

GURU NANAK COLLEGE (AUTONOMOUS)

VELACHERY ROAD, CHENNAI – 600042

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



B.Sc. (Visual Communication)

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

SYLLABUS

(For the candidates admitted for the Academic year 2022-23 and thereafter)

PREAMBLE

B.Sc., Visual Communication entails the study of various forms of Theory and practical papers which focuses on fine arts, graphic design, photography, multimedia, types of communication, audio – video production techniques, short film making, editing techniques, web designs and animations. This course of study analyses how the industries, practices and content of mass media shape the perspectives of the world. It is more technical and practical oriented course which provides knowledge to the students to learn about the media functions in the society. As media is the very competitive and constantly changing industry, media studies is an apt discipline.

The syllabus of this course is framed in such a way that the student would be well trained in this program to meet the challenges and changes in the media world.

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

From the Academic Year (2021-22) and there after

VISION:

Visual communication programme persuade students to focus on rapidly changing developments in arts, communication, media and technology. Students are made to study the media's strengths and abuses. Students are taught to be creative and cultivate an appreciation. they are moulded as professional media makers across the spectrum of cultural and political systems.

MISSION:

We aim to build students lay their strong foundation on Art, Media and Design for the benefit of themselves and society.

1. To create competent and caring industry professionals who are innovative and resourceful.
2. Empowering students with all the knowledge and guidance that they need to become worthy media professionals.
3. Enhancing innovative thinking in the field of excellence.
4. Providing value-based development of students ultimately enhancing their employability.

PROGRAMME OUTCOME

B.Sc. Visual Communication

- PO1:** Understanding the basic concepts of communication, media and culture, mediaethics and law.
- PO2:** Analyze the relevant topics In advertising and its strategies.
- PO3:** 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 colour print and work with non-silver materials.
- PO4:** The ability to combine the use of drawing, two-dimensional design, and colour,beginning with basic studies and continuing the development of advanced capabilities.
- PO5:** Equipped to build the digital technology process by adapting, modelling andanimations.

PROGRAME SPECIFIC OUTCOME

B.Sc. Visual Communication

- PO1:** Develop a thorough knowledge of media creatively, extensively, interprets 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.
- PO2:** The highlight of the department is that it focuses on the students 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.

GURU NANAK COLLEGE (AUTONOMOUS) – CHENNAI -42
B.SC VISUAL COMMUNICATION
SEMESTER SYSTEM WITH CREDITS - COURSE STRUCTURE
W.E.F. ACADEMIC YEAR 2021-2022

SEMESTER I

| Part | Course Component | Subject Name | Cdt. | Hrs | CIA | ESE | Total |
|---|----------------------|--|------|-----|-----|-----|-------|
| I | Language | Foundation Language – I | 3 | 6 | 50 | 50 | 100 |
| II | English | Foundation English - I | 3 | 4 | 50 | 50 | 100 |
| III | Core I - Theory | Introduction to Visual Communication | 4 | 4 | 50 | 50 | 100 |
| | Core II - Practical | Basics of fine arts | 4 | 6 | 50 | 50 | 100 |
| | Allied I - Practical | Graphic Design -I | 5 | 6 | 50 | 50 | 100 |
| IV | 1.NME | Visual Literacy / Basic, Advance Tamil | 2 | 2 | 50 | 50 | 100 |
| | Skill Based Subjects | Soft Skill I: Introduction to Study Skills | 3 | 2 | 50 | 50 | 100 |
| Total Credits - 24 / Hours (Per week) - 30 | | | | | | | |

SEMESTER II

| Part | Course Component | Subject Name | Cdt | Hrs | CIA | ESE | Total |
|---|-----------------------|--|-----|-----|-----|-----|-------|
| I | Language | Foundation Language – II | 3 | 6 | 50 | 50 | 100 |
| II | English | Foundation English - II | 3 | 4 | 50 | 50 | 100 |
| III | Core III - Theory | Printing technology and Publication design | 4 | 4 | 50 | 50 | 100 |
| | Core IV - Practical | Application of fine arts | 4 | 6 | 50 | 50 | 100 |
| | Allied II - Practical | Graphic Design -II | 5 | 6 | 50 | 50 | 100 |
| IV | 1.NME | Anatomy Study/ Basic, Advance Tamil | 2 | 2 | 50 | 50 | 100 |
| | Skill Based Subjects | Soft Skill II: Life Skills | 3 | 2 | 50 | 50 | 100 |
| Total Credits - 24 / Hours (Per week) - 30 | | | | | | | |

SEMESTER III

| Part | Course Component | Subject Name | Cdt. | Hrs | CIA | ESE | Total |
|--|------------------------|-------------------------------------|------|-----|-----|-----|-------|
| I | Language | Foundation Language – III | 3 | 6 | 50 | 50 | 100 |
| II | English | Foundation English - III | 3 | 4 | 50 | 50 | 100 |
| III | Core V - Theory | Basic Photography | 4 | 6 | 50 | 50 | 100 |
| | Core VI - Theory | Digital Advertising | 3 | 6 | 50 | 50 | 100 |
| | Allied III - Practical | Digital Graphic Design | 5 | 6 | 50 | 50 | 100 |
| | Skill Based Subjects | Soft Skill III: Job-Oriented Skills | 3 | 2 | 50 | 50 | 100 |
| Total Credits - 21 /Hours (Per week) - 30 | | | | | | | |

GURU NANAK COLLEGE (AUTONOMOUS) – CHENNAI -42
B.SC VISUAL COMMUNICATION
SEMESTER SYSTEM WITH CREDITS - COURSE STRUCTURE
W.E.F. ACADEMIC YEAR 2021-2022

SEMESTER IV

| Part | Course Component | Subject Name | Cdt. | Hrs | CIA | ESE | Total |
|---|-----------------------|---------------------------------|------|-----|-----|-----|-------|
| I | Language | Foundation Language – IV | 3 | 6 | 50 | 50 | 100 |
| II | English | Foundation English - IV | 3 | 4 | 50 | 50 | 100 |
| III | Core VII - Theory | Television Production Design | 4 | 5 | 50 | 50 | 100 |
| | Core VIII - Practical | Television Production Practical | 4 | 5 | 50 | 50 | 100 |
| | Allied IV -Practical | 2D design and web design | 5 | 6 | 50 | 50 | 100 |
| IV | EVS | Environmental Studies | 2 | 2 | 50 | 50 | 100 |
| | Skill Based Subjects | Soft Skill IV: Computing Skills | 3 | 2 | 50 | 50 | 100 |
| Total Credits - 24 / Hours (Per week) - 30 | | | | | | | |

SEMESTER V

| Part | Course Component | Subject Name | Cdt. | Hrs | CIA | ESE | Total |
|---|------------------------------|--|------|-----|-----|-----|-------|
| III | Core IX- Theory | Media Ethics and Law | 3 | 4 | 50 | 50 | 100 |
| | Core X - Practical | Video Production Techniques | 3 | 5 | 50 | 50 | 100 |
| | Core XI - Practical | Audio Production Techniques | 3 | 5 | 50 | 50 | 100 |
| | Core XII - Practical | Film studies | 3 | 5 | 50 | 50 | 100 |
| | Elective I (IDE) - Practical | Basic Photography Practical | 5 | 5 | 50 | 50 | 100 |
| | Elective II-Practical | 1. Advertising Photography 2. Advance Photography Practical | 5 | 5 | 50 | 50 | 100 |
| | Internship | Internship | 2 | | | 100 | 100 |
| IV | Value Education | | 2 | 1 | | 100 | 100 |
| Total Credits - 26 / Hours (Per week) - 30 | | | | | | | |

SEMESTER VI

| Part | Course Component | Subject Name | Cdt. | Hrs | CIA | ESE | Total |
|---|----------------------|---------------------------------------|------|-----|-----|-----|-------|
| III | Core XIII- Theory | Media Organization | 4 | 6 | 50 | 50 | 100 |
| | Core XIV - Practical | 3D Modelling and Animation | 4 | 6 | 50 | 50 | 100 |
| | Core XV- Practical | Film Appreciation | 4 | 6 | 50 | 50 | 100 |
| | Core XVI | Project | 5 | 6 | 50 | 50 | 100 |
| | Elective-III | 1. Script Writing 2. Video editing | 5 | 6 | 50 | 50 | 100 |
| IV | Extension Activity | | 1 | | - | | |
| Total Credits - 23 / Hours (Per week) - 30 | | | | | | | |
| Grand Total Credits – 142 / Total Hours -180 | | | | | | | |

SEMESTER - I

SEMESTER I
CORE PAPER –I
INTRODUCTION TO VISUAL COMMUNICATION

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: I | CREDITS: 4 | TOTAL HOURS : 60 |

COURSE FRAMEWORK:

- To understand the need and importance of visual communication.
- To understand communication as a process.
- To study the types of communication and its related theories.

COURSE OUTCOME:

1. Understand the basics of communication.
2. Learn the importance of communication.
3. To know the history of communication.
4. Able to apply the concepts of visual communication.
5. Able to adapt the visual culture.

UNIT I

Hours:12

Introduction – Need and Importance of human Communication, Communication as Expression, Skill and Process, Understanding Communication: SMRC Model. Communication as a process- Message, Meaning, Connotation, Denotation, and Culture/Codes etc. Levels of Communication – Technical, Semantic and Pragmatic. Semiotics – language and Visual Communication, Narrative Expression. Types of Communication

UNIT II

Hours:12

Communication: Nature, scope and significance, Introduction to Theories and models, Genres of communication theory: structural and functional, cognitive and behavioural, interactionist and interpretive and critical theories.

UNIT III

Hours:12

Interpersonal Communication: Attribution theory, Cognitive Dissonance, Elaboration Likelihood Model, Expectancy Value Theory, Social Identity Theory, Social Cognitive Theory, Uncertainty Reduction Theory. Transaction Analysis

UNIT IV

Hours:12

Group Communication: Group Communication Theory, Social Penetration Theory, Motivation theory, Fisher's, Tuckman, Theories-Tubbs, DET, Poole's small group development theory, leadership theories, Intercultural Communication

UNIT V

Hours:12

Public Communication: Principles of public communication, principles of persuasion, Mass Communication Theories: Agenda-setting theory, Gatekeeping, Cultivation theory, Hypodermic Needle Theory, Knowledge gap, Spiral of Silence, Two-Step Flow, Klapper's Model, Shannon & Weaver, Uses & Gratification Approach, Diffusion of Innovation Theory.

REFERENCES BOOKS:

1. Lester E-Visual Communications - Images with Messages.-Thomas Learning -(2000).
2. Schildgen, T-Pocket guide to color with digital applications.- Thomas Learning - (1998).
3. Palmer, Frederic:-Visual Elements of Art and Design- Longman- 1989.
4. Palmer- Frederic:Visual Awareness- Batsford- 1972.1, Longman.
5. Wood,Julia T- Communication Mosaics: An Introduction to the Field ofCommunication- Wadsworth - 2001.
6. Larson,Charles U- Persuasion – Reception and Responsibility- Wadsworth -2001.
7. Joseph A Devito : Human Communication – the basic Course - Harper Collins College Publishers.

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 | | | 100 |

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 | |

CORE II
BASICS OF FINE ARTS

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: I | CREDITS: 4 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

- To get to understand the basics of art and learn the techniques of painting.
- To get to acquire knowledge to Express Ideas in the form of Drawing and Paintings.

COURSE OUTCOME:

1. To learn the visual elements and principles
2. Understand the perceptive.
3. Able to apply the color theory.
4. Understand the Human anatomy.
5. Able to sketch indoor and outdoor study.

UNIT I

Hours:18

Introduction to Drawing Concepts-drawing Equipments -Improve your pencil Drawing- Proportions of Drawing-Basic drawing using Grid

UNIT II

Hours:18

Fundamentals of Design: Definition, Approaches, and Centrality. Elements of Design- Line, Shape, Space, Color, texture, Form Etc. Line and its value - Flat Line Drawing - Accent Line Drawing – Pointillism –Scribbling - Cross Hatch – Smudge Principles of Design: Symmetry, Rhythm, Contrast, Balance, Mass/Scale etc. Design and Designers – Need, Methodology, Role, Process.

UNIT III

Hours:18

Principles of Visual and Sensory Perceptions. Color psychology and theory. Definition, Optical / Visual Illusion. Various stages of design process – problem identification, search for solution, refinement, analysis, decision-making, and implementation

UNIT IV

Hours:18

Draw portraits- Draw eyes-Draw hair-Tone - Shadow - Shapes –Human Parts Landscape- Mountain, deserts, Village, Traffic Road, Space

UNIT V

Hours:18

Monuments-Sculpture-Temple-Historical Painting

REFERENCES BOOKS:

1. “Charcoal and Pencil Drawings” by J.D.HillBerry.
2. “Pencil sketching” by Dennis.L.Law.
3. “We Imagine We Draw Series” by Parramon Editorial Team, publisher Barrons Juveniles (September 1, 1997).

**ALLIED - I
GRAPHIC DESIGN - I**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: I | CREDITS: 5 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

To help students learn graphic design principles and conceptualize ideas in graphic design form.

COURSE OUTCOME

1. To draw the visual elements
2. To apply the principles of design
3. Able to do creative with colours
4. Compose typography
5. Design logo and visiting cards

UNIT I

Hours:18

Basics of Graphic Design, Definition, Elements of Graphic Design, Process research, source, concept, process of developing ideas – verbal, visual, combination & thematic, visual thinking, associative techniques, designing messages for different audiences, materials, tools – precision instruments, design execution and presentation.

Single Colour, Two-Colour & Multi-Colour applications of **Lines**: Horizontal, vertical, inclined and curved lines – Applications.

Patterns: Mirror Image, Circular Images – Applications, Angular projections – Applications, Enlargements, Grid method, Co-ordinate method.

UNIT II

Hours:18

Tiles, Wall skirting, textile borders.

UNIT III

Hours:18

Alphabets: 5 Font types.

UNIT IV

Hours:18

Corporate Designs, Designing Logos, Letter Heads, Visiting Cards, Envelopes and Posters in single, two and multi colour format

UNIT V

Hours:18

Package design Designing Leaflets and brochures in single, two and multi colour format.

REFERENCE:

Graphic Design the New Concepts- Ellen Lupton & Jennifer Cole Philips

NON MAJOR ELECTIVE - I

PAPER TITLE: VISUAL LITERACY (THEORY)

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: I | CREDITS: 2 | TOTAL HOURS : 30 |

COURSE FRAME WORK

To Provide General Orientation on Visual Literacy Able to sketch indoor and outdoor study

COURSE OUTCOME:

1. Interpret the content of visual images
2. Examine the social impact of visual images
3. Discuss an image's purpose, audience, and ownership
4. Visualize internally
5. Communicate visually

UNIT I

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

UNIT II

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

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

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

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

PRESCRIBED BOOKS:

1. H. Kumar Vyas, Design and Environment, National Institute of Design, Ahmadabad.
2. Robert W. Gill, Rendering With Pen and Ink, Thames and Hudson, 1981
3. Stan Smith, Anatomy, Perspective and Composition, Macdonals, 1984

WEBSITES:

1. www.Visual-Literacy.Org
2. www.Vislit.Org/Visual-Literacy

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 | | | 100 |

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 - II

CORE III
PRINTING TECHNOLOGY AND PUBLICATION DESIGN

| | | |
|----------------------|------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: II | CREDITS:4 | TOTAL HOURS : 60 |

COURSE FRAMEWORK:

- To understand the history of printing in India.
- To become familiar with the various printing processes in India.
- To understand the techniques of layout and designing of newspapers and magazines.
- To become aware of the digital pre-press activities.

COURSE OUTCOME

1. Awareness to Traditional Printing Techniques.
2. Recognizes Digital Printing System.
3. Analyzes colour management, latest developments in Print Industry.
4. Evaluates the accurate Print Technologies.
5. Evaluates Technology Management

UNIT I

Hours:12

History of printing, Principles of Printing: Relief, Planography, Gravure, Stencil, Types of printing processes – Letterpress, Offset, Gravure, Flexography, Screen printing, Digital Printing Processes, Four Colour Process: Colour Correction, Colour Separation, Colour Reproduction

UNIT II

Hours:12

Typography , Typesetting methods: hot metal, photocomposition and digital plate-making process, Importance of printing processes in design decisions,

UNIT III

Hours:12

Colour Theory and application in layout, Types of Layout: Books, Magazines, Planning & Layout: Information, brainstorming, thumbnail, rough, comprehensive/final, Preparing the layout, Digital pre-press, Proofreading

UNIT IV

Hours:12

Printing Management, Printing press organization and structure, Economics of printing- different types of paper, ink, plates, miscellaneous- Print order estimation, managing wastage

UNIT V

Hours:12

Recent trends printing processes, Overview of printing and publishing industry in India, Overview of electronic publishing industry

REFERENCE BOOKS:

1. HelmuttKipphan, "Handbook of Print Media", Springer, Heidelberg, 2000
2. T. M. Adams, D.D. Faux and L. T. Ricber, "Printing Technology", DelmarPublications Inc., 1996
3. Robin McAllister, "Design for Production", Delmar Publishers, 1997.
4. Niir Board, Hand Book on Printing Technology (Offset, Gravure, Flexo, Screen),Asia Pacific Business Press.
5. Cost, F, Pocket Guide Digital Printing, Thomsom Learning, 1997.
6. Dennis,E, Lithographic Technology in Transition, Delmar Publishers, 1997

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 | | | 100 |

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 | |

CORE IV
APPLICATION OF FINE ARTS

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: II | CREDITS: 4 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

- To get to learn the visual elements and principles
- To make understand the perceptive.
- To make them apply the color theory with water, dry pastel colours.
- To make them sketch indoor and outdoor study.

COURSE OUTCOME

1. To learn the visual elements and principles
2. Understand the perceptive.
3. Able to apply the color theory.
4. Understand the Human anatomy.
5. Able to sketch indoor and outdoor study.

Unit I Water Colours

Hours:18

Colour mixing, painting in water colour, Basic techniques with brushes and paints, different brush strokes, mono tone, cut colour technique, single wash technique, Wed onwed technique, dry brush technique, organic still-life and inorganic still life' plants, tree,flowers, Glass, wooden objects cloth, landscapes, portrait, seascapes.

Unit II Dry Pastels Colours

Hours:18

An introduction to pastel materials, Color mixing, painting in dry pastels, mono tone, blending technique cut color technique, smudge technique, rough technique, dry brushtechnique, organic still life, inorganic still life, plants, tree flowers, cloth, landscapes, portrait, and seascapes, Pastel papers

Unit III Drapery

Hours:18

Study different types of cloth, and different styles of folding, silk. Cotton, shadows, shapes,folds, lighting and folds, adjusting the edges, mixing the colours, Sanded board using pastelmedium, Composition, black and white value studies to colour studies, drapery study in different lighting

Unit IV Landscape Painting

Hours:18

Pastel sketch, choosing a colour palette, demo on layering colour, pastels to keep colour clean, demo on simplifying cloud shapes, shadows and reflected light, tree study, soft pastels work, study of sky, study of buildings, study of different climates with landscapes.

Unit V Basics of Portrait In Colour

Hours:18

Study of face features eyes, nose black and white portraits, old man portraits, Light to dark technique, dark to light technique, live modal portrait, and artificial light portrait., Ear, lip, Contemporary Portrait, tribal portrait, children portraits, mono tone painting, dry brush colouring,

REFERENCE BOOKS

I'd Love to Draw! –Andrew LoomisFun With Pencil - Andrew Loomis

Drawing the head & hands –Andrew Loomis

**ALLIED II
GRAPHIC DESIGN - II**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: II | CREDITS: 5 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

- To get to learn the visual elements and principles
- To make Understand the perceptive.
- To make them apply the color theory with water, dry pastel colours.
- To make them sketch indoor and outdoor study.

COURSE OUTCOME

1. Able to draw the visual elements
2. Understand and apply the principles of design
3. Able to do creative with colours
4. Compose typography
5. Design logo and visiting cards

Unit I

Hours:18

Colour, Importance of colour - colour attributes - hue - value - saturation - colour harmonies - achromatic - monochromatic .

Unit II

Hours:18

Logo Design, Creating logo design for Advertising Agency, film Production Unit -Commercial Organization, Corporates, Non - Profit Organization, government Agency - Satellite Television Channels & Service Industry.

polychromatic - colour wheel - warm colours - cool colours - analogous colours complementary colours - split compliments - incongruous - traits and tetrads.

Unit III

Hours:18

Visiting Card & Letter Head, Designing Visiting card & Letter Head for 6 Organizations mentioned above using the Logo Created for the organizations.

Unit IV

Hours:18

Poster Design, Creating five poster designs. Design of the Poster deal with layout, colour, text size, Style and Type. Paragraph Formatting, Visuals, Space. Criteria of a Good Poster- Clarity , Relevance, Concision, Appeal, Readability.

Unit V

Hours:18

Brochure Design, Components of a Brochure - Headline, Subheading, Body Copy, Signature, Disclosures, Terms or Conditions, Illustrations. Design Considerations - The Rule of Thirds, Type, White Space. Creating 5 brochure design. Single brochure, single-fold brochure, three-fold brochure.

REFERENCES BOOKS:

1. An Essay on Typography- Eric Gill
2. Graphic design The New Basics- Ellen Lupton & Jennifer Cole Philips

NON - MAJOR ELECTIVE - II
MAJOR ELECTIVE: ANATOMY STUDY

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: II | CREDITS: 5 | TOTAL HOURS : 30 |

COURSE FRAMEWORK:

- Anatomy is the science that studies the structure of the body.
- To understand and predict the body's responses to stimuli and,
- To understand how the body maintains conditions within a narrow range of values in the presence of a continually changing environment

COURSE OUTCOME

1. Have an enhanced knowledge and appreciation of mammalian physiology
2. Understand the functions of important physiological systems
3. Able to perform, analyse and report on experiments and observations in physiology
4. Able to recognize and identify principal tissue structures
5. Understand the human casual poses and different styles

Unit I

Hours:6

Understanding skeleton forms, head, rib bone, pelvic bone, hand and fingers, legs,

Unit II

Hours:6

Three views of the head and the skull, the study of different views of skeleton,

Unit III

Hours:6

Movement of bones, front, back, side views of skeleton.

Unit IV

Hours:6

Posing and Balance Human body movements, balance of movement, life of action, forms and postures,

Unit V

Hours:6

Casual poses, different walking styles

REFERENCE BOOKS

Atlas of Human Anatomy for the Artist by Stephen Rogers Peck. ...

Human Anatomy for Artists by Eliot Goldfinger. ...

Die Gestalt des Menschen by Gottfried Bammes

SEMESTER - III

CORE V
BASIC PHOTOGRAPHY (THEORY)

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: III | CREDITS: 4 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

To understand the history, Nuances of Photography. Principles Working and Types of Cameras and Its Accessories, Lights and Its Uses at the End of This Course the Learner Is Expected.

COURSE OUTCOME:

1. To maximize the basic tools of the camera and its necessities.
2. To know the image editing
3. To understand the evolution of photography
4. To know the techniques of basic things such as Exposure, ISO, Aperture and shutterspeed.
5. To interpret the formats in image.

UNIT I

Hours:15

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

Hours:15

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

Hours:15

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

Hours:15

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

Hours:15

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:

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

REFERENCE BOOKS:

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

E-LEARNING RESOURCES:

1. www.Kenrockwell.Com/Tech/Books.Htm
2. www.Improvephotography.Com/Photography-Basics
3. www.Learnbasicphotography.Com

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 | | | 100 |

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 | |

**CORE VI
DIGITAL ADVERTISING**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: III | CREDITS: 4 | TOTAL HOURS : 75 |

COURSE FRAMEWORK:

- To understand the basics of advertising
- To effectively use the tools of advertising

COURSE OUTCOME:

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

UNIT I

Hours:15

Definition, nature and scope of Advertising. Roles of advertising, Types of Advertising: based on Target Audience (General, Women & Children), Geographic Area (Regional, National, International), Media (Print, Television, Radio, Online, Mobile), Purpose (Commercial, Public Service) & Sector (Corporate, Educational, Financial, Government, Retail)

UNIT II

Hours:15

Facilitating Institutions: Advertiser, Advertising agency, Media, Research Suppliers. Ad agency Structure (Small, Medium & Big Agencies) & Types of agencies (In House, Independent, Full Service & Specialized Agencies), Roles of key personnel in an agency: Account Executive, Media Planner, Advertising Ethics & Legal Concerns in the Global and Indian Scenario.

UNIT III

Hours:15

Brand management- Corporate Identity, Brand Positioning, Brand personality, Brand perception, Brand image, Brand equity, Client Brief, Account Planning, Media Planning, Creative Strategy, Integrated Marketing communications (Sales Promotion, B2B, Public Relations)

UNIT IV

Hours:15

Creative Approaches (Rational, Emotional, Endorsements), Creative Brief, AIDA Principle, The Creative Process: Conceptualization and ideation, Translation of ideas into campaigns, Visualization for different mediums, Copywriting – Types of headlines, Body Copy, Baselines, Slogans, Communication through typography.

UNIT V

Hours:15

Latest Trends in Advertising. Case studies in the Indian & Global Scenario. Advertising campaign –from conception and execution, Pre-testing and Post-testing of campaigns.

REFERENCE BOOKS:

1. J. Thomas Russell & W. Ronald Lane, Kleppner's Advertising Procedure, 14th Edn, Prentice Hall, 1999
2. Rajeev batra, John G. Myers, & David A Aaker, Advertising Management, 5th Edn, Prentice Hall, 1996
3. William F Arens, Contemporary Advertising, 10th Edn, The McGraw-Hill Companies, 2005
4. Wells, Advertising: Principles And Practice, 7/E, Pearson Education India, 2007
5. Philip Kotler, WaldemarPfoertsch, B2B Brand Management, Springer Science & Business Media, 2006

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 | | | 100 |

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 | |

**ALLIED III
DIGITAL GRAPHIC DESIGN**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: III | CREDITS: 5 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

The course helps students to understand the software and enhance their skill in using the same. Softwares

- CorelDraw
- Adobe Illustrator
- Adobe Photoshop

COURSE OUTCOME:

1. Will be familiarized about the principles of 3D animations
2. Understand the basic concepts of tools
3. Can create a 3D applying certain principles
4. Ability to recognize the frame work of animations
5. To know the designs and animating theory

UNIT I

Hours:18

Single Colour, Two-Colour & Multi-Colour applications of – Stationary Set for Advertising agencies, Commercial Organizations, Non Profit Organizations, Government Agencies, Corporate (MNC), Information Technology

UNIT II

Hours:18

Calendar: Single Page calendar & Tabletop calendar

UNIT III

Hours:18

Package Designs: Perfume or Cosmetics, Detergent powder items, Baby food pack Labels (Multicolor): Mineral Water, Sauce / Salad Dressing, Juice Bottle

UNIT IV

Hours:18

Pamphlet (Single color & Multi color)

UNIT V

Hours:18

Greeting cards to be designed for the following occasions

- a. Birthday card
- b. Festival
- c. New year

Exercises
Final Submission

REFERENCE BOOKS

Coral Draw X8- Garry David Bouton
Adobe Photoshop ccl- Bittu Kumar

SEMESTER - IV

CORE VII
TELEVISION PRODUCTION DESIGN (THEORY)

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: IV | CREDITS: 4 | TOTAL HOURS : 75 |

COURSE FRAMEWORK:

- To understand the elements of television production
- To learn about the various technologies used in production
- To creatively explore the various genres of production

COURSE OUTCOME:

1. To resolve and execute standard pre-production skills including planning, scripting, budgeting, and crew and equipment selection. (SLO-2)
2. To write increasingly complex scripts and program proposals demonstrating increased ability to combine writing and visual presentation techniques and audience effect.
3. To categorize and explain different show rundowns and broadcast approaches including fictional narrative, documentary and alternative approaches
4. To explore increasingly complex approaches to program production including both visual and audio aspects of communication.
5. To plan group projects exploring how productions are developed in a professional way.

UNIT I

Hours:15

Introduction to Visualization: Television Programs, Films, Ad Films, Short films, Documentary, Docu-drama. Research. Script writing: Script Formats, One-Line, Synopsis, Treatment, Scene Breakdown, Screenplay, Dialogue writing, Storyboard.

UNIT II

Hours:15

Camera techniques & operation, types of Cameras, framing, shots & movements (wide, medium, close ups, zoom, pan, tilt, aerial etc.), Types of camera lenses (Normal, tele, Zoom etc.), Filters (day, night, colour correcting filters, diffusion filters), television lighting, various types of lights, colour temperature, lighting for different situations (interviews, indoor, outdoor), types of lighting.

UNIT III

Hours:15

Video Editing: Editing Procedure, Assembling shots, Symbolic Editing, Types of Editing, Editing Modes, Sound in editing, Television Graphics & Titling, Special Effects.

UNIT IV

Hours:15

Introduction to Sound: Categories of Sound, Post Synchronization, Voice Over or Narration, Music and Dubbing, Audio Dubbing, Background Music, Synchronizing of Video and Audio, Recording Live Programmes.

UNIT V**Hours:15**

Introduction to Television Production: Television Crew, Direction, Art Direction, Floor management, Single & Multi-Camera Set-Up, Budget Preparation, Casting, Costumes, Locations, Set Design, Locations, CG.

REFERENCE BOOKS

1. Television production theory-herbert Zettle- 12 Edition.
2. Digital Filmmaking handbook - Sonja Schenk, Ben long - Fourth edition.
3. Studio Television production and directing - Andrew Utterback.

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 | | | | 100 |

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 | |

CORE VIII
TELEVISION PRODUCTION PRACTICAL

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: IV | CREDITS: 4 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

To develop overall creative skills in the production of television programmes.

COURSE OUTCOME:

1. To operate essential post production equipment for audio and video editing
2. To operate an audio mixer correctly, setting levels, balancing multiple inputs, and meeting professional standards for quality.
3. To participate as crew member in multiple student productions intended for broadcast on cable television.
4. To utilize studio cameras, tripods, microphones, lights, dimmer boards, character generator, switcher/special effects generator with digital video effects (DVE).
5. To explore increasingly complex approaches to program production including alternative angles, lighting, increased use of graphics and effects, and crew utilization and control.

EXERCISE:

1. Study of television studio layout.
2. Study in hd camcorders.
3. Study of multi-camera production set-up.
4. Practice in hd camcorders.
5. Practice in using hd camcorders.
6. Practice in preparing floor-plan.
7. Practice in setting-up lighting.
8. Practice in eng/efp operation.
9. Study of video editing system.
10. Practice in video editing system. (Linear and Non-linear)

At the end of the semester, students must submit the following programmes for 30 mins. The script must be original and must be an individual project.

Evaluation will be done based on the submission and viva.

1. News Bulletin
2. Documentary (OR) Short Film.

REFERENCE BOOKS

1. American Cinematographer Manual 10TH Edition - MICHAEL GOI
2. Five C's of Cinematography: Motion Picture Filming Techniques - JOSEPH ROGERS
PHD Television production theory-herbert Zettle- 12 Edition
3. Digital Filmmaking handbook - Sonja Schenk, Ben long - Fourth edition
Studio Television production and directing - Andrew Utterback

ALLIED - IV
2D DESIGNS & WEB DESIGNING

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: II | CREDITS: 5 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

To get to know the designs and layout of print media and their digitalisation of page making and layout.

COURSE OUTCOME:

1. Familiarize about the basic principles of 2D animation
2. Ability to create and characterize an image
3. Able to draw various kinds of textures and poses
4. Analyze and create web based media
5. Ability to create a website/blog

UNIT I

Hours:18

Magazine: Compositions – Kinds and Parts – Arrangement of Treatments – Cover, Contents and Sequences pages – Newspaper: Design – Newspaper parts – Layout principle and design elements - Styles of Newspaper headlines.

UNIT II

Hours:18

Typographic specifications for Magazine and Newspapers work – Types of Magazine layouts – Types of Newspaper and layout design – Production of dummy – past up – Printing process adapted.

UNIT III

Hours:18

Computer in composition – On-line and Off-line – Software requirement/Operating techniques – Electronic PageMaker – Up technique – Operations and application – Text graphic integration.

UNIT IV

Hours:18

Analysis of cases – News magazine: The week, India Today, Front Line and Outlook – Special audience ways: Women's Era – Society: Femina – Entertainment: Star dust and Film tone – General Magazine: Reader's digest – Analysis of News paper: Times of India, Indian Express, The Hindu – Market trend in Print media.

UNIT V

Hours:18

Page Maker: Study of page Layout and Text Design – Quark Xpress: Introduction – Basic of creating text, pictures and Layout.

REFERENCE BOOKS:

1. New paper design, Harold Evans, Prentice Hall.
2. Design Layout-Edmund Arnold.
3. Editing a small magazine-Ravenna Ferguson.
4. Understanding Magazines-Bruce Westley.
5. Page Maker- User Manual.

SEMESTER - V

**CORE IX
MEDIA ETHICS LAWS**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: IV | CREDITS: 4 | TOTAL HOURS : 75 |

COURSE FRAMEWORK:

- To provide students with a sound knowledge of the rules, policies and regulations that governs the functioning of a media organization.
- To help students understand the various provisions in the Indian Constitution, basic media laws, regulations and ethics.

COURSE OUTCOME:

1. To learn about media determinants
2. To know about media ethics
3. Understand the media culture and it's values
4. Learn about the media ideology and media personal
5. To know about important acts

UNIT I

Hours:15

Indian Constitution: Introduction to the Indian Constitution. Fundamental Rights. Specific provisions of Indian Constitution relating to mass media. Directive principles.

UNIT II

Hours:15

Media Laws – The Basics: Press as the Fourth Estate, Freedom of Expression, Rights, privileges and liabilities of the press, parliamentary privileges, contempt of court, right to information, censorship for news and entertainment media, libel and defamation.

UNIT III

Hours:15

Media Acts: Important Acts relating to mass media: Right to Information Act, Copyright and Trademarks Act, MRTP, Convergence Bill, Cyber laws.

UNIT IV

Hours:15

Media Ethics: Media roles and responsibilities, codes of conduct for the print and broadcast media, codes of conduct for advertising and PR, role and responsibilities of professional bodies like the Press Council etc.

UNIT V

Hours:15

Media Regulation: Media licensing, ownership, diversification, convergence, programming and content.

REFERENCE BOOKS:

1. Basu, Das, Durga, (2009). Introduction to the Indian Constitution, Prentice-Hall India.
2. Kohli, Vanita, (2005). The Indian Media Business, Response Books, Sage, New delhi.
3. Basu, (1996). Law of the Press in India, Prentice-Hall India.
4. Gillmor, M. Donald and Baron, A. Jerome, (1997). Mass Communication Laws, Cases andComments, Wadsworth Thomson Learning.
5. Na. Vijayshankar, (2004). Cyber Laws for Every Netizen in India, Citizens Guide(e-book).

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 | | | 100 |

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 | |

CORE X
PAPER TITLE: VIDEO PRODUCTION TECHNIQUES (PRACTICAL)

| | | |
|----------------------|-------------------|------------------------|
| SUBJECT CODE: | PRACTICAL | 100 MARKS |
| SEMESTER: 5 | CREDITS: 3 | TOTAL HOURS :75 |

COURSE FRAMEWORK

- To Understand the Concept of Visual
- To Understand the Working Principle of video Devices In capture and design.
- To Understand the In-Depth of visual and visual effect process.

COURSE OUTCOME

1. Knowledge of How to Handle visual process
2. Knowledge of How to Handle visuals and metadata Practically.
3. Learn to Capture, VFX, colour grading for Short Films.
4. Explore the post-production process for non-linear editing of digital video for use in video production and multimedia applications.
5. Learn to be creative and do technical manipulation.

EXERCISE: Capture

Prep VFX Color

- Planning for VFX, Handing off to VFX & The VFX Process.
- The Tools of Color Correction, Crafting The Look, The Color Correction Process Online/Finishing.

Sound Exercise:

Materials Needed for Post Sound, Post Audio Workflow, & Track Management.

At The End of The Semester, The Completed video Project with report Will Be Evaluated for Itsvisual Design and Creativity.

REFERENCES:

1. Color correction handbook, Second Edition, Alexis Van Hurkman, 2014.
2. Color and Mastering for Digital Cinema, first Edition, Glenn Kennel, 2006.
3. Digital Video Hacks, first edition, Joshua Paul, 2005.

CORE XI
AUDIO PRODUCTION AND TECHNIQUES

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: V | CREDITS: 3 | TOTAL HOURS : 75 |

COURSE FRAMEWORK:

- To Understand the Concept of Microphone
- To Understand The Working Principle Of Audio Devices In Recording.
- To Understand The In Depth Of Sound.

COURSE OUTCOME

1. Gaining the Knowledge of How to Handle Microphones in Field
2. Gaining the Knowledge of How to Handle Sound Devices Practically.
3. Gaining the Knowledge of Dubbing, Effects Posting and Mixing For Short Films.
4. To gain hands on experience in Sound mixing for short films
5. To gain practical experience in Sound effects.

UNIT I

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

Hours:15

UNIT II

Study and Practice in Analogue Audio Mixing Console.

Hours: 15

UNIT III

Practice in Recording Dialogues in Sound Studio

Hours:15

UNIT IV

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

Hours:15

UNIT V

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

Hours:15

EXERCISE:

At The End of The Semester, The Completed Sound Project will be Evaluated for Its Sound Design And Creativity.

REFERENCE BOOKS:

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

**CORE XII
FILM STUDIES**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: V | CREDITS: 3 | TOTAL HOURS : 75 |

COURSE FRAMEWORK:

- To learn the history of Indian cinema and world cinema.
- To critically analyze and appreciate films.
- To understand the production stages in filmmaking.

COURSE OUTCOME

1. To understand the history of cinema.
2. To learn the stages of production.
3. Analyze the different techniques in editing.
4. To study about the popular directors and film criticism.
5. To know the film club activities and international cinemas.

UNIT I

Hours:15

Indian (Hindi, Tamil & other languages), Film form and film history: Early cinema (1893 – 1903). Development of classical Hollywood cinema (1903 – 1927), German expressionism (1919-1924), French impressionism and surrealism (1917-1930), Soviet montage (1924 – 1930), The classical Hollywood cinema after the coming of the sound, Italian Neo realism (1942 – 1951), The French new wave (1959 – 1964), Japanese Cinema, Cinema in the third world, Contemporary trends.

UNIT II

Hours:15

Planning, pre production – concept/ story development, Scripting/ Screen play Writing, budgeting, Casting, locations, Financing, Production – Shooting, Direction & Cinematography Post Production – Editing, Sound Recording, Dubbing, Special effects, Graphics & final mixing, Distribution & Exhibition.

UNIT III

Hours:15

Mise-en-scene realism, the power of Mise-en-scene, aspects of Mise-en-scene, space and time, narrative functions of Mise-en-scene, cinematographer properties- the photographic image, framing, Duration of the image, montage and long take, Editing – the dimensions of film editing, Continuity editing, Alternative to continuity editing, Sound – the powers of sound, Fundamental of film sound, Dimensions of film sound, functions of film sound.

UNIT IV

Hours:15

The concept of forms in films, principles of film, Narrative form, non-narrative form, dividing a film into parts and genres (Language, style, Grammar, syntax).

UNIT V

Hours:15

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative film.

REFERENCE BOOKS:

1. Thoraval- Yves the cinema of India -(1896 – 2000) (2000).
2. Roberge, gaston- the subject of Cinema.
3. Robereg, Gaston- Films for an ecology of mind -(1977).
4. Halliwell- The Film goers Companion- 6th edition.
5. Arora- encyclopedia of Indian cinema.
6. Baskar, Theodor- Eye of the Serpent.

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 | | | 100 |

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 | |

**ELECTIVE I: INTER- DISCIPLINARY ELECTIVE (IDE)
BASIC PHOTOGRAPHY**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: III | CREDITS: 5 | TOTAL HOURS : 75 |

COURSE FRAMEWORK:

The student will be introduced to the camera its basics and the simple picture techniques.

COURSE OUTCOME

1. Technical command of the photographic medium to determine in the composition, exposure and print quality in both digital and analog.
2. To accumulate sense in the photographic field and make astute compositional decisions in their work.
3. To clearly communicate the content and context of the student work visually.
4. To use a variety of brainstorming techniques to generate novel ideas of value to solve problems.
5. To demonstrate artistry work by creating images that evoke an emotional response.

UNIT I

Hours:15

Introduction to SLR &
DSLR Camera Anatomy
Shutter: use and types
Aperture: use and Types.

UNIT II

Hours:15

Exposure: correct, under and
over Law of reciprocity
Aperture or Shutter
priority ISO
Depth of field

UNIT III

Hours:15

Types of Lighting
Three-point lighting

UNIT IV

Hours:15

Types of lenses & application
Basic filters, Special effect
filters

UNIT V

Hours:15

Films: formats and speed (ASA, ISO,
DIN) B/W and Colour – application.
Frame composition: law of thirds.

The submission will include Photographs taken to understand the major principles of the subject

REFERENCE BOOKS:

1. Morgan, King Weisz&Schopler -Introduction to Psychology- McGraw Hill Publishers -7th Edition.
2. Feldman -Essentials of Understanding Psychology - McGraw Hill Publishers -2nd Edition.
3. Baron -Psychology - Norton & Company INC- 3rd Edition.
4. Gleitman, FridlundReisberg -Psychology - Norton & Company-5th edition.
5. Seamon&Kenrick -Psychology -Printice Hall INC -1992 edition.
6. Arson - Social Psychology- Wilson &Akert - Longman INC -2nd edition.

ELECTIVE II

(a) ADVERTISING PHOTOGRAPHY

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: VI | CREDITS: 4 | TOTAL HOURS : 75 |

COURSE FRAME WORK

Master various aspects of advertising photography and present in an impressive portfolio format
Photographs must be shot for the following categories

- Product
- Product in display
- Product in use

COURSE OUTCOME

1. To understand the art of making photo advertisement.
2. To learn the basics of product lightings.
3. To evaluate the Industry standards in advertisement photography.
4. Creative ways of doing product Advertisements
5. To know the commercial photography strategies.

TOPICS: Food and beverage, Clothes and cosmetics, Luxury products, Jewellery and Accessories, Structures (Monuments and Commercial Buildings), Calendar, Portrait, Abstract, Social Ads, Portfolio.

COURSE FRAMEWORK:

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.

COURSE OUTCOME:

Student Learn To Create A Professional Photograph For Advertisement On Basis Of Lighting And Concepts Behind Marketing Need On Advertising.

EXERCISE

1. The Evaluation Is Based On Submissions Of Print Advertisement Developed By The Students Following Classroom Inputs, Using Commercial Photographic Strategies Practiced.
2. Photography Topics
3. Visual of the Product Alone. (Photograph Against Plain Backdrop)
4. Visual Of The Product In A Setting Where It Is Used.
5. Visual in Use.
6. Visual of a Benefit from Using the Product.
7. Visual Showing the Loss or Disadvantage Resulting From Not Using the Advertised Product.
8. Dramatization of the Headline.
9. Dramatization of the Evidence.
10. Dramatizing A Detail (In The Product)
11. Comparison between Two Brands
12. Contrast Between Before And After Using The Product.
13. Visuals Using Trade Characters.

- 14.Symbolism.
- 15.Abstract Illustration. (Logo)
- 16.Continuity Strip
- 17.Mood Setting Visual.
- 18.Visual of the Product in the Package.
- 19.Visual of the Product Ingredients or Raw Materials.
- 20.Special Effects. (Freezing Movements)
- 21.Montage.
- 22.Visual with Model.

REFERENCE BOOKS:

1. Practical Guide to Comparative Advertising- Ruth.M.Corbin.

ELECTIVE II
(b) ADVANCED PHOTOGRAPHY

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: III | CREDITS: 4 | TOTAL HOURS : 75 |

COURSE FRAMEWORK:

The student will be introduced to the camera its basics and the simple picture techniques.

COURSE OUTCOME

1. Technical command of the photographic medium to determine in the composition, exposure and print quality in both digital and analog.
2. To accumulate sense in the photographic field and make astute compositional decisions in their work.
3. To clearly communicate the content and context of the student work visually.
4. To use a variety of brainstorming techniques to generate novel ideas of value to solve problems.
5. To demonstrate artistry work by creating images that evoke an emotional response.

UNIT I

Hours:15

Introduction to SLR & DSLRCamera Anatomy
Shutter: use and types Aperture: use and Types

UNIT II

Hours:15

Exposure: correct, under and overLaw of reciprocity
Aperture or Shutter priorityISO
Depth of field

UNIT III

Hours:15

Types of Lighting Three-point lighting

UNIT IV

Hours:15

Types of lenses & application
Basic filters, Special effect filters

UNIT V

Hours:15

Films: formats and speed (ASA, ISO, DIN) B/W and Colour – application.
Frame composition: law of thirds.

The submission will include Photographs taken to understand the major principles of the subject

REFERENCE BOOKS:

1. Morgan, King Weisz&Schopler -Introduction to Psychology- McGraw Hill Publishers - 7thEdition.
2. Feldman -Essentials of Understanding Psychology - McGraw Hill Publishers -2nd Edition.
3. Baron -Psychology - Norton & Company INC- 3rd Edition.
4. Gleitman, FridlundReisberg -Psychology - Norton & Company-5th edition.
5. Seamon&Kenrick -Psychology -Printice Hall INC -1992 edition.
6. Arson - Social Psychology- Wilson &Akert - Longman INC -2nd edition.

INTERNSHIP / PROJECT (INTERNATIONAL / NATIONAL)

| | | |
|----------------------|-------------------|----------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: VI | CREDITS: 2 | TOTAL HOURS : |

The student is required to undergo a Internship or a project work at any media house of national and International acclaim. The student is expected to present a work module and complete project /Internship report at the end of the term.

SEMESTER - VI

**CORE XIII
MEDIA ORGANIZATION (THEORY)**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: VI | CREDITS: 4 | TOTAL HOURS : 90 |

COURSE FRAME WORK

- To Understand How Media Organizations Work
- To Understand the Nature of Corporate Communication
- How to Start One's Own Business
- To Identify Responsibilities of Media Organization

COURSE OUTCOME

1. To know the principles and theories of management
2. Ability to plan about media kits and conferences
3. Learn the PR tools and publicity
4. To understand the ethical codes and cyber crimes
5. To interpret the operational modes of media

UNIT I

Hours:15

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

Hours:15

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

UNIT III

Hours:15

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

Hours:15

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

Hours:15

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's Educational Series Inc.,

Websites:

Www.NewsSchool.Edu/Public-Engagement/Ms-Media-Management

Digitalmediamanagement.com

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 | | | 100 |

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 | |

CORE XIV
3D MODELLING & ANIMATION

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: VI | CREDITS: 4 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

- The course aims at making students proficient with the software and its application.
- Softwares
- 3dsmax Basic fundamental
- Avid elastic Reality
- Ulead Media Studio Pro (editing software)
- Macromedia Director

COURSE OUTCOME

1. To familiarize about the principles of 3D animations
2. To understand the basic concepts of tools
3. Can create a 3D applying certain principles
4. Ability to recognize the frame work of animations
5. To know the designs and animating theory

UNIT I

Corporate presentation using Director

Hours:18

UNIT II

3D LOGO ANIMATED using special effects for 10 sec

Hours:18

UNIT III

Special effects

Hours:18

UNIT IV

Image before and after (morphing)

Hours:18

UNIT V

A 30 sec advertisement in 3dsmax

Hours:18

REFERENCE BOOKS

3 D Art essentials- AMI CHOPINE

**CORE XV
FILM APPRECIATION**

| | | |
|----------------------|-------------------|------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: V | CREDITS: 4 | TOTAL HOURS :90 |

COURSE FRAMEWORK:

- 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.

COURSE OUTCOME:

1. Recognize types of films, their impact on society, and their roles in our lives
2. Recall the concepts behind storytelling, Mise en Scène, and cinematography
3. Identify ways sound contributes to movies
4. List the roles of directors and critics in the film industry
5. Identify types of movie genres and various editing styles

UNIT I

Hours:15

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

Hours:15

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

Hours:15

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

Hours:15

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

Hours:15

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

REFERENCE BOOKS

1. How to Read a Film – JAMES MONACO
2. The Movie Book: Big Ideas Simply Explained - DK
3. The Film Appreciation Book - JIM PIPER
4. Persistence of Vision: An Introduction to Film Appreciation - CHRISTOPHER MILLER ,
SCOTTPURSLEY

**CORE XVI
PROJECT**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: VI | CREDITS: 5 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

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

COURSE OUTCOME:

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

1. Audio Production
2. Multimedia
3. Photography
4. Television Production

EXERCISE:

AUDIO PRODUCTION

FRAME WORK:

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

COURSE FRAMEWORK:

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.

COURSE OUTCOME:

Student Learn a successful completion of this subject, Students will be able to identify common visual effects used in motion graphics, Use various techniques for emulating Realistic optical effects, Combine techniques to create rich environments. Predict common pitfalls in planning Visual effects Sequences Merge elements from various sources to achieve intended effect

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**FRAME WORK:**

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.

TELVISION PRODUCTION**COURSE FRAME WORK**

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

COURSE OUTCOME

1. Gaining the Knowledge of Pre-Production Practical Difficulties.
2. Gaining the Knowledge of Production Schedules.
3. Gaining the Knowledge of Post-Production in Various Departments.
4. Gaining the Knowledge of Documentary Film

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.

**ELECTIVE - III
SCRIPT WRITING**

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | PRACTICAL | MARKS: 100 |
| SEMESTER: VI | CREDITS: 5 | TOTAL HOURS : 90 |

COURSE FRAMEWORK:

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

COURSE OUTCOME

1. Gain Knowledge of Story & Content
2. Gain Knowledge of Structure of Story Writing
3. Learn to write character dialogue, scene settings and actions.
4. Learn to write plot and outline.
5. Gain Knowledge of Screenplay.

UNIT I

Hours:12

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

Hours:12

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

Hours:12

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

Hours:12

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

Hours:12

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.

REFERENCE BOOKS

1. Screenplay: The Foundations of Screenwriting - SYED FIELD Deep Focus: Reflections on Cinema - SATYAJIT RAY
2. The Tools of Screenwriting: A Writer's Guide to the Craft and Elements of a Screenplay - EDWARD MABLEY , DAVID HOWARD
3. Save the Cat!: The Last Book on Screenwriting You'll Ever Need - BLAKE SNYDER

ELECTIVE III VIDEO EDITING

| | | |
|----------------------|-------------------|-------------------------|
| SUBJECT CODE: | THEORY | MARKS: 100 |
| SEMESTER: VI | CREDITS: 4 | TOTAL HOURS : 75 |

COURSE FRAMEWORK:

This course will cover everything you need to know to be a video editor :

- Starting a project
- Editing your videos
- Adding video and audio transitions
- Adding professional and modern titles (even some with motion)
- Improving audio and finding great free music for your projects
- Correcting and grading the color of your video to give it a great style
- Adding visual effects to your projects
- Editing green screen (chroma key) footage
- Exporting your video for high-quality playback on any device

COURSE OUTCOME

1. Learn how to combine Basic design principles in Video Editing.
2. Generate a Video by applying his/her knowledge.
3. Apply required corrections in his/her project and presents it in the class.
4. Present the edited video.
5. Learn Final Cut Pro software in basic level.

What you'll learn

- Master Premiere Pro and be CONFIDENT Editing Your Own Videos
- Edit an entire video from beginning to end, using professional and efficient techniques.
- By the end of the course, you'll have edited your own short documentary using either the supplied footage (video clips, photos, graphics, music, etc.), or your own footage!
- Start a project with the right settings for any type of video, from any camera.
- Export and save your videos for HD playback.
- Edit your videos, and make them more dynamic with cutaway footage and photos.
- Design clean and professional titles for you videos.
- Add motion to your titles, photos, and videos... making them more visually interesting.
- Color correct your video to fix issues with white balance and exposure.
- Add a feeling to your video with color grading.
- Apply visual effects such as stabilizing shaky video, removing grain, and making videomore cinematic with overlays.
- Edit green screen footage and, add backgrounds that actually look good.

UNIT I**Hours:15**

1. Introduction of Editing
2. Linear Editing & Non-Linear Editing
3. Editing Software Interface
4. Project & Sequence creation

UNIT II**Hours:15**

1. Types of windows
2. Timeline Management
3. Tools
4. Track Maintenance

UNIT III**Hours:15**

1. Types of cutting
2. Video Effects & Transitions
3. Audio Effects & Transitions
4. Effect Control

UNIT IV**Hours:15**

1. Title Creation
2. Legacy Title
3. Caption Creation
4. Types of Layers
5. Jingles

UNIT V**Hours:15**

1. Audio Boosting
2. Noise Removal
3. Voice Synchronization
4. Promo Cutting
5. Render & Final out

REFERENCE BOOKS

1. The video Editing Hand Book –Aaron Gold