
- CO2** 2. It helps them in understanding strategic goals of doing projects.
- CO3** 3. Students will be able to improve based upon their guide's feedback.
- CO4** 4. It helps them improve their presentation skills and boost their confidence level.
- CO5** 5. Students will be able to produce short films by using multimedia tools such as video camera and its accessories with the application of video and audio editing softwares.
- CO6** 6. Students will be able to produce various Graphic and Web Design models.

Any one of the following may be chosen by the students

Magazine production and Photography

To enable the students to produce a Magazine on a theme using techniques of reporting and writing and layout making and designing the pages using appropriate software.

Video Production

To enable the students to produce a fiction / non-fiction film of 3, 5 & 7 minutes duration using the different multimedia tools such as video camera and its accessories with the application of video and audio editing software's. Every student must showcase 4 different roles in a film production process.

Animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

Graphic / Web Designing / Advertising

To enable the students to produce various Graphic and Web Design models.

21VMC392

PORTFOLIO PRESENTATION

6

Students have to attend a Viva- Voce (Individual) on the date of submission of their show reel/ exhibition with appropriate evidences of a minimum of 7 different projects.

- CO1** 1. Students present a summary of their academic performance across the years.
- CO2** 2. Students develop a kit of their best projects done, and present it for review with the faculty.
- CO3** 3. This process helps them to develop a professional portfolio that they can use to secure appropriate job and kick start their career.
- CO4** 4. Portfolio also gives the students a peek into the growth they have achieved with the help of the course.

21VMC393

PROJECT 1 (UG Level)

10

Any one of the following may be chosen by the students

Video Production

To enable the students to produce a fiction / non-fiction film of 3, 5 & 10 minutes duration using the different multimedia tools such as video camera and its accessories with the application of video and audio editing software's.

Animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

Graphic / Web Designing / Advertising

To enable the students to produce various Graphic and Web Design models.

- CO1** 1. Students will produce fiction and non fiction film by incorporating cinematography skills, direction skills, scripting skills which they have learnt in earlier semesters.
- CO2** 2. Students specializing in Graphic Design will know how to build images using various softwares required for branding and merchandise starting from logo to visiting cards, posters, etc.
- CO3** 3. For students, doing the project is like a technical rehearsal before the actual performance which, in this case, refers to working in the industry.
- CO4** 4. Students hone their skills required in video production and create projects of professional standards.

21VMC399

PROJECT (for exit option students)

8

- CO1** 1. The final project enables the students to showcase their talent in the chosen area.
- CO2** 2. Students develop productions of professional standards in film making or graphic designing.
- CO3** 3. Projects are assigned to students so that they can use to secure appropriate job and kick start their career.
- CO4** 4. Doing the project also enables students to put into practice all the skills they learned throughout the course.

Every Student must choose a product or a company for whom they should produce a Space marketing Broadsheet/ Tabloid, a product based commercial (30 seconds duration) and a PSA (one minute duration) along with Graphic / Web Designing / Advertising collaterals using appropriate softwares.

21VMC394**Internship (for exit option students)****P/F**

Students must undertake internship for one month in the industry. Student must produce an internship completion certificate and a daily work report with comments from the authorized person.

Course Outcome:

1. Facilitating an internship for one month to familiarize the working culture of the industry.
2. Preparing the work report to enable the students for self-marketing

FUNDAMENTALS OF FEATURE WRITING

Course Code
21FNA331

L T P
2 1 0

Credits
3

Objectives: To equip the students in recognize and write different types of features for print Media. To excel in writing feature stories by using systematic techniques.

Course Outcome

- CO1:** Students will be able to demonstrate the skills required to conceive of, research, write, edit and critically analyze their own high quality news reports.
- CO2 :** Students will be understand the process of successful journalistic interviewing.
- CO3 :** Students will be able to understand how to pursue a career as a freelance journalist and to understand the key points around journalistic health and safety issues.
- CO4 :** Students will critically analyze online journalistic content and online media trends, displaying and understanding of the opportunities for the practical application of theoretical analysis.
- CO5 :** To build the portfolio of high-quality writing samples among students.

UNITS	MODULE	HOURS NEEDED
Unit1-Raw materials	Defining features-types of features - Differences between features, articles, news stories and editorials; Getting ideas – picking subjects –the need for files –finding sources-thinkingstory ideas-what readers like	8
Unit2 - shaping ideas & story dimension	Range of story-theme of story-approach of story – tone of story; story dimension – time- scope- variety – reporters' role.	7
Unit3 - planning, execution and organisation	Six-part guide for reporter-another story element-follow the laws of progressive reader involvement – refining main theme – indexing –rules of organization in writing –type of narrative – the lead paragraph	9
Unit4 - handling key story elements and word craft	Types of Leads – Numbers how to handle them – reasons to use quotes-paraphrasing; word craft – being specific – being tough – what to describe –describing well – conversational –narrative flow and stucture	9
Unit5 - stretching out, style and self-editing	Handling lengthy stories – alternating plots – maintaining suspense; Editing yourself – for conclusiveness and flow- for pace and precision; overcoming writer's anguish	8

(Whichever is Applicable)

Assigned readings	The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide - William E. Blundell
Writing assignments	Write two features on the topic they have chosen with the proof of the raw materials chosen.
Project	A team of Four can cooperate with each other and produce a special interest magazine.
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	The ability understands feature writing process and to get ideas and make your own features and edit it to fit your audience taste.

Reference Text Books

Feature Writing: A Practical Introduction Book by Sue Featherstone and Susan Pape

The Complete Book of Feature Writing: From Great American Feature Writers, Editors, and Teachers

Professional feature writing Book by Bruce Garrison

Feature Writing Book by N. MEERA RAGHAVENDRA RAO

Writing feature articles Book by Brendan Hennessy

HEALTH COMMUNICATION

Course Code
21FNA332

L T P
21 0

Credits
3

Objectives:

To develop an in-depth knowledge in the area of Health Communication

Course Outcome (CO) – subject out come

- To equip students with written, oral, and graphical communication skills necessary in medical and public health contexts.
- To equip students with how the media, literacy and policy affect the perceptions of health
- Identify key tools for patients and providers to communicate and listen effectively by recognizing the barriers and modes of communication between patients and providers.

Key Learning :

Magazines, features, articles

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to Health Journalism and health law- Health law is a field of law that encompasses federal, state, and local law, rules, regulations and other jurisprudence among providers, payers and vendors to the health care industry and its patients, and delivery of health care services, with an emphasis on operations, regulatory and transactional issues-role of WHO	1-8
Unit2	Introduction to Human Health physical, social, psychological and spiritual well-being of individuals. Overall health of the population is determined by people's income, education, employment and housing, as well as a combination of preventive and rehabilitative approaches and services.	9-19
Unit3	Public health reporting- Through the dissemination of health news, medical research, and health policies, mass media play a leading role in disseminating health news, affecting the knowledge and health ...	20-32
Unit4	health , news reporting and writing, role and duties of public health reporter.	33-39
Unit5	Case Studies	40-43

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	
Lab or workshop	
Field work/experience	Students will create a mini-campaign on a health, population health or public health issue.
Online activities	
Performances/creative activities	
Learning outcomes	students will specifically be able to describe health communication as used by several local, governmental, and international organizations.

Reference Text Books

Health Communication in the 21st Century (2nd ed.), by Wright, Sparks & O'Hair.

INTRODUCTION TO BRAND MANAGEMENT

Course Code
21FNA333

L T P
2 1 0

Credits
3

Objectives:

To comprehend the contemporary concepts of professional practice in branding, brand equity and strategic brand management, design and implementation techniques for all the presentable formats like print, broadcast and new digital media.

To understand the concepts through case studies from advertisement industry from a perspective of Brand Lifecycle).

Course Outcome (CO) – subject out come

- Demonstrate knowledge of the nature and processes of branding and brand management.
- Brand management and function of marketing that uses special techniques in order to increase the perceived value of a product.
- Implementing market mix approach for practical applications.
- Comprehending contemporary concepts in brand management.
- Illustrating the concepts through case studies.

Key Learning:

Brand and Branding, Managing a brand, Brand Management and Business, Brand Equity, Integrated Marketing Communications, Brand Identity, Brand Personality, Brand Image, Brand Loyalty, Brand Recall, Advertising.

UNITS	MODULE	HOURS NEEDED
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Unit1	Meaning, Brand vs product, Process of branding, Brand building blocks (obstacles to/difficulties in building strong brands) - Brand vision with respect to generic brand status. Product vs corporate branding	5
Unit2	Branding strategies - Manufacturer branding (national brand) and distributor branding(private/store brand) – Multi product branding strategy - Multi branding strategy- Mixed branding, Brand licensing, Co-branding, Composite co-branding, Ingredient co-branding Brand productmatrix, Brand hierarchy	10
Unit3	Brand Promotion and Strategic Brand Management - Building a Strong Brand: FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch, Media Selection, Trade Promotion and Selling, CRM, Personal Selling, Web Marketing.	10
Unit4	Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Achieving the Ideal the Brand Portfolio, Managing Brands over: Time, Market Segments and Geographic Boundaries, Revitalizing and Changing the Brand Portfolio.	10
Unit5	Case studies in business sectors: Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc.	5

Assigned readings	Newspaper Business Pages and Articles, Business and Advertising Magazines apart from standard texts.
Writing assignments	Analysis of Brand management of Global and Local Brands
Project	Presentation of Brand Lifecycle - group work
Lab or workshop	Compiling and preparing the assignment from the lab
Field work/experience	NA
Online activities	Internet reference for assignment
Performances/creative activities	NA
Learning outcomes	Awareness of Brands and Branding and how to treat brands according to various parameters.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- Integrated Advertising, Promotion and Marketing Communications, Kenneth. E. Clow and Donald Baack, Prentice Hall of India Pvt. Ltd., 3e, 2007
- Strategic Brand Management, Kevin Lane Keller, M.G. parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.
- Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009
- Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.

INTRODUCTION TO SCREENPLAY WRITING

Course Code	L T P	Credits
21FNA334	2 1 0	3

Objectives:

- To give a basic understanding on visual story telling
- To analyze the stories from different sources and convert them to screenplays
- To analyze the world class screenplays written by famous screen writers
- To find solutions to obstacles faced by characters
- To create basic level screenplay drafts

Course Outcome (CO) –

- 1 Understanding the importance of scripts
- 2 Learning the techniques of screenplay writing
- 3 Using the power of imagination for screenplay writing
- 4 Balancing imagination with reality for achievable objectives
- 5 Gain medium level expertise to write screenplays

Key Learning:

Article Writing, Essay, Research Paper, Book Review, Thesis; Dissertation, Book, Citation Methods and Styles, Research Grant Proposals

UNITS	MODULE	HOURS NEEDED
Unit1	Writing for Screen: Importance Visual Storytelling. Three act structure.	7
Unit2	Inspiration for Stories: Story Ideas- Personal Experience, Ideas from News Stories, real Life Events, Fables, Legends.	7
Unit3	Characters: Interior and Exterior of Characters, Protagonist and Objective, Planting Obstacles, Character Arc, Objective and Subjective Drama	9
Unit4	Developing the Script: Creating Drama, Character	10

	Development, dialogue Writing Techniques. Dynamics of scene creation. Formatting Ideas. Writing for web series, Beat Sheet, Writing loglines.	
Unit5	Screenplay: Writing and Analysing. Analysing screenplay drafts of critically acclaimed films.	7

Assigned readings	Readings on perspectives on visual writing, Reading screenplay drafts of international films.
Writing assignments	Writing step outlines, Creating character profiles
Project	Preparing individual screenplays for a 5 minute long film
Lab or workshop	NA
Field work/experience	Regular Screening of Films
Online activities	Watching interviews of renowned screenwriters.
Performances/creative activities	NA
Learning outcomes	

Text Book

Screenplay: The Foundations of Screenwriting: Syd Field

Reference Text Books

Screenplay: Writing The Picture: Robin U Russin& William Missouri Downs

*Alternative Script Writing: Successfully Breaking the Rules:*Ken Dancyger& Jeff Rush

The Anatomy of Story: John Truby

MEDIA AND GENDER STUDIES**Course Code**

21FNA335

L T P

2 1 0

Credits

3

Objectives:

This course examines representations of race, class, gender, and sexual identity in the media. We will be considering issues of authorship, spectatorship, (audience) and the ways in which various media content (film, television, print journalism, and advertising) enables, facilitates, and challenges these social constructions in society. In addition, we will examine how gender and race affects the production of media, and discuss the impact of new media and digital media and how it has transformed access and participation, moving contemporary media users from a traditional position of "readers" to "writers" and/or commentators. Students will analyze gendered and racialized language and embodiment as it is produced online in blogs and vlogs, avatars, and in the construction of cyber identities. The course provides an introduction to feminist approaches to media studies by drawing from work in feminist film theory, journalism, cultural studies, queer studies, gender and politics, and cyber feminism.

Course Outcome (CO) – subject out come

1. The course focuses on the introduction of understanding of gender roles.
2. The course deals with making students aware of the fact that gender roles are not only constructed socially but also legally and culturally.
3. This paper deals with the various forms of media and the representation of genders through media
4. The course aims to acquaint the students with the feminist theories which provide a different angle to the thoughts and perspectives and focuses on the tracing of the historical movement of the feminist movement in India and abroad.
5. This paper focuses on the skills required for gender mainstreaming, the tools required for the same and the policies related to it

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to Gender Studies: Introduction, Gender Perspectives of Body, Social Construction of Femininity, Social Construction of Masculinity, Women's Studies and Gender Studies. Gender, Family and Economy, Gender Lens: Political and Legal Systems, Gender and Education, Social Dynamics of Gender	1-9
Unit2	Gender and Media: Introduction, Feminist Communication Theories, Gender Stereotyping in Media, Gender and Electronic Media, Gender and Alternative Media. Representations of race, class, gender, and sexual identity in the media, with a particular focus on new media and how digital technologies are transforming popular culture. the ways in which various media content (film, television, print journalism, blogs, video, advertising) enables, facilitates, and challenges these social constructions in society, construction of cyber identities and cyber feminism.	10-18
Unit3	Feminist movements and theories: Historical Overview of Feminist Movements, Feminist Movement in Europe and the US, the Women's Movement in pre-independent India, Women's participation in the movements in post-independent India, Grass root Movements. Liberal Feminism, Marxist and Socialist Feminism, Radical Feminism, Psychoanalytic and Existential Feminism, Other Feminist Thought, Intersectional Feminism	19-27
Unit4	Queer studies: Representation of queer in media, misconceptions and misleads, gender power dynamics, portrayal politics, impact in queer community	28-35
Unit5	Gender Mainstreaming: Introduction, Steps in Gender Mainstreaming, Tools and Techniques, Engendering Policy and Programs, Political Participation of Women and other sexual minorities. Gender dimensions of poverty and livelihood of sexual minorities	36-44

Assigned readings

Read and critically analyze the representations in media.

Writing assignments	Write reviews on films, self narrative texts and other media content portraying various gender roles.
Project	Case studies and surveys for further understanding of media influence in gender stereotyping.
Lab or workshop	NA
Field work/experience	NA
Online activities	Identifying various personal experiences and lives through online platforms
Performances/creative activities	NA
Learning outcomes	Develop an inclusive attitude among all

Reference Text Books

Dines, Gain And Jean M. Humez. Gender, Race and Class in Media. Sage: 1994.
 Goffman, Erving. Gender and Advertisement. Harpet and Row: New York, 1976.
 Laura, Mulvey. "Visual Pleasure and Narrative Cinema". Screen 16.3 Autumn 1975.
 Macdonald, Myra. Representing Women. London: Arnold, 1995.
 Van Zoonen, Lisbet. Feminist Media Studies. New Delhi; Sage, 1994.
 Usha, V.T. Gender, Value and Signification. KRPLLD, CDS, 2003.
 Thakur B.S., Binod. C.Agarwal. Media Utilisation for the Development of Women and Children. New Delhi: Concept, 2004.

ENVIRONMENTAL JOURNALISM

Course Code
21FNA341

L T P
2 1 0

Credits
3

Objectives:

- To develop an in-depth knowledge about Environmental Journalism.
- To learn and report on national and international environmental issues.

Course Outcome (CO)

- To make the students aware of environmental reporting.
- To equip the students with various writing styles of environment news.
- To bring awareness on Environmental Journalism.
- To bring awareness on environmental laws.
- To examine the environmental issues through various case studies.

UNITS	MODULE	HOURS NEEDED (40)
Unit 1	Concept of Environment and Media Meaning and Definition of Environment, Concept of Environment and Media, Environment & Journalism, Media of Environment Communication, Scope of Environment Communication. Environmental Revolution in India: History of Environment	10

	Revolution, Relation between Private Sector and the Govt., some important revolutions in the field of environment.	
Unit 2	Environmental Journalism and World Environment Meaning, Definition and Scope of Environmental Journalism. Characteristics, Functions and Objectives of Environmental Journalism. Processes of Environmental Journalism.	5
Unit 3	Impact of Environmental Journalism in the World Scenario. Environmental Journalism and Development. To make aware about environment to public. Write articles and research about environment.	10
Unit 4	Reporting and writing style of environmental journalism. Role and duties of environmental journalist	10
Unit 5	Case studies	5

Activities

Assigned readings	Assigned reading will be given for each unit to present a seminar.
Writing assignments	Assignment will be based on each unit
Project	NA
Lab or workshop	Editing of stories
Field work/experience	Reporting on environmental issues
Online activities	Reading environmental related issues occurring in world
Performances/creative activities	NA
Learning outcomes	Awareness about environmental reporting, writing, and editing

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Allen, S. (1999). "Environmental Risks and the Media." Routledge.
- Anderson, A. (1997). "Media, Culture and the Environment." Routledge.
- Blum, D., Henig, R., Knudson, M., (2005). "A Field Guide for Science Writers." Oxford University Press; 2nd edition.
- Cohn, V., Cope L. (2001). "News & Numbers: A Guide to Reporting Statistical Claims and Controversies in Health and Other Fields." Wiley-Blackwell; 2nd edition.
- Cox, R., Pezzullo, P. (2006, 2009). "Environmental Communication and the Public Sphere." Sage Publishing; 5th edition (2017).
- Friedman, S., Dunwoody, S., Rogers, C. (1999). "Communicating Uncertainty: Media Coverage of New and Controversial Science." Routledge.
- Frome, M. (1998). "Green Ink: An Introduction to Environmental Journalism." University of Utah Press.
- Greenberg, M., Lewis, J., Rogers, R., Sachsman, D., West, B. (2003). "The Reporter's Environmental Handbook." Rutgers University Press.
- Luechtefeld, L. (2004). "Covering Pollution: An Investigative Reporter's Guide." Investigative Reporters and Editors, and Society of Environmental Journalists.

INTRODUCTION TO TYPOGRAPHY

Course Code
21FNA342

L T P
2 1 0

Credits
3

Objectives:

- To understand the aesthetics of letterforms.
- To Introduce the students to ancient calligraphy and lettering with hand.
- To practice expressive typography.
- To practice Experimental typography
- To customize typography to suite the design needs.

Course Outcome

- To make the students appreciate the earliest forms of typography, namely Calligraphy.
- To enable the students to write in calligraphic form with calligraphic tools, manually.
- To make students work on expressive typography
- To make the students work with experimental typography.
- To make students learn to edit type faces and customize according to the design needs using grid layout.

Modules	MODULE	Hours Needed (30)
Module 1	Introduction to calligraphy. simple calligraphy to bold, Gothic and Decorative calligraphy using Dip Pens and Parallel pens.	10
Module 2	Understand Serifs and Sanserif Upper and Lower case with manual tools.	5
Module 3	To introduce the students to expressive typography and the foundations of logo designing.	10
Module 4	To introduce the students to experimental typography and fine art typography	10
Module 5	To introduce the students to the Customization of typefaces using grid format and to create new innovative Typeface using digital tools.	5

Activities

Assigned readings	Read Reference text and web resources
Writing assignments	NA
Project	Calligraphic Project, Artistic lettering
Lab or workshop	New Typeface creation using digital tools
Field work/experience	NA
Online activities	Source various fonts from the net.
Performances/creative activities	Expressive and experimental typographic activities
Learning outcomes	Understanding the aesthetics of typography. How to choose font according to the message

flavour of design. To create new fonts.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development.

Reference

- Emil Ruder , Typography: A Manual of Design, Thames & Hudson; 4th ed. edition (1 January 2009)
- Robert Bringhurst, The Elements of Typographic Style, The Elements of Typographic Style
- Ellen Lupton, Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs), Princeton Architectural Press; 2nd edition (6 October 2010)

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code	L T P	Credits
21FNA343	2 1 0	3

Objectives:

To introduce the students to the concept of Public Relation and equip them to build a career according to the industry requirements.

Course Outcome (CO)

- To provide the students with basic understanding of the concepts of corporate communication and public relations
- To introduce the various elements of corporate communication and consider their roles in managing organizations
- To examine how various elements of corporate communication must be coordinated to communicate effectively
- To develop critical understanding of the different practices associated with corporate communication.
- An understanding of the relevance and functioning of PR today.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Fundamentals of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business, Emergence of Public Relations Tracing Growth of Public Relations	8
Unit2	Foundation of Corporate Communication: Corporate Communication: Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need and Relevance of Corporate Communication in Contemporary Scenario	8
Unit3	Key Concepts in Corporate Communication Corporate	8

	Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation, Ethics and Law in Corporate Communication	
Unit4	Functions of Corporate Communication and Public Relations: Media Relations Introduction, Importance of Media Relations, Principles of Good Media Relations, Various PR Publics, Steps in Implementing an Effective Employee Communications Programme, Crisis Communication Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis	9
Unit5	Writing for PR - Press release - Press Tour - Press conference - Electronic PR. How to be good PR Manager - Ethics in PR - Case studies.	7

Activities

Assigned readings	In depth reading and analysis of Case studies
Writing assignments	Writing PR proposals and different kind of releases for media
Project	Conduct PR Campaigns
Lab or workshop	Creating Brochures and posters for campaign
Field work/experience	PR Campaigns
Online activities	Conducting various PR Campaigns using different online media platforms
Performances/creative activities	Communication with people, work in field
Learning outcomes	Students will know that the corporate PR is to connect with various public using means such as press releases, social media, products and events to facilitate the building and managing relationships.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Public Relations The Profession and Practice - Dan Lattimore, Otis Baskin, Suzette T. Heiman, Elizabeth L.Toth - Tata McGraw Hill, New Delhi(2012)
- . Effective Public Relations and Media Strategy - C. V. Narasimha Reddy, PHI (2014)
- . Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press
- The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly by David Meerman Scott
- Corporate Communication: A Guide to Theory and Practice by Joep P. Cornelissen
- A Handbook of Corporate Communication and Public Relations by Sandra Oliver

SCIENCE COMMUNICATION

Course Code
21FNA344

L T P
2-1-0

Credits
3

Objectives:

To introduce the students to science communication. It aims to enable the students to understand the need of science communication and its practical application via different media.

Course Outcome (CO) –

1. Students get a thorough knowledge about the scientific approaches and interpretations of science communication processes.
2. Students learn in depth about the cause and effect of science communication
3. Students will study about barriers and various theories of science communication
4. Students will be able to produce stories related to science for different media
5. Students will be familiarized with trends in science communication through print and electronic media.

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to Science Communication: Definition and purposes – growth of science and technology - use and distribution of scientific knowledge via media – impact of science on society.	10 hrs
Unit2	Science writing for mass media: Types of science writing techniques – qualities of good science journalist – news sources for science reporting – coverage of science news stories in different media.	10 hrs
Unit3	Branches of science and their importance: Biological science, medical science, behavioral science, engineering, nuclear technology, geography, marine geology - Recent trends in science and technology.	10 hrs
Unit4	Space science technology: Satellite communication – NASA, ISRO, CNSA, Roscosmos – Science organizations: NCSTC, NCSM, NISCAIR, Vigyan Prasar - DST, ISCOS, ICMR.	7 hrs
Unit5	Science in Media: Newspapers and science magazines – Science programs on Radio – science TV channels – Science fictions films – status, trends and challenges of science journalism.	7 hrs

Assigned readings	-
Writing assignments	Assignment will be given for each unit

Project	-
Lab or workshop	Workshop on current trends in science writing for mass media
Field work/experience	Visit to science organizations
Online activities	-
Performances/creative activities	Referring international media contents and preparing case studies related to science and technology communication
Learning outcomes	-

Reference Text Books

1. Massimiano Bucchi (2002). Science and the Media: Alternative Routes to Scientific Communications, Routledge, New York.
2. Nalini Rajan (2007). 21st Century Journalism in India, Sage Publication, New Delhi.
3. John V. Vilanilam (1993). Science Communication and Development, Sage Publication, New Delhi.
4. Bauer, W Martin & Bucchi Massimiano. (2007). Journalism, science and society: science communication between news and public relations. New York: Routledge
5. Anthony Wilson (1998). Handbook of Science Communication, CRC Press, United States.

ELECTIVE B

VISUALIZATION TECHNIQUES FOR FILM MAKING

Course Code	L T P	Credits
21FNA345	2 1 0	3

Objectives:

- To give an idea on cinematic storytelling.
- To identify the importance of visual research.
- To develop skills in interpreting screenplays
- To find solutions to problems arise during film production

Course Outcome (CO) – subject out come

- Students will understand certain techniques in visualisation
- Students will be equipped with ideas in cinematic visualization
- Students will be able to interpret and visualize screenplays
- Students will be able to light scenes according to the context, mood and tone
- Students will be able to make short films by coordinating different stages of film making.

UNITS	MODULE	HOURS NEEDED
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Unit1	Dynamics of Cinematic Storytelling: Importance of Visual Literacy, visual Story Telling Techniques, Pre-Visualization Skills, Importance of Visual research, Story and Plot, Understanding Themes, Time Organizing Techniques	8
Unit2	Pre-Production Stage: Script Reading, Location Scouting, Scheduling, Budgeting, Casting, Creating Story Boards, Deciding the Visual Scheme	8
Unit3	Script Break Down: Interpreting the Screenplay, Scripts Breakdown: Decoding the Subtexts and Metaphors, Analyzing the Story Line, Preparation of Shooting Script and Floor Plan,	8
Unit4	Lighting Techniques: Qualities and Properties of Lights, Color Temperature, Three Point Lighting, High Key and Low Key Lighting. Lighting Ratio, Different Styles in Lighting	8
Unit5	Editing and Sound Design: Different Styles of Editing: Analytical Editing, Continuity Editing: Matching consecutive actions, Extent of change in image size and angle, Matching Tone. Montage, Violating Continuity Style, Key Concepts in Sound Design: Importance of Silence, Creating Soundscape, Dialogues and Subtexts, Foley, ADR, Creative Practises in Sound Design	8

Assigned readings	Screenplays and shooting scripts of films
Writing assignments	
Project	Prepare shooting scripts, Make short films of less than 5 minutes duration
Lab or workshop	Practice editing scenes in different ways to alter the mood and context, Shooting practice, regular film screenings
Field work/experience	
Online activities	Watch video essays and analysis online, Watch interviews of filmmakers
Performances/creative activities	Audition and acting exercises
Learning outcomes	

Text Book

Making Short Films: Clifford Thurlow

Reference Text Books

How Not to Make a Short Film: Secrets from a Sundance Programmer: Roberta Marie Munroe

Making Movies: Sydney Lumet

Producing and Directing Short Films and Video: David K Irwing & Peter W Rea

The Filmmakers Handbook: Ed Pincus

ADVANCE PHOTOGRAPHY LAB

Course Code
21FNA351

L T P
0 1 4

Credits
3

Objectives:

- To demonstrate proficiency in producing different light qualities for impact and effect.
- To identify current trends in fashion Photography.
- To create and compose fashion orientated model shots within the studio.
- To developing their skills as a product photographer.
- To give your pictures power by telling a delicious story through the food and the scene.

Course Outcome.

- To get a knowledge about Outdoor and indoor lighting techniques.
- To become a successful fashion photographer, you must know about the camera's proper techniques and work.
- To have your eyes on every detail to create a perfect piece of art.
- Ability to produce a portfolio of images that represents a point of view of product photography
- During the course students will dive into the different elements of food photography: lighting, composition, styling and shooting.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction to Lighting: Outdoor natural lights. Using reflectors. Direction of Light in outdoor.	7
Unit2	Awareness before and while doing fashion photography outdoors- Posing Techniques for Models.	5
Unit3	Indoor lighting: uses of hot shoe flash and indoor Lighting accessories. High key and low-key lighting. Portrait Lighting Patterns - split lighting, loop lighting, rembrandt lighting, butterfly lighting broad lighting and short lighting. Catchlight.	10
Unit4	Product Photography- Individual and group, white background, showing the product Size with Scale.	10
Unit5	Food Photography- Take photos under natural light and indoor lighting.	8

Assigned readings	Explore newspaper and magazine photography
Writing assignments	NA
Project	Model Photography, Food Photography, product Photography
Lab or workshop	Indoor and outdoor Photography
Field work/experience	Model Photography must do at off campus.
Online activities	The students should analysis other industrial photographer's work.
Performances/creative activities	NA
Learning outcomes	Portfolio preparation.

Reference.

1. Understanding Portrait Photography: by Bryan Peterson
2. The Natural Light Portrait Book: by Scott Kelby
3. Lighting People: A Photographer's Reference. By Rossella Vanon

COPY WRITING FOR ADVERTISING PRACTICE

Course Code	L T P	Credits
21FNA352	01 4	3

Objectives:

- To familiarize the students with the evolving of an advertising concept and copy from the creative brief and to guide them in writing successful advertising copies.
- To equip them to be efficient creative content writers.

Course Outcome

- To equip the students to understand what is a marketing brief and how to restructure a marketing brief.
- To equip the students to convert a marketing brief into a creative brief and then to develop a creative strategy after brainstorming with the art directors.
- Students will be able to design brochures, posters, leaflets etc.
- Students will be able to write for television ads, Radio ads and online ads.
- Guide the students to write successful advertisement for television commercials and writing for the web.

UNITS	MODULE	HOURS NEEDED
Unit 1	Understanding Marketing Brief, and Structuring a marketing brief with key points. Converting the Marketing Brief into Creative strategy	5
Unit 2	Composing Copy matter for Launch Advertisements in Print Media across countries. Introduction of online tools for measuring the effectiveness of headlines, and taglines.	10
Unit 3	Composing copy matter for Primary and secondary packaging and fitting them into the layout.	5
Unit 4	Composing Copy matter for Print media for magazine and newspaper advertisements, posters and hoardings, based on brand positioning and creative strategy document.	10
Unit 5	Writing for the web. Composing content for the web sites and social media advertisements.	10

Activities

Assigned readings	Reading marketing briefs, creative briefs from the internet recourses.
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Writing assignments	Writing for all media of advertising
Project	Finished launch advertisement with body copy.
Lab or workshop	Using lab to produce copy and select fonts.
Field work/experience	NA
Online activities	Use online tools for evaluating the effectiveness of headlines, taglines, etc.
Performances/creative activities	Composing headlines taglines and body copy for various advertising media.
Learning outcomes	Effective in communicating the message in advertisement through the crafting of headlines, taglines and body copy.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Robert W. Bly, The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells, Holt Paperbacks; Third Edition, Revised (4 April 2006)
- David Ogilvy, Confessions Of An Advertising Man, Southbank Publishing; REV ed. edition (1 September 2011)
- June A Valladares, The Craft of Copywriting, Sage Publishing - Pune.

DEVELOPMENT-COMMUNICATIONAL-VIDEO PRODUCTION LAB

Course Code
21FNA353

L T P
0 1 4

Credits
3

Objectives:

The student completing the course will have an understanding of the various aspects of our society, its place in the world, its major development issues and how communication can help.

Course Outcome (CO)

- The Indian Society, the process of development and the role of communication in it.
- Specific national development issues, programmes and projects and the role of Communication.
- Skills in development of communication material in media like print, radio and TV With understanding of other media like slides, puppetry, posters etc.
- Understanding social issues and utilizing media to address various issues.
- It make the students to Understand the social development and empowering the people.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction Concept, Models, Theories and Approaches of Development	5

	Communication. Concept of Communication: Scope and Elements of Communication process.	
Unit2	Communication Skills: The essential qualifications of an effective speaker, conversation, extemporaneous speaking, group discussion, Requirements for effective listening, Dynamics of effective reading, Functional forms stories, editorials, book reviews, informal and formal essay, short stories , personal letters, scientific reports, biographical sketches, setting a theme, simple development of an idea, critical appraisal of facts and investigation reports.	7
Unit3	Techniques of Reporting: Gathering News- Through Observation, Through Sources, By Interview, By Digging into Documents, Thinking of the Story Ideas, Maintaining Dairy, Chalking Out Specific Assignment, Research, Follow-Ups, Beat System	8
Unit4	Reporting Development policies and Current issues: Population, health, agriculture, education, communication/media, industrial, economic, science and technology, environment. National integration, communalism, religion and politics, class and caste conflict, gender equality, minimum needs, child labor. 2. Major Development Programmes: Tribal development, watershed management, women's development programme, area development, natural resource management, approach of government in development programmes.	8
Unit5	Video Production: Development communicational video production- short videos- PSA's- Short Documentaries etc.	12

Activities

Assigned readings	Case studies of development communication initiatives and its success worldwide
Writing assignments	Writing scripts for various development based productions
Project	Producing short videos, documentaries etc
Lab or workshop	Post production works of videos
Field work/experience	Reporting and covering issues
Online activities	Watching documentaries and short videos related to communication for development.
Performances/creative activities	Developing interactive production methods
Learning outcomes	Students would have acquired skill for developing communication material.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Srinivas Melkote - Communication for Development in the third world - Theory and Practice for empowerment, Sage Publications (2003)

- . Development Journalism - What next? - D. V. R. Murthy - Kanishka Publishers, New Delhi (2006)
- . Uma Narula - Development Communication Theory and Practice - Har-Anand Publications (1999)
- The Handbook of Development Communication and Social Change: 4 (Global Handbooks in Media and Communication Research) by Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon
- Development Communication in Practice India and the Millennium Development Goals by J. V. Vilanilam

TECHNICAL AND PROFESSIONAL COMMUNICATION FOR MEDIA PRACTICE

Course Code
21FNA354

L T P
0 1 4

Credits
3

Objectives:

To equip the students with the general principles of effectively use different types of leads to create an accurate, inviting introduction to a news story or news release. The course will also enable the students to produce workspace documents, including memos/letters, instructions, and proposals; create usable, readable, and attractive documents; prepare and deliver oral presentations; collaborate with others; write coherent, concise and correct sentence.

Course Outcome (CO):

- Produces workspace documents like memos, letters etc.
- Comprehending technical and professional writing style
- Students will be able to prepare and deliver oral presentations
- Presenting technical paper.
- Equipping with proper proof-reading techniques

Module	Content	Hours Needed (40)
1	Special technical documents 1 – Thesis, dissertation and article.	8
2	Special technical documents 2- Resume (cover letter, resume, and vitae)Memorandums, letters (Request letter, Letter of apology, customer response, and persuasion)	8
3	Special technical documents 3- E-mails – correspondence, text messages, Minutes, agendas	8
4	Special technical documents 3- Technical proposals and reports ,Manuals, brochures, prospectus	8
5	Editing and proofreading- Grammar, spelling, punctuation	8

Activities

Assigned readings	Reading various technical writings
Writing assignments	Assignment based on each module
Project	Publishing of tabloids
Lab or workshop	Workshop based on English Language basics
Field work/experience	NA

Online activities	Developing various technical contents
Performances/creative activities	Building up of creative expression in languages preferred
Learning outcomes	Students will understand technical communication

Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- McNair, "New Technologies and Your Resume"
- Haur, "Writing Technical Documents for the Public"
- Business Communications, Concepts, Case and Applications, PD Chaturvedi, Person.
- Functional Grammar and Communicative Skills, SSreenivasan, Century Publishers.
- Technical Communication, "Desk Top Type: Traditional and Technology"
- communications: A Practical Approach – William Sanborn Pepfeiffer, TVS Padmaja, Pearson (6th Ed)

ART DIRECTION FOR ADVERTISING

Course Code
21FNA361

L T P
01 4

Credits
3

Objectives:

- To show light to the aspiring art directors towards the basic principles of advertising through visual media along with demonstrating the principles of graphic design, layout, and production of advertisements for various medias.
- The course also ensures an understanding of the importance of cost control in all areas of art direction.

Course Outcome

- Students will create and develop advertising ideas, with particular focus on their visual appearance.
- Students will be able to produce different types of advertisements.
- Students will be able to work with various ad agencies.
- Introducing various tools of art direction
- Students will be able to illustrate the production and designing of shooting Sets.

UNITS	MODULE	HOURS NEEDED
Unit1	Art Direction in Advertising: an introduction- roles and tools of the art director, Graphic Conceptualization: visual metaphor, languages-meaning full lettering, Logo Designing	5
Unit2	Graphic basis: typography, colour, visual composition, techniques and technologies, Tracing and transfer techniques	5
Unit3	Strategy and creativity: Art Direction in communication design,	10

	visual corporate identity, study of packaging, Art direction fields: deconstruction of successful advertisements, layout techniques	
Unit4	Photographic techniques, photography with characters, still-life photography, illumination, the photo montage, type photography, the photographic finishing touch, illustration techniques.	10
Unit5	Illustration techniques using the grid system, traditional techniques of image reproduction and enlargement-Designing illustrations from photographs	10

Assigned readings	Refer to Logo Designing Books. Creativity Awards book etc.
Writing assignments	Copywriting assignments for various given media.
Project	NA
Lab or workshop	Expressive typography, Illustration, Packaging design lines.
Field work/experience	Innovative Packaging designs
Online activities	NA
Performances/creative activities	Designing Advertisements for Print and Online media.
Learning outcomes	The first step to becoming a visualizer and eventually an art director/ creative director in advertising agencies. To undertake freelance advertising design works

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Pete Barry, The Advertising Concept Book: Think Now, Design Later, Thames and Hudson Ltd (11 August 2016)
- Stephen Baker ,Advertising Layout and Art Direction, Forgotten Books (December 7, 2017)
- J.Thomas Russell, Ron Lane, Kleppner's Advertising Procedure, Pearson; 14th edition (23 July 1998)

FILM APPRECIATION AND ANALYSIS LAB

Course Code
21FNA362

L T P
0 1 4

Credits
3

Objectives:

- To learn the and understand different concepts of visual language.
- To gain more knowledge on different elements of cinema.
- To analyze critically acclaimed films and write about different aspects of cinema.

Course Outcome (CO)

- Students will be able to publish reviews, analysis, and a research article on cinema.
- Students will be able to analyze the works master filmmakers.
- After completing this course, students will create video essays on films.

Module	Keywords	HOURS NEEDED (Total 40)
1	Visual Language: Types of Shots, Camera Angles, Composition Principles.	8
	Learning Outcome: To view and analyze different scenes from films to evaluate the application of visual language	
2	Film Movements: German Expressionism, Italian Neorealism, French New Wave.	10
	Learning Outcome: To analyze films that belong to different film movements and analyze the features of them	
3	Mise-en-Scene: Settings, Properties, Costumes, Lighting, Acting, Staging and Blocking	8
	Learning Outcome: To watch different films and analyze the components of mise-en-scene.	
4	Film Genre: Evaluating the characteristics of films in different genres.	8
	Learning Outcome: To analyze the different concepts in editing and sound design in films.	
5	Analyzing the Works of Masters: Hitchcock, Kurosawa, Ozu, Fellini, Bergman, Satyajit Ray	6
	Learning Outcome: To introduce students to the works of master filmmakers.	

Activities

Assigned readings	Articles, and analysis of the works of selected film directors.
Assignments	Article writings after screening sessions
Project	Writing articles and reviews on given topics from the course.
Hands on workshop /Training	Regular film screenings and group discussions.
Field work/experience	NA
Online activities	Referring online articles on different aspects of cinema
Performances/creative activities	NA
Overall Learning outcomes	Visual Language, Film Narrative, Mise-en-Scene

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

Film Art an Introduction: David Bordwell

Essential Cinema: An Introduction to Filmmaking: Jon Lewis

Film History an Introduction: Kristin Thompson and David Bordwell

NICHE JOURNALISM PRACTICE

Course Code
21FNA363

L T P
0 1 4

Credits
3

Objectives: The course is intended to make the student aware of Niche journalism in different Media platforms. It will equip student to work in various niche media organizations.

Course Outcome (CO) –

- Students will be able understand Niche Journalism and learn to write features.
- Students will be able to understands various formats and techniques in writing for niche radio audience.
- Students will be able to understands various formats and techniques in writing for niche TV audience
- Students will be able to understands various online platforms and the techniques to write for niche online platforms.
- Students will be able to recognize the challenges and the opportunities in the field of niche journalism.

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction to Niche journalism- Difference between News, article and Features – types of features – Brief on feature writing techniques	Students will be able understand Niche and learn to write features.	8
Niche journalism in Radio – understanding radio program formats – techniques to write for niche radio audience.	Students will be able to understands various formats and techniques in writing for niche radio audience.	8
Niche journalism in TV – understanding TV program formats – techniques to write for niche TV audience.	Students will be able to understands various formats and techniques in writing for niche TV audience	8
Niche journalism in digital era – Understanding various online platforms – Pointers to write for different online platforms	Students will be able to understands various online platforms and the techniques to write for niche online platforms.	8
Niche Journalism in contemporary world – the nature, scope and opportunities- Niche journalism and citizen Journalism.	Students will be able to recognize the challenges and the opportunities in the field of niche journalism.	8

Assigned readings	
Writing assignments	<ol style="list-style-type: none"> 1. Writing features for print 2. Writing a radio documentary/ feature 3. Writing a TV documentary/ feature

	4. Writing features for blogs
Project	Documentary(radio) Script or TV documentary script or Writing for niche magazine
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	Students will be able to work in various niche media outlets.

Reference Text Books

Journalism Writing Techniques by M H Syed

Convergence Journalism: Writing and Reporting Across the News Media by Janet Kolodzy

An Introduction To Journalism By Richard Rudin And Trevor Ibbotson

TITLING & VFX LAB

Course Code
21FNA364

L T P
0 1 4

Credits
3

Objectives:

- To introduce students to the essentials of digital titling for film and video.
- To create a working knowledge of software workflows in motion graphic titling.

Course Outcome (CO)

- Students will be able to plan and produce motion graphic titles for videos.

MODULES	MODULE	NUMBER OF HOURS (40)
Module 1	Introduction- Purpose and functions of Motion titles. Film titles, Television Commercials etc	6
Module 2	Planning and Production – Pre-production and Shooting, checklist for shooting with chroma screen Tools and Terms – Software choices	8
Module 3	Video compositing- Keying, Object Tracking, Masking and rotoscoping	10
Module 4	Software tools used in motion graphics, Projection platforms and technical concerns- aspect ratios, frame rates, color choices etc.	8
Module 5	Planning a motion graphic content- steps involved, Preproduction- Storyboard, Style sheets. resource management, use of audio etc	8

Assigned readings	NA
Writing assignments	NA
Project	Titling and VFX for Mini project- video
Lab or workshop	Hands on workshops for Titling and VFX

Field work/experience	NA
Online activities	Search and create a library of Sample Titling styles.
Performances/creative activities	Create unique titling styles for video.
Learning outcomes	Students will be able to plan and produce motion graphic titles for videos.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Creating Motion Graphics with After Effects - Focal Press
- <http://www.watchthetitles.com>

21SSK201

LIFE SKILLS I

1 0 2 2

OBJECTIVE:

To build soft skills and an awareness for its importance

Course outcome:

CO1. make a smooth transition from an academic environment to work environment and adopt well

CO2. learn to cope with fear, stress and competition in professional world

CO3. develop positive attitude, self-motivating ability and willingness for continuous knowledge upgradation

Soft skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self-motivation and continuous knowledge up gradation.

Self Confidence: Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy etc. Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills: The importance of listening in communication and how to listen actively.

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM &HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

TEXTBOOKS:

1. A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.
2. Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa& Co.
4. The Hard Truth about Soft Skills, by Amazone Publication.

REFERENCES:

1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
2. Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.
3. Data Interpretation, R S Aggarwal, S Chand Publ.
4. Nova GRE, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
6. More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.thegrammarbook.com online teaching resources
10. www.englishpage.com online teaching resources and other useful websites.

21SSK211

LIFE SKILLS II

1 0 2 2

Objective:

To groom the student for professional environment and making him aware of the corporate culture and basic business etiquette

Course outcome:

CO1. acquire a knowledge of socially acceptable ways of behaviour, corporate etiquette;
develop cultural adoptability

CO2. exhibit appropriate body language; being aware of personal hygiene, proper dressing and grooming

CO3. convert Passive vocabulary into active vocabulary; learn the etymology of words

CO4. solve problems in QA & logical reasoning and interpret and analyse the data

Professional Grooming and Practices: Basics of Corporate culture, Key pillars of Business Etiquette. Basics of Etiquette: Etiquette – Socially acceptable ways of behaviour, Personal hygiene, Professional attire, Cultural Adaptability. Introductions and Greetings: Rules of the handshake, Earning respect, Business manners.

Telephone Etiquette: activities during the conversation, Conclude the call, To take a message. Body

Language: Components, Undesirable body language, Desirable body language. Adapting to Corporate life: Dealing with people.

Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics. Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

TEXTBOOKS:

1. A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.
2. Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.
4. The Hard Truth about Soft Skills, by Amazone Publication.

REFERENCES:

1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
2. Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.
3. Quantitative Aptitude by AbjithGuha, Tata McGraw hill Publ.
4. More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites.

21SSK301**LIFE SKILLS III****1 0 2 2****Objective:**

To groom the student for professional environment and making him aware of the corporate culture and basic business etiquette

Course outcome:

- CO1. work in teams; learn team playing and develop leadership skills
CO2. to gain knowledge of group dynamism
CO3. learn how to face an interview and strategies of test taking
CO4. learn the skills of Lateral thinking for problem solving

Team Work: Value of Team work in organisations, Definition of a Team, Why Team, Elements of leadership,

Disadvantages of a team, Stages of Team formation. Group Development Activities: Orientation, Internal Problem Solving, Growth and Productivity, Evaluation and Control. Effective Team Building: Basics of Team Building, Teamwork Parameters, Roles, Empowerment, Communication, Effective Team working, Team Effectiveness Criteria, Common characteristics of Effective Teams, Factors affecting Team Effectiveness, Personal characteristics of members, Team Structure, Team Process, Team Outcomes.

Facing an Interview: Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc. Syllogisms, Critical reasoning: A course on verbal reasoning. Listening Comprehension advanced: An exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions.

Specific Training: Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.

TEXTBOOKS:

1. A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.
2. Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa& Co.
4. The Hard Truth about Soft Skills, by Amazon Publication.

REFERENCES:

1. Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;
2. The Trachtenberg Speed System of Basic Mathematics, Rupa& Co., Publishers;
3. Vedic Mathematics, by Jagadguru Swami Sri BharatiKrsnaTirthayi Maharaja, MotilalBanarsidass

Publications.;

4. How to Ace the Brainteaser Interview, by John Kador, Mc Graw Hill Publishers.
5. Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;
6. Quicker Maths, by M tyra& K Kundan, BSC Publishing Co. Pvt. Ltd., Delhi;
7. More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.
8. The BBC and British Council online resources
9. Owl Purdue University online teaching resources
10. www.thegrammarbook.com online teaching resources
11. www.englishpage.com online teaching resources and other useful websites.

Digital Film Making and Media Production Stream**INTRODUCTION TO COMMUNICATION THEORIES**

Course Code	L T P	Credits
21VMC501	3 0 0	3

Objectives:

To develop the knowledge of basic elements of Communication. To inculcate the knowledge of communication models. To introduce students to the theories of Communication. To acquaint students with the various types of Communication.

Course Outcome (CO) –

- CO1. Students would be able to introduce themselves to the theories of Communication.
- CO2. Students would be able to inculcate the knowledge of Communication models.
- CO3. Students would be able to develop the knowledge of basic elements of Communication.
- CO4. Students would be able to acquaint themselves with the various types of Communication.
- CO5. Students would be able to incorporate these theories in mass media research.

UNITS	MODULE	HOURS NEEDED
Unit1	Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers; Mass communication - meaning and concept of 'mass' - nature and scope; Media for mass communication; Functions and dysfunctions of mass communications.	10 hrs
Unit2	Communication Models - Aristotle's model, Lasswell model, Shanon and Weaver model, Osgood and Schramm, Dance, Newcomb, Defleur, Gatekeeping and Gerbner.	9 hrs
Unit3	Theories of Communication - Dependency Theory, cultivation theory, Agenda Setting Theory, Use and Gratification Theory, Spiral of Silence Theory, Hypodermic Needle Theory; Diffusion of Innovation; Perception and Persuasion Theory	9 hrs

Unit4	Media systems and theories: Authoritarian, Libertarian, Socialistic, Social-responsibility, Development, Participatory; Interactive Theory - One step flow, Two-step flow (Opinion Leaders) and Multi step flow	9 hrs
Unit5	Mass media: public opinion and democracy. Media culture and its production; Media and Children; Violence and Obscenity in Media; Folk and Traditional Media	8 hrs

(Whichever is Applicable)

Assigned readings	Mass Communication in India by Keval J Kumar
Writing assignments	Students can apply these theories and models with contemporary media issues and write the assignment regarding the same.
Project	-
Lab or workshop	-
Field work/experience	-
Online activities	Quiz
Performances/creative activities	Debate and Presentation
Learning outcomes	-

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Dennis Mc Quil: Mass Communication Theory: An Introduction
2. Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication
3. Melvin L. De fleur and Evette Dennis: Understating Mass Communication
4. Berko and Wolvin: Communication
5. Surgeon General's Scientific Advisory committee on Television and Social Behaviour Reports, USA.
6. Joshi P. : Culture, Communication and Social Change
7. Wilbur Schramm: The process and Effects of Mass Communication
8. Wilbur Schramm: Men, Message and Media
9. Dennis Mc Quail: Milestones in Mass Communication Research
10. Stephen W & Little John: Theories of Women Communication
11. S.J. Baran & D.K. Davis: Mass Communication Theory – Foundations Ferment & Future.

MEDIA RESEARCH METHODS

Course Code	L T P	Credits
21VMC502	3 0 0	3

Objectives:

- To introduce students to basic principles associated with conducting Post graduate-level research, including identifying a research topic; accessing and critiquing scholarly research; writing a literature review; and research ethics.
- Students are also introduced to research design and to qualitative and quantitative methodological approaches to collecting and analyzing data.
- Given the nature of the discipline, the course provides some emphasis on participatory research methods.
- To develop new scientific tools, concepts and theories to solve and understand scientific and non scientific problems
- To enrich the innovative framework towards communication research with a multidisciplinary approach.

Course Outcome (CO) – subject outcome:

- To equip researchers with research methodology essential for pursuing research degrees (Doctor of Philosophy (Ph.D.), Masters in Philosophy) and research in undergraduate and postgraduate courses.
- To enable researchers in writing various research reports, thesis, dissertation, research papers, articles, essays.
- To get a knowledge of Research Grants and how to write Research Grant Proposals
- To get a research position in countries like U.S.A., Canada, Germany, England, Japan, Australia, etc.
- To enable the researchers to approach grassroot level implications on social issues.

Key Learning:

Article Writing, Essay, Research Paper, Book Review, Thesis; Dissertation, Book, Citation Methods and Styles, Research Grant Proposals

UNITS	MODULE	HOURS NEEDED
		(40 Hrs)

Unit 1 Research Framework and Literature Study

Meaning and Concept of research – Motivation and Objectives – Research Methods Vs Methodology – Types of Research - Defining and formulating research Problem – research questions- Importance of Literature Review – Research Design - Execution of the research – Problem, Formation- Observation and data collection – Methods Qualitative – quantitative research

10

in media studies

Unit 2 **Research Design & Statistics Tools:**

Sampling – Types of Sampling – Validity – Measurement – construct validity – Reliability- Levels of Measurement – Types of Data – Scaling - Qualitative – Quantitative measures- Hypothesis - testing – Generalization – Variables - Types of Data – Unit of analysis - Statistical Analysis- Tabulation of data – interpretation – Graphical representation of data – Presenting statistical Data– content analysis–Case Study - non –parametric statistics –chi- square 10
– contingency table analysis – parametric statistics – Mean, Proportion, ‘t’ test – analysis of variance (ANOVA) - Regression and Correlation.

Unit3 **Theoretical Framework for Research**

Media theories – Philosophy of Research – Structerization of Research – Deduction – Induction - Communication theories - Aesthetics theory of visual communication – character and visual aesthetics – Perception theory – audience research – Semiotics – motion and frame semiotics –Cognitivetheory 10
– film theory – narrative theory - cultural aesthetic theories – behavioral theories – Social – New media

Unit 4 **Art of Research Writing**

Writing research paper – reviews - presentation of research - Bibliography – APA Style – In text- Citation- plagiarism-Utility of the study - Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables - referencing and footnotes 6

Unit 5 **Research aids and Ethics**

Use of visual aids - Preparing Research papers for journals, Seminars and Conferences –Calculations of Impact factor of a journal, citation - Ethical Issues – Ethical Committees – Reproduction of published material 4
Acknowledgement –Reproducibility and accountability.

Assigned readings	Practice & Seminar on formulating research problem – Presentation & analysis of Case studies
Writing assignments	In text Citation and APA Style Formulation Practice Identification of Research Problem and framing Objectives
Project	Review research article and presentation
Lab or workshop	<ul style="list-style-type: none"> Hand on Workshop on using Tools and application for Statistical analysis

	<ul style="list-style-type: none"> • Seminar on Methods and Theories for Mass media research, perspectives and approaches • Workshop on Writing and structuring Research thesis • Seminar on Ethical issues, responsibilities on researcher, Publication standards
Field work/experience	Working on real-time issues relate with Communication, Media and Society
Online activities	Understanding Online tools which support research to become effective
Performances/creative activities	N/A
Learning outcomes	Constructive ideas from overall learning process in the post-graduation which transfer the need for research in grass root level with participatory approach.

References:

1. Mass Communication Theory – McQuail Denis (Sage Publication)
2. Audience Analysis – McQuail Denis (Sage Publication)
3. Mass Media Research – Roger Wimmer& Joseph Dominick
4. Methods in Social Research – Kothari C.R
5. Basics of Qualitative Research – Strauss Anselm, Corbin Juliet
6. Berger, Arthur, (2000), Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publications.
7. Visual Communication Theory and Research A Mass Communication Perspective SHAHIRA FAHMY, MARY ANGELA BOCK, AND WAYNE WANTA
8. Visual Communication- Research Designs by Keith Kenney
9. Social Media, Sociality, and Survey Research Edited by Craig A. Hill, Elizabeth Dean, Joe Murph
10. Research Design- Qualitative, Quantitative, and Mixed Methods Approaches, Fifth Edition- John W. Creswell, J. David Creswell

AUDIO VISUAL TECHNOLOGY**Course Code**

21VMC503

L T P**3-0-0****Credits**

3

Objectives: This course was designed to provide students with skills and knowledge about audio and video production

Course Outcome (CO) –

- 1. Students will be able to work with advanced video cameras.
- 2. Students will be able to work with advanced audio and video editing softwares.
- 3. Students will be able to work with various equipments used in production like audio and video mixers.
- 4. Know-how of audio and video technology makes students industry ready and enables them to become valuable assets in the fast paced media field.

UNITS	MODULE	HOURS NEEDED
Unit1	Visual Language – Perception and Composition; Shots & movements; Principle of Visual Language- Headroom, Nose room, 180 degree rule, shot-reverse shot sequence, Triple take; Video camera and its support systems; Television cameras – Studio based cameras & other cameras.	9
Unit2	Lighting for Video Production – Properties of light, Factors influences lighting needs, Lighting ratio, lighting instruments and accessories; Sound- Properties of sound, sound wave, Types of Microphones; Audio connectors.	9
Unit3	Stages of TV and Radio Programs – Pre production, Production and post production; Personnel roles and responsibilities in Video production and news production; Field production – ENG and EFP.	9
Unit4	Types of editing- Assemble and insert; Modes of editing- online, offline, Linear and non linear type software; Tape formats – different formats of tapes; Tapeless format- Different recording media; Distribution Media; Media storage systems;	9
Unit5	Writing for television – Script writing, Genres of TV programs- News, Talk shows, panel discussion, Music and dance programmes, Phone in Programmes, Quiz shows; Entertainment shows. Writing for documentary- Pre and post production script; Types of documentary	9

Text Books:

Video Production by Vasukibelavadi – oxford publications.

Video Production Techniques- Theory and Practice from Concept to Screen

References:

Allan Wurtzel: Television production.

Gerald Milerson : The Techniques of television production.

Herbert Zettle- Television production handbook

(Whichever is Applicable)

Assigned readings	-
Writing assignments	TV script sample
Project	Documentary
Lab or workshop	-
Field work/experience	-
Online activities	-
Performances/creative activities	-
Learning outcomes	-

CULTURE AND ENTERTAINMENT MEDIA

Course Code	L T P	Credits
21VMC504	3-0-0	3

Objectives: To understand the basics of Culture. To apply the techniques in Entertainment Media

- CO1** Students will be able to promote and develop the growth of entertainment and media industry.
- CO2** Students learn a wide variety of culture, art, in depth.
- CO3** Students learn the history of different types of music, dance, art, and entertaining art forms. and
- CO4** Students will be able to learn the cultural significance of media.
- CO5** The deep knowledge help students to approach and handle news and related projects more professionally.

UNITS	MODULE	HOURS NEEDED
Unit1	Culture- Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Dalit & Tribal Culture in India; Challenges of Indian Culture.	9

Unit2	Religion, culture and women's human rights; Portrayal of woman in entertainment; chick flicks; girl friend flicks; female buddy film; Alliance of Women Film Journalists; Femmes in film; stock character in film; (Manic Pixie Dream Girl)MPDG; Women In Indian Entertainment media.	9
Unit3	Music- Definition & Concept; Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry. Theatre- Definition & Concept; Characteristics of Theatre; Elements of Theatre; Drama- Definition & Concept; Different forms of Drama; Difference between Theatre & Drama; Drama in films.	9
Unit4	Newspaper Industry- Definition & Concept; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional; Publication Industry- Novel & Education. Radio Industry- Definition & Concept; Community Radio & Society Development; Television Industry- Definition & Concept; Recent Growth- DTH, CAS System, IPTV; Television & Cinema.	9
Unit5	Online social entertainment; live video streaming; video chat communications; multi-player gaming; music and videos streaming; social networking websites; traditional media companies and social components; live platforms; Packaged Internet platforms; OTT platforms- television, messaging, voice calling; Streaming media; Online vs. traditional media.	9

(Whichever is Applicable)

Assigned readings	
Writing assignments	Women portrayal in entertainment media, Social media influence in entertainment media.
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Text Books:

1. Michael J. Haupert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA
2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK

References:

1. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK

FILM STUDIES AND APPRECIATION

Course Code
21VMC505

L T P
3 0 0

Credits
3

Objectives: To introduce the student to the world and language of cinema. To help the student immerse into its detail and appreciate the medium and the art form that film is.

Course Outcome (CO) –

- 1 Students will be able to understand the basics of film language
- 2 Students will be able to be able to observe deeply - both the nuances of film and our response to it, as a viewer
- 3 Students will be able to understand narrative complexity and be exposed to different kinds of film forms - experimental film, documentary film and animated films
- 4 Students will be able to appreciate cinema and its connection of film to culture, society and politics.
- 5 Students will be able to be able to review and analyse a film

UNITS	MODULE	HOURS NEEDED
Unit1	Ways of looking at film. Film as art. Intersection of film with other forms of art - music, literature and theatre. Introduction to film language. Story and theme.	5
Unit2	The first two micro elements of film language: Cinematography and Sound. Types of shots and their effect on the theme, character perception and story. Diegetic sound, non-diegetic sounds, music, sound effects and silence.	10
Unit3	Mise en scene and Editing. Aspects of mise-en-scene - 4 Ps and 2 Ls, hair, costume and make up. Functions of editing - rhythm and pace. Montage, Kuleshov effect. Continuity editing. Manipulating time and space with mise en scene and editing. Alternative to continuity editing.	10

Unit4	The Narrative. Principles of narrative construction - story and plot, time and space. Three act structure and the story arc. Linear and non linear narratives. Non narratives. Introduction to different film forms: Experimental film, Documentary film, Short film and Animated film.	10
Unit 5	Film genres - definition & concept. Thrillers, musicals, science fiction, comedy among others. Emerging trends in digital film and short films. Screening award winning short films and features films - appreciating and analysing them.	10

Assigned readings	
Writing assignments	- Film analysis of specific assigned short films/ feature films
Project	
Lab or workshop	
Field work/experience	
Online activities	- Film watching
Performances/creative activities	- Creating a film poster
Learning outcomes	

Reference Text Books

- How to read a film - James Monaco
- Film art - David Bordwell and Kristin Thompson
- The History of Cinema for Beginners - Jarek Kupsc
- Filmish – Edward Ross
- Richard Dyer (2000). Film Studies: Critical Approaches, First Edition, Oxford University Press, UK

Advanced Digital Imaging Lab.		
Course Code	L T P	Credits
21VMC581	0 1 2	2

Objectives:

This course covers the advanced skills of image production and manipulation, using the industry-standard software to work with digital images for both Web and print use. An overview of the digital imaging workflow will be presented, with emphasis on image processing.

Course Outcome (CO) –

- Students will be able to analyse, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.
- Students will be able to apply graphic design principles in the ideation, development, and production of visual messages.

- Students will be able to create effective print and digital communications and user experiences through the application of theories, tools, and best practices in the field.
- An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, offset printing, photography, and time-based and interactive media (film, video, computer multimedia).
- Demonstrate the professional readiness to thrive in the creative industries.

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Getting to know the work area	Workspace Introduction, Using the tools, Sampling a color, Working with tools and tool properties Undoing actions, More about panels and panel locations	1 HR
Working with selections	About selecting and selection tools, Using the Quick Selection tool, Moving a selected area, Manipulating selections, Using the Magic Wand tool, Selecting with the lasso tools, Rotating a selection, Selecting with the Magnetic Lasso tool, Selecting from a center point, Resizing and copying a selection, Cropping an image	3 HRS
Basic photo corrections	Strategy for retouching, Resolution and image size, Opening a file, Straightening and cropping the image, Adjusting the color and tone, Using the Spot Healing Brush tool, Applying a content-aware patch, Repairing areas with the Clone Stamp tool, Sharpening the image	4 HRS
Layer basics	About layers, Using the Layers panel, Rearranging layers, Applying a gradient to a layer, Applying a layer style, Adding an adjustment layer, Updating layer effects, Adding a border, Flattening and saving files	1 HR
Quick fixes	Improving a snapshot, Adjusting facial features with Liquify, Blurring a background, Creating a panorama Filling empty areas when cropping, Correcting image distortion, Extending depth of field, Moving objects with the Content-Aware Move tool, Adjusting perspective in an image	2 HRS
Masks and channels	Working with masks and channels Getting started Using Select and Mask Creating a quick mask	2 HRS

	<p>Manipulating an image with Puppet Warp</p> <p>Using an alpha channel to create a shadow</p>	
Typographic design	<p>About type</p> <p>Getting started</p> <p>Creating a clipping mask from type</p> <p>Creating type on a path</p> <p>Warping point type</p> <p>Designing paragraphs of type</p> <p>Adding a rounded rectangle</p> <p>Adding vertical text</p>	2 HRS
Vector drawing techniques	<p>About bitmap images and vector graphics</p> <p>About paths and the Pen tool</p> <p>Getting started</p> <p>Drawing with the Pen tool</p> <p>Working with defined custom shapes</p> <p>Importing a Smart Object</p> <p>Adding color and depth to a shape using layer styles</p>	2 HRS
Advanced compositing	<p>Getting started</p> <p>Arranging layers</p> <p>Using Smart Filters</p> <p>Painting a layer</p> <p>Adding a background</p> <p>Using the History panel to undo edits</p> <p>Upscaling a low-resolution image</p>	2 HRS
Painting with the mixer brush	<p>About the Mixer Brush</p> <p>Getting started</p> <p>Selecting brush settings</p>	2 HRS

	Mixing colors Mixing colors with a photograph Painting and mixing colors with brush presets	
Editing video	Getting started About the Timeline panel Creating a new video project Animating text with keyframes Creating effects Adding transitions Adding audio Muting unwanted audio Rendering video	1 HR
Working with camera raw	Getting started About camera raw files Processing files in Camera Raw Applying advanced color correction	2 HRS
Preparing files for the web	Getting started Using layer groups to create button graphics Automating a multistep task Designing with artboards	1 HR
Producing and printing consistent color	Preparing files for printing Getting started Performing a “zoom test” Identifying out-of-gamut colors Adjusting an image Converting an image to CMYK About color management	2 HRS

	Specifying color-management settings Proofing an image on screen Saving the image as a CMYK EPS file Printing a CMYK image from Photoshop	
Advanced	All-new Smart Sharpen, Intelligent upsampling, Camera Shake Reduction, Editable rounded rectangles, Improved 3D painting, Improved type styles, Improved 3D Scene panel, Improved 3D effects, Automating and Scripting Workflow in Photoshop	2 HRS
Exporting work	Saving with Different File Formats, Saving for Web & Devices, Printing and PDF Options	1 HR

(Whichever is Applicable)

Assigned readings	
Assignments	Assignment 01: Creating a photo collage using selections. Assignment 02: Image retouching Assignment 03: Layer Masks compositing. Assignment 03: Image Manipulation. Assignment 04: Create a Digital Painting Assignment 05: Create Text Arts Assignment 06: Magazine Coverpage Design Assignment 07: Poster or Advertising Making Assignment 08: Web Ad / Social media ad designing Assignment 09: Create gif animation
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	From photo editing and compositing to digital painting, animation, and graphic design to posters, packaging, banners, and websites; all graphic design starts with Photoshop. Construct documents utilizing selections, layers, and blending modes.

Reference Text Books

1. Adobe Photoshop Classroom in a Book (2021 release) Paperback – by Conrad Chavez (Author), Andrew Faulkner
2. Photoshop CC in Simple Steps Paperback – by DT Editorial Services

Professional Photography Lab		
Course Code	L T P	Credits
21VMC582	0-1-2	2

Objectives:

The objective is to understand Photography from the basics to its present day usage.

Course Outcome (CO):

1. Students will be introduced to the technical aspects of a DSLR cameras
2. Students will be familiarized with various Lenses and filters
3. Students will be taught to work with DSLR cameras in indoor and outdoor with lighting.
4. Students will be familiarized with flash and strobe lighting
5. Students will be introduced to basics of portrait lighting.

UNITS	MODULE	HOURS NEEDED
Unit 1	Eye of the Photographer – To understand how the human eye works when it comes to capturing/framing an image.	3
Unit 2	Cameras – To gain knowledge about different types of cameras. From its inception to the present day camera.	3
Unit 3	Lenses and Filters – To understand the significance of lens and filter. And different types of it.	3
Unit 4	How to use your camera – Gain knowledge about how to handle/use a camera in different situations.	3
Unit 5	Developing your visual – Gain more knowledge about framing a picture. How good framing creates a better impact as a visual.	3
Unit 6	Image capture – To understand the technicalities of how an image gets captured in a camera.	3

Unit 7	Exposure – To understand what are the important factors when it comes to getting the right exposure for an image. Using shutter speed, aperture and ISO	3
Unit 8	Workflow and Image editing – To enhance the image quality by processing it on image editing softwares.	4
Unit 9	Outdoor Lighting – To get better understanding on natural lightings. How to make use of it to its maximum to get a good image.	3
Unit 10	Natural and Available light – To understand the differences between different angles while composing a frame.	3
Unit 11	Artificial light – To get better understanding on artificial lightings. Which means studio strobe light, continuous source of light and speed lights.	5
Unit 12	Basic portrait lighting - How to light a portrait. Using a key light and adding a reflector or another light.	

(Whichever is Applicable)

Assigned readings	Ways of seeing & About looking – John Berger. Advanced Digital Photography by Tom Ang
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	Explore great masters of Photography
Performances/creative activities	Exhibiting selected best works periodically.
Learning outcomes	

Reference Text Books:

1. Ways of seeing – John Berger

Audio - Video Production and Editing Lab		
Course Code	L T P	Credits
21VMC583	0 1 4	3

Objectives: To practically train students with the introduction to the Audio Video Production field.

- To give awareness about how to capture video and audio with a digital video camera and its accessories.
- To introduce video making using mobile phone.
- To make the students to handle every type of digital video camera in the industry.
- To give a basic idea about telling a story by combining video and audio using various digital video and audio editing platforms.
- To make the students use digital editing and multiple video elements together (images, sound, interviews, music, archival footage) to convey a message, tell a story, and achieve communication goals.
- Training on use and store cameras, accessories and equipment in a safe manner.

Course Outcome (CO) –

- Students will be able to identify and shoot with different types of modern cameras and lenses
- Students will be able to do the proper camera settings for their further projects
- Would be capable of identifying and reasoning of different shots and angles
- Students could produce videos with proper lighting for different genre
- Would know basic audio - video editing along with the knowledge of latest audio recording technology

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Audio for Video	Understanding the importance of audio in films	8
	Difference between Audio and Sound	
	Characteristics of Sound	
	Diegetic and Non Diegetic Sound	
	Working with different microphones	
	Different Audio cables and connectors	
	Mono - Stereo	
	Audio mixers - functions	
	Introduction to audio editing software	
	Different tools	
	Single track and multi-track edit	
	Different types of audio effects	
	Importance of Amplifier, Limiter, Compressor, Equalizer, Reverb Echo	
	Process of noise reduction	
	Balancing multiple tracks	
	Audio recording in studio – Levels Microphone language	
	Recording in different software – audio hardware(interface)	
	VO recording	
Cinematography techniques	Dubbing for films - Working of Sync Sound technology	10
	Creating Foley for films - SFX	
	Introduction to Video – video formats - Different types of Cameras available	
	Basic Camera Operations –	
	White Balancing	
	ISO	

	Shutter speed	
	Exposure triangle and its equation for video cameras	
	Different types of Lenses and its uses	
	Understanding different camera mounts	
	Deferent rules in video production: Rule of thirds – Lead room – Head room	
Direction techniques	Different types of Shots	12
	Different types of Angles	
	ee – 180degree	
	nt types of Camera Movements	
	Different accessories to enhance videos	
	Experimenting combination shots	
Techniques in Video Editing	Basic of Video Editing	8
	History in comparison with the modern layout	
	Understanding timeline	
	Experimenting different types of cuts using different tools	
	Understanding transitions	
	Working with different video effects	
	Working with titles	
	Importing layers in video editing	
	Adding basic motion to still life – animating key frames	
	Advantages of Masking	
	Basic colour correction	
	Working with audio effects and audio transitions	
	Understanding audio mixer	
	Different export options	
	Different Types	
Advanced Lighting Techniques	Characteristics/Properties of light	
	2 point light	5
	3 point light	
	4 point light	
	Using Reflectors	
	Role of Shadow in production	

(Whichever is Applicable?)

Assigned readings	Video production books; Film, advertisement scripts. Basic lighting techniques
Writing assignments	Basic Script writing.
Project	1. Video containing different shots and angles with Titles describing the same 2. Radio Skit 3, Short Film 4. 3 Videos with different Genre and

	lighting setup 5. Video song for an existing song
Lab or workshop	Video editing lab
Field work/experience	Short film Production
Online activities	NA
Performances/creative activities	Acting
Learning outcomes	Cinematography and direction techniques

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- Video Production (Vasuki Belavadi)
- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)

Film Direction and Screenplay Writing Practice		
Course Code	L T P	Credits
21VMC589	0 2 2	3

Objectives: To practically train students in producing a film

Course Outcome (CO) –

- Students learn the aesthetic process of film making.**
- Students study the film making process based on film language.**
- They learn how to translate a script into a film.**
- Students become efficient in short film making.**

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Pre-Production	Concept – Story – Synopsys – Script – Screenplay – Story Boarding	5
Direction	Functions of Film Director- Scripting, Visualization; Direction & Final Output; Responsibilities of Film Director- Social, Cultural, Technical & Financial; Director's relation with Producer, Cinematographer, Editor, Actor, Music Director, Art Director, Production Manager & Other Technicians; Director & Assistances.	8

Cinematography	Framing, Lighting & Visualization; Responsibilities of Cinematographer; Cameraman's relation with Director, Art Director, Costume Designer & Light man; Cinematographer's knowledge in Camera, Concept of Lighting, Colour, Lens & Filters, Framing & Composition.	7
Editor	Film Order, Negative Cutting, Final Cutting, Optical Effects; Responsibilities of Film Editor; Editor's relation with Director, Cameraman & Sound Engineer;	5
Sound	- Functions of Sound Engineer- Dubbing, Sound Effects, Music & Mixing; Responsibilities of Sound Engineer; Sound Engineer's relation with- Editor, Music Director, Sound Effects Team, Dubbing Artists & Final Mixing Team; Sound Engineer's knowledge in Sound, Music, Sound Effects, Sync & Non Sync.	5
Preparing a script	Preparing a script for both fiction and no fiction film (Film to be produced in the next semester DFM LAB)	12

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	Script
Project	<ol style="list-style-type: none"> 1. Prepare a script for a 20 Min fiction film 2. Prepare a script for a 20 min non-fiction film 3. Rewrite a script for a film 4. Produce 3 Scenes of Different Genres
Lab or workshop	NA
Field work/experience	Shooting
Online activities	NA
Performances/creative activities	Acting
Learning outcomes	Films

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Sonja Schenk (2012). The Digital Filmmaking Handbook, First Edition, Cengage Learning, USA
2. Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA

References:

3. Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK

Laws and Ethics for Media		
Course Code	L T P	Credits
21VMC511	3-0-0	3

Objectives: Paragraph

The Laws and Ethics for media aims at to provide a theoretical knowledge of various media related laws also to understand the need of ethics in the profession. Indian constitution is a major part of this course so that the students are able to write for various media platforms.

Course Outcome (CO) –

1. Students will be able to understand the rule of law and legality in media.
2. It helps the students in understanding how media should use texts and pictures provided by the citizens.
3. Students will be able to identify legal instruments that define and regulate the work of media outlets and individual journalists.
4. Students will be able to understand the variety of laws and ethical standards that influence the work of the media.

UNITS	MODULE	HOURS NEEDED
Unit1	A brief historical perspective of mass media laws in India -- Introduction to Indian Constitution – Salient features, Preamble, Directive Principles of State Policy, Fundamental Rights and duties. UN – Universal declaration of human rights	9
Unit2	Basic Legal concepts –Legislature, executive and judiciary. Judicial system in India - Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) -- Freedom of the press in India -- Supreme Court Cases related to Article 19	7
Unit3	Laws applicable to mass media in general - - The Official Secrets Act, 1923 - The Contempt of Court Act, 1971 - The Civil Law of Defamation - Libel – Slander - The Indecent Representation of Women (Prohibition) Act 1986 - The Indian Post Office Act, Copyright act,	9
Unit4	Rules for Newspaper Registration -- AIR and DD codes for commercial	9

	advertising –Prasar Bharathi Act -- Cable TV Network Act -- Intellectual property rights--Right to information Act 2005--Human Rights -- Cyber laws – Right to privacy -- Issues relating FDI -- (case studies)	
Unit5	Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies - Recommendation of first and second Press Communications -- Press Council of India Act 1978 – Structure and functions of PCI. Professional code of conduct for media persons; PrasarBharati Act, 1990	10

(Whichever is Applicable)

Assigned readings	Case studies
Writing assignments	letter to the editor, RTI
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	Quiz on constitution
Learning outcomes	

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. A.N. Grover: Press and the law
2. A.G. Noorani: Freedom of the Press in India
3. Durga Das Basu: Laws of the press India
4. R.C. Sarkar: The press in India
5. RengaswamyParthasarathy: Histroy of Indian Journalism
6. Reports of inquiry committees and the Press Council of India
7. K.S. Venkateshwara : Mass Media Laws and Regulations in India
8. S.K. Aggarwal: Media & Ethics
9. Kaushal N. : Press and Democracy
10. Justice Yatindara Singh: Cyber Laws
11. Publication Division of India: Right to Information Act – 2005

Writing for Media Practices		
Course Code	L T P	Credits
21VMC572	0 2 2	3

Objectives: Paragraph

The course aims to equip the students to write for various media platforms such as print, broadcast, advertising and new media. Practical assignment on these area will help the students to understand the various methods and styles.

Course Outcome (CO) –

- 1 Students will introduced to writing for print, broadcast, advertising and new media
- 2 Students will be able to produce various concept based assignments
- 3 Knowing the dynamics in writing
- 4 Apply the concept of creative writing
- 5 students are introduced to Visual narration techniques

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
	Keywords	
Writing for print	News, photo stories , caption writing , feature writing	5
Writing for broadcast	Writing for ears , radio ads , TV and news stories	5
Writing for advertising	Headline, tagline , caption,logo, Content presentation etc	5
Writing for new media	Micro and Macro Blogging, news feeds, write ups etc	5

(Whichever is Applicable)

Assigned readings	
Writing assignments	Yes
Project	
Lab or workshop	

Field work/experience	
Online activities	
Performances/creative activities	Yes
Learning outcomes	

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. *Writing for the Media* Paperback – 1 January 2003. by **Sunny Thomas** (Author)
2. *Writing for the Mass Media* 6th Edition by Stovall James G
3. *The Associated Press Stylebook* and Libel Manual (28th Ed)

DOCUMENTARY FILM MAKING PRACTICE		
Course Code	L T P	Credits
21VMC577	0 2 2	3

Objectives: To practically train students in producing a documentary film

Course Outcome (CO) –

- Students will learn different approaches to documentary films that deal with social issues
- Students will be able to discover stories and techniques for presenting that information on screen
- Students get a complete experience in Research about the topic and learn to prepare narratives or the same along with preparations of questions
- The rigorous practice also makes them approach a project methodically

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
R&D	Finding out the right content for Documentary Productions	5
Types of productions	Understanding the different types of approaches of Documentary Production	5
	Understanding the content – Research about the topic	
Pre-production	Script Preparation – Narratives	5
	Preparing required questions – shooting techniques	
Music	Usage of Music and its importance	5
Production	Cinematography techniques – Editing style – Production of films	22

Assigned readings	NA
Writing assignments	Script and questionnaire
Project	1.Documentary of about 15 minutes along with the submission of all the pre-production materials

Lab or workshop	NA
Field work/experience	Outdoor shooting
Online activities	Observe lot of documentary films
Performances/creative activities	NA
Learning outcomes	Documentary films

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Television Programme Production Practice		
Course Code	L T P	Credits
21VMC579	0 2 2	3

Objectives: To practically train students in producing a tv show

Course Outcome (CO) –

- Students will be able to produce different TV programmes.**
- Exposure to all areas of production gives students the opportunity to identify their core areas.**
- Students become efficient team players which is a key aspect of media productions**
- Overall knowledge about media production make students valuable multi-tasking professionals.**

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Lighting techniques	Lighting for TV SHOW – multi-cam lighting	10
Art direction	Importance of Set design	5
Production	Program Intro	12
	Green Screen Production	
	Tele Prompter	
Editing	Multi-cam Online Editing	10
Roles and responsibilities	Different Programmes – Different Roles and responsibilities	3
Outreach	Live shows – Streaming – Broadcasting	2

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	Set designing
Project	1. News Production 2. Three Different Programs of 10 to 15 minutes each 3. Live Program
Lab or workshop	NA
Field work/experience	NA
Online activities	NA
Performances/creative activities	Anchoring
Learning outcomes	TV SHOWS

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Stop Motion Film Making		
Course Code	L T P	Credits
21VMC578	0 2 2	3

Objectives:

This course teaches the students to develop a stop-motion animation from scratch and learn the pre-production, production & post-production

Course Outcome (CO) –

- Students will learn what is animation, brief history and development of the animation industry
- Students will learn what is stopmotion and what are the different types of stop motion
- Students will learn how to create a short stop motion film using DSLR camera from its pre-production stage to production stage

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Introduction to Stop Motion Animation	What is Animation Brief History about the evolution of animation industry Frame, Framerate, Keyframes, Keyframe animation What is Stopmotion Animation Types of Stopmotion Animation Cut-out Animation, Claymation, Puppet Animation	3HRS
Creating a Stop Motion Animation	How to create a Stop motion Animation Steps in Creating a Stop motion Animation – Pre-production- Brainstorming and Researching for ideas, Coming up with a Concept, Developing a Story and Script, Fixing a location, arranging the necessary resources Production – Shooting the Film with a DSLR camera, shooting indoor & outdoor Post-production – Editing your pictures and producing the final output	7 HRS
Application of Stop-motion animation	Using stop-motion to create appealing promotional videos. Creating short advertisements using stop-motion.	10HRS

Assigned readings	
Assignments	Assignment 01: Create a Short stop-motion animation to convey a social message Assignment 02: Create a stop motion animation

	for social media promotion of a brand/product Assignment 03: Create a Stop motion animation film of your choice
Project	
Lab or workshop	Lab
Field work/experience	NA
Online activities	Observation
Performances/creative activities	
Course Output	<ul style="list-style-type: none"> – Understanding Stop motion Animation – Understanding how to create a Stop motion animation – Understanding the steps in creating a stopmotion animation – Application of stop motion movies in brand/product promotions

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Stop-motion Animation: Frame by Frame Film-making with Puppets and Models – Barry Purves
2. The Advanced Art of Stop-Motion Animation – Ken Priebe
3. Cracking Animation – Peter Lord

Advanced Digital Illustrations Lab.		
Course Code	L T P	Credits
21VMC588	0 1 2	2

Objectives:

This course teaches core concepts and techniques that can be applied to any workflow, including digital and print publications. Students will be taught how to make selections, draw and build complex shapes using the Illustrator drawing tools, and precisely color artwork with tools like swatches and gradient fills.

Course Outcome (CO) –

- Students will be able to utilize key illustration techniques for client-based solutions.
- Students will be able to apply professional output preparation techniques to hand-rendered illustrations and skillfully incorporate it into layouts to enhance client communications.
- Students will be able to identify and apply strategies to improve and succeed no matter what their initial skills are.
- Students will be able to build a strong foundation in all aspects of design and production for storytelling in motion.
- Students will be able to interpret the ethical, environmental, legal, or social effects of designed works on the larger global community.
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Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Using the workspace	Exploring the interface Choosing a workspace Opening a file Using artboards Changing your view Zooming and scrolling Using tools and panels Exploring the Control panel Working with panels and the dock	2 HRS
Learning essential skills	Using the shape tools Repositioning and resizing shapes The Transform panel Constraining a shape Entering exact dimensions Selecting artwork Using the shape and transform tools Introducing layers Cutting and pasting objects Repeating transformations	3 HRS
Adding color	Exploring the Appearance panel Changing colors Adding effects Using Live Paint Adding a symbol Saving swatches	4 HRS

	<p>Selecting the same color</p> <p>Creating a color group</p> <p>Using the Color panel</p> <p>Adding Pantone colors</p>	
Using the drawing tools	<p>Understanding the Pen tool</p> <p>Straight, curved and hinged lines</p> <p>Tracing images</p> <p>Creating a tracing template</p> <p>Working with Image Trace</p> <p>Using the Line, Pencil and Eraser tools</p> <p>Editing existing paths</p> <p>Adding and removing points</p> <p>Cutting and joining paths</p> <p>The Shape Builder</p>	4 HRS
Additional color options	<p>Adding tonal values with gradients</p> <p>Customizing an existing gradient</p> <p>Saving a gradient</p> <p>Using the Gradient panel</p> <p>Updating a gradient</p> <p>Creating a pattern</p> <p>Applying a pattern</p> <p>Editing a pattern</p> <p>Locating existing patterns</p> <p>Using the Color Guide</p>	4 HRS
Adding and formatting text	<p>Formatting text</p> <p>Paragraph formatting</p> <p>Using paragraph and character styles</p>	4 HRS

	<p>Editing styles</p> <p>Putting text on a path</p> <p>Warping text</p> <p>Putting text in a shape</p> <p>Creating outlines</p> <p>Checking spelling</p> <p>Using Find and Replace</p>	
Using layers	<p>Getting to know the Layers panel</p> <p>Using layers to organize an illustration</p> <p>Selecting using the Layers panel</p> <p>Creating new layers</p> <p>Showing and hiding layers</p> <p>Locking and unlocking layers</p> <p>Rearranging layers</p> <p>Moving items between layers</p> <p>Remembering layers when pasting</p> <p>Creating a template layer</p>	4 HRS
Advanced	<p>Using Illustrators tools to create special effects</p> <p>Creating realistic shadows</p> <p>Creating repeating patterns for fills and borders</p> <p>Drawing 3-D artwork— isometric, dimetric, and trimetric views</p> <p>Drawing using custom guides for perspective</p> <p>Creating line effects for maps</p> <p>ImageTrace to LivePaint explorations</p> <p>Creating type effects— masks, applying a paintbrush effect, and circle text</p> <p>Applying 3-D effects to shapes</p>	5 HRS

	Using the graph tool to create bar and pie charts Adobe Illustrator Tips and Tricks	
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(Whichever is Applicable)

Assigned readings	
Assignments	Assignment 01: Design logos Assignment 02: Style your poster text creatively Assignment 03: Design a social media banner Assignment 04: Design a modern geometric logo Assignment 01: Create a vector art Assignment 02: Submit a perspective art Assignment 03: 3D Logo designs Assignment 04: Create different designs using mesh tool
Project	Select two companies and do the complete brand building for the company
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Course Output	<ul style="list-style-type: none"> • The Illustrator workspace • Essential Illustrator tools and panels • Working with color • Using the drawing tools • Gradients and additional color options • Adding and formatting text • Placing text on a path • Working with layers

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Illustrator CC 2019 For Beginners Kindle Edition by Sebastian Gray (Author)
2. Adobe Illustrator CC Classroom in a Book Paperback – by Brian wood (Author)
3. The Adobe Illustrator WOW! Book for CS6 and CC by Sharon Steuer

Theories of Visual Analysis		
Course Code	L T P	Credits
21VMC601	3 - 0 - 0	3

Objectives: To introduce the student to different approaches to analysing a media text. To encourage the student to think critically about film, video, advertising and image and understand the connections between media, culture and society.

Course Outcome (CO) –

- 1 An awareness of the concept of semiotics, ability to apply them to analyse ads and images
- 2 Ability to recognise social difference, apply concepts of sociology to film
- 3 An understanding of feminism, ability to read films from a feminist lens
- 4 An understanding of Marxism and its key concepts. Ability to recognise the role of media in a capitalist society
- 5 An understanding of modernism and postmodernism and the increasing role of media in society

UNITS	MODULE	HOURS NEEDED
Unit1	Semiotics. What is Semiotics. Ferdinand de Saussure and Charles Sanders Pierce and their theories. The Sign, Signified and Signifier; Icon, Index and Symbol. Roland Barthes and his theory of Connotation and Denotation. Intertextuality - parody and reference. Judith Williamson's Transference - ad analysis. A checklist for semiotic analysis of media.	10
Unit2	Sociology. An introduction to key concepts of Sociology - socialisation, social difference, privilege, stereotypes, race, class, caste, gender, sexuality and ability. Practice identifying these and stereotypes in media.	10
Unit3	Feminism. An introduction to Laura Mulvey's "Visual pleasure and narrative cinema" - at the intersection of film theory and psychoanalysis. Scopophilia, the Male gaze, Voyeurism. Feminism - brief history, definition. Feminist film theory. Bechdel test.	10
Unit4	Marxism. An introduction to the key ideas posited by Marx - Materialism, Liberal, Capitalism, Ideology and Alienation. Applying Marx's ideas to media - Advertising and the consumer society. Limitations & strengths of Marxist analysis.	10
Unit 5	An introduction to Modernism and Postmodernism.	5

Assigned readings	
Writing assignments	- Image analysis, Ad analysis, Film analysis
Project	

Lab or workshop	
Field work/experience	
Online activities	- Film watching
Performances/creative activities	
Learning outcomes	

Reference Text Books

- Media Analysis Techniques - Arthur Berger
- Visual Methodologies - Gillian Rose
- Sociology - A very short introduction - Steve Bruce
- Marx for beginners - Rius
- Introducing Psychoanalysis - a graphic guide - Ivan Ward and Oscar Zarate
- Feminism in India - online resource
- Women in India - how free, how equal - Kalyani Menon Sen, A K Shivakumar

Media Management and Economics		
Course Code	L T P	Credits
21VMC602	3 0 0	3

Objectives:

The main objective of this course is to give insights on business administration which teaches students about development, planning, functioning and brand building of corporate and media enterprises with special reference film industry. To understand the Film Production and Management. And to apply the techniques in Film industry.

Course Outcome (CO) –

- 1 Students would be able to understanding the basics of management and its application in media organizations.
- 2 Students would be able to practice the process of management's functions including planning, organizing, staffing, directing and controlling.
- 3 Students would be able to gather and analyze information to isolate issues and formulate best control methods in media organizations.
- 4 Students would be able to determine the most effective action to be executed in specific situations.
- 5 Students would be able to incorporate theory into practice while managing film production process.

UNITS	MODULE	HOURS NEEDED
Unit1	Management – Definition, Functions, Characteristics and Principles; Significance of media management – media as an industry and profession; Media Markets - Monopolies, Oligopolies, Conglomerates, Mergers and Acquisitions.	10 hrs
Unit2	Ownership patterns of mass media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains); Hierarchy, functions and organizational structure of different media houses – Print and Broadcast.	9 hrs
Unit3	Organizational structure of a Film production company – Executive producer, producer, director, assistant and associate directors, location manager, casting director, production manager, DOP, sound designer, production designer, art director, editor.	9 hrs
Unit4	Stages of film production- Development, Pre-Production, Production, Post-Production; Film Budgeting - Top sheet level - Above the Line - producer, writer, director, actors - Below the Line - crew, equipment and post production. Status of film industry in international, national and	9 hrs

	regional level.	
Unit5	Film Organizations – various film bodies and associations at national and regional level; Government owned film organizations; Film certification and Censor Board; Marketing, Distribution and Exhibition.	8 hrs

(Whichever is Applicable)

Assigned readings	Mass Communication: Principles and Concepts by Seema Hasan
Writing assignments	Case Studies related to the practice of management principles. A study related to management of any one media organization/film firm.
Project	-
Lab or workshop	-
Field work/experience	-
Online activities	Quiz
Performances/creative activities	Debate and Presentation
Learning outcomes	-

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- Media Management, Strategy, Business Models and Case Studies - Series: Springer Texts in Business and Economics by Wirtz, Bernd W. 2020
- Media Management by B. K. Chaturvedi, Global Vision Publishing House; 2nd edition, 2014
- Film Production Management by Bastian Clevé
- Mass Communication in India by Keval J. Kumar
- Mass Communication: Principles and Concepts, 2Nd Edition by Seema Hasan, CBS PUBLICATION

Art Direction for Film making Practice		
Course Code	L T P	Credits
21VMC672	0 1 2	2

Objectives: To understand about the importance of art direction when it comes to film making

Course Outcome (CO) –

- 1. Students will understand different set ups of art direction
- 2. Students learn different aspects in art direction for film making
- 3. This course will help students in designing certain sets and props
- 4. This course will help in understanding different elements which influence art direction.
- 5. Students learn to analyse and learn from movies the importance of art direction for film making.

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Production design in Mise en Scene	Two traditions of Mise en scene. Production design and production design analysis of both traditions of Mise en scene.	6
Production design and art direction	Setting mood, theme and characters with production design.	3
Case study art direction	Production design case study of academy nominated movies	5
Different departments of production design	Designing sets and props – costume designing - make up	6
Other art direction elements	Factors influencing art direction	5

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	Drama workshop
Field work/experience	
Online activities	

Performances/creative activities	Designing props and sets
Learning outcomes	

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Dramatic Performance in filmmaking		
Course Code	L T P	Credits
21VMC673	0 -1 - 2	2

Objectives:

To give appropriate training to students in the area of performing in front of a live audience and on camera, complete with exposure to various methods of acting, various skillsets required for a performer, which will help them become good team players and dependable actor-performers in a creative production.

Course Outcome (CO) –

- 1 – Students will learn the basics of performing medium
- 2 – Students get exposed to the nuances of fine performances
- 3 – Students hone their natural abilities for professional performances
- 4 – Students become efficient at improvisations
- 5 – Students demonstrate their readiness for stage and films.

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Brief history of theatre and cinema in terms of production and performances, understanding the medium- performance for stage, for film, and OTT platforms	Students will understand the traditional approaches in filmmaking and performances to estimate its evolution across time, trend, and technology. Students learn the differences in the approach while performing for stage, television, cinema, and OTT platforms	1-4
Practices in breath control, voice modulation, diction and clarity of speech, liberating oneself	Students are trained to use breath control effectively, and deliver their lines with voice modulation, clarity, and confidence. Students will also undertake physical exercises for building	5-8

from shyness and hesitation	confidence in front of the camera.	
Expressing through body language, costumes, gestures, and facial expressions, Practice in monologue	Students learn to use their own body and personality traits effectively for performing. They get trained in articulation of emotion through dramatic speech	9-13
Understanding script, and narrative styles Writing practice for stage, film and OTT and enacting the same. Personalizing characters – character building – method acting, etc.	Students learn to interpret script, understand various styles of narrations in order to mould their performances accordingly Students learn a very important aspect – of writing their own lines differently for stage, film, and OTT, and also delivering the same in styles suited to each medium. Students learn the nuances to internalize a character that they have to enact convincingly.	14-18
Building up units of action to create a theatrical ensemble – plotting movements of different characters within a scene, need for rehearsals, contingency plans, versatility of a performer,	Students learn to be team players and work in tandem with the need of the situation. They also learn the technicalities behind setting up a scene that will help them fine tune their acts in accordance with the situation. They also get exposed to the unforeseen situations which will require them to improvise and handle the situation smoothly.	19-25

(Whichever is Applicable)

Assigned readings	Script reading sessions
Assignments	Audition clip Portfolio of a wide range of performances Look test collage

	Stage performance, etc.
Project	Stage Performance Video Production
Lab or workshop	Studio and Acting workshops
Field work/experience	Field Visits to Film sets, Stage rehearsals,
Online activities	Watching varieties of films and plays
Performances/creative activities	The entire subject is performance-based
Learning outcomes	Readiness to begin as a versatile actor-performer

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Audition by Michael Shurtleff
2. A Practical Handbook for the Actor, by David Mamet's students
3. An Actor Prepares, by Constantine Stanislavsky
4. Theatre as Sign System: A Semiotics of Text and Performance By Elaine Aston, George Savona
5. Theatre Semiotics: Text and Staging in Modern Theatre by Fernando de Toro
6. Acting for Real: Drama Therapy Process, Technique, and Performance by Renee Emuah

Digital Film Making Lab		
Course Code	L T P	Credits
21VMC681	0 1 2	2

Objectives: To practically make students produce a film

Course Outcome (CO) –

- **Students learn the aesthetic process of film making.**
- **Students study the film making process based on film language.**
- **They learn how to translate a script into a film.**
- **Students become efficient in short film making.**

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Pre-Production	Updating the script (from Film direction and screenplay prac – previous semester) - Preparing for the film – R&D	3

Budget	Calculating the approximate budget – cutting down the cost - casting	3
Production	Production of a film – Continuity – shooting script – readings	15
Post Production	Rough cut – Editing – Dubbing – RR – Foley – Balance – Master copy	15
Promotions	Trailers – teasers – song – Posters – motion poster – Release	5

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	Script
Project	5. Produce a 15 - 20 min fiction or non-fiction Film
Lab or workshop	NA
Field work/experience	Shooting
Online activities	NA
Performances/creative activities	Acting
Learning outcomes	Films

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- Sonja Schenk (2012). The Digital Filmmaking Handbook, First Edition, Cengage Learning, USA
- Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA

References:

- Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK

Advertisement Production Lab		
Course Code	L T P	Credits
21VMC682	0 1 2	2

Objectives: To practically teach students in the production of advertisements.

Course Outcome (CO) –

- Students can establish a connection with its consumers through ad films.
- Students will be able to incorporate areas such as public relations, branding and marketing in ad films.
- Students learn how to turn a marketing brief into an effective ad.
- As a result, students become well versed with the creative process and production process in ad film industry

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
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Introduction	Understanding the importance of time in advertisements	5
Procedure	Shortening of the concept	5
	Different types of approaches towards advertisements	
	Understanding the client and their requirements	
Pre production	Preparing Concept – Story board – Screenplay	5
Different types	Different types of advertisements	5
Audio for advertisement	Voice over – Punch line – Dubbing – Jingle Productions	5
Productions	Produce ad films demonstration	5

Assigned readings	NA
Writing assignments	Script Writing
Project	<ol style="list-style-type: none"> 1. Produce 6 different types of advertisement of 10 and 20 sec 2. Produce ad films for social media of around 1 min duration 3. Prepare a show reel of the same
Lab or workshop	NA
Field work/experience	Production
Online activities	NA
Performances/creative activities	
Learning outcomes	Production of ad films and show reel

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Online Promotions Lab.		
Course Code	L T P	Credits
21VMC683	0 1 2	2

Objectives:

The subjects taught in online promotion lab course give a holistic knowledge of the online marketing sector. This curriculum covers a wide range of topics and specializations including SEO, Content Strategy, Social Media Marketing, Web Analytics, Email Marketing, and many more.

Course Outcome (CO) –

- Students will be able to understand about wide range of topics and specializations including SEO, Content Strategy, Social Media Marketing, Web Analytics, Email Marketing, and many more.
- Students will be able to effectively run advertisements on Search Engines and get website listed for top search engine results.
- Students will be able to implement best practices for creating, measuring, and optimizing display ad campaigns.

- Students will be able to effectively build your users lists, deliver e-mails & generate relevant clicks.
- Students will be able to understand social media marketing measurement and analytics.

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Market Research.	Different ways to do market research to understand the potential of the market for your product or services will be taught in this module. <ul style="list-style-type: none"> • Tools to perform Market Research. 	3 HRS
WordPress.	Tools to create lead magnets for your business site. Website Speed Improvement Tools.	4 HRS
Email Marketing.	You will be walking through different tools for email marketing and learning the different ways to nurture the leads. <ul style="list-style-type: none"> • Landing Page builder tools. 	3 HRS
Copywriting.	Current trends in content marketing, history of content marketing, content consumption in India, Funneling the content, content mapping, different ways to write content for different platforms, social media content, website content, and more! <ul style="list-style-type: none"> • Copywriting Tools to speed up the process. • Templates to write great headlines. 	2 HRS
SEO (Search Engine Optimisation).	Things to know before getting started with seo, on site optimization tactics, optimizing the content for search engines and users, off site seo methods, technical seo, and more!	2 HRS
YouTube Marketing.	Important YouTube Video Marketing Tools and Resources.	3 HRS
Social Media Marketing	Using Instagram, Facebook, Twitter, Pinterest & Quora for promotion	4 HRS
App Marketing	Discover Ways To Promote Your App.	2 HRS
Google Adwords.	Avoid common mistakes and set up profitable campaigns first time.	3 HRS
Facebook Ads.	Make money with Facebook Ads without spending a	2 HRS

	fortune.	
Google Analytics	Improve your marketing with Google Analytics data.	2 HRS

(Whichever is Applicable)

Assigned readings	
Assignments	<p>Assignment 1 : Market Research. - Ask 3 simple questions to validate your business idea.</p> <p>Assignment 2 : WordPress - Build a world-class website without any coding using Wordpress.</p> <p>Assignment 3: Email Marketing. - Build landing page for getting Leads.</p> <p>Assignment 4: Frame key words and text ads for getting free traffic to your website with SEO.</p> <p>Assignments 5: Make ads for various social media platforms -Instagram, Facebook, Twitter, Pinterest & Quora, etc.</p> <p>Assignment 6: Ads for promoting an App.</p> <p>Assignment 7: Social media ads for Films promotion</p>
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning output	

Reference Text Books

1. Digital Marketing for Dummies - Ryan Deiss & Russ Henneberry
2. Youtility - Jay Baer
3. Epic Content Marketing - Joe Pulizzi
4. New Rules of Marketing and PR - David Meerman Scott
5. Social Media Marketing All-in-one Dummies - Jan Zimmerman, Deborah Ng
6. The Art of SEO - Eric Enge, Stephan Spencer, Jessie Stricchiola
7. Digital Marketing 2020 - Danny Star

Advance Photography Lab		
Course Code	L T P	Credits
21VMC631	0-1-2	2

Objectives:

To make students explore Photography in greater detail

Course Outcome (CO):

1. To inspire the students to explore lighting in greater detail

2. To get the students to understand the context of image creation
3. To help the student understand aesthetics along with image making
4. To introduce the student to photography art, and help the student to think conceptually.

UNITS	MODULE	HOURS NEEDED
Unit 1	Lighting techniques – To inspire the students to explore different lighting techniques as well as lighting different material – Lighting glass	3
Unit 2	Lighting techniques – Shooting white on white	3
Unit 3	Lighting techniques – Shooting reflective surfaces	3
Unit 4	Lighting techniques – Different portrait lighting	3
Unit 5	Understanding context – To be able to evaluate into which larger context the image will go into. For example: art/ magazine/ editorial/ web/ packaging etc.	3
Unit 6	Understanding context – Shooting objects, people and spaces based on the given context	3
Unit 7	Aesthetics in image making – Introduce the students to elements and principles of design.	3
Unit 8	Aesthetics in image making – To practice image making keeping design principles in mind. Create images that showcase: <ul style="list-style-type: none"> ● Balance ● Texture ● Symmetry ● Contrast ● Scale ● Figure & ground ● Emphasis 	4
Unit 9	Photography art – Understand concept and photography art	3
Unit 10	Photography art – To come up with concepts to explore image creation	3

Unit 11	Photography art – To visually represent the concept. <ul style="list-style-type: none"> • Still life representations • Self portrait series • Family history in a series of images • Spaces with a personal connection 	5
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(Whichever is Applicable)

Assigned readings	Ways of seeing – John Berger About looking - John Berger Photograph as contemporary art The art of looking sideways
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	Explore great masters of Photography
Performances/creative activities	Exhibiting selected best works periodically.
Learning outcomes	

Digital Compositing and Colour Correction Lab		
Course Code	L T P	Credits
21VMC632	0 1 2	2

Objectives: To practically teach students with compositing multiple layers n vfx along with color correction and grading.

Course Outcome (CO) –

- Students will be able to colour correct a video
- Students will be able to grade for movie
- Student will be able to do vfx compositing for the visuals using various techniques
- Students will be industry ready with a show reel in both compositing and colour grading

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
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Introduction to compositing software	Understanding the software - layout	20
	Multi pass EXR and AOVs	
	Channels – reconstructing the image	
	Grading CG to match the plate	
	Passes	
	Z depth and defocussing	
	Grading the layers	
	Glow	
	Creating imperfections	
	Lens distortion and grains	
	Compositing visual effects and passes	
Getting into cc software	Getting the project into the software	20
	Understanding the layout and nodes	
	XML Import	
	Project setting	
	Edit Panel	
	Working and understanding different Scopes	
	Color correcting to normalise	
	Primary grading – Curves – Luma	
	Matching the colors	
	Secondary grade – alpha channel – Luts	
	Creating a before after show reel	

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	NA
Assignments	1. Create a show reel for color correction and grading 2. Create a show reel for vfx compositing
Lab or workshop	Workstation
Field work/experience	NA
Online activities	Observe films
Performances/creative activities	NA
Learning outcomes	Compositing and CC

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

UI / UX Designing Practice		
Course Code	L T P	Credits
21VMC575	0 1 2	2

Objectives: This course provides students hands-on UX Design class, which will apply UX design principles to your own real life projects, such as an app or website.

Course Outcome (CO) –

- 1 Understand the way of doing user research
- 2 Get an overview of User Experience Design (UX) vs User Interface Design
- 3 Create Artboards during their projects
- 4 Create graphics in Adobe Experience Design
- 5 Apply the tools and designs during the final project

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
UI UX Process	Intersection of Design. Technology. Business. Knowing Your User User Research Through Interviews Refining User Research and Creating Personas Synthesis of User Research, Journey Maps, and User Flows Wireframing, Sketching, Prototyping Create clickable prototypes. Iterating the Prototype and Further User Testing Building a Case Study	
Introduction to Adobe Experience Design (XD)	Overview of User Experience Design (UX) vs User Interface Design (UI) Understanding common file formats Working with the Design and Prototype views Navigating around the user interface	
Setting up a Project	Creating Artboards Arranging, editing and deleting Artboards Creating additional screens for different display sizes and platforms Adding layout and square grids	

UI Kits	Exploring Apple, Google and Microsoft user interface kits	
Creating graphics in Adobe Experience Design	Creating and combining simple shapes Setting appearance attributes Controlling corner radius values Solid fill colours, gradient fills, strokes Adding drop-shadows & background Blurs Drawing with the Pen Tool Editing points and paths Creating and editing Symbols Linked symbols	
Adding Text to your Design	Create and Format Text Using Typekit fonts Saving Character Styles	
Adding assets from other sources	Importing Images Importing SVG files Masking techniques Open a layered Adobe Photoshop file Using Illustrator vector graphics	
Creating accurate layouts	Aligning and positioning Objects Layers panel overview Creating a Repeat Grid	
Responsive Resize	Resize designs for different screen sizes Set automatic and manual object constraint properties Grouping elements to constrain fixed and variable properties	
Prototyping – adding interactivity	Wireframes to interactive prototypes Link and unlink screens Setting screen triggers Adding interactions to elements Adjusting easing and duration properties Auto-animate Timed animation transitions Prototype drag gestures Overlays for side menus and keyboards Preserve Scrolling Fixed elements Voice triggers and speech commands	
Testing your Project	Previewing designs in the preview window or on mobile device Recording the user experience as a .mov file	

Sharing your Project	Share a public or private prototype Allow comments and hotspots Publish design Specs Extract and download Asserts for developers	
Export Project and asserts	Exporting artwork for Web, IOS and android devices Save Artboards as .png .svg and .pdf files Batch Export Exporting to After Effects Extend Adobe XD with plugin	
Designing and prototyping your own Project	Creating your own project Adding graphics and text Testing and sharing your project Exporting your project	

•
(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	<ul style="list-style-type: none"> • Think about your class project. Select a new business idea, a current project, or choose a sample project from class. • Interview 1–5 people about your project. • Continue to refine interview questions and research. Interview more people about your project. • Begin to synthesize results of user research. • Refine your user flows. • Finish all Sketch lessons. Finish prototyping your user flows. • Finish iterating the prototype based on user testing. • Final Project Presentation + The Business of UX Design
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	

Learning outcomes	<p>By the end of this course, you should be able to:</p> <ul style="list-style-type: none"> • recognise the fundamental aspects of Adobe XD • create and use Artboards • work with UI and wireframe kits • create and use Masks • work with Point and Are type • create and edit Vector Shapes • use the repeat grid function • create and work with Symbols • export Assets • use comments to get feedback.
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe XD Classroom in a Book (2020 Release) Book by Brian Wood
2. Jump Start Adobe XD Book by Daniel Schwarz
3. Beginning Adobe Experience Design: Quickly Design and Prototype Websites and Mobile Apps Book by Rob Huddleston

Sound Designing and Mastering Practice		
Course Code	L T P	Credits
21VMC634	0 1 2	2

Objectives: **To practically train students in the field of Music Production**

Course Outcome (CO) –

- 1 Familiarize with sound basics of sound equipment's and software's
- 2 To be able to record musical instruments
- 3 To be able to mix the sounds and music
- 4 To be able to do Mastering of Music
- 5 to be able to recognize and use various sound effects.

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction	Keyword/ Contents The studio- acoustics and environment-The hardware - The software - Making connections-XLR,TRS,RCA,S/PDIF - MIDI - –balanced vs unbalanced –Line level	5
Recording	Recording overview–Microphone polar patterns-phantom power – proximity effect- recording levels – phase	8
	The recording processes –scratch track-recording drums- recording	5

	guitar-recording electric guitar-recording vocals	
Mixing	Mixing Overview-preparation-to the mix-setting balance-using-Eq-using compression-using reverb-using delay	5
Mastering	Mastering and distribution	8

(Whichever is Applicable)

Assigned readings	Recording Mixing and Mastering by Keith scully
Writing assignments	NA
Project	<ol style="list-style-type: none"> 1. Master a song 2. Record Multiple track 3. Prepare a music using midi plugins 1. Do a re recording and foley for a scene
Lab or workshop	LAB
Field work/experience	NA
Online activities	NA
Performances/creative activities	NA
Learning outcomes	To be able to use all the studio equipment's and produce a music or audio project.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

Mixing and Mastering in the Box – Steve Savage

The Mixing Engineer's Handbook - Bobby Owsinski

The Mastering Engineer's Handbook - Bobby Owsinski

Modern Recording Techniques - David Miles Huber, Robert E. Runstein

Audio Mastering Secrets - John Rogers

Introduction to 2D Animation Film Making Practice		
Course Code	L T P	Credits
21VMC635	0 1 2	2

Objectives: At the end of the course the student will learn Concepts of Sketching, basic concepts of 2D Animation, Storyboarding and create animated digital multimedia content for media.

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
2D Sketching – 1	<p>Concepts of Sketching– Identify drawings, understand the basic elements of drawing - Utility & usage of Lines in a drawing - learn points, lines</p> <p>Work on shapes - Concepts & Construction of basic shapes, Create drawings using different shapes,</p>	2 HRS

2D Sketching – 2	<p>Understand Tone & Shadow, Line drawings for characters</p> <p>Work on Planes – Textures – Patterns</p> <p>Understand different types of drawings – sketching on each type of drawing, Work on Depth Cues and its types.</p> <p>Perspective drawings – Drawing Composition – Facial expression - Shading Concepts</p>	
Getting Acquainted	<p>Opening a File</p> <p>Understanding Document Types</p> <p>Getting to Know the Workspace</p> <p>Working with the Library Panel</p> <p>Understanding the Timeline</p> <p>Organizing Layers in a Timeline</p> <p>Using the Properties Panel</p> <p>Using the Tools Panel</p> <p>Undoing Steps in Animate</p> <p>Previewing Your Movie</p> <p>Modifying the Content and Stage</p> <p>Saving Your Movie.</p>	3 HRS
Creating Graphics and Text	<p>Getting Started</p> <p>Understanding Strokes and Fills</p> <p>Creating Shapes</p> <p>Making Selections</p> <p>Editing Shapes</p> <p>Using Gradient and Bitmap Fills</p> <p>Using Variable-Width Strokes</p> <p>Using Swatches and Tagged Swatches</p> <p>Creating Curves</p> <p>Using Transparency to Create Depth</p> <p>Being Expressive with the Paint Brush</p> <p>Creating and Editing Text</p> <p>Aligning and Distributing Objects</p> <p>Converting and Exporting Art</p>	3 HRS
Creating and Editing Symbols	<p>Getting Started</p> <p>Importing Adobe Illustrator Files</p> <p>About Symbols</p> <p>Creating Symbols</p> <p>Importing Adobe Photoshop Files</p> <p>Editing and Managing Symbols</p> <p>Changing the Size and Position of Instances</p> <p>Changing the Color Effect of an Instance</p> <p>Understanding Display Options</p> <p>Applying Filters for Special Effects</p> <p>Positioning Objects in 3D Space</p>	3 HRS

Animating Symbols	Getting Started About Animation Understanding the Project File Animating Position Changing the Pacing and Timing Animating Transparency Animating Filters Animating Transformations Changing the Path of the Motion Swapping Tween Targets Creating Nested Animations Easing Frame-by-Frame Animation Animating 3D Motion Exporting Your Final Movie	3 HRS
Classic Tweening	Getting Started Using Classic Tweens Motion Guides for Classic Tweens Copying and Pasting Tweens Classic Tween Eases Graphic Symbols	2 HRS
Publishing	Understanding Publishing Publishing for HTML5 Publishing a Desktop Application	3 HRS

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	Assignment01: Students have to sketch the subject using lines and dots Assignment 02: Students need to submit shape drawing for different characters (in action) Assignment 03: Students need to submit line drawing for different characters (in action) Assignment 04: Students have to submit sketches of different poses with expressions Animated Ads Illustrate a Street Scene Animate four events in scene Nature Scene Walk Cycle
Field work/experience	
Online activities	

Performances/creative activities	
Learning outcomes	

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Animate Classroom in a Book (2020 release) by Russell Chun
2. Beginning Adobe Animate CC - Learn to Efficiently Create and Deploy Animated and Interactive Content By TOM GREEN, Joseph Labrecque

CORPORATE VIDEO PRODUCTION		
Course Code	L T P	Credits
21VMC636	0 1 2	2

Objectives: To practically teach students with Modelling and texturing in 3d field.

Course Outcome (CO) –

- Students will be able to model different objects
- Students would be able to texture different objects
- Students would be able to sculpt using advanced sculpting software

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction	Introduction to video-production techniques; Difference between commercial and corporate videos; Corporate video production companies; Corporate events; Corporate video proposal; Corporate video scripts.	
advertising appeals	Types of advertising appeals in a corporate video; Types of corporate video; social responsibility; conference videos; internal communication videos; training videos; promotional videos	
Marketing	Marketing strategy and corporate video	

strategy and corporate video	Characteristics of corporate video- video length; call to action; strong message; shareability; professionalism; appeal; production value; customer benefits	
Types and usage	types and usage: Staff training/ instruction and safety videos; Investor relations/ financial results; Company promotional/brand videos; New product or service online presentations	
Services, Different categories of corporate videos	services: Clients, Portfolio, Blog - Multi-media presentations, Corporate films, Corporate identity and graphics, Out-door promotional collateral, Online and social marketing	
production stages with examples	corporate film production stages; TV commercials; Documentaries; Music videos; Brand endorsement; Industrial videos; Commissioned programs	

Assigned readings	NA
Writing assignments	NA
Assignments	1. Produce a corporate video 2. Case study on the endorsements of a corporate company
Lab or workshop	-
Field work/experience	-
Online activities	-
Performances/creative activities	-
Learning outcomes	-

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Students have to attend an internship for a minimum period of 30 days and submit the certificate from the company and a report with appropriate evidences / samples of work performed and a log-sheet. The student should present the same during viva-voce examination.

CO1	Students get the first experience of working in their chosen field.
CO2	They learn how to apply all that they have learned in their job.
CO3	The 45-day stint gives them the much needed reality check on their aptitude as well as job skills.
CO4	Internship within the course period helps them to decide their further course of action in their professional growth.

21VMC693**Portfolio Presentation****4**

Students have to attend a Viva- Voce (Individual) on the date of submission of their show reel/ exhibition with appropriate evidences of a minimum of 10 different projects.

CO1	Students present a summary of their academic performance across the years.
CO2	Students develop a kit of their best projects done, and present it for review with the faculty.
CO3	This process helps them to develop a professional portfolio that they can use to secure appropriate job and kick start their career.
CO4	Portfolio also gives the students a peek into the growth they have achieved with the help of the course.

21VMC698**Project (In DFM)****8**

Objective: To Prepare a Show REEL in the specialised area

CO1	Students will produce fiction and non fiction film by incorporating cinematography skills, direction skills, scripting skills which they have learnt in earlier semesters.
CO2	The final project enables the students to showcase their talent in the chosen area.
CO3	For students, doing the project is like a technical rehearsal before the actual performance which, in this case, refers to working in the industry.
CO4	Students hone their skills required in video production and create projects of professional standards.

Students should produce show reel in digital film making field followed by Viva-voce.

21AVP501**AMRITA VALUES PROGRAMME****1 0 0 1**

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme:**Art of Living through Amma**

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana

Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata

Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads

Introduction: Sruti versus Smṛti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Idea of the Self and Realisation of the Self – Qualities of a Realised person - Concept of Avatar - Relevance of Mahabharata for modern times.

Swami Vivekananda and his Message

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala's Mural Art Forms:

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming

Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says "we have to return this land to the coming

generations without allowing even the slightest damage to happen to it". Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature"

Ancient Indian Science and Technology

Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.

Animation and Design Stream

MSC VISUAL COMMUNICATION (ANIMATION AND DESIGN)

INTRODUCTION TO ANIMATION FILM MAKING

Course Code	L T P	Credits
21VMC507	2 0 0	2

Objectives: To introduce students to the grammar of animation film making - from the ideation to the construction of narrative sequences.

Course Outcome (CO) –After studying this course the students will be able to

- Y 1 Understand the basics of Animation design and techniques
- Y 2 Apply the different principles of animation in practice
- Y 3 Understand the process of production elements.
- Y 4 Apply the visual effects during production
- Y 5 Create audio, visual and graphic effects

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to Animation, History - Before cinematography, Silent era, Golden age, Features before CGI, Television, Switch from cels to computers, Animation articulation & performance - Advancement in Animation design & theory, Animation Types – 2D, 3D, Techniques –Traditional, Stop motion, Computer, Mechanical, Other. Software used for animation	

Unit2	Principles of Animation - ‘Squash & Stretch’ methodology, ‘Anticipation’ principle, ‘Staging’ concept of animation, Straight Ahead & Pose to pose’ Animation. Advanced Principles of animation - ‘Follow through & Overlapping’ Animation, ‘Slow out & Slow in’ Animation, ‘Arcs’ principle of animation, ‘Secondary Action’ rule of animation. Advanced Principles of animation - Timing’, an important principle of animation, Exaggeration’ process of animating, ‘Solid Drawing’ principle, ‘Appeal’ principle	
Unit3	Brief on Animation process – different departments involved in Pre-production / production / post production. Pre-Production - Idea-Story-Script Understand the Research & Development (R&D) department – Casting & Locations allotment - Character Design - Storyboarding & Animatic A thorough work on complete Pre-production process. Understand the steps of Production process in 3D Animation – Modelling – Texturing – Lighting – Rigging and Animation – Animatronics	
Unit4	Understand Visual Effects – Dynamics - Simulation & effects - different software required for visual effects– Motion Graphics - Camera Tracking & Stabilizing - Colour Corrections & Compositing	
Unit5	Voice modulation –Dubbing – Rerecording – Music Production - Different Render Engines - Different output formats. New Trends and Techniques.	

□

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Reference Text Books

1. The World History of Animation by Stephen Cavalier (Author), Sylvain Chomet
2. The Illusion of Life: Disney Animation – Illustrated, by Ollie Johnston (Author), Frank Thomas (Author)

INTRODUCTION TO COMMUNICATION THEORIES

Course Code
21VMC501

L T P
3 0 0

Credits
3

Objectives:

To develop the knowledge of basic elements of Communication. To inculcate the knowledge of communication models. To introduce students to the theories of Communication. To acquaint students with the various types of Communication.

Course Outcome (CO) –

- 1 Students would be able to introduce themselves to the theories of Communication.
- 2 Students would be able to inculcate the knowledge of Communication models.
- 3 Students would be able to develop the knowledge of basic elements of Communication.
- 4 Students would be able to acquaint themselves with the various types of Communication.
- 5 Students would be able to incorporate these theories in mass media research.

UNITS	MODULE	HOURS NEEDED
Unit1	Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication – Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers; Mass communication – meaning and concept of ‘mass’ – nature and scope; Media for mass communication; Functions and dysfunctions of mass communications.	10 hrs
Unit2	Communication Models – Aristotle’s model, Lasswell model, Shanon and Weaver model, Osgood and Schramm, Dance, Newcomb, Defleur, Gatekeeping and Gerbner.	9 hrs
Unit3	Theories of Communication – Dependency Theory, cultivation theory, Agenda Setting Theory, Use and Gratification Theory, Spiral of Silence Theory, Hypodermic Needle Theory; Diffusion of Innovation; Perception and Persuasion Theory	9 hrs
Unit4	Media systems and theories: Authoritarian, Libertarian, Socialistic, Social-responsibility, Development, Participatory; Interactive Theory – One step flow, Two-step flow (Opinion Leaders) and Multi step flow	9 hrs
Unit5	Mass media: public opinion and democracy. Media culture and its production; Media and Children; Violence and Obscenity in Media; Folk and Traditional Media	8 hrs

(Whichever is Applicable)

Assigned readings	Mass Communication in India by Keval J Kumar
Writing assignments	Students can apply these theories and models with contemporary media issues and write the assignment regarding the same.
Project	-
Lab or workshop	-
Field work/experience	-
Online activities	Quiz
Performances/creative activities	Debate and Presentation
Learning outcomes	-

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Dennis Mc Quil: Mass Communication Theory: An Introduction
2. Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication
3. Melvin L. De fleur and Evette Dennis: Understating Mass Communication
4. Berko and Wolvin: Communication
5. Surgeon General's Scientific Advisory committee on Television and Social Behaviour Reports, USA.
6. Joshi P. : Culture, Communication and Social Change
7. Wilbur Schramm: The process and Effects of Mass Communication
8. Wilbur Schramm: Men, Message and Media
9. Dennis Mc Quail: Milestones in Mass Communication Research
10. Stephen W & Little John: Theories of Women Communication
11. S.J. Baran & D.K. Davis: Mass Communication Theory – Foundations Ferment & Future.

INTRODUCTION TO VISUAL DESIGNING

Course Code	L T P	Credits
21VMC508	2 0 0	2

Objectives: The objective of this course is to introduce the elements of design, basic elements of compositions and basic principles of visual design.

Course Outcome (CO) –

- Y 1 Understand the difference between normal art and design
- Y 2 Execute the color theory in design
- Y 3 Adopt the creative aspects of typography
- Y 4 Understand the process of design with theoretical application.
- Y 5 Execute the design

UNITS	MODULE	HOURS NEEDED

Unit1	The distinction between art and design. Introduction of fundamental elements and principles of visual design and it's application. Geometrical and organic shapes, Texture ,value, tone, negative space etc.	
Unit2	Role of colour in design. Colour theory. Colour psychology. Colour strategy. Colour in printing. Spot and process colours of print media. Corporate colours and dominant visual colours in design.	
Unit3	The role of typography in design. Contemporary trends in typography and layout, Study of typefaces, type and culture. Create a new font of any language using grid system , in manual and digital. Type face anatomy classification of typography -serif, san serif, script, decorative. The selection of compatible typography in design Alignment and spacing. Typography is a visual language.	
Unit4	Application of Gestalt theory. The Design Process - Define the Problem, Collect the Information, Brainstorm/Concept, Design, Feedback/Application, What is AIDA.(Attract, Aware, Interest, Desire, Action) Monogram, iconography, calligram, symbols, type of logos. Use of grid in design.	
Unit5	Creative concepts in design. Execution of final design. Design alignments with grid. Fine tuning. New trends in design. Introduction to UI Designing. Difference between Graphic and UI Design.	

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	

Learning outcomes	<p>Experience a range of design methods, processes, materials, and contexts</p> <ul style="list-style-type: none"> • Apply basic elements of visual design including balance, color, dynamics, expression, form, growth, light, movement, sequence, shape, and space • Practice iteration (and/or variation) to arrive at successful design projects • Use visual design terms and formal language to communicate • Analyze the effectiveness of works of art and design, recognizing strengths and citing areas for improvement • Identify or integrate methods, processes, and/or materials that are relevant to project development • Defend work with reason
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Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development
Reference Text Books

1. Exploring the Elements of Design Paperback – by Poppy Evans (Author), Mark A. Thomas (Author)
2. Visual Thinking for Design By Colin Ware, Publisher:Elsevier Science
3. Visual Thinking for Design (Morgan Kaufmann Series in Interactive Technologies) 1st Edition, Kindle Edition by Colin Ware (Author)
4. Design Basics Paperback – Import, by David A Lauer (Author), Stephen Pentak (Author)

COMPONENTS OF VISUAL DESIGN PRACTICE

COURSE CODE
21FNA571

L T P
0 1 2

CREDITS
2

Objectives:

- This is a course aimed at imparting the basic knowledge about visual compositions.
- The course teaches the students how to examine an existing design and its inner readings.
- The course helps the students to apply the principles of design in all their design endeavors.
- The course helps them understand colors and their innumerable combinations.

Course Outcome (CO)

- Students learn to Balance a visual composition, a design or art work.
- Students will learn how to place the layout in order to enhance readability of a design.
- Students will learn how to compose various elements aesthetically and functionally in a space.
- Students will learn the rule of the thirds, diagonal lines etc.
- Students will learn to blend photograph and graphic design; text and other elements o create aesthetically superior and functionally efficient designs.

UNITS	MODULE	HOURS NEEDED (30)
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Unit 1	Elements of Visual Design: Texture, Color, Line, Value, Form, Shape, Space. How master artists approached these elements, Light and Shadows. Perspectives, Ariel Perspective, one point, two point and three-point perspectives. different kinds of projection like isometric projection, orthographic projection	10
Unit2	Principles of Visual Design: Law of Unity, Law of Emphasis (Focal Point), Law of Rhythm, Variety, Law of Proportion, Law of Balance, Law of Movement, Contrast, Law of repetition. Linear	5
Unit3	Color Theories: Additive color theories and subtractive color theories, Analogous colors, Complimentary colors. Color mixing, Hues, Values, Saturation using pigments.	5
Unit4	Rule of the thirds, The triangular compositions, the S curve, The diagonal lines,	5
Unit5	Design Project output. Designing for Print, Designing for Web.	5

Activities

Assigned readings	Text books and websites
Writing assignments	NA
Project	Designs in Print and for Web as given
Lab or workshop	Designing for advertisements using Computer graphics Lab facility.
Field work/experience	NA
Online activities	Refer online resources
Performances/creative activities	NA
Learning outcomes	The students will learn to design innovative global standards communication tools and aesthetic art works.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Prieto, Rosi. A Concise History of Art: The Western World. Kendall Hunt Pub Co, 14 December 2009
- Ball, Victoria Kloss. The Art of Interior Design: A Text in the Aesthetics of Interior Design. Literary Licensing, LLC, 1 October 2011
- Read, Herbert. The Meaning of Art. Faber & Faber; Indian export edition, 20 November 2003
- Moberg, Eric Michael. The Art of Composition. CreateSpace Independent Publishing Platform, 11 September 2012
- Graves, Maitland E. Art of Colour and Design. McGraw-Hill Inc., US; 2nd Revised edition, 1 January 1951
- Arnheim, Rudolf. Art and Visual Perception. University of California Press; 2nd Revised edition, 10 December 2004

DIGITAL FILM MAKING PRACTICE

Course Code
21VMC570

L T P
0 1 2

Credits
2

Objectives: To practically teach students with the introduction and basics of Audio Video Production field.

- To give awareness about how to capture video and audio with a digital video camera and its accessories.
- To introduce video making using mobile phone.
- To make the students to handle every type of digital video camera in the industry.
- To give a basic idea about telling a story by combining video and audio using various digital video and audio editing platforms.
- To make the students use digital editing and multiple video elements together (images, sound, interviews, music, archival footage) to convey a message, tell a story, and achieve communication goals.
- Training on use and store cameras, accessories and equipment in a safe manner.

Course Outcome (CO)

- Students will be able to shoot with different types of modern cameras and lenses
- Students will be able to do the advanced camera settings for their projects
- Would be capable of practically working different shots and angles
- Students could produce Short films

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Audio for Video	Introduction to Audio - Recording VO - Dubbing	5
	Different Mics	
	Foley – Dubbing - SFX	
Audio editing techniques	Audio Editing Software – Different tools - Methods – Cuts - Effects	4
Cinematography techniques	Introduction to Video - Types of Video Production	7
	Different Frame rates	
	Different types of cameras and lenses	
	Camera Setting – Exposure Triangle- Focus – Focal length	
	Scene – Shots – Angles	
	Different Rules in Videography	
Directorial aspects	Concept – Story – Screenplay – Story board – 3 act structure	5
	Different camera moments using x y and z axis	
	Role of a director – Different roles in production	
Advanced Lighting techniques	Different Types of Lighting – Properties – Characteristics – Different Types of Lights	3
	Green Screen Production	
Techniques in Video Editing	Video Editing – Types – Different tools – Methods – Cuts – Transitions - Effects	5
Production aspects	Analysing animated films technically	3
	Digital Film Making Pipeline – Roles	
	Producing a short Film	

(Whichever is Applicable?)

Assigned readings	Video production books; Film, advertisement scripts. Basic lighting techniques
Writing assignments	Basic Script writing.
Assignments	<ol style="list-style-type: none"> 1. Prepare a Concept/ Script/ Screenplay 2. Produce a 2 min short film without Dialogue

Lab or workshop	NA
Field work/experience	NA
Online activities	NA
Performances/creative activities	NA
Learning outcomes	To know basics of Audio Video Production

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

Reference Text Books

- Video Production (Vasuki Belavadi)
- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)

MEDIA RESEARCH METHODS

Course Code	L T P	Credits
21VMC502	3 0 0	3

Objectives:

- To introduce students to basic principles associated with conducting Post graduate-level research, including identifying a research topic; accessing and critiquing scholarly research; writing a literature review; and research ethics.
- Students are also introduced to research design and to qualitative and quantitative methodological approaches to collecting and analyzing data.
- Given the nature of the discipline, the course provides some emphasis on participatory research methods.
- To develop new scientific tools, concepts and theories to solve and understand scientific and non scientific problems
- To enrich the innovative framework towards communication research with a multidisciplinary approach.

Course Outcome (CO) – subject outcome:

- To equip researchers with research methodology essential for pursuing research degrees (Doctor of Philosophy (Ph.D.), Masters in Philosophy) and research in undergraduate and postgraduate courses.
- To enable researchers in writing various research reports, thesis, dissertation, research papers, articles, essays.
- To get a knowledge of Research Grants and how to write Research Grant Proposals
- To get a research position in countries like U.S.A., Canada, Germany, England, Japan, Australia, etc.
- To enable the researchers to approach grassroots level implications on social issues.

Key Learning:

Article Writing, Essay, Research Paper, Book Review, Thesis; Dissertation, Book, Citation Methods and Styles, Research Grant Proposals

UNITS	MODULE	HOURS NEEDED (40 Hrs)
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Unit 1	Research Framework and Literature Study Meaning and Concept of research – Motivation and Objectives – Research Methods Vs Methodology – Types of Research - Defining and formulating research Problem – research questions- Importance of Literature Review –Research Design - Execution of the research – Problem, Formation-Observation and data collection – Methods Qualitative – quantitative research in media studies	10
Unit 2	Research Design & Statistics Tools: Sampling – Types of Sampling – Validity – Measurement – construct validity – Reliability- Levels of Measurement – Types of Data –Scaling - Qualitative – Quantitative measures- Hypothesis - testing – Generalization – Variables - Types of Data – Unit of analysis - Statistical Analysis- Tabulation of data – interpretation – Graphical representation of data – Presenting statistical Data– content analysis– Case Study - non –parametric statistics –chi- square – contingency table analysis – parametric statistics – Mean, Proportion, ‘t’ test – analysis of variance (ANOVA) - Regression and Correlation.	10
Unit3	Theoretical Framework for Research Media theories – Philosophy of Research – Structerization of Research –Deduction – Induction - Communication theories - Aesthetics theory of visual communication – character and visualaesthetics – Perception theory – audience research – Semiotics –motion and frame semiotics – Cognitive theory – film theory – narrative theory - cultural aesthetic theories – behavioral theories – Social – New media	10
Unit 4	Art of Research Writing Writing research paper – reviews - presentation of research - Bibliography – APA Style – In text- Citation- plagiarism-Utility of the study - Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables - referencing and footnotes	6
Unit 5	Research aids and Ethics Use of visual aids - Preparing Research papers for journals, Seminars and Conferences –Calculations of Impact factor of a journal, citation - Ethical Issues – Ethical Committees – Reproduction of published material Acknowledgement –Reproducibility and accountability.	4

Assigned readings	Practice & Seminar on formulating research problem – Presentation & analysis of Case studies
Writing assignments	In text Citation and APA Style Formulation Practice Identification of Research Problem and framing Objectives
Project	Review research article and presentation
Lab or workshop	<ul style="list-style-type: none"> Hand on Workshop on using Tools and application

	for Statistical analysis <ul style="list-style-type: none"> • Seminar on Methods and Theories for Mass media research, perspectives and approaches • Workshop on Writing and structuring Research thesis • Seminar on Ethical issues, responsibilities on researcher, Publication standards
Field work/experience	Working on real-time issues relate with Communication, Media and Society
Online activities	Understanding Online tools which support research to become effective
Performances/creative activities	N/A
Learning outcomes	Constructive ideas from overall learning process in the post graduation which transfer the need for research in grass root level with participatory approach.

References:

1. Mass Communication Theory – McQuail Denis (Sage Publication)
2. Audience Analysis – McQuail Denis (Sage Publication)
3. Mass Media Research – Roger Wimmer & Joseph Dominick
4. Methods in Social Research – Kothari C.R
5. Basics of Qualitative Research – Strauss Anselm, Corbin Juliet
6. Berger, Arthur, (2000), Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publications.
7. Visual Communication Theory and Research A Mass Communication Perspective SHAHIRA FAHMY, MARY ANGELA BOCK, AND WAYNE WANTA
8. Visual Communication- Research Designs by Keith Kenney
9. Social Media, Sociality, and Survey Research Edited by Craig A. Hill, Elizabeth Dean, Joe Murph
10. Research Design- Qualitative, Quantitative, and Mixed Methods Approaches, Fifth Edition- John W. Creswell, J. David Creswell

3D MODELLING AND TEXTURING

Course Code	L T P	Credits
21FNA585	0 1 2	2

Objectives: To practically teach students with Modelling and texturing in 3d field.

Course Outcome (CO) –

- Y Students will be able to model different objects
- Y Students would be able to texture different objects
- Y Students would be able to sculpt using advanced sculpting software

Course Contents / Operational	Course contents	HOURS
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Terminologies		NEEDED
Introduction to 3D modeling –	Understanding the software and its layout- working with different tools	
understanding 3D workspace -	working with symmetry, editing components in orthographic view and perspective view	
Different Modes Poly editing techniques -	Extruding, Bridging, Adding polygon to mesh - Split polygon faces, edge loop	
Poly Normal, Edge & bevel, Separating & combining geometry, NURBS		
Modeling using reference sketches, Image Planes, Poly modeling workflow, Polygon primitives, modeling in shaded mode, Model symmetry,		2
Low Poly/High Poly modeling Exporting the models from scene to scene		6
Texturing –Introduction to texturing and shading		
working with blinn, phong and lambert		
bump and displacement, working with transparency, reflection and refraction		
Working with 2D textures, 3D textures		
UV mapping, unwrapping, smoothing and relaxing a mesh		
Baking maps		
Sculpting – Introduction to the software		
tools and its applications		
different brushes to do the detailing		
preparing a surface for sculpting, sculpting techniques		

Sculpting objects,		
Sculpting different body parts		

(Whichever is Applicable?)

Assigned readings	
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2D SKETCHING AND ANIMATION LAB

Course Code	L T P	Credits
21VMC580	0 2 2	3

Writing assignments	
Assignments	1. Model an object 2. Model a complete scene with reference 3. texture an interior / exterior scene 4. Character Modelling 5. Sculpt different models 6. Interior & Exterior Modelling with texturing
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Objectives: At the end of the course the student will learn Concepts of Sketching, basic concepts of 2D Animation, Storyboarding and create animated digital multimedia content for media.

Course Outcome (CO) – After studying this course student will be able to:

- 1 Understand the basic concepts of sketching
- 2 Apply the art of drawing
- 3 Get acquainted with 2D sketching, Animation, Tweening, HTML
- 4 Create graphics and sketches and texts
- 5 Create and edit symbols

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
2D Sketching – 1	Concepts of Sketching– Identify drawings, understand the basic elements of drawing - Utility & usage of Lines in a drawing - learn points, lines Work on shapes - Concepts & Construction of basic shapes, Create drawings using different shapes,	2 HRS
2D Sketching – 2	Understand Tone & Shadow, Line drawings for characters Work on Planes – Textures – Patterns Understand different types of drawings – sketching on each type of drawing, Work on Depth Cues and its types. Perspective drawings – Drawing Composition – Facial expression - Shading Concepts	
Getting Acquainted	Opening a File Understanding Document Types Getting to Know the Workspace Working with the Library Panel Understanding the Timeline Organizing Layers in a Timeline Using the Properties Panel Using the Tools Panel Undoing Steps in Animate Previewing Your Movie Modifying the Content and Stage Saving Your Movie.	3 HRS
Creating Graphics and Text	Getting Started Understanding Strokes and Fills Creating Shapes Making Selections Editing Shapes Using Gradient and Bitmap Fills Using Variable-Width Strokes Using Swatches and Tagged Swatches Creating Curves Using Transparency to Create Depth Being Expressive with the Paint Brush Creating and Editing Text Aligning and Distributing Objects Converting and Exporting Art	3 HRS

Creating and Editing Symbols	Getting Started Importing Adobe Illustrator Files About Symbols Creating Symbols Importing Adobe Photoshop Files Editing and Managing Symbols Changing the Size and Position of Instances Changing the Color Effect of an Instance Understanding Display Options Applying Filters for Special Effects Positioning Objects in 3D Space	3 HRS
Animating Symbols	Getting Started About Animation Understanding the Project File Animating Position Changing the Pacing and Timing Animating Transparency Animating Filters Animating Transformations Changing the Path of the Motion Swapping Tween Targets Creating Nested Animations Easing Frame-by-Frame Animation Animating 3D Motion Exporting Your Final Movie	3 HRS
Classic Tweening	Getting Started Using Classic Tweens Motion Guides for Classic Tweens Copying and Pasting Tweens Classic Tween Eases Graphic Symbols	2 HRS
Publishing	Understanding Publishing Publishing for HTML5 Publishing a Desktop Application	

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	

Lab or workshop	Assignment01: Students have to sketch the subject using lines and dots Assignment 02: Students need to submit shape drawing for different characters (in action) Assignment 03: Students need to submit line drawing for different characters (in action) Assignment 04: Students have to submit sketches of different poses with expressions Animated Ads Illustrate a Street Scene Animate four events in scene Nature Scene Walk Cycle
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Animate Classroom in a Book (2020 release) by Russell Chun
2. Beginning Adobe Animate CC - Learn to Efficiently Create and Deploy Animated and Interactive Content By TOM GREEN, Joseph Labrecque

PHOTO EDITING & DESIGNING LAB.

COURSE CODE

21VMC584

L T P

0 1 2

CREDITS

2

Objectives:

This course covers the advanced skills of image production and manipulation, using the industry-standard software to work with digital images for both Web and print use. Understanding the structure of this application enables the student to systematically build confidence and skill in its use, and also apply its principles in related applications. This course surveys the breadth and depth of the software workspace and toolset through lecture presentations and lab exercises. An overview of the digital imaging workflow will be presented, with emphasis on image processing. Students must have basic computer literacy

Course Outcome (CO) – After studying this course student will be able to

- ✓ 1 Understand the tools of image production for different media
- ✓ 2 Build skill of applying different software
- ✓ 3 Apply color correction, layer and such other possible options in image editing
- ✓ 4 Work with 3D image production
- ✓ 5 produce final and ready to be used image outputs

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction and Workspace	Workspace, Tools, and Panels, Opening an existing document, Discovering the Tools panel, Accessing tools and their options, Using panels, Customizing your panels, Hidden tools, Navigating the image area, Using the Zoom features, Maximizing productivity with screen modes	2 HRS
Working with Selections	The importance of a good selection, Using the Marquee tools, Changing a selection into a layer, Working with the Magic Wand tool, The Lasso tool, Adding to and subtracting from selections, Adding to and deleting from the selection, Saving a selection, Feathering a selection, Using the Quick Selection tool, Making difficult selections with the Refine Edge feature, Using Quick Mask, Copying and pasting a selection, Using the Pen tool for selections, Converting a path to a selection	3 HRS
Understanding Layers	Background layers, Creating layers, Rearrange & editing layers, Opacity & Layer Blending Modes, Linking Layers, Applying Layer Styles, Flattening Layers, Layer Comps, Duplicating & Aligning Layers, Layer Groups, Preserve transparency, Creating a composition, Creating a layer mask, Editing the layer mask, Cloning layers, Filtering your layers, Smart layer, GIF animation	3 HRS
Painting and Retouching	Setting up your color settings, Color primer, Understanding color gamut., The RGB color model The CMYK color model, Editing color settings, Selecting colors, Starting to paint, Using the Color panel, Using the Brush tool, Changing opacity, Using the Brush Presets, Using the Airbrush feature, Applying color to an image, Changing blending modes., The Eyedropper tool, Retouching images, Using the Clone Stamp tool, Repairing fold lines, The History panel, The Spot Healing Brush, The Healing Brush, Using the Patch tool, Using the Clone Source panel, Cloning from another source	3 HRS
Color Correcting an Image	Understanding Images: Raster & Vector, Image Resolution, Choosing your color settings, Working in RGB, Reading a histogram, Making the Curve adjustment, Defining the highlight and shadow, Locating the White and Black Point, Inputting the white and black point values, Adjusting the midtones, Setting the neutral, Sharpening your image, Taking care of red eye, Using the Camera Raw plug-in, Using Camera Raw controls, Saving a DNG file, Reopening a DNG file	3 HRS

Using Content-Aware Tools	Adding image area, Viewing the on-screen ruler, Converting the Background into a layer, Scaling the background, Content-Aware Fill, Content-Aware Move, Content-Aware retouching	2 HRS
Correcting Digital Photographs	About Camera Raw, Processing Files in Camera Raw, Merging exposure and application of advanced colour correction, Correcting image distortion, Working with depth of field, Quick Masks & Gradient Masks, Saving selections as Masks, Alpha Channels, Loading Masks as selections, Editing Masks, Extracting Images, Applying Filter Effects to Masked selections, Creating Gradient Masks	3 HRS
Vector Drawing: Paths	Pen Tool, Using Paths, Scalable Objects, Shape Layer, Importing Smart Objects, Complex Path editing, Compound Paths, Saving Paths, Clipping & Work Paths, Filling & Stroking paths, selections	2 HRS
Filters	Using filters, Gamut & Workflow aspects, Stacking Orders & Saving multiple filters, Fading Filters (Opacity & Blend Modes), Smart Filters, Creating, Saving & Editing Smart filters	3 HRS
Working with 3D images	Creating a 3D shape from a layer, Manipulating 3D objects, Using 3D panels to adjust lighting and surface textures, Merging 2D onto 3D layers, Importing 3D Files, Painting onto a 3D object, Using Repoussé to create 3D text	3 HRS
Advanced	All-new Smart Sharpen, Intelligent upsampling, Camera Shake Reduction, Editable rounded rectangles, Improved 3D painting, Improved type styles, Improved 3D Scene panel, Improved 3D effects, Automating and Scripting Workflow in Photoshop	2 HRS
Exporting work	Saving with Different File Formats, Saving for Web & Devices, Printing and PDF Options	1 HRS

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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	

Learning outcomes	From photo editing and compositing to digital painting, animation, and graphic design to posters, packaging, banners, and websites; all graphic design starts with Photoshop. Combine photos, graphics, and text to create entirely new images. Select your subjects quickly. Learn to use color and effects to polish any design project.
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Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Photoshop Classroom in a Book (2021 release) Paperback – by Conrad Chavez (Author), Andrew Faulkner
2. Photoshop CC in Simple Steps Paperback – by DT Editorial Services

PHOTOGRAPHY AND LIGHTING PRACTICE

Course Code	L T P	Credits
21VMC571	0 1 2	2

Objectives: At the end of the course the student will learn Concepts of Shots, lighting for photography.

Course Outcome (CO) –After studying this course Students will be able to

- Y 1 Understand the camera operations
- Y 2 Work on different shots and angles
- Y 3 Experiment different lighting sets for better output
- Y 4 Understand the advanced lighting techniques

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Camera and its basics	Operating a Camera Exposure Aperture & Shutter Speeds TTL Light Meter Depth of Field Operation of Video Camera Gain Control White Balance Focusing Viewfinder	2 HRS

Types of shots	Long shot. ... Medium shot. ... Medium close-up shot. ... Close-up shot. ... Extreme close-up shot. ... Two shot. ... Over the shoulder Point of view	2 HRS
Types of angles	Bird's-eye view. High angle Eye level Low angle Worm's-eye view Dutch – tilted angle.	3 HRS
Familiarizing with different lens and filters	Choosing Lenses types of lenses Normal wide angle telephoto zoom lenses supplementary lenses Digital Lenses Types of filters Uses of filters	3 HRS
Advanced lighting techniques	Nature of Light, different properties of light- direction, intensity, color, Outdoor lighting, studio lighting, three point lighting, lighting ratio, soft lighting, hard lighting Different lighting instruments and accessories Portrait Lighting Patterns- Split lighting, loop lighting, Rembrandt lighting, butterfly lighting Creative Lighting	3 HRS
Lighting Equipment & Accessories	various light units HMI Day lights HMI arc Iodine lamp Reflectors cutters Barn doors Skimmers Lighting techniques Digital Lighting Units Power Supplies and outputs.	2 HRS

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	

Lab or workshop	Assignment01: operating the camera Assignment 02: Photographs in each shot Assignment 03: Photographs in different angles Assignment 04: Photographs using different lightings
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Composition by Focal Press.
2. Basic Techniques of Photography (Ansel Adams Guide)
3. Basic Photography by M.J.Langford.

INTRODUCTION TO UI UX DESIGNING

COURSE CODE	L T P	CREDITS
21VMC513	2 0 0	2

Objectives: To introduce students to various phases in Interface Design process and expected deliverables. This course helps students to understand theories, principles and practice of userinterface and user experience design for digital platforms.

Course Outcome (CO) –After studying this course the students will be able to

- Y 1 Understand the various phases in Interface design process
- Y 2 Understand the theories of user interface for digital platforms
- Y 3 Practice the User interface and user experience design for digital platforms.
- Y 4 Apply the research in designing
- Y 5 Get acquainted with UI/UX tools

UNITS	MODULE	HOURS NEEDED
Unit1	Getting Started with UI/UX Design: Why Should one Learn UI/UX Design, What is User Interface (UI) Design?, What is User Experience (UX)? Design?, What is UI Development? An overview of the human experience design process - UX design to UI design, What is Big Picture? What is Persona in UX Design, 6 Stages used to design in UX, Heuristic Evaluation	

Unit2	<p>UX Design: What us Design Thinking, What is Research in User Experience Design? What are design Principles, What is User Centered Design, Wire framing & Storyboarding, Learning Google Material Design, Role of a UX Designer</p> <p>Steps to Follow before UX Design: Requirement Gathering, Research of various techniques, Analysis, Creating Scenarios, Flow Diagrams, Flow Mapping, Making our first UX Design Road Map</p>	
Unit3	<p>UX Design Process Design Testing Methods and Techniques. Usability Testing – Types and Process, Create plan for the Usability, What is Tests? What is Prototype and how we design it. Various Prototyping Tools, How to prepare Usability Testing? How to understand & refine Usability Test Results?</p>	
Unit4	<p>UX Improvement Process: Understanding the Usability Test findings, Applying the Usability Test feedback in, improving the design</p> <p>UX Delivery Process: How to communicate with implementation team, UX Deliverables and its process</p>	
Unit5	<p>What is UI Design: Tools used for UI Design, What is Wireframing, Various Tools used for wireframing, Principles of wireframing, Creating icons, Using Colours and Fonts, Using Templates, Low Fidelity Models, High Fidelity Models, Agile Design Philosophy, Building your first Minimum Viable Product. Introduction to UI mock up software.</p>	

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	<p>Design a GUI for an integrated transport system in a metro city.</p> <p>Design a interface for agriculture information system for farmers.</p>
Lab or workshop	
Field work/experience	<p>Building a Brand: Creating brand guidelines for interactive applications. Selecting & expanding a design for interactive applications. Wireframing workflows, translating brand guidelines to UX for interactive applications. Wireframing review, Sketch analysis, Pitch Guidelines, Final wireframe critique, User flow review - Final design</p>

Online activities	
Performances/creative activities	
Learning outcomes	<p>principles and practice of UI/UX design for digital applications</p> <p>the design thinking methodology as it applies to UX design</p> <p>mastery of digital tools commonly used in UI/UX design</p> <p>language and methods to communicate about your design process and choices</p> <p>skills needed to create digital UI/UX designs that are effective, intuitive, accessible to all, aesthetically pleasing, and enjoyable to use</p>

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. The Elements of User Experience — By Jesse James Garrett
2. A Project Guide to UX Design: For user experience designers in the field or in the making (2nd Edition) — By Russ Unger & Carolyn Chandler
3. The UX Book: Process and Guidelines for Ensuring a Quality User Experience (by Rex Hartson, Pardha Pyla)
4. Interaction Design: Beyond Human — Computer Interaction (by Preece, Sharp, and Rogers)
5. The Design of Everyday Things : Norman, Donald A
6. Designing Visual Interfaces: Communication
7. Oriented Techniques : Mullet, Kevin, and Darrell Sano.
8. Human-Computer Interaction : Dix, Alan J., Janet E. Finlay

CREATIVE ADVERTISING & BRANDING

Course Code	L T P	Credits
21VMC512	2 0 0	2

Objectives: To introduce introduced to the various domains of professional practice in the process of developing an advertisement.

Course Outcome (CO) –After studying this course student will be able to

- Y 1 Understand the concept and principles of Advertising
- Y 2 Apply the skills of writing for advertising copy
- Y 3 Plan the brand marketing with professional experience
- Y 4 Exhibit their capacity to build corporate image

Y 5 Understand the career opportunities and requirements for job

UNITS	MODULE	HOURS NEEDED
Unit1	Y What is Advertising? – Evolution - Advertising as a Communication Process- How and When Advertising works? Effective Advertising - Market Effects and Intensity of Advertising: Persuasion, Argument and Emotions - Economic Effects of advertising - Advertising as a Business Process - Advertising in Business and Society	
Unit2	Creativity - Creative Process in Advertising – Copy Writing and Craft of Copy Writing - Writing for Print, Visual and Radio - Art Direction – Production - Using the Media: Print, Visual and Radio - Advertising in the ICT age - Media Planning and Internet: Effective Use of New Media Tools, Planning and Organising – Executing the Advertising Process - How to market - Do's and Don'ts of Advertising Techniques. Case Studies.	
Unit3	Elements of Branding – Brand Identity – Brand Image – Brand communication – Power Branding - Principles of Integrated Brand Promotion (IBP) - Planning Advertising and IBP - Basics of Brand Management and Relationship with Contemporary Advertising - Planning and Organising – Executing the Advertising Process - How the Brand Transforms the Business Goals and Vision? Brand Promotion and Strategic Brand Management - FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch.	
Unit4	Corporate Image and Brand Management- IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over: Time, Market Segments and Geographic Boundaries, Revitalising and Changing the Brand Portfolio, Media Selection, Trade Promotion and Selling, CRM, Personal Selling and Web Marketing.	
Unit5	Jobs and career path in the Advertising industry, Freelance and Consulting Domains. How to run an Advertising Agency – How does the Agency function? Agency Set up and Career Framework - Concepts - Advertising Strategies, for an Agency and get Clients – Advertising Management: Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of Advertising.	

(Whichever is Applicable)

Assigned readings	
Writing assignments	

Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	<p>This will give an insight into advertising and the possibilities of career in the area.</p> <p>They will learn about the advertising as well as the branding. Market segmentation, Brand image will help them in understand more about branding and its significant importance. It will practically help them in considering the factors in designing advertisements.</p>

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications).
2. Advertising Management, Rajeev Batra, John.G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India)

WEB DESIGNING AND DEVELOPING

Course Code	L T P	Credits
21VMC514	2 0 0	2

Course Outcome (CO) –

- Y 1 Understand the web designing with theoretical background
- Y 2 Apply various elements of web designing and developing
- Y 3 Remember the Categories of Websites, Formatting Web Layout
- Y 4 Create computer programming and do web hosting

UNITS	MODULE	HOURS NEEDED
Unit1	The Design Process, Defining Good Design, Web Page Anatomy, Grid Theory, Balance, Unity, Emphasis, Fresh Trends, Resizing: Fixed, Fluid, or Responsive Layouts, Resizing: Fixed, Fluid, or Responsive Layouts, Screen Resolution.	

Unit2	The Psychology of Color, Color Temperature, Chromatic Value, Color Theory 101, The Scheme of Things, Color Tools and Resources, Texture - point, line, shape, volume and Depth, Pattern, Building Texture, Taking Type to the Web, Text Image Replacement, Web Fonts with @font-face, Text Spacing and Alignment, Choosing the Right Fonts, Imagery -File Formats and Resolutions, Creative Image Treatments.	
Unit3	Points to be remembered while Web Designing, Categories of Websites, Introduction to Dreamweaver Basics, Dreamweaver Basics – Defining a sit - Formatting Web Layout - Creating Tables - Web Layouts - Frames – Rollovers - Designing web page,	
Unit4	Web Designing using Div tag (Advanced), Logical and Physical Elements - Links, Hotspots, and Website Navigation - The Elements of Color and Images in Web Pages - Aligning Images - Adding Images - Text Formatting - Customizing Text with Character Styles – Organizing Your Site with Frames - Getting Input with Forms - Making It Look Professional - Adding Multimedia and Other Objects - Images on the Web.	
Unit5	HTML5 Semantic tags, Adding JavaScript to Web page, Introducing HTML5 Canvases, Video, Audio tags. Publishing Your Web Pages, Introduction to Dynamic Sites, Basic PHP and SQL, Web Hosting.	

□

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Mike Wooldridge, Brianna Stuart: Creating Web Pages Simplified (IInd)
2. Philip Crowder with David A. Crowder, Creating Web Sites Bible, by Wiley Publishing, Inc.
3. Jason BeardThe Principles of Beautiful Web Design

ADVANCED 2D ANIMATION AND E-LEARNING PRACTICE

Course Code	L T P	Credits
21VMC574	0 2 2	3

Objectives: Advanced 2D Animation is an advanced course for computer generated animation. This course provides students advanced skills to produce CG animation and e-learning modules.

Course Outcome (CO) –

- 1 Understand Advanced Motion Tweening skill
- 2 Apply the camera handling method
- 3 Experiment the tools they learnt in their practical application
- 4 Work with Sound and Video projects
- 5 Evaluate the applicability of tools while doing desktop publication.

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Advanced Motion Tweening	About the Motion Editor Understanding the Project File Adding Motion Tweens Editing Property Curves Viewing Options for the Motion Editor Copying and Pasting Curves Adding Complex Eases	
Controlling the Camera	Animating Camera Moves Getting Started Using the Camera Creating Depth Attaching Layers to the Camera for Fixed Graphics Exporting Your Final Movie	

Animating Shapes and Using Masks	<ul style="list-style-type: none"> Getting Started Animating Shapes Understanding the Project File Creating a Shape Tween Changing the Pace Adding More Shape Tweens Creating a Looping Animation Using Shape Hints Previewing Animations with Onion Skinning Animating Color Creating and Using Masks Animating the Mask and Masked Layers Easing a Shape Tween 	
Natural and Character Animation	<ul style="list-style-type: none"> Getting Started Natural Motion and Character Animation with Inverse Kinematics Creating a Walk Cycle Disabling and Constraining Joints Adding Poses Inverse Kinematics with Shapes Simulating Physics with Springiness 	
Creating Interactive Navigation	<ul style="list-style-type: none"> Getting Started About Interactive Movies ActionScript and JavaScript Creating Buttons Preparing the Timeline Creating Destination Keyframes Navigating the Actions Panel Add JavaScript Interactivity with the Actions Panel Wizard Creating a Home Button Playing Animation at the Destination Animated Buttons 	
Working with Sound and Video	<ul style="list-style-type: none"> Getting Started Understanding the Project File Using Sounds Understanding Video Using Adobe Media Encoder CC Understanding Encoding Options Playback of External Video in Your Project Adding a Video Without Playback Controls 	

Publishing	Understanding Publishing Converting to HTML5 Canvas Publishing for HTML5 Publishing a Desktop Application Publishing to Mobile Devices	
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Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Animate Classroom in a Book (2020 release) by Russell Chun
2. Beginning Adobe Animate CC - Learn to Efficiently Create and Deploy Animated and Interactive Content By TOM GREEN, Joseph Labrecque

3D ANIMATION - LIGHTING & RENDERING PRACTICE

Course Code	L T P	Credits
21VMC573	0 1 2	2

Objectives: To practically teach students with all the techniques of lighting up a 3d scene/object.

Course Outcome (CO) –

Y Students will be able to identify different types of lighting

- Υ Students will be able to do the proper lighting for different scenes
- Υ Would be capable of render different scenes
- Υ Students would be able to understand the operational technique of lighting
- Υ Students will be able to identify different types of lighting
- Υ Students will be able to do the proper lighting for different scenes
- Υ Would be capable of render different scenes

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction to the Theory of Light - Basic properties of Light – Frequency & Wavelengths of the light spectrum		
Lighting tools		
Understand ‘Direct Illumination’ concept of lighting Effects of Light		
Primary Sources of Light – Manipulation of Light Light & its effects on objects/scenes		
Reflection - Understanding Shadows		
Working on different types of lights - 3 Point lighting concept - enable/disable a light		
Illuminating different spaces		
Environment lighting		
Understanding Day and Night light		
Interior		
Exterior lighting		
Learn the process of rendering		
different options in rendering		
Mental Ray		
Vray		
Image Based Lighting process		
Understanding Final Gather		
Colour Bleed – Caustics		
applying Render passes to the layers in lighting		

(Whichever is Applicable?)

Assigned readings	
Writing assignments	
Assignments	1. 3 point lighting for a model 2. Lighting for an interior scene 3. Lighting for an exterior scene 4. Night Lighting for an Interior and exterior scene 5. 30 Sec show reel on lighting with different passes
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

VFX LAB

Course Code	L T P	Credits
21VMC587	0 1 2	2

Objectives: To practically teach students with Visual Effects

Course Outcome (CO) –

- Y Students will be able to Track the visual and add created objects
- Y Students will be able to convert 2d image to 3 dimension
- Y Would be capable of doing camera projections
- Y Students could produce Intros
- Y Would be capable of doing logo animation

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Different Software involved in VFX Industry - Introduction to software		
Understanding the layout and tools		
Masking		
Converting images from 2D to 3D		
Green Screen Removal		
Tracking – different types –Mocha Tracking system		
Camera Projection		
Basic Colour Correction		
Element 3d		
Different effects using Particles - trapcode		
Hologram effect		
Logo animation		
Superimposition – Titling		
Exporting various file format outputs as per the end user requirements		

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(Whichever is Applicable?)

Assigned readings	
Writing assignments	
Assignments	1. Model an object 2. Model a complete scene with reference 3. texture an interior / exterior scene 4. Character Modelling 5. Interior & Exterior Modelling with texturing
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

UI/UX DESIGNING PRACTICE

Course Code	L T P	Credits
21VMC575	0 1 2	2

Objectives: This course provides students hands-on UX Design class, which will apply UX design principles to your own real life projects, such as an app or website.

Course Outcome (CO) – After studying this course student will be able to

- 1 Understand the way of doing user research
- 2 Get an overview of User Experience Design (UX) vs User Interface Design
- 3 Create Artboards during their projects
- 4 Create graphics in Adobe Experience Design
- 5 Apply the tools and designs during the final project

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED

UI UX Process	Intersection of Design. Technology. Business. Knowing Your User User Research Through Interviews Refining User Research and Creating Personas Synthesis of User Research, Journey Maps, and User Flows Wireframing, Sketching, Prototyping Create clickable prototypes. Iterating the Prototype and Further User Testing Building a Case Study	
Introduction to Adobe Experience Design (XD)	Overview of User Experience Design (UX) vs User Interface Design (UI) Understanding common file formats Working with the Design and Prototype views Navigating around the user interface	
Setting up a Project	Creating Artboards Arranging, editing and deleting Artboards Creating additional screens for different display sizes and platforms Adding layout and square grids	
UI Kits	Exploring Apple, Google and Microsoft user interface kits	
Creating graphics in Adobe Experience Design	Creating and combining simple shapes Setting appearance attributes Controlling corner radius values Solid fill colours, gradient fills, strokes Adding drop-shadows & background Blurs Drawing with the Pen Tool Editing points and paths Creating and editing Symbols Linked symbols	
Adding Text to your Design	Create and Format Text Using Type kit fonts Saving Character Styles	
Adding assets from other sources	Importing Images Importing SVG files Masking techniques Open a layered Adobe Photoshop file Using Illustrator vector graphics	
Creating accurate layouts	Aligning and positioning Objects Layers panel overview Creating a Repeat Grid	
Responsive Resize	Resize designs for different screen sizes Set automatic and manual object constraint properties Grouping elements to constrain fixed and variable properties	

Prototyping – adding interactivity	Wireframes to interactive prototypes Link and unlink screens Setting screen triggers Adding interactions to elements Adjusting easing and duration properties Auto-animate Timed animation transitions Prototype drag gestures Overlays for side menus and keyboards Preserve Scrolling Fixed elements Voice triggers and speech commands	
Testing your Project	Previewing designs in the preview window or on mobile device Recording the user experience as a .mov file	
Sharing your Project	Share a public or private prototype Allow comments and hotspots Publish design Specs Extract and download Asserts for developers	
Export Project and asserts	Exporting artwork for Web, IOS and android devices Save Artboards as .png .svg and .pdf files Batch Export Exporting to After Effects Extend Adobe XD with plugin	
Designing and prototyping your own Project	Creating your own project Adding graphics and text Testing and sharing your project Exporting your project	

□

(Whichever is Applicable)

Assigned readings	
Writing assignments	

Project	<ul style="list-style-type: none"> Y Think about your class project. Select a new business idea, a current project, or choose a sample project from class. Y Interview 1–5 people about your project. Y Continue to refine interview questions and research. Interview more people about your project. Y Begin to synthesize results of user research. Y Refine your user flows. Y Finish all Sketch lessons. Finish prototyping your user flows. Y Finish iterating the prototype based on user testing. Y Final Project Presentation + The Business of UX Design
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	<p>By the end of this course, you should be able to:</p> <ul style="list-style-type: none"> Y recognise the fundamental aspects of Adobe XD Y create and use Artboards Y work with UI and wireframe kits Y create and use Masks Y work with Point and Arc type Y create and edit Vector Shapes Y use the repeat grid function Y create and work with Symbols Y export Assets Y use comments to get feedback.

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe XD Classroom in a Book (2020 Release) Book by Brian Wood
2. Jump Start Adobe XD Book by Daniel Schwarz
3. Beginning Adobe Experience Design: Quickly Design and Prototype Websites and Mobile Apps Book by Rob Huddleston

ILLUSTRATION & DESIGNING LAB**Course Code**

21VMC585

L T P

0 1 2

Credits

2

Objectives: To practically teach students with the Digital illustrations and its techniques.

Course Outcome (CO) –

- Students will be able to do industry relevant minimalistic logos & artworks
- Students will have strong hands on colour theory & typographical designs
- Would be capable of creating 3d art works & Abstracts using blends, patterns & halftones
- Students would be able to create different types of illustrations (book, mandala, informative, food, creative)
- Students will be able to enhance their skills in branding and packaging

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction to the software user interface	Introduction to Vector Images, difference between Vector & Raster pictures	1
	Understanding the Software Layout & Workspace	
	Setting up a new document, Artboards and Intro to basic tools	
Working on minimalistic designs	Creating & editing shapes-shape tools, shape builder/path finder	4
	Applying colour theory while designing professional logos	
	Creating minimal art-logos, cards etc	
Typography & Drawing tools	Learn Pen tool, Text tool and its options, Gradients	7
	Understanding Symbol Sprayer Tool, Brushes.	
	Learn Patterns, clip masking - Create Advanced Artworks using Patterns	
	Learn Width Transform Tool & Various sub options	
3D & other Effects/Abstracts	Create Advanced artworks using Halftone Effect	4
	Working on Lino Cut artworks using blends	
	Understand 3D – Revolve, Bevel & Extrude	
	Traditional designs/Mandalas using Rotate tool, distort, transform effects	
Graphics & Animations, Perspective designs	Learn Perspective Art- Interior & Exterior Perspective designs	6
	Work on animation character designs Creating Fur, cartoon effects, lean mesh tool	
	Create 2D background designs for animation purpose	
	Create buttons, icons, characters required for further animation purpose	
Brand Building & Creations	Understand Brand Building Concept	8
	Product Designing & Packaging	
	Learn Layout Designing for various business purposes	
	Create 3D Logos, Visiting Cards, Brochures, Letter Heads, Watermark	

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	NA
Assignments	13. Create simple minimal trending logo designs 14. Create typographical logos & artworks 15. Draw bgs & abstracts using pen tool & other drawing and transforming tools 16. Create seamless patterns/traditional designs, Vector BGs using symbols, rotate tool 17. Lino cut art design. 18. BG & character designs for animations 19. Perspective designs (Interior/Exterior) 20. Creative buttons, icons & symbols for UI/UX & promotional animation purposes 21. Product design & Packaging works 22. Work on Brand Building- g. Logo h. Visiting Card i. Letterhead, Watermarks j. Brochures/Hoardings, Flyers k. Product Design l. Packaging 23. Creation of (on spot) – Logo, Visiting card, Letterhead (with watermark).
Lab or workshop	Lab
Field work/experience	NA
Online activities	Observations
Performances/creative activities	Designs
Learning outcomes	

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Over & Over – Mike Perry
2. An Illustrated Life – Danny Gragory

PAGE LAYOUT DESIGNING LAB

Course Code
21VMC586

L T P
0 1 2

Credits
3

Objectives:

This course teaches the students to create pagelout designs for newspaper, magazines, newsletters etc and to create interactive digital page layouts also

Course Outcome (CO) –

- Students will learn the different principles of page layout design and how to apply it to create appealing and readable page layouts
- Students will learn the importance of organising the content, choosing the right typography & colors in page layout designs
- Students will learn how to design pages for print and digital media.

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Fundamentals of Page layout Design	What is Design What is a page layout design Importance of Page layout Types of layouts – one column layout, two column layouts etc. Poor layout repels readers	1HRS
Principles of Page layout Design	The Principle of Hierarchy - Hierarchy, Proximity, Alignment, and Repetition - The Principle of Proximity- The Principle of Alignment - The Principle of Repetition – Using White Space effectively	1 HRS
Organising your Content	Headings Sub headings Content Images Blurbs, Pullouts	1HRS
Typography	What is Typography The importance of Typography- Communicate your message through effective use of Typography Shapes of letter forms Difference between a font & a typeface Typography Relationships – Concordant, Conflicting, Contrasting Typography Categories How to select the right Typography	1 HRS
Color	Importance of color in Pagelayout designing Psychology of color Color Theory Basics How colors work together How are colors created in Print	1HRS
Software	Getting familiar with the workspace Scope & Purpose of the software Tools & Menus Working with text Working with Graphics & Images How to work in layers Techniques with text and images Working with multiple pages Master Page	15 HRS
Application	How to create Print layouts, magazines, tabloid newspapers etc. Creating Digital documents Adding interactivity to your page layouts E-books, E-magazines, E-newspaper	15 HRS

(Whichever is Applicable)

Assigned readings	
Assignments	Assignment 01: Create a newsletter (both print & e-newsletter) Assignment 02: Create a niche magazine Assignment 03: Create an interactive portfolio Assignment 04: Create a tabloid newspaper (both print & e-newspaper)
Project	
Lab or workshop	Lab
Field work/experience	NA
Online activities	Observation
Performances/creative activities	
Course Output	<ul style="list-style-type: none"> – Understanding Pagelayout Design – Understanding the Principles of Pagelayout Design – Understanding to organise the content in a page layout design – Understanding the importance of Typography & Color in Page layoutdesign – Understanding how to create page layouts for newsletter, newspapers, magazines etc – Understanding how to create interactive page layouts

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

4. Thinking with Type by Ellen Lupton
5. Color Theory: An essential guide to color-from basic principles to practical applications

WEB DESIGNING PRACTICE.

Course Code	L T P	Credits
21VMC576	0 1 2	2

Course Outcome (CO) –

- 1 Understand the basics of Web Designing
- 2 Build their own Web Site using practical experience
- 3 Remember the tools of web designing during projects
- 4 Apply the technical skills during the designing of web.

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Basics of Web Designing	Define the Principle of Web page designs, Define the basics in web design, How to design a website Creating different themes for different layouts How to design the look and feel of a website How to create and design banners, advertisements, etc. Unique Desktop Layout	
Overview	Defining a site, Design View, Code View and Live View, Browser rendering engines, Inserting objects Linking and Targeting	
CSS Basics	Tag Selectors, Embedded vs. linked CSS rules, Different Views, Getting Help	
Building Your First Web Site	Site Definition, Formatting and Links, Validating code	
Tables vs. CSS layouts	Building Tables, Static vs. Elastic design, Using the DIV element	
Automation	Creating a Template from an Existing Page, Creating a Template from Scratch, Defining Editable Regions	
Forms	Inserting Forms, Validation	
Uploading a Site	Defining the Remote Site, Cloaking files, Saving site definition files	

(Whichever is Applicable)

Assigned readings	
Assignments	Create web pages using predefined layouts or by creating your own Design web pages for mobile phones, tablets, and desktop computers Make Registration form Design your portfolio page. Design a cool Photography Portfolio.
Project	Design a high end web designing from scratch.
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning output	

Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

INTRODUCTION TO RESPONSIVE WEB DESIGNING

Course Code	L T P	Credits
21VMC603	2 0 0	2

Objectives: Responsive Web Design Course trains students in the core technologies of modern responsive web design: HTML5, CSS3, and JavaScript. The Response Web Design course shows students how to apply these technologies together, combined with the popular jQuery utility framework, to create rich web sites that adapt to a wide range of client devices, using the techniques of Responsive Web Design.

Course Outcome (CO) –

- Υ Understand the benefits and the fundamentals of using RWD
- Υ Learn responsive layout techniques including liquid and adaptive layouts
- Υ Use responsive typography techniques and Incorporate responsive images using HTML, JavaScript, and CSS

- Y Learn how to present images in different resolutions adaptively across a wide array of devices
- Y Learn to use CSS3 for transforms, transitions, and animations
- Y Use Bootstrap layout techniques

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction to RWD, History of RWD, Advantages & Disadvantages of RWD, Setting the Viewport Meta Tag - The viewport meta tag, device-width, initial-scale, Some additional rules to follow, Grid-view, Media Queries, Media Queries – Breakpoints, Responsive Image and Text	
Unit2	What Is HTML5, HTML5 Goals, HTML Specs, Past and Present, How Is HTML5 Different From HTML4?, The Doctype Declaration, Current Browser Support for HTML5, New Features of HTML5, Semantic Elements, HTML4 Layouts, HTML5 Semantic Layouts, Nesting Semantics, Replacing Flash with HTML5 - HTML Media, Forms - The form Attribute, The placeholder Attribute, New Form Field Types, Forms and Validation, The required Attribute, The number input type, The pattern Attribute, The range and date input types, The <datalist> Element, The autofocus and oninput Attributes, HTML5 CSS Pseudo-Classes, Video and Audio, New Elements for Video/Audio	
Unit3	Introduction to CSS3, What is a Style?, What are Cascading Style Sheets?, CSS and the Evolution of Web Development, The CSS Standardization Process, CSS and HTML, CSS Compatibility, CSS Rules, New in CSS3, Applying CSS Styles, Inline Styles, Embedded Styles, External Styles, Selectors, Combinator Selectors, Universal Selector, Style Classes, Pseudo-Classes, Inheriting From a Parent, Declaring !important Styles, Styling Text, Web Typography, Generic Font Families, Font-Stack and Understudy Fonts, Web Fonts, Using Web Fonts, Font Size, Font Weight, Italics and Underlining, Capitalization, Line Height, Multiple Font Values, Text Spacing, Aligning Text	
Unit4	Responsive Web Page Layout, The Main Layout Types, Responsive Layouts, Popular Layout Patterns, The 'Mostly Fluid' Layout Pattern, The 'Column Drop' Layout Pattern, The 'Layout Shifter' Pattern, Other Layout Techniques, Getting Content Fillers, The Float CSS Property, Combining CSS Styles, The Simple Fluid Layout Example The Simple Fluid Layout Technique, Pixel-Sized vs Em- Sized, Responsive Images, A "Fluid" Pixel, The Device Viewports, CSS Pixels, The Power of Simplicity, The Picture Element	
Unit5	Frameworks, What Is Bootstrap, Bootstrap History, Responsive Web Development, Responsive Grid Layout, Reusable GUI Components, JavaScript, The Mobile First Philosophy, Why RWD Matters, Responsive Page Views, SASS, Getting Bootstrap, Bootstrap Components, Bootstrap Components Web Page, Integrating Bootstrap Components with jQuery	

(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Responsive Web Design, Book by Ethan Marcotte
2. Learning Responsive Web Design: A Beginner's Guide, Book by Clarissa Peterson
3. Responsive Web Design with HTML5 and CSS3, Book by Ben Frain.

INTELLECTUAL PROPERTY RIGHTS FOR MEDIA

Course Code	L T P	Credits
21FNA602	2 0 0	2

Objectives:

- To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in media industries.
- To provide basic knowledge on patents, patent regime in India and abroad and registration, copyrights and its related rights and registration aspects, trademarks and registration aspects Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects.
- To make students aware about current trends in IPR and Govt. steps in fostering IPR

Course Outcome (CO)

- Understanding fundamental aspects of Intellectual property Rights to students who are going to play a key role in development and management of innovative projects in media industries.
- Basic knowledge on patents, patent regime in India and abroad and registration
- Understanding copyrights and its related rights and registration aspects

- Understanding trademarks and registration aspects Design and Layout Design Protection and their registration aspects.
- Educating students on current trends in IPR and Govt. steps in fostering IPR and career opportunities related to IPR

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Introduction to Intellectual Property- Identification of intellectual property, Types of intellectual property and their legal framework, Importance of IP for SMEs, Monetizing IP, Careers in Intellectual Property, Theories of IPR,	6
Unit2	Patents - Elements of Patentability: Novelty, Non-Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board	6
Unit3	Copyrights- Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment, and license of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights, Piracy under Copyright Law, Copyright in Cyberspace, Copyrightability of Movie Titles	6
Unit4	Trademarks- Concept of Trademarks - Various kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non-Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board	6

Unit5	Other forms of IP related to media industry - Design: meaning and concept of novel and original Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection, India`s New National IP Policy, 2016 – Govt. of India step towards promoting IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies	6
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Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	NA
Lab or workshop	Workshop on Copyright, Patent filing and trademark for media b
Field work/experience	NA
Online activities	Referring case studies
Performances/creative activities	Presentation of projects

Learning outcomes	Basic knowledge on Intellectual property rights needed for a media professional
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
- Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.
- Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
- Bodenheimer, Jurisprudence – The Philosophy and Method of Law (1996) Universal, Delhi
- Fitzgerald, (ed.) Salmond on Jurisprudence (1999) Tripathi, Bombay.
- W. Friedmann, Legal Theory (1999) Universal, New Delhi.
- Paton G. W., Jurisprudence (1972) Oxford, ELBS.
- Dias, Jurisprudence (1994 First Indian re-print), Adithya Books, New Delhi.
- Roscoe Pond, Introduction to the Philosophy of Law (1998 re-print) Universal, New Delhi.
- Hart, H.L.A., The Concepts of Law (1970) Oxford, ELBS 8. Lloyds Introduction to Jurisprudence, Sweet and Maxwell.

ADVANCED 3D ANIMATION - RIGGING & ANIMATION PRACTICE

Course Code	L T P	Credits
21VMC671	0 1 2	2

Objectives: To practically teach students with in rigging and animation in the field of 3d animation.

Course Outcome (CO) –

- Y Students will be able to rig different objects (organic and inorganic)
- Y Students will be able to animate rigged models
- Y Would be capable of animating different camera shots, angles and movements

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Concepts of Rigging		
Advanced Deformation		
Rigging Constrain		
Concept of Inverse and Forward Kinematics		
Character Rigging - Designing of Bone Setup for Character		
Advanced Character Rigging		

Facial Rigging		
Function of Skinning – Muscle System		
Creating a control object for an IK		
constraining an IK system		
Quadruped Rigging - Designing of Bone Setup		
Flexibility of Quadruped rigging		
Mechanical Rigging - Organized and Naming of the Mechanical Object		
Designing of Bone Setup for Mechanical Rigging		
Concept of Props Rigging – Mechanical Rigging		
Smooth skinning - Smooth binding a skeleton		
Skin weighting and deformations - Modifying skin weights		
Influence objects		
Cluster and blend shape deformers		
Creating a target object for a blend shape		
Creating a cluster deformer on a target object Editing cluster weights		
Creating a blend shape Refining deformation effects		
Adding target objects to an existing blend shapes		
Introduction to Animation-		
Tools for Animation		
Key-frames and the Graph Editor, Setting the playback range		
Setting-key frames, Changing the timing of an attribute		
Fine tuning an animation		
Deleting extra key-frames		

Using Play-blast to playback an animation		
Using Set Driven Key to link attributes, Viewing the results in the Graph Editor		
Path animation - Animating an object along a motion path		
Changing the timing of an object along a motion path		
Rotating an object along a motion path, Blending key frame and motion path animation		
Nonlinear animation with Trax Editor		
Creating clips with Trax, Changing the position of clips with Trax		
Editing the animation of clips		
Reusing clips within Trax		
Soloing and muting tracks Scaling clips within Trax		
Concept of Acting		
Facial Animation		
Acting Sections		
Camera Animation		
Lip Sync Video		
Quadruped Animation		
Animating into a unit scene		
Animation Blending		
Animating the character		

Assigned readings	
Writing assignments	

Assignments	1. Rig a pendulum or other object 2. Rig a human character 3. Rig an animal 4. rig a rocking chair / Car 5. ball bounce animation 6. vehicle animation 7. animate different expression 8. Prepare an one min rigging show reel 9. Prepare an one min animation show reel
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

MOTION GRAPHICS LAB

Course Code	L T P	Credits
21VMC686	0 1 2	2

Objectives: To practically teach students to create motion graphics and text animations

Course Outcome (CO) –

- Students will be able to create Typographic animations
- Students will be able to roto-scope to remove elements from a scene
- Students will be able to create infographic animations
- Students will be able to create Data Visualization animations
- Students will be able to create 3d logo and texts for animations
- Students will be able to create Motion graphics
- Students will have a industry demanding show reel as a main outcome

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
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Introduction	Typographic - animation	4
	Easing in and out of an animation	
	Motion Blur for a moving text	
	Animating Lower thirds	
	Animating Anticipation type of animation	
	Custom easing using the graph editor	
	Adding audio & music to the video	
	Creating a vignette	
	Adding text to live action video	
	Text to follow live action	
Vector Software	Working with Vector and VFX Software	2
	Looping the animation	
	Making a motion path	
Masking techniques	Basic Masking – animating the mask	3
	Rotoscoping & faking depth of field	
	Adding the text behind objects	
Infographics	Introduction to Infographics	5
	Adding a solid background or image to your infographic	
	Getting Icons for infographics	
	Animating an infographic icon	
	create & animate a camera	
	adding colours to your animated infographic video	
	add video backgrounds to your infographic video	
Data Visualization	Data Visualization Introduction	7
	manually make an animated bar graph	
	using Vector software to create a moving bar graph	
	using cells to create an data visualization bar chart	

	create a data visualization pie chart graph	
	creating an animated flow chart	
3D Elements	Introduction - 2D to 3D Conversion	4
	Texturing the elements	
	Camera movement in 3d space	
	Working with Depth of Field	
	Animation	
	Final Scene Arrangement	
	Adding Lens Flare and Changing Background	
	Creating Logo Intros	
Producing Motion Graphics	Creating Motion graphics	5
	Exporting AFX infographic video for TV, Websites, YouTube & social media	
	export animated GIF infographic animation from After effects	

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	Prepare a Storyboard
Assignments	1. Infographics 2. Logo Intro 3. Motion graphics 4. Show reel
Lab or workshop	Workstation
Field work/experience	NA
Online activities	NA
Performances/creative activities	NA

Learning outcomes	Motion Graphics
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

RESPONSIVE WEB DESIGNING LAB

Course Code	L T P	Credits
21VMC687	0 1 2	2

Objectives:

In this course student will learn how to apply concepts from interaction design and human computer interaction in order to design and build an interactive, professional looking website. Students will learn how to make your web page designs adapt to different screen sizes using responsive grid layouts. Students will learn how to add navigation and other design elements, and you will learn how to separate data and display using JavaScript objects and templates.

Course Outcome (CO)

- ✓ Design a website using Responsive Web Design (RWD) principles
- ✓ Develop a RWD website using w.3 CSS Frameworks
- ✓ Develop a RWD website using Bootstrap
- ✓ Design a website using Responsive Web Design (RWD) principles
- ✓ Develop a RWD website using w.3 CSS Frameworks
- ✓ Develop a RWD website using Bootstrap

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Introduction	Fundamentals of Website Design The Workspace Creating Websites Adding Texts, Hyperlinks, and Meta Adding Images and Graphics Working in HTML Adding Online Forms to Web Pages CSS Using Templates HTML Tables Behaviors Multimedia Add AJAX Features Managing and Publishing Your Sites	10 HRS

Basics	Create a New Fluid Grid Layout Save the “Boilerplate” and Other Style Sheets Switch Between Mobile Size, Tablet Size, and Desktop Size Designs Change Window Sizes to Target Specific Devices Add and Insert Text and Images Add Fluid Grid Layout divs	10 HRS
Advanced	Create Bootstrap documents Using Bootstrap starter templates Creating HTML documents based on Bootstrap framework Open Bootstrap files Hide, unhide, and manage hidden Bootstrap elements Add Bootstrap components Add rows Add columns Duplicate rows and columns Resize and offset columns	15 HRS

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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	Creating complete Responsive website
Lab or workshop	Lab 1. Create a Basic HTML5 Layout Lab 2. Improve Your Forms Using HTML5 Lab 3. Drawing Using the Canvas Element Lab 4. Intro to CSS3 Lab 5. Applying Basic Styles Lab 6. Modify Text Styles Lab 7. Control Element Spacing with Box Properties Lab 8. Intro to JavaScript Lab 9. Basic JavaScript Syntax Lab 10. JavaScript Functions Lab 11. Arrays in JavaScript Lab 12. Getting Started with jQuery Lab 13. More on Selectors Lab 14. Dynamic Style Class Assignment Lab 15. DOM Manipulation Lab 16. Form Event Handling Lab 17. Basic Ajax Lab 18. Submitting Form Using Ajax Lab 19. Build a Slide Show Viewer Lab 20. Build a Drag and Drop Application Lab 21. Develop a Simple Plugin Lab 22. Media Queries and Responsive Design Lab 23. Responsive Layout

	Lab 24. Orientation Responsiveness Lab 25. Responsive Images with Media Queries Lab 26. Responsive Images with the Picture element Lab 27. Getting Started With Bootstrap Lab 28. Simple Components Lab 29. Integrating jQuery with Bootstrap Components Lab 30. Mobile Web Testing With Chrome
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	From photo editing and compositing to digital painting, animation, and graphic design to posters, packaging, banners, and websites; all graphic design starts with Photoshop. Combine photos, graphics, and text to create entirely new images. Select your subjects quickly. Learn to use color and effects to polish any design project.

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

DIGITAL MARKETING AND PROMOTION LAB.

Course Code	L T P	Credits
21VMC685	0 1 2	2

Objectives:

The subjects taught in online promotion lab course give a holistic knowledge of the online marketing sector. This curriculum covers a wide range of topics and specializations including SEO, Content Strategy, Social Media Marketing, Web Analytics, Email Marketing, and many more.

Course Outcome (CO) – After studying this course student will be able to

- 1 Remember the holistic knowledge of the online marketing sector
- 2 Understand the relevant requirement of the digital marketing field
- 3 Apply the trends in digital marketing sector
- 4 Evaluate the customers by doing customer research
- 5 Create contents for online marketing

Course Contents / Operational Terminologies	Course Input	HOURS NEEDED
Digital Marketing Foundation	In this module, you will learn about the things you need to know about digital marketing in India. Also, about internet marketing, working methodology, difference between traditional, inbound, and outbound marketing methodologies. Tools to create Buyer Personal	
Competitor and Website Analysis	Similarly, you will learn to analyze your competitor's marketing efforts. Different ways to do competitor research. Competitor Research Tools. Website Analysis Tools. Unique Selling Proposition – Checklist Download.	
Market Research & Niche Potential	Different ways to do market research to understand the potential of the market for your product or services will be taught in this module. Because, analysing the market potential will help you set the positioning properly. Tools to perform Market Research	
Website Design using WordPress CMS	Websites are like business cards in online space, your business should have a properly setup website that establishes a great connection with users for better engagement. Above all, you will be learning how to develop a WordPress website from the scratch which acts a business card. Tools to create lead magnets for your business site. Website Speed Improvement Tools.	
Email Marketing	From the metrics to basics of email marketing will be taught in this module. You will be walking through different tools for email marketing and learning the different ways to nurture the leads. Landing Page builder tools.	
Content Creation and Promotion	Current trends in content marketing, history of content marketing, content consumption in India, Funneling the content, content mapping, different ways to write content for different platforms, social media content, website content, and more! Copywriting Tools to speed up the process. Templates to write great headlines.	

Search Engine Optimization (SEO)	<p>Things to know before getting started with seo, on site optimization tactics, optimizing the content for search engines and users, off site seo methods, technical seo, and more!</p> <p>Bonus: SEO Strategy. Bonus: SEO Reporting. Link Building Tools. Keyword Research Tools. Back Analysis Tools. Technical SEO Tools.</p>	
Social Media Marketing, Optimization & Advertising	<p>You will be learning social media marketing, optimization and advertising for the platforms Twitter, Instagram, Facebook, and LinkedIn.</p> <p>Platform Specific Tools and Checklists.</p>	
PPC Google Ads Campaign Management, Optimization, and Reporting	<p>Paid Advertising is considered to be the highly effective digital marketing channel and you are going to master this skill in the course provided the proper time and attention given to it.</p> <p>Google Ads being one of the most famous search advertising platform and you will be walking through this tool and learning how to create a campaign from scratch to turn it to a profitable one.</p> <p>Create highly effective landing pages with these tools. These tools are to help you with competitor research for paid ads.</p>	
Advertising with Bing	<p>This is one of the highly effective search advertising platform and very people have tapped the potential of it.</p> <p>You will be learning the methods to create ads using Bing Ads platform.</p>	
Mobile Marketing (SMS Marketing)	<p>As we all know at least 10 minutes once people will check their smart phones, this is a treat for any advertisers to show case their product or services right at the hands of people.</p> <p>The reachability has become so effective that advertisers can literally reach based on the interest and demographics.</p>	
GEO Marketing	<p>Learn how to list your business online that attracts local customers to your business location or shop directly.</p> <p>Google My Business Checklist download.</p>	
YouTube Video Marketing & Advertising	<p>The potential is immense and we will teach you how to tap into this ocean of opportunities on YouTube.</p> <p>Important YouTube Video Marketing Tools and Resources.</p>	

Website Data Analytics	You will be taught how to use Google Analytics and other marketing analytics tools to help get started with website data analytics. Google Analytics Tool Checklist. Web Analytics Tools.	
Affiliate Marketing	Number of people who are making around 8 figures every month through affiliate marketing is been increasing each year. We will be showing how they are making and how you can replicate the strategies to earn the similar way.	
Blogging	There will always be something that make you a subject matter expert and wanted to express that out to the world and help others to make use of your knowledge. Blogging is one such platform that help you share your valuable knowledge and in turn earn money from it as a passive income source.	
Freelancing	We teach you different ways to get the freelancing projects online and we will explore the different freelancing platforms. Learn the best practices to get your first project online.	
Google AdSense	Google AdSense is the publisher side platform from Google that allow publishers to place the Ads on their website and pay money when someone clicks on the Ads that they show up online.	

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(Whichever is Applicable)

Assigned readings	
Assignments	
Project	
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Learning output	

Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Digital Marketing for Dummies - Ryan Deiss & Russ Henneberry
2. Youtility - Jay Baer
3. Epic Content Marketing - Joe Pulizzi
4. New Rules of Marketing and PR - David Meerman Scott
5. Social Media Marketing All-in-one Dummies - Jan Zimmerman, Deborah Ng
6. The Art of SEO - Eric Enge, Stephan Spencer, Jessie Stricchiola
7. Digital Marketing 2020 - Danny Star

COMPOSITING AND COLOUR CORRECTION LAB

Course Code	L T P	Credits
21VMC684	0 2 2	3

Objectives: To practically teach students with compositing multiple layers n vfx along with color correction and grading.

Course Outcome (CO) –

- Students will be able to colour correct a video
- Students will be able to grade for movie
- Student will be able to do vfx compositing for the visuals using various techniques
- Students will be industry ready with a show reel in both compositing and colour grading

Course Contents/ Operational Terminologies	Course outcome	HOURS NEEDED
Introduction to compositing software	Understanding the software - layout	20
	Multi pass EXR and AOVs	
	Channels – reconstructing the image	
	Grading CG to match the plate	
	Passes	
	Z depth and defocussing	
	Grading the layers	
	Glow	
	Creating imperfections	
	Lens distortion and grains	
	Compositing visual effects and passes	
Getting into cc software	Getting the project into the software	20
	Understanding the layout and nodes	

XML Import
Project setting
Edit Panel
Working and understanding different Scopes
Color correcting to normalise
Primary grading – Curves – Luma
Matching the colors
Secondary grade – alpha channel – Luts
Creating a before after show reel

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	NA
Assignments	1. Create a show reel for color correction and grading 2. Create a show reel for vfx compositing
Lab or workshop	Workstation
Field work/experience	NA
Online activities	Observe films
Performances/creative activities	NA
Learning outcomes	Compositing and CC

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

21VMC694

MINI PROJECT (IN ANIMATION AND DESIGN)

3

Any one of the following may be chosen by the students : All Individual projects

2d animation

To enable the students to produce an animated film of 3 minutes duration using the different

multimedia tools.

3d animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

Graphic designing and branding

To enable the students to produce various Graphic designing and branding models.

Web designing and online promotion

To enable the students to produce various Web and online promotion models.

UI UX designing

To enable the students to produce complete mobile UI prototype using latest multimedia tools.

21VMC692

INTERNSHIP

2

Students have to attend an internship for a minimum period of 30 days and submit the certificate from the company and a report with appropriate evidences / samples of work performed and a log-sheet. The student should present the same during viva-voce examination.

CO1	Students get the first experience of working in their chosen field.
CO2	They learn how to apply all that they have learned in their job.
CO3	The 45-day stint gives them the much needed reality check on their aptitude as well as job skills.
CO4	Internship within the course period helps them to decide their further course of action in their professional growth.

21VMC699

PROJECT (IN ANIMATION AND DESIGN)

4

Any one of the following may be chosen by the students: All Individual projects

2D animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

3d animation

To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

Graphic designing and branding

To enable the students to produce various Graphic designing and branding models.

Web designing and online promotion

To enable the students to produce various Web and online promotion models.

UI UX designing

To enable the students to produce complete mobile UI prototype using latest multimedia tools.

ELECTIVES FOR ANIMATION & DESIGN STREAM**Advertising Photography & Digital Design Practice**

Course Code
21VMC641

L T P
0 1 2

Credits
2

Objectives:

This course teaches core concepts and techniques that can be applied to any workflow, including digital and print publications. Students will be taught how to make selections, draw and build complex shapes using the Illustrator drawing tools, and precisely color artwork with tools like swatches and gradient fills.

Course Outcome (CO) –

- Students will learn to create appealing still life photographs like product photography, photographing for e-commerce photographs, from scratch.
- Students will learn to use different lighting styles and techniques for advertising photography.
- Students will learn to create appealing people photos for fashion & modeling portfolio.
- Students will be able to create appealing architectural photos both interior and exterior in different lighting conditions.
- Students will be able to capture beautiful event photos and candid moments and tell event stories with photographs.
- Students will be able to create photography coffee table books, photography magazines, portfolio book etc.
- Students will learn the techniques of becoming a good advertising photographer and market their works online.

Course / Operational Terminologies	Contents	Course Input	HOURS NEEDED
Understanding Still life Photography	Framing Elements & Rules of Composition Product photography introduction Using natural lights for Still life Basic Table top photography Window light table top E-commerce photography Using Photo light box for product shoot Light Modifiers Product lighting styles and techniques		10 HRS

	<p>Create dynamic lighting setups</p> <p>Food photography</p> <p>Framing and Composition of food photography</p> <p>Rule of Odds</p> <p>Tell a powerful and engaging story through still life</p> <p>Creating Aesthetically appealing Product shoots</p> <p>Effective use of prop and background</p> <p>Apply COLOR THEORY To Your Still life</p> <p>Photographing Jewelry, Shiny, Textured Products</p> <p>Impact of product advertisement</p> <p>Fashion and beauty products in advertising</p> <p>Color correction and editing</p>	
Understanding how to capture People	<p>Fashion Photography</p> <p>The role of photography in shaping fashion trends</p> <p>Composition through pose and scene elements</p> <p>Lighting patterns and effects</p> <p>Hard light & Soft light</p> <p>Contrast for mood and effect</p> <p>Using natural light</p> <p>Portable flash & Studio lights</p> <p>Light modifiers</p> <p>Types of studio lighting</p> <p>Choosing the location</p> <p>Aesthetics</p> <p>Sensitivity, set and model considerations</p> <p>Model Head Shots</p> <p>Pose & Expression</p> <p>Applications of lighting</p> <p>Lighting styles</p> <p>Use of low and high key</p>	10 HRS

	Background selection Visual mood Black and white vs colour Visual advertising The role of the stylist Colour corrections Retouch methods and techniques	
Capturing Space	Understanding Architecture Photography Look at it from a New Perspective Techniques to photographing architecture Interior lighting and exterior lighting Find the best angle, light, and composition Shooting interiors Post-production	6HRS
Social	Event photography Telling the Event's Story through photos: a beginning, middle & end Candid photography techniques Stabilizing your camera The art of observing Capturing the best moments Techniques for capturing indoor and outdoor Creating proper lighting setup	6 HRS
How to get noticed in the market	What Makes a Good Advertising Photographer How to use social media in ways that gain recognition for your pictures Different techniques to market your photographs	2 HRS

(Whichever is Applicable)

Assigned readings	
Assignments	<p>Assignment 01: Do Product shoots for a brand</p> <p>Assignment 02: Do a people shoot for an advertisement</p> <p>Assignment 03: Do a food photography for a food brand</p> <p>Assignment 04: Do an architecture photography -interior and exterior</p> <p>Assignment 05: Make a coffee table photobook for a brand/personal photo portfolio</p> <p>Assignment 06: Design a photo magazine</p>
Project	Select a brand and do a complete advertising photography for their marketing
Lab or workshop	
Field work/experience	
Online activities	
Performances/creative activities	
Course Output	<p>Understanding Still life Photography - -Understanding how to capture people for advertising photography</p> <p>Understanding Architectural Photography</p> <p>Understanding event photography & Candid photography</p> <p>Learn techniques of how to get your works noticed in the market</p>

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. The Photographer's Guide to Posing: Techniques to Flatter Everyone by Lindsay Adle
2. Light Science & Magic: An Introduction to Photographic Lighting by Fil Hunter, Steven Biver and Paul Fuquar
3. All Marketers Are Liars by Seth Godin
4. Advertising Photography: A Straightforward Guide to a Complex Industry Bobbi Lane (Author)

COMPUTER AIDED DESIGNING

COURSE CODE	L T P	CREDITS
21VMC642	0 1 2	2

Objectives: This course covers the essential core topics for working with the CAD software. The teaching strategy is to start with a few basic tools that enable the student to create and edit a simple drawing, and then continue to develop those tools. More advanced tools are introduced throughout the class.

Course Outcome (CO) –

- 1
- 2
- 3
- 4
- 5

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Getting Started with CAD	Starting the Software, User Interface, Working with Commands, Cartesian Workspace, Opening an Existing Drawing File, Viewing Your Drawing, Saving Your Work	2 HRS
Basic Drawing and Editing Commands	Drawing Lines, Erasing Objects, Drawing Vertical and Horizontal Lines, Drawing Rectangles, Drawing Circles, Undo and Redo Actions	
Creating a Simple Drawing	Create a Simple Drawing, Create Simple Shapes, Using Running Object Snaps, Using Object Snap Overrides, Polar Tracking at Angles, Object Snap Tracking	3 HRS
Making Changes in Your Drawing	Selecting Objects for Editing, Moving Objects, Copying, Rotating Objects, Scaling Objects, Mirroring Objects, Editing with Grips	3 HRS
Organizing Your Drawing with Layers and Advanced Object Types	Creating New Drawings With Templates, What are Layers?, Layer States, Changing an Object's Layer, Drawing Arcs, Drawing Polylines, Editing Polylines, Drawing Polygons, Drawing Ellipses	3 HRS
Inserting Blocks	What are Blocks?, Working with Dynamic Blocks, Inserting Blocks, Inserting Blocks using the Tool Palettes, Inserting Blocks using the Design Center	3 HRS
Setting Up a Layout and Printing Your Drawing	Working in Layouts, Creating Layouts, Creating Layout Viewports, Guidelines for Layouts, Printing Concepts, Printing Layouts, Print and Plot Settings	2 HRS

Working with Annotations, Hatching and Adding Dimensions	Adding Text in a Drawing, Modifying Multiline Text, Formatting Multiline Text, Adding Notes with Leaders to Your Drawing, Creating Tables, Modifying Tables, Hatching, Editing Hatches, Dimensioning Concepts, Adding Linear Dimensions, Adding Radial and Angular Dimensions, Editing Dimensions	3 HRS
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(Whichever is Applicable)

Assigned readings	
Writing assignments	
Project	
Lab or workshop	<p>The students and professionals will master the concepts and techniques in the software with the following features:</p> <p>Creation of 2D drawings Layer administration Dimensioning Hatching Using parametric limitations Create and oversee sections Blocks and attributes Plotting</p>
Field work/experience	
Online activities	
Performances/creative activities	
Learning outcomes	

Y Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Adobe Animate Classroom in a Book (2020 release) by Russell Chun
2. Beginning Adobe Animate CC - Learn to Efficiently Create and Deploy Animated and Interactive Content By TOM GREEN, Joseph Labrecque

DYNAMICS AND SIMULATION PRACTICE

Course Code**L T P****Credits**

21VMC643

0 1 2

2

Objectives: To practically teach students with Dynamics and Liquid simulation in the field of 3d animation.

Course Outcome (CO) –

- Students will be able to break different objects in 3d world
- Students will be able to apply physics for their animation
- Would be capable of creating liquid simulation
- Would be able to work with particle system by applying different effects

Course Contents / Operational Terminologies	Course outcome	HOURS NEEDED
Dynamics	Rigid Body Dynamics	7
	Realistic high speed simulation of multiple rigid objects	
	Dynamic Constraints such as nails, hinges, barriers, pins and springs	
	Soft Body Dynamics	
	Simulation of flexible objects	
	Creation of secondary motion effects like muscle jiggles, floppy hats etc	
	Powerful Spring architecture	
Particle System	Extensible Integrated Particle System	10
	Powerful integrated particle system with expression based control over particle attributes, motion and dynamics	
	Rotation, scaling, translation or parenting	
	Manipulating particle, fields and emitters	
	Textured control of particle emission	
	Geometry instancing on single or cycling geometry onto any particle	
	Particle collision	
	Particle Time Control	

	Precise key frame control by adjusting the base timing for each individual particle object effect	
Fields	Applying fields like gravity, vortex, air, turbulence etc.	3
	Custom fields via extensive dynamics API	5
Different Effects	fire, curve and surface flow, shatter, fireworks and lighting	

Liquid simulation	Basic settings	15
	Particles systems and force	
	Import-export objects	
Particle	Small-scale simulation	
	Milk compositing	
	Working with splines and using noise	
	Viscous liquid	
Dyverso system	Diverso waterfall	
	Snow simulation	
	Sand simulation	
	Snowman render	
Large scale	The principle of Hybrid	
	The Whirlpool	
	Falling on water	
	Flooding the city	
	City compositing	

(Whichever is Applicable?)

Assigned readings	NA
Writing assignments	NA
Assignments	<ol style="list-style-type: none"> 1. Fire 2. Fireworks 3. Breaking of objects 4. Breaking of ojects 5. Liquid flow 6. Snow 7. Sand 8. Wind 9. Flood 10. Show reel
Lab or workshop	Workstation
Field work/experience	NA
Online activities	Observation
Performances/creative activities	NA
Learning outcomes	Dynamics and simulation

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

PACKAGING PRACTICE LAB**COURSE CODE**
21VMC644**L T P**
0 1 2**CREDITS**
2**Objectives:**

- This course is a comprehensive packaging design and production course.
- Students develop packaging from simple initial concepts to advanced production.
- Typography, photography and illustration are integrated into complete packaging designs.
- Various substrates, materials, methods, practical and production considerations are explored in this course.

Course Outcome (CO)

- Apply the 2-dimensional and 3-dimensional design elements and principles involved in package design.
- Construct 3D packaging models.
- Identify and apply the methods, material, practical, and production considerations involved in package design.
- Investigate resources and design references as inspiration.
- Demonstrate the importance of package design visibility in the commercial marketplace.

UNITS	MODULE	HOURS NEEDED (40)
Unit 1	Fundamentals of package design Industry trends Packaging design and production terminology Sustainable practices Recycling	5
Unit2	Packaging product The marketplace Marketing and branding the package Psychology of the consumer as it relates to packaging Regulations and requirements	5
Unit3	Types of packaging Hard packaging Soft packaging Blister and clamshell packs Folded carton Corrugated carton Specialty	10
Unit4	Packaging substrates Papers Boards Films and plastics Surface finishes Aluminum and metals Exotic specialty	10
Unit5	Package design, layout and production Basic packaging structure Basic package design formats Production and printing	10

Activities

Assigned readings	Text books and websites
Writing assignments	Writing copy for packaging
Project	Packaging production complete
Lab or workshop	Designing for packaging design
Field work/experience	Study of shelf appeals and display in supermarkets
Online activities	Refer Online resources
Performances/creative activities	Production of creative packaging.
Learning outcomes	The students will learn how to conceptualize and design and make several types of packaging.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Sarah Roncarelli , Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials), Rockport Publishers (1 June 2010)
- Marianne R. Klimchuk, Packaging Design: Successful Product Branding from Concept to Shelf, John Wiley & Sons (22 September 2006)
- Giles Calver, What is Packaging Design?, Rotovision (1 July 2007)
- Grip , Best Practices For Graphic Designers Packaging: An essential guide for implementing effective package design solutions, Adams Media (18 April 2014)
- Paul Jackson , Structural Packaging: Design your own Boxes, 3D Forms, Laurence King Publishing; Illustrated edition (13 February 2012)

TYPOGRAPHY PRACTICAL**COURSE CODE**

21VMC645

L T P

0 1 2

CREDITS

2

Objectives:

- To develop good sense of typography
- To master all major styles of calligraphy
- To enable to design any content and develop the typography according to the nature of the content.

- To Be able to customize and personalize any typefaces for logo designing, brand communications etc.
- To design and develop innovative and unique typefaces.

Course Outcome (CO)

- The students will learn all major styles of calligraphy.
- The students will learn to design expressive typography.
- The students will develop skill to practice experimental typography.
- Students will learn about typefaces from historic perspective.
- Students will learn to develop totally new and unique typefaces.

UNITS	MODULE	HOURS NEEDED (30)
Unit 1	Writing Letterforms using Calligraphy. Writing practice in some of the most popular calligraphic styles like Gothic, Italic minuscules and majuscules.	5
Unit2	Understanding and Practicing Expressive typography as a prerequisite for logo designing.	5
Unit3	Understanding and Practicing Experimental typography as a prerequisite for logo designing.	5
Unit4	Studying the typefaces across the world and their designers like Matthew Carter, Max Miedinger, John Baskerville, Tobias Frere-Jones, Adrian Frutiger, Erik Spiekermann, Claude Garamond, Stanley Morison, Carol Twombly, Jonathan Hoefler, Paul Renner, Jan Tschichold, Hermann Zapf, Indian Typographers etc.	5
Unit5	Learning to design new typeface in English and in any Indian Language.	10

Activities

Assigned readings	Reading on typographers
Writing assignments	Calligraphic writing practice
Project	Design a family of new type face
Lab or workshop	Lab work designing and editing typeface
Field work/experience	Taking photographs from nature on Experimental typography
Online activities	Refer online resources
Performances/creative activities	Preparing content in the new typeface designed by the respective student.
Learning outcomes	The students will learn the aesthetics of letter forms and develop their own type faces.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Emil Ruder , Typography: A Manual of Design, Thames & Hudson; 4th ed. edition (1 January 2009)
- Robert Bringhurst, The Elements of Typographic Style, The Elements of Typographic Style

- Ellen Lupton, Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs), Princeton Architectural Press; 2nd edition (6 October 2010).

21AVP501**AMRITA VALUES PROGRAMME****1 0 0****1**

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme:

Art of Living through Amma

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana

Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata

Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata

– Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads

Introduction: Sruti versus Smṛti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Idea of the Self and Realisation of the Self – Qualities of a Realised person - Concept of Avatar - Relevance of Mahabharata for modern times.

Swami Vivekananda and his Message

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala's Mural Art Forms:

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming

Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says "we have to return this land to the coming generations without allowing even the slightest damage to happen to it". Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature"

Ancient Indian Science and Technology

Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.