

B-Sc VISUAL COMMUNICATION

Course Structure - Syllabus

(For the c-idades admitted from the academic year2022-2023 onwards)

CHOICE BASED CREDIT SYSTEM (CBCS)



**THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS) (Approved by
NAAC- Affiliated to Bharathidasan University) ELAMBALUR-
PERAMBALUR – 621 220**



Vision:

Enhancement of professionalism in the media forms - capacitating skilled workforce labour in the various forms of media industry-

The department aims at producing culture conscious- development oriented- socially responsible - committed media professionals-

To develop a centre to impart innovative training in visual media- emphasizing alternative perspectives - aesthetic presentation of local realities using global media strategies-

Mission:

- To provide a broad spectrum of visual media to enable the students to make meaningful career choices-
- To train students towards better understanding of media by sharpening their creativity-
- To facilitate the use of alternative media to bring positive changes in society-
- To bring down the gap between the academia - media industry-
- To broaden intellectual acumen - develop technical skills-
- To promote social - political awareness through Visual Media Education-

Programme Outcomes (PO)

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

PO1: To demonstrate effective speaking- effective writing - listening skills for Communication in personal- public-- media areas-

PO2: To demonstrate the ability to observe events- gather information- write news reports - News releases- report on events-- edit other people's writings-

PO3: To demonstrate the ability to understand the media critically - recognize how media shapes- is shaped by politics- society- culture- economics - daily lives-

PO4: To demonstrate the ability to recognize the power of persuasion - ethical responsibilities of communicators in communication at all levels-

PO5: To demonstrate an understanding of the roles of communication in fostering interaction - interdependence across gender- race-- culture-

Programme Specific Outcomes (PSO)

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

PSO1: Obtain a significant knowledge on fundamental - advanced aspects of Visual Communication-

PSO2: Gain in-depth knowledge on pre-production- production - post-production process in Film Making-

PSO3: Gain proficiency in studio techniques such as photography- audiography - videography-

PSO4: Grasp the fundamental concepts of Documentary Film Making-

PSO5: Gain insight into the various aspects of script writing- direction - 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 2022-2023 onwards)

Semester	Part	Course Code	Title of the Course	Ins- Hours/ Weeks	Credits	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
1	I	22UT1/22UH1	Language-I	6	3	3	25	75	100
1	II	22UE1	English-I (Communicative English - I)	6	3	3	25	75	100
1	III	22UVC1CC1	Introduction to Visual Communication	5	5	3	25	75	100
1	III	22UVC1AC1	Contemporary Indian Media Scenario	5	5	3	25	75	100
1	III	22UVC1CP1	Drawing Practical	6	5	3	40	60	100
1	IV	22UVE	Value Education	2	2	3	25	75	100
Total				30	23		-	-	600
2	I	22UT2/22UH2	Language-I	6	3	3	25	75	100
2	II	22UE2	English-II	6	3	3	25	75	100
2	III	22UVC2CC2	Advertising Basics	5	4	3	25	75	100
2	III	22UVC2AC2	Art Appreciation	5	4	3	25	75	100
2	III	22UVC2CP2	Visual Literacy practical	6	5	3	40	60	100
2	IV	22UES	Environmental Studies	2	2	3	25	75	100
Total				30	21	-	-	-	600
3	I	22UT3/22UH3	Language-I	6	3	3	25	75	100
3	II	22UE3	English-III (Language through Literature - Communicative Skills-I)	6	3	3	25	75	100
3	III	22UVC3CC3	Photography	5	4	3	25	75	100
3	III	22UVC3AC3	Printing process - publication	5	4	3	25	75	100
3	III	22UVC3CP3	Applied Photography	3	3	3	40	60	100
3	IV	22UVC3AP1	Computer Graphics(Lab)	3	3	3	40	60	100

3	IV	22UVC3NME1	Basic Photography	2	2	3	25	75	100
Total				30	22	-	-	-	700

4	II	22UT4/22UH4	Language-I	6	3	3	25	75	100
4	II	22UE4	English-IV (Language through Literature - Communicative Skills-II)	6	3	3	25	75	100
4	III	22UVC4CC4	Film Appreciation	4	4	3	25	75	100
4	III	22UVC4AC4	Media Culture Society	3	3	3	25	75	100
4	III	22UVC4CP4	Script writing	4	3	3	40	60	100
4	III	22UVC4AP2	Radio Programming	3	3	3	40	60	100
4	IV	22UVC4NME2	Photo Editing (Theory)	2	2	3	25	75	100
4	IV	22UVC4SBE1	PageMaker	2	2	3	25	75	100
Total				30	23	-	-	-	800
5	III	22UVC5CC5	Media Law & Ethics	5	4	3	25	75	100
5	III	22UVC5CC6	Media Management	5	4	3	25	75	100
5	III	22UVC5CC7	DevelopmentCommunication	5	4	3	25	75	100
5	III	22UVC5CP5	DocumentaryFilm Making(Practical)	5	4	3	40	60	100
5	III	22UVC5MBE1P	Photo Journalism	4	3	3	40	60	100
5	IV	22UVC5SBE2	Corel Draw	2	2	3	25	75	100
5	IV	22UVC5SBE3	Dream Weaver	2	2	3	25	75	100
5	IV	22USSD	Soft Skill Development	2	2	3	25	75	100
Total				30	25	-	-	-	800
6	III	22UVC6CC8	Media Research Orientation	6	5	3	25	75	100
6	III	22UVC6CC9	Public Relation	5	4	3	25	75	100
6	III	22UVC6MBE2P	Web Design Practical	6	5	3	40	60	100
6	III	22UVC6MBE3P	Creative Advertising	6	5	3	40	60	100
6	III	22UVC6PW	Mini Project	6	5	3	40	60	100
6	V		Extension Activities	-	1	-	-	-	-
6	V	22UGS	Gender Studies	1	1	3	25	75	100
Total				30	26	-	-	-	600
Gr- Total				180	140				4100

List of Non Major Elective (For 2022– 2023) (offered to other Department)

Elective	Semester	Course Code	Title of the Course
NME-I	III	22UVC3NME1	NME 1 Basic Photography
NME-II	IV	22UVC4NME2	NME2 – Photo Editing

List of Skill Based Elective (For 2022 – 2023)

Elective	Semester	Course Code	Title of the Course
SBE-I	IV	22UVC4SBE1	Page Maker
SBE-II	V	22UVC5SBE2	Corel Draw
SBE-III	V	22UVC5SBE3	Dreamweaver

List of Major Based Elective (For 2022 – 2023)

Elective	Semester	Course Code	Title of the Course
Elective-I	IV	22UVC5MBE1(P)	Photojournalism Practical
Elective-II	V	22UVC6MBE2 (P)	Web design Practical
Elective-III	V	22UVC6MBE3(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 - 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: 22UVC1CC1

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 - function of communication
- Demonstrate critical - 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- communication etiquette. Understanding communication SMCR Model-Elements - **source- message- channel- receiver- feedback- environment- context- interference-**

Unit 2

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

Unit 3

Sensation and perception. Learning and thinking. Human Intelligence and Artificial Intelligence. Aptitude and personality development. Motivation and creativity. Schools of psychology. Application of psychological concepts of visual communication. Various stages of design process – problem identification.

Unit 4

What is Visual Culture? Visualizing. Visual power. Visual pleasure. Visuality- visual designs Culture and every day life. Picture definition; Journal of Visual Culture-Discipline and colour. Light over colour. Combination and Thematic.

Unit 5

History of human Communication seen as four revolutions-oral- written- printing and audiovisual technology - its impact in every day life.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
49	3	3	9	47	NATIONAL

Books for study - reference

1- Human Communication- A basic course- Joseph Devito- Harper - Row- New York- 1988-

- 2- An Introduction to Visual Culture- Mirzoeff- Nicholas- Routledge London- 1999-
 3- Introduction to Psychology- Hilgard- Atkinson - Atkinson- Oxford – India- 1998

Relationship Matrix for COs- POs- PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	22UVC1CC1	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

SEMESTER –I

Course Code: 22UVC1AC1

Hours: 6

Credit: 5

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 - 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 - ethics of journalism. Globalization and news flow. Press conferences in India Role - qualities of a journalist

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 Independent art in radio journalism.--Two way voice communication – space communication – Jamming - its devices – Broadcasting Technology-

Unit 3

Origin development of Indian cinema. Film industry. Film censorship. Hollywood and Indian film trends. National film Development Corporation. Documentary films. Oscar Nominated Indian films. PSA

Unit 4

The story of television. Department of television in India. Cable and satellite television. Cable television act. Prasar Bharathi. Western impact on Indian television. Current trends in Indian television. Consumerism and television. . Television Rating Point-commercial cinematography

Unit 5

CyberJournalism- Internet and Information Revolution- Fundamentals of cyber media- Internet vs TV- Impact and Future of web Journalism- Online Advertising. -Advantages and Disadvantages of Online Advertisements.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
54	21	29	16	34	GLOBAL

Books for study - reference

1. Mass Communication in India- KevalJ-Kumar- Jaico Books- India- 1998
2. The Global Media- Edward S-Herman - 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 - Concepts- Seema Hasan- CBS Publishers & Distributors Pvt ltd- India 2010

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	22UMA3AC3	CONTEMPORARY INDIAN MEDIA SCENARIO (THEORY) 1					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

SEMESTER -I

Course Code: 22UVC1CP1

Hours: 6

Credit: 5

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 l-scape Drawing-
- Students learn about the cityscape drawing-
- Students learn about the human anatomy drawing
- Create still life drawing through observation-

Unit I

Color mixing- painting in watercolor- Basic techniques with brushes - paints- different brush strokes- mono tone- cut color technique- single wash technique- Wed on wed technique- dry brushtechnique.

Unit II

An introduction to pastel materials- Color mixing- painting in dry pastels- mono tone- blending technique cut color techniques- organic

Unit 3

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

Unit 4

Study of still life-inanimate objects- Interior paint-color choices- shapes

Unit5

Study of trees- buildings- landscape- cityscape- seascape- Interior Drawing etc.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
41	1	0	1	28	GLOBAL

Requirement

Student maintains drawing notebooks (class work - home work) - 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	22UVC1CC1	DRAWING 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(✓) = 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

SEMESTER-I

Course Code : 20UCA1PE1
Instruction Hours : 2
Credits : 2

Exam Hours : 03
Internal Marks : 25
External Marks: 75

PROFESSIONAL ENGLISH FOR PHYSICAL SCIENCES I

Course 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)

UNIT 1: COMMUNICATION

1. Listening: Listening to instructions
2. Speaking: Telephone etiquette and Official phone conversations
3. Reading short passages (3 passages, one from each – Physics, Chemistry, Mathematics/Computer Science)
4. Writing: Letters and Emails in professional context
5. Grammar in Context:
 - Wh and yes or no,
 - Q tags
 - Imperatives
6. Vocabulary in Context: Word formation - .
 - i) Creating antonyms using Prefixes
 - ii) Intensifying prefixes (E. g inflammable)Changing words using suffixes
 - A) Noun Endings
 - B) Adjective Endings
 - C) Verb Endings

UNIT 2: DESCRIPTION

Listening – Listening to process description
Speaking - Role play
Formal: With faculty and mentors in academic environment, workplace communication
Informal: With peers in academic environment, workplace communication
Reading –Reading passages on products, equipment and gadgets
Writing – Writing sentence definitions (e.g. computer) and extended definitions (e.g. artificial intelligence) Picture Description – Description of Natural Phenomena
Grammar in Context: Connectives and linkers.
Vocabulary – Synonyms (register) - Compare & contrast expressions.

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. (Comprehensive passages)

Writing – Essay Writing (250 word essay on topics related to subject area, like pollution, use of pesticides in cultivation, merits and demerits of devices like mobile phones, merits and demerits of technology in development)

Grammar in Context: Active voice & Passive voice – If conditional - Collocations –Phrasal verbs

UNIT 4: PRESENTATION SKILLS

Listening - Listening to presentation. Listening to lectures. Watching –documentaries (discovery / history channel)

Speaking –Short speech

- Making formal presentations (PPT)

Reading – Reading a written speech by eminent personalities in the relevant field /Short poems / Short biography.

Writing - Writing Recommendations

Interpreting visuals - charts / tables/flow diagrams/charts

Grammar in Context – Modals

Vocabulary (register) - Single word substitution

UNIT 5: CRITICAL THINKING SKILLS

Listening - Listening to advertisements/news and brief documentary films (with subtitles)

Speaking – Simple problems and suggesting solutions.

Reading: Motivational stories on Professional Competence, Professional Ethics and Life Skills (subject-specific)

Writing Studying problem and finding solutions- (Essay in 200 words)

Grammar-Make simple sentences

Vocabulary -Fixed expressions

SUGGESTED ACTIVITIES

UNIT 1

Listening: Links for formal conversation can be given - Gap filling exercises – Multiple Choice questions – Making notes.

Speaking - Role play activity

Reading – Note making. Note-Taking.

Writing: Guided Writing (developing hints)

Email

Grammar: Vocabulary – Worksheets – Games.

UNIT 2

Listening-

Process Descriptions (Processes of Condensation and Evaporation./Process of Measuring the thickness of a wire using a Screw -Gauge./process of Exaction of sugar from sugarcane)

Speaking – Role Play

Reading – Multiple choice questions - Evaluative answers – Classifying and labeling

Writing - Picture description – Description of natural phenomena (rainbow, earthquake, volcanic eruption, erosion, natural disasters in 150 to 200 words).

Vocabulary: Expansion of compound nouns

UNIT 3

Listening- Gap fill exercises – Listening comprehension

Speaking -Debates

Reading -Reading comprehension

Writing – Essay Writing

Grammar - Vocabulary, Activities, Worksheets & Games.

UNIT 4

Listening - Note taking (of listening & viewing items) - Filling a table based on the listening item.

Speaking – JAM, Presentations. (PPT-TECHNICAL)

Reading-Reading comprehension

Writing– Difference between recommendations and instructions
 Questions/MCQs based on graphs/flow diagrams/charts
 Grammar: Vocabulary – Activities, Worksheets & Games.

UNIT 5

Listening – Radio News/ TV-News telecast /
 Speaking - Watch or listen to documentaries and ask questions
 Reading - Reading motivational stories (success stories in subject area)
 Writing - Essay writing.
 Grammar -Vocabulary –Activities, Worksheets & Games

Total Number of Topics Present in the course: 56

S.No	Category (Local, Regional, National, Global)	No. of Topics covered	Percentage
1.	Local	15	26.79
2.	Regional	9	16.07
3.	National	18	32.14
4.	Global	14	25.00

Green - Local, **Pink**-Regional, **Blue**-National, **Brown**-Global

Semester	Code	Title of the Course	Hours	Credits						
I	20UCA1PE1	PROFESSIONAL ENGLISH PHYSICAL SCIENCES - I	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 (✓) = 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

CORE COURSE II - ADVERTISING BASICS (THEORY)

Course Code: **22UVC2CC2**
Hours: 5
Credit: 4

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

COURSE OUTCOMES

- Understand- the advertising - the key components
- Identify the different types of advertising
- Students learn about Advertising Agency
- Student Learn about creative advertising - the concept of Big Idea-
- Students can able to develop advertising copies - 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. Relationship of Agency with people Legal Aspects & Ethical Issues. Conceptualization - Ideation .-buying Process.

Unit 3

Consumerism. Consumer Act & Consumer Protection. 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 - pre production system- -Body Copy Base Line- Slogans- Logos & Trademarks. Typography- Writing Styles- Scripting- Story Board. Advertising Campaign – from Conception to Execution - Media budget – Fixing budget.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
69	23	11	14	18	LOCAL

Books for study - reference:

S-age- Fryburger - Rotzoll(1996): Advertising Theory - practice-AAITBSPublishers-Stansfoed-Richard: Advertising Managers H-book-UBBSPDPublications-Advertising

H-book: a Reference Manual on Press- TV- Radio - Outdoor Advertising- Different years ATLANTIS Publications- Management: Concepts - Cases- Tata McGraw-Hill Jewler- E(1998): Creative Strategy in Advertising-

Relationship Matrix for COs- POs- PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	22UVC2CC2	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

SEMESTER –II
ALLIED COURSE - II ART APPRECIATION (THEORY)

Course Code: 22UVC2AC2
Hours: 5
Credit: 4

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

COURSE OUTCOMES

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

Unit 1

Indian Art: proto historic period- historic period- Buddhist- Jana- Hindu- Gupta Architecture;
Northern temple- temples in the Deccan-Analysing procedures of Painting – Sculptures.

Unit 2

Southern Temples- Pallava- Chola- P-ya- Vijayanagar - Nayaks- Islamic Period- architecture-
imperial style- provincial style -mughal style-

Unit 3

Sculptures- the mauryas- the Kushans- the Guptas- Chalukyas- the Hoysalas- the Pallavas- The
Cholas- P-yas- Vijayanagara paintings-north Indian- south Indian- Miniatures- mughal paintings-
Rajput painting- Rajasthan- Pahari paintings-Modern Indian painting-

Unit 4

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

Unit 5

Aesthetics- The function of art-Art- Artist and Society- Freedom of arts and Social responsibility of
the Artist- Indian Aesthetics- Aesthetic values- Aesthetic experience -Beauty- the
Rasas.Independent Artists.

	Number of Topics relevance on	
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Total Number of Topics	Local	Regional	National	Global	Category Based on %
69	3	41	5	21	REGIONAL

Books for study - reference:

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

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	22UVC2AC2	ART APPRECIATION (THEORY II					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

SEMESTER -II

Course Code: 22UVC1CP2

Hours: 6

Credit: 5

Exam Hours: 3

External Marks: 60

Internal Marks: 40

CORE PRACTICAL - II VISUAL LITERACY (PRACTICAL)

COURSE OUTCOMES

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

Unit 1

Elements of Visual literacy. Image and Imagination – Interpretation - Modern Image Makers. Types of painting Aspects of visual image

Unit 2

Perspective types 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..stimuli –actions Building visual vocabulary by exaggeration-distortion- stylization and abstraction. The visual and personal identity.

Unit 4

Elements of design. Line- Form- Texture- Color- space and volume. Principles of design.– Signs - Symbols – Abstract Language - Symmetry- balance- proportions-Flow-contrast-rhythm.Flow

Unit5

Line- Form- Texture- Color- space and volume. Principles of design.– Signs -Symbols – Abstract Language - Symmetry- balance- proportions-

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
76	6	1	4	40	GLOBAL

Books for study - reference

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

Requirement

Student maintains drawing notebooks (class work - home work) - 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	22UVC1CP2	visual literacy (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(✓) = 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

SEMESTER-II

Course Code: 20UCA2PE2
Instruction Hours: 2
Credits : 2

Exam Hours : 03
Internal Marks : 25
External Marks : 75

PROFESSIONAL ENGLISH FOR PHYSICAL SCIENCES- II

Course Objectives:

- The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges
- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Course Outcomes

- At the end of the course, learners will be able to,
- Attend interviews with boldness and confidence.
- Adapt easily into the workplace context, having become communicatively competent.
- Attain knowledge about digital competence.
- Apply to the Research & Development organizations/ sections in companies and offices with winning proposals.

Instruction to Course Writers:

- Acquisition of subject-related vocabulary should not be overlooked. Textboxes with relevant vocabulary may be strategically placed as a Pre Task or in Summing Up
- Grammar may be included if the text lends itself to the teaching of a Grammatical item. However, testing and evaluation does not include Grammar.

• **UNIT I- Communicative Competence** (18 hrs)

- Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)
- Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)
- Reading: Two subject-based reading texts followed by comprehension activities/exercises
- Writing: Summary writing based on the reading passages.
- Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

• **UNIT II - Persuasive Communication** (18 hrs)

- Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication
- Speaking: debates – Just-A Minute Activities
- Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions
- Writing: dialogue writing- writing an argumentative /persuasive essay.

• **UNIT III- Digital Competence** (18 hrs)

- Listening to interviews (subject related)
- Speaking: Interviews with subject specialists (using video conferencing skills)
- Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)
- Reading: Selected sample of Web Page (subject area)
- Writing: Creating Web Pages

- Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.
- The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area
- **UNIT IV - Creativity and Imagination (18 hrs)**
- Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)
- Speaking: Making oral presentations through short films – subject based
- Reading: Essay on Creativity and Imagination (subject based)
- Writing – Basic Script Writing for short films (subject based)
- Creating blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions(subject based)
- **UNIT V- Workplace Communication& Basics of Academic Writing (18 hrs)**
- Speaking: Short academic presentation using PowerPoint
- Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.
- Writing an introduction, paraphrasing
- Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)
- Capitalization (use of upper case)

Total Number of Topics Present in the course: 30

S.No	Category (Local, Regional, National, Global)	No. of Topics covered	Percentage
1.	Local	6	20.00
2.	Regional	6	20.00
3.	National	12	40.00
4.	Global	6	20.00

Green - Local, **Pink**-Regional, **Blue**-National, **Brown**-Global.

Semester	Code	Title of the Course					Hours	Credits				
II	20UCA2PE2	PROFESSIONAL ENGLISH FOR PHYSICAL SCIENCES-II					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 (✓) = 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

Core Course - III Photography (Theory)

Course Code: 22UVC3CC3

Hours: 5

Credit: 4

Course Outcome:

- Students will have the knowledge about lights - its manipulation through camera - lenses-
- Discuss - apply the photo composition
- Compare - contrast the natural - artificial lightings
- Analyze - compose the photo essay - 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 -Basic shots–Types of Film Cameras and its usage –Visual perception– Different types of Camera Lenses- Filters- Bellows- Converters and Tripods ---

Unit 2

Lighting – Indoor and Outdoor – Exposing and Focusing –three point lighting- Types of Lighting – Natural and Artificial Lights – Controlling Lights – Light Controllers and Reflectors– Exposure Meters – Differential Focus – Filters – Flashes

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 -Electronic flash

Unit 5

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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
79	7	9	11	39	GLOBAL

Books for study - reference:

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

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	22UVC3CC3	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

SEMESTER –III

Allied Course - III Printing Process - Publication (Theory)

Course Code: 22UVC3AC3

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course outcomes :

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

Unit 1

History and development of printing- Printing materials and procedures- process of graphic art production- Type & Typography- development and classification of types-Printing of Indian Script Traditional Vs Modern Printing Styles-procedure of production

Unit 2

Typesetting – systems metal composition- phototypesetting- computerized Typesetting etc. Character placement -Three panel brochure-kinds of spacing.

Unit 3

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

Unit 4

Processes–Design - development 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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
59	7	12	6	21	GLOBAL

Books for study - 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	22UVC3AC3	Printing Process - 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

SEMESTER -III

Core Practical - III AppliedPhotography (Practical)

Course Code: 22UVC3CP3

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Course outcomes :

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

Unit I

This unit provides the students to explore various (i) L-scape (ii) Monumental Photography - (iii) Seascape.

Unit II

This unit makes the students to take photo based on (iv) Photo journalism- (v) Photo Feature / Any social Issues like Environmental- National Integration- Road Safety Etc.

Unit III

This unit allows the students to perform (vi) Fashion photography (vii) Product Photography- (Viii) Industrial Photography (ix) Event Photography.

Unit IV

This unit encourages the student to (x) portray humans - monuments etc effectively.

Unit V

This entity presents the students to do (xi) Silhouette- (xii) Special effects- (xiii) Freezing Movement - (xiv) Panorama.

TEXT BOOKS:

- 1- James Folts- Ronald P- Lovell- Jr- Fred Zwahlen “H- Book of Photography” Thompson Delmar Learning; 6 edition- 2005-
- 2-Tom Aung- “Fundamentals of Photography: The Essential H-book for Both Digital - Film Cameras”-Knopf (November 25- 2008)

	Number of Topics relevance on	
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Total Number of Topics	Local	Regional	National	Global	Category Based on %
23	6	0	5	5	LOCAL

REFERENCE BOOKS:

1- Richard Zakia- LeatieStroebel- “The encyclopedia of photography” - Focal Press – London- 3rd edition -1993-

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	22UVC3CP3	Applied Photography					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

SEMESTER –III

Allied Practical – III Computer Graphic Lab (Practical)

Course Code: 22UVC3AP1

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 60

Internal Marks: 40

Course outcomes:

- Practical understanding of the elements - principles of Graphic design
- Ability to correctly use tools - materials - Understanding the Importance of technical rigour-
- Ability to explore a multitude of alternative solutions to a given design problem-
- Knowledge of - 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— Color Theory – Color Scheme -Print and Pattern -Basic Information.

Unit 2

Lines of different thickness- Curves of different thickness- Shapes of different kinds- Patterns of different kinds- Distortion of different kinds -Generic Skills – Background – Concept-pattern-

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 -Digital Publishing-product designetc.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
39	4	0	2	27	GLOBAL

Books for study - reference:

- 1- The Thames & Hudson Dictionary of Graphic Design - Designers- Isabella Livingston- Livingston: Thames - 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	22UVC3AP2	Computer Graphic 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

Non Major Elective - I Basic Photography (Theory)

Course Code: 22UVC3NME1

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course Outcomes:

- Discuss - apply the photo composition
- Compare - contrast the natural - artificial lightings
- Analyze - compose the photo essay - 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- Lightmeters-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.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
35	10	5	9	22	GLOBAL

Books for Reference:

- 1- Julian Calder- John Garrett- the 35 mm Photographer's H-book- Marshall Editions Limited- London- 1999
- 2- Alain Solomon- Advertising Photography- American Photographic Publishing - 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	22UVC3NME1	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

Core Course - IV Film Appreciation (Theory)

Course Code: 22UVC4CC4

Hours: 4

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course outcomes:

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

Unit I

It provides an overview of film history -discusses contemporary trends in filmmaking- Traces the history of Indian cinema - discusses the legends of Indian cinema-

Unit II

This unit covers film movements such as German expressionism- French Impressionism- Surrealism- Soviet Montage- Neo Realism - New Wave Cinema-Silent Era- Pioneer Era- Rise of Hollywood- Golden Era- Blockbuster Era- Independent Era – New Age Cinema-

Unit III

It provides an introduction to narrative form- non-narrative form- Classical - Non classical approach to film making -dives into film in parts & genres- language style - syntax-

Unit IV

It deals with various phases of filmmaking which includes planning- preproduction – Concepts – Story development- scripting & screen play writing- It also covers the budgeting – Casting – Locations – Financing-

Unit V

Screen Play from concept to script- concept- treatment-character sketch- Story –Screen play & Dialogues- Factors Controlling Pace- Film Rhythm- Film Time - space – Three act structure-

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
44	6	5	2	37	GLOBAL

REFERENCE BOOK:

- 1- Turner- Graeme- Film as social practice- Routledge- London- 1993
- 2- Monoco- 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	22UVC4CC4	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

SEMESTER -IV
Allied Course IV – Media Culture - Society (Theory)

Course Code: 22UVC4AC4

Hours: 3

Credit: 3

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course outcomes

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

Unit I

This topic gives an overview of Media education-It also explains the manufacture - management of information- A theoretical framework for media education is stated to understandt-the need for critical autonomy-After studying this unit students will get the basic knowledge of media education.

Unit II

This unit presents Media determinants created by Owners controlling companies- State - law- It also deals with the roles of Advertisers in determining Economic Determinants-Students will get the knowledge about Media rhetoric - the rhetoric of the image- A brief study on the effect of camera - crew is done along with visual coding.

Unit III

This unit points out various forms of the Mass Media - the issue of realism- that isthe relationship between mass media - the “reality” that is being represented- This entity gives idea about Media ideology - media realism.

Unit IV

This unit deals with the problematizing the audience-Audience positioning-Students will get clear idea about the subjectivity- Pleasure - Audience dynamics- It also explains the impact of media on society.

Unit V

Media - Popular culture-commodities- culture - sub-culture- popular texts- popular discrimination-politics popular culture- popular culture Vs people's culture- celebrity industrypersonality as br- name- hero-worship etc- Acquisition - transformation of popular culture

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
43	2	0	11	27	GLOBAL

TEXT BOOKS:

- 1- Keval J- Kumar- “ Mass Communication in India”- Jaico Publishing House- Fourth Edition- 2010-
- 2- Seema Hasan- “ Mass Communication Principles - Concepts”- CBS Publishers &Distributors- Second Edition- 2013-

REFERENCE BOOKS:

- 1- Denis McQuail- “Mass Communication Theory”- SAGE Publication Ltd- Fifth Edition- 2009-
- 2- Paul Hodkinson- “Media- Culture - Society”- SAGE Publication Ltd- First Edition- 2011-

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course	Hours	Credits
IV	22UVC4AC4	Media Culture - Society	3	3
Course	Programme Outcomes(POs)		Programme Specific Outcomes(PSOs)	

Outcomes (COs)	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

SEMESTER -IV

Core Practical - IV Script Writing (Practical)

Course Code: 22UVC4CP4

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 - accurately (Teacher observation- self-evaluation)-
- Illustrate - prepare full-length script for student movie with the specific budget

- Identify current trends - major practitioners of the screenwriting craft
- Recall - relate the importance of the techniques- formats - style of story breakdowns- outlines- treatments-- screenplays-
- Describe - appreciate the importance role of screenwriters - others in the industry-- how to present screenplays

Unit I

Script writing as a creative enterprise involves creative thinking - imagination- It is the development of story- characters - conflict- This unit deals with the various stages in the craft of script writing- basic story idea- narrative synopsis outline- scene breakdown-- full-fledged script.

Unit II

It discusses the narrative structure – beginning – middle – end – conflict-development-climax - denouement--also covers storyline-plot-- treatment along with principles of suspense surprise..

Unit III

Select narrative techniques – point of attack-exposition - planting - point of view - pace - tone - subject matter - title - openings - contrast - coincidence - tension release laughter.

Unit IV

Characterization is an important element of a film-without interesting characters it is difficult to engage the audience in the narrative- It provides a brief on character biography – tags – stereotyping; two - dimensional versus three - dimensional characters - guiding principles for evolving effective - credible characters.

Unit V

This unit provides an understanding on various types of script formats - the techniques involved in developing scripts.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
43	8	2	8	32	GLOBAL

TEXT BOOKS:

- 1- Cooper-Pat-- Ken Dancyger - “Writing The Short Film”- USA: Focal Press- (2nd Edition)- 1999-
- 2- Phillips- William- “ Writing Short Scripts” -USA: Syracuse University Press- 2nd Edition- 1999-

REFERENCE BOOK:

- 1- Zettle- Herbert- “Television Production H-book”- USA: Wordsworth- 10th Edition- 2010-

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course	Hours	Credits
IV	22UVC4CP4	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

SEMESTER -IV

Allied Practical – IV Radio Programming (Practical)

Course Code: 22UVC4AP2

Hours: 3

Total Marks : 100

External Marks: 60

Course Outcomes:

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

Unit 1:

History of Radio: ALL INDIA RADIO –its growth & reach / Broadcast management – Public & Private Radio Stations / Laws & regulations / Community Radio / Audience research

Unit 2:

Radio Programming Skills: Writing for Radio – News gathering - reporting skills / Other genre

Unit 3:

Radio Presentation Skills: Effective speaking skills – announcements – news reading / Interview skills / Voice culture

Unit 4:

Radio Production Techniques: Nature of sound / Sound recording techniques – indoor & outdoor / Post-production techniques – voice- music - special effect

Unit 5:

Broadcasting Techniques: Equipments / Studio operations / OB operations

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
27	4	9	4	2	REGIONAL

REFERENCE TEXTS:

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

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

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

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	22UVC4AP2	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

Non-Major Elective –II Photo Editing (Theory)

Course Code: 22UVC4NME2

Hours: 2

Credit: 2

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course Outcomes:

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

Unit1

Fundamentals of computer graphics:file format- bitmapped and objectoriented graphics-. Media Influence–Basics of Photo Editing – Purpose – Types – Tools -color depthand resolution- compression- image modes-print and online formats.

Unit2

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..color balance

Unit3

Layer techniques:creating new layer- deleting layer- manipulating layers- translucentoverlays- special effects- merging layers and masks.softwares – photoshop-lightroom-

Unit4

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

Unit5

Filters and retouching techniques: focusblur- distortion- noise- pixilated- render-sharpen- stylize- video- etc. tonal correction- color correction- dust spots- blemishes- wrinklescorrectionsand backgrounds

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
59	17	13	11	19	GLOBAL

Books for study - reference:

- 1- Adobe creative team - Adobe Photoshop CS4 Classroom in a book- Adobe Press 2008-
 2-Adobe Photoshop CS6 Bible-BradDayley-DaNaeDayley-Wiley IndiaPvt Ltd-

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	22UVC4NME2	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

Skill Based Elective - I Page Maker (Theory)

Course Code: 22UVC4SBE1

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.

Unit2

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

Unit3

Balancing columns - controlling page and column breaksAdding jump lines. Setting text preferences:About formatting text-Formatting charactersFormatting 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.

Unit4

Manipulating an object using the control palette- Grouping and ungrouping objectsLocking 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.

Unit5

Working with Long Publications- Publishing Electronically -virtual mode

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
48	10	15	14	19	GLOBAL

Books for study - reference:

Adobe PageMaker 7-0- Kevin Proot- Cengage Learning

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	22UVC4SBE1	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

SEMESTER –V

Core Course V- MEDIA LAW & ETHICS

Course Code: 22UVC5CC5

Hours: 5

Credit: 4

Total Marks : 100

External Marks: 75

Internal Marks: 25

Course Outcomes:

- Students can able to identify - analyse issues with ethical - 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 - standards
- Have complete knowledge about Copyright laws - 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.– The Equal Time Rule .

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

UNIT- III News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism — – fair practice and professionalism – Media Managing– privileges-Reporting Methods - cases of unfair journalism. informative system - solid compatibility Parts of Newspapers - Feature Articles-Editorials- Editorial Cartoons- Letters to the Editor-

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-

	Number of Topics relevance on	
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Total Number of Topics	Local	Regional	National	Global	Category Based on %
68	13	12	11	29	GLOBAL

Reference:

Ahuja- B-N- History of Press- Press Laws - Communications- New Delhi: Surjeet Publications- 1988- Aggarwal- VirBala- Essentials of Practical Journalism- New Delhi: Concept Pub- 2006- NaliniRajan (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 - Television Journalism- New Delhi: Sterling Pub- 1989-

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	22UVC5CC5	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

SEMESTER -V

Core Course VI -MEDIA MANAGEMENT

Course Code:22UVC5CC6

Credit:4

Hourse:5

COURSE OUTCOME:

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

UNIT – I:

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

UNIT – II:

PROGRAMMEMANAGEMENTPlanning– Scheduling–Production Publicity–Distribution.Leadership- Formulation- Co-ordination- Risk - Resource Management.

UNIT – III:

MEDIA MARKETING Market Survey:Media-Product and audience Profile--TelevisionRatingPoints– Agencies of rating-Process-Social media marketing -Method ofrating–SellingProgrammes

UNIT – IV:

PUBLIC RELATIONS Tools of PR:Mass Media-ICT-Press Conference-Press Kits- Exhibition- OutdoorMedia-House Journal-Special Events-Advertising-PRPublics-Employees-Shareholders-Consumers- Community-Government-Media.Role of PR in various media

UNIT – V:

PUBLIC RELATIONSIN PRIVATE AND PUBLIC PR- educational institutions andin Government – a critical review –PR policies – Professional organizations in PR-Codeof ethics – Futuredevelopments– CaseStudies.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
50	29	18	25	27	LOCAL

Reference Books:

- 1- Management concepts - 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	22UVC5CC6	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

SEMESTER -V

Core Course VI - DEVELOPMENT COMMUNICATION

Course Code: 22UVC5CC7

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 particular goal-

Unit I

Development Communication -concept and genesis:Dimensions of communicationConcept of development-characteristicsof developing countries-Measuring development-Indices of measuring development and classification of countries based on development indices

UnitII

Development Models-Aristotle's definition of Rhetoric-Lasswell's model-Berlo's SMCR ModelDominant Paradigm- Basic Needs Model- New Paradigm of development -DevelopmentCommunication-concept and genesis-characteristics-differences between communication and Development Communication -Philosophy & Approaches to DevelopmentCommunication

UnitIII

ParadigmsofDevelopment-Prestheories:Normative:Authoritarian-Libertarian-SocialResponsibility-DemocraticParticipant theory; Sociological: Uses & Gratification- Agenda setting;Two-Step Flow; Psychological; Bullet Theory - Success stories in Development Communication -Innovationsand trends inDevelopment Communication

UnitIV

Media and Development Communication-Traditional Media:types-characteristics-role indevelopment communication -Development reporting-roles and responsibilities of a developmentreporter- ethicsin reporting-specialized skillsrequired andissues indevelopment reporting

UnitV

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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
55	13	8	18	42	GLOBAL

REFERENCES

- 1- Development Communication Sourcebook: Broadening the Boundaries of Communication - Paolo Mefalopulos- World Bank Publications-USA -2008
- 2- Communication for Development - 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	22UVC5CC7	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

Core Practical - IV Documentary Film Making (Practical)

Course Code: 22UVC5CP5

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 - apply various cinematography techniques & principles
- To know the importance of the audio - the recording process
- To get an overview on linear editing - nonlinear editing

Unit I

Traces the history of documentary filmmaking -discusses about the growth of documentary filmmaking during world war II

Unit II

This unit begins with defining the documentary-discusses the various characteristics of a documentary- It exposes students to the domain of documentaries the image - ideology-

Unit III

It looks at four modes of representation used in documentary: expository- observational- interactive - reflexive modes of representation-

Unit IV

This unit discusses the concept of documentary realism-Realism in documentary film- types of realism- neorealism- realism in post-structural perspective-

Unit V

It talks about how real is the reality in documentary film-It addresses numerous social issues-how they are presented to the viewer by means of style- rhetoric-- narrative technique-

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
22	4	4	5	15	GLOBAL

TEXT BOOKS:

- 1- Rosenthal Alan- "Writing- Directing-- Producing Documentary Films - Video"- United States of America: Southern Illinois University Press- 3rd Edition- 2002-
- 2- Aufderheide- Patricia- "Documentary Film: A Very Short Introduction"- Oxford Press- 2007-

REFERENCE BOOKS:

- 1- Barnouw- Erik- Documentary: A history of the non-fiction Film (2nd edition) United

Kingdom: Oxford University Press- (1993)-

2- Rabiger- Michael- Directing the Documentary (4th Edition)- United kingdom: Focal Press- (2004)-

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	22UVC5CP5	Documentary film Making					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

Major Based Elective-I PHOTOJOURNALISM (Practical)

Course Code: 22UVC5MBE1P

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 - 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. Photo Journalism Movement - Origins in war photography- Golden age - Ethical- Legal considerations

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- feature-picture- 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 Graphic Ideation- 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 - printing.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
76	20	22	21	18	REGIONAL

Books for study - 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	22UVC5MBE1P	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

SKILL BASED ELECTIVE-II COREL DRAW

Course Code :22UVC5SBE2

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 - architects
- Systematic understanding - practical experience of the CorelDraw drawing tools - applications
- Drafting - powerful drawing environment- design professional quality pages- artwork - create text effects- flyers- menus- letters - others-

UnitI :

Core lDraw Basics

UnitII:

Drawing and Selecting

UnitIII:

Working with Text-texture for text

UnitIV:

Working with Images-shapes and compiling together

UnitV:

Page Layout and Background-Motion picture

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	

8	2	0	1	6	GLOBAL
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Text Book

DTP Course Kit- Vikas Gupta- Dreamtech Press- 2009-

SKILL BASED ELECTIVE-III **DREAM WEAVER**

Course Code: 22UVC5SBE3

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 - JavaScript

UNITI:

IntroductiontoDreamweaverCS4 -Working with Dream weaver Websites.

UNITII:

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

UNITIII:

Introduction to Cascading Style Sheets. Types of sheets

UNITIV:

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

UNITV:

Working with JavaScript-Finalizing the Site.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
15	3	0	5	4	NATIONAL

Text Book:

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

SEMESTER -VI

Core Course VIIIMedia Research Orientation (Theory)

Course Code: 22UVC6CC8

Hours : 6

Credit : 5

Course Outcomes:

- Acquire detailed understanding of media organizations - its types-
- bring out the differences between media as business - 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 - departments-
- have a deeper understanding of the relationship between media - its market- the production - revenue aspects- along with the risks involved with the economics of media-

Unit1

Media Research Process-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– Media Research Process-Case study- Content analysis etc.

Unit2

Types of research design-Exploratory- Descriptive and Experimentation. Merits and demerits of these methods. **Opinion polls- and audience research** Protocols of research methods

Unit3

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.

Unit4

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

Unit5

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. -Publishing - Records organizing.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
58	21	4	5	20	LOCAL

Books for study - reference:

- 1- Hansen--res et al-- Mass Communication Research Methods- Macmillan Press Ltd- London- 1998
- 2-Wimmer- D Roger - 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 - PSOs

Semester	Code	Title of the Course	Hours	Credits
VI	22UVC6CC8	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

SEMESTER -VI

Core Course XI - PUBLIC RELATIONS (Theory)

Course Code: 22UVC6CC9

Hours: 5

Credit: 4

Course Outcomes:

- Recall - state the public relations
- Review elocution of PR
- Apply basic PR theories - principles to practice
- Co-ordinate - contribute to the planning of PR activities
- Analyze the public opinion - 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- - propaganda and public opinion - PR as a Management.PR as a Management -PR as mediators— Tools and techniques of PR ; Newsletter – partnerships.

Unit2

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 organizational impacts-4 models of Public Relations- Excellence theory - Fully functioning society theory - Key definitions -classifications of PR

Unit3

PR in India – Public and Private Sectors-Private sector emergence— 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.

Unit4

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

Unit5

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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
71	21	30	11	13	LOCAL

Books for study - 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 - Practice- Allen& Unwin- 2009

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	22UVC6CC9	<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

SEMESTER -VI

Major Based Elective-II Multimedia - Web Designing Practical

Course Code:22UVC6MBE2P

Hours: 6

Credit: 5

Course Outcomes:

- Understanding webpage designing- slicing - 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 - publishing WebPages

Unit 1

Characterstics of Multimedia – Controlling- Integration--Five types of Multimedia - image- audio- video—animation Creating text in 2D format & 3D object animation- images with special effects - movement-

Unit2

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.

Unit3

Multimedia techniques: saving Photoshop images as QuickTime Movie frames-arial- scientific- still photography- pet photography- product photography -Morphing- Kinematics

Unit4

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.

Unit5

Web Design- web design tools- front pageHTML and XML programming- Implementation-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;

Unit 5

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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
60	9	5	8	42	GLOBAL

Books for study - 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- Alex-er 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 h-s 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 - PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	22UVC6MBE2P	Multimedia - 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

**Major Based Elective-III
CREATIVE ADVERTISING**

Course Code :22UVC6MBE3P

Hours:6

Credit:5

Course Outcomes:

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

1-ADVERTISING Photography

To create a advertisement for commercials -Noncommercial (to design a printed materials with own objects) –Captilization- Sponserhip-- Investemnt

2- ADVERTISING Videography

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

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
2	2	0	0	0	LOCAL

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	22UVC6MBE3P	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

SEMESTER -VI

Project

Course Code: 22UVC6PW

Credit: 5

Hours : 6

Course Outcomes:

A project proposed - 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.

Total Number of Topics	Number of Topics relevance on				Category Based on %
	Local	Regional	National	Global	
23	10	7	2	2	LOCAL

Relationship Matrix for COs- POs - PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	22UVC6PW	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

GENDER STUDIES

Objectives:

- To make students to aware of Gender constructions and gendering Process
- To explore existing gender biases in the society and to understand the need to work towards the inclusive society
- To inculcate sensitivity and build gender perspectives.
- To use the course to bring attitudinal cum behavioral changes towards gender neutral ambience and promote the humanistic values

UNIT- I INTRODUCTION TO GENDER STUDIES CONCEPTS

Gender Spectrum.-Sex – Gender distinction – Biological Determinism – Patriarchy – Feminism –Gender Socialization and Stereotyping-Gender Discrimination – Gender Division of labour and roles– Gender Sensitivity and awareness – Gender Equity – Equality – Gender Main streaming and Gender Analysis.

UNIT- II UGC INITIATIVES ON WOMEN'S STUDIES

Definition of Women's Studies –Gender Studies –UGC Initiatives and guidelines on Women's Studies - Beijing Conference, UN Initiatives – Convention on Elimination of All forms of Discrimination Against Women (CEDAW)- Sustainable Development Goals on Gender Equality (SDG 5) and targets

UNIT- III AREAS OF GENDER DISCRIMINATION

Gender Socialization- Sex Ratio– Health and Nutrition– – Literacy and Education - Employment- Governance – participation in decision making- politics- property rights and access to credit- gender based violence- Social institutions –Family, Caste, Class, religion, gender, State. Market – Media – Politics – Judiciary

UNIT -IV WOMEN DEVELOPMENT AND GENDER EMPOWERMENT

Towards Equality Report of Status of Women in India 1974 – International Women's Decade – International Women's Year –National Policy for Empowerment of Women 2001

UNIT -V WOMEN'S MOVEMENTS AND SAFEGUARDING MECHANISM:

In India National /State Commission for Women(NCW) – All Women Police Station – Family Court Legislations safeguarding women –Transgender Policy—Constitutional amendments for women's political participation