

**MEDIA AND  
COMMUNICATIONS**

## LIST OF COURSES

Course Code	<b>General – 20 Credits (To be completed in the first 3 years)</b>	Credits
	Name of the Course	
16VC3001	Social Media and Communication	3:0:0
16VC3002	Contemporary Advertising Methods	3:0:0
17MC2001	Visual Arts Lab	0:0:4
17MC2002	Introduction to Media	3:0:0
17MC2003	Media Laws and Ethics	3:0:0
17MC2004	Communication Theories	3:0:0
17MC2005	Media Culture and Communication	3:0:0
17MC2006	Advertising	3:0:0
17MC2007	Visual Design Lab	0:0:2
17MC2008	Print Media	3:0:0
17MC2009	Photography	3:0:0
17MC2010	Photography Lab	0:0:4
17MC2011	Basics of Multimedia	3:0:0
17MC2012	Visualization	3:0:0
17MC2013	2D Animation	3:0:0
17MC2014	2D Animation Lab	0:0:4
17MC2015	Video Production	3:0:0
17MC2016	Audio Production	3:0:0
17MC2017	Video Production Lab	0:0:4
17MC2018	Audio Lab	0:0:4
17MC2019	Web Designing	3:0:0
17MC2020	Web Designing Lab	0:0:4
17MC2021	Post Production Techniques	3:0:0
17MC2022	Visual Effects	3:0:0
17MC2023	Film Studies	3:0:0
17MC2024	Visual Effects Lab	0:0:4
17MC2025	Post Production Lab	0:0:2
17MC2026	Portfolio Lab	0:0:4
17MC2027	Television Program Production	3:0:0
17MC2028	Advertising Lab (Print, Video, Magazine)	0:0:2
17MC2029	Broadcast Journalism	3:0:0
17MC2030	News Production Lab	0:0:2
17MC2031	Media Management	3:0:0
17MC2032	Screenplay	3:0:0
17MC2033	Marketing Communication	3:0:0
17MC2034	Media Agencies	3:0:0
17MC2035	Film Making Lab	0:0:4
17MC2036	Radio Programming	3:0:0
17MC2037	Corporate Communication	3:0:0
17MC3001	Research Methodology	3:0:0
17MC3002	3D Animation	3:0:0
17MC3003	3D Animation Lab	0:0:4
17MC3004	ICT for Development	3:0:0
17MC3005	Report Writing and Publication	3:0:0
17MC3006	Virtual Reality	3:0:0

17MC3007	Media chain production Lab	0:0:4
17MC3008	Research Publication Lab	0:0:2
17MC3009	Virtual Reality Lab	0:0:2
17MC3010	Advanced Animation	3:0:0
17MC3011	Advanced Animation Lab	0:0:4
17MC3012	Sound Effects and Foley lab	0:0:2
17MC3013	Direction	3:0:0
17MC3014	Direction Lab	0:0:4
17MC3015	Social Media	3:0:0
17MC3016	Media Analysis	3:0:0
17MC3017	Social Media Lab	0:0:2
17MC3018	Documentary Production	3:0:0
17MC3019	Visual Merchandising	3:0:0
17MC3020	Development Communication	3:0:0
17MC3021	Documentary Film Lab	0:0:4
17MC3022	Visual Merchandising Lab	0:0:2
17MC3023	International Communication	3:0:0
17MC3024	Media Psychology	3:0:0
17MC3025	Lab Journal	0:0:4
17MC3026	New Age Printing	3:0:0

### 16VC3001 SOCIAL MEDIA AND COMMUNICATION

**Credits : 3:0:0**

**Course Objective:**

- To enable students to understand theoretical concepts related to social media as a form of communication.
- To enable students to gain an analytical insight into research framework in Social Media
- To enable students to understand audiences and usage patterns of social media in communication studies.

**Course Outcome:**

- Students will comprehend theoretical concepts related to social media as a form of communication.
- Students will apply theoretical concepts into research frame work.
- Students will be able to analyse audience usage patterns of varied social media applications.

**Description:**

What is Communication? Communication Theories- Computer Mediated Communication- New Media-Internet. Information Society Theories. Social Media Definition. Introduction to: SNS, Face book, Instagram, Pinterest, Twitter, Blogs, You Tube, Watsapp. Chronology of New Media Technological Development.- Social Presence Theory. Media Richness Theory-Social Penetration Theory- Self Presentation Theory-Technological Determinism- Diffusion of Innovation-Technology Acceptance – Social Media Audiences- India- USA- Europe-Asia- Other parts of the world. Audience Profile – Youth, other age groups- Social Media Applications and Usage. Social Media and Marketing , Social Media and Learning. Social Media and Ethics, Social Media and Society.

**References:**

1. The Social Media Bible by Lon Safko and David Brake 2009, Publisher: John Wiley& Sons.
2. The Big Book of Social Media: Case Studies, Stories, Perspectives by Robert Fine,2010. Publisher :Yorkshire Publishing .
3. Theories of Information Society by Frank Webster,2002, Published by Routledge.
4. Mc Quail’s Mass Communication Theory,2010, Published by Sage Publications.

## 16VC3002 CONTEMPORARY ADVERTISING METHODS

**Credits : 3:0:0**

### Course Objective:

- To enable students to understand theoretical concepts related to contemporary, new media advertising.
- To enable students to gain an analytical insight into research related to contemporary advertising methods.
- To enable students to understand contemporary branding, consumer behaviour, new media advertising applications, B2B and B2C advertising.

### Course Outcome:

- Students will comprehend theoretical concepts related to contemporary, new media advertising.
- Students will apply theoretical concepts into research related to new media advertising
- Students will be able to analyse new media consumers and specific forms of B2B and B2C interactions.

### Description:

Advertising and its role in Societal Transition– Advertising as a part of Communication. Advertising – a semiotic analysis- Advertising and New Media –Blog ads, Social Media Advertising-B2B and B2C Advertising-Mobile Advertising - Media Framing. Dramaturgical Theory. Symbolic Interactionism. Agenda Setting. Media Conglomerates- Self Regulatory Bodies. Brand . Pre and Post Test .Brand Recall. The DAGMAR Approach - Models of Consumer Behaviour - Factors Influencing Consumer Behavior: Personal, Social ,Cultural, Economic

### References:

1. Advertising in Contemporary Society: Perspectives towards Understanding – Kim B. Rotzoll, Steven R.Hall, James E. Haefner. Publisher : University of Illinois Press, 1996
2. Social Communication in Advertising: Consumption in the Marketplace – William Leiss, Stephen Kline, Sut Jhally, Jacqueline Botterill, Publisher :Routledge. 2005
3. Principles of Marketing- Kotler and Armstrong , Publisher : Prentice Hall,2013.
4. Media Effects: Advances in Theory and Research (Routledge Communication Series) 3rd Edition by Jennings Bryant (Editor), Mary Beth Oliver (Editor),Publisher : Taylor and Francis,2009

## 17MC2001 VISUAL ARTS LAB

**Credits: 0:0:4**

### Course Objectives

- To help the students improve their visual and artistic sense.
- To improve the skills of the students in the field of visual design.
- To introduce the students the world of visual arts.

### Course Outcomes

- The artistic sense of the students will improve.
- The students will acquire new visualization tools for basic drawing.
- The students will be able to produce various perspective drawings.
- The students will do creative art independently.
- The students will characterize stereotypical cartoons and caricatures.
- The students will portray all forms of art with calculated measures.

### Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## 17MC2002 INTRODUCTION TO MEDIA

**Credits: 3:0:0**

### Course Objectives

- To enable students to define and relate to basics of all forms of media.
- To enable students to identify varied forms of new media communication.
- To enable students to recognize new media as a way of life.

### Course Outcomes

- Students will learn to define and relate to basics of New Media.
- Students will identify varied forms of New Media.
- Students will recognize new media as a way of life.

- Students will be able to define and list elements of mass media
- Students will identify and define media convergence.
- Students will analyze the importance of traditional and new media communications.

**Unit I** - Media - The Media Industry: Political Economy, Organization and Culture - Global media – Media and Information – Demassification of Media

**Unit II** - Newspapers and the rise of Journalism - Magazines, Books, Journals – Characteristics – Types – Audiences. Broadcast Communication - Radio – Characteristics of Radio as an Audio Medium – AM and FM – Audiences - Visual Communication – Television- Cable, Satellite television – IPTV - Films – Motion pictures - characteristics of visual media – elements – media functions – visual perception and aesthetics.

**Unit III** - Computer Mediated Communication - scope and nature - New Media - audiences - technological changes- ICT/Media Technologies – trends - Social Media – YouTube - Blogs – Podcasts – Facebook –Twitter - WhatsApp- Instagram – latest new media platforms - internet advertising-Audiences - mobile communications - Problems and Prospects for the Future of Media - issues and ethics.

**Unit IV** - Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communication –types of communication - intrapersonal- interpersonal- transpersonal – Group Communication and Mass Communication - Typology of Audience – Bauer’s Concept - McLuhan’s Global Village Concept – Global Culture.

**Unit V** - Speech Communication – Psychology and Sociology Aspects – Cognition – Selective Perception – Selective Retention – Selective Expression – Socio – Cultural Norms and Cognition – Attitudes - Human Communication – Characteristics – Contents – Language – Meanings – Talent – Manifest – Contextual Structural Meanings - Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.

#### Text Books

1. Interactive Media and Society by NeerajKathri, 2013.
2. Internet Society: The Internet in everyday life by Maria Bakardjieva, 2005.
3. Mass Media in India. Keval J kumar. 2014.
4. Essentials of Human Communication: Joseph A De Vito Boston, MA : Pearson/Allyn and Bacon, 2006.
5. Mass Communication: Keval J Kumar. Jaico Publications 2005
6. Media Communication: an Introduction to theory and process. James Watson Palgrave and Mc Millan 2005

#### References

1. Dynamics of Mass Communication: Media in the Digital age by Joseph.R.Dominic, 2004.
2. Media and society: Critical Perspective by Graeme Burton, Rawat Publications.
3. Communication theories in action : an introduction Julia T Wood Belmont, CA : Wadsworth, 2004
4. Visual Communication: Images with Messages. Paul Martin Lester. Thomson Wadsworth, 2006

### 17MC2003 MEDIA LAW & ETHICS

**Credits: 3:0:0**

#### Course Objectives

1. To enable students to define and relate to basics of Media Laws and Ethics.
2. To enable students to apply varied aspects of Media Law and Ethics.
3. To enable students to examine and analyze ethical components of contemporary media.

#### Course Outcomes

1. Students will learn to define and relate to basics of Media Laws and Ethics.
2. Students will apply varied aspects of Media Law and Ethics.
3. Students will learn to analyze media research components.
4. Students will identify kinds of cyber crimes
5. Students will describe IT Act 2000
6. Students will identify Copyright Acts pertaining to their productions

**Unit I** - The Indian Constitution-Directive Principles-Fundamental Rights- of Speech and Expression-Press Regulations Board. Freedom

**Unit II** - IPR-Copyright-Defamation- Libel & Slander - Contempt of Court –AFSP-Official Secrets Act (1923).

**Unit III** - Emergency 1975-Media Conglomerates-Press Commissions – Right to Information Act - Case

Studies- Latest issues.

**Unit IV** - Film Censorship- Film Censor Board--Code of Ethics- Radio- Television- Duties of a Journalist- Press Code of Ethics. Advertising Standard Council

**Unit V** - Information Technology Act (2000) - Cyber Crimes-Phishing- Cyber Stalking – Online Identity Theft- Online Deception-Cyber Cell- Cybercrimes. (Case Studies)

#### **Text Books**

1. Media Law & Ethics : Neelamalar M.(2008)

#### **References**

1. Basu, Dr. Durga Das, Law of The Press, 5th Ed, Lexis Nexis, 2010
2. Bloy, Duncan & Hadwin, Sara, Law and the Media, 2nd Ed., Sweet & Maxwell, 2013
3. Divan, Madhavi Goradia, Facets of Media Law, Eastern Book Company, 2010
4. Paul, Sebastian, Ethics and The Media, 3rd Ed., Lexis Nexis, 2015
5. Prasad, Kiran, Media Law in India, Kluwer Law International, 2011
6. Shukla, V.N., Constitution of India, 11th Ed., Eastern Book Company, 2011
7. Sorabjee, Soli J., “Constitution, Courts and Freedom of the Press and the Media”, B.N. Tirpak etal (eds.), Supreme But Not Infallible : Essays In Honour Of The Supreme Court Of India, 2000

### **17MC2004 COMMUNICATION THEORIES**

**Credits 3:0:0**

#### **Course Objective**

- To enable students to define and relate to basics of communication theories.
- To enable students to develop an insight into analysis.
- To enable students to recognize and interpret theoretical frameworks.

#### **Course Outcomes**

- Students will describe evolution of communication.
- Students will identify the theoretical frameworks.
- Students will understand the importance of communication theories.
- Students will distinguish between models and theories
- Students will analyze between models and theories.
- Students will develop critical theoretical analysis, leading to research orientation

**Unit I** - Introduction – What is theory and model - Difference between theories and models - Definition and interpretation - Evolution of Communication Theories in developing countries.

**Unit II** - Marshall McLuhan’s Theory of Media Classifications Communication Basic Models – SMCR- Harold. D. Lasswell, Braddock, Shannon and Weaver, Osgood and Wilbur Schramm, Wilbur Schramm and Hellical Dance Model. Agenda Setting - Knowledge Gap – Cultivation- Cultural Norms Theory – Effects Theory – Normative Theory – Narcotic –Hegemonic Theory.

**Unit III** - Monopoly Formation of Public opinion – Propaganda – Agenda Setting Theory – Gate Keeping – Spiral Keeping – Spiral of Silence. Information Seeking – Cultivation Theory, uses and gratification - Structuralism Functionalism – Modernism – Heurmenitics.

**Unit IV** - Visual Pedagogy - Sensual Theories - Gestalt, Constructivism, Ecological – Perceptual theories – Semiotics and Cognition, Huxley-Lester Model - Visual Learning theories - Education theory (knowledge visualization, visual metaphors, concept maps and mind maps) - constructivism, social constructivism and connectivism. Information design and Isotypes

**Unit V** - Information Society- Diffusion of Innovation- Development Theories -Contemporary Theories - Electronic Colonialism – IICO & NWICO recommendations - Significations & Effect of New Information Technology -Case Studies.

#### **Text Books**

- Human Communication: Joseph De Vito(2006)
- Mass Communication : Keval J Kumar.(2005)
- Media and Communication: James Watson (2001)
- Communication Theories : Julia T Wood.(2006).

#### **References**

- Demetriou, A. (1998). Cognitive development. In A. Demetriou, W. Doise, K. F. M. van Lieshout (Eds.), Life-span developmental psychology (pp. 179-269). London: Wiley.
- Demetriou, A., Shayer, M., &Efklides, A. (1992). Neo-Piagetian theories of cognitive development:

### 17MC2005 MEDIA CULTURE AND COMMUNICATION

**Credits 3:0:0**

#### Course Objectives

- The student will understand the role and impact of different media and culture on society.
- The student will learn about cultural influences on Social Transformation
- The student will understand and the cross cultural problems in communication

#### Course Outcomes

- The students will be aware of social implications, media exposure, and its use in globalization among media audiences.
- The students will be skilled in analyzing various cultural elements in media products
- The students will gain knowledge on global culture and media operations
- The Students will learn about audiences of different cultures
- The students will be able to evaluate Cultural media constructions critically.
- The students will be exposed to mediation and representation skills

**Unit I** - An introduction to the media, media industries and audiences - Media is a cultural force and changing paradigm. Basic concepts: Language of persuasion - Media messages - constructing media - Dynamics of modern communication - the shaping and impact of new communication technologies - theories of society, messages and meanings.

**Unit II** - Large corporations and control of the communications industries - Negotiation of control in media organization and occupation - Cultural dependency and mass media - The economies of media industry, the global gaps, social class, technology gaps, structure and agency, communication and connectivity – Dynamics of global culture, and migration, cultural melding and mediation, globalization, Diasporas, circular migration - Hegemony - the role of media and popular culture, global capitalist hegemony and Communist hegemony.

**Unit III** - Language and social construction of reality, mediation and representation - texts, meanings and audiences. Rules in society, rules and culture, the special authority of electronic media public images and private practices, media and rules.

**Unit IV** - Defining Ideology and culture, emotions and culture, language and culture, race and culture, social class and culture, habits and popular culture, popular reception - popular emotions, emotional branding – mediated feelings, story, genre, discourse, culture uses of material world. Media and cultural imperialism.

**Unit V** - Media and audience direct effects, limited effects, uses and gratification, the mass audience, the mass society, rethinking the mass audience, the audience and the technological change, segmentation, polarization, TV as dominant culture.

#### Text Books

1. Mohammad Ali, International Communication & Globalization, Sage Publications, London, 1997.
2. Dennis McQuail, Mass Communication Theories, Sage Publications, 2000.

#### References

1. Straubhar, Larose, Media Now, Thomson Wordsworth, 2004
2. Vincent Mosco, the Political Economy of Communication (Media, Culture and Society Series), Thomson Series, 2004

### 17MC2006 ADVERTISING

**Credits: 3:0:0**

#### Course Objectives

- To define and understand principles of advertising
- To translate skills making advertisements and Branding
- To design and evaluate quality advertising output.

#### Course Outcomes

- Student will gain professional knowledge on advertising
- Student will use the skills in designing advertising campaigns
- Student will evaluate and judge Advertising programs
- Students will gain insight into evolution of advertising
- Students will list and demonstrate ability to understand varied nuances of advertising
- Students will demonstrate ability to transform into a advertising professional.

**Unit I** - Definition and types of Advertising -Advertising Industry- Advertising Media - Types of advertisements- Indoor and Outdoor Advertising.

**Unit II** - Advertising Agency-Planning-Advertising departments-Agency/client relations- Advertising Research

**Unit III** - Creative Strategy-Advertising budget-Branding-Pretest and posttest- Advertising Campaign.

**Unit IV** - Sponsorship and Publicity – Advertising concept-Media relations Techniques- social media and advertising- Public Opinion- propaganda- Advertising tools – roles and responsibilities of different creative and production departments -Legal and Voluntary roles- Research in Advertising.

**Unit V** - Contemporary trends in Advertising. Case Studies. Roles and responsibilities. Career Opportunities in Advertising.

#### **Text Books**

1. David Ogilvy. Ogilvy on Advertising, Vintage Books. 2000
2. Otto Kleppner. Fundamentals of Advertising and Implementation. Prentice Hall of India.

#### **References**

1. Malcolm Gladwell. The Tipping Point: How Little Things Can Make a Big Difference
2. Sally Hogshead. Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist  
David Meerman Scott. The New Rules of Marketing and Public Relations

### **17MC2007 VISUAL DESIGN LAB**

**Credits: 0:0:2**

#### **Course Objectives**

- To discuss the different needs of graphics in our daily life such as preparing a presentation, editing our phone photos, etc.
- To illustrate how to meet these simple graphical needs.
- To evaluate the degree of creativity in achieving the desired design work.

#### **Course Outcomes**

- Students will design a logo for a given purpose/theme.
- Students will learn to construct a design work from scratch for their daily needs such as their own assignment cover page,
- Students will learn to do PowerPoint backgrounds, banners for their own websites and many more.
- Students will learn how to organize the hierarchy of software array used for different graphical needs.
- Students will display creative visual designs for all media communication.
- Students will produce custom based templates for related media subjects.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

### **17MC2008 PRINT MEDIA**

**Credits 3:0:0**

#### **Course Objectives**

- Students will identify different forms of print media and news reporting.
- Students will learn how to source a news for newspapers, magazines and other print medium.
- Students will explore the basics of types of reporting skills for print journalism.

#### **Course Outcomes**

- Students will learn the basics of print journalism.
- Students will display their knowledge on newspaper and magazine structure of presenting news.
- Students will learn to know techniques of news values and placements.
- Students will demonstrate various types of reporting beats.
- Students will know to use various news formats for print journalism.
- Students will learn to develop skills as a reporter.

**Unit I** - Print Media/Journalism – History - Journalism as Fourth Estate - Who is a Journalist? - Role and responsibilities of a Journalist - What is News - Elements of News - News Values - Types of News - News Sources: types; credibility and protection - News versus Information, Hard vs. Soft News - Difference between article, news, feature, background, editorial. Newsroom structures of Newspapers, magazines and news agencies - Changing Concepts of News: Factors & Issues

**Unit II** - Newspapers – Organizing the News - Inverted Pyramid style of news writing-Why & How -



Headlines - Various types of leads/intros – News Feature: Characteristics, Types, Writing Style and Packaging - Style Book – Attribution – Quote- Background – Context - Ensuring Accuracy, Objectivity, Fairness and Balance - Magazines – Types – General and Special – Characteristics – News reporting – Style and formats.

**Unit III** - News gathering process - News Reporting - Various types of reporting (Objective, Interpretative, Investigative, In-depth, Straight) - Reporting for Newspapers, News Agencies and Magazines - Role and Importance of Sources - Pitfalls and problems in reporting-attribution, off-the-record, embargo.

#### **Unit IV**

Reporters: Qualities and Responsibilities - Set up and functions of a city reporting room in a daily and bureau - Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers and freelancer - Reporting for different beats. Cultivating, Verifying and Dealing with Sources of News - Risks of Reporting - Ethical aspects of Sourcing news & Reporting -Different formats of news report - Factual and Routine news - Analytical News - Interpretative News & Descriptive News - Investigative News and research based or in-depth news - Sequential News.

**Unit V** - News selection and Placement - Newspaper format: Full format, Tabloid and Magazine - Elements of Design: Shape, Colour, Texture - Aesthetics- Balance, Contrast, Rhythm, Unity, Harmony - Typography, Colour and Visual representation - Rules: Column Rule, Cut off Rule, Window - Front Page Design /Functional Design /Horizontal design - Modular design, Total page design /Single-theme design - Preparing Dummy of Newspaper and its different pages - Principles of Graphics and their Importance - Software for Designing: PageMaker, Quark Express, Corel Draw, Photoshop -In-design - Newspaper Printing Methods – Exercises all encompassing.

#### **Text Books**

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003

#### **References**

1. Joseph M.K., 'Outline of Reporting', Anmol Publications, News Delhi, 2002.
2. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005.
3. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.

### **17MC2009 PHOTOGRAPHY**

**Credits: 3:0:0**

#### **Course Objectives**

- To enable students to identify basic concepts of photography
- To enable students to explore different kinds of camera techniques.
- To enable students to gain exposure to outdoor and indoor photography.

#### **Course Outcomes**

- Students will identify the basics concept of photography.
- Students will learn the different kinds of camera techniques.
- Students will demonstrate camera handling techniques.
- Students will independently take outdoor and indoor shots
- Students will experiment with different types of lighting.
- Students will learn product, industrial, fashion photography

**Unit I** - History of Photography- Human eye – simplicity vs. complexity – visualization – photographic realism, abstraction and art – creativity – intuition - Camera: overview on photography – types of camera - shutter – aperture – depth of field – major type of camera - purpose and control over aperture- aperture – shutter speed – factors that affect D.O.F.

**Unit II** - Lens – Types of lenses - focal length – wide angle, normal, and long focal length lenses – focus and depth of field-hyperfocal distance – determining – Film: selecting and using film –tungsten film & daylight films – black and white films – monochrome films – infrared films and other special effects films-different formats-35m-120 mm – 220mm – 4 x 5 film -Film speed – How film responds to light-film grain – sensitivity – structure of film – light vs film

**Unit III** - Photography lighting techniques - Exposure and image making techniques: how an exposure meter works –ambient light meters –flash meter readings- built in meter – external light meter – metering techniques –incident light metering – reflective light metering - spot metering – gray scale- framing- perspective- texture - pattern – composition and design

**Unit IV** - Black and White photography: Black and white film – Black and white filters – Developing – developing tank – structure of B/W film- Printing- making a mask – photograms- push processing – pull processing – masters of B/W photography – Ansel Adams – identifying the various zones – sets and costume for photography – tools and techniques.

**Unit V** - Making a career in photography – categories of photography - Photo journalism – nature, scope, coverage of spot news – photo essay, feature and documentary– Overview and components of Travel and outdoor Photography, portraits, macro photography, fashion photography, ad photography, action, architectural, forensic and medical, wildlife, underwater, food etc. - Photo compositing - photo editing, Image manipulation – ways to market photography - trends in photography.

#### **Text Books**

1. MukeshSrivatsa, Digital Photography, Unicorn books, 2012.
2. Scott Kalby. Digital Photography. Peachpit Press. 2010.
3. Kenneth kobre, Photo Journalism – The Professional’s approach, Focal Press. 2003.
4. Paul Harcourt Davies. A complete guide to close up and Macro Photography. David Charles, 2001.

#### **References**

1. John Hedgecoe, The Book of Photography, Dorling Kindersley, 2005
2. Micheal Langford. Advanced Photography. Focal Press, 7<sup>th</sup> Edition, 2008.
3. Bruce Barnbaum. The Art of Photography. Rockynook. 2010.

### **17MC2010 PHOTOGRAPHY LAB**

**Credits: 0:0:4**

#### **Course Objectives**

- To make students understand the various forms of capturing photographs creatively
- To enrich the aspects of composing the subjects creatively.
- To kindle the creative instincts among students.

#### **Course Outcomes**

1. The students will be good enough to capture creative photographs
2. The students will obtain an in-depth cognition on framing divergent images.
3. The students will gain confidence in handling DSLR for basic photo assignments.
4. The students will know to edit the photos for desired applications.
5. The students will know to choose right lenses and filters for better photography.
6. The students will be able to choose varied fields in photography.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

### **17MC2011 BASICS OF MULTIMEDIA**

**Credits: 3:0:0**

#### **Course Objectives**

- To learn the basic tools necessary for designing for print media
- Apply the necessary tools to learn fundamental & advanced knowledge of multimedia related applications.
- To be competent in the Multimedia segments and to bring out novel ideas by exploring the multiple solutions for the human-centric problems

#### **Course Outcomes**

- Students will create, and apply appropriate design techniques.
- Students will design creative ideas relevant for print medium.
- Students will be able to work on contemporary multimedia assignments to potential clients.
- Students will know the function of the general skill sets in the multimedia industry.
- Students will work in congruence to make multimedia function in different media platforms.
- Students will be able to solve human-centric problems using multimedia.

**Unit I** - Evolution of Multimedia – structure and components of multimedia – multimedia platforms- applications of multimedia in education, communication, medication, business, entertainment – video conferencing, web streaming, video streaming, Internet Telephony – virtual reality – artificial intelligence.

**Unit II** - Introduction to authoring – authoring approaches – (programming, screen based, information centered) – features of authoring systems – cross platform systems – cost – technical support – ease of interface design.

**Unit III** - Content planning – Prototyping – programming – testing – evaluation - delivery modes and techniques.

**Unit IV** - Image processing – special effects – 2D & 3D animation – compositing – rendering and editing – cell & computer animation – model building – key frame animation – dynamic particles – character animation – modeling and animation techniques.

**Unit V** - Video basics - Working with video - Video Formats - Video hardware - encoding – decoding – Video editing – non-linear editing – Audio basics – working with audio – audio formats – audio hardware & software. Adobe Premiere – tools & features – recording audio & video – types of audio & video – time line – project planning – trimming – motion effects – digital compositing.

#### **Text Books**

1. The Ultimate Multimedia Handbook, Tata Mc Graw Hill
2. Multimedia at Work, Tata Mc Graw Hill
3. Adobe Photoshop Unleashed, Tata Mc Graw Hill

#### **References**

1. Teach yourself Corel Draw, Sams Publishing
2. Flash Mx for Dummies, Pustak Mahal

### **17MC2012 VISUALIZATION**

**Credits: 3:0:0**

#### **Course Objectives**

- This course introduces students to the relationship between theoretical concepts and studio-practice.
- This course seeks to help the student's identification of their audience
- The course enables exploration of the work and discussion of visual literacy with the ability to critique.

#### **Course Outcomes**

- Students will learn the art of multi-lateral thinking.
- Students will learn to use semiosis and its elements for creative thinking.
- Students will articulate ideas; both orally and in written form.
- Students will self-evaluate with increased self-confidence.
- Students will learn to employ creative matrix points for visual production.
- Students will demonstrate high levels of visual thinking forms.

**Unit I** - Dreaming in Different Tongues: Visualizing the unimaginable - The languages and the way we think - Visuals and the Mind - Domination thoughts and feelings - the idea image - state of being obsessed - the act of obsessing – style and expression

**Unit II** - Taking one image or form - duplicate and manipulate - Mapping of thoughts - forming relationship between the parts of the whole - Finding inspiration for your story

**Unit III** - Alternative processes, practices and forms: Selecting and investigating a life path – Documenting - Dream diaries - Media for entries - photographs, notes, and drawings - Working with materials and/or processes – Experimenting with other media objects- Appreciating renaissance artwork for inspiration on lighting

**Unit IV** - Narrative/ Storytelling – self, surrounding, family, special interests using creative media tools – Using Looking Glass self-theory to visualize self - The importance of sub plots - Open and Closed film - The Value of objects

**Unit V** - Research, collecting and developing Self – Collecting and documenting images, objects and materials relating to self - The final form – Structure - Non-traditional art forms - Lucid Dreaming

#### **Text Books**

1. Nancy Margulies, Christine Valenza. Visual Thinking: Tools for Mapping your Ideas. Crown House Publishing Company. 2005.
2. J.Y.F Lau. An Introduction to Critical thinking and creativity: Think More, Think Better. Wiley Publications. 2011
3. Dan Roam. Blah BlahBlah. Portfolio. 2011

#### **References**

1. Rudolf Arnheim. Visual Thinking. University of California Press, 2004.

2. Robert H. Mackin. Experiences in Visual Thinking. Brooks/Cole Publishing Company, 1980.
3. Weintraub, L. (2003). In the Making: Creative Options for Contemporary Art. New York: D.A.P./Distributed Art Publishers. Green Library Reserves Desk - 2nd Fl. -- N6512.W3873 2003

### 17MC2013 2D ANIMATION

**Credits: 3:0:0**

#### Course Objectives

- To introduce the different animation techniques used in earlier days.
- To illustrate the different ways and means of achieving a 2D animation.
- To demonstrate the methods of digital 2D animation.

#### Course Outcomes

The students will be able

- To list the different methods of animation techniques used until date.
- To set-up their own animation story and represent it using storyboards
- To create animation characters in 2D and bring them to life using animation.
- To illustrate varied animation techniques.
- To learn frame by frame animation
- To learn animation special effects.

**Unit I** - The Project Plan - Libraries – History of animation – Types of Animation - evolution of animation methods - Storyboards and Animatics – moving picture – Flipbooks.

**Unit II** - Setting Up Your environment - Plug-ins and Extensions- Frame by Frame Animation-Animating with Tweens

**Unit III** - Animation Special Effects – Script –Storyboard – Designs - Leica Reel (Animatic) - Pencil Tests (Animation) – Inking – Visual effects – tools and functions.

**Unit IV** - The Principles of Animation and persistence of vision - Squash and Stretch – Kinematics - Choice of character.

**Unit V** - Character design –Timeline - The walk cycle -Digitizing and compiling the frames – Action Scripts – Embedding video and sound synchronization - Applications 2D animation – Advertising, films etc.

#### Text Books

1. Jayne Pilling. Animation and Beyond, Rotovision – 2010.
2. Harold Whitaker, John Halas. Timing for Animation, 2<sup>nd</sup> edition, Focal Press. 2009.
3. Mark Simon. Producing Independent 2D Character Animation. Focal Press.

#### References

1. Character Animation Fundamentals: Developing Skills for 2D and 3D Character by Steve Roberts, 2012
2. The animator's guide to 2d computer animation by Hedley Griffin, 2001
3. Adobe Flash Professional CS6 Essentials by William Heldman, 2012.
4. Sams Teach Yourself Adobe Flash CS4 Professional in 24 Hours. Adobe Reader by Phillip Kerman, Lynn Beighley, 2006

### 17MC2014 2D ANIMATION LAB

**Credits 0:0:4**

#### Course Objective

- The students will be introduced to the advanced concepts of 2D animation
- To help students gain knowledge about cartoon animation
- To train the students in the area of 2D Animation and its software applications.

#### Course Outcome

- The students will gain hands on experience by undergoing different tools of 2D animation using Flash software
- They will be able to create a 2D cartoon animation at the end of the experiments
- Students will gain the knowledge in computer graphics and animation.
- The students will be trained in the area of character and concept designing in 2D animation.
- This lab will enable students to gain an expertise in software tool and their interfaces.
- This lab will enable students to work upon real time projects of professional quality.

## Experiments

Experiments will include Flash Layout, Motion Tween, Shape tweening, Motion guide using Flash Basic effects in Adobe after effects

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of HoD/Director and notify it at the beginning of each semester.

## 17MC2015 VIDEO PRODUCTION

**Credits: 3:0:0**

### Course Objectives

- To teach the students with the basics of cinematography.
- To impart knowledge to the students on the aesthetics of video production.
- To keep the students updated with the techniques in video production.

### Course Outcomes

- The students will master the time tested concept of applying cinematography in their production techniques.
- The students will get trained to industry standards.
- The students can be able to understand basic elements of video production.
- The students will exhibit creative ways of camera handling.
- The students will produce video with aesthetics and semiotic understanding.
- The students will know the latest in video making process.

**Unit I** - Video and Film as an Art - Theme and Focus - Fictional and Dramatic elements - Elements of Video - Visual Design - Mise-en-Scene, Montage, Decoupage – Cinematography – The Director’s style.

**Unit II** - Introduction to Video and technology - Picture formation-T.V Scanning: Horizontal & Frame Vertical- & field rate-Resolution video bandwidth, sync. Blanking signals, colour burst, sensitivity, linearity etc.-Television standards: NTSC, PAL, SECAM - Principle of Video Camera Primary & Photo conduction, photo voltaic, photo emissive effect-Working secondary colours- CCD cameras: Three CCD, single CCD colour camera- principle of video camera- Various sizes of pickup devices

**Unit III** - Components and Controls of Video Camera. Parts of a video camera-Different controls on video camera-Power switch, preheat, genlock, white balance, gain, iris, pedestal etc.-Zoom control: servo, manual, remote, zoom extenders - Focus control: auto, manual, remote, back focus, macro focus.-Camera view finders (B/W and colour). Its indicators and control.

**Unit IV** - Balancing of Colours of a video camera. Colour temperature-White balance: Process and need.- Camera filters-Camera control unit (CCU)-Waveform monitor for output level of video-Vectorscope - types of camera angles – Scene requirements – continuity – Cinematic time and space – Shots – Types of shots – scene direction – types of action - composition – rules- balance, unity and emphasis.

**Unit V** - Video camera lenses. Perspective-Types and use-normal lens, telephoto lens, wide-angle lens. Zoom lens-Tripod, types of tripod heads, dolly, trolley & other accessories-Different types of camera angles and use-Camera movements – types & use - Different Types of Television Cameras-NG camera - EFP camera - Studio cameras - Special cameras: underwater camera, Endoscopic camera, Aerial photography camera, remote control camera, high-speed video cameras - Types of microphones used on video camera - Types of audio & video connectors.

### Text Books

1. Peter ward “Studio and outside broadcast Camera”
2. BernardWilkie “Creating special effects for TV & Video”

### References

1. Roy Thomson “Grammar of the shot”
2. Der Lyur & Graham “Basics of Video Production”

## 17MC2016 AUDIO PRODUCTION

**Credits: 3:0:0**

### Course Objectives

- To define and understand nature of sound and its elements and process
- To translate skills in audio productions and programs
- To design and evaluate quality digital audio program output.

### Course Outcomes

- The students will gain professional knowledge on digital audio productions.
- The students will use the skills in designing digital audio production and editing.
- The students will evaluate the standard digital audio productions.
- The students will gain latest in sound reinforcements.
- The students will master in audio software.
- The students will learn trends and technologies in audio production.

**Unit I** - Fundamentals of Sound Elements- Acoustic treatments- Means of control – Analog and digital sound –Audio equipment.

**Unit II** - The production chain and responsibilities – Recording sessions- Mono, Stereo Track Recording- Studio Communications – Noise and pitch reduction/correction – Ambience Dolby- Microphones and applications- Digital Recording and Authoring – conversion, sampling –Equalizer and application – Digital audio interfaces – Amplifier technologies – Output transducer technologies

**Unit III** - Computers in Music Technology-Digital mixers and audio workstation- Musical instruments and Recording – MIDI applications-

**Unit IV** - Audio Dubbing and Synchronization- producing audio clips and sample programs for various skills learnt –workstations – Audio studio – acoustics.

**Unit V** - Daw' s Software, Tools and application. Latest audio production software tools and applications – problems with sound quality – Lipsync – edit and mix – Voice over recording – Dialog replacement – working with sound effects.

### Text Books

1. Paul White, Basic Live Sound, Sanctuary Publications 2003.
2. David Simons, Analog Recording, (3<sup>rd</sup> Ed) Backbeat Books, 2006.
3. Emile D Menache, The Desktop Studio: A guide for computer based Audio production. Hal Leonard Corporation, 2002.

### References

1. Francis Rumsey & Tim McCormick, Sound and Recording, Focal Press (5<sup>th</sup> ed), 2005.
2. Steven Gurevitz and Paul Middleton, Music Technology workbook, Focal Press, 2006
3. William Moylan, Understanding and crafting the Mix, Focal press 2006

## 17MC2017 VIDEO PRODUCTION LAB

**Credits: 0:0:4**

### Course objectives

- To teach the student the intricate process involved in production of various genres of videos.
- To enable the student to choose the right type of shots to get the story across to the audience.
- To make a student understand the problems faced during the creation of a video project and to find solutions.

### Course outcomes

- Students will be able to deliver better projects.
- Students will be able to portray the scenes conceived in their mind.
- Students will be able to give solutions using the video tools.
- Student will be able to choose the right type of shots to get the story across to the audience.
- Students will be able to emphasize the location in the scene with tools.
- Students will be expert in process involved in production of various genres.

### Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## 17MC2018 AUDIO LAB

**Credits: 0:0:4**

### Course Objectives

- This lab will instruct how to prepare for making a movie,
- It will educate how to collect digital video, upload digital video to a computer,
- It will instruct how to edit the video and audio and then produce a final output.

### Course Outcomes

- Students will be able to do recording in studio environment.
- Students will know the basic audio terminologies used in the industry.
- Students will be able to work with appropriate microphone usage and placement
- Students will work with advanced audio recording and mixing software.
- Students will record and edit single and multiple audio tracks.
- Students will demonstrate creative and functional application of sound and audio along with visual media.

### Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## 17MC2019 WEB DESIGNING

**Credits: 3:0:0**

### Course Objectives

1. To explore the different techniques in building a website/webpage.
2. To inculcate the inevitable importance of www and having an identity on Internet.
3. To educate the methods involved in designing for www and hosting a simple site.

### Course Outcomes

- The students will be able to explain the significance of having their own webpage/website as their identity in the world of Internet.
- The students will be able to construct a website using basic HTML and Web building tools driven by their creativity.
- The students will be able to host their own website or webpage and test the connectivity and record analytics of their site traffic.
- The students will be able to learn the basic and advanced features in web designing software.
- The students will be enables to create interactive webpages.
- The students will learn aesthetics and creativity in web designing.

**Unit I** - Introduction to WWW – Evolution of Internet – email – FTP – download and upload ratio – peer to peer sharing – file hosting services – ISPs – Functions of MODEM and Routers –saving and retrieving .

**Unit II** - HTML - .htm/.html files –Browsers and types – browser add-ons and extensions – web building tools – web creation environment.

**Unit III** - Graphics for web – animated graphics – navigational options for web – human computer interaction

**Unit IV** - Lnk maps – site maps – website hierarchy - hosting services – domain names – storage space – traffic limits

**Unit V** - Free blogs – tracking analytics – Google analytics engine – AdSense – downtime and maintenance.

### Text Books

1. David Crowder and RhonaCrowder,“Web Design with HTML/Flash/Javascript& Ecommerce BIBLE”,WileyDreamTech India Pvt. Ltd,2001
2. Thomas A. Powell, “HTML: The Complete Reference”, McGraw Hill, 2001.
3. H.M. Deitel, P.J. Deitel, “Internet & World Wide Web – How to program”, 3rd Ed., et al.,Prentice Hall,2003.

### References

1. Danny Goodman, Michael Morison, Paul Novitski, “Java Script Bible”, Wiley Publication, 7 Edition
2. David Flanagan, “JavaScript: The Definitive Guide”, O'Reilly Media, Inc, 7th Edition, 2011.

## 17MC2020 WEB DESIGNING LAB

**Credits: 0:0:4**

### Course Objectives

- To learn creation of web pages, scripting objects, application and special objects.
- The students will be trained to programme ASP and XML.
- Understand the importance of the web as a medium of communication.

### Couse Outcomes

- Students will become familiar with graphic design principles that relate to web design and learn how to implement these theories into practice.
- Students will develop skills in analyzing the usability of a web site.

- Students will learn the language of the web: HTML and CSS.
- Students will develop skills in using WYSIWYG web development software
- Students will develop skills in digital imaging (Adobe Photoshop.)
- Students will implement and understand how to interpret basic web analytics.

### Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## 17MC2021 POST PRODUCTION TECHNIQUES

**Credits: 3:0:0**

### Course Objectives

- To enrich the students with the basics of video and film editing.
- To emphasise the importance of editing and how it helps in narration.
- To provide a complete theoretical knowledge for the students to become professional editors.

### Course Outcomes

- Students will get thorough knowledge on the techniques of video and film editing.
- Students will be expert in editing with the editing techniques.
- Students will be able to analyse the video editing in a film.
- Students will be able expert in narration of the film.
- Students will be professionally sound knowledge editors would be created.
- Students will get updated till the recent trends and technology in editing.

**Unit I** - Editing Systems Audio post production equipment - mixing consoles and audio processing equipment - studio recording - mikes and microphones - Transmission and reproduction of audio post production materials - Synchronizing and controllers - sound effects - Audio workstations- stereo – music - monitoring and the environment

**Unit II** - Audio Editing Recording Digital Audio - Recording audio for post-production - Editing software's - Pre production for post-production - Track planning and Post Production sequences - Digital Audio Transfers and Recording - Voice over perspectives

**Unit III** - Video Post-Production Technology and techniques of video editing - TV Signals - time code - Digital video and video tape formats - video tape editing - preparing for post-production - offline editing process- online editing Digital video effects - Audio post production for video

**Unit IV** - High Definition Post Production Frame recording method - bit depth - chromo sampling, compression - mixing SD and HD - computer file size for high definition video - conversion problems - off-line/online edit system compatibility – shoot - edit and deliver at one frame - LCD monitors - plasma screens - DLP monitors

**Unit V** - Color Correction Color theory - Perceptions - Colour monitors and tools - Common colour errors and techniques - Introduction to Advance colour correction

### Text Books

1. Jay Rose, Audio Post Production for Digital Video, CMP Books 2002.
2. Gary H Anderson, Video Editing and post production, A Professional Guide, Focal Press, 1999.
3. Tim Amyes, Audio Post production in Video and Film, Focal Press, 2001

### References

1. Des Lyver, Basics of the Video Production Diary, Focal Press, 2001.
2. Steven E Browne, High Definition Post Production: Editing and Delivering HD Video, Focal Press 2007.
3. Steven Hullfish-Jaime Fowler, Colour Correction for Digital Video: Using Desk Top Tools to Perfect Your Image, CMP Books, 2003.

## 17MC2022 VISUAL EFFECTS

**Credits: 3:0:0**

### Course Objectives

1. To develop student's aesthetic, intellectual & technological abilities through programs that integrates theory & practical.
2. To sharpen the skills in the latest animation/ multimedia software/ tools.
3. To create high-quality visual effects (VFX) for films, TV, advertisements & games



### Course Outcomes

- Students will gain skills at advance level of designing.
- Students will be expert in doing the Special Effects.
- Students will expert in latest animation/ multimedia software/ tools.
- Animation thereby making industry-ready professionals.
- Students will gain specialist knowledge in developing visual effects.
- Students will be able to produce high-quality visual effects (VFX) for films, TV, advertisements & games.

**Unit I** - Digital representation of visual information - Image Generation, Pixels, Components, Channels, Spatial Resolution, Color Manipulations, Creating Title animation – Info graphics – Lower third - Color grading – Matte Removal

**Unit II** - Video Effects - transition effects – 3D Compositing – Important concept and scripting - Digital video formats

**Unit III** - Special effects in video editing - Masking- Making an edit invisible, Motivation for every edit-geometric transformations, Expression Language, Filtering - image tracking and stabilization - Film formats

**Unit IV** - Delivering a message - Bearing audio in mind, editing is creating - creating elements and integration techniques Lighting - Interactive Color and lighting - light wrapping - Shadows

**Unit V** - Control of Overuse technique or Visual effects - digital colour matching - spill suppression – Atmosphere - camera characteristics.

### Text Books

1. Nonlinear Editing: Media Mannel; Morris, Patrick, Published 1999 Focal Press.
2. Dough Kelly, “Digital Compositing in-Depth”, Coriolis, 2000.
3. Lee Lanier, “Digital Compositing with Nuke”, Focal Press, 2012

### References:

1. Richard Rickitt, “Special Effects: The History and Technique”, 2nd edition, Billboard Books, 2007
2. Ron Brinkmann, The Art and Science of Digital Compositing, second edition, Morgan Kaufmann, 2008.
3. Steve Wright, Digital Compositing for Film and Video, Focal Press, 2006

## 17MC2023 FILM STUDIES

**Credits 3:0:0**

### Course Objectives

- To teach the various modes of discourse in film
- To imbue insights on analysing different genres of films
- To practice the art of culling out films and appreciating the various aspects of it

### Course Outcomes

- The student will develop an overall understanding on the structure of film narration
- The student will have a thorough knowledge on the narrative aspects of film
- The students will be able to connect psychologically with the films
- The students will be thorough with the art of appreciating and analysing films
- The students will become good learners of films
- The students will acquire high skill on knowing film theories and the art of watching films

**Unit I** - Early Cinema (1893-1903), Development of classical Hollywood cinema (1903-1927), German expression (1919-1924), French Impression and Surrealism(1917-1930), Soviet Montage(1924-1930), The Classical Hollywood Cinema after the coming of sound, Italian neo-realism(1942-1951), The French New Wave (1959-1964), Japanese cinema, Cinema in the third world, Indian (Hindi, Tamil & other languages), Contemporary trends.

**Unit II** - Planning, Pre-production-Concept/Story development, Scripting/Screen play writing, Budgeting, Casting, Locations, Financing, Production-Shooting, Direction & Cinematography, Post production- Editing, Sound recording, Dubbing, Special effects, Graphics and Final mixing, Distribution and Exhibition.

**Unit III** - Mise-en-scene, the power of mise-en-scene, aspects of mise-en-scene, Space and time, narrative functions of mise-en-scene, Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing-dimensions of film editing, continuity editing, alternative to continuity editing, Sound –the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound, theatrical sound formats.

**Unit IV** - Approaches to studying film, Narrative and Non Narrative films, Structure of a narrative film, Cinematic codes, The concept of form in films, principles of film, narrative form, non-narrative films, dividing a feature film into parts and Genres (language, style, grammar, syntax), Documentary genres.

**Unit V** - Study of Great Indian and International filmmakers like D.W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Aloor Gopalakrishnan and others. Film Appreciation – Learning film appreciation formulas – Review of popular films.

#### **Text Books**

1. David Bordwell & Kristin Thompson, “Film Art An Introduction”, 8th edition, McGraw Hill, 2008.
2. Sarah Casey Benyahia, Freddie Gaffney & John White, “As Film Studies The Essential Introduction”, Routledge, 2006.
3. James Monaco, “How to read a film”, Oxford University Press, 2009.

#### **Reference Books**

1. Greg M. Smith, “Film Structure and the Emotion System”, Cambridge University Press, 2003.
2. Nitzan Ben Shaul, “Hyper-Narrative Interactive Cinema”, Rodopi, 2008.
3. Joseph M. Bogs & Dennis W. Petrie, “The Art of Watching Films”, 7th edition, McGraw Hill, 2008.

### **17MC2024 VISUAL EFFECTS LAB**

**Credits: 0:0:4**

#### **Course Objectives**

- To make students to specialize in the creation of 2D/3D computer animated elements for digital visual effects.
- To enrich the skills of students to latest animation/ multimedia software/ tools.
- To make students to give output in high-quality visual effects (VFX) for films, TV, advertisements & games.

#### **Course Outcomes**

- Students will be able do the creation of 2D computer animated elements for digital visual effects.
- Students will be able do the creation of 3D computer animated elements for digital visual effects.
- Students will be able to create their own concepts in animation.
- Students will be able to create animation in the industry standard.
- Students will be able to portray the latest animation/ multimedia software/ tools.
- Students will be trained to give output in the high-quality visual effects (VFX) for films, TV, advertisements & games.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

### **17MC2025 POST-PRODUCTION LAB**

**Credits: 0:0:2**

#### **Course objectives**

- To help students learn and develop the editing sense required to create good projects.
- To help students identify and rectify problems in the footage.
- To help students to learn basic tricks of the edit.

#### **Course outcomes**

- The editing sense of the student will improve, as they would have edited hours of footage.
- Students would be able to make use of the software in a professional manner.
- Students will be expert sense of choosing the right transitions would be better.
- Students will do the titling of a film with special effects
- Students will be expert in color correction.
- Students will be able to identify and rectify problems in the footage.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## 17MC2026 PORTFOLIO LAB

**Credits: 0:0:4**

### Course objectives

- To help students learn and develop their own portfolios.
- To help students present their portfolio in proper/required formats.
- To help students to learn new ways to showcase their portfolio.

### Course outcomes

- The students will use media platforms to showcase their portfolio.
- The students will be able to present their portfolios in new media formats.
- The students will be able to produce their portfolios to using convergent media platforms.
- The students will do the portfolio covering a variety of media.
- The students will be expert in framing portfolios for different media agencies.
- The students will be able to produce portfolio for various genres.

### Experiments

The students will have to compile all the laboratory works carried out in the first three years of their study and submit as their portfolio.

## 17MC2027 TELEVISION PROGRAM PRODUCTION

**Credits: 3:0:0**

### Course Objectives

- In this course students will experience television studio production including technical operations, production roles and the production processes required to work in a multi-camera studio environment.
- Students will learn about television as a broadcast medium, explore different television program formats and their requirements
- Students will have the opportunity to work as part of a crew in a variety of roles to produce a series of television studio productions.

### Course Outcomes

- Students will learn to write scripts for TV Program Production.
- Students will learn creative ways to plan TV programs.
- Students will learn the economics behind new programme making.
- Students will learn to use camera, its technicalities while program production.
- Students will learn the art of program making.
- Students will demonstrate myriad TV production genres.

**Unit I** - TV Medium – TV as a cultural form - Audiences – Infotainment - Television Program formats, Research, Visualizing ideas and Story board

**Unit II** - News - Visual Language - Basic styles - rdr, fsgfx, vo. PTC, Stand-up etc. - Guidelines for News Scripts - ENG & EFP – News Debates – Visualities

**Unit III** - TV Genres -Conception, Intention, Characterization and Structure of TV Episodes – Drama – Telefilm – Soaps – Reality Shows – Talk Shows – Live shows - Showrunners

**Unit IV** - TV programs for special audiences – Men, women, children, Professional bodies, Agri and Industry, Science and Arts, Technology – Culture - Social Development.

**Unit V** - Study of Popular TV programs - Analysis – Report

### Text Books

1. Henry Jenkins, “Worshipping at the Altar of Convergence”
2. Jostein Gripsrud, “Broadcast Television: The Chances of Its Survival in a
3. Digital Age”
4. Jeffrey Sconce, Introduction to Haunted Media
5. John Caldwell, “Convergence Television: Aggregating Form and Repurposing
6. Content in the Culture of Conglomeration” Screening: McLuhan’s Wake (Kevin McMahon, 2002), 94 min.

### References

1. Christopher Anderson, “Television Networks and the Uses of Drama”
2. Richard Butsch, “Five Decades and Three Hundred Sitcoms about Class and
3. Gender”

4. Ellen Seiter and Mary Jeanne Wilson, "Soap Opera Survival Tactics"
5. Jeffrey P. Jones, "Cable's Impact on the Talk Show"
6. Jason Mittell, "A Cultural Approach to Television Genre Theory"

### **17MC2028 ADVERTISING LAB (PRINT, VIDEO, MAGAZINE)**

**Credits: 0:0:2**

#### **Course Objectives**

- This lab will enable students to critically think about making ads in real-world communication.
- Develop an advertising display using various media tools like print, broadcast and new media.
- Execute an applied learning supported by research methods and other diversity issues in advertising.

#### **Course Outcomes**

- Students will be able to demonstrate and create innovative thinking in advertisements.
- Students will be able to distinguish advertising techniques of all media forms.
- Students will produce feasible ads for all consumer durables, ideas and services.
- Students will apply Advertising concepts in commercials.
- Students will learn to write and produce for Public Service Advertisements.
- Students will understand unique editing techniques used in commercials.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

### **17MC2029 BROADCAST JOURNALISM**

**Credits: 3:0:0**

#### **Course Objectives**

- To learn about the basics of Radio and TV Broadcasting
- To learn how to manage the Broadcast Environment.
- To learn the skills to evaluate the contents of Broadcast Journalism.

#### **Course Outcomes**

- To know about the concepts and basics of Journalism
- To familiarize the operation of broadcast Industry.
- To learn about the Radio and Television News Programs styles.
- To learn the style, the activities & logistics involved in the process of Broadcast Journalism.
- To be able to assess the Broadcast News content.
- To familiarize with Broadcast program and evaluation methods

**Unit I** - Introduction to Broadcast Journalism – Qualities of a Journalist –Freelancing & Training - What is news – Source of News – Getting the Story.

**Unit II** - Radio News Room Structure – News Writing – News Bulletin – News Presentation - Interviews – News desk & News room Management —Programme production – Specialized programmes.

**Unit III** - Electronic News Gathering – Camera Shots – TV Script Writing –Compiling the Report- Editing the Image & Visuals used

**Unit IV** - Power, Freedom & responsibilities – Censorship in developing nations – Objectivity & Impartiality – Responsible reporting – Internal pressure on .reporting – Journalist code of Professional Conduct – Legalities

**Unit V** - The News Studio Set & Control room – Video Journalism - Research– News online –3 Qualities of an online journalist - Teletext – Satellite Images for news -Computerized News room.

#### **Text Books**

1. Broadcast Journalism by Andrew Boyd. Vth Edition Focal Press 2007
2. Basic Radio Journalism by Paul Chantler & Peter Stewart. Focal Press 2007
3. Aditya Sengupta: Electronic Journalism – Principles & Practices: Authors' Press, New Delhi Ist PB Edition 2006.

#### **References**

1. Keval J. Kumar, Mass Communication in India, Jaico Publications, 2011.
2. Ravindran R.K, Handbook of Radio, TV and Broadcast Journalism, Anmol publications, 2005.
3. Lynette Sheridan Burns, Understanding Journalism, Vistaar Publications, 2002.

## 17MC2030 NEWS PRODUCTION LAB

**Credits: 0:0:2**

### Course Objectives

1. Students will learn to write, report and produce a five-minute radio newscast covering local, regional, national and international news.
2. To achieve professional-standard writing skills writing that is clear, concise, accurate and conversational.
3. Strong writing ability is just as essential to broadcast journalism as it is to its print and online counterparts.

### Course Outcomes

- Students will display professional reporting skills ready to fit in the news industry.
- Students will recognize the elements of broadcast scriptwriting and adapt print news stories for presentation in a news broadcast.
- Students will produce news-based video segments ready for broadcast/webcast
- Students will apply the concepts of non-linear audio and video editing to news segments for broadcast/web.
- Students will identify the major components needed to produce a news production for broadcast/new media
- Students will be able to compare the relative merits of telling the same story in various traditional and new media.

### Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## 17MC2031 MEDIA MANAGEMENT

**Credits: 3:0:0**

### Course Objectives

- To learn about the basic principles and practices of Management.
- To learn the management styles of Media Production Houses.
- To learn the skills needed for decision Making and Monitoring.

### Course Outcomes

- To know and learn the concepts and Principles of Management
- To learn the style, methods of media Human Resource Management.
- To be able to assess the quality and efficiency of media management.
- To familiarize with media technology management
- To learn to compare and evaluate media production management styles.
- To learn the marketing managerial skills through case studies.

**Unit I** - Basics of Management: Concept of Management, Principles of Management, Factors influencing Media Management and application of Techniques.

**Unit II** - Fundamentals of Media Management: Structure, Organization, Different Departments and functions of Print and Electronic Media. Factors Influencing - Management Dictions; Types, of Media Ownership-Advantages and Disadvantages.

**Unit III** - Economics of Newspapers- Advertising V/S. Circulation- Scissors Dance theory-Management Problems of Small- Medium- Large Newspapers; Gathering, Processing, Printing, Circulations, Distribution, Advertising - Professionalism trade Unionism.

**Unit IV** - Economics and Administrative concerns of Government owned electronic media - Private channels - market driven media -Social commitment Vs. Profit making

**Unit V** - Economics of film industry - creativity - production - marketing - distribution - exhibition - ownership V/s. piracy - Function - and management of news agencies in India.

### Text Books

1. C.S.Rayudu, Media and Communication Management, Himalaya Publishing House, 2014
1. B.K Chaturvedi, Media Management, Routledge Publishers, 2009.

### Reference Books

1. Dandulop, Social Media Management Handbook, 2010.
2. Angela Wadia, Broadcasting Management in India, Kanishka Publishers, 2007

3. Kundra S, Media Management, Anmol Publications, 2005

### 17MC2032 SCREENPLAY

**Credits 3:0:0**

#### Course Objectives

- To train the student in the art of writing
- To explain the importance of writing for different genre of films
- To teach the nuances of writing for films

#### Course Outcomes

- Students will generate creative ideas for writing for films
- Students can reconstruct the writing based on the demand of the script
- Students can experiment writing for different genre of films

**Unit I** - What is a Screenplay? – Act I is the Setup – Act II is Confrontation – Act III is Resolution – The Subject – The Creation of Character – The Puppet Master – Giving Characters Life – Protagonist and Antagonist – Insiders – Outsiders – Action is Character – Building a Character

**Unit II** - Story and Character – Understanding story and plot – Theme – Conflict and Tension – Building and Releasing Tension – Reversing Expectation – Ellipsis – Endings and Beginnings – Setting Up the Story – Two Incidents

**Unit III** - Plot Points – Cut and Paste – Main plot – Sub-plots – Five great plots to study – The Scene – The Sequence – Building the Story Line – Classic Hollywood Narrative System – Art-Film Narrative – Three Act Structure

**Unit IV** - Screenplay Form – Expectations – Title Page – Layout – Screenplay terms – Writing the Screenplay – Adaptation

**Unit V** - Problems of Semantics – Outlines – Treatments – Drafts – First Draft – Counterfeit – Copyright – Rewriting – Second Opinions – Final Polish – Self Diagnosis – Script Appraisals – Ten Common Problems – Ten Handy Hints

#### Text Books

1. Syd Field, "Screenplay: The foundations of Screenwriting", Delta Trade Paperbacks, 2005.
2. John Costello, "Writing a Screenplay", Pocket Essentials, 2004.

#### References

1. Patrick Cooper & Ken Dancyger, "Writing The Short Film", 3<sup>rd</sup> Edition, Elsevier, 2005.

### 17VC2033 MARKETING COMMUNICATION

**Credits 3:0:0**

#### Course Objectives

- To enable students to gain knowledge about latest trends in Digital Communication
- To give students the impetus to experiment with online advertising and marketing communication.
- To enable students to work on live digital communication projects.

#### Course Outcomes

- Students will learn about latest trends in digital communication
- Students will understand search engine optimization and social media optimization
- Students will understand blogging as a tool of advertising and marketing.
- Students will learn about e-mail marketing communication
- Students will identify the most effective online media for digital communication
- Students will demonstrate ability to work on live projects

**Unit I** - Introduction - communication and virtual worlds, key word based branding and communication, online advertising, blogs and wikis, website planning and structure- search engine optimization.

**Unit II** - Synchronous and asynchronous communication – email based advertising and marketing- reach and effectiveness. Case study presentations

**Unit III** - Facebook Communication, Online Communities, Instagram and Whatsapp. - Google ad words and advertising –YouTube and video for organizational and business communication.

**Unit IV** - Micro blogging - twitter, copy writing for the web, social media & mobile communication, citizen journalism and mobile learning.

**Unit V** - The Selfie generation and selfie culture- advantages and disadvantages. Web Marketing, mastering google (ad words advertising, analytics & applications), social media communication and marketing (Facebook & LinkedIn)

**Text Books**

1. The social media bible: tactics, tools, and strategies for business success by Lon Safko, David K. Brake . Published by John Wiley & Sons, 2009.
2. Social media marketing: mn hour a day by dave evans, susan bratton. Published by John Wiley & Sons, 2008.

**References**

1. The social media marketing book by Dan Zarrella .O Reilly Media, 2009.
2. The New community Rules: Marketing on the Social Web by Tamar Weinberg . O Reilly Media, 2009
3. The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue Shama Kabani, Chris Bogan. Published by Ben Bella Books 2010.

**17MC2034 MEDIA AGENCIES**

**Credits: 3:0:0**

**Course Objectives**

- To provide students with an insight into varied forms of media organisations
- To enable students to understand career opportunities in varied media.
- To enable students to distinguish between workflow in varied organisations.

**Course Outcomes**

- Students will gain an insight into varied forms of media organisations
- Students will explore career opportunities in varied media.
- Students will be able to distinguish between workflow in varied organisations.
- Students will analyze their aptitudes in the given area.
- Students will gain knowledge of all media agencies.
- Students will be better equipped to make career choices

**Unit I** - Print Media Organisations- newspaper organization- magazine -structure-departments-nature of work-career opportunities-case studies of selected organisations.

**Unit II** - Advertising Agencies – nature of work –career opportunities- newspaper advertisements-space selling – visualizing- graphic designing- visual media- television and films. Case Studies of Advertising Agencies.

**Unit III** - Social media organisations –structure – functions- career opportunities- skill sets. Case studies of Google, Facebook, word press, instagram.

**Unit IV** - Television Networks- Organizations – Career Opportunities- skill sets. Case studies of selected Television Organisations

**Unit V** - Films as a corporate entity- structure –functions-career opportunities- skill sets .Case studies of selected film corporations and companies.

**References**

Social Media Bible: The Social Media Bible: Tactics, Tools, and Strategies for Business Success by Lon Safko Wiley Publishers 2016.

**17MC2035 FILM MAKING LAB**

**Credits 0:0:4**

**Course Objectives**

- To impart the knowledge of filmmaking process
- To enrich the students with various terms and variables related to filmmaking
- To train the students in the technical departments of filmmaking process

**Course Outcomes**

- The students will apply all the knowledge garnered theoretically
- The students will learn to breakdown the works pertinent to different stages of filmmaking
- The students will experiment the different filmmaking techniques learnt
- Students will know to pin point the flaws in the filmmaking process
- Students will master on quickly rearranging things in case of any mishaps during filmmaking process
- Students will show their skills on coordinating with artists of different departments

### Experiments

The Experiments for the lab includes various parameters and techniques of filmmaking starting from scripting, storyboarding, cinematography, editing and dubbing.

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of HoD/Director and notify it at the beginning of each semester.

### 17MC2036 RADIO PROGRAMMING

**Credits 3:0:0**

#### Course Objectives

- To provide an understanding of radio programming
- To learn about the radio programme formats and types of programs
- To equip the students to apply these in regular programs.

#### Course Outcomes

- The learners will be taught the growth of radio industry in India and abroad.
- They will understand the various activities of creating and broadcasting a radio program
- To know the elements of Radio program production
- To know how to evaluate various Radio Programs.
- To become skilled in Radio Jacky.
- To learn about Radio studio program styles

**Unit I** - All India radio – its growth & reach / Broadcast management – Public & Private Radio Stations / Laws & regulations / Community Radio / Audience research

**Unit II** - Writing for Radio – News gathering and reporting skills -other genre of radio programs

**Unit III** - Effective speaking skills – announcements – newsreading / Interview skills / Voice culture.

**Unit IV** - Nature of sound / Sound recording techniques –indoor & outdoor / Post-production techniques – voice, music and special effect.

**Unit V** - Broadcast Equipments / Studio operations / OB operations - Workshops on Voice Culture, Recording techniques etc and Radio - Station visits. Evaluation will be based on theoretical knowledge as well as production of radio content.

#### Text Books

1. H.R.Luthura, Indian Broadcasting Review, Ministry of I & B Government of India 2001
2. Srivatsava, Broadcasting, Vigyan Publication, New Delhi, 2006

#### References

1. Mencher. M., Basic NewsWriting, Sharma Books, 2001
2. Lesiler &Flat lay, Basic Business communication. Tata Mc Graw Hill.2006.

### 17MC2037 CORPORATE COMMUNICATION

**Credits 3:0:0**

#### Course Objective:

- The course focuses on the roles and responsibilities of the corporate communication function with all of the company's stakeholders.
- The course will examine the strategic communication demands placed on the corporation by a variety of stakeholders: employees, customers, shareholders, the local community, and society at large represented by the media.
- Managing relationships with stakeholders and building the image of the organization through communications on an ongoing basis is the primary agenda of a Corporate Communications function.

#### Course Outcome:

- Students recognize and respond to the communication expectations of various corporate stakeholders.
- Students will be able to create and implement a strategic corporate communications plan.
- Students will learn to utilize a variety of communication tools and techniques.
- Students will apply the learning into a real workplace situation for image building of the organization during normal and crisis situations.

**Unit I – Introduction:** Definition and meaning of corporate communication – Evolution of corporate communications- stakeholder theory- Corporate Identity- Image Building – Reputation Management



**Unit II - Strategic Corporate Communications:** Identifying Targets audience - Cost effective communication tactics - Developing Strategic Communication plan - Execution of the plan- Evaluating program effectiveness - Calculating ROI

**Unit III - Media Relations:** Types of Media – Journalist – Press release - Spokesperson - News flow – Corporate Vs Media House – Editorial –Advertorial- Corporate Advertisements and its effects on Media Houses – Media coverage on corporate reputation – Impact of corporate Social Responsibility on Community and Media.

**Unit IV - Mergers, Acquisitions and Crisis Communication:** Definition and Meaning of Merger, Acquisitions and Crisis communication - Difference between Issue and crisis - Perception of Corporate by common man – Stages of Crisis- Internal and External Communications during crisis- New Media and Crisis communications-

**Unit V - Case Study:** There are group case studies in this course their purpose is to create real-life scenarios for the students to experience. Students will be mainly assigned to work in groups to solve the challenge of the case. They will present their summary actions to the rest of the class via posting their case to a discussion. They will receive peer feedback as well as feedback (in the full-class boards) from the instructor.

**Text Book:**

1. Cornelissen, J.P “Corporate Communications” 4th edition Sage Publication 2014
2. Clarke.L Caywood “The Handbook of Strategic Public Relations and Integrated Communications”, Mcgrew-Hill 1997
3. Dr. Joseph ParaackalPRAs Persons In Relation: A Personalistic Approach to the Study and Practice of Public Relations. eBooks2go.2016.

**Reference Book:**

1. Joep Cornelissen “Corporate communication: theory and practice” SAGE, 2004
2. Brad Fitch, Mike McCurry”Media relations handbook for agencies, associations, Nonprofits, and Congress: The Capitol Net Inc, 2004.

### 17MC3001 RESEARCH METHODOLOGY

**Credits: 3:0:0**

**Course Objectives**

- To introduce students to the arena of communication research
- To inculcate research awareness
- To apply epistemology to day to day activities.

**Course Outcomes**

- Students will be able to gain an insight into research.
- Students will be able to analyze media related issues
- Students will find solutions to social problems
- Students will collaborate and work towards interdisciplinary research.
- Students will be able to visually analyze issues and lifestyles
- Students will contribute to the growing body of research.

**Unit I - Introduction - Pure and applied research. Social Science Research Definition of Communication Research. What are Communication Research Methods - Media Research Methods. Research and Theory.**

**Unit II - Qualitative and Quantitative Research - In depth Interviews - Field observations-Focus groups-Content analysis- Quantitative methods- Survey- Questionnaire – Research Questions- Hypotheses- Uses-limitations-Qualitative and Quantitative Methods- Reliability, Validity.**

**Unit III - Types of Research - Descriptive Research- Ethnographic Research -Virtual and Digital Ethnography- Action Research- Historical-Evaluative - Experiment- Quasi experiment – Case Study- Qualitative-Quantitative**

**Unit IV - Sampling - Basic difference between qualitative and quantitative sampling. Types of sampling techniques. Random and non-random sampling- Purposive sampling- Snowball Sampling-Convenience Sampling.**

**Unit V - Qualitative and Quantitative Analysis - Content Analysis- Theoretic Analysis- Basic SPSS- Chi-Square – Likert Scales--the t-test-Analysis of variance- -Correlation. Computer Mediated Communication.**

**Text Books**

1. Roger D Wimmer, Joesph R.Dominick, Mass Media Research ,Wardsworth Publishing Company,2000.

**References**

2. Ajai S.Gaur, Sanjaya S.Gaur Statistical Methods for Practice and Research, Sage Publications, 2006.

3. Thomas R. Lindlof, Bryan C. Taylor Qualitative Communication Research Methods. Sage Publications 2005.

### 17MC3002 3D ANIMATION

**Credits: 3:0:0**

#### Course Objectives

- To introduce the world of 3D animation.
- To experiment different techniques to achieve convincing animation in 3D.
- To explain the pipeline of a complete 3D production.

#### Course Outcome

- Students will understand 3D animation.
- Students will be able to create their own concept in 3D animation.
- Students will be expert in doing all types and styles of animation.
- Students will demonstrate different techniques in animation.
- Students will demonstrate their skills in modeling 3D shapes and objects.
- Students will produce creative 3D projects.

**Unit I** - History of Animation: Legends of animation productions - Evolution of animation – Types and Styles of animation an overview –Difference between animation and video - Pre Production process – Production scheduling

**Unit II** - Modeling basics –coordinate systems –viewing windows – Geometric primitives –transformations – common modeling techniques –hierarchies –Booleans and trims - The camera –Lights –Surface characteristics Workspace – creating shapes – learning to navigate the 3D workspace.

**Unit III** - Object attributes and settings - how 3D differs from 2D – rotating, scaling and moving objects - Shading and Texturing – different materials – types of textures – tiling textures - 3d animation: Animatics - Character Animation - Game based animation – Clay animation based animation – Animation in motion 3d

**Unit IV** - Bump maps in texturing – paint effects - Basic Animation - Walk-through - intro to graph editor - Key framing – interpolations – parameter curve editing – dope sheet editing –kinematics – motion plans – shape deformations

**Unit V** - Lighting the scene – types of lights - Render settings – mental ray intro – batch rendering – basic compositing. — camera animation – animating lights and surface properties – pose based animation - Virtual sculpting – hair and fur – texturing polygons – cloth dynamics – facial animation- compositing – Editing.

#### Text Books

- Chris Webster, “The Animation – the mechanics of motion”, Focal Press, 2005.
- John Edgar Park, “Understanding 3D animation using Maya”, Springer Science & business Media. Inc, 2005.
- Marcia Kuperberg, Martin W. Bowman, “Guide To Computer Animation”, Focal press ,2002.

#### References

- Andy Beane, “3D Animation Essentials”, John Wiley & Sons, 2012.
- Michael O’Rourke, “Principles of Three – Dimensional Computer animation”, 3rd edition, W.W. Norton & company, 2003Michael O’Rourke, “Principles of Three – Dimensional Computer animation”, 3rd edition, W.W. Norton & company, 2003.
- John Vince, “Essential Computer Animation”, Springer UK ,FirstEdition 2000.

### 17MC3003 3D ANIMATION LAB

**Credits: 0:0:4**

#### Course objectives

- To train the students in the area of 3D Animation and its software application.
- To make the students understand the process of 3D animation production in studios.
- To train the students the area of character designing and concept designing in animation.

#### Course outcomes

1. Students will be well equipped with all the basic animation concepts practically which helps them in doing character modelling, lighting, texturing and animations.
2. Students will do the process of 3D animation production in studios.
3. Students will be expert in the area of 3D Animation and its software application.
4. Students will emphasize their skill character designing.

5. Students will be expert in concept designing in 3D animation.
6. Students will be able to model and design their own object and environment.

### Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## 17MC3004 ICT FOR DEVELOPMENT

**Credits: 3:0:0**

### Course Objectives

- The course will introduce mobile application for audio-visual communication.
- It will teach students about basic design principles for using as a communication medium.
- It will enable students to understand and create new communication for all development communication.

### Course Outcome

- The students will understand the application for novel mobile apps.
- The students will know the fundamental elements of mobile app usage in daily lives.
- The students will learn to prepare and evaluate different types of using Mobile Apps for various media environments.
- The students will produce innovative script designs for app development.
- The students will be adept with current market trends for mobile audio-video applications.

**Unit I** - Communication Technology Overview, ICT and development, Digital Divide, Hamelink's development Perspectives, Networking and development, Alternative Media for Development. Sustainable Development Goals and implementation.

**Unit II** – ICT for education- Interactive Radio Instruction- Televised Learning-UGC Countrywide Class –Audio and Visual Aids- Collaborative and Networked Learning- Communities of Learning – Virtual Classrooms- informal and formal learning- Online vs. Face to Face Learning –Mobile Learning- Case Studies – Ning and Elggi.

**Unit III** - E- Governance- Model of Digital Governance: Mobilization and Lobbying Model, Interactive-service Model/Government-to-Citizen-to-Government Model (G2C2G). E Governance in Tamil Nadu, Karnataka, Andhra Pradesh. Case studies in India, China, Brazil, Srilanka

**Unit IV** - ICT for Healthcare delivery (e-Health) - Role of ICT in Disease surveillance, Prevention, Diagnosis, Treatment/Therapy, Rehabilitation. Emerging TeleMedicine Applications - Mobile Phone, email, Online chat (Skype), Social Networking Sites, Video Conferencing Technology - ICT for health-related goods and services – Electronic Patient Record, Picture Archiving and Communication Systems (PACS), e Prescriptions, Health Cards, Health Portals, Hospital Information Systems (HIS). Mobile Health (m Health) - ICT for Medical education and Health research.

**Unit V** - Review of 12 Case studies on ICT for development

### Text Books

1. Jochen Schiller. Mobile Communications. 2nd Edition. 2e Paperback – 2008
2. Maria Manuela Cruz-Cunha Et.Al Handbook Of Research On ICT's For Human-Centered Healthcare and Social Care Service. 2013

### References

1. E-Governance: Concepts and Case Studies, C.S.R. Prabhu, Prentice-Hall of India Private Limited, 2004.
2. Backus, Michiel, e-Governance in Developing Countries, IICD Research Brief, No. 1, March 2001.

## 17MC3005 REPORT WRITING AND PUBLICATION

**Credits: 3:0:0**

### Course Objectives

- To introduce students to the arena of report writing
- To enable students to gain practical knowledge
- To apply various kinds of research writing into practice.

### Course Outcomes

- Students will be able to gain an insight into report writing
- Students will be able to write different kinds of reports.

- Students will distinguish between technical and non-technical reports.
- Students will gain insight into editing and writing techniques.
- Students will be able to write research abstracts
- Students will be able to write research papers.

**Unit I** - Introduction to Report Writing - Different kinds of writing. Report Writing. Technical Writing, Scientific and Descriptive Writing

**Unit II** - Organisation - Formal & Informal Reports in an Organisation. Organisational Communication. Emails, Memos, Circulars, Official letters, Letters of complaints.

**Unit III - Marketing /Business Report** - Writing a proposal, Survey Design, market strategies and research Executive Summary - Annual Report.

**Unit IV - Creative Report** - Report on Client. Advertorial. Classifieds. Creative and Marketing Strategy. Client Brief. Background details of Competitor.

**Unit V - Research Writing** - Abstracts - Review - Research Proposal – Synopsis - Research Review - Findings and Conclusion.

#### Text Books

1. John Bowden, Writing a report. 9th edition Paperback – Amazon Publications June 24, 2011

#### References

1. Handbook of Writing Research. Edited by Charles A. MacArthur, Steve Graham, Jill Fitzgerald
2. Roger D Wimmer, Joseph R. Dominick, Mass Media Research, Wordsworth Publishing
3. Qualitative Communication Research Thomas Lindlof and Taylor.

### 17MC3006 VIRTUAL REALITY

**Credits: 3:0:0**

#### Course Objectives

1. To learn the concepts and principles of Virtual Reality
2. To learn VR environment and software.
3. To understand the various tools and production techniques

#### Course Outcomes

1. To understand the behavior of VR environment
2. To learn the style, the activities & protocol involved in the process of Virtual Reality
3. To be able to assess the Virtual Reality Productions.
4. To work in latest virtual reality environments
5. To conceive new features for advances in VR solutions
6. To be fully effective in producing need based VR environments.

**Unit I** - Introduction to Virtual Reality, Historical Development,- Navigation and interfaces.- Augmented Reality, –input –Output devices,- immersive /non immersive VR, -VR terminology,

**Unit II** - HMD, Modeling in VR- Boom, Cave- Sensual Technology-Trackers, Shared VR environment,- VR tool Kits,- VR applications in Education, Engineering, Design Training, Medical, Military, Gaming and Entertainment.

**Unit III** - Virtual environment, virtual presence, VR system, human perception, motor and cognitive -systems, basic applications - Dynamics of Virtual Environment -DOF, translational and rotational transformations, pose and displacement, dynamic models of VR- equations of motion, inertia, momentum, collision detection, computation of body - movements. Tracking and Modalities - Pose sensor- mechanical, ultrasonic, optical, video metric, radio frequency and electromagnetic, motion tracking, physical input devices, Modalities- visual, Audio, Haptic.

**Unit IV** - Interaction with Virtual Environment -Manipulations with virtual environments, navigations in virtual environments, interaction with other users, interactive computer game, Interactive educational methods.

**Unit V** - VR and Unity3d Starting Unity project, setting up project files for VR integration, creating UI elements for VR interaction, gaze based control, move around, jump, using 360 degrees, physics and environment-FPS

#### References

1. Grigore C. Burdea and Philippe Coiffet, Virtual Reality Technology, John Wiley and sons Publishers, 2006.
2. Tay Vaughan, Multimedia: Making it work. Tata McGraw Hills 2006
3. John Vince, Introduction to Virtual Reality, Springer, 2004.

4. John Vince, Essential Computer Animation, Springer, 2000

### **17MC3007 MEDIA CHAIN PRODUCTIONS LAB**

**Credits: 0:0:4**

#### **Course objectives**

- To learn about the media chain operations.
- To learn the skills to convert one media production to another
- To learn about the structure of media convergence.

#### **Course outcomes**

- To familiarize with production scripts of various medium.
- To learn the skills to convert and develop chain productions.
- To study the media ownership patterns and operations.
- To learn about the cost cutting methods in chain operations.
- To learn to assess the marketing trends in Chain operations.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

### **17MC3008 RESEARCH PUBLICATION LAB**

**Credits: 0:0:2**

#### **Course Objectives**

- To understand review of literature.
- To apply analytical methods.
- To enable students to write a research report.

#### **Course Outcomes**

- Students will be able to conduct a research study.
- Students will be able to analyze.
- Students will be able write a research report.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of HoD/Director and notify it at the beginning of each semester.

### **17MC3009 VIRTUAL REALITY LAB**

**Credits: 0:0:2**

#### **Course Objectives**

- To make students know the basic concept and framework of virtual reality.
- To teach students the principles and multidisciplinary features of virtual reality.
- To teach students the technology for multimodal user interaction and perception in VR, in particular the visual, audial and haptic interface and behavior.

#### **Course Outcomes**

- Students will identify and describe technical implications of virtual reality.
- Students will design and construct a simple virtual environment.
- Students will apply current virtual reality hardware and software.
- Students will apply the technology for managing large scale VR environment in real time.
- Students will use VR for solving evolving human-centric problems.
- Students will design advanced VR using new creative templates.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

### **17MC3010 ADVANCED ANIMATION**

**Credits 3:0:0**

#### **Course Objectives**

- Students will be introduced to animation for films
- Students will be introduced to aesthetics of animation for films and gaming
- Students will be able to apply techniques learned

### Course Outcomes

- Students will understand nuances of animation for films
- Students will apply animation techniques in their projects
- Students will demonstrate expertise in high end projects
- Students will experiment with animation design for film aesthetics.
- Students will undertake projects in gaming
- Students will gain expertise at least one animation software

**Unit I** - Animation - Pre-production- Aesthetics of Film-Making- Character Animation- 3D Character Development

**Unit II** - Rigging & Character Set-up- Texturing and Look Development-Digital Painting- Matte Painting- BG Modeling and Surfacing

**Unit III** - Texturing & Look Development- Lighting & Rendering - Particle Dynamics.-Sculpting

**Unit IV** - Game -Theory-Game Development Pipeline- Game Concept Art- Environment Modeling -Stylised Character Modeling-

**Unit V** - Next-Gen Character Modeling-Next-Gen Vehicle Modeling- Rigging & Animation for games- Introduction to Game Engine-Asset Integration in Game Engine

### Text Book

1. Advanced Animation Rendering Technique by Alan Watt, Mark Watt, Published by Addison Wesley Professionals 1992.

### References

2. Real-Time Rendering, Third Edition by Tomas Akenine-Möller, Eric Haines, Naty Hoffman AKPress/CRC Press 2008

## 17MC3011 ADVANCED ANIMATION LAB

**Credits 0:0:4**

### Course Objectives

- Students will be introduced to animation for films
- Students will be introduced to aesthetics of animation for films and gaming
- Students will be able to apply techniques learned

### Course Outcomes

- Students will understand nuances of animation for films
- Students will apply animation techniques in their projects
- Students will demonstrate expertise in high end projects
- Students will experiment with animation design for film aesthetics.
- Students will undertake projects in gaming
- Students will gain expertise at least one animation software

### Experiments

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## 17MC3012 SOUND EFFECTS AND FOLEY LAB

**Credits: 0:0:2**

### Course Objectives

- To teach the students the optimal microphone techniques for recording and editing sound effects.
- To enable the students to learn the working and optimal use of recording setups to effectively capture the required sounds.
- To teach the students the basics of mixing and mastering the effects tasks.

### Course Outcomes

- Students will know to use audio techniques to create sound effects.
- Students will know to use audio tools and techniques to create Foley sound.
- Students will learn to mix audio for obtaining desired sounds.
- Students will learn to use appropriate microphones to produce quality sound.
- Students will learn the post production techniques used in creating Foley sound.
- Students will learn to store and label Foley sound as samples.

### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

## **17MC3013 DIRECTION**

**Credits 3:0:0**

### **Course objectives**

- To understand the basic elements of Direction.
- To understand the essentials and learn the skills of direction
- To learn the professional techniques of Direction

### **Course Outcomes**

- The students will be able to understand the role and responsibility of direction
- The students learn the skills and approaches of the direction as a profession.
- The students will be able to assess the various types of directors and their styles

**Unit I** - Direction – action techniques – elements of direction. – Principles of direction. Planning and performance-

**Unit II** - Roles and responsibilities of direction- skills and techniques related to performance and direction-rehearsal

**Unit III** - Location scouting- evaluation of different styles of direction. Ethics and moral responsibility in direction- Artistic identity and drama –

**Unit IV** - Screencraft – The story and its development – Aesthetics and Authorship

**Unit V** - What Do Directors Direct? – How to Direct the Eyes? – How to Convey and Suggest Meaning

### **Text Books**

1. Michael Rabiger, “Directing, Fourth edition”, Focal Press, 2008.
2. Francis Glebas, “Directing the Story”, Focal Press, 2009.

### **References**

1. Nicholas T. Proferes, “Film Directing Fundamentals”, Third edition, Focal Press, 2008.
2. Eden H. Wurmfeld & Nicole Shay Laloggia, “Independent Filmmaker’s Manual, Second edition”, Focal Press, 2006.

## **17MC3014 DIRECTION LAB**

**Credits: 0:0:4**

### **Course Objectives**

- To equip the students with knowledge of directing and its prospects
- To bring out the hidden artistic talents of the students through direction
- To inculcate an insight on the role of directors and the importance of directing skills.

### **Course Outcomes**

- The students will have a thorough knowledge on the qualities to possess to become a professional director
- The student will acquire the required skills for direction
- The student will understand the necessitate of possessing acting-directing skills
- The students will have a complete knowledge on the requisites to become a successful director
- The student will acquire the complete set of skills to direct a film
- The student will possess a thorough cognition on the overall workflow of directing process

### **Experiments**

The faculty will frame acting and directing exercises based on different genres and the lab will be completely activity based.

## **17MC3015 SOCIAL MEDIA**

**Credits: 3:0:0**

### **Course Objectives**

- Students will explore the effects of our emerging Social media and its growth in development communication.
- Students will become proficient in the use of various social media tools for professional objectives and

incorporate solving real-world concerns.

- Students will become skilled in the creation of various digital media content formats, including websites, video, and blogs.

#### **Course Outcomes**

- Students will create and maintain a blog using a common blogging platform.
- Students will be able to compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
- Students can effectively utilize multiple forms of social media to publish real-time updates and engage with relevant communities.
- Students can create different social media templates for developmental communication
- Students will be able to frame new media concepts for creative ideas.
- Students will be able to effectively apply social media and produce contemporary convergent media platforms.

**Unit I** - History and Evolution of Social Media - Understanding the fundamental working principles of Social Media – User profiles – User Applications – Social Media for growth and progressive society.

**Unit II** - Nature, Characteristics, Applications of Social Media – Social Media Terminologies - Websites – Blogs – Microblogs – User Generated Social Media Content (YouTube) – Social Networking Sites for professional Linkages (Facebook, LinkedIn), Over the Top Messaging Systems (WhatsApp), Voice over Internet Protocol (Skype, FaceTime), USSD, Mobile Calls/SMS, Emails, Mobile Apps

**Unit III** - Culture and Social Media – Economics and Ownership – Privacy – Law and Ethics - Central Issues in Social Media - Identity and reputation - Visuality – Case studies and review of published articles.

**Unit IV** - Measuring, Monitoring and Analysing Social Media trends and Impact - Application Domains - Case studies and review of published articles.

**Unit V** - Social Media, Crowd Sourcing and The News, Social Media Organizations - Social Media Activism- Case studies and review of published articles.

#### **Text Books**

1. Tom Standage. Writing on the Wall: Social Media - The First 2,000 Years. Bloomsbury Publishing. 2014
2. Ganis, Kohirkar. Social Media Analytics, Pearson India. 2016
3. Robert Scoble and Shellsreal. Age of Context: Mobile, Sensors, Data and the Future of Privacy. Createspace Independent Publishing. 2013

#### **References**

1. Paul Adams. Grouped: How small groups of friends are the key to influence on the social web (Voices That Matter). New Riders. 2011
2. Elisa Giaccardi. Heritage and Heritage and Social Media: Understanding Heritage in a Participatory Culture. Routledge. 2012

### **17MC3016 MEDIA ANALYSIS**

**Credits: 3:0:0**

#### **Course Objectives**

- To learn about the basic of analysis and critical studies
- To learn the techniques and methods of content and form analysis
- To learn about the various tools applied in media analysis.

#### **Course Outcomes**

- To know and understand the concepts of media productions
- To learn about elements of media constructs.
- To learn the style, methods used in media criticism.
- To be able to assess the quality of media productions.
- To learn to develop analytical skills in comparative studies on media.
- To learn about media development trends for assessment.

**Unit I** - Introduction to media Organizations, Audience, Products and people-Techniques of media interpretation- Critical and Analytical Thinking, Cultural studies, Monitoring and Evaluation methods

**Unit II** - Media content analysis based on various social issues. Print media Narrative content analysis, Discourse analysis-Semiotic analysis-Marxist analysis-psycho-analytical criticism-Sociological analysis-Media literacy



**Unit III** - Broadcast Programs structure, Program content analysis, Audience analysis - Film analysis - Music analysis - Design analysis

**Unit IV** - New Media structure and content analysis, Comparative analysis - Product, people and Production houses.

**Unit V** - Specific issues selected for content analysis application. Case studies Media Marketing Analysis – New media marketing analysis.

#### **Text Books**

1. Arthur Asa Berger, Media analysis and Techniques, Sage Publications, 2008.
2. Catherine Kohler Riessman, Narrative Analysis, Sage Publications, 2006

#### **References**

1. David L, Altheide & Christopher J. Schneider, Qualitative media analysis, Sage publications 2011.
2. Gail Dines and Jean M. Humez, Gender, Race, Class in Media –Critical reader, Routledge, Publishers, 2015.

### **17MC3017 SOCIAL MEDIA LAB**

**Credits: 0:0:2**

#### **Course Objectives**

- Students will explore the effects of our emerging Social media and its growth in development communication.
- Students will become proficient in the use of various social media tools for professional objectives and incorporate solving real-world concerns.
- Students will become skilled in the creation of various digital media content formats, including websites, video, and blogs.

#### **Course Outcomes**

- Students will create and maintain a blog using a common blogging platform.
- Students will be able to compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
- Students can effectively utilize multiple forms of social media to publish real-time updates and engage with relevant communities.
- Students can create different social media templates for developmental communication
- Students will be able to frame new media concepts for creative ideas.
- Students will be able to effectively apply social media and produce contemporary convergent media platforms.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

### **17MC3018 DOCUMENTARY PRODUCTION**

**Credits 3:0:0**

#### **Course objectives**

- To understand the basic elements of Documentary Storytelling, the various approaches involved in Documentary structure.
- To understand the research mechanism and treatment of ideas to transform into script
- To learn the techniques of Documentary production and editing.

#### **Course Outcomes**

- The students understand and apply the various formats make Professional Documentary to create social impact.
- The students will be efficient in documentary production.
- The students will be enabled to evaluate documentary films.

**Unit I** - Documentary writing - subset of Non-fiction film and video –subjectivity in story telling-story basics – formats –documentary subject identification – Review of basic documentary videos.

**Unit II** - Dramatic story-telling- Documentary story – Evaluation Story ideas – Developing the story – shots for documentary - Approaches in documenting - Review of documentary videos.

**Unit III** - Archival Film making – Docu-Drama – 3act structure – applying film structure – Outlining the cast – Treatment of roles - Review of docu-drama videos.

**Unit IV** - Docu-fiction – Documentary – Experimental Videos – Popular documentary formats and Review of docu-fiction and experimental videos.

**Unit V** - Documentary research basics –Types of researches – Casting – Hosts and Narrators – Documentary proposal writing – case studies.

#### References

1. Bill Nichols. Introduction to Documentary. 2nd Edition. Atlantic Publishers and Distributors. 2010
2. Sheila Curran Bernard. Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films. Focal Press. 2007.
3. Alan Rosenthal. Writing, Directing and Producing Documentary Films and Videos. 3rd Edition. CBS Publishers & Distributors Pvt Ltd. 2002.
4. Michael Rabiger. Directing the Documentary. Focal Press. 2014.

### 17MC3019 VISUAL MERCHANDISING

**Credits: 3:0:0**

#### Course Objectives

- To introduce students to aspects of store design and layout.
- To allow students to explore the concept of Visual Merchandising
- To enable students to gain exposure to store lighting and display.

#### Course Outcomes

- Students will be able to understand importance of visual merchandising.
- Students will be able apply the concepts of store layout and lighting.
- Students will be able to take up practical assignments in Visual Merchandising.
- Students will apply techniques of color theory to visual merchandising.
- Students will apply techniques of design to visual merchandising.
- Students will be able to devise communication strategies in visual design.

**Unit I** - Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India.

**Unit II** - Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising,

**Unit III** - Challenges in Visual Merchandising: The common challenges, ways to overcome the visual merchandising challenges it.

**Unit IV** - The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off.

**Unit V** - Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting- Store Layout.

#### Text Books

1. Visual Merchandising: Window and In-store Displays for Retail, Second Edition by Tony Morgan Laurence King Publishing , 2011

#### References

1. Advertising Management: Rajeev Batra ,John G. Myers, David A. Aaker. Prentice-Hall International, 1996.
2. Visual Merchandising: Swati Bhalla, Anurag S, Mc Graw Education, 2010.

### 17MC3020 DEVELOPMENT COMMUNICATION

**Credits 3:0:0**

#### Course Objectives

- The student will understand the holistic nature of social development.
- The student will learn about the roles of development for social change.
- The student will understand social marketing strategies for development.

#### Course Outcomes

- The students will be aware of development concepts
- The students will be skilled in analyzing various developmental strategies.
- The students will gain knowledge on Traditional empowerment efforts.
- The Students will learn about Social marketing methods for Development.
- The students will be able to evaluate various developmental projects.

- The students will be able to apply campaign for Development.

**Unit I** - Nature of development-Defining development goals-Key concepts-Dependency-decentralization-Industrialization.

**Unit I** - Modernization-third world needs-complexity and alternate paths. Development communication-Roles and philosophy- difference between communication and development communication-

**Unit III** - Models of Daniel Lerner, Everett Rogers and Wilbur Schramm

**Unit IV** - Communication for social change-Folk forms-theatre and empowerment through silver screen-Social Advertising-

**Unit V** - Agencies involved-DAVP and NGOs –Campaign Strategies and applications

#### **Text Books**

1. Development Communication, B.N Ahuja and S.S Chhabra, Surjeet Publishers, 2013
2. Mass Communication in India. Keval J. Kumar, Jaico Publishers 2011
3. Communication theory, Dennis Macquill, Sage Publication 2007.

#### **References**

1. Communication for Development in Third World, Srinivas R. Melkote Sage Publications.
2. Michael T.Ewong, Social Marketing, Routledge Publications 2007

### **17MC3021 DOCUMENTARY FILM LAB**

**Credits: 0:0:4**

#### **Course Objectives**

- To understand the differences between documentary and other film making process
- To equip students with documentary narratives.
- To impart social issues and concepts for documentary making.

#### **Course Outcomes**

- The students will gain in-depth knowledge in research on true facets of life.
- The students will create consumable narratives for impressive documentation of social issues.
- The students will know the differences in various types of documentary making.
- The students will produce documentary videos for solving life issues.
- The students will use cinematic concepts in real-life story telling.
- The students will come out with various convergent ideas on documentary making for divergent audiences.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/Director and notify it at the beginning of each semester.

### **17MC3022 VISUAL MERCHANDISING LAB**

**Credits: 0:0:2**

#### **Course Objectives**

- To get acquainted with aspects of visual merchandising.
- To get hands on exposure to store display.
- To become well versed with elements of design and lighting.

#### **Course Outcomes**

- Student will gain hands on knowledge in store display
- Student will learn retailing techniques
- Student will experiment with in store design
- Student will demonstrate knowledge of lighting and space management.
- Student will learn display techniques
- Student will understand importance of visual merchandising and undertake practical assignments.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HOD/ Director and notify it at the beginning of each semester

## 17MC3023 INTERNATIONAL COMMUNICATION

Credits 3:0:0

### Course Objectives

- To learn about the basic principles and practices of global communication.
- To learn the management of information flow.
- To learn the skills needed for understanding global issues.

### Course Outcomes

- To know and learn the concepts and Principles of global media.
- To learn the style, methods of media functioning worldwide.
- To be able to assess the quality communication policies.
- To familiarize with global communication technologies.
- To learn to compare and evaluate the effects of global communication.
- To learn the role of global agencies in world communication.

**Unit I** - International communication: nature, importance, scope and dimensions, factors affecting the flow of information.

**Unit II** - Communication policies and world communications order and structure. Recent Changes and development in the Global Information and Communication order.

**Unit III** - Issues in International Communication; communication imbalances in news, radio, TV, film, ICT, advertising and PR and technology –

**Unit IV** - Transborder data flow – Cross-cultural communication: implications, problems and perspectives.

**Unit V** - Mass media and information imbalances, inequalities and other problems, NIICO and UNESCO mass media declaration.

### Text Books

1. Robin Mansell & Marc Raboy, The Handbook of Global Media and communication Policy, Willy-Blackwell Publishing, 2011
2. Yuezhi Zhao & Paula Chakravartty, Global Communication Towards: a Transcultural Political Economy, Rowman & Littlefield publication, 2008.
3. Howard H. Fredrick, Global and International Relations, Wadsworth Publications, 1995

### References

1. Angela Crack, Global Communication and Transnational Public Spheres, Google publication, 2008
2. Keval J.Kumar, Mass Communication in India, Jayco Publications, 2007.

## 17MC3024 MEDIA PSYCHOLOGY

Credits 3:0:0

### Course Objectives

- To provide the students with the essential knowledge to know and understand the psychology of media viewing habits of the individual and its repercussions.
- To make students realize the importance of research and the various rubrics plausible in the area.
- To study the nature of media users and audience

### Course Outcomes

- The students interested in pursuing research in the area of media will be highly benefitted by the course content
  - The students can carry out pilot studies on media audience based on the knowledge imbibed from the subject
- The subject will suffice the students in understanding the target audience and thereby prepare themselves to step in the media industry.
- The Students will learn differences in functioning of various media forms.
- The Students will know various psychological aspects behind social programs
- 6. The Students will demonstrate good reasoning and analytical skills required for working in media organizations.

**Unit I** - Media psychology in context – What Is Media Psychology, and Why Do We Need It? – Research Methods In Media Psychology – Analysis of Media Texts.

**Unit II** - Discourse Analysis – Psychological effects and influences of media – The Effects of Media Violence

**Unit III** - Media and Prosocial Behavior – The Role of Psychology in Media – Developmental issues in Media

Psychology.

**Unit IV** - The Psychology of The Media Audience – Genres – The Viewer as Psychologist: Identification and Parasocial Interaction.

**Unit V** - The future of Media Psychology – Psychology in the Media Production.

#### **Text Books**

1. David Giles, “Media Psychology”, Taylor & Francis, 2008.
2. Richard Jackson Harris, Fred W. Sanborn, “A Cognitive Psychology of Mass Communication”, Sixth Edition, Routledge, 2014.

#### **Reference Books**

1. Karen E. Dill, “The Oxford Handbook of Media Psychology”, Oxford University Press, 2013.
2. Virginia Nightingale, “The Handbook of Media Audiences”, Wiley – Blackwell, 2011.
3. Keval J.Kumar, Mass Communication in India, Jayco Publications, 2007.

### **17MC3025 LAB JOURNAL**

**Credits 0:0:4**

#### **Course Objectives**

- To gain an insight into basics of writing and designing.
- To develop creative and journalistic writing skills.
- To understand various strategies of effective writing.

#### **Course Outcomes**

- The students will learn the basics of writing.
- The students will be able to write effective headlines.
- The students will learn effective strategies in journalistic writing.
- The students will enhance designing skills.
- The students will learn creative writing skills.
- The students will demonstrate ability to develop content for different forms of writing.

#### **Experiments**

The faculty conducting the laboratory will prepare a list of 12 experiments and get the approval of the HoD/ Director and notify it at the beginning of each semester

### **17MC3026 NEW AGE PRINTING**

**Credits 3:0:0**

#### **Course Objectives**

- This course will orient students about Printing as an innovative industry in media communication.
- It will introduce advanced printing production and techniques for various media platforms.
- It will instruct students about the applications of advanced printing technologies for promotion and marketing media products.

#### **Course Outcomes**

- The students will be able to inculcate high visual acuity.
- The students will develop artistic ways to create media formats in print.
- The students will learn printing techniques for film, media and news industry.
- The students will create new concepts in print production.
- The students will generate printing techniques for new media like digital marketing campaigns.
- The students will find placements in newspaper organizations, publishing and advertising houses, e-publishing companies.

**Unit I** - Modern age printing - Using colors - Layout preparation - Electronic Composition and DTP, Image Generation.

**Unit II** - Printing Image Generation - Printing Material Science - Basic Drives and Controls - Offset Technology - Computer Graphics and Image Processing.

**Unit III** - Printing setting - Print finishing - Conversion - Types of Paper and Ink quality - Tone and Color analysis - Screen printing - Gravure printing.

**Unit IV** - Newspaper and Periodical publishing - Advanced packaging technology - 3D Banners and Flex - On Demand Printing - Web Offset Technology.

**Unit V** - Designing and Planning for Media production - Printing techniques for Film Industry – Advanced printing technology for creative advertisements – The role of Graphic Designer - Offset and Digital printing

operator - Proof reader – Photographer - Review of popular printing formats.

**Text Books**

1. H Kipphan, handbook of Print Media, Springer – VetagBzlin Heidelberg, 2001
2. Phil Green, Understanding Digital Color, GATF press
3. R.W.G Hunt, The Reproduction of Color, Fountain Press, England
4. E.P. Danger, The Color Handbook, Gower Publication
5. Aaron L. Brody, Kenneth S. Marsh, (1997), Encyclopedia of Packaging Technology, 2nd Edition A Wiley-Interscience Publication.

**References**

1. N.N Sarkar, Art and Print Production, Oxford Publication
2. Flexography Principles and Practices, 5th edition, Foundation of FTA
3. Chris H. Williams; Printing Ink Technology, Pira International, 2001.