

# **GURU NANAK COLLEGE (AUTONOMOUS)**

(Affiliated to University of Madras and Re-Accredited at 'A' Grade by NAAC)

Guru Nanak Salai, Velachery, Chennai – 600042.



## **B.Sc. Visual Communication**

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

## **Syllabus**

(For the candidates admitted in the Academic year 2019-20 and thereafter)

## **VISION**

- The vision and mission of the department is to provide state of art facilities in all the four core areas of specialization.
- To develop effective Communication Skill
- To create a better understanding of communication elements and process.
- To give mature guidance regarding media culture and society and other responsibilities
- The department aims at producing culture-conscious, development-oriented, socially responsible and committed media professionals
- To enhance the wholesome personality development of the students during the degree course
- Learn the different languages of visual communication
- To train students in both verbal and nonverbal means of communication.

## **MISSION**

- We aim to build students lay their strong foundation on Art, Media and Design for the benefit of themselves and society.
- To create competent and caring industry professionals who are innovative and resourceful.
- Empowering students with all the knowledge and guidance that they need to become worthy media professionals.
- Enhancing innovative thinking in the field of excellence.
- Providing value-based development of students ultimately enhancing their employability.

## **PROGRAMME OUTCOME**

- PO 1** : Understanding the basic concepts of communication, media and culture, media ethics and law
- PO 2** : Analyze the relevant topics In advertising and its strategies
- PO 3** : Maximize the skills in the use of basic tools, such as mastery of material, equipment, handling cameras, film, lighting, digital technology process in black & white and in color print and work with non-silver materials
- PO 4** : The ability to combine the use of drawing, two-dimensional design, and color, beginning with basic studies and continuing the development of advanced capabilities
- PO 5** : Equipped to build the digital technology process by adapting, modeling and animations

## **PROGRAMME SPECIFIC OUTCOME**

- PSO 1** : Develop a thorough knowledge of media creatively, extensively, interpret and career focused. Well-equipped in all the practical with latest and current industry based technologies. Faculties have vast experience in industrial area, give the impact of this course outcome to the students. The department has high-end well developed infrastructure.
- PSO 2** : The highlight of the department is that it focuses on the student's placement during their course of studies, which gains experience and exposed to each desired field. On the whole, communicate effectively by oral, written, graphical and technological means and also have competency in English.

**B.SC .,VISUAL COMMUNICATION  
COURSE STRUCTURE-2019-2022 BATCH**

Sem	Part	Course Component	Subject code	Subject Name	Credit	Hours	CIA	ESE	Total
<b>Semester - I</b>	I	Language I	19UFRE141/ 19USAN141/ 19UTAM141/ 19UHIN141	Tamil - I / Hindi - I/ Sanskrit - I/ French - I	3	6	50	50	100
	II	English I	19UENG241	English- I	3	4	50	50	100
	III	Core I	19UVIS301	Introduction to Visual Communication	4	6	50	50	100
	III	Core II	19UVIS302P	Visual Art -I-Practical	4	4	50	50	100
	III	Allied I	17UVIS303	Basic Photography	4	6	50	50	100
	IV	NME/ Basic Tamil/Hindi	19UDAT401 / 19UBAH401 / 19UBAT401 / 19UNME401N	Advanced Tamil- I/Basic Hindi/ Basic Tamil-I/ Visual Literacy	2	2	50	50	100
	IV	Soft Skills - I	17UGSL01	Listening and Speaking skills	3	2	50	50	100
<b>TOTAL CREDITS = 23,TOTAL HOURS=30</b>									
<b>Semester - II</b>	I	Language	19UFRE142 / 19USAN142 / 19UTAM142 / 19UHIN142	Tamil - II / Hindi - II/ Sanskrit - II/ French - II	3	6	50	50	100
	II	English	19UENG242	English- II	3	4	50	50	100
	III	Core III	19UVIS304	Film Studies	4	5	50	50	100
	III	Core IV	19UVIS305P	Vector Graphics	4	5	50	50	100
	III	Allied II	19UVIS306	Visual Design – practical	4	6	50	50	100
	IV	NME/ Basic /Advance Tamil	19UADT402/ 19UBAH402 / 19UNME402N	Advanced Tamil –II /Basic Hindi -II / Media Culture society	2	2	50	50	100
	IV	Soft Skills - II	19UGSL401	Introduction to study skills	3	2	50	50	100
<b>TOTAL CREDITS = 23,TOTAL HOURS=30</b>									

**B.SC .,VISUAL COMMUNICATION  
COURSE STRUCTURE-2019-2022 BATCH**

Sem	Part	Course Component	Subject code	Subject Name	Credit	Hours	CIA	ESE	Total
<b>Semester - III</b>	I	Language	19UFRE143 / 19USAN143 / 19UTAM143 / 19UHIN143	Tamil - III / Hindi - III/ Sanskrit - III/ French - III	3	6	50	50	100
	II	English	19UENG243	English- II	3	4	50	50	100
	III	Core V	19UVIS307	Television Production	6	5	50	50	100
	III	Core VI	19UVIS308	Digital Advertising	6	5	50	50	100
	III	Core VII	19UVIS309	Script Writing- Practical	4	4	50	50	100
	III	Allied III	19UVIS310P	Photography	4	4	50	50	100
	IV	Soft Skills - III	19UGSL403	Job-Oriented Skills	3	2	-	100	100
<b>TOTAL CREDIT = 29,TOTAL HOURS=30</b>									
<b>Semester - IV</b>	I	Language	19UFRE144 / 19USAN144 / 19UTAM144 / 19UHIN144	Tamil - IV / Hindi - IV/ Sanskrit - IV/ French - IV	3	6	50	50	100
	II	English	19UENG243	English- II	3	4	50	50	100
	III	Core IX	19UVIS311	Visual Text Analysis	5	5	50	50	100
	III	Core X	19UVIS312P	Audio Production	4	5	50	50	100
	III	Allied IV	19UVIS310P	Multimedia	4	5	50	50	100
	IV	Soft Skills - IV	19UGSL404	Computing Skills	3	3	-	100	100
	IV	EVS	19UEVS401	Environmental Studies	2	2	-	100	100
<b>TOTAL CREDITS = 24,TOTAL HOURS=30</b>									

**B.SC .,VISUAL COMMUNICATION  
COURSE STRUCTURE-2019-2022 BATCH**

Sem	Part	Course Component	Subject code	Subject Name	Credit	Hours	CIA	ESE	Total
Semester - V	II	Core XII	19UVIS314	Media ethics and law	6	6	50	50	100
	II	Core XIII	19UVIS315P	Television production	4	9	50	50	100
	II	Core XIV	19UIDE313	Understanding film	4	6	50	50	100
	II	Elective – I	19UVIS316P	Visual effects	4	8	50	50	100
	IV	Value Education	19UVED401	Value Education	2	1	-	100	100
<b>TOTAL CREDITS = 20, TOTAL HOURS=30</b>									
Semester - VI	III	Core XV	19UVIS317	Media Organization	4	6	50	50	100
	III	Core XVI	19UVIS319P	Advertising Photography	6	6	50	50	100
	III	Core XVII	19UVIS319	Film Appreciation	6	6	50	50	100
	III	Core XVIII	19UVIS320P	Internship	2	6	50	50	100
	III	Elective - III	19UVIS321P	Project -Practical	4	6	50	50	100
	V	Extension Activity		Extension Activity	1	-	-	-	-
<b>TOTAL CREDITS = 23, TOTAL HOURS=30</b>									
<b>OVERALL CREDITS TOTAL = 142 / HOURS = 180</b>									

## SEMESTER I

### CORE I

#### PAPER TITLE: INTRODUCTION TO VISUAL COMMUNICATION (THEORY)

<b>SUBJECT CODE : 19UVIS301</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: I</b>	<b>CREDITS:4</b>	<b>TOTAL HOURS: 90</b>

#### COURSE OBJECTIVES

- To Understand the Basic Concepts in Communication with Special Reference to Visual Communication.
- To Understand the Role and Significance of Communication in Human Life.
- To Familiarize How Communication Models Impact The Sender And Receiver.
- To Understand the Types of Non-Verbal Communication and Its Connection to Visual Communication.

#### **UNIT I Understanding Communication**

**15 Hours**

Meaning And Definition Of Communication - Importance Of Verbal And Nonverbal Communication - Types Of Communication –Intrapersonal, Interpersonal And Group Communication, - Levels Of Communication- Technical, Semantic And Pragmatic-Semiotic Communication- Types Of Signs and Codes, Interpreting Signs, Signifier, Signified, Role Of Kinesics.

#### **UNIT II The Process of Communication**

**15 Hours**

Message, Meaning, Denotation, Connotation, Culture, Code - Models Of Communication Classical, Intermediary, Interactive Transactional Model, Berlo's SMCR Model, Shannon- Weaver Mathematical Model

#### **UNIT III Theories of Communication**

**15 Hours**

Cognitive Dissonance, Selective Perception, Cumulative Theory, Use and Gratification Theory, Social Learning Theories, Development and Democratic Participation Theory

#### **UNIT IV Mass Communication**

**15 Hours**

Different Types Of Mass Communication – Folk Media, Print Media, Broadcast Media, New Media, Advertisement, Still Pictures And Motion Pictures – Functions Of Mass Communication- Scope Of Mass Communication.

#### **UNIT V**

**15 Hours**

Visual Thinking- Principles of Visual and Other Sensory Perceptions Color Psychology and Optical / Visual Illusions - The Process of Developing Ideas-Verbal, Visual, Combination and Thematic and Associative Technique.

## **Reference Books**

DeVito Joseph A. Human Communication – The Basic Course (2006) Pearson, New York.

Kincaid, Lawrence and Wilbur Schramm (1974) Fundamentals of Human Communication. East West Communication Institute, Honolulu.

William J Seiler and Melissa L Beall – Communication- Making Connection

Denis Mc Quail – Mass Communication Theory – An Introduction (1994) Sage.London.

Shaun Moores – Interpreting Audience – The Ethnography of Media Conception(1993) Sage Publications, London.

The Process of Communication – An Introduction to Theory and Practice – David K Sberlo, Rinchart, 1960.

## **Web References**

- [www4.Uwm.Edu/Cuts/Bench/Commun.Html](http://www4.Uwm.Edu/Cuts/Bench/Commun.Html)
- [www.En.Wikipedia.Org](http://www.En.Wikipedia.Org)
- [web.Njit.Edu/~Lipuma/352comproc/Comproc.Html](http://web.Njit.Edu/~Lipuma/352comproc/Comproc.Html)
- [www.Buzzle.Com/Articles/Type-Of-Communication.Html](http://www.Buzzle.Com/Articles/Type-Of-Communication.Html)
- [www.Slideshare.Net/Arzoosahni/Visual-Communication-10203255](http://www.Slideshare.Net/Arzoosahni/Visual-Communication-10203255)
- [En.Wikipedia.Org/Wiki/Visual\\_Communication](http://En.Wikipedia.Org/Wiki/Visual_Communication)

## Question Paper Pattern

Section	Question Component	Number s	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each In 50 Words)	1-12	3	30
Section B	Short Answer Answer Any 5 Out Of 7 Questions (Each In 300 Words)	13-19	6	30
Section C	Essay Answer Any 4 Out Of 6 Questions(Each In 1200 Words)	20-25	10	40
	Total			<b>100</b>

## Distribution of Questions

Section	Units	No. Of Questions	
		Theory	Problems
Section A	Unit –1	3	
	Unit –2	3	
	Unit –3	2	
	Unit –4	2	
	Unit –5	2	
Section B	Unit –1	2	
	Unit 2	2	
	Unit –3	1	
	Unit –4	1	
	Unit –5	1	
Section C	Unit –1	2	
	Unit –2	1	
	Unit –3	1	
	Unit –4	1	
	Unit –5	1	

**SEMESTER I**  
**CORE II**  
**VISUAL ART (PRACTICAL)**

<b>SUBJECT CODE :19UVIS302P 1</b>	<b>THEORY</b>	<b>MARKS 100</b>
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<b>SEMESTER: I</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
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## **COURSE OBJECTIVES**

- To Understand The Nuances Of Art And Master The Techniques Of Painting.
- To Acquire Knowledge to Express Ideas in the Form of Drawing and Paintings
- To get to understand the basics of art and learn the modules of painting.
- To get to acquire knowledge in the form and creativity in drawing and Paintings.

### **UNIT I**

**18 Hours**

Lines, Geometric Shapes, Form, Value and Space, Light and Shadow, Texture, Basic Still Life, Proportion and Enlargement (Using Grids)

### **UNIT II**

**18 Hours**

One, Two and Three Point Perspectives, Perspective on Shapes and Cylinders, Applying Perspective on Nature and In Architecture, Linear and Areal Perspective,

### **UNIT III**

**18Hours**

Color (Theory), Color and Harmony, Water and Poster Color on Paper, Landscape, Architecture and Still Life (In Various Media), Introduction To Mixed Media And Pen (Cross Hatching And Pointillism)

### **UNIT IV**

**18 Hours**

Human Anatomy, Figure Drawing (Developing Stick Figures), Human Body Proportion, Male and Female, Figures in Action, Frontal and Profile Study (Self-Portraiture),

### **UNIT V**

**18 Hours**

Gestures and Expressions (Hands, Legs, Facial), Impressionism, Imaginative Drawing, Story Boarding, Field Work, Project

### **Books for Reference**

- Gaspere De Fiore, [1983] Draw It! Paint It! Drawing Course, Eaglemoss PublicationsLtd.
- Henry M. Gasser, [1968] How To Draw And Paint, Dell, New York.
- Arthur L Gup till, [1984] Freehand Drawing – Selftaught, Watson Gup tillPublications, New York.
- Jogndevane, [1988] Drawing and Painting – The Portrait, Tiger Books International,London.
- Stansmith (Ed), [1986] How to Draw and Paint – Landscapes, the Figure, NewBurlington Books, London.

## **ALLIED I**

### **PAPER TITLE: BASIC PHOTOGRAPHY (THEORY)**

<b>SUBJECT CODE :17UVIS303 T</b>	<b>THEORY</b>	<b>MARKS 100</b>
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<b>SEMESTER: I</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
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### **COURSE OBJECTIVES**

- To Understand The History,
- Nuances Of Photography.
- Principals ,Working and Types of Cameras and Its Accessories, Lights
- Its Uses at the End of This Course the Learner Is Expected
- To Develop Content Using The Features In Photography

#### **UNIT I**

**15Hours**

Photography – Evolution – Language And Meaning – Principles Of Still Camera Parts Of A Camera –View Finder, Focusing System Etc. -Basics Of Camera (Aperture, Shutter Speed, Focal Length, F-Stop, Depth Of Field Etc.,) Types Of Lens, Functions Of Lens, Camera Operations.

#### **UNIT II**

**15Hours**

Types Of Camera – Pinhole – Box – Miniature – TLR – SLR – Special Types Of Camera And Digital Camera Digital Still Camera – Tripod – Qualities Of A Good Tripod.Types and Functions of a Tripod.

#### **UNIT III**

**15Hours**

Understanding Lighting-Indoor And Outdoor, Exposing And Focusing, Types Of Lighting, Natural And Artificial Lights, Controlling Lights, Exposure Meters, Differential Focus, Light Filters, Flashes. Designing With Lights, Light Painting.

#### **UNIT IV**

**15Hours**

Heat and Light, Color Temperature, Manipulation of Color and Light.Factors Determining Camera Exposure – Basic Elements of Composition – Perspectives.Pioneers of Photography, Indian Photographers.

#### **UNIT V**

**15Hours**

Branches of Photography - Nature – Architecture – Life – Landscape – Wildlife – Sports Advertising Portraits – Travel – Fashion – Industrial – Product – News Photography – Photo Journalism –Photo - Essays, Writing Captions, Photography for Advertising-Consumer and Industrial. Planning a Studio-Shoot, Location, Set Props and Casting.

#### **Prescribed Books:**

- Freeman, Michel, Introduction to Photography. London: Greenwood Press, 1990.
- Sammon, Rick Complete Guide to Digital Photography. New York: W.W
- Feininger, Andreas, Complete Color Photographer. London: Thames and Hadson,1971
- Mastering Digital SLR Photography - David D. Busch

#### **Reference Books:**

- Understanding Exposure by Bryan Peterson

- Tony Northrup's DSLR Book: How to Create Stunning Digital Photography
- The Digital Photography Book Volume 2 by Scott Kelby
- The Creative Digital Darkroom by KatrinEismann and Sean Duggan
- The Hot Shoe Diaries by Joe McNally
- Collins Complete Photography Course by John Garrett
- The Photographer's Story: The Art of Visual Narrative by Michael Freeman
- The Digital Photography Handbook: An Illustrated Step-By-Step Guide by Doug Harman
- The Lens: A Practical Guide for the Creative Photographer by N.K. Guy
- The Art of Photography: An Approach to Personal Expression by Bruce Barnbaum
- Scott Kelby's- Digital Photography
- The Photographer's Eye: Composition and Design for Better Digital Photos -MichaelFreeman
- Picturing Time: The Greatest Photographs of Raghu Rai

#### Websites

- [www.Kenrockwell.Com/Tech/Books.Htm](http://www.Kenrockwell.Com/Tech/Books.Htm)
- [www.Improvephotography.Com/Photography-Basics](http://www.Improvephotography.Com/Photography-Basics)
- [www.Learnbasicphotography.Com](http://www.Learnbasicphotography.Com)

#### Question Paper Pattern:

Section	Question Component	Number s	Mark s	Total
Section A	Definition/Principle Answer any 10 put of 12 Questions (Each In 50 Words)	1-12	2	30
Section B	Short Answer Answer Any 5 Out Of 7 Questions(Each In 300 Words)	13-19	6	30
Section C	Essay Answer Any 4 Out Of 6 Questions (Each In 1200 Words)	20-25	10	40
	Total			<b>100</b>

**Distribution of Questions:**

<b>Section s</b>	<b>Units</b>	<b>No. Of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
Section A	Unit –1	3	
	Unit –2	3	
	Unit –3	2	
	Unit –4	2	
	Unit –5	2	
Section B	Unit –1	2	
	Unit –2	2	
	Unit –3	1	
	Unit –4	1	
	Unit –5	2	
Section C	Unit –1	1	
	Unit –2	1	
	Unit –3	1	
	Unit –4	1	
	Unit - 5	1	

**NON MAJOR ELECTIVE  
PAPER TITLE: VISUAL LITERACY (THEORY)**

<b>SUBJECT CODE :19UNME401N</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: I</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 90</b>

## **COURSE OBJECTIVES**

- To Provide General Orientation on Visual Literacy

### **UNIT I**

**18Hours**

Reading Visual Elements – Dot, Lines, Shapes, Forms, Contour, Texture, Scale, Perspective Etc.

### **UNIT II**

**18Hours**

Picture Reading – Figurative Level – Relationship Of Elements, Perception, Constancies And Perceptual Grouping; Symbolic Level – Verbalization And Creativity. Visual Building Vocabulary – Exaggeration, Distortion, Stylization and Abstraction.

### **UNIT III**

**18Hours**

Rendering Objects – Still Life, Sketching, Free – Hand Drawing; Color, Form and Pictorial Space, Emphasis on Surface Characteristics, Exploration of Media, Material and Scale.

### **UNIT IV**

**18Hours**

Vocabulary Of Color – Optical, Pigment, Chromatic, Achromatic, Tone, Shade, Tint, Value, Saturation Aspects Of Color, Meaning Of Color, Functions Of Color Attraction, Association, Retention And Atmosphere, Psychological Impact Of Color.

### **UNIT V**

**18Hours**

Effective Understanding of Tools and Different Media of Drawing – Pencil, Crayon, Charcoal, Pastels, Pen and Ink, Markers, Water Color, Gouache, Acrylic, Oil Color, Collage And Mixed Medium And Techniques.

### **Prescribed Books:**

- H. Kumar Vyas, Design and Environment, National Institute of Design, Ahmadabad.
- Robert W. Gill, Rendering With Pen and Ink, Thames and Hudson, 1981
- Stan Smith, Anatomy, Perspective and Composition, Macdonals, 1984
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### **Websites:**

- [www.Visual-Literacy.Org](http://www.Visual-Literacy.Org)
- [www.Vislit.Org/Visual-Literacy](http://www.Vislit.Org/Visual-Literacy)

**Question Paper Pattern:**

Section	Question Component	Number s	Mark s	Tota l
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each In 50 Words)	1-12	3	30
Section B	Short Answer Answer Any 5 Out Of 7 Questions (Each In 300 Words)	13-19	6	30
Section C	Essay Answer Any 4 Out Of 6 Questions (Each In 1200 Words)	20-25	10	40
	Total			<b>100</b>

**Distribution of Questions:**

Section s	Unit s	No. Of Questions	
		Theor y	Problems
Section A	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

**SEMESTER II**  
**CORE III**  
**FILM STUDIES (THEORY)**

<b>SUBJECT CODE :19UVIS304</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To Understand the History of Film Industry.
- To Understand The Era Of Classical Cinema.
- To Understand The Different Types Of Story Narration.
- To Have A Clear Understanding About The History Of Various Film Forms And The Background Of Cinema

**UNIT I**

**15Hours**

History Of Indian Film Industry; Film In The Era Of Freedom Movement, Major Landmarks In Hindi Tamil And Other Regional Cinema, Indian Cinema Now

**UNIT II**

**15Hours**

History of International Film- Early Cinema (1893-1903). Silent Era And Birth Of Talkies And Color Films- Development Of Classical Hollywood Cinema, German Expressionism, French Impressionist Cinema, French New Wave, Soviet Montage, Italian Neorealism

**UNIT III**

**15Hours**

Film Forms (Types), Three Stages of Production-Preproduction, Production and Post Production; Script Basics- Story, Development, Script; Storyboard and Screenplay; Synopsis and Knot; Theme, Pace And Tone; Narrative Structure- Beginning, Middle and End; Conflict, Resolution and Climax, Narrate Approaches

**UNIT IV**

**15Hours**

MISE EN SCENE And Framing, Importance Of Mise En Scene, Montage; Film As A Language; Film Theories; French Impressionism, Soviet Formalism (Soviet Montage); Montage And Film Semiotics, Japanese Film, Feministic Approach To Film, Film Noir, Neo Realism; Film Through The Angles Of Press Theories- Authoritarian; Social Responsibility; Marxian And Soviet Media Theory. Voyeurism, Diegetic, Audience as Meaning Makers; Lighting and MISE EN SCENE in Meaning Making Process

**UNIT V**

**15 Hours**

Auteurs And Their Styles(International; Sergei Eisentein, Orson Welles, Charles Chaplin, William Wyler, Kurasowa, Coppola, Majidi Among Others) Indian Auteurs

(Sathyajit Ray, Ritwikghatak, Adoorgopalakrishnan, John Abraham, Balumahendra, Mahendran, K Balachander, Rituparnoghosh, Shyambenagal, Mrinalsen Among Others) , Film Criticism, Responsibilities Of A Film Critic, Editing And Post Production; Analysis Of Film And Film Research; Censorship; Film Organizations And Bodies

**Projects:**

- New Auteurs, Film Analysis, Film Club Activities

**Prescribed Books:**

- Thoraval, Yves (2000) the Cinema Of India (1896-2000)
- Robarge, Gaston: The Subject of Cinema
- Robarge, Gaston (1977): Films for an Ecology of Mind

**Reference Books:**

- Halliwell: The Filmgoers Companion 6th Edition
- Arora: Encyclopedia of Indian Cinema
- Baskar, Theodor: Eye of the Serpent

**Websites:**

- [www.Filmclass.Net/Elementsfilm.Htm](http://www.Filmclass.Net/Elementsfilm.Htm)
- [www.Raindance.Org/9-Elements-Of-Great-Films](http://www.Raindance.Org/9-Elements-Of-Great-Films)
- [www.Elementsofcinema.Com/Cinematography/Composition.Html](http://www.Elementsofcinema.Com/Cinematography/Composition.Html)
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**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each In 50 Words)	1-12	3	30
Section B	Short Answer Answer Any 5 Out Of 7 Questions (Each In 300 Words)	13-19	6	30
Section C	Essay Answer Any 4 Out Of 6 Questions (Each In 1200 Words)	20-25	10	40
	Total			<b>100</b>



**Distribution of Questions:**

Sections	Unit s	No. Of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	

**SEMESTER II**  
**CORE IV**  
**VECTOR GRAPHICS (PRACTICAL)**

<b>SUBJECT CODE :19UVIS305P TH</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- Create illustrations from the development of the original concept to final execution.
- Apply theories and principles of design and communication to the development of effective illustrations.
- Designed to teach you everything you need to know to make full use of Adobe Illustrator.

**UNIT I** **15 Hours**

- Design A Multi-Color News Paper Advertisement for Commercial Organizations
- Design A 'Poster' For The Above-Mentioned Event.

**UNIT II** **15 Hours**

- Design a 'Brochure' For Any One of the Above-Mentioned Agencies,
- Design the 'Cd Cover'

**UNIT III** **15 Hours**

- Design the 'Label' & Package Cover Of Any Consumer Product.
- Design A '5-Fold Greeting Card' For An Occasion Of Your Choice.
- Design the 'Hanging Ad'

**UNIT IV** **15 Hours**

- Design A 'Spokes Character' For A Product Of Your Choice.
- Design a Web Banner for Company
- Design a Logo

**UNIT V** **15 Hours**

- Digital Photo Graphics Developments
- Black & White Development
- Ad Photo Background and Character Development

**Reference Book**

- Vector Pattern Library (Dover Clip Art Design Tools)-Alan Weller
- Dover Clip Art Design Tools-Dover Publications; Green ed. edition (February 17,2011)

**Website Link**

- [www.vecteezy.com/free-vector/book](http://www.vecteezy.com/free-vector/book)
- [www.freepik.com/free-photos-vectors/books](http://www.freepik.com/free-photos-vectors/books)
- [www.freevector.com/vector/book](http://www.freevector.com/vector/book)

**SEMESTER II**  
**ALLIED II**  
**VISUAL DESIGN (PRACTICAL)**

<b>SUBJECT CODE : 19UVIS306</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- To Understand The Concept Of Visualization And The Idea Of Graphic Design Form.
- To Learn the Basics of Design, Patterns and Texture and Its Key Concepts

**Exercise:**

- Dots – Same Size
- Dots – Small to Big
- Lines – Horizontal Lines
- Vertical Lines
- Diagonal Lines
- Lines – Thick to Thin
- Lines – Thin To Thick to Thin
- Lines – Thick Too Thin To Thick
- Curves
- Visual Texture Variations
- Calligraphy
- Typography
- Color Gradation
- Harmony and Disharmony in Colors
- The Color Triangle
- Textile Design
- Floor Designing
- Logo
- Letter Head
- Visiting Card
- Brochure
- Poster Designing
- Greeting Card
- Invitation
- Package
- Templets
- Digital Painting
- Movie Title Designing

**SEMESTER II**  
**NON MAJOR ELECTIVE**  
**PAPER TITLE: MEDIA CULTURE AND SOCIETY**  
**(THEORY)**

<b>SUBJECT CODE : 19UNME402N</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: II</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Understand the History of Media and various cultures
- To Understand the various cultures of medium

**UNIT I**

Media - Understanding Media; Definition, Characteristics and Function Of Media-  
Effects of Media on Individual, Society and Culture

**UNIT II**

Culture: Definition and Concept of Culture- Cultural Studies Approach to Media -  
Popular Culture Film, Television, Music Etc. - Understanding Other Cultures

**UNIT III**

Society - Evolution of Society- Influences of Religion and Culture on Society-  
Rural and Urban Society, Tribal Social System- A Gender Perspective to Society

**UNIT IV**

Media's Relationship With Culture And Society- Relationship Between Media And  
Various Social Issues- Role Of Media In The Shaping And Development Of  
Culture And Society-

**UNIT V**

Effects Of Social Media On Society - Relationship Between Internet Technology  
And Society Impact Of Social Media On Individual And Society – Social Media  
And Democratic Expression - Online Activism, Impact Of Online Social Groups  
On Society

**References:**

- Potter, James W (1998)
- Media Literacy. Sage Publications
- Grossberg, Lawrence Et Al (1998)
- Media-Making: Mass Media in a Popular Culture. Sage Publications Berger,
- AsaAuthur (1998).
- Media Analysis Technique. Sage Publications

**Prescribed Books:**

- John Clare, (2004). *Handbook for Media Handling*, UK: Gower Publishing

Ltd.

- Allen H Centre and Patrick Jackson, (2003). *Public Relations Practices*, USA:PrenticeHall Inc.
- 
- Dorothy I. Doty And Marilyn Pincus, *Publicity and Public Relations*, USA: Barron'sEducational Series Inc.,

**Websites:**

- [www.NewsSchool.Edu/Public-Engagement/Ms-Media-Management/](http://www.NewsSchool.Edu/Public-Engagement/Ms-Media-Management/)
- [www.Digitalmediamanagement.com](http://www.Digitalmediamanagement.com)

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
Section A	Definition/Principle Answer any 10 out of Questions (Each In 50 Words)	1-12	3	20
Section B	Short Answer Answer Any 5 Out Of 7 Questions (Each In 300 Words)	13-19	6	40
Section C	Essay Answer Any 4 Out Of 6 Questions (Each In 1200 Words)	20-25	10	40
	Total			<b>100</b>

**Distribution of Questions:**

<b>Section s</b>	<b>Units</b>	<b>No. Of Questions</b>	
		<b>Theory</b>	<b>Problems</b>
Section A	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

**SEMESTER III**  
**CORE V**  
**TELEVISION PRODUCTION (THEORY)**

<b>SUBJECT CODE :19UVIS30</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: III</b>	<b>CREDITS: 6</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- Be Able To Run the Work Flow of Shooting/Recording, Editing and Broadcasting
- Be Able To Work in Multi-Camera Productions and Studio Environment
- Be Able To Work in Different Stages of Program Production
- Be Able To Identify Different Program and Broadcast Formats
- Be Able To Develop and Apply a Program Idea
- Be Able To Work as a Team and Under Stress

**UNIT I**

**18 Hours**

Introduction Of Visualization, Idea To Script Process;, Development Of Ideas, Script Discussions, Characterization, Dialogue Writing, Screen Play, Thinking In Terms Of Visuals, Principles Of Script Writing, Creative Writing, Script Formats. Story Board, Planning Episode Wise, Stages Of Production, Duties Of Program Producer, Director And Script Writer, Production Crew/Team And Their Duties, Budgeting, Floor Plan, In-Door, Set, On-Sights Sets, - Outdoor On-Sight Sets, Blue Matte. Etc.,

**UNIT II**

**18 Hours**

Types Of Shots, Shot Composition, Angles, Camera Movements, Camera Techniques & Operation, Types Of Camera, Video Formats(VHS, SVHS, U-Matic, Beta, Digital), Audience Interaction Production Standards (NTSC, PAL, SECAM)Formats/Genres (PSA, Talk Show, Game Show, Interview, News Etc.)Single and Multi-Camera Production, Eng. And Esp. Techniques, Managing a Studio Floor, Production Control Room and Production Signals, Ob Van, Transmission Of Live Field and Studio Programs,

**UNIT III**

**18 Hours**

Lighting- Three Point Lighting, Color Temperature, Types Of Lighting - Types Of Lights Lighting Equipment (Cutter, Diffuser, Filters- Various Types Of Filters Etc.), Breaking The Rules, Composition And Framing- 180 Degree Rule, Framing Ideals (Balance, Rule Of Thirds, Harmony, Contrast Etc.), Sound Design, Types Of Sounds/Audio - Types Of Mic – Directional, Physical, Purpose, Switcher And

Console, Audio And Video Switcher, Voice Over.

#### UNIT IV

**18 Hours**

Introduction To Sound – Speed Of Sound And The Sources Of Sound – Basics Of Sound: Frequencies Of Sound – Harmonics – The Loudness ;Introduction To Recording Sound: Live Recording – Dubbing – Sound Effects – Music Songs And Background Scene; Introduction To Audio Equipment: Microphone, Mix Console, Speakers, Amplifiers And Digital Work Station Different Work Stations, Dynamic Microphones, Condenser Microphones, Ribbon Microphones, Polar Pattern – Directional Characteristics – Cardio, Hyper Cardio,

Bi Effect, Microphone Impedance, Microphone Sensitivity, Balanced And Un Balanced Line. Direction, Omni Direction Measuring Polar Response – Frequency Response, Proximity

#### UNIT V

**18 Hours**

Editing Procedure, Assembling Shots, Symbolic Editing and Editing Errors. The Language Of Editing And Shooting-Sound In Editing-Categories Of Sound, Post-Synchronization, Voice-Over Or Narration, Music And Dubbing, Video Editing - Linear, Non-Linear, Types Of Editing Modes. (Assemble Mode, Insert Mode, On Line Mode) Computer Editing - Time Code Roll Editing, Etc., Television Graphics & Titling And Specials Effects -Synchronizing Of Video And Audio.

#### Prescribed Books:

- Millerson, G. H (1993) Effective W. Production. Focal Press
- Holland, P (1998). The Television Handbook. Routledge\
- VasukiBelavady (2008) Television Production; Tools and Techniques, Oxford UnivPress, India

#### Websites:

- [www.Cybercollege.Com/Tvp017.Htm](http://www.Cybercollege.Com/Tvp017.Htm)
- [www.Tvproduction1.Com/](http://www.Tvproduction1.Com/)
- [www.Electronics.Howstuffworks.Com/Tv-Production.Htm](http://www.Electronics.Howstuffworks.Com/Tv-Production.Htm)

#### Question Paper Pattern:

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Section C	Essay Answer Any 4 Out Of 6 Questions (Each In 1200 Words)	20-25	10	40
	Total			<b>100</b>



**Distribution of Questions:**

Sections	Unit s	No. Of Questions	
		Theory	Problems
Section A	Unit – 1	3	
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	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
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	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

**SEMESTER III**  
**CORE VI**  
**DIGITAL ADVERTISING (THEORY)**

<b>SUBJECT CODE : 19UVIS308</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: III</b>	<b>CREDITS: 6</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Understand the Art of Advertising, It's History and Also It's Practice.

**COURSE OUTCOME**

- Understand the roles and functions of advertising
- Ability to apply the basic concepts in advertising
- Understand the various structures and functions of advertising agency
- Get familiar with the market media research
- Able to create various forms of advertisements.

**UNIT I**

**15 Hours**

Definition, Role, Elements, Nature & Scope Of Advertising- Functions Of Advertising – Types Of Advertising – Merits And Demerits – Advertising And Consumers - Latest Trends In Advertising

**UNIT II**

**15 Hours**

Audience Segmentation – Analysis – Targeting and Positioning – Audience Research– Advertising Strategy – Ad Copy – Structure – Message – Appeals – Levels of Feedback.

**UNIT III**

**15 Hours**

Advertising Agency & Media - Ad Agency –Structure And Functions – Departments - Types Of Agencies Legal Aspects & Ethical Issues - Corporate And Promotional Advertising. Web Advertising.

**UNIT IV**

**15 Hours**

Creative Strategy And Brief, Communication Plan, Writing Styles And Visualizing – Brand Management – Brand Building – Positioning Brand Personality, Brand Image, Brand Equity.

#### UNIT V

**15 Hours**

Conceptualization and Ideation, Translation of Ideas into Campaigns, Visualization Designing & Layout, Copy Writing - Types Of Headlines, Body Copy, Base Lines, Slogans, Logos, & Trademarks. Scripting, Story Board, Advertising Campaign-From Conception To Execution.

#### Prescribed Books:

- Sandage, Fryburger and Rotzoll (L996) Advertising Theory and Practice. AaitbsPublishers
- Stansfied, Richard: Advertising Managers Handbook. Ubbspd Publications. ThirdEdition
- Advertising Handbook: A Reference Annuakon Press TV, Radio and OutdoorAdvertising.

#### Reference Books:

- Different Years Atlantis Publications
- Mohan: Advertising Management: Concepts and Cases. Tata Mcgraw- Hill
- Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning.

#### Websites:

[www.Advertising.Com](http://www.Advertising.Com)  
[www.Businessinsider.Com/Advertising](http://www.Businessinsider.Com/Advertising)

#### Question Paper Pattern:

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**Distribution of Questions:**

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	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

**CORE VII  
SCRIPT WRITING (PRACTICAL)**

<b>SUBJECT CODE : 19UVIS309</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**Course Objectives**

- To Understand Idea of Script
- To Understand 3 Act Play
- To Understand Relationship Idea To Screenplay.

**UNIT I****18 Hours**

Storytelling: Life as a Source -Memory, Imagination, Experience - Yours & Others. The Nature and Role of Intuition.Universalizing the Personal Experience - Importance of Research.Adaptation from Literary Works.The Difference between Actually Being Inspired and Stealing Ideas.

**UNIT II****18 Hours**

Audiovisual Writing: What Are The Elements Of Visual Storytelling? The Discipline of Writing a Screenplay.The Outer Manifestation of Inner Feelings - The

Format for Writing the Synopsis, Step-Outline, Screenplay and Script for a Film.

### **UNIT III**

**18 Hours**

The Elements of Scriptwriting: Action, Character, Setting, Theme, Structure.  
Practical: One-Page Character Sketches of a Fictional Character & a Real Person the Student knows personally. Characterization - How To Establish Characters Onscreen. The Protagonist and the Antagonist.

### **UNIT IV**

**18 Hours**

Dramatic Need of the Protagonist & Its Relation to The plot. The Way the Character Grows and Changes during the Film. Establishing Characters on Screen. Show, Do Not Tell.

**Assignment:** A Character Sketch of One of the Major Characters of a Film & an Analysis of How The character has Been Established in the Film. The 3-Act Structure. Set-Up, Confrontation, Climax, Resolution - Plot, Sub-Plot, Weaving Them Together. The Structure of Commercial Films.

### **UNIT V**

**18 Hours**

The Students Should Write Concepts For Short Films And Bring Them To Class. One Of These Concepts Will Be Selected, The Students Should Write A Brief Step Outline For A Short Film In Class. Followed By Any Type Of Conflict (Static Conflict, Rising Conflict, And Foreshadowing Conflict. How Mystery, Surprise And Suspense Are Used). Finally The Approved Full Script For The Short Film Has To Be Submitted In The Prescribed Format Which Will Be Directed By The Student In The Final Year As Project.

### **References:**

- Field, Syd. The Foundations of Screen Writing. Delta, 2005.
- Higgins, Dennis and Bernbach William. The Art Of Advertising, Mcgraw-Hill Professional, 1965.
- Quirk Randolph, Greenbaum Sidney, Leech. N,
- Mencher, Melvin. Basic Media Writing, William C. Brown, 1995.
- Murphy Raymond. English Grammar in Use. Cambridge University Press, 2003.
- Swan, Walter. How English Works: A Grammar Practice Book, Oup, USA, 1997.
- Trottier, David. The Script Writer's Bible: A Complete Guide to Writing, Formatting and selling your Script. Silman James, 2010.
- Bly. W, Robert. The Copy Writer's Handbook, 3<sup>rd</sup> Edition. Henry Holt And Company, 2007.
- G. Stoval, James. Writing For the Mass Media. 8<sup>th</sup> Edition. Pearson, 2011.
- Straczinsky, J. Michael. The Complete Book of Script Writing... F&W Publications, 2002.

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**Distribution of Questions:**

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	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

**ALLIED III  
PHOTOGRAPHY (PRACTICAL)**

<b>SUBJECT CODE :19UVIS31</b>		<b>MARKS 100</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

To Understand The Nuances Of Practical Photography And Lighting Techniques.  
To Apply And Learn The Knowledge On Concept, Model And Theories Of  
Photography To Develop Content Using The Features In Camera.

**Exercise:**

Photography Record Should Include All Necessary Details (Exposure Time, Lens  
Type Etc.) Final Practical Exam Will Test the Student's Knowledge on Photography  
as a Viva

**Photography Topics**

1. Outdoor – Single /Group (People)
2. Composition Rules
3. Nature – Landscape – Dawn, Dusk and HDR
4. Still Life
5. One, Two, Three Point Perspective
6. Architecture –Interior, Exterior
7. Action Photography – Pan, Freeze Frame
8. Indoor Photography – Portrait – Single, Group, Fashion.
9. Lighting – Top Light, Key Light, Back Light, And Side Light,  
Low, HighKey, Spot Light
10. Panorama
11. Silhouette

12. Montage
13. Photo Feature
14. Photo Language
15. Special Effects

**COREVIII  
: VISUAL TEXT ANALYSIS (THEORY)**

<b>SUBJECT CODE : 19UVIS311</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTS**

- Understanding the Meaning of Visual Text
- Analysis Learning Strategies for Visual Text analysis
- Learning Impact of Visual Text Analysis on Media's Construction of Society

**UNIT I**

**15 Hours**

Understanding the Meaning of Visual Text Analysis– Definition and Meaning - Types Of Visual Text- Production of Visual Text for Different Media- Interpretation of Visual Texts – The Purpose Visual Text-

**UNIT II**

**5 Hours**

Elements & Principles Of Visual Text: The Psychology Of The Eye, Perception Of Depth, Distance And Movement- Elements Of Visual Text; Sensual, Perceptual, Technological And Compositional Features - Application Of Visual text Analysis Tools To Different Mediums; Drawing Photography, Moving Images Web Images

**UNIT III**

**15 Hours**

Strategies for Visual Text Analysis: Symbolism, Saliency, Foreground /Background,



Vectors, Gaze; Panels /Frames and Gutters - Main Idea, Inferences and Drawing Conclusions of Visual Text - Semiotic Analysis of Visual Text

**UNIT IV**

**15 Hours**

Visual Text Analysis Theories: Visual Message and Meanings; the Sender and Receiver as Psychological Meaning Makers – Different Procedures for Analyzing A Visual Messages

**UNIT V**

**15 Hours**

Visual Text Analysis On Media's Construction Of Society: Narrative And Representation Of Class, Gender, Race, Age, Minorities, Children Etc.- Media Myths; Rhetoric Of The Image, Stereotyping Of Visual Text, Masculinity, Feminism

**CORE IX**

**PAPER TITLE: AUDIO PRODUCTION (PRACTICAL)**

<b>SUBJECT CODE : 19UVIS312</b>		<b>MARKS 100</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Understand the Concept of Microphone
- To Understand The Working Principle Of Audio Devices In Recording.To Understand The In Depth Of Sound.
- How to Handle Microphones in Field
- How to Handle Sound Devices Practically.
- Gaining the Knowledge of Dubbing, Effects Posting and Mixing For Short Films.

**UNIT I**

**15 Hours**

To Study The Pick-Up Pattern Of Pressure – Microphone.

**UNIT II**

**15 Hours**

Study and Practice in Analogue Audio Mixing Console.

**UNIT III**

**15 Hours**

Practice in Recording Dialogues in Sound Studio

**UNIT IV**

**15 Hours**

Study and Familiarization in Handling Computers. Study of Different Types of Operating System

**UNIT V**

**15 Hours**

Practice in Digital Multi Track Audio Work Station Pro Tools Hd.  
Recording – Editing  
Study and Practice in Digital Mixing Console with Different Interface like A DAT Interface Audio Interface

**Exercise:**

At The End Of The Semester, The Completed Sound Project Will Be Evaluated For Its Sound Design And Creativity.

**References:**

- Practical Recording Techniques, Seventh Edition, Bruce Bartlett & Jenny Bartlett, 2017
- Modern Recording Techniques, Ninth Edition, David Miles Huber & Robert E. Runstein 2018

**ALLIED IV**

**PAPER TITLE: MULTIMEDIA (PRACTICAL)**

<b>SUBJECT CODE : 19UVIS310</b>		<b>MARKS 100</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Get Equipped With Multimedia Skills And Apply That In To Other Forms Of Media. This Subject Provides The Student With The Knowledge And Skills Required To Plan, Design And Implement Multimedia Systems And Technologies.
- It Explores the Impact of Multimedia.
- Be Able To Critically Analyze and Synthesize the Key Components of Multimedia Technologies Including Text, Graphics and Animation.
- Be Able To Evaluate the Role of Multimedia Technologies in the Online and Web Environment.

**SOFTWARES TAUGHT:**

- 3D Max
- Maya
- After Effects
- Adobe Premiere

**UNIT I**

**18 hours**

3d Properties Development 3d Props Development, Set Model Development, Furniture and Household Items, 3d Character Development, Basic Character

Design, High Poly Development, 3d Background Development, tree View Making

**UNIT II**

**18 Hours**

Low Polygon Development, Character, Set Low Poly Designs, Vertex, Edge, Poly Control High Polygon Development, High Poly Character, Set Model Poly Count Management, Texturing  
Make a Colour to Models, Up Mapping, Texturing Adjustments

**UNIT III**

**18 Hours**

UV Mapping, Get a Map from Designs, Colour to Map, Fix the UV to Design, Lighting, Types of Lighting, Purpose, Controls, Relationship Editor

**UNIT IV**

**18 Hours**

Rendering, Types of Rendering, Size Of Work, Camera, Rigging & Animation To Animate the Camera, Light & Character Designs

**UNIT V**

**18 Hours**

Camera, Types of Cameras, Difference between Normal Camera and Spot Camera  
Visual Effects & Editing  
Usage of Partials, Compositing & Editing

**FINAL SUBMISSION**

- Creation of Text in 2d Format and a 3d Object with Animation.
- Creation of an Image Using Any Special Effect with Movement. (Before and After The effect)
- Animation for an Advertisement or Concept for 30 Seconds. At Least Five Concepts Should Be Included In The Record.

**CORE X**

**MEDIA ETHICS AND LAW (THEORY)**

<b>SUBJECT CODE : 19UVIS314</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 6</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Understand Laws That Governs Media Industry
- To Understand Media Ethics and Responsibilities
- To Understand the Contribution Of Media towards Society
- Well Versed In Laws That Regulate the Media
- Well Versed In Media Ethics and Social Responsibilities
- Uphold the Values of Media and Take Its Message Forward

**UNIT I**

**15 Hours**

Media Laws: Laws on Media Control; Contempt of Court, Defamation, Libel and Slander- Indian Penal Code (IPC) and Code Of Criminal Procedure (CRPC) Cyber Laws And Cybercrimes Censorship And Media

**UNIT II**

**15 Hours**

Media's Ethics: Values And Ethics In Media; Self-Control And Regulation Restrictions And Limitations; Media Personal, Advertisers And Media Organization- Media Freedom, Misinformation And Disinformation - Ethical Dilemmas; Infringement On Personal Liberty And Right To Privacy.

**UNIT III****15 Hours**

Media Acts: Copy Right Act – Press Act - Right to Information Act - Official Secrets Act-Prasad Barhi Act – Cable TV Act, Cinematographic Act,

**UNIT IV****15 Hours**

Media Official Bodies; Press Council of India, Telecom Regulatory Authority of India (TRAI), Central Board Of Film Certification (CBFC) And Their Constitutional Powers

**UNIT V****15 Hours**

Cyber Laws And Ethics: Cyber Laws, Different Kinds Of Cyber Crime Against Individuals, Institution And State, Hacking, Digital Forgery, Cyber Stalking/Harassment, Cyber Pornography, Identity Theft & Fraud, Social Media And Ethics-Cyber Terrorism, Cyber Defamation, Right To Privacy And Data Protection, Different Offences Under It Act, 2000

**Prescribed Books:**

- Rao, M. C. (1974). The Press, National Book Trust.
- Srivastava, K.M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry Of
- Information and Broadcasting, Government of India.

**Reference Books:**

- Sharma, P.K.(1999). Journalism Ethics, Random Publications.
- Basu, D.D.(2005). Press Laws, Prentice Hall.
- Iyer ,V. (2000), Mass Media Laws And Regulations In India, Ami

**Websites:**

- [www.Slideshare.Net/Sabinav/Introduction-To-Media-Ethics](http://www.Slideshare.Net/Sabinav/Introduction-To-Media-Ethics)
- [www.Mediaethicsmagazine.Com](http://www.Mediaethicsmagazine.Com)
- [www.Ethics.Journalism.Wisc.Edu/Resources/Digital-Media-Ethics](http://www.Ethics.Journalism.Wisc.Edu/Resources/Digital-Media-Ethics)

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		Theory	Problems
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	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

**CORE XI**  
**TELEVISION PRODUCTION (PRACTICAL)**

<b>SUBJECT CODE :19UVIS315P</b>		<b>MARKS 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Understand Pre-Production
- To Understand Production
- To Understand Post Production

**Exercise:**

- Understand Camera Operation
- Understand Basic Lighting
- Understand Operation of Video Equipment
- Understand Audio Production
- Understand Planning
- Understand Production Procedures
- Understand Responsibilities of Director and Producer

**Development and Pre-Production**

- Script - Pitching - Storyboard – Planning - Teamwork

**Production**

Equipment – Location – Organization – Camera – Lighting – Audio - Teamwork

**Post Production**

Editing Organization - Editing Video - Editing Audio - Editing Titles - Teamwork

- At The End Of The Semester Students Must Submit The Following Programmes For 15 Mins. The Script Must Be Original and Must Be An Individual Project. Evaluation Will Be Done Based On The Submission And Viva.
- News
- Short Film

**Prescribed Books:**

- Holland, P (1998). The Television Handbook. Routledge\
- VasukiBelavady (2008)Television Production; Tools And Techniques, Oxford UnivPress, India

**CORE XII****PAPER TITLE: VISUAL EFFECTS (PRACTICAL)**

<b>SUBJECT CODE : 19UVIS316P</b>		<b>MARKS 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVE**

- Student will demonstrate the artistic and technical abilities required in visual effects by producing a demo reel showing the creation and integration of live action footage and 2D and/or 3D computer generated images.
- Design visual effects sequences using storyboarding and pre-visualization that meet production requirements.
- Use filmmaking terminology to communicate effectively throughout all stages of production.

**UNIT I****18 Hours**

Introduction and Interface - Importing Footage and Editing, Data Management Key- framing and Tweening - Workflow, Exporting and File Formats - Masks, Layer Modes, Basic Effects

**UNIT II****18 Hours**

Keying Layer Properties - Nesting, Pre-comping, Non-destructive Workflow Text, Type and Kinetic Typography

**UNIT III****18 Hours**

Shooting for Post Production - Color Correction in After Effects – Manipulating Footage I Manipulating Footage II

**UNIT IV****18 Hours**

Green screening – Roto scoping - advanced effects – stereoscopic

**UNIT V****18 Hours**

3D Camera and Mocha - Particles and Physics – compositing – Rendering- Final Project



## REFERENCE BOOK

- The After Effects Illusionist: All the Effects in One Complete Guide
- After Effects Visual Effects and Compositing - Mark Christiansen
- Design for Motion: Fundamentals and Techniques of Motion Design- Austin Shaw

## ELECTIVE I UNDERSTANDING FILMS (THEORY)

<b>SUBJECT CODE : 19UIDE313</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

## COURSE OBJECTIVES

- Analyze motion pictures utilizing precise film vocabulary.
- Differentiate between multiple film forms, narratives, and genres.
- Appraise films in terms of style and mise-en-scene.
- Evaluate films in their historical context.
- Compare and contrast a film's relationship with other art forms and media.
- Construct an original thesis and organize a college-level essay analyzing specific films and filmmakers.

### UNIT I

**18 Hours**

#### **Film and Its Impact on Society**

Film: Beyond Entertainment - Social Media - Movies and Escapism - Censorship and Hollywood - Television and Censorship - Pushing the Envelope: Case Studies

### UNIT II

**18 Hours**

#### **Movie Genres**

What are Movie Genres? - Westerns and Gangster Films - Mysteries and Film Noir - Horror, Fantasy and Science Fiction - Romantic Comedy - Musicals and Documentaries

### UNIT III

**18 Hours**

#### **Cinematography**

What is Cinematography? - How Does Mise en Scène Relate to Cinematography? - Lighting  
- Color - Saturation and Desaturation - The Camera, Lens and Their Uses - Framing - Special Effects

### UNIT IV

**18 Hours**

#### **Editing**

What is Editing? - Rearranging the Story into a Plot - The Basics - From Frames to Acts - Manipulating the Audience - Classical Editing Style - Rhythm and Pacing  
What Does Sound Contribute to Movies? - The History of Sound in Film - Sound

Technology and Equipment

- Three Basic Categories of Film Sound - Sound Effects - Music
- Sound Production Techniques - Live Recording - Post-Dubbing

#### UNIT V

18 Hours

#### Directing and Style

What is a Director? - The Director as Facilitator - Auteur Theory - How Directors Do It  
- Subject Matter - Working with Actors - Alternatives to Traditional Hollywood Style -  
Some Pacesetters

#### Criticism and Analysis

What is a Critic? - Popular and Analytical Criticism - Levels of Meaning - Explicit  
and Implicit Content - Approaches to Analysis and Interpretation - Criticism:  
Weighing the Balance

At the end of each Semester, each student shall submit an analytical Record for a  
minimum of 10 films.

#### REFERENCE BOOK

- Art of Watching Films (2006) **Author** : Joseph M. Boggs, Dennis W. Petrie
- The Great Movies (2003) **Author** : Roger Ebert
- Anatomy of Film (1990) **Author**: Bernard F. Dick

#### Question Paper Pattern:

Section	Question Component	Number s	Mark s	Tota l
Section A	Definition/Principle Answer any 10 out of Questions (Each In 50 Words)	1-12	3	30
Section B	Short Answer Answer Any 5 Out Of 7 Questions (Each In 300 Words)	13-19	6	30
Section C	Essay Answer Any 4 Out Of 6 Questions (Each In 1200 Words)	20-25	10	40
	Total			<b>100</b>

**Distribution of Questions:**

Sections	Units	No. Of Questions	
		Theory	Problems
Section A	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
Section B	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
Section C	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

**CORE XIII  
MEDIA ORGANIZATION (THEORY)**

<b>SUBJECT CODE :19UVIS317 T</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 6</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Understand How Media Organizations Work
- To Understand the Nature of Corporate Communication
- To Identify Responsibilities Of Media Organization
- Understanding Human Resource Development In Media Organization
- Understanding The Role Of Media Organization In Developmental Communication
- Inspiring Students To Be An Entrepreneur

**UNIT I****18 Hours**

Characteristics Of Media Organization – How Media Organization Is Different From Other Organization - Different Departments In A Media Organization. Hierarchy In Media Organization - Media Organization's Organizational Behavior, Leadership and Motivation

**UNIT II****18 Hours**

Human Resource Development: Employee Relationship With Organization - Job Profile And Recruitment – Compensation And Benefits- Performance Appraisal: Employee Empowerment

**UNIT III****18 Hours**

Corporate Communication Practices - Internal Communication Chain- Importance Of Interpersonal Communication- External Corporate Communication Through The Four Models Of Public Relations (PR)- E Media Communication, Website, E Mails, Online Newsletter, Videos And E Media Releases

**UNIT IV****18 Hours**

Emerging Channels for Communication and Entrepreneurship - Social Networking, Electronic Channels for Communication, - Basics to Start Your Own Business, Planning, Organizing, and Managing, How To Start and Run an Online Business

**UNIT V****18 Hours**

Media Organizations Social Responsibilities- Role Of Media Organization In Developmental Communication, Facilitating Discussion, Enabling Engagement, Inspiring Action And Social Change

**Prescribed Books:**

- John Clare, (2004). *Handbook for Media Handling*, UK: Gower Publishing Ltd.
- Allen H Centre and Patrick Jackson, (2003). *Public Relations Practices*, USA:Prentice Hall Inc.
- Dorothy I. Doty And Marilyn Pincus, *Publicity And Public Relations*, USA: Barron'sEducational Series Inc.,

**Websites:**

- [Www.NewschooL.Edu/Public-Engagement/Ms-Media-Management](http://Www.NewschooL.Edu/Public-Engagement/Ms-Media-Management)
- [Digitalmediamanagement.com](http://Digitalmediamanagement.com)

**Question Paper Pattern:**

Section	Question Component	Number s	Mark s	Total
<b>Section A</b>	<b>Definition/Principle</b> Answer any 10 out of 12 Questions (Each in 50 Words)	1-12	3	<b>30</b>
<b>Section B</b>	<b>Short Answer</b> Answer Any 5 Out Of 7 Questions (Each In 300 Words)	13-19	6	<b>30</b>

<b>Section C</b>	<b>Essay</b> Answer Any 4 Out Of 6 Questions (Each In 1200 Words)	20-25	10	<b>40</b>
	<b>Total</b>			<b>100</b>

**Distribution of Questions:**

Sections	Units	No. Of Questions	
		Theory	Problems
<b>Section A</b>	Unit – 1	3	
	Unit – 2	3	
	Unit – 3	2	
	Unit – 4	2	
	Unit – 5	2	
<b>Section B</b>	Unit – 1	2	
	Unit – 2	2	
	Unit – 3	1	
	Unit – 4	1	
	Unit – 5	1	
<b>Section C</b>	Unit – 1	2	
	Unit – 2	1	
	Unit – 3	1	
	Unit – 4	1	
	Unit - 5	1	

**CORE XIV  
ADVERTISING PHOTOGRAPHY (PRACTICAL)**

<b>SUBJECT CODE :19UVIS319</b>	<b>PRACTICAL</b>	<b>MARKS 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 6</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVE**

- To Understand The Art Of Making Photographs For The Purpose Of Print Advertisement Using The Technic or Topic Listed As Reference For The Image To Be Produced.
- Student Learn To Create A Professional Photograph For Advertisement On Basis Of Lighting And Concepts Behind Marketing Need On Advertising.

**Exercise**

- The Evaluation Is Based On Submissions Of Print Advertisement Developed

By The Students Following Classroom Inputs, Using Commercial Photographic Strategies Practiced.

**Photography Topics**

- Visual of the Product Alone. (Photograph Against Plain Backdrop)
- Visual Of The Product In A Setting Where It Is Used.
- Visual in Use.
- Visual of a Benefit from Using the Product.
- Visual Showing the Loss or Disadvantage Resulting From Not Using the AdvertisedProduct.
- Dramatization of the Headline.
- Dramatization of the Evidence.
- Dramatizing A Detail (In The Product)
- Comparison between Two Brands.
- Contrast Between Before And After Using The Product.
- Visuals Using Trade Characters.
- Symbolism.
- Abstract Illustration. (Logo)
- Continuity Strip
- Mood Setting Visual.
- Visual of the Product in the Package.
- Visual of the Product Ingredients or Raw Materials.
- Special Effects. (Freezing Movements)
- Montage.
- Visual with Model.

**ELECTIVE II  
FILM APPRECIATION**

<b>SUBJECTCODE :19UVIS319</b>	<b>PRACTICAL</b>	<b>MARKS 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVE**

- Analyze Motion Pictures Utilizing Precise Film Vocabulary.
- Differentiate Between Multiple Film Forms, Narratives, And Genres.
- Appraise Films In Terms Of Style And Mise-En-Scene.
- Evaluate Films In Their Historical Context.
- Compare And Contrast a Film’s Relationship with Other Art Forms and Media.
- Construct An Original Thesis And Organize A College-Level Essay AnalyzingSpecific Films And Filmmakers.
-

## **UNIT I**

**18 Hours**

**Movies for Fun & Profit, Art & Communication**-Movies and Their Roles in Our Lives - Film: Looking for Meaning - Evaluating Films - Books vs. Movies - Elements of a Film - From Theaters to Netflix to I phones - Home Video Revolution - The Current Film Landscape

**Film and Its Impact on Society**-Film: Beyond Entertainment - Social Media - Movies and Escapism - Censorship and Hollywood - Television and Censorship - Pushing the Envelope: Case Studies

## **UNIT II**

**18 Hours**

**Storytelling**-Films Start With Stories - Narrative Elements In Film - Story Time Vs. PlotTime - Conflict And Character - Literacy Elements In Film - Themes And Symbolism -Metaphor And Allegory - Irony - How Storytelling Makes The Audience Care About Movies **Movie Genres**-What Are Movie Genres? - Westerns and Gangster Films - Mysteries and Film Noir - Horror, Fantasy and Science Fiction - Romantic Comedy - Musicals and Documentaries

## **UNIT III**

**18 Hours**

**Mise En Scène and Actors**-What Is Mise En Scène? - Settings, Props and Costumes - The Actor Types of Acting - Types of Actors and Casting - Auditions - The Actor's Role in Shaping a Film

What Is Cinematography? - How Does Mise En Scène Relate To Cinematography? - Lighting - Color - Saturation and Desaturation - The Camera, Lens and Their Uses - Framing

- Special Effects

## **UNIT IV**

**18 Hours**

**Editing**-What Is Editing? - Rearranging the Story into a Plot - The Basics - From Frames to Acts - Manipulating the Audience - Classical Editing Style - Rhythm and Pacing

**Sound and Music**-What Does Sound Contribute To Movies? - The History Of Sound In Film-Sound Technology And Equipment - Three Basic Categories Of Film Sound - Sound Effects - Music - Sound Production Techniques – Live Recording - Post-Dubbing

## **UNIT V**

**18 Hours**

**Directing and Style**-What Is A Director? - The Director As Facilitator - Auteur Theory - How Directors Do It - Subject Matter - Working With Actors - Alternatives To Traditional Hollywood Style - Some Pacesetters

**Criticism and Analysis**-What Is A Critic? - Popular and Analytical Criticism - Levels of Meaning - Explicit and Implicit Content - Approaches to Analysis and Interpretation - Criticism: Weighing the Balance.

## **REFERENCE BOOK**

- Art of Watching Films (2006) **Author** : Joseph M. Boggs, Dennis W. Petrie
- The Great Movies (2003) **Author** : Roger Ebert
- Anatomy of Film (1990) **Author**: Bernard F. Dick

At The End Of Each Semester, Each Student Shall Submit An Analytical Record For A Minimum Of 10 Films.

**ELECTIVE III  
INTERNSHIP**

<b>SUBJECT CODE :19UVIS320</b>	<b>THEORY</b>	<b>MARKS 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Help Student Get Exposed To Actual Situations And Functioning Of The Media Industry And Experience Reality.

**Project**

**Methodology:** The Student Will Be Attached To The Media Industry For A Period Of Three Months On An Internship Basis. The Intern Will Be Exposed To A Particular Area Of Specialization. The Department In Coordination With The Industry Will Closely Monitor The Progress Of The Intern. A Report And A Viva-Voce Will Complete The Process Of Evaluation.

**ELECTIVE II  
PROJECT (PRACTICAL)**

<b>SUBJECT CODE : 19UVIS321</b>		<b>MARKS 100</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES**

- To Make the Students to Have a Portfolio of Their Work So That It Is Helpful For Them to Meet the Demands of the Industry on Any Field Of Interest
- Student Will Have a Profile Created By Them under Special Supervision of Individual Subject Experts as a Proof of Evidence on Their Area of Interest for Their Career Purposes like
  - Audio Production
  - Multimedia



- Photography
- Television Production
- 

**Exercise:**

**AUDIO PRODUCTION**

**OBJECTIVE**

- Student Will Learn the Art of Making Audio Clips in High Definition

**Exercise:**

Interface – Audio Interface at the End of the Semester, the Completed Sound Project Will Be Evaluated For Its Sound Design and Creativity.

**MULTIMEDIA**

A study of the techniques and practical application of visual effects to motion graphics sequences using specific software. Topics address simulation of natural environmental effects, realistic compositing of pyrotechnic footage, motion tracking and match-moving. The focus will be centered on industry standards and procedures for planning, creating and applying such effects.

**EXERCISE:**

A video clip for minimum 5 minutes using the following techniques are made to learn and produce the final output in a digital format

Rotoscoping Video  
Key light & wire removal technic Stereoscopic video  
Composition & Editing

**PHOTOGRAPHY**

**OBJECTIVES**

In Photography Students Work With Digital Photography And Editing In Response To Assigned And Independent Unique Projects That Foster Creative Photographing Of Products Solving And The Development Of Industrial Need In The Field Of Advertising Photography.

**Exercise:**

Five Fully Furnished Print Advertisement for Five Different Existing Commercial Products Is To Be Produced and Printed In Large Format And Submitted As Record Work

Photography Record Should Include All Necessary Details (Exposure Time, Lens

Type Etc.) Final Practical Exam Will Test the Student's Knowledge on Advertising Photography as a Viva.

## **TELEVISION PRODUCTION COURSE**

### **OBJECTIVES**

To Understand Documentary  
Film To Understand Pre-  
Production  
To Understand Production  
To Understand Post Production.

### **Exercise:**

Development and Pre-Production  
Script - Pitching - Storyboard – Planning - Teamwork

### **Production**

Equipment – Location – Organization – Camera – Lighting – Audio - Teamwork

### **Post Production**

Editing Organization - Editing Video - Editing Audio - Editing Titles - Teamwork  
The Script For The Documentary Film (10mins) Prepared By The Student In The  
Final Semester Has To Be Directed By The Student.