

B.Sc VISUAL COMMUNICATION

Course Structure and Syllabus

(For the candidates admitted from the academic year 2020-2021 onwards)

CHOICE BASED CREDIT SYSTEM (CBCS)



THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)

(Nationally Re-Accredited by NAAC with B⁺⁺)

(Affiliated to Bharathidasan University, Tiruchirappalli)

ELAMBALUR, PERAMBALUR – 621 220



Vision

To blossom as an institution of excellence, enabling, empowering and enlightening the youth and shaping them as fully developed human beings with the capacity to unfold their full mental potentiality resulting in the attainment of the wisdom to live constructively and meaningfully.

Mission

- To provide congenial and stress-free environment and opportunities for the enhancement of knowledge and acquisition skills through the best exposure and training possible.
- To offer multifaceted and need-based academic programmes and to promote extension activities.
- To adopt technology-enabled new methods, approaches and techniques so that the teaching-learning process becomes learner-centred and learner-friendly.
- To maximize the participation of all the stakeholders in the development of the institution and the region.
- To sensitize the youth towards inclusive growth for socio-economic change, sustainable development, gender equality, eco-friendliness, etc.
- To enable the youth to experience the effects of globalization and facilitate them to grow as responsible citizens and leaders.
- To inspire them, through value-based education, to embrace the entire humanity while firmly rooted in the Indian ethos.
- To provide regular placement training and placement opportunities.

Programme Outcomes (PO)

The Mass Communication Programme prepares students to be able to do the following:

- PO1:** To demonstrate effective speaking, effective writing and listening skills for communication in personal, public, and media areas.
- PO2:** To demonstrate the ability to observe events, gather information, write news reports and news releases, report on events, and edit other people's writings.
- PO3:** To demonstrate the ability to understand the media critically and recognize how media shapes and is shaped by politics, society, culture, economics and daily lives.
- PO4:** To demonstrate the ability to recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
- PO5:** To demonstrate an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.

Programme Specific Outcomes (PSO)

After completion of the programme, the graduates will be able to:

- PSO1:** Obtain a significant knowledge on fundamental and advanced aspects of Visual Communication.
- PSO2:** Gain in-depth knowledge on pre-production, production and post-production process in Film Making.
- PSO3:** Gain proficiency in studio techniques such as photography, audiography and videography.
- PSO4:** Grasp the fundamental concepts of Documentary Film Making.
- PSO5:** Gain insight into the various aspects of script writing, direction and editing.

Thanthai Hans Roever College (Autonomous), Elambalur, Perambalur - 621 220
 Bachelor of Visual Communication - UG Course Structure under CBCS
 (For the candidates admitted from the academic year 2020-2021 onwards)

Semester	Part	Course Code	Title of the Course	Ins. Hours/ Weeks	Credits	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
1	I	20UT1	Tamil - I (Ikkala Ilakkiyam - Kavithai, Sirukathai, Urainadai, Ilakkiya Varalaru)	6	3	3	25	75	100
1	II	20UE1	English-I (Communicative English-I)	6	3	3	25	75	100
1	III	20UVC1CC1	Introduction to Visual Communication	5	5	3	25	75	100
1	III	20UVC1AC1	Contemporary Indian Media Scenario	4	4	3	25	75	100
1	III	20UVC1CP1	Drawing - Practical	5	4	3	40	60	100
1	III	20UVC1PE1	Professional English for Physical Sciences - I	2	2	3	25	75	100
1	IV	20UVE	Value Education	2	2	3	25	75	100
Total				30	23		-	-	700
2	I	20UT2	Tamil - II (Idaikkala Ilakkiyam - Bakthi, Puthinam, Ilakkiya Varalaru)	6	3	3	25	75	100
2	II	20UE2	English-II(Communicative English-II)	6	3	3	25	75	100
2	III	20UVC2CC2	Advertising Basics	5	4	3	25	75	100
2	III	20UVC2AC2	Art Appreciation	4	3	3	25	75	100
2	III	20UVC2CP2	Visual Literacy - Practical	5	4	3	40	60	100
2	III	20UVC2PE2	Professional English for Physical Sciences - II	2	2	3	25	75	100
2	IV	20UES	Environmental Studies	2	2	3	25	75	100
Total				30	21	-	-	-	700
3	I	20UT3	Tamil-III (Kappiya Ilakkiyam, Nadagam, Ilakkiya Varalaru)	6	3	3	25	75	100
3	II	20UE3	English-III (Language Through Literature and Communicative Skills – I)	6	3	3	25	75	100
3	III	20UVC3CC3	Photography	5	4	3	25	75	100
3	III	20UVC3AC3	Printing process and publication	5	4	3	25	75	100
3	III	20UVC3CP3	Photography Techniques	3	3	3	40	60	100
3	III	20UVC3AP1	Graphic design Practical	3	3	3	40	60	100
3	IV	NME1	NME1 *	2	2	3	25	75	100
Total				30	22	-	-	-	700

4	II	20UT4	Tamil-IV (Pazhanthamizh Ilakkiyam, Ilakkiya Varalaru & Pothukkatturai)	6	3	3	25	75	100
4	II	20UE4	English-IV(Language Through Literature and Communicative Skills –II)	6	3	3	25	75	100
4	III	20UVC4CC4	Film Appreciation	4	4	3	25	75	100
4	III	20UVC4AC4	Media Culture Society	3	3	3	25	75	100
4	III	20UVC4CP4	Script writing	4	3	3	40	60	100
4	III	20UVC4AP2	Radio Production	3	3	3	40	60	100
4	IV	NME2	NME2 *	2	2	3	25	75	100
4	IV	20UVC4SBE1	PageMaker	2	2	3	25	75	100
Total				30	23	-	-	-	800
5	III	20UVC5CC5	Media Law & Ethics	5	4	3	25	75	100
5	III	20UVC5CC6	Media Management	5	4	3	25	75	100
5	III	20UVC5CC7	Development Communication	5	4	3	25	75	100
5	III	20UVC5CP5	Documentary Production (Practical)	5	4	3	40	60	100
5	III	20UVC5MBE1P	Photo Journalism	4	3	3	40	60	100
5	IV	20UVC5SBE2	Corel Draw	2	2	3	25	75	100
5	IV	20UVC5SBE3	Dream Weaver	2	2	3	25	75	100
5	IV	20USSD	Soft Skill Development	2	2	3	25	75	100
Total				30	25	-	-	-	800
6	III	20UVC6CC8	Media Research Orientation	6	5	3	25	75	100
6	III	20UVC6CC9	Public Relation	5	4	3	25	75	100
6	III	20UVC6MBE2P	Web Design Practical	6	5	3	40	60	100
6	III	20UVC6MBE3P	Creative Advertising	6	5	3	40	60	100
6	III	20UVC6PW	Mini Project	6	5	3	40	60	100
6	V		Extension Activities	-	1	-	-	-	-
6	V	20UGS	Gender Studies	1	1	3	25	75	100
Total				30	26	-	-	-	600
Grand Total				180	140				4300

List of Non Major Elective (For 2020 – 2021) (offering)

Elective	Semester	Course Code	Title of the Course
NME-I	III	20UVC3NME1	NME 1 Basic Photography
NME-II	IV	20UVC4NME2	NME2 – Photo Editing

List of Skill Based Elective (For 2020 – 2021) (offering)

Elective	Semester	Course Code	Title of the Course
SBE-I	IV	20UVC4SBE1	Page Maker
SBE-II	V	20UVC5SBE2	Corel Draw
SBE-III	V	18UVC5SBE3	Dreamweaver

List of Major Based Elective (For 2020 – 2021)

Elective	Semester	Course Code	Title of the Course
Elective-I	V	20UVC5MBE1(P)	Photojournalism Practical
Elective-II	VI	20UVC6MBE2 (P)	Web design Practical
Elective-III	VI	20UVC6MBE3(P)	Creative advertising

Paper Details:

Tamil Paper-Part I	-	4
English Paper-Part II	-	4
Core Course Paper	-	9
Core Course Practical	-	6
Allied Course Paper	-	4
Allied Course Practical	-	2
Non-Major Elective	-	2
Skill Based Elective	-	3
Major Based Elective	-	3
Environmental Studies	-	1
Value Education	-	1
Professional English	-	2
Soft Skill Development	-	1
Gender Studies	-	1
Extension Activities	-	1 (Credit Only)

- for those who studied Tamil up to 10th +2 (Regular Stream)
- Syllabus for other Languages should be on par with Tamil at degree level
- those who studied Tamil up to 10th +2 but opt for other languages in degree level under
- Part I should study special Tamil in Part IV
- Extension Activities shall be outside instruction hours

Non Major Elective I & II – for those who studied Tamil under Part- I

i) Basic Tamil I & II for other language students

ii) Special Tamil I & II for those who studied Tamil up to 10th or +2 but opt for other languages in degree programme

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60
3. Separate passing minimum is prescribed for Internal and External marks		

NME Papers offered to Other Department

20UVC3NME1 - Basic Photography

20UVC4NME2 - Photo Editing

FOR THEORY

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for Semester Examinations shall be 40% out of 75 marks [i.e. 30 marks]

FOR PRACTICAL

The passing minimum for CIA shall be 40% out of 40 marks [i.e. 16 marks]

The passing minimum for Semester Examinations shall be 40% out of 60 marks [i.e. 24]

Question Paper Pattern

B.sc Visual Communication		
Maximum Marks : 75		Duration: 3 Hours
Part - A	20 Multiple Choice Questions	20 x 1 = 20 Marks
Part – B	5 Questions (Internal Choice) One set of questions from each unit	5 x 5 = 25 Marks
Part – C	3 Questions (Answer any 3 out of 5 Questions) One question from each unit	3 x10 = 30 Marks
Total		75 Marks

MODEL QUESTION PAPER:

B.Sc., SEMESTER EXAMINATION

Time: 3 Hrs Max Marks - 75

SECTION- A

Answer ALL of the Following

(20 X 1 = 20 Marks)

SECTION - B

Answer ALL of the Following

(5 X 5 = 25 Marks)

SECTION - C

Answer any THREE of the Following

(3 X 10 = 30 Marks)

Course Code: 20UVC1CC1

Hours: 5

Credit: 5

Exam Hours: 3

External Marks: 75

Internal Marks: 25

Core Course – I Introduction to Visual Communication (Theory)

COURSE OUTCOMES

- Students learn the process and function of communication
- Demonstrate critical and innovative thinking.
- Students learn the visual perceptions
- The learner can analyze the models of communication
- The learner can adopt visual culture for better understanding of the subjects

Unit 1

Communication as a process: Definitions, types, functions and Barriers of communication. Visual communication and other forms of communication.

Unit 2

Communication context: Nature of communication. Inter personal communication. Verbal and non-verbal communication. Functions of non-verbal communication. Space and Temporal communication. Para Language. Verbal Barriers.

Unit 3

Sensation and perception. Learning and thinking. Human Intelligence. Aptitude and personality development. Motivation and creativity. Schools of psychology. Application of psychological concepts of visual communication.

Unit 4

What is Visual Culture? Visualizing. Visual power. Visual pleasure. Visuality. Culture and everyday life. Picture definition; Line, Colour, Vision. Discipline and colour. Light over colour.

Unit 5

History of human Communication seen as four revolutions-oral, written, printing and audiovisual technology.

Books for study and reference

1. Human Communication, A basic course, Joseph Devito, Harper and Row, New York, 1988.
2. An Introduction to Visual Culture, Mirzoeff, Nicholas, Routledge London. 1999.
3. Introduction to Psychology, Hilgard, Atkinson and Atkinson, Oxford – India, 1998

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UVC1CC1	Introduction to Visual Communication (Theory)					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓			✓	✓	✓	✓			✓	
CO3	✓			✓	✓	✓	✓			✓	
CO4	✓	✓	✓	✓	✓			✓	✓	✓	
CO5	✓	✓	✓	✓	✓			✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Course Code: 20UVC1AC1

Hours: 4

Credit: 4

Exam Hours: 3

External Marks: 75

Internal Marks: 25

ALLIED - I CONTEMPORARY INDIAN MEDIA SCENARIO (THEORY)

COURSE OUTCOMES:

- Students learn the evaluation of Indian media.
- Student understand the Types of media
- Students learn about the Role of Indian media and it's scenario
- Understand the department of television in India
- Student learn impact of television.

Unit 1

Brief history of press in India. Legal limitations on press freedom. The role of press in society. Trends in contemporary journalism. Press council. Press codes and ethics of journalism. Globalization and news flow.

Unit 2

Development of Radio Broadcasting in India. Popular radio genres. Satellite radio. Community radio. Privatization and Indian radio. Radio for social change. Future of radio.

Unit 3

Origin development of Indian cinema. Film industry. Film censorship. Hollywood and Indian film trends. National film Development Corporation. Documentary films. Parallel cinema in India.

Unit 4

The story of television. Department of television in India. Cable and satellite television. Cable television act. PrasarBharathi. Western impact on Indian television. Current trends in Indian television. Consumerism and television.

Unit 5

Cyber Journalism, Internet and Information Revolution, Fundamentals of cyber media, Internet vs TV, Impact and Future of web Journalism, Online Advertising.

Books for study and reference

1. Mass Communication in India. KevalJ.Kumar. Jaico Books. India. 1998
2. The Global Media. Edward S.Herman and Robert N. Mcchesney. Madhyam books, India, 1998.
3. Broadcasting in India.P.C. Chatterjee, sage publications, India, 1987.
4. Laws of the press in India. DurgadassBasu, Prentice hall, New Delhi, 1998.
5. Mass Communication Principles and Concepts. Seema Hasan, CBS Publishers & Distributors Pvt ltd, India 2010

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UMA3AC3	CONTEMPORARY INDIAN MEDIA SCENARIO (THEORY) 1					4	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓		✓	
CO2	✓		✓	✓	✓	✓				✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓						✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Course Code: 20UVC1CC1

Hours: 5

Credit: 4

Exam Hours: 3

External Marks: 60

Internal Marks: 40

CORE PRACTICAL – DRAWING PRACTICAL

COURSE OUTCOMES

- Students learn about the portrait drawing.
- Students learn about the landscape Drawing.
- Students learn about the cityscape drawing.
- Students learn about the human anatomy drawing
- Create still life drawing through observation.

Unit 1

Effective use of various mediums – pencil, charcoal, pen and ink, crayons, pastels, water and oil color paints.

Unit 2

Application of visual elements. Creating images of reality. Visual presentations using principles of perspective, composition, light and shade, surface textures.

Unit 3

Study of human anatomy – forms and postures, portrait Stick figures, cartoon characters and story board.

Unit 4

Study of still life-inanimate objects, vegetables, fruits, birds, animals, etc.

Unit 5

Study of trees, buildings, landscape, cityscape, seascape, etc.

Requirement

Student maintains drawing notebooks (class work and home work) and submits at the end of the year. They must contain exercises done according to the content of the practical course.

1. John Montague (2013). Basic Perspective Drawing- A Visual Approach, First Edition, John Wiley & Sons, New Jersey
2. William F Powell (2012). Art of Basic Drawing, First Edition, Walter Foster Creative Team, New York
3. Christopher Hart (2012), Basic Drawing made Amazingly Easy, First Edition, Crown Publishing Group, New York .

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UVC1CC1	DRAWING PRACTICAL					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓						✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓						
CO4	✓				✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓		
Number of Matches(✓) = 35 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Course Code: 20UVC1PE1

Hours: 2

Credit: 2

Exam Hours: 3

External Marks: 75

Internal Marks: 25

PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES

LEARNING OUTCOMES:

- Recognize their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar
- (Outcomes based on guidelines in UGC LOCF – Generic Elective)
- NB: All four skills are taught based on texts/passages.

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions

- Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.-Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended definition-Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields
(Subject specific)

Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations Interpreting Visuals inputs

Vocabulary: Register specific -Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading : Comprehension passages –Note making. Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UVC1PE1	professional english for arts & social sciences					4	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓		✓	
CO2	✓		✓	✓	✓	✓				✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓						✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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SEMESTER -II

CORE COURSE II - ADVERTISING BASICS (THEORY)

Course Code: **20UVC2CC2**
Hours: 5
Credit: 4

Total Marks: 100
External Marks: 75
Internal Marks: 25

COURSE OUTCOMES

- Understand the advertising and the key components
- Identify the different types of advertising
- Students learn about Advertising Agency
- Student Learn about creative advertising and the concept of Big Idea.
- Students can able to develop advertising copies and able to plan media vehicles to carry the advertisements to audience

Unit 1

Definition, Nature & Scope of Advertising, Roles of Advertising, Societal Communication, Marketing & Economic, Functions of Advertising.

Unit 2

Environment, Components-Advertiser, Advertising Agency & Media. Latest Trends in Advertising – (India and Abroad). Corporate and promotional Advertising. Web Advertising. Ad Agency-Structure of small, medium & big Agencies, Functions. Types of Agencies-in-House, Independent, Full-Service & Specialized. Legal Aspects & Ethical Issues.

Unit 3

Consumerism. Consumer Protection, Consumer Research. Consumer Behaviour Models. Consumer Decision Process. Problem Recognition, Information search and Evaluation. Purchase and Post Purchase Behaviour.

Unit 4

Client Brief, Account deplaning, Creative Strategy and Brief. Communication Plan, Brand Management – Positioning, Brand Personality, Brand Image, Brand equity.

Unit 5

Conceptualization and Ideation, Translation of Ideas into Campaigns, Visualization Designing & Layout, Copy Writing – Types of Headlines, Body Copy Base Line, Slogans, Logos & Trademarks. Typography, Writing Styles, Scripting, Story Board. Advertising Campaign – from Conception to Execution.

Books for study and reference:

Sandage, Fryburger and Rotzoll(1996): Advertising Theory and practice.AAITBSPublishers.Stansfoed.
Richard: Advertising Managers Handbook.UBBSPDPublications.Advertising Handbook: a Reference Manual on Press, TV, Radio and Outdoor Advertising. Different years ATLANTIS Publications. Management: Concepts and Cases. Tata McGraw-Hill Jewler, E(1998): Creative Strategy in Advertising.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UVC2CC2	ADVERTISING BASICS (THEORY)					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓				✓	
CO2	✓	✓	✓			✓	✓	✓	✓	✓	
CO3			✓				✓	✓	✓	✓	
CO4	✓	✓	✓				✓	✓	✓		
CO5	✓	✓	✓	✓	✓	✓				✓	
Number of Matches(✓) = 33 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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ALLIED COURSE - II ART APPRECIATION (THEORY)

Course Code: 20UVC2AC2

Hours: 4

Credit: 3

Total Marks : 100

External Marks: 75

Internal Marks: 25

COURSE OUTCOMES

- Develop a visual vocabulary through the process of discussion and critique
- Students learn the Indian architecture
- Students learn about historical contexts of works of painting.
- Analyze and critique the artworks of others and their own creative process
- Develop an integrated perspective on the arts in conjunction to historic and contemporary issues

Unit 1

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Deccan.

Unit 2

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period- architecture, imperial style, provincial style and mughal style.

Unit 3

Sculptures- the mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings, murals- north Indian, south Indian, Miniatures- mughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

Unit 4

The Western Art and Architecture- Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and Modern art.

Unit 5

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas.

Books for study and reference:

1. Edith Tomory, History of Fine Arts in India and the West, Orient Longman Limited, India, 1989.
2. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UVC2AC2	ART APPRECIATION (THEORY II)					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓		✓	
CO2	✓		✓	✓	✓	✓				✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓						✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Prepared By

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Hod

Course Code: 20UVC1CP2

Hours: 5

Credit: 4

Exam Hours: 3

External Marks: 60

Internal Marks: 40

CORE PRACTICAL - II VISUAL LITERACY (PRACTICAL)

COURSE OUTCOMES

- Students create meaningful images and visual media
- Students are able to understand many of the graphic elements.
- Student learn the principles of the creativity
- Design and create meaningful images and visual media
- Understand many of the ethical, legal, social, and economic issues surrounding the creation and use of images and visual media, and access and use visual materials ethically

Unit 1

Elements of Visual literacy. Image and Imagination. Modern Image Makers.

Unit 2

Principles of perspective. Composition. Light and shade. Surface textures. Building visual vocabulary by exaggeration. Distortion. Stylization. And Abstraction.

Unit 3

The psychology of human perception. Form perception. Depth and distance perception. Binocular and monocular cues. Perceptual constancy. Illusion. Building visual vocabulary by exaggeration, distortion, stylization and abstraction. The visual and personal identity.

Unit 4

Elements of design. Line, Form, Texture, Colour and space. Principles of design. Symmetry, balance, proportions, contrast, rhythm.

Unit 5

Message presentation – From concept to visual. Application of design elements and principles of creativity to design visual messages.

Books for study and reference

1. Rendering with Pen and Ink. Robert W. Gill. Thames and Hudson, London, 1981.
2. Anatomy perspective and composition. Stan Smith, Macdonald, U.S.A., 1984.
3. Visual Elements of Art and Design. Palmer, Frederic, Longman, London, 1989

Requirement

Student maintains drawing notebooks (class work and home work) and submits at the end of the year. They must contain exercises done according to the content of the practical course

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UVC1CP2	visual literacy (practical)					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓		✓	
CO2	✓		✓	✓	✓	✓				✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓						✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Perpared By

Checked By

Hod

SEMESTER -III

Core Course - III Photography (Theory)

Course Code: 20UVC3CC3

Hours: 5

Credit: 4

Course Outcome:

- Students will have the knowledge about lights and its manipulation through camera and lenses.
- Discuss and apply the photo composition
- Compare and contrast the natural and artificial lightings
- Analyze and compose the photo essay and photo feature
- Extrapolate how to manipulate digital photography

Unit 1

Human Eye and Camera. Basics of Camera – Aperture, Shutter Speed, Focal Length, F-Stop – Camera operations – Types of Film Cameras – Visual perception – Different types of Camera Lenses, Filters, Bellows, Converters and Tripods.

Unit 2

Lighting – Indoor and Outdoor – Exposing and Focusing – Types of Lighting – Natural and Artificial Lights – Controlling Lights – Light Controllers and Reflectors – Exposure Meters – Differential Focus – Filters – Flashes – Designing with Light.

Unit 3

Types of Film – Sensitivity, Temperature, Speed – Manipulation of Color and Light – Black and White and Color Photography – Negatives, Color Materials Processing and Printing.

Unit 4

Digital SLR Cameras – Charge Coupled Devices (CCD) – Pixels – Resolution – Color Patterns RGB and CYMK – Different Storage Media like Floppy, Zip, CD, Compact Flash Card, Memory Card – Different File Formats – Digital Data Compression.

Unit 5

Developing Process – Control Factors – Fixing, Washing, Drying – Negative Ideal – Printing Paper, Chemicals, and Enlarger – Manipulation of Image – Framing & Trimming – Equipments of a Digital Work Station – Multimedia Computers, Scanners, Printers and Adobe Photoshop and allied Software.

Books for study and reference:

1. The 35mm Photographer's Handbook – Julian Calder and John Garret. 1990. Marshall Editions Ltd., London.
2. The Complete 35mm Source Book. Michael Buscille. Michael Beazly Pub., London.
3. Photography, Barbara London and John Uptan. Harper Collins College Publishers, New York.
4. Gorham Kindem, Robert B. Musburger, Introduction to Media Production

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UVC3CC3	III Photography (Theory)					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓		✓	
CO2	✓		✓	✓	✓	✓				✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO4							✓	✓	✓	✓	
CO5	✓	✓		✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 35 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Perpared By

Checked By

Hod

Allied Course - III Printing Process and Publication (Theory)

Course Code: 20UVC3AC3

Total Marks : 100

Hours: 5

External Marks: 75

Credit: 4

Internal Marks: 25

Course outcomes :

- Awareness of the History of Printing
- Understanding the Principles of Printing and their types
- Process involved in Printing
- Understanding the methods of Color separation, addition and corrections in Printing
- Recent Technological Development and Trends in Printing process

Unit 1

History and development of printing, process of graphic art production, Type & Typography, development and classification of types.

Unit 2

Typesetting – systems metal composition, phototypesetting, computerized Typesetting etc. Character placement and kinds of spacing.

Unit 3

Art and copy preparation – layouts, kinds of art works, mechanical, overlays etc. Colour reproduction, separation and duplication.

Unit 4

Printing Processes – letter Press, Lithography, Offset Printing, Gravure, Flexography, Screen Printing and Reprography methods. Printing Paper and Ink – Production of Paper, kinds of paper, size, substance, bulk. Types of Inks, quality for various kinds of printing processes.

Unit 5

To Create a Journals, Newsletter, Tabloid News, Classifieds for commercial, PSA, NGO's.etc

Books for study and reference:

1. Ales krejca, Print making Techniques, Octopus Books Ltd., 1982.
2. Compilation, A Guide to Young Printers, SIGA, Madras, 1981
3. Compilation, Typography, Watson Guptill Publication, New York, 1986
4. Amdams, J.M. Printing Technology (Fourth edition), Thomas

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UVC3AC3	Printing Process and Publication					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓				✓	✓	✓	
CO3			✓	✓	✓	✓	✓				
CO4	✓	✓	✓	✓	✓			✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 40 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Prepared By

Checked By

Hod

Core Practical - III Photography Techniques (Practical)

Course Code: 20UVC3CP3

Total Marks : 100

Hours: 3

External Marks: 60

Credit: 3

Internal Marks: 40

Course outcomes :

- Hands on Experience in Camera operations
- Hands on Experience to Setup Lights for Indoor and Outdoor Photography
- Hands on Experience in Special effects such as Freezing, panning, etc.
- Field Experience in Nature, wildlife, monuments etc and Final album Making

Unit 1

Types of light, Characteristics of light, Types of Cameras – structure and function of camera.

Unit 2

Lens and types of lenses for photography, - short, medium and long focal length, other types, lens speed, covering power and other features.

Unit 3

Exposure – Focusing, aperture, shutter speed, Depth of field, lighting techniques and Composition.

Unit 4

Accessories– Kinds of light indoor and outdoor - Electronic flash and artificial lights. Light meters, Different kinds of filter for B&W and color photography and filter factor.

Unit 5

Types of photography- Natural, Wildlife, Macro, Street life, Social, Travel, Industrial etc..

Books for study and reference:

1. Julian Calder, John Garrett, The 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999.
2. John Constantine and Julia Valice, The Thames-Hudson Manual of Professional Photography, Thames-Hudson, London, 1983.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UVC3CP3	Photography Techniques					3	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓			✓	✓	✓	✓			✓	
CO3	✓			✓	✓	✓	✓			✓	
CO4	✓	✓	✓	✓	✓	✓				✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 39 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Perpared By

Checked By

Hod

Allied Practical - III Graphic Design Lab (Practical)

Course Code: 20UVC3AP2

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Course outcomes:

- Practical understanding of the elements and principles of Graphic design
- Ability to correctly use tools and materials - Understanding the Importance of technical rigour.
- Ability to explore a multitude of alternative solutions to a given design problem.
- Knowledge of and ability to use, various pattern making methods.
- Ability to generate complex shapes.

Unit 1

Elements of Design: Line, Mass, Shape, Texture, Value, Contrast and Color.

Unit 2

Lines of different thickness, Curves of different thickness, Shapes of different kinds, Patterns of different kinds, Distortion of different kinds

Unit 3

Typography, Logo design, Letterhead, Visiting card, Envelope

Unit 4

Page Layout: Brochure, Newsletter, Print Advertisement etc....

Unit 5

Cartoons, Story board, Graphical Design etc...

Books for study and reference:

1. The Thames & Hudson Dictionary of Graphic Design and Designers, Isabella Livingston, Livingston: Thames and Hudson Ltd.
2. Creative Workshop, David Sherwin: How Design Books publications.
3. International Graphic Design (International graphic design series) Set of 2 Volumes Edition, Ken Cato, Malcolm Frost: Images Publishing Group Pty Ltd.
4. Adobe creative team . Adobe Photoshop CS4 Classroom in a book, Adobe Press 2008

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UVC3AP2	Graphic Design Lab (Practical)					3	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓					
CO3					✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓		✓	✓				
CO5	✓	✓	✓	✓		✓	✓	✓	✓	✓	
Number of Matches(✓) = 33 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Perpared By

Checked By

Hod

Non Major Elective - I Basic Photography (Theory)

Course Code: 20UVC3NME1

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course Outcomes:

- Discuss and apply the photo composition
- Compare and contrast the natural and artificial lightings
- Analyze and compose the photo essay and photo feature
- Extrapolate how to manipulate digital photography

Unit 1

Introduction to Photography, Characteristics of light, Camera – structure and function of camera, Exposure – focusing, aperture, shutter speed, Depth of field

Unit 2

Types of camera, Lens and its function, types of lenses and their use, Characteristics of lens, lens speed, covering power and other features.

Unit 3

Lighting techniques, kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters, Different kinds of filter for B& W and color photography

Unit 4

Films, film speed and types of film, Papers - kinds of paper, developing and printing. Accessories used in photography.

Unit 5

Digital photography, optical system, power system, memory storage, resolution; understanding exposure and controls, Flash and lighting, Transferring image to PC, file formats, managing digital pictures.

Books for Reference:

1. Julian Calder, John Garrett, the 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999
2. Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.
3. Dave Johnson, How to do everything with your Digital Camera, Tata McGrawHill, Hew Delhi, 2001.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UVC3NME1	I Basic Photography					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓					✓					
CO3		✓	✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓									
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 32 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Perpared By

Checked By

Hod

SEMESTER -IV

Core Course - IV Film Appreciation (Theory)

Course Code: 20UVC4CC4

Hours: 4

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course outcomes:

- An overview of the history of films – worldwide and in India
- Understand the different stages in the making of a film
- To understand the importance of mise en scene, editing and sound in films
- Discuss the different genres of films
- To understand the importance of film form and narratives

Unit 1

Cinema as an institution. The origin of cinema. Film review. Appreciation. Criticism. Definitions. Qualities of film critic. Responsibilities of a film critic. Film and society. Film and politics. Shaping society. Film as an experience, Environment, Commodity and Communication Media.

Unit 2

Approaches to studying film. Narrative and Non Narrative films. Structure of a narrative film. Cinematic codes. Mise-en-scene. Setting. Props. Costume. Performance and movement. Lighting. Camera and Camera movement. Editing. Sound. Narrative

Unit 3

Genre, star and auteur. French new wave. Neo Realism. German Expressionism. Third world Cinema. Political Cinema. Representation of gender and sexuality. Soviet montage cinema.

Unit 4

Film audience. Audience positioning. Audience as the meaning makers. Hero worship. Fan clubs. Problematizing the film audience

Unit 5

Study of Great Indian and International filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosowa, Ingmar Bergman and others.

Books for study and reference:

1. Turner, Graeme. Film as social practice, Routledge, London, 1993
2. Monaco, James. How to read a film, Routledge, London, 2001
3. Nelmes, Jill. An introduction to film studies, Routledge, London, 1996
4. Vasudev, Aruna. The new Indian cinema, Macmillan, Delhi, 1986
5. Oxford guide to world cinema, Oxford, London, 2000

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UVC4CC4	Film Appreciation					4	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓		
CO2	✓	✓		✓	✓	✓	✓		✓		
CO3	✓	✓		✓	✓	✓	✓		✓	✓	
CO4		✓	✓	✓	✓		✓		✓	✓	
CO5		✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Prepared By

Checked By

Hod

Allied Course IV – Media Culture and Society (Theory)

Course Code: 20UVC4AC4

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course outcomes

- To Understand the role of media in society
- Analyze the relationship between media, culture and their interdependence
- Studying the nature of media audience
- Use of media by individuals and society
- To Learn the impact of media on Society

Unit 1

Media-Definition-Scope –Media Saturation. The Manufacture and management of information.

Unit 2

Media Determinants: Owners and controlling companies; Media institutions, the State and the law; Media self-regulation and control, Economic determinants, Advertisers, Audiences, Media personnel, Sources.

Unit 3

Media Techniques: (Class presentations) Selection, The rhetoric of the image, Image and text, the effects of camera and crew; Set-ups, Film and sound editing; Interpretive frameworks, Visual coding, Narrative.

Unit 4

Media Ideology: Defining ideology, Ideology in the classroom.

Unit 5

Audience Relationship: Problematizing audiences, Audience positioning, Subjectivity, Pleasure.

Books for study and reference:

1. Len Masterman, Teaching the Media, Comedia Publishing Group, London. 1985.
2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK. 2000.
3. Ed. Michael Gurevitch & others, Culture, Society, and the Media, Routledge, London. 1988
4. Alvarado, Gutch and Wollen, Learning the Media, Macmillan Education Ltd. 1987.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UVC4AC4	Media Culture and Society					3	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓		
CO2	✓	✓		✓	✓	✓	✓		✓		
CO3	✓	✓		✓	✓	✓	✓		✓	✓	
CO4		✓	✓	✓	✓		✓		✓	✓	
CO5		✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Perpared By

Checked By

Hod

Core Practical - IV Script Writing (Practical)

Course Code: 20UVC4CP4

Hours: 4

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Course outcomes:

- Take part in a performance/recording of a script, performing confidently and accurately (Teacher observation, self-evaluation).
- Illustrate and prepare full-length script for student movie with the specific budget
- Identify current trends and major practitioners of the screenwriting craft
- Recall and relate the importance of the techniques, formats and style of story breakdowns, outlines, treatments, and screenplays.
- Describe and appreciate the importance role of screenwriters and others in the industry, and how to present screenplays

Unit 1

Fiction: Story idea, synopsis, plot and story, sub plot, plot patterns, Major character and minor character development. Conventional narrative structure, dramatic values, dialogue writing, writing for comedy- Advertisement films.

Unit 2

Non Fiction: non-narrative elements, different genres of Non Fiction- factual film, documentary films, News reel films, publicity films, and educational films.

Unit 3

Adaptation: Adapting the story from short story, novel, drama, histories, mythologies, news paper, magazines and real life.

Unit 4

Writing for television: Writing for TV serials, writing for Telefilms Preparing for interview, discussions, vox pox, reviews, game shows, musical shows, dance shows, developmental programmes, writing for compere and announcement.

Unit 5

Script writing stages - format and presentation of the scripts - story board.

PROJECT OUTLINE:

1. Script for PSA, (Synopsis/Script/Storyboard)
2. Commercial Ad Film, (Synopsis/Script/Storyboard)
3. Reality Show / Interview (Project Proposal)
4. Documentary (Script)
5. Short film (Synopsis, Master-Scene script)

Books for study and reference:

1. Lewis Herman, Practical Manual of Screenplay Writing, New American Library, 1974
2. Lajos Egri, The Art of Dramatic Writing, Wildeside Press LLC, 2007.
3. Anthony Friedmann, Writing for Visual Media, Focal Press, 2010
4. Jean Rouveral, Writing for soaps

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UVC4CP4	Script Writing (Practical)					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓					
CO3					✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓		✓	✓				
CO5	✓	✓	✓	✓		✓	✓	✓	✓	✓	
Number of Matches(✓) = 33 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Perpared By

Checked By

Hod

Allied Practical – IV Radio Production (Practical)

Course Code: 20UVC4AP2

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Course Outcomes:

- Illustrate and explore during pre-production of programs and spots the role of each human source and institutions that have diverse backgrounds, interests and goals
- Organize and plan clear and professional radio scripts and bearing in mind the target audience and program objectives
- Develop Employability skills like Anchoring, Script writing, Editing for radio programmes
- Recall and relate the rationales behind choice of themes of radio programs and spots
- Design and indicate the capacity to make right decisions when reporting and writing for radio while adhering to concepts and theories of ethical principles

PRACTICAL OUTLINE

- **Scripting for radio**
- **Radio jingles**
- **Radio interviews**
- **Radio dramas**
- **Radio features**
- **Radio documentaries**
- **Radio quiz**
- **Discussion programmes**
- **Game shows**
- **Special audience programmes**
- **Radio programmes for development of community**
- **Radio commercials and PSA**
- **Radio news**

References

Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Modern Radio Production-Production, Programming and Performance. Wadsworth. Thompson Learning, 2000.

Mcleish, Robert; Radio Production-A Manual for Broadcasters. Wadsworth. Thompson earning, 1994.

Hausman, Carl; Benoit, Philip and O' Donnell, Lewis: Announcing: Broadcast communication today. Wadsworth. Thompson earning, 2001

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UVC4AP2	Radio Production (Practical)					3	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓					
CO3					✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓		✓	✓				
CO5	✓	✓	✓	✓		✓	✓	✓	✓	✓	
Number of Matches(✓) = 33 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Perpared By

Checked By

Hod

Non-Major Elective –II Photo Editing (Theory)

Course Code: 20UVC4NME2

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course Outcomes:

- Demonstrate professionalism through creative and intellectual independence
- Identify and describe the major functions of Photoshop CS4.
- Identify and describe the major functions of Photoshop CS4.
- Estimate proficiency with industrial applications to visual communication related technologies

Unit 1

Fundamentals of computer graphics: file format- bitmapped and object oriented graphics, color depth and resolution, compression, image modes, print and online formats.

Unit 2

Photoshop tool box and palette, selection tools, moving pixels, cropping selection, types, painting and drawing tools, editing tools; color modes, color picker, color palette, custom color and predefined, color options and editing modes.

Unit 3

Layer techniques: creating new layer, deleting layer, manipulating layers, translucent overlays, special effects, merging layers and masks.

Unit 4

Paths techniques - drawing tools, saving and deleting, importing and exporting, converting, filling and stroking, silhouettes and clipping.

Unit 5

Filters and retouching techniques: blur, distortion, noise, pixilated, render, sharpen, stylize, video, etc. tonal correction, color correction, dust spots, blemishes, wrinkles corrections and backgrounds.

Books for study and reference:

1. Adobe creative team . Adobe Photoshop CS4 Classroom in a book, Adobe Press 2008.
2. Adobe Photoshop CS6 Bible, Brad Dayley, DaNae Dayley, Wiley India Pvt Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UVC4NME2	II Photo Editing					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓					✓					
CO3		✓	✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓									
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 32 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Skill Based Elective - I Page Maker (Theory)

Course Code: 20UVC4SBE1

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Unit 1

About the Work Area-Using the toolbox- Creating and opening publications- About templates- Opening templates. Working with pages: Adding and deleting pages - Viewing pages- Adding text and graphics to templates Building your own template.

Unit 2

Specifying a save option preference: -Saving publication with a new or in a different location. About Master Pages: -Creating master pages-Applying master pages -Applying Grids.Text formatting and word processing: selecting text or text objects importing text-Editing text-Threading text blocks-Threading text frames.

Unit 3

Balancing columns - controlling page and column breaks Adding jump lines. Setting text preferences: About formatting text-Formatting characters Formatting paragraphs - Setting indents and tabs - Adding rules above or below paragraphs Using paragraph styles - Understanding how text is composed -Tracking type-Setting word and letter spacing.

Unit 4

Manipulating an object using the control palette- Grouping and ungrouping objects Locking objects- Masking objects-Aligning and distributing objects -Rotating, skewing, and reflecting objects. Drawing and editing lines and shapes-Using frames- Changing the stacking order of objects - Deleting an object - Manipulating an object using the control palette.

Unit 5

Working with Long Publications, Publishing Electronically

Books for study and reference:

Adobe PageMaker 7.0, Kevin Proot, Cengage Learning

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UVC4SBE1	I Page Maker					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓					✓					
CO3		✓	✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓									
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 32 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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SEMESTER -V

Core Course V - MEDIA LAW & ETHICS

Course Code: 20UVC5CC5

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course Outcomes:

- Students can able to identify and analyse issues with ethical and law lenses.
- They can able to apply laws into the existing problems.
- Students can apply diverse viewpoints to ethical dilemmas in the media content generation.
- Understand the journalistic codes and standards
- Have complete knowledge about Copyright laws and Ethical issues of Entertainment

UNIT – I Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

UNIT – II Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

UNIT- III News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

UNIT – IV Media and the Judiciary, Legislature and the Executive – Media Laws – violations and restrictions – media censorship – recent cases.

UNIT-V Role and powers of Press Council – Responsibilities of the Advertising Standards Council- Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council- Broadcasting codes – Film Censor Board: role and functions – other media regulatory bodies of the government

Reference:

- Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications, 1988. Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006. Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub. 2005. Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997. Ahuja B.N. Audio Visual Journalism. New Delhi. Surjeet Pub. 2000. Shrivastava, K.M. Radio and Television Journalism. New Delhi: Sterling Pub. 1989.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UVC5CC5	Media law & Ethics					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓			✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓	✓	✓	✓			
CO4	✓	✓	✓	✓	✓	✓	✓	✓			
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 42 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Hod

Core Course VI -MEDIA MANAGEMENT

Course Code:20UVC5CC6

Credit:4

Hourse:5

COURSE OUTCOME:

- It will enable the students to start their own Media Industry and become entrepreneurs.
- acquire detailed understanding of media management and its types.
- bring out the differences between media as business and media as a social institution.
- gain clear idea of how print media works, its various functions and departments
- also have a thorough knowledge of the strategies, strengths and legal arrangements of media organization

UNIT – I:

MEDIA INDUSTRY Print – Starting of a Newspaper – Magazine – Online Journals – FM Radio – Community Radio – Television Channel – Production homes – Studios – Photography and Cinematography – Websites

UNIT – II:

PROGRAMME MANAGEMENT Planning – Scheduling – Production Publicity – Distribution.

UNIT – III:

MEDIA MARKETING Market Survey: Media, Product and audience Profile – Television Rating Points – Agencies of rating, Process and Method of rating – Selling Programmes.

UNIT – IV:

PUBLIC RELATIONS Tools of PR: Mass Media, ICT, Press Conference, Press Kits, Exhibition, Out door Media, House Journal, Special Events, Advertising, PR Publics, Employees, Shareholders, Consumers, Community, Government, Media.

UNIT – V:

PUBLIC RELATIONS IN PRIVATE AND PUBLIC PR in private and public sectors, educational institutions and in Government – a critical review – PR policies – Professional organizations in PR, Code of ethics – Future developments – Case Studies.

Reference Books:

1. Management concepts and practices, _Tim Hannagan, Macmillan, 1995.
2. Effective Public Relations, Cutlip et al., Prentice Hall, New Jersey, 1982.
3. Practical Public Relations, Anil Basu

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	2UVC5CC6	MEDIA MANAGEMENT					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓	✓	✓	✓	
CO2	✓	✓			✓		✓	✓	✓		
CO3	✓	✓	✓			✓	✓			✓	
CO4	✓	✓			✓	✓	✓	✓	✓		
CO5	✓		✓	✓		✓	✓	✓	✓		
Number of Matches(✓) = 34 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Core Course VI - DEVELOPMENT COMMUNICATION

Course Code: 20UVC5CC7

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course Outcomes:

- Students can able to have know-how of addressing developmental issues with communication decisions.
- Students can able to have know-how of addressing developmental issues with communication decisions.
- Demonstrate the ability to utilize different persuasive appeals (logical, motivational, etc.) to achieve a particular goal.

Unit I

Development Communication - concept and genesis: Concept of development, characteristics of developing countries - Measuring development- Indices of measuring development and classification of countries based on development indices

Unit II

Development Models - Dominant Paradigm, Basic Needs Model, New Paradigm of development - Development Communication- concept and genesis, characteristics, differences between communication and Development Communication - Philosophy & Approaches to Development Communication

Unit III

Paradigms of Development - Press theories: Normative: Authoritarian, Libertarian, Social Responsibility, Democratic Participant theory; Sociological: Uses & Gratification, Agenda setting; Two-Step Flow; Psychological; Bullet Theory - Success stories in Development Communication - Innovations and trends in Development Communication

Unit IV

Media and Development Communication - Traditional Media: types, characteristics, role in development communication - Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting

Unit V

News reporting: definition of news, ingredients and qualities of news, news value, types of news reports, structure of news reports - Radio news, features and commentaries. Radio and development communication - Television and cinema: role in development communication - ICTs: **scope in development communication.**

REFERENCES

1. Development Communication Sourcebook: Broadening the Boundaries of Communication - Paolo Mefalopulos, World Bank Publications, USA, 2008
2. Communication for Development and Social Change - Servaes, Jan, Sage Publication, New Delhi, 2008.
3. Development Communication Sourcebook: Broadening the Boundaries of Communication - Paolo Mefalopulos, World Bank Publications, USA, 2008

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	2UVC5CC7	DEVELOPMENT COMMUNICATION					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓	✓	✓	✓	
CO2	✓	✓			✓		✓	✓	✓		
CO3	✓	✓	✓			✓	✓			✓	
CO4	✓	✓			✓	✓	✓	✓	✓		
CO5	✓		✓	✓		✓	✓	✓	✓		
Number of Matches(✓) = 34 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Hod

Core Practical - IV Documentary Film Production (Practical)

Course Code: 20UVC5CP5

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 60

Internal Marks: 40

Course outcomes :

- To gain knowledge about the television production process
- To understand the importance of script writing
- To Analyse and apply various cinematography techniques & principles
- To know the importance of the audio and the recording process
- To get an overview on linear editing and nonlinear editing

1.Students should write original scripts for different formats like documentary and TV commercial (five exercises) — these should be submitted as a separate Record

2.Shoot a Short story or Documentary—duration not to exceed 5 Minutes – 10 minutes

3.Shoot a AD Commercial

4.Produce a short Programme for Commercial and Non – Commercial – 10 min (max)

Each student should do individual projects containing the record and the program. Final practical examination will test students on their ability to prepare a complete script and storyboard on any of the above-mentioned format.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UVC5CP5	Documentary film Production (Practical)					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓					
CO3					✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓		✓	✓				
CO5	✓	✓	✓	✓		✓	✓	✓	✓	✓	
Number of Matches(✓) = 33 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Major Based Elective-I PHOTOJOURNALISM (Practical)

Course Code: 20UVC5MBE1P

Hours: 4

Credit: 3

Course Outcomes:

- To get insights about impact of latest technology on photojournalism
- Students can able to have know-how writing style, cut line, news story, news lead, feature and picture.
- To know the importance of the Dynamic composition,angle,lighting.
- Gain knowledge about tools for the professional photographer advanced retouching manipulation
- Have a thorough knowledge basic color principles, including line shape hue, texture relationship to composition

Unit 1

Thinking Photo journalism- good news picture, photographs for spot news, general news, feature, picture story, file, sports; essential qualities, news value, Picture analysis, develop picture idea; mental awareness. Creative Alternatives - Goal setting, Pre visualization, Graphic Ideation.

Unit 2

Newspaper organization, business Skills and professional organization. - Photographs for newspapers, magazines, where? How? - Wire services - Printing newspaper - elements of production- shooting, copy fitting, cropping and sizing and layout. - Supportive Skills- writing style, cut line, news story, news lead, feature and picture.

Unit 3

Sports and action – requirements - sports shooting tips - Interpreting action, dynamic composition, foreground and background, shutter speeds, follow through, shadow for impact, fireworks, framing, angle, lighting.

Unit 4

Feature photography – shelf life, good feature photographs, captions, and soft news, planning to cover an event – B/W, color and Illustration feature photographs. The picture story – history, elements, features, structure – how to shoot.

Unit 5

Digital photography – camera and control, making the transition, revitalizing images, picture processing, digitizing, scanning, managing color and printing.

Books for study and references:

1. Robert L. Kerns, Photo Journalism, Prentice-Hall Inc., Englewood Cliffs, N. J.1980.
2. Chuck Delaney, Photo Journalism 1, New York Institute of photography, New York, USA 1993.
3. Chuck Delaney, Photo Journalism 2, New York Institute of photography, New York, USA 1993.
4. Ibarra Gonzalez, S. J, Photo Language, A Manual for Facilitators, Sonoluse/Asia, 1981
5. Tom Ang, Digital Photography, Mitchell Beazley, Octopus Publishing Group Ltd. London, UK 2001

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UVC5MBE1P	PHOTOJOURNALISM (Practical)					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓					✓					
CO3		✓	✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓									
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 32 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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**SKILL BASED ELECTIVE-II
COREL DRAW**

Course Code : 20UVC5SBE2
Hours : 2
Credits : 2

Total Marks :100
External Marks : 75
Internal Marks : 25

Course Outcomes:

- The main objective of the training is to give publishers, project, managers, designers and architects
- Systematic understanding and practical experience of the CorelDraw drawing tools and applications
- Drafting and powerful drawing environment, design professional quality pages, artwork and create text effects, flyers, menus, letters and others.

Unit I :

CorelDraw Basics

Unit II :

Drawing and Selecting

Unit III :

Working with Text

Unit IV :

Working with Images

Unit V:

Page Layout and Background

Text Book

DTP Course Kit, Vikas Gupta, Dreamtech Press, 2009.

SKILL BASED ELECTIVE-III
DREAM WEAVER

Course Code: 20UVC5SBE3
Hours :2
Credits: 2

Total Marks:100
ExternalMarks:75
Internal Marks: 25

Objective:

- To understand Dream Weaver for designing web pages.
- To implement various methods in designing webpage
- To train students in Style Sheet and JavaScript

UNIT I:

Introduction to Dreamweaver CS4 - Working with Dreamweaver Websites.

UNIT II:

Working with Web Pages - Working with HTML Tables - Framesets and Frames.

UNIT III:

Introduction to Cascading Style Sheets.

UNIT IV:

Working with Templates - Working with Flash Contents and HTML Forms.

UNIT V:

Working with JavaScript - Finalizing the Site.

Text Book:

1.Dreamweaver CS4 in Simple Steps, Kogent Learning Solutions Inc, Dreamtech Press, 2010

SEMESTER -VI

Core Course VIII

Media Research Orientation (Theory)

Course Code: 20UVC6CC8

Hours : 6

Credit : 5

Course Outcomes:

- Acquire detailed understanding of media organizations and its types.
- bring out the differences between media as business and media as a social institution.
- have an in-depth knowledge of how media organizations are managed.
- gain clear idea of how print media works, its various functions and departments.
- have a deeper understanding of the relationship between media and its market, the production and revenue aspects, along with the risks involved with the economics of media.

Unit 1

The need and relevance of media research. Responsibility and Involvement. Scientific and nonscientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

Unit 2

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.

Unit 3

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non structured. Telephone and personal interviews. Questionnaire construction methods.

Unit 4

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

Unit 5

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

Books for study and reference:

1. Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press Ltd, London, 1998
2. Wimmer, D Roger and Dominick R Joseph, Mass Media Research- An Introduction, Wadsworth Publishing Company, California 1991
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UVC6CC8	Media Research Orientation (Theory)					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓		
CO2	✓	✓		✓	✓	✓	✓		✓		
CO3	✓	✓		✓	✓	✓	✓		✓	✓	
CO4		✓	✓	✓	✓		✓		✓	✓	
CO5		✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Core Course XI - PUBLIC RELATIONS (Theory)

Course Code: 20UVC6CC9

Hours: 5

Credit: 4

Course Outcomes:

- Recall and state the public relations
- Review elocution of PR
- Apply basic PR theories and principles to practice
- Co-ordinate and contribute to the planning of PR activities
- Analyze the public opinion and how it affects PR

Unit 1

Public Relations – Definition, Elements of PR – functions of PR – Need of PR – history of PR ,growth of PR in India, - Public relations - propaganda and public opinion - PR as a Management.

Unit 2

Stages of PR – Planning, Implementation research, evaluation, PR practitioners and media relations – Press Conference - Press release exhibition and other PR tools – Communication with the public – internal and external, employer, employee relations - Community Relations.

Unit 3

PR in India – Public and Private Sectors – PR Counseling - PR agencies – PR and advertising – PR for media Institutions – Planning for PR campaigns – types of publicity –production – house Journals – Motion pictures, kits, Trade fairs, open house etc.

Unit 4

Shareholders - relations, dealers - relations, - PR for hospitals - PR for charitable institutions - PR for defense - PR for NGOs – PR for political parties - management and case studies.

Unit 5

PR research techniques - PR tools and publicity materials – Traits of Good PRO - PR and law - PR and new technology - code of ethics – International PR – Professional organizations – Emerging Trends

Books for study and reference:

1. J.L Kumar, Mass Media, Anmol Publications Pvt ltd., New Delhi. 2006
2. Alison theaker, The Public Relations, 2nd Edition, Routledge, USA, 2004
3. Jane Johnston, Clara Zawawi, Public Relations: Theory and Practice, Allen& Unwin, 2009

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UVC6CC9	<u>PUBLIC RELATIONS</u> <u>(Theory)</u>					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓		
CO2	✓	✓		✓	✓	✓	✓		✓		
CO3	✓	✓		✓	✓	✓	✓		✓	✓	
CO4		✓	✓	✓	✓		✓		✓	✓	
CO5		✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 38 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Major Based Elective-II

Multimedia and Web Designing Practical

Course Code: 20UVC6MBE2P

Hours: 6

Credit: 5

Course Outcomes:

- Understanding webpage designing, slicing and exporting
- Understand software used for web designing
- Gain knowledge 2d flash animations
- Gain knowledge about scripting language like HTML
- Have an in-depth knowledge about exporting and publishing WebPages

Unit 1

Creating text in 2D format & 3D object animation, images with special effects and movement.

Unit 2

3-D Rendering: geometric shapes, 3-D shapes with realistic textures, buttons with beveled edges, 3-D lettering, shadows, etc. 3D Modeling and Animation software, Flash, 3D studio Max.

Unit 3

Multimedia techniques: saving Photoshop images as QuickTime Movie frames, video editor, video filters, and interactive presentation design.

Unit 4

Internet- sending and receiving E-mail, browsing the web, multimedia & Net, Desktop Web, Mailing lists, user net news, chatting, conferencing and collaborating, FTP and Telnet.

Unit 5

Web Design- web design tools, front page, Dream Weaver, MM flash, HTML and XML programming - Creation of Home page or linking, dynamics of web page, web development and editing tools, building web site, publishing a site, promote and maintain site.

Books for study and reference:

1. Ackerman C, Mastering Multimedia-Advantage II, BPS Publishers.
2. Mullin Eileen, The Essential Photoshop Book, Galgotia Publication Pvt Ltd., New Delhi, 1997.
3. Cat Woods, Alexander Bicalho with Chris Murray, Mastering 3ds Max 4, SYBEX, BPB Publications, New Delhi, 2001.
4. Christian Crumlish, The ABC of the Internet, BPB Publications, New Delhi, 1998.
5. Peck D, Multimedia: A hands on Introduction, Thomson Learning, 1998
6. Powell Thomas, Web design: The complete Reference, Tata McGraw-Hill, 2000.
7. Vaughan, Multimedia: Making it work, 1999.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UVC6MBE2P	Multimedia and Web Designing Practical					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓		✓	✓	✓	✓			✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓			✓			✓	
Number of Matches(✓) = 40 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Major Based Elective-III CREATIVE ADVERTISING

Course Code : 20UVC6MBE3P

Hours:6

Credit:5

Course Outcomes:

- Compare and contrast the Advertising appeals and advertising customers
- Prepare and create an Ad campaign
- List and Recall the history of camera and what type of cameras are used in earlier period
- Experiment and select the various media strategy to select the media in the field of advertising
- Compare and relate the different types of advertising

1. ADVERTISING Photography

To create a advertisement for commercials & Noncommercial (to design a printed materials with own objects)

2. ADVERTISING Videography

To create an advertisement for commercials & Noncommercial (to produce Ad film)

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UVC6MBE3P	CREATIVE ADVERTISING					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓		✓	✓	✓	✓			✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓			✓			✓	
Number of Matches(✓) = 40 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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Project

Course Code: 20UVC6PW

Credit: 5

Hours : 6

Course Outcomes:

A project proposed and executed in a chosen area of interest related to the course in either Advertising or Television Production or Multimedia & Web Designing or Photography. Emphasis will be given to producing work that can be made use of in the industry, which subsequently will help student enter the media Industry with an evaluated portfolio.

1. Advertising

Print materials for advertisements, corporate identity manual, stationery, brochure, posters, newsletter, etc.

2. Television Production

Television presentation of commercial, social ad, interview, music video, documentary, feature, etc.

3. Multimedia & Web Designing

Graphic and Multimedia production planned and designed for an animated presentation or a website or any of the kind.

4. Photography

Photographs produced with a purpose for Journalism, Fashion, Advertisements, etc.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UVC6PW	Project					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓		✓	✓	✓	✓			✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓			✓			✓	
Number of Matches(✓) = 40 Relationship: HIGH											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

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