

GURU NANAK COLLEGE (AUTONOMOUS)

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

Guru Nanak Salai, Velachery, Chennai - 600042



SCHOOL OF INFORMATION TECHNOLOGY

B.Sc. Visual Communication

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

(For the UG batch of 2024-27 and thereafter)

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LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

(For the UG batch of 2024-27 and thereafter)

Preamble

The Curriculum and the Syllabus for B.Sc. Visual Communication degree Programme has designed by covering all the aspects of latest technology in Media. Visual Communication programme is designed to equip students with the art and craft of visual communication in order to enable them to emerge as professionals matching the human resources required for the rapidly growing media and entertainment industry. This programme provides immense theoretical and practical exposure to students in both the core and complementary sectors to cater to the needs of media and entertainment sectors. The Programme shall be of six semesters spread across three years.

Visual Communication is a subject of study which focuses on Communication, Drawing, Graphic Design, Photography, Computer Graphics, Advertising Photography, Television and Video Production Film making, Editing Techniques, Multimedia (Web Design, Animations) and more technical communication using internet. The student learns the technical of the communication studies through this course. It provides the function of individual and collective media qualities to the student. Visual Communication is a more technical and practical oriented course which provides knowledge to the students to learn about the media functions in the society. The scope of this programme is the ever-expanding careers associated with digital film, cyber technologies, television, advertising and other means of visual communication.

Vision

In the new communication era, Communication Program aims to enable students to use media as a communication tool, to benefit from different disciplines and for them to gain a conceptual, intellectual, creative and innovative practical approach.

Mission

To provide a broad spectrum of visual media to enable students make meaningful career choices. To train students towards better understanding of media by sharpening their creativity. To provide high level, forward thinking and creative professionals to work in the field of Media and Communication.

Program Educational Outcomes

PEO 1: Values of Life, Ethics & Social Concern

The graduates exhibit truth, loyalty, and love as integral moral principles, thereby contributing to a society characterized by enhanced well-being and fundamental goodness in behavior.

PEO 2: Employability & Entrepreneurship

The graduates apply analytical, logical, and critical problem-solving skills in professional contexts, elevating employability and cultivating entrepreneurial capabilities through upskilling.

PEO 3: Regional/National/Global Relevance & Competency

The graduates foster advanced analytical skills and a heightened appreciation for current Regional/National/Global perspectives, enabling informed and sustainable decision-making in a dynamic environment.

PEO 4: Skill Enhancement, Self-Directed & Lifelong Learning

The graduates independently engage in skill-based learning, utilizing infrastructure and opportunities for continuous upskilling, enabling self-evaluation and lifelong excellence attainment.

PEO 5: Research Skills & Innovation

The graduates proficiently apply scientific reasoning, fostering creativity, strategic thinking, and effective problem-solving skills. They demonstrate a core competency in generating innovative ideas for advancements and inventions.

Program Outcome

PO 1: Having the ability to develop software that aids society to minimize the effort.

PO 2: Having the ability to employ techniques, skills, and modern hardware and software tools necessary to meet the current demand of the IT Industry.

PO 3: Having Regional/National/Global Competency and being employable.

PO 4: Have the ability to independently engage in Self-directed learning and an inclination to life-long learning and upskilling.

PO 5: Demonstrate competency in generating innovative ideas for advancements and inventions.

Program Specific Outcomes (PSOs)

PSO 1: Discover the relationships and adapt production procedures in contemporary Print, Electronic and New Media industries.

PSO 2: They will be acquainted with the latest trends in new media and thereby innovate new ideas and solutions to existing problems.

PSO 3: Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.

PSO 4: They will be familiar with the conventions of diverse genres including film making techniques, Audiography, Videography and Graphic Designing.

PSO 5: To enhance knowledge in various domains such as film, designing, photographs, illustrations, multimedia and animation thereby using their skills to provide solutions for the problems that exist in the media industry

PEO - PO mapping

	PEO 1	PEO2	PEO3	PEO4	PEO5
PO 1	1	3	3	3	3
PO 2	1	3	3	3	2
PO 3	3	3	3	3	2
PO 4	2	3	3	3	3
PO 5	3	3	3	3	3

PO - PSO mapping

	PO 1	PO2	PO3	PO4	PO5
PSO 1	2	2	2	3	3
PSO 2	1	3	3	3	3
PSO3	1	3	3	3	2
PSO 4	1	2	3	3	3
PSO 5	2	3	3	3	3

CHOICE BASED CREDIT SYSTEM (CBCS)

The College follows the CBCS with Grades under the Semester pattern. Each course is provided with a credit point based on the quantum of subject matter, complexity of the content and the hours of teaching allotted. This is done after a thorough analysis of the content of each subject paper by the members of the Board of Studies and with the approval of the Academic Council. Students are also offered a variety of Job oriented Elective, Multidisciplinary skill-based courses as part of the curriculum. Students can earn extra credits by opting for Massive Open Online Courses (MOOCs) and Certificate Courses.

The evaluation method under CBCS involves a more acceptable grading system that reflects the personality of the student. This is represented as Cumulative Grade Point Average (CGPA) and Grade Point Average (GPA) which are indicators of the Academic Performance of the student. It provides students with a scope for horizontal mobility and empowers them with the flexibility of learning at their convenience.

ELIGIBILITY FOR ADMISSION

Candidates admitted to the first year of the UG programme should have passed the higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras. Students applying for the PG programme should have taken the UG degree in the relevant subject from a recognized university as per the norms of the University of Madras.

For B.Com. (Hons): Candidates admitted to the first year of the B.Com. (Hons.) programme should have passed the higher secondary examinations conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras with 75 % cut-off in Commerce/Business studies, Accountancy, Economics and Business Mathematics/Mathematics.

For MBA: The basic requirement for admission to the MBA programme is a Bachelor's degree in any discipline with a minimum of 50% marks in aggregate and satisfactory test score in MAT Entrance Test conducted by AIMA, New Delhi / TANCET for MBA conducted by Government of Tamil Nadu / CAT / XAT or any other approved MBA Entrance Tests.

For MCA: Only those candidates who have passed B.C.A/B.Sc. in Computer Science or any other equivalent degree OR passed B.Sc./B.Com/BA with Mathematics at 10 + 2 level or at graduation level (with Optional bridge course in Mathematics), provided they have undergone the course under 10+2+3 pattern and obtained at least 50% of marks (45 % marks in case of candidates belonging to reserved category) in the qualifying examination shall be eligible for admission to the M.C.A. Programme.

DURATION OF THE COURSE

The UG programme is of three years duration with six semesters and the PG programme is of two years duration with four semesters. The period from June to November is termed as the odd semester and the period from December to April is referred to as the even semester. Each semester must compulsorily have 90 working days before the students appear for the final End Semester Exam.

COURSE OF STUDY

The main course of study for the Bachelor's Degree shall consist of the following:

FOUNDATION COURSES

PART - I: Tamil/ Hindi /Sanskrit/French

PART - II: English

CORE COURSES

PART - III: Consisting of (a) Main subject (b) Allied Subjects (c) Elective subjects related to the main subject of study and project work.

PART – IV: Those who have not studied Tamil up to XII standard and have taken a non- Tamil language under Part – I, shall opt for Basic Tamil in the first two semesters.

Those who have studied Tamil up to XII standard, and taken a non -Tamil language under Part – I, shall opt for Advanced Tamil in the first two semesters.

Others, who do not come under either of the clauses mentioned above, can choose a Non-Major Elective (NME) in the first two semesters.

Soft Skills (I, II, III & IV Semesters)

Self-Study (Compulsory) Course (III Semester)

Environmental Studies (IV Semester)

Value Education (V Semester)

Summer Internship (After IV Semester)

PART - V: Compulsory Extension Services

A Student shall be awarded one credit for compulsory extension service. A student must enroll in NSS / NCC /Sports & Games/ Citizen Consumer Club / Enviro Club or any other service organization in the College and should put in compulsory minimum attendance of 40 hours, which shall be duly certified by the Principal of the College. If a student lacks 40 hours compulsory minimum attendance in the extension services in any Semester, s/he shall have to compensate the same, during the subsequent Semesters.

COURSE STRUCTURE

The UG programme consists of 15-19 Core courses with 3-4 credits for each paper, 3 Elective courses and 4 Allied courses with 4-5 credits for each paper in addition to 4 Soft Skill courses with two credits each. Internship as a compulsory component carries 2 credits. The B.Com. (Hons) course has 31 core courses of 4 credits each and project with 8 credits.

The MBA programme has 15 core courses including project work with 4 credits, 6 elective courses with 3 credits, 2 extra disciplinary courses with 3 credits, Four Soft Skill courses with two credits each.

The MCA programme has 15 core courses of 2-4 credits, 5 Elective courses of 3 credits, 2 Extra-disciplinary courses of 3 credits and a project work of 17 credits.

Internship training is a compulsory component for all the UG & PG programmes.

The details of the course structure are given in the following table:

B.Sc. Visual Communication
Credit distribution for each semester

Semester I		Subject	Hrs/Week	Credit	Marks		Total
Course Component					Internals	Externals	
					Part I	Language	
Part II	English	English – I	4	3	50	50	100
Part III	Core – I	Understanding Visual Communication	4	4	50	50	100
	Core-II	Drawing and Illustration	6	4	50	50	100
	Allied-I	Journalism	6	5	50	50	100
Part IV	Non-Major Elective-I	Basic Drawing/Basic Tamil-I/Advanced Tamil-I/	2	2	50	50	100
	Soft Skills-I	Communication and Personality Development	2	2	50	50	100
Total			30	23			
Semester II		Subject	Hrs/Week	Credit	Marks		Total
Course Component					Internals	Externals	
					Part I	Language	
Part II	English	English – II	4	3	50	50	100
Part III	Core – III	Communication Media - Theory	4	4	50	50	100
	Core-IV	Visual Arts and Aesthetics-Practical	6	4	50	50	100
	Allied-II	Basic Photography - Practical	6	5	50	50	100
Part IV	Non-Major Elective-III	Advance Drawing/Basic Tamil-II/Advanced Tamil-II	2	2	50	50	100
	Soft Skills-II	Interview and Resume Writing	2	2	50	50	100
Total			30	23			

Semester III		Subject	Hrs/Week	Credit	Marks		Total
Course Component					Internals	Externals	
					Part I	Language	
Part II	English	English – III	4	3	50	50	100
Part III	Core V	Film Appreciation and Analysis	6	4	50	50	100
	Core VI	Concept Art and Storyboard	6	4	50	50	100
	Allied-III	Digital Graphic Design	6	5	50	50	100
Part IV	Soft Skills-III	Adobe UX Foundation	2	2	50	50	100
	Self-Study (Compulsory) Course	Indian Heritage and Knowledge System/ Contemporary World and Sustainable Development	-	2	-	100	100
Total			30	23			
Semester IV		Subject	Hrs/Week	Credit	Marks		Total
Course Component					Internals	Externals	
					Part I	Language	
Part II	English	English – IV	4	3	50	50	100
Part III	Core -VII	Media Laws and Ethics	5	4	50	50	100
	Core -VIII	Television Production	5	4	50	50	100
	Allied-IV	2D Animation	6	5	50	50	100
Part IV	Soft Skills-IV	Foundations of Quantitative Aptitude	2	2	50	50	100
	EVS	Environmental Studies	2	2	50	50	100
Total			30	23			

Semester V		Subject	Hrs/Week	Credit	Marks		Total
Course Component					Internals	Externals	
					Part III	Core - IX	
Core -X	Advertising and Public Relation	5	3	50		50	100
Core -XI	3D Modelling and Animation	5	3	50		50	100
Core -XII	Event Management	5	3	50		50	100
Elective-I (Interdisciplinary Elective)	IDE – Film Making	5	5	50		50	100
	Elective- II	1. Web Designing 2. Documentary Film 3. Photo Journalism	5	5	50	50	100
Part IV	Value Education	Value Education	1	2	50	50	100
	Internship	Internship	-	2	-	-	-
Total			30	26			
Semester VI		Subject	Hrs/Week	Credit	Marks		Total
Course Component					Internals	Externals	
					Part III	Core - XIII	
Core -XIV	Digital Film Making	6	4	50		50	100
Core - XV	Art Direction	6	4	50		50	100
Core - XVI	Project 1. Advance Photography 2. Video Production 3. Audiography 4. 2D Show Reel	6	4	50		50	100
Elective-III	1. Story Telling and Scriptwriting 2. Anchoring for Media 3. Audio Visual Technology	6	5	50		50	100
Part IV	Mini Project	Portfolio for Design Works		2	-	-	-
Part V	Extension Activity	Participation in NSS/NCC/ROTRACT etc.	-	1	-	-	-
Total			30	24			
Grand Total			180	142			

Total credit distribution for all the 3 years

		No. of Paper	Credits
Part I	Language	4	12
Part II	English	4	12
Part III	Core	16	60
	Allied	4	20
	Elective	3	15
Part IV	NME	2	4
	Soft Skills	4	8
	Self-Study (Compulsory) Course	1	2
	Mini Project	1	2
	EVS	1	2
	Value Education	1	2
	Internship	1	2
Part V	Extension activity	1	1
Total			142

EXAMINATION

Continuous Internal Assessment (CIA) will be for 50 percent and End Semester Examination (ESE) will be for 50 percent.

CONTINUOUS INTERNAL ASSESSMENT (CIA)

Every semester will have a mid-semester examination which will be conducted on completion of 45 working days in each semester. A Model exam for three hours duration will be conducted on completion of 80 working days in each semester. For the courses coming under Part IV, ESE will be conducted in MCQ pattern. Internship credits will be given in semester V after verification of documents by the respective Heads.

The schedule for these tests is as follows:

CIA	Schedule	Syllabus Coverage
Mid Semester Examination	After 45 working days of the Semester	60%
Model Examination	After 80 working days of the Semester	95%

The components for the CIA (Theory & Practicals) are as follows:

Internal Components			
Assessment Type	Nature	Maximum Marks	% of Weightage
CIA	Mid Semester Examination	50	10
Model	Model Examination	100	10
	Assignment		10
	Class activities		15
	Attendance		5
Total			50

The class activity relates to a programme of accepted innovative techniques such as Seminar, Quiz, Portfolio creation, PowerPoint presentation, Objective tests, Role play, Group discussion, Case Study etc. The mode of evaluation of the class activity will be fixed before the commencement of the semester and an approval will be obtained from the Head of the programme/wing. The students will be informed of the various methods of evaluation once the semester begins.

A record of all such assessment procedures will be maintained by the department and is open for clarification. Students will have the right to appeal to the Principal in case of glaring disparities in marking. CIA marks for practical subjects will be awarded by the respective faculty based on the performance of the student in the model practical examination, observation notebook, submission of record books, regularity and attendance for the practical classes. The attendance particulars for practical classes will be maintained by the concerned faculty. The marks for attendance will be awarded as per the following:

% of General Attendance	Marks Awarded
90-100	5
75-89	4
60-74	3
<60	0

END SEMESTER EXAMINATIONS (ESE)

After the completion of a minimum of 90 working days each semester, the End Semester Examinations will be conducted. Examinations for all UG and PG programmes will be held for all courses in November/December and April/May. Practical examinations will be conducted only during the end of the odd / even semester before, during or after the commencement of the theory exam. The schedule for ESE Practicals will be notified by the Controller of Examinations in consultation with the Dean (Academics).

Mode of Evaluation

METHODS OF EVALUATION		
Internal Evaluation	Mid Sem Exam (10)	50 Marks
	Model Exam (10)	
	Assignment (10)	
	Class activity (15)	
	Attendance (5)	
External Evaluation	End Semester Examination	50 Marks
Total		100 Marks

Method of assessment

Remembering (K1)	<ul style="list-style-type: none"> • The lowest level of questions requires students to recall information from the course content • Knowledge questions usually require students to identify information in the textbook. • Suggested Keywords: Choose, Define, Find, How, Label, List, Match, Name, Omit, Recall, Relate, Select, Show, Spell, Tell, What, When, Where, Which, Who, Why
Understanding (K2)	<ul style="list-style-type: none"> • Understanding off acts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. • The questions go beyond simple recall and require students to combined at altogether • Suggested Keywords: Classify, Compare, Contrast, Demonstrate, Explain, Extend, Illustrate, Infer, Interpret, Outline, Relate, Rephrase, Show, Summarize, Translate
Application (K3)	<ul style="list-style-type: none"> • Students have to solve problems by using / applying a concept learned in the classroom. • Students must use their knowledge to determine a exact response. • Suggested Keywords: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, make use of, Model, Organize, Plan, Select, Solve, Utilize

Analyze (K4)	<ul style="list-style-type: none"> Analyzing the question is one that asks the students to breakdown something into its component parts. Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations. Suggested Keywords: Analyze, Assume, Categorize, Classify, Compare, Conclusion, Contrast, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, List, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme
Evaluate (K5)	<ul style="list-style-type: none"> Evaluation requires an individual to make judgment on something. Questions to be asked to judge the value of an idea, a character, a work of art, or a solution to a problem. Students are engaged in decision-making and problem– solving. Evaluation questions do not have single right answers. Suggested Keywords: Agree, Appraise, Assess, Award, Choose, compare, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Explain, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value
Create (K6)	<ul style="list-style-type: none"> The questions of this category challenge students to get engaged in creative and original thinking. Developing original ideas and problem-solving skills Suggested Keywords: Adapt, Build, Change, Choose, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, make up, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory

SEMESTER I

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE – 1
COURSE NAME: UNDERSTANDING VISUAL COMMUNICATION	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 4	TOTAL HOURS:60
THEORY	

COURSE OBJECTIVE:

Understand the need and importance of visual communication understand the functions and nature of the various types of communication. To give a basic understanding with regard to various communication models.

COURSE OUTCOMES:

1. Understand the basics of communication.
2. Learn the importance of communication.
3. The history of communication.
4. Able to apply the concepts of visual communication.
5. To Apply the communication skills and knowledge with respect to the different types of communication learnt

UNIT I

12 HOURS

BASICS OF COMMUNICATION: Communication – definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication – socioeconomic changes and the emerging trend in Communication.

UNIT II

12 HOURS

MODELS OF COMMUNICATION: Communication process – sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. informal and formal channels – Berlo, Laswell, Shannon and Weaver models.

UNIT III

12 HOURS

FUNCTIONS OF COMMUNICATION: Characteristics of mass communication-Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process.

UNIT IV

12 HOURS

COMMUNICATION AND CULTURE: Communication and Culture: Global media – multi cultural content – impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

UNIT V

12 HOURS

DIGITAL MEDIA: Introduction-digital media-evolution of technology- convergence of digital media- E-commerce and digital media -advertising on digital media- social media-Mobile advertising-media relations management through online. Digital Media Convergence- E Content-Social Media-Verification tools – Data Journalism.

PRESCRIBED BOOKS:

1. Keval J. Kumar “Introduction to Mass Communication” , Fourth edition, Jaico PublishingHouse, 2000
2. John R. Bitner “Mass Communication – An introduction” . Prentice Hall, New Jersey, 1980
3. McQuail Dennis, “Communication Models” , Longman, London, 1981

REFERENCE BOOKS:

1. Shukla, SK. “Mass media and Communication“. Cybertech Publishing, New Delhi. 2006.
2. “Journalism, Media and Technology” tends Prediction, 2020
3. Kleppner, Otto. “Fundamentals of Advertising”, Prentice Hall, 1980.
4. “Digital News Project” , Nic Newman,

E-LEARNING RESOURCES

1. <https://youtu.be/mOSL8aqTDLg?si=vjIY8uqVDPfhn1gp>
2. <https://youtu.be/v1xEmlG0-so?si=4uoj-zM9SifKe8Ci>
3. <https://youtu.be/E30qLvr-A88?si=9rMVmo.JiHP7E9UFe>
4. <https://youtu.be/I1A69CYjpL0?si=7vHrRKAUcHMdf3JU>
5. <https://youtu.be/KENDgaonF14?si=0V-ImmhcN6vAOzGy>

1. GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	2	1
III	3	1	2
IV	3	1	1
V	2	2	1
TOTAL	12	7	6
SECTION A – 12		SECTION B – 7	SECTION C - 6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	2	3	2
CO 2	2	2	2	2	2
CO 3	3	2	3	2	2
CO 4	3	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2.6	2.2	2.6	2.4	2.4

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the basics of communication	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO2	Learn the importance of communication	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO3	To know the history of communication	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO4	Able to apply the concepts of visual communication.	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO5	To Apply the communication skills and knowledge with respect to the different types of communication learnt	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE – II
COURSE NAME: PRACTICAL-I: DRAWING AND ILLUSTRATION	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 4	TOTAL HOURS:90
PRACTICAL	

COURSE OBJECTIVE:

Understand the basics of art and learn the techniques of drawing and paintings. To develop the knowledge and skills of Creativity in the form of Drawing and Design.

COURSE OUTCOMES:

1. Master pen techniques such as hatching, cross-hatching, stippling, and line variation.
2. To learn the visual elements and principle
3. Apply shading techniques to create depth and three-dimensionality in portrait drawings.
4. Compose typography
5. Design logo and visiting cards

UNIT 1

18 HOURS

Pastels or crayons basics, poster color on paper and canvas, landscape, architecture and still life various media), introduction to mixed media and pen (cross hatching and pointillism)

UNIT II

18 HOURS

Color mixing, painting in water color, Basic techniques with brushes and paints, different brush, strokes, mono tone, cut color technique, single wash technique, Wet On wet technique, dry brush technique, organic still-life and inorganic still life’ plants, tree flowers, Glass, wooden objects cloth, landscapes, portrait, seascapes.

UNIT III

18 HOURS

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’ s portraits, mono tone painting, dry brush coloring.

UNIT IV

18 HOURS

Logo Design, Creating logo design for Advertising Agency, film Production Unit -Commercial Organization, Visiting Card & Letter Head, Designing Visiting card & Letter Head for 6 Organizations mentioned above using the Logo Created for the organizations

UNIT V**18 HOURS**

Poster Design, Creating five poster designs. Design of the Poster deal with layout, color, text size, Style and Type 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.

PRESCRIBED BOOKS:

- 1 ' d Love to Draw! – Andrew Loomis Fun with Pencil Andrew Loomis Drawing the head & hands– Andrew Loomis
2. Graphic design The New Basics- Ellen Lupton & Jennifer Cole Philips

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	2	2
CO 2	3	2	2	3	2
CO 3	2	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	2.6	2.8	2.8	2.6

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIV ELEVEL (K1 to K6)
CO1	To Understand and Apply the Master pen techniques such as hatching, cross-hatching, stippling, and line variation	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO2	To learn and Understand the visual elements and principle	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO3	Apply and Create a shading technique to create depth and three-dimensionality in portrait drawings	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO4	To Apply and Compose typography	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5, K6
CO5	To create a logo and visiting cards	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 - 25
PART: III	COURSE COMPONENT: ALLIED -I
COURSE NAME: JOURNALISM	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE:

To study the history and development of journalism in India. Put together a portfolio of journalism workand to promote the development of campus journalism

COURSE OUTCOMES

1. Understand the meaning of news and prepare eye-catching headlines.
2. Develop and hone their reporting skills on various news beats.
3. Write, rewrite and edit news stories by using proofreading symbols.
4. Understand the structure and functions of a newspaper organization
5. Ability to think critically, creatively and independently.

UNIT – I

18 Hours

JOURNALISM: Definitions, Nature, Scope, Functions. Principles of Journalism. Glossary of Print Media - History of Indian Journalism- Press in India: A Brief Review of The Evolution of Indian Press, With Reference to J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi

UNIT – II

18 Hours

NEWS REPORTING- Definition, Types, News Value- Techniques Of Newsgathering- Introduction To News Writing Styles – Inverted Pyramid Style, Hour Glass Style And Nut Graph- Structure Of A News Report Interviewing Skills- Attribution - Sources Of News- Traditional Sources-Media Sources-Cross Media Sources - Ethical Issues Regarding Sources, Gate-Keeping And Validation Of News Sources- Types Of Leads- Types Of Headlines - Covering Beats- Press Conferences- Speech Reports Seminars-Press Releases - Cartoons. News Agencies. Professional Press Organizations

UNIT – III

18 Hours

EDITING – Editing- Meaning, Purpose. Principles of Editing. Rewriting: Purpose, Principles- Translation: - Style sheet - Qualifications and responsibilities of Editor- news editor – Chief sub editor – Sub Editor - Editorial Writing.

UNIT – IV

18 Hours

INDS OF JOURNALISM: Print, broadcast, electronic Journalism- Development Journalism, Community Journalism, Tabloid Journalism - Business Journalism - Film Journalism-Photo Journalism – Community Journalism – Development Journalism- Online Journalism- Citizen Journalism- Agricultural journalism -Arts journalism-Investigative journalism - Cultural journalism-Mobile journalism

UNIT – V

18 Hours

INTERNATIONAL RELATIONS AND WORLD JOURNALISM -Meaning, Definition and Objective of World Journalism- World Journalism and its Role in International Relations- Changing World Information and its distribution system- World Journalism and its Laws. Campus News Cast and its Practical Exercises.

Practical Exercise

1. Reporting -Creative News Article around the campus
2. Editing – News Promo- Layout- Composition-
Field Visit- Interview – Question Pattern- 360 ° Research
3. Presentation- News Reading – News Scroll (Voice Over)

Assignment Work -10 news story - Work in Text and Video

PRESCRIBED BOOKS

1. Writing for Journalists, Wynford Hicks, 1999
2. Mass communication and Journalism, Keval J. Kumar
3. Handbook of Journalism, V.S. Gupta, 2001
4. Beginner' s Guide to Journalism, Barun Roy,2000

REFERENCE BOOKS

1. SumitNarula, R.K Jain, An Introduction to Journalism, Principles and Techniques, Regal Publications, New Delhi-110027
2. Kumar.J, Keval, Mass communication in India, Jaico Publishing House, Mumbai 2002.
3. Journalism Studies A critical introduction Andrew Calcutta and Philip Hammond. published in 2011 by Routledge, 270 Madison Avenue, New York, NY 10016
4. Global Journalism Education In the 21st Century: Challenges and Innovations Edited by Robyn S. Goodman &ElanieSteyn, First published 2017 by Knight Center for Journalism in the Americas, University of Texas at Austin-ISBN 13: 978-1-58790-388-

E-LEARNING RESOURCES

1. <https://youtu.be/OzpU9QgmD8o?si=PftOfbe3zkqyAzd8>
2. https://youtu.be/9JBgwCO1hCw?si=3KV8j_HaUpFRdfcD
3. <https://youtu.be/Tgt2FmVhNtw?si=Js-5z5bY8vQdMP8C>
4. https://youtu.be/5USw_7MKooU?si=Yc87XdpRvbLhzNLU
5. <https://youtu.be/OS0wQLkclhA?si= oDJZ-6MzS4SVoNT>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	2	3	2	2	2
CO 4	2	2	3	3	2
CO 5	3	3	2	2	3
Ave.	2.6	2.8	2.6	2.6	2.4

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the meaning of news and prepare eye-catching headlines	1-5	K1, K2
CO2	Develop and hone their reporting skills on various news beats	1-5	K3
CO3	Write, rewrite and edit news stories by using proofreading symbols	1-5	K2, K5
CO4	Understand the structure and functions of a newspaper organization	1-5	K1, K3, K6
CO5	Analyze and Evaluate the reports	1-5	K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: For all Programmes except B.Sc. VISUAL COMMUNICATION	BATCH: 2024 - 25
PART: IV	COURSE COMPONENT: NON-MAJOR ELECTIVE - I
COURSE NAME: BASIC DRAWING	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
PRACTICAL	

COURSE OBJECTIVE

To Understand the basics of art and learn the techniques of drawing and to get to acquire knowledge to Express Ideas in the form of Drawing and Paintings

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

Drawing Topics

- Dot
- Lines
- Geometric Shapes
- Forms
- Contour
- Texture
- Value Scale
- Understanding of pencil tools
- Pencil shading techniques intro
- Hatching
- Cross hatching
- Scribbles
- Blending
- Rendering
- Stippling
- Contour shading
- Light and shadow
- Basic Still
- Primary colours
- Secondary colours
- Complementary colours
- Tertiary colours
- Split complementary
- Monochromatic colours
- One, Two- and Three-Point Perspectives
- Linear and areal perspective
- Applying perspective on nature

PRESCRIBED BOOK

- Stansmith (Ed), [1986] How to Draw and Paint – Landscapes, the Figure, New Burlington Books, London.
- Jogndevane, [1988] Drawing and Painting – The Portrait, Tiger Books International, Londo

REFERENCE BOOKS

1. James Gurney – Color and Light: A Guide for the Realist Painter
2. Lorenzo – How to think when you draw books
3. Ken Hultgren – The Art of Animal Drawing

E-LEARNING RESOURCES

- <http://reference.sketchdaily.net/en>.
- <http://www.posemaniacs.com/>
- https://www.clipstudio.net/en/promotion/trial_tour/017/
- <http://www.eggazyoutatsu.net/eng/atarichanDrawer.html>.
- <https://unsplash.com/>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	3	3	3
CO 2	2	2	3	3	2
CO 3	2	2	2	2	2
CO 4	2	2	2	3	2
CO 5	2	3	2	2	3
Ave.	2	2.4	2.4	2.6	2.4

SO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Interpret the content of visual images	1 – 5	K1, K2
CO2	Examine the social impact of visual images	1 – 5	K2, K3, K4
CO3	Discuss an image’ s purpose, audience, and ownership	1 – 5	K1, K2, K5
CO4	Visualize internally	1 – 5	K6
CO5	Communicate visually	1 – 5	K1,K2,K3,K4, K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

SEMESTER II

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 - 25
PART: III	COURSE COMPONENT: CORE III
COURSE NAME: COMMUNICATION MEDIA	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS: 4	TOTAL HOURS: 60
THEORY	

COURSE OBJECTIVE:

Understand the nature and functions of the various types of communication media. The students would be able to create content pertaining to different media.

COURSE OUTCOMES

1. To Evaluate the Print Media Content with an understanding of its functioning.
2. To Analyze the content of Radio with respect to its programming content and style.
3. To Analyze and Evaluate the content of Television based on its ownership and programming patterns.
4. To Understand cinema's evolution and to Apply the knowledge gained through this medium with respect to Pre-Production, Production and Post Production phase
5. To Understand the trends in New Media and to Create content for it based on its issues and future challenges.

UNIT – I

18 HOURS

PRINT MEDIUM: Print medium: Newspapers and Magazines – types of newspapers and magazines: general and specialized – structure and functioning of newspapers and magazines- technological developments – competition, content and style of English and Tamil language newspapers and magazines- an overview

UNIT – II

18 HOURS

AUDIO MEDIUM: Radio as a medium of mass communication – types of ownership: Private and Public- Organisational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review.

UNIT – III

18 HOURS

VISUAL MEDIUM: Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati- an introduction

UNIT – IV

18 HOURS

AUDIOVISUAL MEDIUM: Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films

UNIT V

18 HOURS

NEW MEDIA: New Media: Information age, knowledge society and global media and audiences; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges

PRESCRIBED BOOKS

1. Keval J. Kumar “Introduction to Mass Communication” , Fourth edition, Jaico Publishing House, 2000.
2. Parthasarathy, Rangasamy.” Journalism in India”. Sterling Pub. New Delhi. 1995
3. Keval J Kumar “Mass Communication in India “Jaico pub. Bombay. 1998.
4. Chatterji. P.C. “Broadcasting in India”. Sage, New Delhi. 1997.
5. Shrivastava, KM. „Radio and TV Journalism“ Sterling Pub., New Delhi. 1989.

REFERENCE BOOKS

1. Mass media in India“. Publication Division, I&B Ministry, Govt. of India
2. Srinivas Melkote, “Communication for development in the Third World (Theory and Practice). Sage, New Delhi, 1991.
3. Media towards 21st Century“, KM. Srivastava, Sterling Pub. New Delhi. 1998.
4. Arvind Kumar. “The Mass Media” . Anmol Pub. New Delhi. 1999

E-LEARNING RESOURCES

1. <https://youtu.be/IW8VWUwngDg?si=GtUT-muefTetEx0h>
2. <https://youtu.be/NefOesT1iO?si=W5gHpkqRHYePcdCC>
3. <https://youtu.be/NefOesT1iO?si=0pCqfqJoI0LEzyF5>
4. <https://youtu.be/-mLOmF6qHMs?si=YpWpoJ5Z-Sl0Ae0P>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	2	3	3
CO 2	3	2	2	2	3
CO 3	3	2	2	2	2
CO 4	2	3	2	2	2
CO 5	2	3	3	2	2
Ave.	2.6	2.4	2.2	2.2	2.4

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To Evaluate the Print Media Content with an understanding of its functioning	1-5	K5
CO2	To Analyze the content of Radio with respect to its programming content and style	1-5	K4
CO3	To Analyze and Evaluate the content of Television based on its ownership and programming patterns	1-5	K4
CO4	To Understand cinema' s evolution and to Apply the knowledge gained through this medium with respect to Pre-Production, Production and Post Postproduction phase	1-5	K2
CO5	To Understand the trends in New Media and to Create content for it based on its issues and future challenges.	1-5	K2

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE – IV
COURSE NAME: VISUAL ARTS AND AESTHETICS	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS: 4	TOTAL HOURS:90
PRACTICAL	

COURSE OBJECTIVE

Develop the knowledge and skills of Creativity, Drawing and Design.

COURSE OUTCOMES

1. Master pen techniques such as hatching, cross-hatching, stippling, and line variation.
2. Learn the visual elements and principle
3. Apply shading techniques to create depth and three-dimensionality in portrait drawings.
4. Compose typography
5. Design logo and visiting cards

UNIT 1

18 HOURS

Pastels or crayons basics, poster color on paper and canvas, landscape, architecture and still life various media), introduction to mixed media and pen (cross hatching and pointillism).

UNIT II

18 HOURS

Color mixing, painting in water color, Basic techniques with brushes and paints, different brushstrokes, mono tone, cut color technique, single wash technique, Wet On wet technique, dry brush technique, organic still-life and inorganic still life' plants, tree flowers, Glass, wooden objects cloth, landscapes, portrait, seascapes.

UNIT III

18 HOURS

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' s portraits, mono tone painting, dry brush coloring.

UNIT IV

18 HOURS

Logo Design, creating logo design for Advertising Agency, film Production Unit -Commercial Organization, Visiting Card & Letter Head, Designing Visiting card & Letter Head for 6 Organizations mentioned above using the Logo Created for the organizations.

UNIT V

18 HOURS

Poster Design, Creating five poster designs. Design of the Poster deal with layout, color, text size, Style and Type 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.

PRESCRIBED BOOKS:

1. I'd Love to Draw! – Andrew Loomis Fun with Pencil Andrew Loomis Drawing the head & hands – Andrew Loomis
2. Graphic design The New Basics- Ellen Lupton & Jennifer Cole Philips

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	2	3	3
CO 2	3	2	2	2	2
CO 3	2	2	2	3	3
CO 4	2	3	2	2	3
CO 5	2	3	3	2	2
Ave.	2.2	2.6	2.2	2.4	2.6

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To remember the techniques of sketching and shading	PSO1 ,PSO2, PSO3,PSO4,PSO5	K1, K2, K3, K4,K5
CO2	To create and apply a visual by using some techniques	PSO1,PSO2, PSO3,PSO4,PSO5	K1, K2, K3, K4,K5
CO3	Apply the various techniques to create a logo and designs.	PSO1, PSO2, PSO3, PSO4,PSO5	K1, K2, K3, K4,K5
CO4	To understand the typography and apply in various designs.	PSO1, PSO2, PSO3 ,PSO4,PSO5	K1, K2, K3, K4, K5, K6
CO5	To Analyse and Evaluate the designs and to create more designs.	PSO1, PSO2, PSO3, PSO4,PSO5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 - 25
PART: III	COURSE COMPONENT: ALLIED - II
COURSE NAME: BASIC PHOTOGRAPHY	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE:

Recognizes and understands the basic technical, aesthetic and expressive concepts of photography.

COURSE OUTCOMES:

1. Understand a visual form and their aesthetic functions, and basic design principles.
2. Apply a design, color, and lighting.
3. Understand and evaluate a technique of photography.
4. Know and create the image editing.
5. The ability to work and study independently.

UNIT – I

18 HOURS

BASICS OF CAMERA

- Fundamentals of Composition, Framing and Lighting.
- Various types, functions and handling of Camera.
- Digital SLR Camera and various sensor Sizes.
- Setting Aperture, Shutter Speed and ISO for different Shots
- White Balance and Shooting Modes in D-SLR Camera

UNIT – II

18 HOURS

FLASH & LIGHTS

- How to use 3 Point Lighting using Cool Lights Flash settings and Operations
- Use of Reflector, Cutter and Diffuser Handling Use of Light Meter

UNIT – III

18 HOURS

Outdoor – People

- Photo-shoot of Outdoor (People)
- Color correction to the taken photos according to his creativity
- Outdoor -Birds & Animals
- Photo-shoot of Outdoor (Birds/Animals)
- Color correction to the taken photos according to his creativity.
- Outdoor – Monuments
- Photo-shoot of Outdoor (monuments).
- Color correction to the taken photos according to his creativity.

UNIT – IV

18 HOURS

Photo Language and Portrait

- Photo-shoot of photo language concept and portrait photography
- Color correction to the taken photos according to his creativity.

Freezing Moment and Panorama Special

- Photo-shoot of freezing moment and panorama. Student will take pictures of their own using panorama concepts.
- Color correction to the taken photos according to his creativity

UNIT – V

18 HOURS

Special Effects & Indoor Photography

- Product photography
- Macro photography
- Event photography
- Night photography
- Festival photography

PRESCRIBED BOOK

1. The Manual of Photography by Ralph E Jacobson, Sidney F Ray and Geoffrey G Attridge – Focal Press.
2. Basic Photography. M. Langford (Focal Press, London, 1986).
3. The Focal Encyclopedia of Photography. (Macmillan, New York, 1969).
4. Life Library of Photography ‘ The Camera’ by the Editors of Time-Life Books.
5. Complete Digital Photography by Ben Long.

REFERENCE BOOKS

1. Camera: A History of Photography from Daguerreotype to Digital by Todd Gustavson
2. The Photographer's Eye: Composition and Design for better Digital Photos by Michael Freeman
3. The Photographer's Mind: Creative Thinking for Better Digital Photos by Michael Freeman

E - LEARNING RESOURCES:

1. www.learnbasicphotography.com/photography-basics
2. <https://patkay.com/accelerate>
3. <https://www.udemy.com/course/photography-masterclass-complete-guide>
4. <https://youtu.be/learnphotography>
5. <https://www.sudhirshivaramphotography>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	2	3
CO 2	3	2	2	3	2
CO 3	3	2	3	3	2
CO 4	2	3	2	2	3
CO 5	2	3	3	3	2
Ave.	2.4	2.6	2.4	2.6	2.4

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To understand a visual form and their aesthetic functions, and basic design principles.	1-5	K2
CO2	To apply a design, color, and lighting.	1-5	K3
CO3	To understand and evaluate a technique of photography	1-5	K2, K5
CO4	To remember a tool, apply and create the image editing.	1-5	K1, K3, K6
CO5	The ability to work and study independently.	1-5	K2, K4, K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: For all Programmes except B.Sc. VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: NON-MAJOR ELECTIVE -II
COURSE NAME: ADVANCE DRAWING	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
PRACTICAL	

COURSE OBJECTIVE:

Understand the Nuances of Art and Master the Techniques of Painting. To Acquire Knowledge to Express Ideas in the Form of Drawing and Paintings

COURSE OUTCOMES:

1. Acquire a thorough understanding of the elements of art
2. The principles of organization as related to drawing
3. Examine the social impact of visual images
4. Demonstrate an understanding of contour line, positive & negative space, perspective, sighting of angles and measurements of relationships in drawing
5. Visualize internally Professionalism in both work ethic and quality of projects.

Advance Drawing Topic

- Pencil
- Charcoal
- Landscape drawing
- Basic Still
- Mixed Media and Pen
- Hatching and Pointillism
- Drawing using Grid
- Scribbling
- Mountain
- Village, Landscape
- Organic still-life
- Inorganic still life
- Plants
- Flowers
- Cloth

- Study of eyes
- Study of nose
- Study of lip
- Study of ear
- Study of old man portraits
- Oil pastel colour
- Basic water colour
- Mono tone water colour
- Wet on wet technique
- Tree water colour
- Flower water colour
- Landscapes water colour

PRESCRIBED BOOKS

1. Ken Hultgren - The Art of Animal Drawing. ...
2. Master of Anatomy - Character Design Masterclass. ...
3. James Gurney - Color and Light: A Guide for the Realist Painter. ...
4. Terry Whitlatch - Principles of Creature Design. ...

REFERENCE BOOKS:

- H. Kumar Vyas, Design and Environment, National Institute of Design, Ahmadabad.
- Rober
- T.W. Gill, Rendering with Pen and Ink, Thames and Hudson, 1981
- Stan Smith, Anatomy, Perspective and Composition, Macdonals, 1984

E-LEARNING RESOURCEs

1. <http://reference.sketchdaily.net/en>.
2. <http://www.posemaniacs.com/>
3. https://www.clipstudio.net/en/promotion/trial_tour/017/
4. <http://www.eggazyoutatsu.net/eng/atarichanDrawer.html>.
5. <https://unsplash.co>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	2	2	2
Ave.	3	2.8	2.8	2.8	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Concepts of individuality in visual creations are enriched through the subjects Drawing, Painting and Composition.	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO2	Understanding of conceptual skills by assimilating the elements and principles of Art and applying creative, critical, and philosophical thinking of the work.	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO3	Knowledge of art forms, artists, and art works by referencing their work in art both a historical and contemporary context.	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5, K6
CO4	Develops the drawing ability and improve the observational skill and rendering of shape, tone, color, pattern, and texture.	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO5	Provide an understanding of the foundational skills of Mural by learning to use mixed media material to create visual work.	PSO1, PSO2, PSO3, PSO4, PSO5	K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

SEMESTER III

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 – 27
PART: III	COURSE COMPONENT: CORE V
COURSE NAME: FILM APPRECIATION AND ANALYSIS	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE

Enable students to appreciate films by understanding its distinct language and to familiarise them with early film history.

COURSE OUTCOMES

1. Able to critically analyse a film in an effective manner
2. Identify the key developments in the evolution of film as an art form
3. Demonstrate a basic knowledge of film vocabulary and techniques of film making
4. Develop an understanding of the role of film as a powerful visual medium
5. Identify types of movie genres and various editing styles

UNIT I

15 HOURS

Understanding Film: Early Film History - The Silent Era, Evolution of Sound Cinema, The Contemporary Period - Major Film Movements – Classical Hollywood Cinema, Early Soviet Cinema, The French New Wave, German Expressionism, Italian Neo Realism, Korean Cinema, Japanese Cinema, Iranian Cinema -Indian and Malayalam Cinema.

UNIT -II

15 HOURS

Film Genres: Genres in World Cinema – Documentary, Avant-Garde Films, Fantasy, Animation, Romantic Comedies, Horror Films, Feature Films, Short Films.

UNIT -II

15 HOURS

The Language of Cinema: Mise-en-scene – Setting, Costume, Lighting, Props and Performance - Cinematography – Scale of Shot, Extreme Long Shot, Long Shot, Medium Shot, Close up, Deep focus, Reverse shot, Over-the- Shoulder Shot, Angle, Long Take.

UNIT III

15 HOURS

Film Editing and Sound: Basics of Film Editing - Chronological editing, Continuity editing, Cross cutting, Montage, Continuity cuts, jump cuts, Match cuts, 30 Degree rule, 180 Degree rule - Basic Terms - Diegetic Sound – Extra diegetic Sound - Sound Transition – Sound Bridge- Edit on Sound.

UNIT – IV

15 HOURS

Genres and Movies : **Sports** – The Karate Kid (1984), The Blind side (2009), **Comedy Genre** – City Lights (1931), Dr. Strange love(1964), Monty Python and the holy Grail (1975), **Monster and Special Effects Movies** – King Kong(1933), Jurassic Park (1993), **Science Fiction** – Star wars: A New Hope (1977), Planet of the Apes (1968), The Matrix(1999),**Western Genre** – True Grit (1969), The Searches(1956), **Action and Adventures** – Raiders of the Lost Ark(1981), **Musical Genre-** The Sound of Music(1965), Singing in the Rain (1952), **The Golden age of Hollywood** – Citizen Kane (1941), Gone with the wind(1939) Animation- Fantasia (1940), Toy Story(1995).

UNIT – V

15 HOURS

Films for Analysis and Appreciation

1. Bicycle Thieves (1948): Italian Neo Realism
2. The Godfather (1972): Hollywood Classic
3. The Dark Knight (2008): Auteur Theory
4. Rashomon (1950): Japanese Cinema
5. Kahani (2012): Gender Perspective
6. Aaram Thampuran (1997): Caste Representations

PRESCRIBED BOOKS:

1. MONACO: HOW TO READ A FILM 30TH ANNED P: Movies, Media, and Beyond. James Monaco.
2. The Film Appreciation Book: The Film Course You Always Wanted to Take – JIM PIPER
3. Film Appreciation Through Genres – Michael Patrick Gillespie (Author)

REFERENCE BOOKS:

1. Amy Villarejo. *Film Studies: The Basics* (2006). Routledge.
2. Louis Giannetti, *Understanding Movies* (2014), Pearson
3. N. M. Babu, Reeja Thankachan and Binil Kumar M. R., *Introducing Film Studies* (2015), Mainspring Publishers
4. Susan Hayward, *Cinema Studies: The Key Concepts*, Routledge, 1996.
5. Yves Thoraval, *The Cinemas of India*, Macmillan, 2000.

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	3	2	3
CO2	3	2	2	2	3
CO3	3	3	3	2	3
CO4	3	3	3	3	3
CO5	2	2	3	3	3
Ave	2.6	2.4	2.8	2.4	3

PSO – CO Question paper mapping

CO No.	COURSE OUTCOME	PSOs ADDESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	To be able to critically analyse a film in an effective manner	PSO1,PSO2, PSO3,PSO4, PSO5	K1,K2K4.
CO 2	To develop an understanding of the role of film as a powerful visual medium	PSO1,PSO2, PSO3,PSO4, PSO5	K1,K2,K5
CO 3	To identify the key developments in the evolution of film as an art form	PSO1,PSO2, PSO3,PSO4, PSO5	K4,K5
CO 4	To understand a basic knowledge of film vocabulary and techniques of film making	PSO1,PSO2, PSO3,PSO4, PSO5	K2,K5,K6
CO 5	To Analyze and Evaluate the Film	PSO1,PSO2, PSO3,PSO4, PSO5	K4,K5,K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate K6 = Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE – VI
COURSE NAME: CONCEPT ART AND STORYBOARD	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS:75
PRACTICAL	

COURSE OBJECTIVE

Introduce students to the basics of Anatomy study. To teach the elements of art and design. To teach important of the concept art, and to develop the drawing skills in character design

COURSE OUTCOME

1. Have an in-depth knowledge about create character design
2. Acquire a significant knowledge of creatures Design
3. Have detailed understanding of Perspective drawings
4. Have a thorough knowledge of Creating Environment
5. Acquire knowledge of the technique and procedure in Storyboard

UNIT I

15 HOURS

1. The study of different views of human skeleton
2. Male and female anatomy
3. Muscle formations on skeleton
4. Comparing feature, head, chest, hip, and pelvic, hand and elbow position
5. The study of complete animals and bird' s anatomy

UNIT II

15 HOURS

1. Creating original fantasy creatures.
2. Writing backstories and narratives for creatures.
3. Creating and developing creature worlds. Applying basic design solutions
4. Making character, creature, and environmental design.
5. Understanding the history and development of creature design.

UNIT III**15 HOURS**

1. Perspective drawings basics
2. One-point perspective
3. Two-point perspective
4. Three-point perspective
5. Worms eye view, bird' s eye view, seascape, and cityscape

UNIT IV**15 HOURS**

1. Studying historical landscapes, buildings
2. Creating fantasy world, landscapes.
3. Creating futuristic architecture, landscapes.
4. Creating weapons, and props for fantasy and mythology concept.
5. Creating weapons, and props for science fiction.

UNIT V**15 HOURS**

1. Types of layouts
2. Concept and story developing, idea and script.
3. Developing Drawing Skills, Shot, Angles
4. Study of Classic Film Examples
5. Building the Storyboard.

PRESCRIBED BOOKS

1. & Thomas Bertling, “ How to Draw: Drawing and Sketching Objects and Environments from Your Imagination” , Design Studio Pr, 2013
2. Sean Andrew Murray, “ Sketching from the Imagination: Fantasy” , Publishing 3DTotal, 2014

REFERENCE BOOK:

1. Elliott J Lilly , “ Big Bad World of Concept Art for Video Games: An Insider's Guide for Students” , Design Studio Press, 2015
2. The Art of Storyboard – John Hart

E- LEARNING RESOURCES

1. <https://www.cgspectrum.com/blog/what-is-concept-art>
2. <https://conceptartempire.com/what-is-concept-artist/>
3. <https://mages.edu.sg/blog/the-5-step-guide-to-creating-your-first-piece-of-concept-art/>
4. <https://youtu.be/J8g3JKobvnk>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	2	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	2	3	3	2	3
Ave.	2.6	3	3	2.8	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Have an in-depth knowledge about create character design	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5, K6
CO2	Acquire a significant knowledge of creatures Design	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5, K6
CO3	Have detailed understanding of Perspective drawings	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5, K6
CO4	Have a thorough knowledge of Creating Environment	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO5	Acquire knowledge of the technique and procedure in Storyboard	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: ALLIED- III
COURSE NAME: DIGITAL GRAPHIC DESIGN	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 5	TOTAL HOURS:90
THEORY	

COURSE OBJECTIVE:

Learn about the basics of design and layout and will understand the principles of page design and graphics to get the knowledge of design.

COURSE OUTCOME

1. Impart basic knowledge of design and layout
2. Understand the typography, type groups, and type measurements
3. Understand the basic principles of page design, graphics, animation, colors, etc.,
4. Inculcate the knowledge of page layout for magazine, newspapers, etc.,
5. Gain knowledge about proofreading, printing, and software

UNIT - I

18 HOURS

- Introduction to graphic design
- Introduction to design elements
- Principles of design
- Layout and its various stages
- visualization and final layout

UNIT - II

18 HOURS

- Introduction to typography and typesetting
- Type groups and its classifications
- Type measurement methods and units
- Principles of typography
- Logos and trademarks

UNIT – III

18 HOURS

- Understanding the basic principles of page design
- Graphics and its importance in design
- Pictures, photographs, drawings, animations in page design
- Color theory and color wheel
- Understanding the importance of color and color temperature in the printing process

UNIT - IV

18 HOURS

- Understanding newspaper and books' page layout
- Comparative study of page design of different newspapers
- Handling originals/photo - cropping, scaling and skewing.
- Designing stages of page layout of different media formats
- Recent trends in Pagination

UNIT - V

18 HOURS

- Designing of other printed products – brochure, leaflet, visiting card,
- Dummy preparations, proofreading, proofreading marks and printer's mark
- Graphic designing and pagination software
- Understanding file formats - TIFF, JPEG, PDF, GIF, EPS and PNG
- Critical analysis of design elements in designs

Practical / Assignments

- The students should submit a page layout for a magazine, brochure, and advertisement.
- To understand the printing technology the students should undergo an internship in a printing company and they have to submit the proof.

REFERENCE BOOK

1. Fundamentals of copy and layout (third edition): National textbook company, Illinois, USA
2. Exploring Publication design: by Poppy Evans – Publisher: Thomson – Delmar learning; UK
3. Exploring Typography: by Tova Rabinowitz – Publisher: Thomson – Delmar learning; UK
4. Making digital type look good-Bob Gordon-Thames and Hudson
5. Typography and typesetting- van Nostrand Reinhold,Newyork
6. Magazine Design-Stacey king-Rockport Publishers.

E-LEARNING RESOURCES

- 1.https://www.w3schools.com/bootstrap/bootstrap_pager.asp
- 2.<https://mdbootstrap.com/docs/standard/navigation/pagination/>
- 3.<http://www.guru99.com/codeigniter-pagination.html>

SEMESTER IV

PROGRAMME: B.Sc.VISUAL COMMUNICATION	BATCH: 2024 – 27
PART: III	COURSE COMPONENT: CORE VII
COURSE NAME: MEDIA LAWS AND ETHICS	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS:	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE

Empower and enlighten students of media about the legal boundaries within which they will be working in the future.

COURSE OUTCOMES

1. Understand the features of Indian Constitution
2. Understand the history of press legislation
3. Explain various media laws
4. Comprehend the role and responsibilities of Professional Bodies
5. Explain the cyber laws

UNIT I

15 HOURS

Salient Features of Indian Constitution, Fundamental Rights and duties, Directive principles, Functions of Executives, Judiciary and Legislature, Centre - state legislature, Parliamentary Privileges, Emergency Provisions

UNIT -II

15 HOURS

A brief History of press legislation in India, Meaning of freedom, freedom of speech and expressions, freedom of press, constitutional guarantees of limitation, rights and responsibility of the media, Defamation, Human rights, Right to information

UNIT III

15 HOURS

Working Journalistic Act, Contempt of Court, Official Secrets Act, Copy Right Act, Indian Penal Code, Cable TV Regulations Act, Intellectual Property act

UNIT – IV

15 HOURS

Role and responsibilities of Professional Bodies: Press Council of India; Press Council of Regulations, Prasar Bharathi, TRAI; International Telecommunications Union

The internet and legal issues; Cyber Laws in India – Privacy and piracy; IT act

PRESCRIBED BOOKS:

1. Pylee , M.V, Constitution Of India, Vikas Publishers, New Delhi
2. Vijayshankar N A – Cyber Laws in India; A citizen’ s guide, Ujvala Consultants,Bangalore
3. Basu, Shorter Communication of India, Prentice – Hall India

REFERENCE BOOKS

1. Leslie, Mass Communications ethics, 2000, Thomson Learning
2. Iyer, Venkat – Mass media Laws and regulations in India, AMIC, New Delhi
3. Gillmor. E, Mass communication Laws; cases and comments,1998, Thomson learning

E-LEARNING RESOURCES

1. https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf
2. <http://www.legalserviceindia.com/articles/media.htm>
3. <https://www.un.org/en/sections/issues-depth/human-rights/>

PSO-CO-question paper mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	3	2	3
CO2	3	2	2	2	3
CO3	3	3	3	2	3
CO4	3	3	3	3	3
CO5	2	2	3	3	3
Ave	2.6	2.4	2.8	2.4	3

PSO – CO mapping

CO No.	COURSE OUTCOME	PSOs ADDESED	COGNITIVE LEVEL (K1 to K6)
CO 1	Understand the features of Indian Constitution	PSO1,PSO2, PSO3,PSO4, PSO5	K1, K2K4.
CO 2	Understand the history of press legislation	PSO1,PSO2, PSO3,PSO4, PSO5	K1, K2, K5
CO 3	Explain various media laws	PSO1,PSO2, PSO3,PSO4, PSO5	K4, K5
CO 4	Comprehend the role and responsibilities of Professional Bodies	PSO1,PSO2, PSO3,PSO4, PSO5	K2, K5, K6
CO 5	Explain the cyber laws	PSO1,PSO2, PSO3,PSO4, PSO5	K4, K5, K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate K6 = Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE VIII
COURSE NAME: TELEVISION PRODUCTION	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 3	TOTAL HOURS:75
PRACTICAL	

COURSE OBJECTIVE:

Develop overall creative skills in the production of television and radio programmes. And to expose their talent in the production.

COURSE OUTCOME:

1. Understand the basics of Television production
2. Explain the salient features of TV as a medium
3. List the different formats of TV
4. Describe the process of gathering news and report for TV.
5. Technical and Creative process of Production

UNIT I

15 HOURS

Visual Grammar – Principles of Visual Grammar - Visual Language - TVP Process – Basic and Expanded Studio TV System – Production Elements – Cast and Crew.

UNIT II

15 HOURS

Working of television - Production Standards – NTSC – PAL – SECAM - Aspect Ratio – Video Formats – VHS – SVHS - U-Matic – Beta – Hi 8 – Digital.

UNIT III

15 HOURS

How a TV camera works – Techniques and Operation – Types - Digitization Process - Electronic Characteristics of a Camera - Shot – Angle – Zoom – Lens - Picture Composition – Camera Movements - Camera Mounting Equipments – Floor Plan - ENG – EFP.

UNIT IV

15 HOURS

Lighting – Basics – Types of Lights – Color Temperature - Lighting Techniques – Lighting for Different Situations – Indoor - Outdoor – Chromakeying - Audio – Basics – Microphones – Types – Pick up Patterns – Principles of Audio Editing.

UNIT V

15 HOURS

Editing – Grammar of Edit – Functions of Editing - Online and Off-line Editing - Linear and NLE- Input and Output formats of Editing Software - Interface Workflow – Elements and Tools – Concepts of Bins and Folders – A/V Tracks – Ordering Footage – Rough Cut – Transitions - Capturing and Digitizing – Optical and Mechanical Effects – Analog and Digital Effects – Final Cut – Quality Compressions - Editing for Short Films, Advertisements, Music Videos, PSAs and Documentaries.

EXERCISE /ASSIGNMENTS

- I. TV studio interview
- II. TV News studio discussions
- III. Talk shows with audience participation
- IV. TV Studio discussion with live

Methodology:

An Interview for 2 Mins (Individual Project)

A short 30-60 second scripted PSA. (2 students)

A longer format live TV show 10-20 minutes. (3-4 students)

PRESCRIBED BOOKS

1. Video Production Handbook – Gerald Millerson.
2. Fundamentals of Television Production – Ralph Donald and Thomas Spann.
3. The Art of the Storyboard, 2nd Edition – John Hart.

REFERENCE BOOKS

1. Television Production Handbook, 7th Edition – Herbert Zettl.
2. Directing and Producing for Television, A Format Approach – Ivan Cury.
3. Writing for Visual Media, 2nd Edition – Anthony Friedmann

E-LEARNING RESOURCE

1. <https://youtu.be/bX8ofDMDFLI?si=82vAtf4Cdd54A2FG>
2. https://youtu.be/bX8ofDMDFLI?si=L-k9_StvmPkg2vfZ
3. <https://youtu.be/VOZFOSLlx7w?si=x2zj5OBABMCLlrO->
4. https://youtu.be/c_gt-pIxxwg?si=WENHzW5P46BGZf0U
5. <https://youtu.be/4ivfVt6wvPA?si=KurvO0lzc6T4bj6V>

PSO-CO -Question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 TO K6)
CO1	To Remember the techniques of the Television	1-5	K1
CO2	To Understand the Functions and features of video camera	1-5	K2
CO3	To Analyze the techniques and theory to utilize in the channel	1-5	K2
CO4	To Develop the skills in budgeting for a production house	1-5	K6
CO5	To Create and Apply the ideas and themes based on the various types of production	1-5	K6,K4

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	2	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	2	3	3	2	3
Ave.	2.6	3	3	2.8	3

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate K6 = Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: ALLIED IV
COURSE NAME: 2D ANIMATION	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS:90
PRACTICAL	

COURSE OBJECTIVES

Understand the fundamentals of Animation and its Concepts, and to Gain knowledge about the 2D Animation Techniques. To inculcate knowledge about Developing Creativity.

COURSE OUTCOMES

1. Understand the fundamentals of Animation and its Concepts
2. Understand the difference between 2d and 3d animation.
3. Implement their creativity and ideas through animation
4. Acquaint themselves with the 12 principles of animation
5. Students would be able develop their own through or idea to Visual form

UNIT I

18 HOURS

1. What is Animation?
2. History of Animation
3. Fundamentals of Animation
4. Types of Animation
5. Importance of Animation

UNIT II

18 HOURS

1. 2D Production Pipeline
2. 12 Principles of Animation
3. Essential parameters
4. How to initiate creativity in animation production
5. Tools and Techniques

UNIT III

18 HOURS

1. Introduction to Typography
2. Fundamentals of Key frame Animation
3. Intro' s and Outro' s
4. Kinetic Typography
5. Attributes, Colors and Styles of Typography

UNIT IV

18 HOURS

1. Character Creation
2. Background Creation
3. Applying the 12 Principles in Animation
4. Working with different Types of Animation.
5. Importance of Framing and Angles

UNIT V

18 HOURS

1. Concepts involved in Compositing.
2. Importance of Pre-Compositing
3. Basics of Colors and Lighting
4. Audio Video Editing
5. Rendering

Practical / Assignments

Students will do a practice and bring their ideas in visual output.

REFERENCE BOOKS

1. Cartoon Animation (Collector's Series) Paperback – 1 January 1994
2. The Animator's Survival Kit Paperback – 5 November 2009
3. Character Animation Crash Course! Paperback – 7 July 2008
4. Draw Great Characters and Creatures: 75 Art Exercises for Comics and Animation Paperback – Illustrated, 3 December 2019
5. Creating Characters for the Entertainment Industry: Develop Spectacular Designs from Basic Concepts Paperback – 10 August 2019

E-LEARNING RESOURCES

1. <https://www.cgspectrum.com/blog/what-is-2d-animation>
2. <https://www.renderforest.com/blog/2d-animation>
3. <https://youtu.be/uDqjIdI4bF4>
4. <https://www.blopanimation.com/animation-for-beginners/>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	2	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	2.8	2.8	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To understand the fundamentals Animation and its Concepts	PSO1,PSO2, PSO3,PSO4, PSO5	K1
CO2	To understand the difference between 2d and 3d animation	PSO1,PSO2, PSO3,PSO4, PSO5	K2
CO3	To implement their creativity and ideas through animation	PSO1,PSO2, PSO3,PSO4, PSO5	K2
CO4	To acquaint themselves with the principles of animation	PSO1,PSO2, PSO3,PSO4, PSO5	K6
CO5	Students would be able develop their own through or idea to Visual form	PSO1,PSO2, PSO3,PSO4 PSO5	K6,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: ALL UG	BATCH: 2024 - 27
PART: IV	COURSE COMPONENT: EVS
COURSE NAME: ENVIRONMENTAL STUDIES	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

UNIT-1:

The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.

UNIT-2:

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. - Role of an individual in conservation of natural resources. - Equitable use of resources for sustainable lifestyles.

UNIT-3:

Ecosystems - Concept of an ecosystem. - Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem. - Ecological succession. - Food chains, food webs and ecological pyramids. - Introduction, types, characteristic features, structure and function of the following ecosystem: -

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT-4:

Biodiversity and its Conservation

- Introduction-Definition: genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT-5: Environmental Pollution: Definition - Causes, effects and control measures of:

- a. Air pollution
- b. Water pollution
- c. Soil pollution

- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes. - Role of an individual in prevention of pollution. - Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides.

UNIT-6: Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy. - Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

UNIT-7:**Human Population and the Environment**

- Population growth, variation among nations.
 - Population explosion-Family welfare Programme.
 - Environment and human health.
 - Human Rights.
 - Value Education.
 - HIV/AIDS.
 - Women and Child Welfare.
 - Role of information Technology in Environment and human health.
 - Case Studies. UNIT-8: Field Work (Practical).
 - Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain.
 - Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
 - Study of common plants, insects, birds.
 - Study of simple ecosystems-pond, river, hill slopes, etc. SIX MONTHS
- COMPULSORY CO**

UNIT-8: Field Work (Practical).

- Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc

SEMESTER V

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE – IX
COURSE NAME: MEDIA MANAGEMENT AND ENTREPRENEURSHIP	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE

An overview of media organization and design and the economy of Indian media. Infer on project management in media, to be a media entrepreneur.

COURSE OUTCOMES

1. Help students understand the media management
2. Enable them to learn and analyze issues and challenges pertaining to the media industry
3. Equip them with the skills to identify the roles, responsibilities, guidelines of a media organization
4. Teach them how to evaluate media economics, strategic marketing in media
5. Analyze and classify the audience and to interpret programming strategies and management skills

UNIT I

15 HOURS

MEDIA MANAGEMENT

- Concept and Perspective: Concept, origin and growth of Media Management
- Fundamentals of management
- Management school of thought

UNIT II

15 HOURS

MEDIA INDUSTRY - ISSUES AND CHALLENGES

- Media industry as manufacturers
- Manufacturing consent, news and content management
- Market forces, performance evaluation (TAM, TRP, BARC and HITS) and market shifts
Changing ownership pattern

UNIT III

15 HOURS

STRUCTURE OF NEWS MEDIA ORGANIZATIONS IN INDIA

- Role responsibilities and hierarchy
- Workflow and need of management
- Shifting patterns, circulation and guidelines

UNIT IV

15 HOURS

MEDIA ECONOMICS, STRATEGIC MANAGEMENT AND MARKETING

- Understanding Media Economics, Economic thought,
- Theoretical foundations, issues and concerns of media economics.
- Capital Inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

UNIT V

15 HOURS

CASE STUDIES

- Visionary leadership - media entrepreneurs
- Qualities and functions of media managers
- Indian and international media giants- case studies

PRESCRIBED BOOKS:

1. Vinita Kohli Khandeka, Indian Media Business,
2. Pradip Ninan Thomas, Political Economy of Communications in India,
3. Lucy Kung, Strategic management in media,

REFERENCE BOOKS:

1. Dennis F. Herrick, Media Management in the Age of Giants,
2. Jennifer Holt, Alisa Perren, Media Industries-History, Theory and Method,
3. John M. Lavine , Daniel B, Managing Media Organizations,

E-LEARNING RESOURCES

https://youtu.be/774WtflN_zY?si=Fh5pkiuEZHIT1v6f
https://youtu.be/J3ba1JsATRk?si=C0CaZDx7N1WY_tTX
https://youtu.be/rbZFODRvK9I?si=hyBs_PfIc8q5aUGT
<https://youtu.be/o7y.lhgfUo2w?si=vKCxssV3mv587XUT>
<https://youtu.be/E4wcEgXaVV4?si=kOpvrTR7JKgqk8Xo>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	<i>Answer any 10 out of 12 questions(each in 50 words)</i>	<i>1-12</i>	<i>3</i>	<i>30</i>
B	<i>Answer any 5 out of 7 questions(each in 300 words)</i>	<i>13-19</i>	<i>6</i>	<i>30</i>
C	<i>Answer any 4 out of 6 questions(each in 1200 words)</i>	<i>20-25</i>	<i>10</i>	<i>40</i>
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	1
II	2	2	1
III	3	1	2
IV	3	1	1
V	2	1	1
TOTAL	12	7	6
SECTION A – 12		SECTION B – 7	SECTION C - 6

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	2	3	2	2
CO 3	3	2	3	2	2
CO 4	2	2	3	2	3
CO 5	2	3	3	2	3
Ave.	2.6	2.4	3	2.2	2.6

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Help students understand the media management	PSO1,PSO2, PSO3,PSO4, PSO5	K1, K2, K3, K4, K5
CO2	Enable them to learn and analyze issues and challenges pertaining to the media industry	PSO1,PSO2, PSO3,PSO4, PSO5	K1, K2, K3, K4, K5
CO3	Equip them with the skills to identify the roles, responsibilities, guidelines of a media organization	PSO1,PSO2, PSO3,PSO4, PSO5	K1, K2, K3, K4, K5
CO4	Teach them how to evaluate media economics, strategic marketing in media	PSO1,PSO2, PSO3,PSO4, PSO5	K1, K2, K3, K4, K5
CO5	Analyze and classify the audience and to interpret programming strategies and management skills	PSO1,PSO2, PSO3,PSO4, PSO5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE – X
COURSE NAME: ADVERTISING AND PUBLIC RELATION	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 3	TOTAL HOURS:90
THEORY	

COURSE OBJECTIVE

Learning the basics and Fundamentals of Advertising and Public Relations. Understanding how Advertising and Public Relations can be incorporated in extensive field of visual media.

COURSE OUTCOMES

1. Define what Advertising and Public Relations is and how that works.
2. Understand Advertising and Public Relations concepts using various strategies and techniques.
3. Analyze and interpret Advertisement and Public Relations industry.
4. Discuss about different types of Advertising and Public Relations methods and their properties.
5. Justify the right way of Advertisement and Public Relations in visual media

UNIT I

18 HOURS

INTRODUCTION TO ADVERTISING

Introduction to Advertising – Definition and Type of Advertising-Historical Overview-Principle and Objective of Advertising- Structure and Functions of Advertising Agencies-Advertiser and Agency relationship - Creative Aspects of Advertising.

UNIT II

18 HOURS

ADVERTISING ETHICS

Ethics in Advertising – Testing Advertising Effectiveness- Audience Analysis – Segmentation-Targeting and Positioning- Audience research (Demographics - Psychographics). Ad agencies and Campaigning

UNIT III

18 HOURS

ADVERTISING PRINCIPLES AND STRATEGIES:

Visual Consistency -Campaign Duration – Repeated Taglines – Consistent Positioning – Simplicity – Identify a Selling Point – Create an Effective Flow. Advertising strategy: - consumer profile – Brand Profile – Selling Strategy-Creative Idea – Brand Positioning – Creative blue print

UNIT IV

18 HOURS

LAWS AND ACTS & ADVERTISING IN MEDIA:

Advertisement Acts - Copyright Acts - Indian Contract Act- The emblems and names Prevention of Improper use Act-Young Person Harmful Publication Act-Indian advertising standards council- Prize Competition Act. Television Broadcasting – Radio Advertising – Print Media – Newspaper Advertising – Magazine Advertising and Interactive Media

UNIT V

18 HOURS

PRINCIPLES OF PUBLIC RELATIONS:

Public Relations – Definitions - Basic elements of PR - Nature, role and scope - PR as a tool of modern management – PR role in the Indian Setting - Developing economy - PR as distinct from other forms of Communication - PR and Publicity – Lobbying – Propaganda - Sales Promotion and Advertising - PR and Corporate Marketing Services. Strategy for good media relations - Inter- Media Publicity - Press Conference - Traditional Media as a PR tool – Types – Advantages - Role of traditional Media in rural India. Outdoor media as a PR tool – Hoardings – Posters – Transit media – Bus panels – Neon signs – Direct Mail – advantages

REFERENCE BOOKS

1. S.A. Chunawalla and K.C.Sethia, Foundation of Advertising Theory and Practice, Himalaya Publication House, Mumbai,2000.
2. Doug Newsom, Judy Turk, Dean Kruckeberg. This is PR: The Realities of Public Relations 11th Edition. Cengage Learning. 2013.
3. Iqbal Sachdeva, Public Relations: Principles and Practices (Oxford Higher Education) June 2009

E-LEARNING RESOURCES

- 1.https://youtu.be/-7nzh3R_SgQ?si=dkG8QHMcptoCAv85
- 2.https://youtu.be/xXNXsTAgb_U?si=PNq9-yXE8tM4UDTp
- <https://youtu.be/coIP5Xa3GmM?si=0u51XSiwQPTf fveM>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	<i>Answer any 10 out of 12 questions(each in 50 words)</i>	<i>1-12</i>	<i>3</i>	<i>30</i>
B	<i>Answer any 5 out of 7 questions(each in 300 words)</i>	<i>13-19</i>	<i>6</i>	<i>30</i>
C	<i>Answer any 4 out of 6 questions(each in 1200 words)</i>	<i>20-25</i>	<i>10</i>	<i>40</i>
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	2	1	1
III	3	1	1
IV	2	2	2
V	2	1	1
TOTAL	12	7	6
SECTION A – 12		SECTION B - 7	SECTION C - 6

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	2	2	3
CO 2	2	3	2	2	3
CO 3	3	2	3	2	3
CO 4	3	2	2	3	3
CO 5	2	2	3	3	2
Ave.	2.4	2.2	2.4	2.4	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Analyze and Evaluate the Advertising and Public Relations is and how that works	PSO1,PSO2,PSO3, PSO4,PSO5	K1, K2, K3, K4, K5
CO2	Understand Advertising and Public Relations concepts using various strategies and techniques.	PSO1,PSO2,PSO3, PSO4,PSO5	K1, K2, K3, K4, K5
CO3	Analyze and interpret Advertisement and Public Relations industry.	PSO1,PSO2,PSO3, PSO4,PSO5	K1, K2, K3, K4, K5
CO4	Discuss about different types of Advertising and Public Relations methods and their properties	PSO1,PSO2,PSO3, PSO4,PSO5	K1, K2, K3, K4, K5
CO5	Justify the right way of Advertisement and Public Relations in visual media	PSO1,PSO2,PSO3, PSO4,PSO5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE - XI
COURSE NAME: 3D MODELLING AND ANIMATION	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 3	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE:

The Course aims at making students proficient with the software and its application.

COURSE OUTCOMES:

1. Familiarize about the principal of 3D animation
2. Understand the basic concept of tools
3. Create the 3D applying certain principal
4. Ability to recognize the frame work of Animation
5. Know the design and animating theory

UNIT I

15 HOURS

Modeling objects using primitives - Modeling simple objects with splines / nurbs - modeling simple objects with Subdivision surfaces - Patch modeling - Polygon modelling.

UNIT II

15 HOURS

Basic human anatomy - joints - moving in arcs - designing basic human character-planning a scene - animating character - timing - anticipation - follow through - human walks and runs - animal walks and runs - animation of birds.

UNIT III

15 HOURS

Animation of acting - body language - basic body postures - Facial animation and lip-sync - Composition - Camera techniques - transition

UNIT IV

15 HOURS

Light types - lighting arrangements - Lighting the human model - Material properties - Textures types - mapping methods - Bump maps - Specular and diffuse maps - Transparency maps - Displacement maps

UNIT V

15 HOURS

Software packages - 3DMAX - modeling and animation - MAYA - modeling and animation
- Combustion - Special effects.

REFERENCE BOOK

- Blender 3D Basics: The Complete Novice's Guide to 3d Modeling and Animation Gordon Fisher.
- 3D Game Textures: Create Professional Game Art Using Photoshop Luke Ahearn.
- Blender Steps: Create Animations and Photoreal Images Using Blender 2.63, the Amazing Free 3D Art Tool Richard crist

E- LEARNING RESOURCES

<https://youtu.be/GjjZacZSWT4?si=as2Tge8vj4VaZUrg>

<https://youtu.be/XEaoHoH4qf0?si=NP5HV6EqctmA3fxr>

https://youtu.be/3_TB6R_FeDE?si=WPmwbNOy60Y6818a

<https://youtu.be/hXd4KEqrYEE?si=UwRr8pIzEYFwvRSw>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Answer any 10 out of 12 questions(each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions(each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions(each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	2	1	1
III	3	1	1
IV	2	2	2
V	2	1	1
TOTAL	12	7	6
SECTION A – 12		SECTION B - 7	SECTION C - 6

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	2	3	2
CO 2	2	2	3	2	3
CO 3	2	2	3	2	3
CO 4	2	3	3	3	3
CO 5	2	3	3	2	3
Ave.	2.2	2.4	2.8	2.4	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To Familiarize about the principal of 3D animation	PSO1,PSO2,PSO 3,PSO4,PSO5	K1, K2, K3, K4, K5
CO2	To understand the basic concept of tools	PSO1,PSO2,PSO 3,PSO4,PSO5	K1, K2, K3, K4, K5
CO3	Create the 3D applying certain principal	PSO1,PSO2,PSO 3,PSO4,PSO5	K1, K2, K3, K4, K5
CO4	Ability to recognize the frame work of Animation	PSO1,PSO2,PSO 3,PSO4,PSO5	K1, K2, K3, K4, K5
CO5	To know the design and animating theory	PSO1,PSO2,PSO 3,PSO4,PSO5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 – 25
PART: III	COURSE COMPONENT: CORE - XII
COURSE NAME: EVENT MANAGEMENT	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 3	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE

To accustom students to be event management and media industry. To enable the students to gain knowledge on the design and production process in event management.

COURSE OUTCOMES

1. Describe an event planner and its importance of networking as an event planner.
2. Apply the planning process in various types of event planning in future
3. Inculcate the details of executing any major event.
4. Understand the budgeting process and its need for organising any event.
5. Demonstrate the relationship between media and events organised by any sector

UNIT I INTRODUCTION TO EVENTS MANAGEMENT: 18 HOURS

What is an event; Event management challenges; Events, human history and culture; The events 'business'; Role of Event managers; Types of event management; Events as projects;

UNIT II EVENT PROJECT MANAGEMENT: 18 HOURS

Event project definition, organisation and framework; Stakeholder requirements and needs; Project objective statement; project planning, Project optimisation; Project evaluation and review techniques; project crashing; project risk management;; project implementation; project shut-down

UNIT III EVENT DESIGN AND PRODUCTION: 18 HOURS

Event design and production; Events as designed experiences; Concept and theme; Understanding event experiences; Event staging and logistics

UNIT IV EVENT BUDGETING AND MARKETING: 18 HOURS

Budgeting and events; Common methods of budgeting; Event marketing planning; Event sponsorship; Project cost breakdown structures

UNIT V EVENTS AND THE MEDIA:

18 HOURS

Role of media in events management; media and links to stakeholders; Media management; impact of media coverage on events; crisis management for event managers

PRESCRIBED BOOKS

1. Events Management: An Introduction - Charles Bladen, James Kennell, Emma Abson,2017.
2. Event Management - Hoshi Bhiwandiwalla,2017.
3. Events Management: Principles and Practice - Razaq Raj, Paul Walters, Tahir Rashid,2017.

REFERENCE BOOKS

1. Key Concepts in Event Management - Bernadette Quinn,2013.
2. Events Management - Glenn Bowdin, Johnny Allen, Rob Harris,2012.
3. Events Management: An International Approach - Nicole Ferdinand, Paul Kitchin,2012.
4. The Complete Guide to Successful Event Planning - Shannon Kilkenny,2011.
5. Event Management Simplified - Judy L. Anderson,2010.

E-LEARNING RESOURCES

https://youtu.be/O_Ece-fPKuw?si=R5anUkAPA6NSYO11
<https://youtu.be/4UkGcZGUDEo?si=SZ714PUFTG82irms>
https://youtu.be/UGV0ludJ7sM?si=qpXHx9krEpX_gVGy
<https://youtu.be/tBG4An46GE4?si=V-R1qJC-5kiONluk>
<https://youtu.be/NxqSeoUglnO?si=xtMOBq5u8uOAAE3x>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Answer any 10 out of 12 questions	1 - 12	3	30
B	Answer any 5 out of 7 questions	13 - 19	6	30
C	Answer any 4 out of 6 questions	20 - 25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	1	1
III	2	1	1
IV	2	1	1
V	2	1	1
Any Unit	2	2	1
TOTAL	12	7	6
SECTION A – 12		SECTION B - 7	SECTION C - 6

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	2	2	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	2
CO 4	3	3	3	3	2
CO 5	2	2	2	3	2
Ave.	2.8	2.6	2.4	2.8	2.4

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To describe an event planner and its importance of networking as an event planner	1-5	K1,K2,K3,K4, K5,K6
CO2	To apply the planning process in various types of event planning in future	1-5	K3
CO3	To inculcate the details of executing any major event	1-5	K2
CO4	To understand the budgeting process and its need for organising any event	1-5	K2,K4,K5,K6
CO5	To demonstrate the relationship between media and events organised by any sector	1-5	K1,K2,K3,K4, K5,K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: For all Programmes except B.Sc. VISUAL COMMUNICATION	BATCH: 2024 – 25
PART: III	COURSE COMPONENT: ELECTIVE I: INTER-DISCIPLINARY ELECTIVE (IDE)
COURSE NAME: FILM MAKING	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 5	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE

Providing a deeper understanding of the advanced filmmaking concepts. Enriching the film-making knowledge. Enabling the students to produce a music video, vlog & documentary

COURSE OUTCOMES

1. Operate and switch multi-cameras.
2. Organize and perform online editing.
3. Produce music video, vlog, and documentary production.
4. Understand the recent trends in film-making. c
5. Collaborate and execute projects as a team.

UNIT I PRODUCTION CONTROL ROOM

6 HOURS

- Asset management
- Crew Management
- Schedule Management
- Storage & Archive
- Single Vs. Multicamera setup
- Advantage of Multicam setup
- Case studies – Video screening

UNIT II SHOOTING A MUSIC VIDEO

6 HOURS

- Knowing the music
- Visual Ideas
- Location Scouting
- Master Shots
- Post-production

UNIT III REMAKING A FILM SEQUENCE

6 HOURS

- Scene selection from a movie
- Requirement analysis
- Identifying location, props, casting, and crew
- Production
- Post-production

UNIT IV FILM PRODUCTION

6 HOURS

- The exciting topic
- Research
- Planning
- Budgeting
- Proposal

UNIT V PRODUCTION II

6 HOURS

- Shot list
- Shooting
- Scripting
- Post-production
- Hands-on Workshop

PRESCRIBED BOOKS

- Safari et al., Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, 2016, 3rd Edition, Focal Press, USA.
- Wright & Steve, “ Digital compositing for film and video: production workflows and techniques” 2018, Taylor & Francis Ltd, United Kingdom.
- Dara Waldron, New Nonfiction Film: Art, Poetics, and Documentary Theory, 2018, Bloomsbury USA Academic, USA.

REFERENCE BOOKS

- Eric Ames, Ferocious Reality: Documentary according to Werner Herzog, 2012, University of Minnesota Press, USA.
- Herbert Zettl, Television Production Handbook, 2014, 12th Edition, Cengage Learning, USA.
- Martingell Paul, Better Location Shooting: Techniques for Video Production, 2011, Focal Press, USA.

E-LEARNING RESOURCES

- https://youtu.be/q1lrcTHNMfE?si=mNbzjiOgiTWs_ADy
- https://youtu.be/BFwMRVwrKcA?si=TbsSYF7vTe_u7cSo
- https://youtu.be/UmlOkL2Loy4?si=otHHQKw_XPR7HTzh
- https://youtu.be/8QCK_qEp_PI?si=Z6GX3pBtMdvZTRwk
- <https://youtu.be/wMqIQcTMIA0?si=c4vSUy8tW2YznVw9>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	2	2	3
CO 2	3	3	3	3	3
CO 3	2	3	2	2	2
CO 4	3	3	3	2	3
CO 5	2	2	2	3	3
Ave.	2.6	2.6	2.4	2.4	2.8

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To understand and operate and switch multi-cameras	1-5	K2,K3
CO2	To organize and perform online editing.	1-5	K3
CO3	Produce music video, vlog, and documentary production	1-5	K2
CO4	Understand the recent trends in film-making.	1-5	K2,K4,K5,K6
CO5	Collaborate and execute projects as a team.	1-5	K1,K2,K3,K4, K5,K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 – 25
PART: III	COURSE COMPONENT: ELECTIVE -II PRACTICAL
COURSE NAME: WEB DESIGNING	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 5	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE

Students become familiar with web design principles and implement them into practice and to construct the concept in creating web page.

COURSE OUTCOMES

1. Design a web page
2. Adapt key design principles, best practices and useful shortcuts while designing a page.
3. Make changes on the site.
4. Export and publish Web Pages.
5. Become a competent web designer.

Students will be introduced to Adobe XD / Open Source Software to work on the following basics and submit the following web pages at the end of the semester.

Working basics on the following

- A tribute page
- A Web page with form (any form such a survey, application etc.,)
- A Parallax website
- Landing page
- Portfolio page

NOTE:

1. The web pages should contain objects created by the students only. No objects/ elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop.
2. At least FIVE complete web sites for different categories of products or organizations must be created for the record
3. All exercises should be accompanied by “ paper-page” and “ paper-design” in record form along with the original file containing the exercises.

PRESCRIBED BOOKS

1. Web Design -The Complete Reference – Thomas Powell, 2003.
2. Creating Website Bible - David A. Crowder and Andrew Bailey, Wiley Publishing Inc,2004.
3. The Principles of Beautiful Web Design - Jason Beaird and Alex Walker, Site Point Pvt.Ltd.
4. Modular Web Design - Curtis Nathan, Pearson Education, New Delhi, 2011.
5. Hello Web Design: Design Fundamentals and Shortcuts for Non-Designers – Tracy

REFERENCE BOOKS

1. Osborn, No Starch Press, 2021.
2. Adobe Web Design & Publishing Unleashed – Borwn, 1997.
3. Design it yourself - Chungreen, Rockport, China. 2004.
4. Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effect of Color – Richard G.Lewis, I LOVE MEL, 2020.

E-LEARNING RESOURCE

1. <https://youtu.be/B-ytMSuwbf8?si=FfURO761Ommu1wnG>
2. <https://youtu.be/iG2jotOo9NI?si=1Nw4bs3DMvKO8Egn>
3. <https://youtu.be/i1pa36PK14E?si=v9g3vZ0eHnWrDvju>
4. <https://youtu.be/GJN7TemsZtY?si=HH07JrrVSrMAmzki>
5. <https://youtu.be/clSHs94hNNc?si=gudcmNaR-JVDvIV3>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	2	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	2	3	3	3	3
Ave.	2.8	2.8	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To design a web page	1-5	K1,K2,K3,K4, K5,K6
CO2	To adapt key design principles, best practices and useful shortcuts while designing a page.	1-5	K3
CO3	To make changes on the site	1-5	K2
CO4	To export and publish Web Pages.	1-5	K2,K4,K5,K6
CO5	To become a competent web designer	1-5	K1,K2,K3,K4, K5,K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 – 25
PART: III	COURSE COMPONENT: ELECTIVE -II
COURSE NAME: DOCUMENTARY FILM	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 5	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE

Study and research a topic and document as a visual language

COURSE OUTCOME

- Documentary Film Making Practice
- Students will learn different approaches to documentary films that deal with social issues
- Students will be able to discover stories and techniques for presenting that information on screen
- Students will learn production, exhibition and distribution practices
- The rigorous practice also makes them approach a project methodically

EXERCISE:

1. Writing original script for Documentary film
2. Finalizing Production Team & Budget
3. To get trained in handling camera and shot.
4. Handling non-linear editing with Software
5. Students should be dubbing, Voice over, Sound Effects & Mixing using the Audio Software
6. Documentary on any social issues (5-10 Minutes)

PROGRAMME: B.Sc.VISUAL COMMUNICATION	BATCH: 2024 – 25
PART: III	COURSE COMPONENT: ELECTIVE II - PRACTICAL
COURSE NAME: PHOTO JOURNALISM	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 5	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE

Develop interest in photojournalism as a career and to understand the various field in photojournalism.

COURSE OUTCOMES

1. To master the art of storytelling through photographs.
2. To develop her/his individual talent and potential for photojournalism.
3. To identify different branches and styles of photojournalism
4. To realise the importance of ethics in photojournalism
5. To choose photojournalism as a career

UNIT I Introduction to Photojournalism

6 HOURS

Module I: Elements of Visual news story telling, History of photojournalism

Module II: Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing.

Module III: Types of news stories

Module IV: Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper journalism.

Module V: Principles and Ethics and of photojournalism. Media laws and Intellectual Property Rights.

UNIT II Basic Concepts of Photography and photojournalism

6 HOURS

Module I: Photography, its emergence and growth

Module II: What is camera, its functions, and introduction to different types of camera

Module III: Mechanics of photography: apertures, shutter speeds, focus, and focal lengths

Module IV: Introduction to different types of lenses

Module V: Lighting, composition

UNIT III Photo-editing

6 HOURS

Module I: Need for Editing, Ways to Edit.

Module II: Reading the mistakes in photos (noise in photographs, over exposure etc.)

Module IV: Photography for specialized, niche publications.

Module IV: Developing flair for news photos

UNIT V Photojournalism Project

6 HOURS

A student has to work on this project (on any one of the following themes) under the supervision and guidance of a faculty member allotted by the department. Students have to submit the project in 8” X 12” size photographic paper. The student has the choice of colour and paper quality to be used for printing the photographs.

Theme 1: Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, industry etc.) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable caption.

PRESCRIBED BOOKS

1. Learning to See Creatively: Design, Color, and Composition in Photography- Bryan Peterson, Amphoto Books, 2015.
2. On Photography - Susan Sontag, Penguin, 2008.
3. Photojournalism: A Tool for Social Change -PoorvaTriKha, Arun, 2014.

REFERENCE BOOKS

1. Photojournalism: An Ethical Approach - Paul Martin Lester,Routledge, 2015.
2. Photojournalism: The Professionals' Approach - Kenneth Kobre, Focal Press, 2004.
3. Understanding Photojournalism - Jennifer Good and Paul Lowe,Routledge, 2020.
4. Photojournalism: An Introduction - Fred Parrish, Wadsworth Thomson. Digital Photography - Evans Duncan, Ava Essentials, 2006.

E-LEARNING RESOURCE

1. <http://markhancock.blogspot.com/1996/01/what-is-photojournalist.html>
2. <https://photography.tutsplus.com/articles/understanding-and-appreciating-the-basics-of-photojournalism--photo-1218>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	2	3	2
CO 2	3	2	2	2	3
CO 3	3	3	3	2	3
CO 4	2	3	3	2	3
CO 5	2	2	3	2	3
Ave.	2.6	2.4	2.6	2.2	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To master the art of storytelling through photographs.	1-5	K1,K2,K3,K4,K5,K6
CO2	To develop her/his individual talent and potential for photojournalism	1-5	K1,K2,K3,K4,K5,K6
CO3	To identify different branches and styles of photojournalism	1-5	K1,K2,K3,K4,K5,K6
CO4	To realise the importance of ethics in photojournalism	1-5	K1,K2,K3,K4,K5,K6
CO5	To choose photojournalism as a career	1-5	K1,K2,K3,K4,K5,K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 – 25
PART: III	COURSE COMPONENT: INTERNSHIP
COURSE NAME: INTERNSHIP	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 2	TOTAL HOURS:
INTERNSHIP	

For a period of two months (150 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will complete the process of evaluation. Project reviews will be conducted during the internship project on regular intervals which would consist of.

- Weekly Report
- Presentation
- Final Report
- Submission of the presentation and final Report Presentation with the Aids and with works of the students. Viva through the presentation and subject knowledge

PROGRAMME: ALL UG	BATCH: 2024 - 27
PART: IV	COURSE COMPONENT:VALUE EDUCATION
COURSE NAME: VALUE EDUCATION	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

UNIT I: EDUCATION AND VALUES'

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education Role and Need for value education in the contemporary society, Role of education in transformation of values in society Role of parents, teachers, society, peer group and mass media in fostering values

UNIT II: VALUE EDUCATION AND PERSONAL DEVELOPMENT

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life. Character Formation towards Positive Personality Modern challenges of adolescents: emotions and behaviour Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for - age, experience, maturity, family members, neighbours, strangers, etc.

UNIT III: HUMAN RIGHTS AND MARGINALIZED PEOPLE

Concept of Human Rights – Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized People – like women, children, minorities, transgender, differently abled etc.

Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony – concept – religion and its place in public domain – secular civil society.

UNIT IV: VALUE EDUCATION TOWARDS NATIONAL AND GLOBAL DEVELOPMENT

Constitutional Values : (Sovereign, Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, Fraternity)

Social Values: (Pity and Probity, Self-Control, Universal Brotherhood).

Professional Values : (Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, Faith).

Religious and Moral Values: (Tolerance, Wisdom, character).

Aesthetic Values: (Love and Appreciation of literature, fine arts)

Environmental Ethical Values

National Integration and international understanding.

Need of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross-border education

UNIT V:

Guru Nanak Devji' s Teachings

Relevance of Guru Nanak Devji' s teachings' relevance to Modern Society

The Guru Granth sahib

The five Ks

Values and beliefs

Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech)

Empowerment of women

Concept of Langar

Eminent Sikh personalities

REFERENCES BOOKS:

1. Dr.AbdulKalam. My Journey-Transforming Dreams into Actions. Rupa Publications, 2013.
2. Steven R Covey, 8th Habit of Effective People (From Effectiveness to Greatness), Free Press, NewYork, 2005.
3. Prem Singh, G.J. (2004). ' Towards Value Based Education' , University News. Vol. 42 (45): P.11-12.
4. V.R. Krishna Iyer. Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow, Eastern Law House (1999, Reprint 2018)
5. <http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>

SEMESTER - VI

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 – 25
PART: III	COURSE COMPONENT: CORE - XIII
COURSE NAME: MEDIA RESEARCH	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE

Develop an understanding of core concepts of Research and design, and to develop research experts.

COURSE OUTCOMES

1. Acquainted with the basic concepts of research methods and process.
2. Perceive the various research methods that can be applied for media research
3. Emerge as a researcher by collecting data for their research
4. Gain knowledge in all the available sampling techniques that might help them in future research.
5. Gain experience with ethics proposals

UNIT I

15 HOURS

INTRODUCTION TO MEDIA RESEARCH:

Definition of research; Objectives of research; Scientific and non scientific research method; Significance of research; Basic types of research ; Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Conceptual, Empirical; Research approaches – Qualitative and Quantitative; Research Process (11 steps), Research Problem. Hypothesis.

UNIT II

15 HOURS

TYPES OF RESEARCH:

Qualitative and Quantitative research; Pure research and Applied research; Descriptive research, Exploratory research, Correlation research, Explanatory research; Historical research, Ex post facto research, Experimental research, Survey, Case Studies, Ethnography, Content analysis.

UNIT III

15 HOURS

DATA COLLECTION:

Data Types; primary data, secondary data; Data measurement levels; nominal, ordinal, interval and ratio; Scales of measurements; Data collection methods; analysis of documents, field observations, interviews; Data collection tools; observation/ field diaries, interview schedules, and questionnaires; Reliability and validity of data.

HOURS**SAMPLING TECHNIQUES:**

Census and sample survey; Definition of Sampling; Sample; Types of sampling – Probability (Simple Random, Systematic, Stratified, Snowball sampling, multistage sampling) Non Probability Sampling (Convenience, Judgment, Quota, Cluster and area sampling); Sampling process, Sampling problems; Sample error; Choosing a sample design.

UNIT V**15 HOURS****DATA ANALYSIS AND CURRENT CONTOURS**

Data analysis: Descriptive statistics (Measures of Frequency; Measures of Central Tendency; Measures of Dispersion or Variation); Parametric tests (student t test, ANOVA); Non parametric tests (Wilcoxon signed rank test, Chi square test). Data Steps involved in writing a research paper. A general quiz on sampling techniques. A pilot study on a media related topic and presentation of findings. A literature review for two pages on a topic related to media research.

REFERENCES:

1. Media and Communication Research Methods: An Introduction to qualitative and quantitative approaches; Arthur Asa Berger, Sage, 2020.
2. Media and Communication Research Methods ; Anders Hansen and David MAchin 2019
3. Media Research Methods: Understanding Metric and Interpretive Approaches; James A. Anderson,2011.
4. Data Collection: Planning for and Collecting All Types of Databooks; Patricia Pulliam Phillips, Cathy A. Stawarski,2016.
5. The Basics of Media Research. Dietram A. Scheufele, Earl R. Babbie, Cengage Learning, 2014.

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Answer any 10 out of 12 questions	1 - 12	3	30
B	Answer any 5 out of 7 questions	13 - 19	6	30
C	Answer any 4 out of 6 questions	20 - 25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	1	1
III	2	1	1
IV	2	1	1
V	2	1	1
Any Unit	2	2	1
TOTAL	12	7	6
SECTION A – 12		SECTION B - 7	SECTION C - 6

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	2	3
CO 2	3	2	2	3	2
CO 3	3	2	3	3	2
CO 4	2	3	2	2	3
CO 5	2	3	3	3	2
Ave.	2.4	2.6	2.4	2.6	2.4

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To get acquainted with the basic concepts of research methods and process	1-5	K1
CO2	To perceive the various research methods that can be applied for media research	1-5	K1,K2
CO3	To emerge as a researcher by collecting data for their research	1-5	K3
CO4	To gain knowledge in all the available sampling techniques that might help them in future research	1-5	K3,K4
CO5	To understand and Analyze the topics as per research	1-5	K4,K5

PROGRAMME: B.Sc. VISUAL COMMUNICATION	BATCH: 2024 – 25
PART: III	COURSE COMPONENT: CORE - XIV
COURSE NAME: DIGITAL FILM MAKING	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE

The course will give in depth understanding of the concept of film theory. It will pose the question whether Film Theory influence on film making industry.

COURSE OUTCOMES

1. Understand film making.
2. Knowledge of complexity of films.
3. The techniques of script to screen .
4. Shooting experience of a Film.
5. Knowledge of each variety & storytelling of the film.

UNIT I

18 HOURS

Overview of the film crew, Introduction to various departments of film making, Collaborating and working with team. Introduction to stages of film production

UNIT II

18 HOURS

Introduction to film script; treatment, Screenplay-format and layout, Narrative structures, Protagonists and antagonists, Adoption, Genre, Loglines. Story boards.

UNIT III

18 HOURS

Production Planning; Proposals, Budgeting, Scheduling, Finding locations, Equipment, Role of production crew, Working with actors.

UNIT IV

18 HOURS

Shot sizes; meaning and motivation, Camera movements- methods and meaning, Master shots, cutaways, inserts, reaction shots, Parallel action, Shooting scripts. Picture composition and framing, working with lighting, color, lenses

Pre-Production of Short Film

- Scripting
- Team Building
- Rekee
- Permissions & Budgeting
- Shot Division & Floor Planning
- Auditions & Rehearsals
- Scheduling

Production & Post-Production of Short Film

- Shooting
- Editing
- Sound
- Colour Correction & Master

Make a short film on any subject in any language of 5 minutes with appropriate sub-titles – 40 Marks

PRESCRIBED BOOK

1. Daniel Arijon, Grammer of Film Language, Silman James Press, 1991
Blain Brown, Basics of Film Making, Focal Press Book
2. Syd Field, Screenplay : The Foundations of Screenwriting, RHUS, 2005

REFERENCE BOOK

1. Linda J. Cowgill, Writing Short Films : Structure & Content for Screenwriters, 2010
2. Max Thurlow, Making Short Films : The complete guide to Script to Screen, 2013
3. Steve Katz, Film Directing : Shot by Shot, Michael Wise Productions, 2019

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	2
CO 5	3	3	3	3	3
Ave.	3	3	3	3	2.6

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To understand film making	PSO1,PSO2,PSO3, PSO4,PSO5	K1, K2, K3, K4
CO2	Knowledge of complexity of films	PSO1,PSO2,PSO3, PSO4,PSO5	K1, K2, K3, K4
CO3	The techniques of script to screen	PSO1,PSO2,PSO3, PSO4,PSO5	K1, K2, K3, K4
CO4	Shooting experience of a Film	PSO1,PSO2,PSO3, PSO4,PSO5	K3, K4, K5
CO5	Knowledge of each variety & storytelling of the film	PSO1,PSO2,PSO3, PSO4,PSO5	K3, K4, K5,K6

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE-XV
COURSE NAME: ART DIRECTION	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 3	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE

Inculcate the knowledge of history and development of Art direction and production design

COURSE OUTCOMES

1. Students will able to understand the set design
2. Students will able to inculcate the knowledge in ground plan
3. Students will able to acquaint them with important aspects of the process of set design
4. Students will able to develop the knowledge of materials and tools handles in making of set design process
5. Students will able to enhance understanding of the technical terms and industrial experience in production design

UNIT I

15 HOURS

Introduction to Art direction, History of Production design, A brief historical perspective on production design in motion pictures, the role and responsibilities of the production designer, The production designer' s place-picture begins to move – drafting-materials-lighting – lines and dots.

UNIT II

15 HOURS

Ground plan drawing, Ground plan of a set to be built and location, elevation of all walls of built set, Scenic building blocks, Types of flats and materials – platforms – backings, The construction drawings types of construction drawings off the blue print.

UNIT III

15 HOURS

Model making, Model making – types of models-making the models, Supervising construction and set up supervising, Set dressing board -furniture, fabrics, carpets, drapery,etc, Set decoration – the prop master – keeping records – the critique

UNIT IV

15 HOURS

Set design, Basic ground plan and all stationary scenic elements, 3Composite ground plan and all moving scenic elements, indicating both their, Front elevation of every scenic elements, and additional elevations of units, Staging a talk show, News show, Panel show, Quiz show, reality show, music concert.

UNIT V

15 HOURS

Storyboarding in set design, Types of layouts, Concept and story developing, idea, Script foreground, Middle Ground and Background, Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of Classic Film Examples.

PRESCRIBED BOOKS:

1. Michael Rizzo, “ The Art Direction Handbook for Film” , Focal press 2005
2. Vincent lobrutto, “ The filmmakers guide to production design” . Allworth press, 2002

REFERENCE BOOKS:

1. Nicholas proferes, “ film directing fundamentals” , Focal Press, 3 edition, 2008
2. Fionnuala Halligan, “ Filmcraft: Production Design” ,Focal Press2012

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	2	2	2	2	3
CO 3	2	2	2	2	3
CO 4	3	3	2	3	2
CO 5	2	3	2	3	2
Ave.	2.4	2.4	2.2	2.6	2.4

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Students will able to understand the set design	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO2	To inculcate the knowledge in ground plan	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO3	To acquaint them with important aspects of the process of set design	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO4	To develop the knowledge of materials and tools handles in making of set design process	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO5	To enhance understanding of the technical terms and industrial experience in production design	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: CORE – XVI
COURSE NAME: PROJECT	COURSE CODE:
SEMESTER: VI	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE

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 OUTCOMES

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. Advanced Photography
2. Video Production
3. Audiography
4. 2D SHOWREEL

ADVANCED PHOTOGRAPHY

COURSE OBJECTIVE

In photography students work with digital photography and editing in response to assigned and independent unique projects.

UNIT I

Cameras and Lenses - Getting Exposure Right - Choosing Lenses - Standard Lens - Wide Angle Lenses - Telephoto Lenses - Tele Zooms - Fish Eye Lens and Fast Lens

UNIT II

Understanding and Handling Light - Adapting Day Light - Direct Light - Diffused Light - Reflected Light - Controlling and Measuring Light - Light Meters

UNIT III

Rules - Picture with the Impact - The Focal Point - Center of Interest - Perspective and View Point

UNIT IV

Shapes and Form - Pattern and Outline – Movement - Zone System - Using Filters - Cropping - Genres of Photography - Professional Photography - Post Production Process – Lightroom – Enhancing and Manipulation

UNIT V

Indoor and Outdoor Photography - Journalism-Types of Journalism-Photo Journalism-Sports-Travel-Events-Current issues.

FINAL OUTPUT:

Every student will come up with an A4 size digitally printed album.

VIDEO PRODUCTION

COURSE OBJECTIVES:

Apply techniques of cinematography and lighting in shooting footages Combine shots for final output Create titling and graphics for a video Visualize and construct ideas for different genres of television production

MODULE:1

Pre – Production – Idea – Premise – Scripting – Scene Treatment – Shooting Script

MODULE:2

Production – Location – Lighting – Cinematography – Log sheet

MODULE:3

Post – Production – Rough cut – EDL – Final Output – Video Formats

MODULE:4

Titling and Graphics

FINAL OUTPUT: Pair of students will have to shoot and edit any video program of their choice.

Choose any

1. Documentary film
2. Short Film
3. Music Video

RECOMMENDED TEXTBOOKS:

1. Zettl, Herbert, Television Production Handbook, Thomson Wadsworth, 2006
2. Belavadi Vasuki, Video Production Handbook, Oxford University Press , 2008

REFERENCE BOOKS:

1. Owens, Jim and Millerson, Gerald, Television Production, Focal Press 2012
2. Hampe, Barry, Making documentary films and videos, Fenn and Company Ltd.Canada
3. McGrath, Goodman, Robert M. , Editing Digital Video, McGraw-Hill,Patrick , Professional Publishing
4. Millerson Gerald, Video Production Handbook, Focal Press, 2006
5. Bowen, Christopher J. and ,Roy, Grammar of the Shot ,Focal Press, 3rd 2013

E-LEARNING RESOURCES:

1. <http://www.cwmstudios.com/98/the-three-phases-of-video-production.html>
2. <https://www.writersstore.com/how-to-write-a-screenplay-a-guide-to-scriptwriting/>
3. <http://screencraft.org>
4. <https://learnaboutfilm.com/film-language/editing/>
5. <http://blcklst.com>

AUDIOGRAPHY

COURSE OBJECTIVE

Understand the audio studio fundamentals, recording techniques, and creative use of sound tracks.

COURSE OUTCOME

After completion of this course, students shall be able to record and edit using the advanced software like Pro Tools.

MODULE I: Basics of Sound and Sound Recording Systems

MODULE II: Audio Studio Fundamentals

MODULE III: Pro Tools Recording Techniques

MODULE IV: Creative Use of Sound Track

Recording: busses, playlists, use of dialogue, music and sound effects. Equalisation. Balancing of levels – panning, mixing, the art of producing and recording your own music, memory locations and markers, window configurations and arrangements, using inserts, the basics of effects loops, headphones and headphone mixes.

Practical Assignment:

Record nature sounds for posting in a 5-minutes' short fiction film (Individual exercise). Create the soundtrack for a 3- minutes film, involving dubbing, foley recording, background music, final mixing (Group project)

REFERENCE BOOK

1. John Strutt & Baron Williams, The Theory of Sound, Rayleigh. 1996.
2. Francis Rumsay and Tim Mick. Sound and Recording: An Introduction. Oxford: Focal Press.
3. Collins Mike, Pro Tools for Music Production: Recording, Editing, Academic P, 2009.

2D SHOWREEL

COURSE OBJECTIVE:

Student are expected to submit the projects on any one of the following

1. 2D- Animation
 - a. Motion Graphics for E-Learning Content (for 1 Minute)
 - b. corporate presentation (for 1 Minute) Or
2. 2D- SHORT FILM (minimum 2 minutes)

Unit I

- 1.1 One line Idea
- 1.2 Overcome Creative Mind blocks
- 1.3 Concept Creation
- 1.4 Finding Inspiration
- 1.5 Research

Unit II

- 2.1 Personal Note
- 2.2 Essential Parameters
- 2.3 Concept Development
- 2.4 Writing the Script
- 2.5 Storyboard

Unit III

- 3.1 The Production Plan
- 3.2 Project Deadline
- 3.3 Asset Creation
- 3.4 Character Creation
- 3.5 Concept Art

Unit IV

- 4.1 Background Creation
- 4.2 Animation using 12 Principles
- 4.3 Key Frame Animation
- 4.4 Setting Attributes, Colors and Styles
- 4.5 Scene Management

Unit V

- 5.1 Recording the Dialogues and BGM
- 5.2 Compositing
- 5.3 Adding Effects
- 5.4 Audio & Video Editing
- 5.5 Final Rendering

REFERENCE BOOK

1. Cartoon Animation (Collector's Series) Paperback – 1 January 1994
2. The Animator's Survival Kit Paperback – 5 November 2009
3. Character Animation Crash Course! Paperback – 7 July 2008
4. Draw Great Characters and Creatures: 75 Art Exercises for Comics and Animation Paperback – Illustrated, 3 December 2019
5. Creating Characters for the Entertainment Industry: Develop Spectacular Designs from Basic Concepts Paperback – 10 August 2019

E-LEARNING RESOURCES

<https://www.behance.net/gallery/97023727/2D-Animation-Demo-Reel-2019>

<https://www.blopanimation.com/animation-demo-reel/>

<https://slideplayer.com/slide/5870111/>

<https://youtu.be/u8vk5IB7b5Q>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	2
CO 2	3	2	2	2	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	2.6	2.8	2.8	2.8

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	2	3
CO 2	2	3	3	2	3
CO 3	2	2	3	2	3
CO 4	3	2	2	3	3
CO 5	3	2	2	3	2
Ave.	2.6	2.4	2.4	2.4	2.8

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: VI	COURSE COMPONENT: ELECTIVE – III
COURSE NAME: STORYTELLING AND SCRIPT WRITING	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE

Choose standard screenwriting formats to present their ideas and Outline characters – based on stories with clear conflicts Identify film and television structure

COURSE OUTCOMES

1. Understand the process involved in writing script and story development
2. Demonstrate understanding of techniques, principles, genres of story, and scriptwriting
3. Analyse the process of research concepts and elements of the script
4. Develop a story, characters, and dialogues for the script
5. Communicating clear ideas in the script, Review, Revision, and Edit scripts

UNIT I: Introduction to Story

18 Hours

Terminology of story design, Principles of story design - Story structure – Freytag’ s pyramid - Hero journey structure – Dan Harmon’ s story circle

UNIT II: Elements of Script

18 Hours

Definition, Meaning of the script - Script preparation - Basics of scriptwriting – script and story ideas - Screenplay formatting

UNIT III: Development of Script

18 Hours

Process of script development - Strategies for script development - Structure of scripts - Storytelling techniques

UNIT IV: Types of Script

18 Hours

Writing for fiction and non-fiction - Documentary script format - Commercial, PSA, News, and Radio scripts - Script for videogame - Standalone and Spec Script

UNIT V: Analysis of Story and Script

18 Hours

Elements of story analysis - Culture and practices in the story – McKee’ s Story Analysis Approach - Narrative Paradigm

PRESCRIBED BOOKS

1. Condy, J. (2015). Telling Stories Differently: Engaging 21st Century Students through Digital Storytelling. AFRICAN SUN MEDIA.
2. Dunford., Mark & Jenkins, T. (2017). Digital Storytelling: Form and Content. Springer.
3. Lambert, J. (2013). Digital Storytelling: Capturing Lives, Creating Community. Routledge.
4. Miller, C. H. (2014). Digital Storytelling: A Creator' s Guide to Interactive Entertainment. CRC Press.

REFERENCE BOOK

1. McKee, R. (1997). Story: Style, Structure, Substance, and the Principles of Screenwriting. Harper Collins.
2. McKee, R. & Gerace, T. (2018). Storynomics: Story-Driven Marketing in the Post-Advertising World. Grand Central Publishing.
3. McClean, S. T. (2008). Digital Storytelling: The Narrative Power of Visual Effects in Film. MIT Press.

E-LEARNING RESOURCES

1. Journal of Screenwriting - <https://www.intellectbooks.com/journal-of-screenwriting>
2. Storytelling, Self, Society - <https://www.berghahnjournals.com/view/journals/storytelling-self-society/storytelling-self-society-overview.xml>
3. Journal of Digital Storytelling - <http://journals.sfu.ca/jds/index.php/jds/index>
4. The Journal of Popular Film and Television - <https://www.tandfonline.com/loi/vjpf20>
5. New Review of Film and Television Studies - <https://www.tandfonline.com/loi/rfts20>
6. International Documentary Association - <https://www.documentary.org>

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: ELECTIVE - III
COURSE NAME: ANCHORING FOR MEDIA PRACTICE	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

- Students acquire skills for anchoring.
 - Students learn the Do's and Don' t's in anchoring.
 - Students also get to identify and hone their individual styles and develop their own unique style of presentation.
 - With the help of assignments, students attain professional standards in anchoring.
1. Body language (TV) & Voice Modulation (TV/Radio) - pitch, tone and intonation
 2. Communication skills – clarity in language
 3. Presentation skills – spontaneity – understanding the importance of subject knowledge & dialect
 4. Anchoring for different types of Radio programs
 - News reading (AIR)
 - Request shows (listeners participation via Phone-in, WhatsApp, Tweet, Facebook)
 - Celebrity shows (understanding popularity)
 - Jingles
 - Radio Interviews
 - Radio Jockey
 - Special audience program
 - Exclusive program

Television Anchoring : News

- News reading
- News anchoring
- Crime news – unique style' s in anchoring
- Group discussion / panel discussion

Entertainment

- Talk shows
- Reality shows
- Stage shows
- Live anchoring – Award functions & public programs

Background voice (voice-over) & dubbing

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: III	COURSE COMPONENT: ELECTIVE - III
COURSE NAME: AUDIO VISUAL TECHNOLOGY	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE

This course was designed to provide students with skills and knowledge about audio and video production

1. Students will be able to work with advanced video cameras.
2. Students will be able to work with advanced audio and video editing softwares.
3. Students will able to work with various equipments used in production like audio and video mixers

Now how of audio and video technology makes students industry ready and enables them to become valuable assets in the fast paced media field.

UNIT 1

18 Hours

Visual Language – Perception and Composition; Shots & movements; Principle of Visual Language- Headroom, Nose room, 180-degree rule, shot- reverse shot sequence; Video camera and its support systems; Television cameras – Studio based cameras & other cameras.

UNIT 1I

18 Hours

Lighting for Video Production – Properties of light, Factors influences lighting needs, Lighting ratio, lighting instruments, reflectors; Sound- Properties of sound, sound wave, Types of Microphones; Audio connectors.

UNIT 1II

18 Hours

Stages of TV and Radio Programs – Pre-production, Production and post production; Personnel roles and responsibilities in Video production and news production; Field production – ENG and EFP.

UNIT 1V**18 Hours**

Types of editing- Assemble and insert; Modes of editing- online, offline, Linear and nonlinear type software; Tape formats – different formats of tapes; Tapeless format- Different recording media; Distribution Media; Media storage systems;

UNIT V**18 Hours**

Writing for television – Script writing, Genres of TV programs- News, talk shows, panel discussion, Music and dance programmes, Phone in Programmes, Quiz shows; Entertainmentshow.

References:

1. Allan Wurtzel: Television production.
2. Gerald Milerson : The Techniques of television production
3. Video Production by Vasukibelavadi – oxford publications

PROGRAMME: B.Sc., VISUAL COMMUNICATION	BATCH: 2024 -2027
PART: IV	COURSE COMPONENT: MINI PROJECT
COURSE NAME: PORTFOLIO FOR DESIGN WORKS	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

PORTFOLIO FOR DESIGN WORKS

- Creating the portfolio and designing each page of the portfolio to make it more attractive and effective.

Reference Books

David Dabner "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition (28 July 2014)

SOFT SKILLS: COMMON TO ALL	BATCH: 2024- 2025 ONWARDS
PART: IV	COURSE COMPONENT: SOFT SKILL
COURSE NAME: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT SKILLS	COURSE CODE:
SEMESTER: I	MARKS:50
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To build communication skills for personal and professional development.

COURSE OUTCOMES:

1. Students will demonstrate the ability to actively listen to others, understand diverse perspectives, and paraphrase key points accurately, enhancing their comprehension skills in various personal and professional contexts.
2. Students will be able to articulate thoughts, ideas, and information clearly and concisely, using appropriate language and structure to convey messages effectively in both written and verbal communication
3. Students will develop confidence in expressing opinions, asserting boundaries, and advocating for themselves and others, leading to enhanced self-assurance and effectiveness in interpersonal and group communication.
4. Students will learn to adapt their communication style and approach based on the audience, context, and purpose of communication, fostering flexibility and versatility in interacting with diverse individuals and groups.
5. Students will acquire techniques for resolving conflicts, managing disagreements, and negotiating mutually beneficial outcomes through effective communication strategies, promoting constructive problem-solving and collaboration in personal and professional settings.

UNIT I Types of Communication

6 Hours

Verbal Communication - Nonverbal Communication - Visual Communication - Written Communication - Interpersonal Communication - Group Communication - Mass Communication - Digital Communication- Barriers – Language- Cultural- Psychological- Semantic- Technological Barriers

UNIT II Etiquette & Ethical Practices in Communication

6 Hours

Active Listening - Respectful Language - Clarity and Conciseness – Truthfulness-Professionalism- Tone -Timeliness - Constructive Feedback - Confidentiality - Cultural Sensitivity - - Emotional Intelligence-Social Intelligence- Social Etiquettes-Accountability

UNIT III Self Actualization

6 Hours

SWOC Analysis- Self Regulation-Self Evaluation, Self-Monitoring, Self- Criticism, Self-Motivation, Self-awareness and Reflection:

UNIT IV III Leadership and Teamwork 6 Hours

Leadership Skills: Leadership styles- Goal-setting and decision-making- Motivation and influence- Team Dynamics: Team building activities- Conflict resolution- Collaborative problem-solving

UNIT V Stress and Time Management 6 Hours

Definition of Stress, Types of Stress, Symptoms of Stress, Stress coping ability, Stress Inoculation Training, Time Management and Work-Life Balance: Self-discipline Goal-setting

RECOMMENDED TEXTBOOKS

1. Goleman, Daniel (2006) *Emotional Intelligence*, Bantam Books
2. Linden, Wolfgang (2004) *Stress Management- From Basic Science to Better Practice-* University of British Columbia, Vancouver, Canada.
3. Hasson, Gill (2012) *Brilliant Communication Skills*. Great Britain: Pearson Education.
4. Monippally, Matthukutty, M. *Business Communication Strategies*. New Delhi: Tata McGraw-Hill Publishing Company Ltd., 2001.
5. Raman, Meenakshi & Sangeetha Sharma (2011) *Communication Skills*, Oxford University Press.

REFERENCE BOOKS

1. N.Krishnaswamy *Current English for College* (1st Edition) - Trinity Press
2. Wood, Julia T (2015) *Interpersonal Communication: Everyday Encounters* 8th Edition, Cengage Learning.

E-LEARNING RESOURCES

1. <http://www.albion.com/netiquette/corerules.html>
2. <http://www.englishdaily626.com/c-errors.php>
3. <https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm>
4. <https://www.communicationtheory.org/verbal-vs-non-verbal-communication-with-examples/>
5. <https://letstalkscience.ca/educational-resources/backgrounders/digital-citizenship-ethics>
6. <https://www.switchboard.app/learn/article/teamwork-leadership-skills>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two(Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50
				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL	7		
	SECTION A – 12	SECTION B – 6	SECTION C - 4

SEMESTER II- INTERVIEW SKILLS AND RESUME WRITING

SOFT SKILLS: COMMON TO ALL	BATCH: 2024- 2025 ONWARDS
PART: IV	COURSE COMPONENT: SOFT SKILL
COURSE NAME: INTERVIEW SKILLS AND RESUME WRITING	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To equip the students to acquire the relevant skills for better employability.

COURSE OUTCOMES:

1. Students will gain an overall understanding of the concept, the purpose, and the objectives of an interview
2. Students will become aware of the various types of interviews and the nuances of each one of them
3. Students will understand and equip themselves with the techniques and strategies required to ace an interview
4. Students will be able to draft a biodata /CV/Resume in the proper format
5. Students will embark on acquiring the relevant skills and will learn to leverage them effectively for better employability

UNIT I Introduction to Interview Skills 6 Hours

Definition- meaning- concept of interview – Purpose- Objectives of interview-Characteristic features of job interviews

UNIT II Types of Interview 6 Hours

Traditional one on one job interview- Panel interview- Behavioral interview-Group interview- Phone Interview- Preliminary Interview-Patterned Interview Depth Interview, Stress Interview, Exit Interview- Interview through tele and video conferencing

UNIT III Interviews: Techniques and Strategies 6 Hours

Preparing for the Interview Process- Before the interview-During the interview-After the interview
-Tips to ace an interview -Commonly asked questions in interview -Do' s and Don' ts of interview
- Reasons for rejections

UNIT IV Preparing Biodata/CV/Resume 6 Hours

Essential characteristics of a job Application-Difference between Biodata- CV-Resume-covering letter-Tips to draft an application

UNIT V Leveraging Employability Skills 6 Hours

Personality Development-Organizational skills-Time Management– Stress Management-Effective Communication Skills -Reasoning Ability-Verbal Ability- Group Discussion-Technical skills - Presentation skills

RECOMMENDED TEXTBOOKS

1. Monipally, Matthukutty M. (2017) *Business Communication: From Principles to Practice*
2. Peter, Francis. (2012) *Soft Skills and Professional Communication*. New Delhi: Tata McGraw Hill.

REFERENCE BOOKS

1. Higgins, Jessica JD (2018) *10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders*
2. Nicholas, Sonji (2023) *Interviewing: Preparation, Types, Techniques, and Questions*, Pressbooks
3. Storey, James (2016) *The Art of The Interview: The Perfect Answers to Every Interview Question*

E-LEARNING RESOURCES

1. <https://careermobilityoffice.cs.ny.gov/cmo/documents/Resume%20&%20Interviewing%20Handout.pdf>
2. <https://edu.gcfglobal.org/en/interviewingskills/interview-etiquette/1/>
3. <https://findjobhub.com/en/types-of-interviews>
4. <https://egyankosh.ac.in/bitstream/123456789/23411/1/Unit-2.pdf>
5. https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part_1_62%20hour_English.pdf
6. https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part2_58hour_English.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two(Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50
				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL			
SECTION A – 12		SECTION B – 6	SECTION C - 4

SEMESTER III - ADOBE UX FOUNDATION

PROGRAMME: COMMON TO ALL IT STUDENTS, B.Com., ISM, B.Com., CA	BATCH: 2024-2027
PART: IV	COURSE COMPONENT: SOFT SKILL III
COURSE NAME: ADOBE UX FOUNDATION	COURSE CODE:
SEMESTER: III	MARKS:- 100
CREDITS: 2	TOTAL HOURS: 30
PRACTICAL	

COURSE OBJECTIVE:

Adobe UX Foundation involves outlining the key skills and knowledge that participants should acquire by the end of the course.

COURSE OUTCOMES:

1. Define and explain the core concepts and principles of user experience.
2. Understand the key features and functionalities of Adobe XD for designing and prototyping.
3. Apply user-centered design principles to create interfaces that prioritize user needs and preferences.
4. Implement interactive and dynamic prototypes to simulate user interactions.
5. Explore collaboration tools within Adobe XD to work efficiently in a team environment.

UNIT I

6 HOURS

Introduction to User Experience Design: Define User Experience - User Experience Process – Seven Components of user Experience (UX) – Definition of a Good User Experience Design- Usability Heuristics-Examples of Good User Experience Design – Practical Activity.

UNIT II

6 HOURS

User Experience Research: What is User Experience Research – Designing Adobe XD :User Research & Testing – What is Competitor User Experience Research – User Experience Personas& User Profiles – Other types of User Experience Research – Qualitative and Quantitative User

Experience Research – Running Interviews and Observations for User Experience – Understanding User – Practical Activity

UNIT III

6 HOURS

Visual Design : Definition- Introduction to Atomic Design – Elements of any Visual design:Color & Shape – Imagery – Typography - Buttons – Composition of Visual Design Elements: structure & Grid – Hierarchy of Content – States.

UNIT IV

6 HOURS

User Experience Design Strategy: An Introductory guide to information architecture – Techniques & Best practice for developing an information architecture: Software Process – Examples of Information Architecture – Sitemap – Sitemap for website – Examples – Navigation & Hierarchy : Taxonomy & metadata – Examples- Practical Activity

UNIT V

6 HOURS

Mock up : Different types of Design Mock – Ups – User Persona,Scenarios & stories – Design Ideation & Sketching – Storyboarding User Experiences – Design Wireframes – Design prototyping & types of prototypes – Practical Activity.

PRESCRIBED BOOKS:

1. The Design of Everyday Things by Don Norman, The revised and expanded edition,2013.
2. Lean UX: Designing Great Products with Agile Teams by Jeff Gothelf and Josh Seiden, 2013.

REFERENCE BOOKS:

1. Don't Make Me Think by Steve Krug, 3rd edition, 2014
2. The Elements of User Experience by Jesse James Garrett, 2nd edition, 2010
3. Information Architecture: For the Web and Beyond" by Louis Rosenfeld, Peter Morville, and Jorge Arango, 4th edition,2015.
4. Sketching User Experiences: Getting the Design Right and the Right Design" by Bill Buxton, 1st edition,2007.
5. About Face: The Essentials of Interaction Design" by Alan Cooper, Robert Reimann, and David Cronin, 4th edition, 2015.

E-LEARNING RESOURCES:

1. <https://learn.futureskillsprime.in/journey/adobe-ux-foundation-learning-journey-this-free-of-cost>.

2. <https://userresearch.google.com/>
3. <https://www.interaction-design.org/literature/topics/visual-design>
4. <https://www.nngroup.com/articles/ux-strategy/>
5. <https://www.mockupworld.co/>

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	2
CO 2	3	3	2	2	2
CO 3	2	3	3	2	3
CO 4	3	2	2	3	2
CO 5	2	2	2	2	2

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Define and explain the core concepts and principles of user experience.	PSO1,PSO2,PSO3, PSO4,PSO5	K1
CO2	Illustrate the key features and functionalities of Adobe XD for designing and prototyping.	PSO1,PSO2,PSO3, PSO4,PSO5	K2
CO3	Apply user-centered design principles to create interfaces that prioritize user needs and preferences.	PSO1,PSO2,PSO3, PSO4,PSO5	K3
CO4	Implement interactive and dynamic prototypes to simulate user interactions.	PSO1,PSO2,PSO3, PSO4,PSO5	K4
CO5	Explore collaboration tools within Adobe XD to work efficiently in a team environment.	PSO1,PSO2,PSO3, PSO4,PSO5	K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

SEMESTER – IV FOUNDATIONS OF QUANTITATIVE APTITUDE

PROGRAMME: ALL UG	BATCH: 2024 – 27
PART: IV	COURSE COMPONENT: SOFT SKILL – IV
COURSE NAME: FOUNDATIONS OF QUANTITATIVE APTITUDE	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

Develop learners' problem-solving skills and critical thinking abilities in the context of recruitment aptitude tests.

COURSE OUTCOME:

1. The learner will be able to recognize, describe and represent patterns and relationships, as well as to solve problems using algebraic language and skills.
2. To learn about factors and multiples that numbers have in common with each other.
3. The student will analyse monthly profit and loss statements for a school store and calculate profit margin percentages.
4. Students learn what different types of interest are, where it occurs in real life and understand the concept of simple and compound interests.
5. The learner will draw, interpret and compare pie charts, bar charts and frequency diagrams.

UNIT I: Number system and Number series

Numbers: Numbers and their classification, test for divisibility of numbers, General properties of divisibility, division and remainder, remainder rules.

Number Series: Number series, three steps to solve a problem on series, two-line number series, sum rules on natural numbers.

UNIT II: HCF and LCM of Numbers

Factors, Multiples, Principal of Prime factorization, Highest Common Factor (HCF) and Least Common Multiple (LCM), Product of two numbers, Difference between HCF and LCM.

UNIT III: Percentage, Profit and Loss

Percentage: Introduction, fraction to rate percent, rate percent to fraction, rate percent of a number, express a given quantity as a percentage of another given quantity, convert a percentage into decimals and convert a decimal into percentage.

Profit and Loss: Gain/Loss and % gain and % loss, relation among Cost price, Sale price, Gain/Loss and % gain and % loss.

UNIT IV: Simple Interest and Compound Interest

Simple Interest: Definition, effect of change of P , R and T on Simple Interest, amount.

Compound Interest: Introduction, conversion period, basic formula, to find the Principal/Rate/Time, Difference between Simple Interest and Compound Interest.

UNIT V: Data interpretation

Tabulation, Bar Graphs, Pie Charts, Line Graphs, average.

PRESCRIBED BOOK:

1. Quantitative Aptitude by R.S. Agarwal

REFERENCE BOOKS:

1. Quantitative Aptitude by Abhijit Guha, Fourth Edition.
2. Quantitative Aptitude by Ramandeep Singh.

E - LEARNING RESOURCES:

1. <https://byjus.com/maths/numeralsystem/#:~:text=crore%20is%207.International%20Numeral%20System,8%20%E2%80%93%20Ones>
2. <https://byjus.com/maths/hcf-and-lcm/>
3. <https://byjus.com/maths/profit-loss-percentage/>
4. <https://www.vedantu.com/jee-main/maths-difference-between-simple-interest-and-compound-interest>
5. <https://sites.utexas.edu/sos/guided/descriptive/descriptivec/frequency/>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Multiple Choice Questions: Answer 20 out of 20 questions (each question carries one mark)	1 – 20	20	20
B	Answer any 5 out of 7 questions (each question carries 6 marks)	21 – 27	6	30
TOTAL MARKS				50

BREAK UP OF QUESTIONS FOR PROBLEMS

UNITS	SECTION A	SECTION B
I	4	1
II	4	1
III	4	1
IV	4	1
V	4	1
Any Unit	-	2
TOTAL	20	7

PROGRAMME: COMMON TO ALL	BATCH: 2024-2027
PART: IV	COURSE COMPONENT: SELF-STUDY
COURSE NAME: INDIAN HERITAGE AND KNOWLEDGE SYSTEM	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: SELF-STUDY
THEORY	

Course Description:

Delving into Indian Heritage, this course focuses on South Indian cultures and ancient knowledge like Yoga, Ayurveda, and Siddha, shaping the Nation's identity.

Course Objectives:

Analyzing Indian heritage's impact on national identity, South India's culture, and holistic traditions like Yoga, Ayurveda, Siddha, Jyotish, and Natya Shastra.

Course Outcomes:

- To develop a comprehensive understanding among students of Indian heritage, its richness and diversity, and its role in shaping the nation's cultural identity.
- Students will gain an enhanced insight into the artistic, architectural, and literary achievements of South India and other regions, fostering a sense of pride in Indian cultural heritage.
- To enhance students' cultural literacy by gaining insights into traditional practices preserved through folklore across India.
- To acquire knowledge among students of ancient Indian sciences for holistic well-being, promoting physical, mental, and spiritual health.
- Students will develop a deeper understanding of the interconnectedness of spiritual, medicinal, and artistic dimensions within Indian Heritage systems.

Course Structure:

Unit 1: Introduction to Indian Heritage

- **Concept of Heritage:** Definition, the importance of studying heritage, and its diverse forms.
- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.

Key Concepts: Cultural heritage, diversity, tangible heritage (e.g., monuments), intangible heritage (e.g., traditions, practices).

Unit 2: Cultural Tapestry of South India

- **Literature:** The classical Tamil literature of *Sangam poetry*, the epic Kannada works like the "*Kuvempu Ramayana*," the Telugu compositions of *Annamacharya*, and the poetic Malayalam works of Kerala's rich literary tradition.
- **Painting:** The intricate gold leaf work of *Tanjore* painting, the intricate patterns of *Mysore* painting, hand-painting or block-printing of *Kalamkari*.
- **Theatre:** The ancient art form of *Koothu* and the elaborate dance-dramas of *Bhagavata Mela* in Tamil Nadu, and the colourful folk theatre of *Yakshagana* in Karnataka.
- **UNESCO Indian Heritage Sites:** *Great Living Chola Temples* artistry, *Hampi*-Virupaksha Temple and the Vijaya Vittala Temple, *Mahabalipuram*- a treasure trove of Pallava art, *Mysore Palace*-Indo-Saracenic architecture, *Periyar National Park*- Western Ghats, *Kanchipuram*-City of Thousand Temples

Unit 3: Tamil Nadu Folklores

- **Origins and Significance:** Historical background of Tamil Nadu folklore and its cultural significance.
- **Folk Dances:** Exploration of traditional Tamil folk dances like Karakattam, Kolattam, and Kummi.
- **Folk Music:** Overview of folk music traditions in Tamil Nadu, including *Parai Attam* and *Villu Paatu*.

- **Rituals and Festivals:** Understanding the role of folklore in Tamil Nadu's rituals and festivals- *Pongal and Jallikattu.*

Key Concepts: Karakattam, Kolattam, Parai Attam, Villu Paatu, Tamil folk tales, cultural rituals.

Unit 4: Unveiling the Knowledge Systems

- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.
- **Yoga:** Exploring the various aspects of Yoga - its philosophy, Eight Limbs, practices (e.g., Asanas, Pranayama), and benefits for physical and mental well-being.
- **Ayurveda:** Understanding the core principles of Ayurveda - its focus on holistic health, diagnosis, and treatment methods.

Key Concepts: Yoga philosophy, Asanas, Pranayama, Tridosha theory (Ayurveda), Doshas (Vata, Pitta, Kapha), Panchakarma, herbal medicine, Ayurvedic lifestyle.

Unit 5: Siddha Tradition and Other Knowledge Systems

- **Siddha Tradition:** Origins, philosophy, medicinal practices, and spiritual aspects.
- **Other Important Knowledge Systems:** Jyotish Shastra (Indian astrology), Natya Shastra (Treatise on performing arts).

Key Concepts: Siddha literature, alchemy, and spirituality in Siddha tradition. Pancha Boothas (Siddha), herbal remedies, Planetary influences, elements of classical Indian dance and music, and aesthetics in Natya Shastra.

QUESTION PAPER PATTERN: MCQ

PROGRAMME: COMMON TO ALL	BATCH: 2024-2027
PART: IV	COURSE COMPONENT: SELF-STUDY
COURSE NAME: CONTEMPORARY WORLD AND SUSTAINABLE DEVELOPMENT	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: SELF-STUDY
THEORY	

Course Overview:

Delving into global dynamics, this course highlights Asia and India's pivotal role in achieving global sustainability objectives.

Course Objectives:

Exploring global challenges, Asian politics, conflict resolution, sustainability, and India's SDG efforts, with a focus on Tamil Nadu.

Course Outcomes:

- Students will gain a comprehensive understanding of the key actors, institutions, and dynamics shaping the contemporary world order.
- Students will acquire the ability to analyze the political, economic, and security challenges within major Asian regions, fostering informed perspectives on these critical issues.
- Through the study of recent wars, students will develop critical thinking skills to assess the root causes, human costs, and potential solutions to contemporary conflicts.
- Students will gain a deeper understanding of the principles and challenges of sustainable development, empowering them to advocate for responsible solutions at local, national, and international levels.

- Students will be equipped to critically evaluate India's contributions to the SDGs, particularly through specific programs implemented in Tamil Nadu, and assess their effectiveness in achieving sustainable development goals.

Course Structure:

Unit 1: Global Governance and Institutions

- **State & Non-State Actors:** Definition, types (nation-states, failed states), functions.
Key Actors: International states, Intergovernmental organizations (IGOs), nongovernmental organizations (NGOs), multinational corporations (MNCs).
- **United Nations (UN):** Structure, key organs (General Assembly, Security Council), functions, WB, & others.
Key Concepts: United Nations General Assembly, United Nations Security Council.
- **Regional Organizations:** European Union (EU), African Union (AU), North Atlantic Treaty Organization (NATO)
Key Concepts: European Union Commission, African Union Commission, North Atlantic Treaty Organization.
- **International Law and Treaties:** Significance, role in addressing global challenges.
Key Concepts: International Court of Justice, International Criminal Court, Geneva Conventions.

Unit 2: Contemporary Asia

Major Geographical Regions

- **Middle East:** Characterized by rich oil reserves, Complex political dynamics, and ongoing conflicts.
Key countries: Iran, Iraq, Israel, Saudi Arabia, Syria, Turkey
- **Southeast Asia:** Rapid economic growth, Challenges- maritime security and environmental degradation.
Key countries: Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam
- **Far East:** Major economic powerhouses and Potential flashpoints.
Key countries: China, Japan, North Korea, South Korea
- **Rise of China:** Political-South China Sea, Territorial disputes and Competition for Resources. Economic- China's Belt and Road Initiative (BRI)

- **Major Economic Centers:** **Singapore-** Global financial hub, **Hong Kong-** Special Administrative Region of China, **United Arab Emirates (UAE)-** Diversified economy driven by oil and gas, tourism, and trade.

Regional Organizations:

- Association of Southeast Asian Nations (ASEAN)
- South Asian Association for Regional Cooperation (SAARC)
- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC)
- Asia-Pacific Economic Cooperation (APEC)
- Shanghai Cooperation Organization (SCO)

Unit 3: Recent Wars of the World

- **Syrian Civil War (2011-present):** Bashar al-Assad regime, Syrian opposition groups, ISIS.

Key Concepts: Origins of the conflict, humanitarian crisis, foreign intervention, refugee crisis.

- **Yemeni Civil War (2015-present):** Houthi rebels, Yemeni government, Saudi-led coalition.

Key Concepts: Proxy war dynamics, humanitarian crisis, role of Iran and Saudi Arabia, UN peace efforts.

- **Ukraine Conflict (2014-present):** Ukrainian government, Russian-backed separatists, Russia.

Key Concepts: Annexation of Crimea, Donbas region conflict, Minsk agreements, NATO-Russia tensions.

- **Ethiopia Civil War (2020-present):** Ethiopian government, Tigray People's Liberation Front (TPLF), Eritrean forces.

Key Concepts: Tigray conflict, humanitarian crisis, regional implications, efforts for ceasefire and peace talks.

- **Nagorno-Karabakh War (2020):** Armenia, Azerbaijan, Russia.

Key Concepts: Conflict over Nagorno-Karabakh region, ceasefire agreement, role of Turkey, peace negotiations.

- **Myanmar Civil War (2021-present):** Myanmar military (Tatmadaw), ethnic armed groups, and Civilian resistance.

Key Concepts: Coup aftermath, Rohingya crisis, ethnic conflicts, ASEAN mediation efforts.

Unit 4: Sustainable Development Goals

- **Definition of Sustainable Development:** Balancing economic, social, and environmental needs.

Key Concepts: United Nations Development Programme (UNDP), World Wildlife Fund (WWF), Sustainable Development Solutions Network (SDSN).

- **UN Sustainable Development Goals (SDGs):** Overview, targets.

Key Concepts: United Nations, national governments, NGOs, private sector.

- **Challenges and Opportunities:** Achieving sustainability, global cooperation.

Key Concepts: United Nations, national governments, civil society organizations, multinational corporations.

Unit 5: India's Role in Achieving Sustainable Development Goals (SDGs) with Tamil Nadu Initiatives

Addressing Basic Needs:

- **Goal 1: No Poverty**
 - National Rural Employment Guarantee Act (NREGA)
 - Kalaingar Kanchi Thalaiyalar Scheme
 - Ungal Thozhil Udhayanam (UTOY)
- **Goal 2: Zero Hunger**
 - National Food Security Act (NFSA)
 - Nutritious Noon Meal Programme
 - Annadhanam Scheme
 - Amma Unavagam
- **Goal 3: Good Health and Well-being**
 - National Health Mission (NHM)
 - Health Insurance of Tamil Nadu
 - Chief Minister's Comprehensive Health Insurance Scheme
 - Maruthuva Mitri
 - Amma Mini Clinics

Ensuring Essential Services:

- **Goal 4: Quality Education**
 - Sarva Shiksha Abhiyan (SSA)

- Rashtriya Madhyamik Shiksha Abhiyan (RMSA)
- Namakkal District Library Scheme
- Pudhumai Penn Scheme under Higher Education Assurance Scheme (HEAS)
- Free Coaching for Competitive Exams
- **Goal 6: Clean Water and Sanitation**
 - Swachh Bharat Mission (Clean India Mission)
 - National Rural Drinking Water Programme (NRDWP)
 - Jal Jeevan Mission Tamil Nadu
 - Namakku Naatheey Scheme
 - Kudimaramathu Scheme
- **Goal 7: Affordable and Clean Energy**
 - National Solar Mission
 - Tamil Nadu Solar Energy Policy
 - Green House Scheme

Building Sustainable Communities:

- **Goal 11: Sustainable Cities and Communities**
 - Smart Cities Mission
 - Atal Mission for Rejuvenation and Urban Transformation (AMRUT)
 - Adi Dravidar Housing Scheme
- **Goal 13: Climate Action**
 - National Action Plan on Climate Change (NAPCC)
 - International Solar Alliance
 - Tamil Nadu Wind Energy Policy 2019
- **Goal 17: Partnerships for the Goals**
 - Development Assistance Programmes (DAPs)
 - International Development Cooperation (IDC)

QUESTION PAPER PATTERN: MCQ

