

MEDIA AND COMMUNICATIONS

LIST OF COURSES

Course Code	General – 20 Credits (To be completed in the first 3 years)	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
4. Company, New Delhi, 2006.
5. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for
6. 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, 7th 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, 2nd 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, (3rd 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 (5th 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, Adoor 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

