Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about the 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 Smriti - 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, SatyakamaJabala, Aruni, Shvetaketu.

**Insights from Bhagavad Gita**

**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, AdiShankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri RamanaMaharshi, 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.

18CUL501 CULTURAL EDUCATION 2 0 0 P/F

Objective: Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbied into the inner
sprit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma's nectarous words of wisdom and acts of love are our guiding principles. Amma’s philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master
12. Dimensions of Spiritual Education; Need for change Lecture – 1; Need for Perfection Lecture - 2
13. How to help others who have achieved less - Man and Nature Q and A, Sharing of experiences

REFERENCES:
1. Swami AmritaswaroopanandaPuri - Awaken Children (Volume VII and VIII)
2. Swami AmritaswaroopanandaPuri - Amma's Heart
3. Swami RamakrishnandaPuri - Rising Along the Razor's Edge
4. Deepak Chopra - Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success
5. Dr. A. P. J. Abdul Kalam - 1. Ignited Minds 2. Talks (CD)
6. Swami RamakrishnandaPuri - Ultimate Success
7. Swami JnanamritanandaPuri - Upadesamritham (Trans: Malayalam)
8. Vedanta Kesari Publication - Values - Key to a meaningful life
9. Swami Ranganathananda - Eternal values for a changing society
10. David Megginson and Vivien Whitaker - Cultivating Self Development
11. Elizabeth B. Hurlock - Personality Development, Tata McGraw Hill
12. Swami Jagatatmananda - Learn to Live (Vol.1 and 2), RK Ashram, Mylapore

18FNA501 BASICS OF ADVERTISING 1102

Objective: 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.

Unit 1

**Unit 2**

**Unit 3**

**Unit 4**

**Unit 5**

**TEXTBOOK:**

**REFERENCES:**

**18FNA503 FILM STUDIES 2002**

**Objective:** To introduce the students to the creative study of films and at the same time developing their skills for analyzing different media.

**Unit 1**
Introduction to Film Studies – Film Movements.

**Unit 2**
Different Genres of films.

**Unit 3**
Introduction to World Cinema.
Unit 4
Indian Cinema Origin and Development.

Unit 5
Theoretical perspectives.

TEXTBOOKS:
1. Film Art: An Introduction – David Bordwell, Kristin Thompson
2. Malayala Cinemayude Katha-Vijayakrishnan

REFERENCES:
1. The Art and Science of Cinema – Anwar Huda
2. Key Concepts in Cinema Studies – Susan Hayward
3. Filmas Art – Rudolf Arnheim
4. Chalachithrathinte Porul-Vijayakrishnan
5. Movies and Meanings – Stephen Prince
6. How to read a film? Movies, Media, Multimedia - James Monaco

18FNA508 STUDIES IN VISUAL AESTHETICS 2002

Objective: To introduce the students to the evolution of the aesthetics of the image and also to initiate them to the visual language to enhance their understanding and appreciation of visual media in general.

Unit 1
Development of Visual Language – Semiotics and Rhetoric.

Unit 2
Dramaturgy - Development of Multimedia - Aesthetics of Audio Image.

Unit 3
Visual Art and Aesthetics - Understanding visual art and visual culture.

Unit 4
An overview of the art movements throughout history - Modern aesthetic movements and theories.

Unit 5
Anatomy, Figure Drawing and Figure Study.

TEXTBOOKS:
1. Handbook of Radio, Television and Broadcast Journalism by R.K. Ravindran
2. Journalism in the Digital Age by John Herbert

REFERENCES:
2. The Meaning of Art by Herbert Read
3. Art by Clive Bell
**Objective:** To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

**Unit 1**
Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

**Unit 2**

**Unit 3**
Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

**Unit 4**

**Unit 5**
Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.

**TEXTBOOKS:**

**REFERENCES:**
2. Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005

**18FNA512 MEDIA ETHICS AND LAWS**

**Objective:** To provide an awareness of various aspects of Indian Constitution and Press Laws; to highlight the importance of media ethics and to sensitize students about norms of journalistic conduct.

**Unit 1**

Unit 2

Unit 3
PCI guidelines - Norms for Journalistic conduct.

Unit 4

Unit 5
Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

TEXTBOOKS:

REFERENCES:
1. Press Laws of India.

18FNA513 FILM DIRECTION 2002

Objective: To initiate students in to the art of filmmaking and to train them in the various components of film direction.

Unit 1
Visualizing the screenplay in terms of cinematic production - Constructing continuity for the narrative - Visualising characters and locations.

Unit 2
Dividing the scenes in to shots - Designing camera angles and movements for the shots - Montaging the shots - Designing audio components - Shooting logistics.

Unit 3
Creating mood boards - Locking locations, camera angles and movements - Creating graphic storyboards.

Unit 4
Preparation of shooting script - Fixing shot sizes, camera angles and camera movements - Fixing the audio component.

Unit 5
Creating character profiles - Actor audition - Visualising the sets - Creating 3 Dimensional cutouts and painting backdrops.
**TEXTBOOKS:**
1. *Film Directing Shot by Shot: Visualizing from Concept to Screen* by Steven Douglas Katz
2. *The Film Director Prepares: A Complete Guide to Directing for Film and TV* by Myrl A. Schreibman

**REFERENCE:**
*Producing and Directing the Short Film and Video* by David K. Irving, Peter W. Rea

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**18FNA518  GRAPHICS AND ANIMATION  1 1 0  2**

**Objective:** Introduce the students to the evolution of Animation fundamentals and to initiate them to the Digital Animation techniques so as to be enabling them competent and proficient in making good works.

**Unit 1**
Concept of animation - picture in motion - depicting movement with sequential drawings.

**Unit 2**

**Unit 3**
Principles of animation - Disney animation methods. 12 principles of animation.

**Unit 4**
Traditional animation - Different production techniques - Stop motion, claymation, cutout animation etc.

**Unit 5**
Modern animation - Digital animation, Computer aided animation, animation software’s.

**TEXTBOOK:**
*Timing for Animation - Focal Press* (Feb 2002) - Whitaker, Harold and John Halas

**REFERENCES:**
4. Edward - *Human Figure in Motions* - Dover Publications (June 1 1955)

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**18FNA519  SCREENPLAY WRITING  1 1 0  2**

**Objective:** To introduce the students to the construction of film narratives.

**Unit 1**
Developing the power of observation - Building imagery - Creating character profiles.
Unit 2
Developing the story through plot structure - Three-part structuring (Beginning, Middle and End) - Rising action - Dramatic conflict.

Unit 3
Conceiving characters - Physical appearance and psychological motivation - Protagonist and Antagonist - Secondary characters.

Unit 4
Matching dialogue with the social and cultural background of the character - Use of dialects - 180 Degree dialogue - Dialogue cues.

Unit 5
Sequencing the script - Scene division - Log-line and Slug-line - Description and dialogue - Use of abbreviations - Writing montage.

TEXTBOOK:
*Writing the Short Film* by Pat Cooper & Ken Dancyger

REFERENCES:
1. *Screenwriting* by Raymond G Frensham
2. *The Screenwriter's Workbook (Revised Edition)* by Syd Field
3. *Screenwriting 434 by Lew Hunter*

18FNA571 ELEMENTS OF COMPOSITION LAB. 0 1 2 2
To provide hand-on experience to students in design work – Praxis-oriented workshops on the principles of composition taught in the theoretical module.

18FNA576 GRAPHIC DESIGN LAB. I 0 1 2 2

18FNA586 GRAPHIC DESIGN LAB. II 0 1 2 2

**18FNA557** PHOTOGRAPHY PRACTICE LAB. II 0 1 2 2

Different types of shot, Different types of camera angles, Working with lenses of different focal lengths, Distance - Depth of Field Framing, Familiarizing with different lens filters, Camera movement practices - Tilting and panning, Advanced lighting techniques , Working with natural light, Studio lighting, HDR photography, Panorama photography, Different photography assignments.

**18FNA558** VIDEOGRAPHY PRACTICE LAB. II 0 1 2 2

Practicing with lights (Additional lights and Natural lights), Studio cameras, Breaking down the script and shot division, Working with DSLR’s and its accessories, Track and Trolley, Studio Visit and Crane Operations.

**18FNA577** COMPONENTS OF VISUAL DESIGN LAB. 0 0 2 1

To provide hands-on experience to students in design work – Praxis-oriented workshop on the principles of composition taught in the theoretical module.

**18FNA578** FILM ANALYSIS LAB. 0 1 2 2

To encourage critical approach to cinema – To impart training in reading specific film texts from various theoretical perspective.

**18FNA584** DIGITAL VIDEO EDITING 0 1 2 2

18FNA601 VISUALIZATION AND STORYBOARDING

Objective: This course makes the student produce storyboards to guide digital media productions. The student gradually develops skills in visualization and swift sketching by translating story scripts into illustrated frames that detail each scene’s action, lighting and camera angles.

Unit 1
Mis-En-Scene Analysis of existing television Ads, Films etc.

Unit 2
Exercises in developing mental images.

Unit 3
Logically arranging the sequences and making sketches.

Unit 4
Preparing layout for story board.

Unit 5
Drawing key frames, indicating along with, the camera movements, nature of shots, back ground music and voice-overs etc.

REFERENCES:
1. Art Director’s Index to Photographers Vol 1 & 2 - 24th Edition onwards
2. Image Music Text by Roland Barth

18FNA603 INTERNET ADVERTISING

Objective: To provide an understanding of the Internet as an advertising and marketing communication medium.

Unit 1
Internet as a medium of communication – Possibilities – Advantages – Limitations.

Unit 2
Internet Advertising, an introduction - Targetting approaches - Demographic targeting - Behavioral targeting - Daypart targeting - Geographic targeting - Affinity targeting - Purchase based targeting.

Unit 3
Online advertising - Reach and frequency - Winning Strategies – Generate brand preference to stimulate sales - Stimulate trial through online coupons, samplings - Creating emotional engagement to promote loyalty - Power of convenience.

Unit 4
Standard online advertising formats -Creative factors that Influence display advertising effectiveness - Online video advertising - Games, an engaging medium - Online advertising clutter.
Unit 5
Search engine marketing techniques - Online shopping and buying - The multichannel marketplace - Online shopper profile - Importance of user-friendly shopping sites - Shopper diversion - Advertising personally, e-mails and word of mouth - Online advertising effectiveness measurement.

REFERENCES:
1. The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation – Joe Plummer
2. Key Success Factors in Internet Advertising: The role of Online User Activity and Social Context – Symeon Papadopoulos

18FNA636 RESPONSIVE WEB DESIGNING 1 1 0 2

Objective: The purpose of this course is to gain a hands-on understanding to develop responsive websites, which is the emerging trend in web designing.

Unit 1
Responsive Elements and Media, Introduction, Resizing an image using percent width, Responsive images using the cookie and JavaScript, Making your video respond to your screen width, Resizing an image using media queries, Changing your navigation with media queries, Making a responsive padding based on size, Making a CSS3 button glow for a loading element

Unit 2
Responsive Typography, Introduction, Creating fluid, responsive typography, Making a text shadow with canvas, Making an inner and outer shadow with canvas, Rotating your text with canvas, Rotating your text with CSS3, Making 3D text with CSS3, Adding texture to your text with text masking, Styling alternating rows with the nth positional pseudo class, Adding characters before and after pseudo elements, Making a button with a relative font size, Adding a shadow to your font, Curving a corner with border radius.

Unit 3
Responsive Typography, Introduction, Creating fluid, responsive typography, Making a text shadow with canvas, Making an inner and outer shadow with canvas, Rotating your text with canvas, Rotating your text with CSS3, Making 3D text with CSS3, Adding texture to your text with text masking, Styling alternating rows with the nth positional pseudo class, Adding characters before and after pseudo elements, Making a button with a relative font size, Adding a shadow to your font, Curving a corner with border radius.

Unit 4
Responsive Layout, Introduction, Responsive layout with the min-width and max-width properties, Controlling your layout with relative padding, Adding a media query to your CSS, Creating a responsive width layout with media queries, Changing image sizes with media queries, Hiding an element with media queries, Making a smoothly transitioning responsive layout.


Unit 5
Optimizing Responsive Content, Introduction, Responsive testing using IE's Developer Tools, Browser testing – using plugins, Development environments – getting a free IDE. Virtualisation – downloading Virtual Box. Getting a browser resize for Chrome

TEXTBOOKS:
4. *HTML5 and CSS3 Responsive Web Design Cookbook* - Published by Packt Publishing Ltd.
5. *Learning Responsive Web Design* – Clarissa Peterson – O’Reilly

18FNA690       LIVE-IN-LAB.        2 cr

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations, after the second semester and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

18FNA692       INTERNSHIP        2 cr

Students must undertake internship for one month in the industry.

18FNA696       COMPREHENSIVE AND TECHNICAL VIVA-VOCE        4 cr

Viva voce will be conducted on the dissertation/project work/portfolio report of students.

18FNA697       PROJECT WORK        4 cr

Making Short film and Documentary film/ Choose a product and prepare a TV commercial, Radio spot/ Making an Animated Short Film of 5 minutes duration, or Making Live Websites (Tables less WebPages).

18FNA698       MINI PROJECT        4 cr

Choose a product and prepare a TV commercial, Radio spot. Design promotional materials for the same product. (Co-Lateral Materials, Brochures, Designing Fliers, Posters, Product Data sheets, Cards) Making an Animated Short Film of 5 minutes duration, or Making Live Websites (Tables less Webpages)
### Making Short film and Documentary film

**18MCJ632  CREATIVIE EXPRESSION IN REGIONAL LANGUAGES  2002**

**Objectives:** To provide an understanding of the various aspects of vernacular journalism; to equip students with basic skills required for journalistic writing in regional language.

**Unit 1**

**Unit 2**
Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

**Unit 3**
Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.

**Unit 4**
Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

**Unit 5**
Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

**REFERENCES:**
- *Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill*
- *Reporting for the Print Media, F.Fedler, Oxford University Press, USA*
- *Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers*
- *Digital Newsroom,BalakrishnaAiyar, Authors Press Publishers*
- *Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd*

### 18MCJ682  NEWS CASTING, ANCHORING AND PROGRAMME PRESENTATION SKILLS  0021

Training in Anchoring, Television Programs including Reality Shows.
Studio training in News Reading.
Training in co-ordinating Talk Shows and News Programs.
Training in conducting interviews.

### 18MCJ684  PUBLIC RELATIONS CAMPAIGNS PRACTICAL  0021


### 18MCJ585  REPORTING, EDITING AND LAB JOURNAL  0031
Preparing a Lab Journal (To enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media.

18FNA500 COMMUNICATION AND MEDIA THEORIES 2002

Objective: To provide an overview of various concepts and theories of Mass Media and Communication

Unit 1
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 of concept of 'mass' - definition, nature and scope;

Unit 2
Communication-models definition and types of models- linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication; Theories of Communication.

Unit 3
Beginnings of journalism in India; Early British newspapers; Birth of India Language Press; Freedom movement and the India Press- social reforms and social transformation movement and role of the Press; Growth and development of regional press; Role of regional newspapers in independence struggle; Development of Press in the independent India; News Agencies.

Unit 4
Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast-origin and development; Impact of radio in society; Community radio in India-an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development and growth of Cable TV in India and its impact on society.

Unit 5
Current affairs and general knowledge - Current events - National and International.

History of India; Geography of the world - Physical, Social, Economic; Indian Polity and Governance; Economic and Social Development; General Issues – Environmental – Ecology- Bio-Diversity- Climate change and other issues; General Science;

BOOKS RECOMMENDED:
1. Dennis McQuil: 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. Joshi P.: Culture, Communication and Social Change
5. Wilbur Schramm: The process and Effects of Mass Communication
6. Wilbur Schramm: Men, Message and Media

18FNA523 INTERNET AND WEB TECHNOLOGIES 2002
Objectives: The course enables the students to understand various Web Development Technologies such as XHTML, HTML, HTML5, CSS, JavaScript, etc. It also facilitates the students to understand the fundamentals of User Interface designing and developing.

Unit 1
Introduction to HTML, Internet Basic, Introducing HTML5, Explore Web Browsers, HTMLs Syntax, New Features in HTML5, Web pages, Basic HTML page creation.

Unit 2
Adding new Paragraph, Line Break, Preformatted Text, Block quote, HTML lists, Insert Special Character, Introduction to Style Sheet, Internal and External Style Sheet, Introduction to HTML tag, Class and ID, Text alignment, Color, Style Bulleted List.

Unit 3
Web page images, Image tag and attributes, Links and URL, Link to another file, link to e-mail id, Link hover effects, Table Structure, Borders, Cell Padding and Spacing, Table Alignment, Extend Cells across columns and rows, Web Page layout using Table, Understanding about various Form elements, Validating Form elements, Relative, Absolute, Fixed Positioning, Margin and Padding, introduction to Div tag.

Unit 4

Unit 5
Publishing Your Web Pages, Introduction to Dynamic Sites, Basic PHP and SQL, Web Hosting.

SUGGESTED READINGS:
Mike Wooldridge, Brianna Stuart: Creating Web Pages Simplified (IInd)
Jason Beaird The Principles of Beautiful Web Design

18FNA524 PRINT JOURNALISM AND WRITING FOR MEDIA 2 0 02

Objective: To provide an understanding of journalistic practices and to orient the students in reporting and writing for print media.

Unit 1

Unit 2

Unit 3
Elements of a news story - Headline, Lead: types of lead, body copy. Inverted pyramid style. Editing - Role and responsibilities of editorial staff. General principles and functions of editing.

Unit 4
Feature Writing: Definition and Characteristics – Structure of a Feature Story, Types of Feature. Writing Feature – Sources of Ideas – Collection of materials; Standard Organization Techniques -The All-Important Lead - Quoting vs. Paraphrasing- Adhering to Length Requirements-How To End The Story-Taking Writing Risks.

Unit 5

TEXTBOOK:

REFERENCES:
1. F. Fedler - Reporting for the Print Media, Oxford University Press, USA; 9 edition (March 24, 2008)

18FNA529 BROADCAST JOURNALISM AND ONLINE JOURNALISM 2 0 0 2

Objective: To provide in-depth knowledge about Journalism in Television Media and the growth of online journalism, their editing and best presentation, current situation of these medias.

Unit 1
History of journalism- history of broadcast media in India, history of All India Radio, Doordarshan-its origin growth and current situation- how these medias became popular among the people-their survival, success stories- origin of FM stations-DD Metro Stations- SITE,CWCR, Prasarbharathi Act-its origin and objectives-code and conduct of AIR and Doordarshan-role of news agencies in a media organization.

Unit 2
Writing for Radio
Radio Journalism-Sources of collecting news, writing style for radio, presentation style, duties of a sub-editor in radio, functioning of desk, duties of Radio Commentator, Production of News Bulletins, Production of News Reels, Importance of single line statement, Production of Different Radio Programmes – Drama Documentary etc.-Recent trends in Broadcasting, Future of Radio

Unit 3
Writing for TV
Television Journalism- Introduction, Collection and compilation of news, News Bulletin-different types of News Sources-writing style of a television news package-TV Reporting- members in a reporting crew- their role- OB Van, DSNG, PCR- Live coverage of important events, sensational subjects-Steps in producing Newscasts-steps for producing a news bulletin-role of a news producer-role of a sound engineer- role of online editor- role of news presenter, and Interviewing-Dos and Don'ts in TV programming- functioning of desk-role of sub-editors-production of current affairs programme.
Unit 4
History of online journalism – origin-writing style in online- collecting stories- role of reporter, subeditor, teletext, videotext, internet news-advantages and disadvantages of online journalism-credibility of online journalism- web portal of newspapers and news channels- emergence origin and growth of citizen medias- future of online journalism-online and citizen journalism.

Unit 5
Practical exercises- News reading and presentation methods-production of a radio programme-a television news bulletin- an online portal.

TEXTBOOKS:
3. Writing for the Media, UshaRaman,Oxford university press 2010

REFERENCES:
2. Techniques to TV Production – Rudy Bretz (McGraw Hill)
3. Handbook of Journalism, VirBala Aggarwal, V.S.Gupta, concept publishing company2001

18FNA531 PRINCIPLES OF INTEGRATED MARKETING COMMUNICATION 2002

Objectives: The students are exposed to the comprehensive and contemporary concepts of professional practice in integration and synergy of strategic advertising and brand management, design and implementation techniques for all the presentable marketing formats like print, broadcast and new digital media. They will also analyse case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).

Unit 1 BASICS AND FOUNDATION

Unit 2 MODERN ADVERTISING and IMC

Unit 3 STRATEGIES AND ELEMENTS OF BRANDING
Unit 4 BRAND MANAGEMENT

Unit 5 CREATIVE AND PRODUCTION PROCESS

TEXTBOOK:

REFERENCES:

18FNA533 CONTENT WRITING FOR NEW MEDIA

Objectives: To develop understanding of digital information patterns, use and scope; to enable the students to write for the web platforms

Unit 1

Unit 2
Digital Tools, Overview of open source culture and software, Open Source Licenses (Creative Commons), Security issues in using digital technology (Malware, Phishing, Identity Theft), Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom.

Unit 3
Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open source data collection and analysis, Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing, Social networking; Introduction to social profile management products, Social
Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, Social publishing: Flickr, Instagram, Youtube, Sound cloud.

Unit 4
Writing for New Media, Content writing, editing, reporting and its management, Structure of a web report, Content for different delivery vehicles, Multimedia and interactivity, Writing with hyperlinks Content management & content management systems Storyboarding and planning Planning and designing of WebPages, Blogs, e-newspaper, e-magazine.

Unit 5
Creating and designing Blogs, developing web designs including web version of lab journals

REFERENCES:

18FNA534 E-LEARNING STRATEGIES

Objective: To give a hands on experience to the students to develop their own e-learning module with latest technologies.

Unit 1
Introduction to online course design - E-Learning definition, scope, trends, attributes & opportunities - The history of e-learning, the benefits and drawbacks of online learning, Pedagogical designs for e-learning, Instructional design.

Unit 2
The future of e-learning - What is a LMS? Types of learning management systems, What is a content authoring tool?, Synchronous e-learning vs. asynchronous e-learning.

Unit 3
Understanding learning theories - E-Learning Strategy - Technologies used in e-learning, Elements of Online Courses, Why are tests and quizzes a vital part of e-learning?, How to make e-learning effective, Tools to create an online course.

Unit 4
Instructional design process - Online learning course development - using any LMS.

Unit 5
Evaluating the course - Management, implementation of e-learning Evaluating.

TEXTBOOKS:
18FNA535 MEDIA ORGANIZATION AND MANAGEMENT 2002

Objective: To provide an understanding of media organisation, ownership structure and its economic policies.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

TEXTBOOKS:
1. Block et al, Managing in the Media. Focal Press

REFERENCES:
Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

Audio productions – Introduction to basics of sound-sound as a waveform, behavior of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms- Electricity and electronics- Electric charges, structure of atom, generation of electric current, ac and dc current, volt meter ammeter, conductors and insulators- Electronics basics, semiconductors, transistors, integrated circuits, ac to dc conversion-History of sound recording-Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques-brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Microphones-Basic principles of microphones, history and development of microphones- Different types of microphones-dynamic, ribbon and condenser microphones-Technical parameters of microphones-directional properties of microphones, Lapel microphones, Gun microphones- Applications of microphones in different situations, stereo mixing, microphone placement- Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces- Loud speakers, Loudspeaker principles, different types of loudspeakers, history and development of loudspeakers, headphones- Setting up loud speakers – Amplifiers- domestic power amplifiers, professional power amplifiers.

18FNA552 PHOTOGRAPIHY PRACTICE LAB. I 0122


18FNA553 VIDEOGRAPHY PRACTICE LAB. I 0122

Familiarizing Video Camera and accessories, Familiarizing tripods and other support systems, Focusing, White balancing, Different types of storage mediums-Tape and tapeless systems, Practicing different camera movement, Audio recording in video camera, Introduction to DSLR cinematography - Different types of Shots, Practicing different camera movements, Working under different light sources.

Basic Principles of motion picture-Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and, Differences between video and film medium-Principles of Visual Grammar, Parts of Video Camera-different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera- White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems- different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, Shots-purposes of shots, factors decide setting up of shots, Classification of shots-High angle, low angle and eylevel shots, basic shot types- ECU, CU, MCU, MS,MLS, LS,ELS, Camera movements-panning, tilting,
track-in, track-out, track-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left- master-shot, point of view shot, over the shoulder shot- Cut in shot, cut away shot.


18FNA579 WEB TECHNOLOGIES BASICS LAB. 0 0 2 1

Creation of HTML pages with HTML and HTML5 tags.
Usage of internal and external CSS along with HTML pages.
Client side Programming.
Java script for displaying date and comparing two dates.
Form Validation including text field, radio buttons, check boxes, list box and other controls.

18FNA567 SHORT FILM MAKING TECHNIQUES LAB. 0 2 23

Making Short Films and Short Documentaries.

18FNA568 WRITING FOR BROADCAST AND ONLINE MEDIA 0 0 21

Preparing content for Broadcast and online media.

18FNA611 CORPORATE COMMUNICATION AND PUBLIC RELATIONS 20 02

Objective: This course provides an analysis of the practice of corporate communications and public relations.

Unit 1
Introduction to Organisation Theory; Structure and characteristics of an organization; leadership – communication, decision making - balance and authority and power - communication functions - Factors influencing communication - Flow of communication in an organization - Bottom step, top down vertical and horizontal barriers to communication. Organization of a PR department and counselling firms.Brief overview of Organisational Behaviour.

Unit 2
Role of PR in an organization. PR processes - image building - PR and various publics - internal & external. Corporate communication- definition, historical perspective, contemporary relevance.Facets of corporate communication-organizational communication, marketing communication, management communication.

Unit 3
Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity and corporate brands. Organization of corporate communication system; teamwork in corporate, Communication, strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

Unit 4

Unit 5
PR for Govt. PR for Non-Govt. organizations, PR for armed forces, PR for entertainment and sports, PR for tourism, PR for philanthropic organizations, PR for celebrities. Event management, Ethics in PR. Corporate social responsibility in India - Companies Act 2013 – CSR in Public and Private sector – Role of Corporate Communication Department in initiating CSR activities – Case studies.

BOOKS RECOMMENDED:
Balan K.R.: Lectures on applied Public Relations.
Mehta D.S.: Handbook of Public Relations in India
Scott M. Cutlip, Allen H. Centre & Glen M. Broom: Effective Public Relations.
Philip Lesley: Lesley's Public Relations Handbook
Frank Jefkins: Planned Public Relations

18FNA612 NEW MEDIA 2002

Objective: To create awareness among students about the new emerging trends in information technology.

Unit 1
Internet: LAN, MAN, WAN, E-mail, Web, Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line. Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP, WEB PAGE, Websites, Homepages.

Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

Unit 2
Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today.
Cyber Journalism, New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends Podcast and Webcast.

Unit 4
Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright, Exploring Cyberspace:

Unit 5
Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.

TEXTBOOKS:
6. Newspaper and magazine articles about New Media.

18FNA642 ART DIRECTION FOR TV AND FILM

Objectives:
This course will examine the history and the development of the profession of art direction. The creative process of art directing will be explained from the reading and break down of a script through the development of a design concept and the implementation of that concept through research, sketches, drawings and models. Students will design a selected scene from a movie script. To impart training in producing and directing short fiction films and documentaries.

Unit 1
Art Direction – Introduction and History. The Role of Art Director.

Unit 2
Production Design for Film and Television, Justification, Purpose and Function of Sets: Work process of art director - script to scrap, Storyboard designing.

Unit 3
Set material types and use, Styles and types of set designing, Set character, camera and sound, Property & Costume, Money, manpower, material, time, transport etc., Building Models for sets, Costume Study, Budgetary for sets.

Unit 4
Designing for a multi camera set-up, Departmental project (miniature making), Departmental project (Designing with actual location), Utilization and modification of actual location.

Unit 5
Practical exercises.

REFERENCES:
What Art Direction Does: An Introduction to Motion Picture Production Design - By Ward Preston
The Film Maker’s Guide to Production Design - By Vincent LoBrutto
The Art Direction Handbook for Film - By Michael Rizzo

18FNA643 CREATING COPY WRITING FOR MEDIA 2 0 02

Objectives: To comprehend the art of creative production of advertisements in print and online media; to understand the conception, planning and execution of advertisements in print and online media; to expose the students to the nuances of marketing-quality, consistency and value; to analyze case studies in advertising industry. The students are exposed to the art of creative thinking, planning and execution involved in the production of an advertisement for formats like radio and television. From a professional standpoint they also get exposure to the important role of copy writing and its quality, consistency and value in the marketing. They will understand the key concepts through case studies from the creative segment of the advertisement industry.

Unit 1
Role of Creativity in Advertising- The Craft of Copy Writing - Need for Creative plans- Formulating Advertising Strategy and Execution-qualities, duties & responsibilities of copy writer. The Creative Process; Concept Writing, Copy Structure Development; Verbal Visualization.

Unit 2
Elements of print ad-types of headlines-types of body copy. Web ads-copy for different web ads-banner ads-classified ads. Use of Internet and Interactivity - Principles of writing effective web copy.

Unit 3
Copy writing-effective ways of writing broadcast copy-fundamental rules of copy writing, Creative strategy-planning and development-checklists for radio and TV commercials.

Unit 4
Scripting for Audio-Visual - types of television ad copy-story board-creative and effective visualization.

Unit 5
Copy writing for radio-jingles and commercials-different message formats, Ad campaign-planning and development of ad campaigns-phases of campaign creation-the big idea.

TEXTBOOK:

REFERENCES:

18FNA644 CORPORATE VIDEO PRODUCTION 1 1 02
Unit 1
Introduction to video-production techniques; Difference between commercial and corporate videos; Corporate video production companies; Corporate events; Corporate video proposal; Corporate video scripts.

Unit 2
Types and usage I: Staff training/ instruction and safety videos; Investor relations/ financial results; Company promotional/brand videos; New product or service online presentations; Video role play (often with actors).

Unit 3
Types and usage II: Client and customer testimonial videos; Prom video; Corporate event filming; Live and on-demand webcasting; Technology and product demonstration videos; Business television.

Unit 4
Services: Clients, Portfolio, Blog - Multi-media presentations, Corporate films, Corporate identity and graphics, Out-door promotional collateral, Online and social marketing;

Unit 5
Corporate film production; TV commercials; Documentaries; Music videos; Brand endorsement; Industrial videos; Commissioned programs; CSR video;

TEXTBOOK:
Production Management for TV and Film: The professional's guide By Linda Stradling

REFERENCE:
Film Production Management by Bastian Cleve

18FNA645 MOBILE APP DESIGNING 2002

Objective: This course teaches students how effectively design user interface for mobile apps - Android, iOS, and Windows 8, the trinity that is today's mobile operating platforms.

Unit 1
Introduction to mobile devices - Mobile devices vs. desktop devices, ARM and intel architectures, Power Management, Screen resolution, Touch interfaces, Application deployment, App Store, Google Play, Windows Store.

Unit 2
Defining instructional, media, evaluation and delivery strategies - Defining instructional methods, Defining the delivery strategy, Good practices, Defining the evaluation strategy.

Unit 3
Creating interactive content - Preparing content, How subject matter experts contribute to e-learning development, Tips for content development and language style.
Creating storyboards - What is a storyboard? Structure of an interactive e-lesson, Techniques for presenting content, Adding examples, Integrating media elements, Developing practice and assessment tests, Additional resources.

**Unit 5**

Courseware development - What does courseware development imply? Authoring tools, Types of authoring tools, Selecting an authoring tool, Managing and evaluating learning activities.

**TEXTBOOKS:**

*E-Learning - A Guidebook of Principles, Procedures and Practices* by SOM NAIDU

The eLearning Guild's *Handbook of e-Learning Strategy* - Foreword by Marc Rosenberg Chapters by Kevin Moore, Frank Hanfland, Patti Shank, Lisa Young, Lance Dublin, Ryan Watkins, Michael Corry Bill Brandon, Editor

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**18FNA650** ADVANCED ADVERTISING PHOTOGRAPHY LAB. 0 0 21

At the end of this course, students will be able to apply knowledge of lighting and studio techniques to creative, expressive, and useful ends; visually demonstrate an understanding of reflective, glassware, layouts, fashion images, portraits, and lighting and also be able to formulate critical judgments and communicate those ideas in oral form.

**18FNA651** PACKAGING AND ILLUSTRATION PRACTICAL 0 0 21

To introduce the students to the basics of packaging, and the essential graphic designing tools. To introduce the students to the basics of drawing, and the traditional illustrations, Graphical illustrations, illustrations in advertising and animations.

**18FNA652** TELEVISION COMMERCIAL AND RADIO SPOT PRACTICE 0 0 21

To enable the students to be thorough with the principles, concept development and execution that goes into the production of a visually appealing and persuasive advertisement in the Broadcast Media.

**18FNA653** ADVANCED WEB DESIGNING AND CONTENT AUTHORING 0 0 21

Table less web designing and authoring.

**18FNA654** DIGITAL ANIMATION LAB. 0 0 21

Creating 2D Animation - Drawing with basic shapes, Working in the timeline, Key frames, Basic animation, Tweens, Working with symbols, Set/Prop modeling, texturing, lighting, CG camera. Basics of 3D animation.

**18FNA655** DIGITAL VIDEO COMPOSITING LAB. 0 0 21
Creating visual effects for films - Camera tracking and match moving, high dynamic range image making, image based lighting, and global illumination. Advanced materials, lighting, and rendering techniques. Multi-pass rendering and node based compositing. Film, video, and chroma-keying for 3D. Pre-visualization and pipeline planning techniques. 3D asset creation, photorealistic texturing, and asset management. Color correction, optical effects, and advanced compositing.

18FNA656 RESPONSIVE WEB DESIGNING LAB. 0 0 2 1
Responsive Websites templates based on various RWD concepts.

18FNA657 ADVANCED WEB DESIGNING 0 0 2 1
Table less web designing and authoring.

18FNA658 CREATIVE EXPRESSION IN REGIONAL LANGUAGES PRACTICE LAB. 0 0 2 1
Practice in journalistic writing in regional language.

18FNA659 E-LEARNING AND CONTENT AUTHORING LAB. 0 0 2 1
Making interactive e learning module using various authoring tools.

18FNA660 ART COMPOSITION PRACTICE LAB. 0 0 2 1
To provide hand-on experience to students in design work based on the principles of composition.

POST-PRODUCTION AND MOTION GRAPHICS 0 0 2 1
Creating animated images and 3D Computer Graphics - Video compositing - Chroma key - Motion tracking - Creating titles for video.

18FNA669 DOCUMENTARY FILM MAKING 0 0 2 1
Making a Documentary film of 8 - 10 minutes duration.

18FNA670 DRAMATICS 0 0 2 1
To develop a complex free personality capable of taking a holistic view of total acting process by building the course around our rich cultural heritage and aspirations of contemporary Indian society and classical works such as Bharat NatyaShastra. To provide Acting programme with valuable insight in application, concentration, self-discipline, voice and Body control, Imagination, Self-Discovery. This course emphasizes on building up sensitivity in the actors body so as to enable him to express the inner process instantaneously and effectively.