

PG & RESEARCH
DEPARTMENT OF VISUAL COMMUNICATION
(SHIFT – I)
(2023-2024)



(For Candidates admitted from the academic year 2021-22 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)

Programme Outcomes (POs)

PO No.	Programme Outcomes <i>Upon completion of the B.Sc. Degree Programme, the graduate will be able to</i>
PO-1	Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development.
PO-2	Involve in research and innovative endeavors and share their findings for the wellbeing of the society.
PO-3	Work effectively in teams and take up leadership in multi-cultural milieu.
PO-4	Act with moral, ethical and social values in any situation.
PO-5	Excel as empowered woman to empower women
PO-6	Participate in activities towards environmental sustainability goals as responsible citizens.
PO-7	Pursue higher studies in the related fields of science, humanities and management.
PO-8	Enhance creative and critical thinking by interpreting, visualizing, designing and fashion forecasting to meet the demands of fashion and media industries at regional, national and global levels.
PO-9	Create strong fundamental concepts, techniques and tools that develop creative skills, entrepreneurial skills and artistic skills that assists to find solutions in current complex global scenario.

PSO No.	<p style="text-align: center;">Programme Specific Outcomes</p> <p style="text-align: center;"><i>Upon completion of these courses the student would be able to</i></p>
PSO-1	Identify the media audience and adapt production procedures in contemporary print, electronic and new media industries.
PSO-2	Critically analyze the media structure, socio-cultural, political, economic forces that influence media content. Deconstruct media text and context through media literacy, media analysis tool and Research to evaluate media productions for its credibility.
PSO-3	Develop entrepreneurial skills and professional portfolios to produce innovative media products, services and design solutions to establish a unique identity in the dynamic media environment.

(For Candidates admitted from the academic year 2023-2024 onwards)
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
I B.SC VISUAL COMMUNICATION (2023-2026)

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
I	I	Language	Tamil/ Hindi/ French	U23TL1GEN01/ U23HN1HIN01/ U23FR1FRE01	6	3	100
	II	English	English	U23EL1GEN01	6	3	100
	II	Core Course -I	Introduction to Human Communication	U23VC1CCT01	5	5	100
		Core Course -II	Visual Arts and Aesthetics	U23VC1CCT02	5	5	100
		Elective Course-I (Discipline specific)	Digital Drawing and Painting* (Practical)/ Psychology	U23VC1ECP01 U23VC1ECT02	4	3	100
		Skill Enhancement Course SEC-I(NME-I)	Digital Storytelling and Scriptwriting	U23VC1SET01	2	2	100
	IV	Foundation Course	Communication Skills Development	U23VC1FCP01	2	2	100
		Value Education	Value Education			-	
		Total				30	23

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
II	I	Language	Tamil/ Hindi/ French	U23TL2GEN02/ U23HN2HIN02/ U23FR2FRE02	6	3	100
	II	English	English	U23EL2GEN02	6	3	100
	III	Core Course -III	Understanding Visual Communication	U23VC2CCT03	5	5	100
		Core Course -IV	Graphic Design and Typography** (Practical)	U23VC2CCP04	5	5	100
		Elective Course-II (Discipline specific)	Radio Production (Practical)/ Publication Design (Practical)	U23VC2ECP03 U23VC2ECP04	4	3	100
		Skill Enhancement Course (NME-2)	Basics of Advertising	U23VC2SET02	2	2	100
	IV	Skill Enhancement Course SEC-3 -	Rural Development and Student Social Responsibility.	U23VC2SET03	2	2	100
		Massive Open Online Course (MOOC)	Online Course	U23EX2ONC01	-	2 Extra Credits	100
		Value Education		-	-		
		Total			30	23+2	

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
III	I	Language	Tamil/ Hindi/ French	U23TL3GEN03/ U23HN3HIN03/ U23FR3FRE03	6	3	100
	II	English	English	U23EL3GEN03	6	3	100
	III	Core Course-V	Multimedia Technologies and Standards (Theory)	U23VC3CCT05	5	5	100
		Core Course-VI	Photography and Videography (Practical)	U23VC3CCT06	5	5	100
		Elective Course-III (Discipline specific)	Mass Communication Theories/ 2D and 3D Modelling (Practical)	U23VC3ECT05 U23VC3ECT06	4	3	100
		Skill Enhancement Course SEC- IV (Entrepreneurial Skill)	Multimedia Content Packaging (Practical)	U23VC3SET04	1	1	100
		Skill Enhancement Course SEC-V (Discipline Specific)-	Industrial Relation/ Design Thinking (Theory)	U23VC3SET05	2	2	100
	IV	E.V.S (Examination will be held in IV semester)		U23ES3EVS01	1	-	-
		Massive Open Online Course (MOOC)	Online Course	U23EX3ONC02	-	2 Extra Credits	100
		Value Education			-	-	-
		Total			30	22+2	800

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
IV	I	Language	Tamil/ Hindi/ French	U23TL4GEN04/ U23HN4HIN04/ U23FR4FRE04	6	3	100
	II	English	English	U23EL4GEN04	6	3	100
	III	Core Course VII -	Film Appreciation and Analysis (Theory)	U23VC4CCT07	5	5	100
		Core Course VIII -	Animation and Character Design (Practical	U23VC4CCT08	5	5	100
		Elective Course (Discipline specific)-IV	Compositing and Visual Effects (Practical)/Journalism	U23VC4ECP07 U23VC4ECT08	3	3	100
		Skill Enhancement Course SEC- VI (Discipline Specific)	Script Writing and Storyboard Development (Practical)	U23VC4SET06	2	2	100
		Skill Enhancement Course SEC- VII (Discipline Specific)	Digital Skills for Employability: Learning Pathway – Microsoft Office Fundamentals and LinkedIn Career Essentials	U23VC4SET07	2	2	100
	IV	E.V.S		U23ES4EVS01	1	2	100
		Value Education			-	-	
			Total		30	25	800

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
V	III	Core Course IX -	User Experience Design (Theory)	U23VC5CCT09	5	4	100
		Core Course X	Advertising and Brand Communication (Theory/practical)	U23VC5CCT10	5	4	100
		Core Course XI	Advanced 3D Texturing and Sculpting (Practical)	U23VC5CCP11	5	4	100
		Core Course XII	Audio-Visual Editing (Practical)	U23VC5CCT12	6	4	100
		Elective Course-V	Immersive Media Design (Theory)/ Visual Analysis Tool	U23VC5ECT09 U23VC5ECT10	4	3	100
		Elective Course-VI (Discipline specific)	Short Filmmaking (Fiction or Non-fiction) (Practical)/Magazine production	U23VC5ECT11 U23VC5ECT12	4	3	100
	IV	Value Education		U23VE5LVE01 U23VE5LVC01 U23VE5LVB01	1	1	100
		Internship-30 hrs. (I yr-10hrs & II yr-20hrs during summer vacation)		U23VC5INT01	-	2	100
		Massive Open Online Course (MOOC)	Online Course	U23EX5ONC03		2 Extra Credits	100
			Total			30	25+2

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
VI	III	Core Course XIII	Media Writing Skills	U23VC6CCT13	5	4	100
		Core Course XIV	Media Entrepreneurship (Theory)	U23VC6CCP14	5	4	100
		Core Course XV -	Extended Reality Design (Practical)	U23VC6CCT15	5	4	100
		Core Course XVI - Capstone Project (Practical)	Project with Viva Research Methodology Course	U23VC6DIS01	4	4	100
		Elective Course - VII (Within School)	Media Culture in Tamil Nadu (Theory)	U23VC6ECT13 U23VC6ECT14	4	2	100
		Elective Course - VIII (Discipline specific)	Media Entrepreneurship/Development Communication	U23VC6ECT15 U23VC6ECT16	4	2	100
		Professional Competency Skill -	Cyber Security Training for Media Professionals (Theory)	U23VC6SET08	2	2	100
		Value Education		U23VE6LVE02 U23VE6LVC02 U23VE6LVB02	1	1	100
		RESCAPES		U23EA6SOC01	-	4 Extra Credits	100
	V	Extension Activity-SOC		U23EX6RES01	-	1	100
		Total			30	22+4	900
	Grand Total			180	140+10	4900	

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	CORE COURSE – 1 INTRODUCTION TO COMMUNICATION
Total Hours	75
Hours/Week	5
Code	U23VC1CCT01
Course Type	THEORY
Credits	5
Marks	100

CONSPECTUS

To enable the students to get acquainted with the types and functions of communication to adapt the social change.

Course Objectives (CO):

The Learner will be able to

- CO1 Define and categorize various types of communication (Remembering)
- CO2 Analyze communication as a skill, expression, and process (Understanding)
- CO3 Evaluate barriers to communication and develop strategies to improve listening skills (Evaluating)
- CO4 Apply principles of effective interpersonal communication in relationship building (Applying)
- CO5 Create and deliver effective public speeches and presentations (Creating)

Detailed Syllabus

Unit 1: Foundations of Communication

Communication: Definition, types of Communication, Need for and the Importance of Human and Visual Communication

Nature of communication, Communication as expression, skill, and process

Understanding Communication: SMCR Model

Communication in different contexts: interpersonal, group, organizational, and mass communication

Unit 2: Communication Processes and Language

Communication as a process and a Product

Message, Meaning, Connotation, Denotation, Culture/Codes, etc.

Flow of Communication, barriers to Communication

Levels of communication: Technical, Semantic, and Pragmatic

The semiotic landscape: language and visual communication, narrative representation

Unit 3: Nonverbal Communication and Listening Skills

Introduction to nonverbal communication: types and functions

Understanding body language, facial expressions, gestures, and posture

The importance of active listening in effective communication

Barriers to effective listening and strategies to improve listening skills

Unit 4: Interpersonal Communication and Relationship Building

Principles of effective interpersonal communication

Communication styles: assertive, passive, aggressive, and passive-aggressive

Conflict resolution and negotiation skills

Building and maintaining professional relationships through communication

Unit 5: Public Speaking and Presentation Skills

Basics of public speaking: overcoming fear, audience analysis, and speech organization.

Developing effective verbal and visual presentation skills

Using technology in presentations: PowerPoint, Prezi, and other tools

Evaluating and improving public speaking and presentation skills through feedback and practice.

Course Outcomes:

- CO1 Define and differentiate between different types of communication, evaluate the impact of communication on society, and create effective communication strategies for different contexts.
- CO2 Analyze communication processes and barriers, synthesize solutions to overcome communication barriers, and evaluate the effectiveness of communication strategies in real-world scenarios.
- CO3 Apply nonverbal communication and active listening skills to improve interpersonal relationships, evaluate the effectiveness of communication skills in relationships, and create communication plans for building and maintaining professional relationships.
- CO4 Evaluate different communication styles and their effectiveness in managing conflicts, design and implement effective conflict resolution strategies, and evaluate the effectiveness of negotiation strategies in different contexts.
- CO5 Develop and deliver persuasive public speeches and presentations, integrate appropriate technology tools to enhance the impact of the message, and evaluate the effectiveness of public speeches and presentations in real-world scenarios.
- CO6 Define and differentiate between different types of communication, evaluate the impact of communication on society, and create effective communication strategies for different contexts.

Mapping

PSO/CO	CO 1	CO 2	CO 3	CO 4	CO 5
PSO 1	2	2	3	1	1
PSO 2	1	1	2	1	2
PSO 3	1	2	3	1	2
PSO 4	1	1	1	3	1
PSO 5	1	1	2	2	2
PSO 6	3	1	1	1	1
PSO 7	2	2	2	1	1

Key Textbooks

1. Berger, A. A. (2016). *Messages: An Introduction to Communication*. Routledge.
2. Bharadwaj, A., & Rath, P. (2021). *Public Speaking for Leaders: Communication Strategies for the Global Market*. Taylor & Francis Group.
3. McLean, S. (2005). *The Basics of Interpersonal Communication*. Pearson/A and B.
4. Mihir. (2021). *PUBLIC SPEAKING: Speak Effectively in Public*. Mihir Prajapati.
5. Nagendra, S. P. (2021). *Excellence in Communication Skills*. Shashi Prabha Nagendra.
6. Savithri, S. R. (2019). *Introduction to Communication Sciences*. Nova Science Publishers.
7. Turner, L. H., & West, R. (2018). *An Introduction to Communication*. Cambridge University Press.

References

1. Bar-Am, N. (2016). *In Search of a Simple Introduction to Communication*. Springer.
2. Berger, A. A. (2016). *Messages: An Introduction to Communication*. Routledge.
3. Dickhaus, J., & Netzley, S. (2017). *Introduction to Communication (First Edition)*. Cognella, Incorporated.
4. *Evolution and Aesthetics: Visual Arts in Comparative Perspective*. (2018). Angelo Pontecorboli Editore.
5. Locher, P., Martindale, C., & Dorfman, L. (2020). *New Directions in Aesthetics, Creativity and the Arts*. Routledge.
6. Turner, L. H., & West, R. (2018). *An Introduction to Communication*. Cambridge University Press.
7. van Eck, C., & Winters, E. (2017). *Dealing with the Visual: Art History, Aesthetics and Visual Culture*. Routledge.
8. Dillow, M. R. (2022). *An Introduction to the Dark Side of Interpersonal Communication*. Cognella, Incorporated.
9. Gareis, J., & Cohn, E. (2021). *Communication As Culture: An Introduction to the Communication Process*. Kendall Hunt Publishing Company.
10. Roden, M. S. (2014). *Introduction to Communication Theory*. Elsevier.

Web Resources

1. Communication Research - <https://journals.sagepub.com/home/crx>
2. Journal of Communication - <https://onlinelibrary.wiley.com/journal/14602466>
3. Communication Monographs - <https://www.tandfonline.com/toc/rcmm20/current>
4. Journal of Computer-Mediated Communication - <https://academic.oup.com/jcmc>
5. Human Communication Research - <https://onlinelibrary.wiley.com/journal/14682805>
6. International Association of Business Communicators - <https://www.iabc.com/>

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	CORE COURSE – 2 VISUAL ARTS AND AESTHETICS
Total Hours	75
Hours/Week	5
Code	U23VC1CCT02
Course Type	THEORY
Credits	5
Marks	100

CONSPECTUS

To enable the students to understand visual aesthetics with the elements and components to adapt the social change.

Course Objectives (CO):

The Learner will be able to

- CO1 To understand the concepts of aesthetics and the philosophy of beauty.
- CO2 To study the evolution of art and the various styles and movements in Western and Eastern art.
- CO3 To analyze the role of art in society and the artist as an agent of change.
- CO4 To develop an understanding of art elements and composition principles.
- CO5 To explore the connection between art and everyday life, including the role of aesthetics in enhancing the human experience.

Unit 1: Visual Art and Aesthetics

Aesthetic Experience, Objectivism vs. Subjectivism

Elements of Visual Art

Creativity and Expression in Art, Symbolism and Iconography

Form and Function Form; Content and Composition; Form - Representational and Abstract

Emerging Visual Context - Virtual Reality and Digital Culture

Unit 2: Indian Art

Prehistoric cave paintings - Bhimbetka, Indus Valley Civilisation, Buddhist Art

Murals – Ajantha, Ellora, Bagh and Sittanvasal

Miniatures – Pala, Mughal, Rajathan, Pahari and Deccan

Art Movements – Bengal School, Bombay Progressive Artist Group, Baroda Group of Artists

Progressive Painters Association – Madras Art Movement

Unit 3: Western Art

Pre-historic art, Greek, Romanesque, Byzantine, Gothic

Renaissance, Baroque, Realism, Impressionism, Postimpressionism

Pointillism, Symbolism, Cubism, Expressionism

Futurism, Dadaism, Surrealism, Op, Pop,

Minimal, Conceptual Art, Performance Art

Unit 4: Contemporary Movements and Artists

Street Art, Digital Art, Neo Pop Art, Installation Art, Afrofuturism

Internet Art, Posthuman Art, Data Art, Net.Art

Superflat Art, Contemporary Figurative Art, Data Sculpture, Data Painting

Anish Kapoor, Sudarshan Shetty, Nalini Malani, Amar Kanwar, Shilpa Gupta, Atul Dodiya, Jitish Kallat, Bharti Kher, Subodh Gupta, CJ Anthony Dass, Alphonso Arul Doss, RB Bhaskaran, KM Adimoolam, AP Santhanaraj, G Raman

Golan Levin, David McCandless, Nathalie Miebach, Aaron Koblin, Chris Jordan, Zach Blas, Tega Brain, Sam Lavigne, Joel Stern, James Parker, Sean Dockray, Refik Anadol, Pipilotti Rist, Bill Viola, **Lynn Hershman Leeson, Isaac Julien, Hito Steyerl, Arthur Jafa**

Unit 5: Visual Art Analysis and Appreciation

Description, Analysis, Interpretation, Judgment

Heinrich Wölfflin – Principles of Art History

Clive Bell – Significant Form

Erwin Panofsky - Three levels of Iconography

Roland Barthes – Rhetoric of the Image

Course Outcomes:

- CO1 Identify and describe the different styles and movements in art history.
- CO2 Develop critical thinking skills in analyzing and interpreting artworks.
- CO3 Demonstrate the ability to communicate ideas and emotions through art.
- CO4 Engage in constructive critique and feedback of one's own and others' artwork.
- CO5 Recognize the significance of art in contemporary society and its impact on cultural and social issues.

Mapping

PSO/CO	CO 1	CO 2	CO 3	CO 4	CO 5
PSO 1	3	3	3	3	1
PSO 2	3	3	2	3	2
PSO 3	2	2	3	2	3
PSO 4	3	3	2	3	2
PSO 5	1	2	1	2	1
PSO 6	1	1	1	1	1
PSO 7	3	2	3	2	1

Key Textbooks

1. Kleiner, F. S., Gardner, H. (2009). *Gardner's Art through the Ages: A Global History*. United States: Thomson/Wadsworth.
2. *The Routledge Companion to Aesthetics*. (2013). United Kingdom: Taylor & Francis.
3. Mitter, P. (1994). *Indian Art*. United Kingdom: Oxford University Press.
4. Huntington, J. C., Huntington, S. L. (2014). *The Art of Ancient India: Buddhist, Hindu, Jain*. Japan: Motilal Banarsidass.
5. Smith, V. A. (2015). *Art of India*. United Kingdom: Parkstone International.
6. *Oxford Readings in Indian Art*. (2018). India: Oxford University Press.
7. Audry, S. (2021). *Art in the Age of Machine Learning*. United States: MIT Press.
8. Reichle, I. (2009). *Art in the Age of Technoscience: Genetic Engineering, Robotics, and Artificial Life in Contemporary Art*. Austria: Springer.

References:

1. Pande, A. (2013). *Masterpieces of Indian Art*. India: Lustre Press.
2. Bahl, S. (2012). *5000 Years of Indian Art*. India: Lustre Press.
3. Adams, L. (2005). *A history of western art*. Boston: McGraw-Hill.
4. Berleant, A. (2019). *Aesthetics and Environment: Variations on a Theme*. Routledge.
5. Barthes, R. (1977). *Image-Music-Text*. United Kingdom: Farrar, Straus and Giroux.
6. Panofsky, E. (2018). *Studies In Iconology: Humanistic Themes In The Art Of The Renaissance*. United Kingdom: Taylor & Francis.

Web Resources:

1. Title: The Art Story, URL: <https://www.theartstory.org/>
2. <https://philosophy.lander.edu/intro/articles/bell-a.pdf>
3. <https://williamwolff.org/wp-content/uploads/2014/08/Barthes-Rhetoric-of-the-image-ex.pdf>
4. http://tems.umn.edu/pdf/Panofsky_iconology2.pdf
5. Title: Tate Kids, URL: <https://www.tate.org.uk/kids>
6. Title: Khan Academy, Art History, URL: <https://www.khanacademy.org/humanities/art-history>
7. The Met, URL: <https://www.metmuseum.org/learn/educators/curriculum-resources/art-and-activities>.

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	ELECTIVE COURSE-I DIGITAL DRAWING AND PAINTING
Total Hours	60
Hours/Week	4
Code	U23VC1ECP01
Course Type	PRACTICAL
Credits	3
Marks	100

CONSPECTUS

To enable the students to understand digital painting with the digital elements and components to create a new environment with a new tradition and transition.

Course Objectives (CO):

The Learner will be able to

- CO1 Develop an understanding of Digital Painting and Drawing as an art form and as a visual effects technique, including the ability to differentiate it from other related disciplines such as concept art and fantasy art.
- CO2 Acquire practical skills in digital painting and drawing tools and techniques, including using a digitizing tablet, customizing brushes, and creating patterns and textures.
- CO3 Learn to apply fundamental principles of perspective, color, and lighting in the creation of paintings and drawings, including using atmospheric perspective, vanishing points, and different types of lighting.
- CO4 Gain proficiency in compositing and integrating matte paintings with live action or 3D elements, including using camera projection, multi-plane setups, and compositing techniques.
- CO5 Develop advanced skills in Digital Painting and Drawing, including creating environments and transitions, incorporating visual effects such as smoke and fire, and creating simulated natural phenomena such as precipitation.

Students/College Can Alternatively Adopt Conventional Hand Drawing Techniques for Practical Exercises

Digital Painting and Drawing Record

Students should to keep a record of their Digital Painting and Drawing works in the form of album or a slideshow. If reference images are used, both the original and recreated Digital Painting/Drawing should be presented side-by-side in the record. A minimum of five Digital Paintings from various genre will be the minimum requirement. A Description of Intent, Purpose and Vision for each Digital Matte Painting should be included.

Practical Examination

Practical examination could be in the form of viva, testing students procedural knowledge, evaluation of Practical Examination techniques. Students can also be asked to create a Practical Examination for practical demonstration of their competency. Viva or Written examination can be based on the Procedural Knowledge on the Practical Examination software. Students should be able to explain what technique, brushes or pipeline/workflows were deployed.

Unit 1: Introduction about Digital Painting and Drawing

Basic geometrical shapes: circle, triangle, square, rectangle, and ellipse, Creating depth and volume using light and dark tones; Creating and drawing organic shapes; Gradients, Brush stroke, ruler and grid, Rule of third, Light and shadow.

Understanding the difference between Concept Art and Fantasy Art, thumbnail sketching and ideation, working in software using the Pen Tablet, converting paper to digital, file format and file size, aspect ratio, 2K Resolution. Paint vs. pixels vs vector.

Photoshop/GIMP Workspace, The Basic Tools for Painting in Photoshop/GIMP - layers concept, smudge, blur, Overlays, texture, various shapes and sizes of brushes, using and making custom brushes, brush palette, working with paint tools, mask and layer adjustments, setting up your workspace, Photoshop/GIMP Panels, working with image-based brushes, digitizing tablet.

Unit 2: Perspectives, Color, Texturing

Perspective basics - one point, two points and three points, understanding the significance of vanishing point and horizon line, eye level, above eye level, below eye level, working with atmospheric perspective, field of vision, overlapping objects and creating depth in the composition.

Perspective Drawing - setting up your vanishing points, drawing the basic shapes in perspective, drawing buildings and environment, adding fine details.

Colors - colour composition, effects of colour on perspective, colour shades by atmosphere lighting, highlight, mid tone, shadow, hue and saturation, working with colour correction, merge by colour tone and proportion.

Texturing and color correction, blending modes, finding and working with reference photos, levels and curves in color correction, lighting the scene, creating the sky, understanding different themes of patterns: floral, abstract, geometric, making your own patterns, applying pattern textures, texture libraries, creating texture in drawing: fur, hair, feathers, wood grain, Drawing surfaces: metal, glass, water, fabric.

Unit 3: Camera, Lighting and Composition

Camera projection: Preparing Your Photoshop/GIMP File for Camera Projection in Blender/Maya/Unreal Engine, setting up for camera projection, adding the image plane, positioning the camera using the reference grid.

Lighting techniques, day-for-night, preparing the daytime plate, preparing the night time plate, adding life to the city, relighting, the night sky.

Image composition, background making, paint material and software layer distribution, understanding the depth of field, multi-plane set up in compositing, matte layers extractions matching with 3D objects or live action. Form, finding the light and dark sides, cast shadows, cores, final form layer, adding the line drawing using light and shadow to create form and volume.

Unit 4: Genres of Digital Painting

Changing Seasons, the Summertime Plate, the Wintertime Plate, Dusk

Charcoal Drawings in Photoshop/GIMP, Charcoal Techniques, Bridal Portrait with Tiny Charcoal Marks, Landscape Rendering with Smudgy Charcoal Look, Conte and Charcoal Rendering

Pastel Drawing in Photoshop/GIMP, Pastel Techniques, Making a Pastel Brush, Printing Considerations

Painting with Watercolors in Photoshop/GIMP, Watercolor Technique, Watercolor Brushes, Pattern Stamp Watercolor Technique, Brush Watercolor Technique, Simple Two-Layer Watercolor Painting

Painting with Oil Paints in Photoshop/GIMP, Impasto Technique, Bevel and Emboss Layer Style Oil Painting, Portrait Painting Using Bevel and Emboss, Printing Considerations

Illustration Techniques in Photoshop/GIMP, Stylize – Find Edges Illustration Technique, Faux HDR Illustration, Pen-and-Ink with Aquatint Illustration, Dreamy Soft Focus Effect, CutOut Illustration

Unit 5: Advanced Techniques

Using Third-Party Add on for enhancing drawing and painting quality.

Detailed Practical Exercises for Digital Painting and Drawing

(Any Five from the Following Exercise for Digital Record)

Students/College Can Alternatively Adopt Conventional Hand Drawing Techniques for Practical Exercises

Exercise 1: Create a concept environment using only 2 reference images.

Exercise 2: Create a stylized painting of a sci-fi city using only basic shapes and custom brushes.

Exercise 3: Create an transition from day to night of a landscape using color correction and lighting techniques.

Exercise 4: Create a multi-plane parallax set up for a busy marketplace scene using 2D images.

Exercise 5: Create a photo realistic castle environment for camera projection.

Exercise 6: Create a stop motion effect using still frames of a character walking through different environments.

Exercise 7: Create a 3 paintings of changing seasons using matte layers.

Exercise 8: Create charcoal and pastel style matte paintings using custom brushes.

Exercise 9: Create watercolor and oil painting style matte paintings using custom brushes and layer styles.

Exercise 10: Create three different illustration styles like pen & ink, stylized and soft focus using filters and effects.

Exercise 11: Create visual effects like smoke, fire, clouds using third party plug-ins and compositing.

Exercise 16: Create a sci-fi vehicle in a futuristic city environment.

Exercise 17: Create a neon sign for a building at night in a cyberpunk city environment.

Course Outcomes:

- CO1 Create digital paintings and drawings using various painting techniques, software tools, and custom brushes.
- CO2 Analyze and evaluate digital paintings and drawings and identify the elements of perspective, colour, texture, and lighting used in the artwork.
- CO3 Develop advanced skills in compositing, camera projection, and special effects using third-party software and compositing techniques.
- CO4 Synthesize their learning by designing and completing practical exercises in digital paintings and drawings, including creating a photo-realistic environment, a transition from day to night, and creating a concept environment.
- CO5 Apply critical thinking and problem-solving skills to develop original and creative digital paintings and drawings that demonstrate an understanding of the principles and techniques covered in the course.
- CO6 Create digital paintings and drawings using various painting techniques, software tools, and custom brushes.

Mapping

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	2	2	3	2
PSO 2	3	3	3	3	2
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	2
PSO 5	2	2	3	3	3

Key Textbooks

1. Mattingly, D. B. (2011). *The Digital Matte Painting Handbook*. John Wiley & Sons.
2. 3dtotal Publishing. (2020). *Beginner's Guide to Digital Painting in Photoshop 2nd Edition*. 3DTotal Publishing.
3. Dinur, E. (2021). *The Complete Guide to Photorealism for Visual Effects, Visualization and Games*. Routledge.

References

1. Bloom, S. R. (2012). *Digital Painting in Photoshop*. CRC Press.
2. Dinur, E. (2021). *The Complete Guide to Photorealism for Visual Effects, Visualization and Games*. Routledge.
3. Mattingly, D. B. (2011). *The Digital Matte Painting Handbook*. John Wiley & Sons.
4. Whitt, P. (2020). *Practical Glimpse: Learn to Edit and Create Digital Photos and Art with This Powerful Open-Source Image Editor*. Apress.
5. Kuhlman, G. (2019). *GIMP for Beginners: First 12 Skills*. Independently Published.

Web Resources

1. Journal of Digital Painting: <https://www.tandfonline.com/loi/tjdp20>
2. Digital Art Online: <https://www.digitalartsonline.co.uk/>
3. Leonardo: Journal of the International Society for the Arts, Sciences and Technology: <https://www.mitpressjournals.org/loi/leon>
4. Journal of Applied Digital Art: <https://www.jada-art.org/>
5. The Journal of Computer Animation and Virtual Worlds: <https://onlinelibrary.wiley.com/journal/15464284>
6. . The Art Directors Club: <https://www.adcglobal.org/>
7. Society of Illustrators: <https://www.societyillustrators.org/>
8. The Animation Guild: <https://animationguild.org/>
9. Creative Industries Federation: <https://www.creativeindustriesfederation.com/>
10. National Association of Independent Artists: <http://naia-artists.org/>

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	NON-MAJOR ELECTIVE COURSE – 1 DIGITAL STORYTELLING AND SCRIPTWRITING
Total Hours	45
Hours/Week	2
Code	U23VC1SET01
Course Type	THEORY
Credits	2
Marks	100

CONSPECTUS

To enable the students to understand the concepts and techniques in digital story telling and script writing.

Course Objectives (CO):

The Learner will be able to

- CO1 To understand the process involved in writing script and story development
- CO2 To demonstrate an understanding of techniques, principles, genres of story, and scriptwriting
- CO3 To analyse the process of research concepts and elements of the script
- CO4 Develop a story, characters, and dialogues for the script
- CO5 Communicating clear ideas in the script, Review, Revision, and Edit scripts

Detailed Syllabus for Digital Storytelling and Script Writing

Unit 1: Introduction to Story

Terminology of story design

Principles of story design

Story structure – Three-act structure

Freytag's pyramid-Hero journal structure – Dan Harmon's story circle

Unit 2: Elements of Script

Definition, Meaning of the script

Script preparation

Basics of scriptwriting – script and story ideas

Screenplay formatting

Unit 3: Development of Script

Process of script development

Strategies for script development

Structure of scripts

Storytelling techniques

Unit 4: Types of Script

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

Unit 5: Analysis of Story and Script

Elements of story analysis
Culture and practices in the story
McKee's Story Analysis Approach
Narrative Paradigm
Photovoice (Slideshow, Photographs with Sound)

Course Outcomes:

- CO1 Learners can express ideas fluently in standard screenwriting formats.
- CO2 Learners will be able to craft characters – based stories with clear conflicts at an advanced level
- CO3 Learners will be able to analyse film and television structure
- CO4 Learners will be able to work with their creative ideas – input in writing full-length scripts
- CO5 Learners can understand how to write scripts for special budget
- CO6 Learners can express ideas fluently in standard screenwriting formats.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	2	3
PSO 2	3	3	3	3	3
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	2
PSO 5	2	3	2	3	3

Key Textbooks

1. Aronson, Linda: (2010) Scriptwriting Updated, Allen & Unwin.
2. Hauge, Michael: (2013) Writing Screenplays That Sell, Harper Resource
3. Dancyger, Ken, and Jeff Rush. 2012. Alternative Scriptwriting: Successfully Breaking the Rules. CRC Press.
4. Gitner, Seth. 2015. Multimedia Storytelling for Digital Communicators in a Multiplatform World. Routledge.
5. Gutierrez, Peter. 2014. The Power of Scriptwriting!: Teaching Essential Writing Skills through Podcasts, Graphic Novels, Movies, and More. Teachers College Press.

References

1. Condy, Janet. 2015. Telling Stories Differently: Engaging 21st Century Students Through Digital Storytelling. AFRICAN SUN MeDIA.
2. Dunford, Mark, and Tricia Jenkins. 2017. Digital Storytelling: Form and Content. Springer.
3. Lambert, Joe. 2013. Digital Storytelling: Capturing Lives, Creating Community. Routledge.
4. Miller, Carolyn Handler. 2014. Digital Storytelling: A Creator's Guide to Interactive Entertainment. CRC Press.
5. McKee, R. (1997). Story: Style, Structure, Substance, and the Principles of Screenwriting. HarperCollins.
6. McKee, R., & Gerace, T. (2018). Storynomics: Story-Driven Marketing in the Post-Advertising World. Grand Central Publishing.
7. McClean, Shilo T. 2008a. Digital Storytelling: The Narrative Power of Visual Effects in Film. MIT Press.

Web Resources

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

(For Candidates admitted from the academic year 2022-23 onwards)

Course Title	COMMUNICATION SKILL DEVELOPMENT
Code	U23VC1FCP01
Course type	Theory
Semester	I
Hours/Week	2 Hrs
Credits	2
Marks	100

CONSPECTUS

To understand the nature, process of human communication in Communication and apply the basic concepts to develop presentation skills, techniques and to build healthy relationships through effective communication.

COURSE OBJECTIVES

1. To understand the evolution, function and need of Communication in human society for personal and professional success.
2. To analyze and understand the different types of communication and the barriers which are involved in communication process in order to develop the communication skill for effective communication that achieves a balance between the sender and receiver.
3. To analyze, interpret the concepts of Body Language and non-verbal communication and apply these nonverbal skills to develop interpersonal skills, to interpret, to enhance the personal impact and help resolve differences of opinion.
4. Apply appropriate communication skills across settings, purposes, and audiences.
5. Develop and deliver professional presentations and Recognize the effects of diversity, access, and power on communication.

UNIT-I Communication-Definition-Language and communication - Barriers to communication - Importance of communication - Functions of communication

UNIT-II Oral communication - Face to face communication - Telephonic interviews - instructions - meetings - seminars and conferences - Using audio, visual and Digital aids- Public speaking

UNIT-III Written communication - Importance of professional writing - Features of good writing - Choice of words and phrases - Length of sentences and paragraphs - Technical report writing.

UNIT-IV Styles of effective communication - Negotiation - Background Preparation - Critical Analysis - Preparing for negotiation - Argumentative style - Building a solution - balancing negotiation - Effectively using the mind game.

UNIT-V Professional communication - Designing and Integrating Communication Skills - Role Plays as a tool in teaching - Professional communication skills such as: Marketing, Advertising, Public Relation, Propaganda etc.

Practicals – Case Studies in communications skills, Ideation and Creative Thinking - Lateral Thinking. Designing Messages for different audiences - **Street plays**

TEXT BOOKS

Kumar Keval J., (2000) Mass Communication in India, Jaico Publishing House: Mumbai.

John Fiske & Henry Jenkins (2011) Introduction to Communication studies - 3rd edition, Routledge, Oxon.

SUGGESTED READINGS

1. Morreale, Sherwayn.P, Spitzberg, Brain, H & Barge. J Kevin – Human communication- Motivation, Knowledge & Skills, Sage publishers, London.
2. Allan & Barbara Pease (2004) –Body language, Manjul publishing house pvt. ltd Bhopal, Mumbai–23.

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall and relate the importance of communication which will develop knowledge, listening skills, and judgment around human communication that facilitate the ability to work collaboratively with others in the society.	K1
CO-2	Understand and practice different techniques of communication. Practice and adhere to the 7Cs of Communication. Familiarize with different types of Communication.	K2
CO-3	Identify the type's communication barriers and develop the skills to overcome these barriers which enable the communicators to deliver the right message to the right person at the right time in order to communicate effectively in their personal and professional life.	K3
CO-4	Analyze the importance of body language in human communication to send and interpret nonverbal messages accurately and effectively for the better understanding in human relationship.	K4
CO-5	Evaluate the importance of body language in human communication to send and interpret nonverbal messages accurately and effectively for the better understanding in human relationship.	K5

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	M	H	H	H	H	H	M	H
CO-2	H	H	H		H	H	M	H	
CO-3	M	H	H	M	H		H		H
CO-4	H	H	H	M	H	M	H	M	

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	M	H
CO-2	H	H	M
CO-3	M	H	H
CO-4		H	M

(For Candidates admitted from the academic year 2022-2023 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
II UG COURSE PATTERN
B.Sc. VISUAL COMMUNICATION

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
I	I	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U22TL1TAM01 U22HN1HIN01 U22FR1FRE01	3	3	100
	II	English	English Paper I	U22EL1GEN01	3	3	100
	III	Major Core 1	History of Indian Media	U22VC1MCT01	4	4	100
		Major Core 2	Human Communication	U22VC1MCT02	4	4	100
		Major Core -3	Visual Literacy and Drawing- Practical	U22VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U22VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U22VC1ALT02	4	2	100
	IV	Environmental studies	Environmental studies	U22ES1EVS01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U22VE2LVE01/ U22VE2LVB01/ U22VE2LVC01	1	-	-
	V	Extension activities	Service Oriented Course	Anyone activity based on the student's choice	-	-	-
	VI	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U22EX1INT01	-	2(Extra Credits)	100
				Total	30	22+ 2*	800+10 OEC

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
II	I	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U22TL2GEN02 U22HN2HIN02 U22FR2FRE02	3	3	100
	II	English	English Paper II	U22EL2GEN02	3	3	100
	III	Major Core 4	Mass Communication Theories	U22VC2MCT04	5	4	100
		Major Core 5	Radio Production	U22VC2MCP05	4	4	100
		Major Core 6	Psychology	U22VC2MCT06	4	3	100
		Allied-3	Art and Aesthetics	U22VC2ALT03	4	2	100
		Major SBE- 1	Computer Literacy for Visual Communication	U22VC2SBT01	2	1	100
	IV	Skill-Based Course- 1	Soft Skill Development	U22SS2SBC01	2	1	100
		Skill-Based Course (SBC- 2)	Sustainable Rural Development and Student Social Responsibility	U22EX2RES01	2	1	100
		Value Education	Bible/Catechism/Ethics	U22VE2LVE01/ U22VE2LVB01/ U22VE2LVC01	1	1	100
		EXTRA CREDIT	Online Course	U22EX2ONC01		2	100
	V	Extension activities	Service Oriented Course	-	-	-	-
	VI	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U22EX1INT02	-	2(Extra Credit)	100
					Total	30	23+2 EC

Sem	Part	Course	Title	Code	Hrs/Week	Credits	Marks	
III	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U22TL3TAM03 U22HN3HIN03 U22FR3FRE03	3	3	100	
								II
	III	Major Core-7	Digital Photography (Lab cum Theory)	U22VC3MCP07	5	4	100	
		Major Core-8	Graphic Design (Practical)	U22VC3MCP08	4	3	100	
		Major Elective -1	Advertising (Major to Elective)	U22VC3MET01	5	4	100	
		Major Skill- Based Elective- 2	Advertising Production (Practical)	U22VC3SBP02	2	1	100	
		Allied-4	Media Writing Skills (with in school)	U22VC3ALT04	4	2	100	
		Non Major Elective- NME-1	Basics of advertising	U22VC3NMT01	2	2	100	
		Value education	Ethics II/ Bible studies II/ Catechism II	U22VE4LVE02/ U22VE4LVB02/ U22VE4LVC02	1	-	-	
		EXTRA CREDIT	Online Course	U22EX3ONC02		2	100	
		IV	Gender studies	Gender studies	U22WS3GST01	1	1	100
			VI	Extension Activities	Service Oriented Course		-	-
		Internship/Field Work/Field Project 30 hours- Extra Credit		U22EX1INT03	-	2	100	
Total					30	23+2 EC	900+ 100EC	

Sem	Part	Course	Title	Code	Hours/ Week	Credit s	Mark
IV	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U22TL4GEN04 U22HN4HIN04 U22FR4FRE04	3	3	100
	II	English	English Paper IV	U22EL4GEN04	3	3	100
	III	Major Core-9	Elements of Film	U22VC4MCP09	5	4	100
		Major core -10	Screenplay Writing	U22VC4MCT10	4	4	100
		Major elective - 2	Journalism (with in school)	U22VC4MET02	4	3	100
		Allied -5	Media Culture and Society	U22VC4ALT05	4	2	100
		Allied -6	Computer Graphics- I	U22VC4ALP06	4	2	100
		Non Major Elective- NME-2	Fundamentals of Photography	U22VC4NMP02	2	2	100
		Skill-Based Course (SBC- 2)	Sustainable Rural Development and Student Social Responsibility	U22EX4RES02	2	1	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U22VE4LVE02/ U22VE4LVB02/ U22VE4LVC02	1	1	100
V	Extension Activities	Service Oriented Course	U22EX4SOC01	-	2	100	
		Internship/Field Work/Field Project 30 hours- Extra Credit	U22EX1INT04	-	2	100	
Total					30	24+4E C	900+ 200 (EC)

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Marks	
V	III	Major Core-11	Visual Analysis Tools	U22VC5MCT11	5	5	100	
		Major Core -12	Fundamentals of Editing(Lab cum theory)	U22VC5MCT12	5	4	100	
		Major Core-13	Media Management	U22VC5MCT13	5	4	100	
	IV	Major Core-14	Television Production(Lab cum Theory) / Computer Graphics-II(Practical)	U22VC5MCP14/ U22VC5MCP15	6	4	100	
		Major elective - 3	Public Relations Event Management (Within School)	U22VC5MET03	4	3	100	
		NME - 3	Film Appreciation	U22VC5NMT03	2	2	100	
		Industrial Relation			U22VC5IRT01	1	1	
		EXTRA CREDIT	Online Course	U22EX5ONC03		2	100	
		Value Education	Ethics / Bible studies / Catechism	U22VE6LVE03/ U22VE6LVB03/ U22VE6LVC03	1	-	-	
		Internship/Field Work/Field Project 30 hours- Extra Credit			U22EX1INT05	-	2	100
		TOTAL					30	24+4E C

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
VI	III	Major Core-15	Development Communication	U22VC6MCP15	5	5	100
		Major Core -16	Media Laws and Ethics	U22VC6MC16	6	5	100
		Major Core-17	Portfolio (Practical)	U22VC6MC17	5	4	100
		Major Core Practical - 18	Project (Practical)	U22VC6MC18	5	4	100
		Major Elective 4	New Media Studies	U22VC6MET04	4	3	100
		NME - 4	Women and Media	U22VC6NMT04	2	2	100
	Skill-Based Course – 3 SBC -3	Research Methodology (Lab cum Theory)	U22DS6SBC03	2	1	100	
	IV	Value Education	Ethics /Bible studies / Catechism	U22VE6LVE03/ U22VE6LVB03/ U22VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U22EX6RES03		4	100
		Internship/Field Work/Field Project 30 hours- Extra Credit	U22EX1INT06	-	2	100	
TOTAL					30	24+6EC	700+200 EC
GRAND TOTAL					180	140+20	5000+ 900(EC)

Course Title	MAJOR CORE 7- DIGITAL PHOTOGRAPHY
Code	U22VC3MCP07
Course Type	Lab cum Theory
Semester	III
Hours/Week	5Hrs
Credits	4
Marks	100

CONSPECTUS:

To provide specialized training in shooting photographs and to enable the students to understand and use photographs as a medium for effective communication

Course Objectives:

1. To Remember the history and early times of photography, types and functions of camera and how to handle the camera as an amateur.
2. To understand and apply both advanced digital and analog camera operations with an understanding of formats, photographic exposure, depth of field, and, shutter speed, and illustrate proper placement of plane of focus.
3. To apply the ability to recognize and control both natural and studio lighting with emphasis on the quality, quantity, and direction of light and the resulting effect of light on the photographic image.
4. To evaluate the art of digital camera and manipulating the art of photography through image.
5. To Create and apply a professional quality portfolio that is a successful demonstration of the subject.

UNIT I: HISTORY OF PHOTOGRAPHY

12 Hrs

History of Photography - Early experiments and later developments, Pinhole Camera, Camera Obscura, Human eye and camera, Definition –Key concepts in Photography - Functions of Camera - Types of cameras – Basic Features- Parts of the Camera -Camera Handling and Care.

Extra Readings/ key words: Daguerreotype,

UNIT II: PHOTOGRAPHIC TECHNIQUES

12 Hrs

Lenses - Focal Length - Exposure Triangle - Camera Modes- Flash Modes- ISO settings - The rule of thirds- White Balance - Drive Modes -Lens Focal Length - Exposure Compensation -Focusing Options - Depth of Field.

Extra Readings/ key words: Principles of design

UNIT III: TECHNIQUES OF LIGHTING

12 Hrs

Light – Characteristics of light- Sources of light natural and artificial lighting- Color Temperature (Kelvin) Types of lighting - Indoor and outdoor lighting – Three-point lighting - Flash light intensity measurements- lighting equipments - Lighting Accessories- Color Theory- Color and Intensity.

Extra Readings/ key words: Rule of Third, 180 Degree Rule

UNIT IV: THE ART OF PHOTOGRAPHY

12 Hrs

Photography Composition: Emphasizing factors of composition - Elements of composition- Shapes - Balance – Pattern – Texture- Image Editing: Using Photoshop and Light room- Photojournalism- outdoor shoot: Portraits, Architecture and Urban Landscape, Landscapes Animals, Still Life.

Extra Readings/ key words: Photo Montage / Collage

UNIT V: PHOTOGRAPHY PROJECT

12 Hrs

Study of Indian and international Photographers - Post Process and Post Production Photography - Studio Internship: Studio Visit, Artist Statement - Art for Display: Presentation through exhibition - Independent Project: Final Submission (Digitalizing the Students Work).

Extra Readings/ key words: Mirror less Camera

PRESCRIBED TEXT:

Joel Sartore - Fundamentals of Photography, Published by the Great Courses, (2012)
Hands Geoffrey – The Handbook of Digital Photography, Silver Dale Book, (2004)

BOOKS FOR REFERENCE

Theory and Practice of color (life series) by France Gerritson.
Book of color Photography by Adrain Bailey and Holloway.
Color films by Jeorge Wakefield. 4. Color Printing in Practice by Jack Tailor.
Ansel Adams Guide to Basic techniques of Photography.

WEB SOURCE

<https://mastinlabs.com/blogs/photoism/how-to-shoot-in-kelvin>

COURSE OUTCOMES

The Learners:

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the types of cameras used in the current trend	K1
CO-2	Consider the techniques of Digital Camera	K2
CO-3	Compare and manipulate the values of natural and artificial lightings.	K3
CO-4	Extrapolate how to learn digital photography and it's methods	K4
CO-5	Analyze and compose the creative art of photography	K5
CO-6	Create employability and entrepreneurship qualities among students	K6

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		M	M		M		H	H
CO-2	M	M	H			M	M	H	M
CO-3	M	M			H	M		H	
CO-4	H	H		H		M	H	H	H
CO-5		M		M			H		M
CO-6		H		M		H		H	

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1		H	H
CO-2		H	H
CO-3		H	H
CO-4	H	M	
CO-5	H		H
CO-6		H	H

Course Title	MAJOR CORE 8 - GRAPHIC DESIGN
Code	U22VC3MCP08
Course Type	PRACTICAL
Semester	III
Hours/Week	4 Hrs
Credits	3
Marks	100

CONSPECTUS

To enable the students to creatively use basic shapes, shades and their combinations, both simple and complex, in logo creation, graphic designing and other art work.

COURSE OBJECTIVES

1. To remember, understands Freehand and Clones drawing is about drawing visuals for your designs, concept work and all the other artistic parts of arch drawing such as sketches, perspectives and so on.
2. To understands, analyze and apply the concept of Collage with various geometrical shapes and form images using lines of varying lengths.
3. To understand, apply, create and design Logos that is visual representation of the company brand.
4. Understand and create the perspective views, bring out the 3Dimensional form in objects and geo-shapes.
5. Apply, create and evaluate Optical illusion drawing which includes shading and angles that add depth to it.

SYLLABUS

UNIT I: FREE HANDS AND CLONES

8Hrs

Repetition of design (clones)

Free hands painting

Gradations

Clones and shades

Extra Reading/ Key word: Abstract patterns, Architectural drawing.

UNIT II: COLLAGE

10Hrs

Collage

paint

Geo – collage with Geometric Shapes

shades –Inverted shades

Gradations

Extra Reading/ Key word: Tint, Tone, Blending, shading, hatching and crosshatching.

UNIT III: LOGO CREATION

12Hrs

Logo Creation principles

Line drawing

Font graphs

Layout Preparation

Inverted Shades

Inverted Design

Extra Reading/ Key word: Calligraphy writing, Design composition.

UNIT IV: 3DIMENSION

12Hrs

3D shapes

3D objects

3D Alphabets

Titling

Three dimensional perspectives for various objects

Extra Reading/ Key word: Anamorphic Illusions, perspective drawings.

UNIT V: OPTICAL ILLUSION

10Hrs

Creation of images

Patterns

Fonts

moving optical illusion.

Extra Reading/ Key word: 3D Optical illusion.

TEXT BOOK

David Dabner: Design and Layout: Understanding and Using Graphics, Page One Publishing private ltd, Singapore, 2003.

SUGGESTED READINGS

1. Alan and Isabella Livingston: Graphic Design and Designers new edition, Thames & Hudson world of art, Singapore by C.S. Graphics, 2003.
2. Christopher Hart: Drawing on the funny side of the Brain, Watson–Guptill Publications Newyork, 1998.
3. Bride M. Whelan: Colour Harmony 2, Guide to Creative ColourCombinations,U.S.A ,Rockfort Publishers,1994.
4. David E.Carter: The Little Book Of Logo Recipes, successful designs and how to create them,Harper Collin Publishers, Newyork, 2004.
5. Bride M. Whelan: Colour Harmony 2, Guide to Creative Colour Combinations, Rock fort Publishers, U.S.A, 1994.

WEB REFERENCES

<https://design.tutsplus.com/articles/human-anatomy-fundamentals-learning-to-see-and-draw-energy--vector-17027>

<https://www.thoughtco.com/principles-of-art-and-design-2578740>

https://www.gettextbooks.com/author/Bride_Whelan

COURSE OUTCOMES

The Learner will be able to

CO No.	Course Outcomes	Cognitive Level(K1-K6)
CO-1	Recall the free hand drawing and relate it to reproduce the clone designs.	K1
CO-2	Describe the concept of Collage and express it using geometrical shapes.	K2
CO-3	Apply the principles and prepare logos of their own.	K3
CO-4	Classify the different types of layouts and outline the appropriate one.	K4
CO-5	Create three-dimensional perspective drawings.	K5
CO-6	Developing skills like create, understand the fundamentals of 3D drawings	K6

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	H	H	M	H	M	M	H	H
CO-2	H	H	H		H	H	H	H	H
CO-3	H	H	H	M	H	H	H	H	H
CO-4	H	H	M	M	H	H	H	H	H
CO-5	H	H	H		H	M	H	H	H
CO-6	H	H	H	M	H	H	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	H
CO-3	H	H	H
CO-4	H	H	H
CO-5	H	M	H
CO-6	H	H	H

Course Title	MAJOR ELECTIVE - 1 ADVERTISING
Code	U22VC3MET01
Course Type	THEORY
Semester	III
Hours/Week	5 Hrs
Credits	4
Marks	100

CONSPECTUS:

To provide specialized training in the advertising industry and to develop overall creative and technical skills in production of advertisements.

Course Objectives:

1. To understand, apply and analyze the benefits, role and history of advertising field
2. To Understand and analyze the different methods in segmenting the market, ad appeals, branding, ad campaign and the positioning a product in the minds of the consumers.
3. To apply and analyze the various media strategy to select the media in the field of advertising.
4. To analyze and evaluate the various copywriting processes in producing ads for the media
5. To apply and create Advertisements for social awareness.

UNIT I: INTRODUCTION TO ADVERTISING

15 Hrs

Define advertising

State the history and development of advertising

Assess the benefits of advertising

Advertising Appeals

Distinguish the different types of ads

Identify the role of advertising in India.

AIDA Model

Extra Readings /key words: Infomercials, Branding

UNIT II: ADVERTISING AND THE MARKET PROCESS

15 Hrs

Define and classify a product

Define Target audience.

Analyze the different methods in segmenting the market

Define branding

Find the different methods of positioning a product in the minds of the consumers

Define and distinguish various appeals

Analyze various sales promotion techniques

Organize ad campaign

Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments

UNIT III: ADVERTISING ORGANISATION AND MEDIA STRATEGY **15 Hrs**

Assess various media strategies

Define advertising budgets

Apply the knowledge to select media

Plan and classify media

Define ad agency

Analyze the structure and function of ad agency.

Extra Readings /key words: complex levels, Consumer Behavior and Culture

UNIT IV: DESIGNING OF ADVERTISEMENTS **15 Hrs**

Define copy writing

Use various copy writing techniques in producing ads for the media

Define headlines

Distinguish various types of headlines

Define slogans and differentiate the various types of slogans

Write slogans and headlines for ads

Define Illustrations

Define layout and design layouts for print and video ads

Prepare copy for audio, video and print ads

Distinguish the different types of layout.

Extra Readings /key words: Artwork, Brand awareness

UNIT V: ANALYSE THE SOCIAL EFFECTS OF ADS **15 Hrs**

State ethics of advertising

Define commercialization

Find the effect of advertising in children and women.

Extra Readings /key words: PSA, AD campaigns

Course Outcomes(CO):

TEXT BOOKS:

Chunnawala S.A and Sethia K.C (1998) Foundations of advertising – Theory and Practice. New Delhi: sage.

Burghate, M.A.(2004)Study of Advertising Agencies in India.NewDelhi:Adhyayan Publishers.

SUGGESTED READINGS:

1. Jefkins, Frank(1992) Advertising Made simple. London :Rutledge.
2. Batra, Rajeev;Myers C. John (1996) Advertising Management. New Delhi:Surject Publishers.
3. Kaptan Sanjay, AcharyaAkhilesh(2001) Advertisement in Print Media. Jaipur: Book Enclave.
4. Odin Pamela(2007) Advertising in Modern and Postmodern Times. London:Sage Publication.
5. Burghate,M.A.(2004)Study of Advertising Agencies in India.New Delhi: Adhyayan Publishers.

Note: Learners are advised to use latest edition of books

WEB REFERENCES

1. <https://softcube.com/the-entire-history-of-advertising/>
2. <https://www.enotesmba.com/2013/10/role-of-advertising-in-marketing-and-process-of-advertising.html>
3. <https://www.linkedin.com/pulse/seven-appeal-strategies-your-advertising-campaigns-tricia-folliero/>
4. <https://www.managementstudyguide.com/advertising-ethics.htm>

Course Outcomes:

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall and Relate the importance of Advertisement, History and purpose of Advertisement	K1
CO-2	Understand and identify the value including their underlying assumptions and the predictions which makes the learner more competent communicator in Advertising appeals and advertising customers	K2
CO-3	Apply and select the various media strategy to select the media in the field of advertising, write PSAs for various media like print, tv and Radio	K3
CO-4	Analyze the importance of Advertising and Marketing to know about Commercialization and the ethics of advertising	K4

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H					M	H	H	H
CO-2	H		H	M	L		H	M	H
CO-3	H			H			H	M	M
CO-4	H	H	H	M	M	H	H	H	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	M	H	H
CO-2	M	H	M
CO-3		H	H
CO-4	H	H	H

Course Title	MAJOR SKILL-BASED ELECTIVE- 2 - ADVERTISING PRODUCTION
Total Hours	30
Hours/Week	2
Code	U22VC3SBP02
Course Type	PRACTICAL
Credits	2
Marks	100

General Objective:

To provide specialized training in the advertising industry and to develop overall creative and technical skills in production of advertisements.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	CO 1: Understand, apply and analyze the benefits knowing the advertising copywriting which is the basic element in writing good copy for the advertising.
CO-2	CO 2: Understand and analyse the different methods of visualizing the illustration in advertising for a best outcome of advertising copy and designed package.
CO-3	CO 3: Understand, apply and analyze the Writing <i>advertising</i> copy for various Media in the field of advertising in a way to capture the mind of customer.
CO-4	CO 4: Creating and applying the methods of various designing ad and incorporating software to Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
CO-5	CO 5: Understand, apply and create to defend the strategy and execution of an ad campaign for a client.

UNIT I: ADVERTISING COPYWRITING

5 Hrs

Basics of copy writing - principles of copywriting- creative thinking creative blue print, advertising strategy, creative strategy, brain storming, Big idea, copy writer's, Art director's contribution & collaboration, purpose of copy and Illustration - Marketing Communications -

Extra Readings /key words: Marketing Communication Channel, Product mix-distribution

UNIT II: VISUALIZING

6 Hrs

Principles and qualities of good illustration- concept and visualization- creative process: Visualizing advertisement, structure and types of layout, kinds of layouts.

Extra Readings /key words: complex levels, Consumer Behavior and Culture

UNIT III: WRITING ADVERTISING COPY FOR VARIOUS MEDIA

5 HRS

Print- Headlines, sub headlines, captions, body copy, and slogans, Elements of Print advertisement. Television – Story Board, Television Advertising Formats. Outdoor posters- Basic Rule of Copy in

Outdoor Advertising, Radio- Characteristics of Radio environment, Radio Script Structure, Writing Radio Script, Digital: email, web pages. Writing copy for various audiences.

Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments

UNIT IV: DESIGNING AD AND INCORPORATING DESIGNING SOFTWARE 7 Hrs

Visualizing promotional materials: typography & type design, publication design, image making, packaging, print design, corporate identity, branding and information & communication systems like signage or way finding. Software – Photoshop, illustrator and in design

Extra Readings /key words: Artwork, Brand awareness

UNIT V: PROJECT DESCRIPTIONS 7 Hrs

Select and research an existing restaurant or any shop, organization etc: Generate original visual/ and verbal ideas for ads. A Logo and Corporate Identity, Menu Design, Package Design, Point of Purchase (Point of purchase digital image mounted on black presentation board, Ad Campaign due (Memorable creative with the current issues for the awareness building)

Extra Readings /key words: PSA, AD campaigns

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Demonstrate an understanding of the overall role advertising plays in the business world.	PSO 1	R, U
CO-2	2. Compare and contrast the Advertising illustration and visual to capture the mind of customers.	PSO 2	R
CO-3	3. Experiment and select the various methods of writing for different medium to convey the product.	PSO 2	U
CO-4	4. Compose and create design advertisement	PSO 3	R
CO-5	5. Prepare and create an Ad campaign	PSO 4	An
CO-6	6. Compare and relate the different types of advertising	PSO 4	AN

PRACTICALS

- Preparing ads for media – print, radio and video
- Organizing ad campaign
- Use of computer in preparing ads
- Preparing ads for specific target group

TEXT BOOKS:

Chunnawala S.A and Sethia K.C (1998) Foundations of advertising – Theory and Practice. New Delhi: sage.

Burghate, M.A.(2004) Study of Advertising Agencies in India. New Delhi: Adhyayan Publishers.

BOOKS FOR REFERENCE:

Jefkins, Frank(1992) Advertising Made simple. London :Routledge.

Batra, Rajeev; Myers C. John (1996) Advertising Management. New Delhi: Surject Publishers.

Kaptan Sanjay, Acharya Akhilesh(2001) Advertisement in Print Media. Jaipur: Book Enclave.

Odin Pamela(2007) Advertising in Modern and Postmodern Times. London: Sage Publication.

Burghate, M.A.(2004) Study of Advertising Agencies in India. New Delhi: Adhyayan Publishers.

Course Title	ALLIED-4 – MEDIA WRITING SKILLS
Code	U22VC3ALT04
Course Type	THEORY
Semester	III
Hours/Week	4 Hrs
Credits	2
Marks	100

CONSPECTUS

To enable the students to write content effectively for various media using the formats and techniques.

COURSE OBJECTIVES

1. To remember and understand the rhetorical effectiveness of Writing in a Media Environment for a range of different examples of media writing
2. To Apply and evaluate own work competence for Writing for Print in producing a general prose style appropriate for media communication across a range of prose genres
3. To Understand and evaluate for Writing for Broadcast an introductory level, theoretical considerations such as rhetoric, the relationship between print media and democracy, the ethics and practice of public relations, and audience analysis
4. To Analyze and create the execution of their Writing Advertisement Copy for some evidence of a basic awareness of audience, and of theoretical considerations of print media.
5. To analyze and apply the Application for planning, editing and revising their own and others' writing in order to enhance and develop written communication skills.

SYLLABUS

UNIT I: WRITING IN A MEDIA ENVIRONMENT

15 Hrs

News values – Gathering news – Sources: observation, stored sources

Interviewing; techniques and types

Importance of accuracy

Deadlines

Ethical considerations

Extra Reading/ Key word: News values, Deadlines in media

UNIT II: WRITING FOR PRINT

15 Hrs

Characteristics of news stories

Inverted pyramid structure

Lead paragraph

Developing the story

Use of quotation –Story structures

Editing and rewriting

Features: style, parts, characteristics.

Extra Reading/ Key word: News stories, writing various leads

UNIT III: WRITING FOR BROADCAST

14 Hrs

Selection of news
Characteristics of writing
Story structure of broadcast news
Broadcast writing style
Putting together a news cast

Extra Reading/ Key word: Different writings in media, story structure, Broadcast writing styles

UNIT IV: WRITING ADVERTISING COPY

15 Hrs

The Field of advertising: an overview – Needs and appeals
Audience classification
Target audience
Product classification
Copy platform

Elements of print ad – writing advertisement for print, broad cast and other media.

Extra Reading/ Key word: Writing for advertisement, Target audience, copy platform

UNIT V: CRITICAL THINKING & CREATIVITY

16 Hrs

Writing articles on various topics
Writing lead paragraph of different news items
Critically analyzing a news item
Writing headlines for various news items
Editing and correcting articles
Writing features
Writing articles within stipulated time
Interview eminent people in Trichy
Writing broadcast news copy
Preparing print ads.

Extra Reading/ Key word: Writing articles, features, Interview techniques

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK:Stovall, James Glen (2002), Writing for the Mass Media, Wadsworth, USA**SUGGESTED READINGS**

1. Hartley, John (2004), Key concepts in communication, Routledge, London
2. Merrill, c. John (1994) , Modern Mass Media , Harper Collins College Publishers, London
3. Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York
4. Biagi, Shirley (2001), Media Impact, Wadsworth, USA
5. Mathan P.N. (1985), Communication Media, government publication, New Delhi.

WEB REFERENCES

<https://www.slideshare.net/03368214172/what-are-news-values>

<https://www.slideshare.net/adrogers/news-values>

<https://www.morganmckinley.com/article/different-types-job-interviews-and-what-expect>

<https://worldscholarshub.com/subjects/qualities-of-a-good-news-story/>

<https://www.nngroup.com/articles/invertedpyramid/#:~:text=In%20journalism%2C%20the%20inverted%20pyramid,supporting%20details%20and%20background%20information>

<https://en.wikipedia.org/wiki/Advertising>

Note: Learners are advised to use latest edition of books

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Remember and compile the characteristics of news stories and will demonstrate an ability to revise for content and edit for grammatical and stylistic clarity	K1
CO-2	Understand the role of news structure and values and recognize the contributions of content for print media.	K2
CO-3	Formulate and improve the content and use the stated sources of information while writing a news item for broadcast news using broadcast writing style.	K3
CO-4	Reproduce and maximize lead paragraph of different news items and will recognize how writers can transgress or subvert generic expectations, as well as fulfill them. And they will develop a facility at writing in appropriate genres for a variety of purposes and audiences.	K4

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		M	M		M		H	H
CO-2	M	M	H		M	M	M	H	M
CO-3	H	M			H	M		H	
CO-4	H	H		H		M	H	M	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2		H	H
CO-3	M	H	H
CO-4	H	M	

Course Title	NON-MAJOR ELECTIVE I –BASICS OF ADVERTISING
Code	U22VC3NMT01
Course Type	THEORY
Semester	III
Hours/Week	3 Hrs
Credits	3
Marks	100

CONSPECTUS

To understand the basic skills and techniques involved in producing advertisements and to provide basic training in the advertising industry.

COURSE OBJECTIVES:

1. To remember, Understand and evaluate the benefits, roles and types of advertising in the India.
2. To understand and analyze the target audience in the advertising market industry.
3. To comprehend and evaluate the process of designing and advertising with the use of visualization, copywriting and photography.
4. To remember and understand the advertising and the society.
5. To prepare and creates assignments for print, radio and tv ads.

SYLLABUS

UNIT I: INTRODUCTION TO ADVERTISING

6 Hrs

Advertising definition - History of advertising

Benefits of advertising

Ads in India

Role of advertising - Types of ads

Extra Readings /key words: Infomercials, Branding

UNIT II: ADVERTISING AND MARKETING

6 Hrs

Target audience - Market segmentation

Types of market segmentation - Sales promotion

Ad campaign - Rules for making Ad campaign

Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments

UNIT III: THE PROCESS OF DESIGNING AN AD

6 Hrs

Visualization - Copywriting

Photography

The final output

Extra Readings /key words: Artwork, Brand awareness

UNIT IV: ADVERTISING AND SOCIETY

6 Hrs

Social aspects - Current issues

Commercialism in advertising

Advertising and children - Advertising and women
Ethics

Extra Readings /key words: complex levels, Consumer Behavior and Culture

UNIT V: PRACTICALS

6 Hrs

Practical assignments in advertising

Preparation of print and Radio ad - Preparing ads for specific target Group

Extra Readings /key words: PSA, AD campaigns

TEXT BOOK

Chunnawalla. S .A Selthia K.C – Foundation of Advertising –theory and Practice, Himalaya Publication, Mumbai (2000)

SUGGESTED READINGS

1. Dennis – The Advertising Handbook (2000), Philip Kent Publishers, New Delhi (2000)
2. June.A.Valladaves, the Craft of Copywriting, Sage publication, New Delhi (2001)
3. Jefkins, Frank – Advertising made simple, Jaico Publication, New Delhi (2002)
4. Kotler, Philip – Marketing Management, Ruggles Publishers, USA (1980)
5. J.V.Vilaniliam, Advertising basics, Sage publication, New Delhi (2000)

WEB REFERENCES

1. <https://www.indeed.com/career-advice/career-development/types-of-advertising>
2. https://www.researchgate.net/publication/320719721_THE_HISTORY_OF_ADVERTISING
3. <https://www.youtube.com/ads/how-it-works/set-up-a-campaign/>

Note: Texts given in the Extra reading /Keywords must be tested only through Assignment and Seminars.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall and relate the needs of advertising and benefits of advertising in India	K2
CO-2	Prepare and create print ads for soap product	K4
CO-3	Analyze the portrayal of women in Advertisements	K3
CO-4	Compose a PSA for radio and justify the ethics for Indian advertisements	K4

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	M	M	H	H		H	H	H	
CO-2	M	M	H	H		H	H	H	
CO-3	H	H	H	H	M	H	H	H	M
CO-4	H	H	H	H	M	M	H	H	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	M	M	M
CO-2	M	M	M
CO-3	H	H	H
CO-4	H	H	M

(For Candidates admitted in the academic year 2021-22)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN

Sem	Part	Course	Title Of The Course	Code	Hrs/Week	Credits	Marks
I	I	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U21TL1TAM01 U21HN1HIN01 U21FR1FRE01	3	3	100
	II	English	English Paper I	U21EL1GEN01	3	3	100
	III	Major Core 1	History of Indian Media	U21VC1MCT01	4	4	100
		Major Core 2	Human Communication	U21VC1MCT02	4	4	100
		Major Core Practical -3	Visual Literacy and Drawing –Practical	U21VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U21VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U21VC1ALT02	4	2	100
	IV	Environmental studies	Environmental studies	U21RE1EST01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U21VE2LVE01/ U21VE2LVB01/ U21VE2LVC01	1	-	-
	V	Extension activities	Service Oriented Course	Anyone activity based on the student's choice Students Choice	-	-	-
	VI	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP1ECC01	-	2(Extra Credit)	100
				Total	30	22+ 2*	800+100EC

Sem	Part	Course	Title Of The Course	Code	Hrs/Week	Credits	Marks	
II	I	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U21TL2GEN02 U21HN2HIN02 U21FR2FRE02	3	3	100	
	II	English	English Paper II	U21EL2GEN02	3	3	100	
	III	Major Core 4	Mass Communication Theories	U21VC2MCT04	5	4	100	
		Major Core 5	Radio Production	U21VC2MCP05	4	4	100	
		Major Elective I	Psychology	U21VC2MET01	4	3	100	
		Allied-3	Art and Aesthetics	U21VC2ALT03	4	2	100	
		Major SBE - 1	Computer Literacy for Visual Communication	U21VC2SBT01	2	1	100	
	IV	Skill-Based Elective- 1	Soft Skill Development	U21RE2SBT01	2	1	100	
		Skill-Based Elective- 2	Sustainable Rural Development and Student Social Responsibility	U21RE2SBT02	2	1	100	
		Value Education	Bible/Catechism/Ethics	U21VE2LVE01/ U21VE2LVB01/ U21VE2LVC01	1	1	100	
	V	Extension activities	Service Oriented Course	-	-	-	-	
	VI	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP2ECC02	-	2(Extra Credit)	100	
					Total	30	23+2 EC	1000+ 100E C

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks
III	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U21TL3TAM03 U21HN3HIN03 U21FR3FRE03	3	3	100
	II	English	English Paper III	U21EL3GEN03	3	3	100
	III	Major Core-6	Advertising	U21VC3MCT06	5	4	100
		Major Core-7	Digital Photography (Lab cum Theory)	U21VC3MCP07	4	3	100
		Major Core-8	Graphic Design (Practical)	U21VC3MCP08	4	3	100
	Major Skill-Based Elective- 2	Advertising Production	U21VC3SBP02	2	1	100	
	Allied-4	Media Writing Skills (with in school)	U21VC3ALT04	4	2	100	
	NME-1	Basics of advertising	U21VC3NMT01	3	3	100	
	IV	Value education	Ethics II/ Bible studiesII/ Catechism II	U21VE4LVE02/ U21VE4LVB02/ U21VE4LVC02	1	-	-
		Gender studies	Gender studies	U21WS3GST01	1	1	100
	VI	Extension Activities	Service Oriented Course		-	-	-
		Internship/Field Work/Field Project 30 hours- Extra Credit		U21SP3ECC03	-	2	100
Total					30	23+2 EC	900+ 100EC

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
IV	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U21TL4GEN04 U21HN4HIN04 U21FR4FRE04	3	3	100
	II	English	English Paper IV	U21EL4GEN04	3	3	100
	III	Major Core-9	Elements of Film	U21VC4MCP09	4	3	100
		Major core -10	Screenplay Writing	U21VC4MCT10	4	4	100
	IV	Major elective - 2	Journalism (with in school)	U21VC4MET02	4	3	100
		Allied -5	Media Culture and Society	U21VC4ALT05	4	2	100
		Allied -6	Computer Graphics – I	U21VC4ALP06	4	2	100
		Non Major Elective- NME-2	Film Appreciation	U21VC4NMT02	3	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U21VE4LVE02/ U21VE4LVB02/U 21VE4LVC02	1	1	100
			Service Oriented Course	Any one activity based on the Student's choice (15Activities)	-	2	100
		Internship/Field Work/Field Project 30 hours- Extra Credit	U21SP4ECC04	-	2	100	
Total					30	24 +4EC	900+ 200EC

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Mark
V	III	Major Core-11	Visual Analysis Tools	U21VC5MCT11	5	4	100
		Major Core -12	Fundamentals of Editing(Lab cum theory)	U22VC5MCP12	5	4	100
		Major Core-13	Media Management	U21VC5MCT13	5	4	100
		Major Core Practical-14	Television Production (Lab cum Theory) / Computer Graphics-II(Practical)	U21VC5MCP14/ U21VC5MCP15	5	4	100
		Major elective - 3	(Public Relations & Event Management)within school	U21VC4MET03	4	3	100
		NME - 3	Film Appreciation	U21VC5NMT03	3	3	100
			Industrial Relation	U21VC5IRT01	1	1	100
		EXTRA CREDIT	Online Course	U21VC5OCT01	2	2	100
		Value Education	Ethics / Bible studies / Catechism	U21VE6LVE03/ U21VE6LVB03/ U21VE6LVC03	1	-	-
	IV	Internship/Field Work/Field Project 30 hours- Extra Credit	U21SP5ECC05	-	2	100	
TOTAL					30	24+ 4EC	700+ 200E C

Sem	Part	Course	Title	Code	Hrs/ Week	Credit s	Marks
VI	III	Major Core-15	Development Communication	U21VC6MCT15	5	5	100
		Major Core-16	Media Laws and Ethics	U21VC6MCT16	5	4	100
		Major Core-17	Portfolio (Practical)	U21VC6MCT17	5	4	100
		Major Core Practical - 18	Project	U21VC6MCT18	5	4	100
		Major Elective 4	New Media Studies	U21VC6MET04	4	3	100
		NME - 4	Women and Media	U21VC6NMT04	3	3	100
		Skill-Based Elective- 3	Research Methodology (Theory cum practical)	U21DS6SBT03	2	1	100
	IV	Value Education	Ethics / Bible studies / Catechism	U21VE6LVE03/ U21VE6LVB03/ U21VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U21RE6ETF01		4	100
		Internship/Field Work/Field Project 30 hours- Extra Credit		U21SP6ECC06	-	2	100
TOTAL					30	24+ 6 EC	700+ 200 EC
GRAND TOTAL					180	140+2 0	5000+ 900(EC)

(For candidates admitted in the academic year 2021-2022)

Course Title	MAJOR CORE 11 – VISUAL ANALYSIS TOOLS
Code	U21VC5MCT11
Course type	Theory
Semester	V
Hours/Week	5
Credits	4
Marks	100

Course Objectives:

The Learner will be able to

Course Objectives

CO-1: Remember, understand, analyse and apply the signs, codes and semiotics of the television medium.

CO-2: Remember, understand and analyse the portrayals of women in different form of medium.

CO-3: Remember, understand and analyse the symbols, dreams and interpretations which connects in the psychoanalysis

CO-4: Understand, analyse, apply and create the concepts with the help of content analysis

CO-5: Understand, analyse and apply the interpretations of print advertisement

UNIT I: SEMIOTIC ANALYSIS

15Hrs

A history of subject

The problem of meaning

Signs-Signs and truth

Language and speaking

Connotation and denotation

Systematic analysis-Paradigmatic analysis

Metaphor and metonymy

Codes

Semiotics of the television medium

Extra Readings /key words: interpretative content analysis

UNIT II: FEMINIST ANALYSIS

15Hrs

Portrayal of Women in Media-Portrayal of women in News Media

Male gaze-Male domination

Women Marginalization in the Media

False consciousness

The consumer society (Targeting Women as Consumers)

Extra Readings /key words: sexual object, stereotypes

UNIT III: PSYCHOANALYTIC CRITICISM**15Hrs**

The unconscious

Sexuality-The Oedipus complex

Symbols-Defense mechanisms-Dreams

Aggression and guilt

Psychoanalytic analysis of media: a cautionary note

Jungian psychoanalytic theory

*Extra Readings /key words: Sigmund Freud, Electra complex***UNIT IV: SOCIOLOGICAL ANALYSIS****15Hrs**

Some basic concepts

Uses and gratifications

Content analysis

*Extra Readings /key words: social learning theory***UNIT V: INTERPRETATIONS OF PRINT ADVERTISEMENT****15Hrs**

Sign in Signs: a premier on applied semiotics

The maiden in paradise: a case study

Psychoanalysis aspects of the text

An aside of moisturizers and anxiety

Final comments on perfume and anxiety

Commercials and anxiety

*Extra Readings /key words: psychology behind ads***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.****Course Outcomes:****The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the signs, codes and semiotics of the television	PSO 1	R, U
CO-2	Analyse the stereotypes of women in advertisements	PSO 2	R
CO-3	Identify and apply the symbols, codes and interpretations used in the print advertisement	PSO 2	U
CO-4	Identify and apply the semiotic concepts in television texts	PSO 3	R
CO-5	Test content analysis for visual advertisements	PSO 4	An
CO- 6	Criticize prepare the case study for given advertisements	PSO 4	An

TEXT BOOK:

Berger, Arthur Asa – Media Analysis Techniques, Sage publisher's, (2002)

BOOKS FOR REFERENCE:

Bignell, Jonathan, Media Semiotics, Routledge, London (2002)

Leewen and Jewitt Carey – Handbook of Visual Analysis, Sage Publication, New Delhi, (2001)

Carey, Jewitt – The Handbook of Visual Analysis, Himalaya publishers.(1999)

Leewen , Thompson,– Introducing Social Semiotics, Routledge, London (2001)

Rose, Gillian, Visual Methodologies: An Introduction, Amazon publishers (2006)

(For candidates admitted in the academic year 2021-2022)

Course Title	MAJORE CORE 12 - FUNDAMENTAL OF EDITING
Total Hours	60
Hours/Week	5
Code	U21VC5MCT12
Course Type	PRACTICAL
Credits	4
Marks	100

General Objective:

To understand the basic concepts in Editing with specific reference to Television Production and Filmmaking.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Analyze, and evaluate the acquire knowledge of film and video editing along with the technological advancements being implemented in the field.
CO-2	Remember and understands the knowledge of film and video editing along with the technological advancements being implemented in the field.
CO-3	Analyze and apply a meaningful understanding to get familiar with the introduction to video and audio editing techniques prevalent in the industry
CO-4	Apply and evaluate understand the basics of cinematography techniques, functions of digital cameras and composition techniques.
CO-5	Apply, analyze and restate the acquire knowledge about editing and understand the techniques involved in non-linear editing.

Unit – I: Introduction to Editing

9Hrs

Introduction to Post Production, History of Film Editing, Understanding shot to shot Transition, Understanding Pace and Time. Basic editing terminologies.

Unit – II: Principles of Editing

9Hrs

- Role of Editor -Creation of Illusion of reality -Handling of shots – Sense of Screen Direction – Editing, Principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leit-motif (Reiteration of theme), Types of editing.

Unit – III: Elements of Editing**14Hrs**

- Types of cuts – cut in, cut away, jump cut, Inter cut, parallel cut, match cut, advanced cut - Rhythm, Pace, Tempo, Filmic time and Filmic space -Transitions shot to shot – Types - Montage – Continuity – Continuity of Content, Continuity of Movement, Continuity of position.

Unit – IV: Edit Tools and Transitions**15Hrs**

- Study of NLE Software Interface – Bins, Creating Project – Setting Preferences – Preferences Saving, Project settings – Files and formats – Log in videos – Windows – Project window, Source monitor, Record monitor, Timeline.

Unit – V: Timeline Editing and Final Cut**20Hrs**

- Insert, Overwrite – Extract, Lift – Transitions – Cut, Wipe, Dissolve, and Fade.
- Practice Editing Methods – Rough cut – Study of Trim Tools – Trimming process –Practice working with Timeline, Working with Transitions – Working with basic motion – Working with Filter Effects and Special effects, Basic color correction Working with Title Types, Audio preferences, Practicing Voice over Technique – Mixing and file compression, Various output techniques, Learning various output formats – Multi Camera editing- Setup- Workflow-Edit Decision List import/export.
- Final Review and Project.

Criteria – Students have to take notes while performing the exercises on observation note book and after Corrections have to write their Record notes and submit them after each exercise.

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the students will learn how to Understand the fundamentals of editing.	PSO 1	K1, K2
CO-2	Demonstrate and Recognize the principles of editing.	PSO 2	K2
CO-3	Construct and develop the origin, structure and Categorize the elements of editing.	PSO 2	K2
CO-4	Distinguish and Analyze the aesthetics of editing and Identify the Nonlinear Editing Software Interface and editing process	PSO 3	K1
CO-5	Interpret the technological developments of NLE and Execute the editing process in Software	PSO 4	K4

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		M	M		M		H	H
CO-2	M	M	H			M	M	H	M
CO-3	M	M			H	M		H	
CO-4	H	H		H		M	H	H	H
CO-5		M		M			H		M
CO-6		H		M		H		H	

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1		H	H
CO-2		H	H
CO-3		H	H
CO-4	H	M	
CO-5	H		H
CO-6		H	H

TEXT BOOKS:

1. Ken Dancyger[2010], The Technique of Film and Video Editing: History, Theory, and Practice, Focal Press, U.S.
2. Roy Thompson, Christopher J. Bowen [2013], Grammar of the Edit, Focal Press.

REFERENCE BOOKS:

1. David Bordwell and Kristin Thompson [2012], FilmArt: An Introduction, Mc-Graw Hill Education, London.
2. Morris, P. (2016). Nonlinear editing. New York: Focal Press.
3. Bowen, C. J., & Thompson, R. (2018). Grammar of the edit. New York: Routledge, Taylor & Francis Group.
4. Bobbie O'Steen [2009]The Invisible Cut: How Editors Make Movie Magic, Michael Weise Productions, U.S.
5. Gael Chandler [2012], Cut By Cut: Editing Your Film or Video, Michael Weise Productions, U.S.
6. Walter Murch [2009], In the Blink of an Eye: A Perspective on Film Editing, Harper Collins.
7. KarelReisz, The History of Film Editing.

(For candidates admitted in the academic year 2021-2022)

Course Title	MAJOR CORE 13 – MEDIA MANAGEMENT
Total Hours	90
Hours/Week	5
Code	U21VC5MCT13
Course Type	Theory
Credits	4
Marks	100

CONSPECTUS

To enable the students to get acquainted with media management and the challenges facing managers in a period of technological and social change.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remembers, understands and applies the leadership and the workforce in the field of management.
CO-2	Remembers, understands and applies the media structures, organisational cultures and communication theories in the media industry.
CO-3	Remembers, understands and analyses the planning, budgeting, and the new technologies in the management.
CO-4	Remembers, understands and analyses the principles in the management.
CO-5	Understands analyses and applies the qualities of individual ownership and partnership in media field.

UNIT I – LEADERSHIP AND THE WORKFORCE

15

Principles of management

Theories of motivation

Theories of leadership

Extra Readings /key words: Personal-relational power, ERG, Expectancy

UNIT II – ORGANIZATIONS AS COMMUNICATION SYSTEMS

15Hrs

Media structures

Organizational cultures

Communication theories

Extra Readings /key words: Information flow, Reporting system, precursor behaviour

UNIT III – MEDIA DIFFERENCES**15Hrs**

Planning

Marketing and research

Budgeting

New technology-Legal issues

*Extra Readings /key words:pay-per-click to pay-per-exposure methods,Top-down and bottom-up approach***UNIT IV – PRINCIPLES OF MANAGEMENT****15Hrs**

Principle of objective

Principle of specialization

Authority and responsibility

Scalar Principle-Principle of balance, discipline, Equity and Initiative

*Extra Readings /key words:DAM, MAM***UNIT V – OWNERSHIP****15Hrs**

Individual ownership

Partnership types

Print media-Electronic media

*Extra Readings /key words:P-O-L-C, Scalar chain***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.****Course Outcome:****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and list the characteristics for leadership	PSO 1	R, U
CO-2	Discuss and explain the principles in media management	PSO 2	R
CO-3	Identify the organizational cultures in the various media field	PSO 2	U
CO-4	Analyse and plan the budgeting techniques in the management	PSO 3	R
CO-5	Identify the legal issues in corporate companies	PSO 4	An
CO-6	Compare and contrast the advantages of individual ownership and partnership business	PSO 4	An

TEXT BOOK:

Media Management: A Casebook Approach (2nd Ed.) by Ardyth B. Sohn, Jan LeBlanc Wicks, Stephen Lacy and George Sylvie (Lawrence Erlbaum Associates, 1999).

BOOKS FOR REFERENCE:

Sohn, Ardyth, et al. Media Management: A Casebook Approach. 2nd ed. New Jersey: Lawrence Erlbaum, 1999.

Media Management: A Casebook Approach (2nd Ed.) by Ardyth B. Sohn, Jan LeBlanc Wicks, Stephen Lacy and George Sylvie (Lawrence Erlbaum Associates, 1999).

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		H			H	H	H	H
CO-2	M		H	M		L	M	M	M
CO-3	H	M	H			M	M	H	H
CO-4	H	M	H	H	M	M		H	H
CO-5	M	H	H	H	M	H	M	H	H
CO-6	H	M	M	M	M	M	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	
CO-3		H	H
CO-4	H	H	H
CO-5	H	H	H

(For candidates admitted in the academic year 2021-2022)

Course Title	MAJOR CORE 14 – TELEVISION PRODUCTION
Code	U21VC5MCP14
Course type	Lab cum Theory
Semester	V
Hours/Week	5
Credits	4
Marks	100

Conspectus

Students will learn about the roles and responsibilities within a television production team and how to effectively collaborate and communicate with team members. By the end of the course, students will have a solid foundation in television production, equipping them to pursue careers in the television industry or continue their education in related fields like film production or broadcasting.

COURSE OBJECTIVES:

CO-1 : Develop a comprehensive understanding of the television production process, including pre-production, production, and post-production stages.

CO-2 :Acquire practical skills in scriptwriting, camera operation, lighting, sound recording, and post-production editing.

CO-3 :Familiarize oneself with the creative and technical aspects of television production, including storytelling techniques, visual aesthetics, and advanced equipment/software

CO-4: Cultivate effective collaboration and communication skills within a television production team.

CO-5 : Prepare students for careers in the television industry or further education in related fields like film production or broadcasting.

UNIT I: HISTORY OF TELEVISION – I

17 Hrs

Global and Indian scenario

Types of Broad casting –Terrestrial, Satellite broadcasting, Cable television and DTH;

Black and white TV –

Colour TV –Colour systems

VHS and other formats,Analog and digital TV– HDTV and other formats

Extra Reading/ Key word: History of Television, Cable and satellite television

UNIT II: PRE PRODUCTION –I**18 Hrs**

Research and planning; (Short film or Documentary)

Budgeting and Scheduling

Principles of Script writing, Creative writing,

Script Formats, Story Board, Screen Play- Characterization

*Extra Reading/ Key word: Pre-works, Budgeting, Scheduling***UNIT III: PRE-PRODUCTION- II**

Overview of direction

Selection of cast, Costumes

Art Direction - Locations, Set designs

Indoor / outdoor sets

Blue matte

19 Hrs

*Extra Reading/ Key word: Cassettes, Microphones, Technical equipments***UNIT IV: PRODUCTION (Shooting Process)****19 Hrs**

Camera techniques and operations

Types of Camera- Video formats

Framing, Shots & Movements, angles

Lighting techniques

Audio & Video Recording Formats

Interviews and anchoring , acting

*Extra Reading/ Key word: Cassettes, Microphones, Technical equipments***UNIT V: POST – PRODUCTION****17 Hrs**

Log sheet and selecting the shotss

Rewriting the scripts

Editing techniques –Editing procedure – Types of Editing

Dubbing, Synchronizing of Video And Audio

Special effects –Titles and sub–titles

Brochures and covers– Publicity

*Extra Reading/ Key word: Post works, Editing techniques, Visual effects, Broachers, Pamphlets***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	
CO-3		H	H
CO-4	H	H	H
CO-5	H	H	H

(For candidates admitted in the academic year 2021-2022)

Course Title	MAJOR CORE – 15 COMPUTER GRAPHICS II
Code	U21VC5MCP15
Course Type	PRACTICAL
Semester	V
Hours/Week	5
Total Hours	100
Credits	4
Marks	100

CONSPECTUS

To enable the students to create and animate visual elements, apply effects, and composite footage to produce professional-quality motion graphics projects.

COURSE OBJECTIVES

- To apply, analyze and create in Adobe Photoshop CC for image manipulation and web designing.
- To apply, analyze and create in Adobe Illustrator using various tools to make digital art.
- Analyze to Publish Animate movies in numerous formats and contexts in a professional and web friendly manner.
- To analyze and understand to develop the ability to effectively utilize the timeline and motion tween affects to produce animation.
- To apply and create keyframing and animation techniques and animated compositions

SYLLABUS

UNIT I: ADOBE PHOTOSHOP CC

15Hrs

Update about photoshop

Digital Imaging and Photo Editing- Image manipulation and retouching techniques

Color correction and enhancement

Creating and editing digital artwork

Creating new concepts of the images.

Typography and Text Design- Understanding typefaces and fonts, Typographic principles and rules,

Type hierarchy and readability, Pairing and combining typefaces

Fundamentals of Web design

Extra Readings /key words: Retouching, Manipulation

UNIT II: ADOBE ILLUSTRATOR CC**17Hrs**

Basic Drawing tools in Illustrator (pen tool, curvature tool, distort and transform tool)

Drawing various shapes with different tools.

Importing images into Illustrator and apply tracing techniques

Creating Character Design

Text- font, type on path, type and shapes, wrap text, 3D type, Create outline from text

Fitting text to paths

Extra Readings /key words: Importing, 3D type, wrap

UNIT III: ADOBE ANIMATE**16Hrs**

Introduction to Adobe Animate - Overview of Adobe Animate and its features

Understanding the interface and workspace

Importing and organizing assets

Working with drawing tools and brushes

Timeline and Animation Basics- Introduction to the timeline and keyframes

Creating and modifying animation sequences, Understanding frame rates and playback options

Motion and Shape Tweening

Frame-by-Frame Animation- Onion skinning and using the light table

Animating using traditional techniques

Interactivity and ActionScript- Adding interactivity to animations, Using basic ActionScript commands, Creating buttons and interactive elements

Working with sound layers and synchronization

Extra Readings /key words: sequences, keyframes, interactivity, Tweening

UNIT IV: INTRODUCTION TO ADOBE AFTER EFFECTS**17Hrs**

After Effects Interface- Workspaces

Frames and Seconds on the Timeline

Working with Compositions and Layers

Set up the illustration and Animating illustration - Understanding layers and layer properties

Keyframing and Animation Basics

Ease your animation and controlling the speed on a motion Graphics

Animate shapes and Type Layers

Shape Explosion, Logo, Text Animation

Extra Readings /key words: Timeline, Frames, Explosion, Interface

UNIT V: PRACTICAL**18Hrs**

Note: Texts given in the Current Contours must be tested only through Assignment and Seminars.

TEXT BOOKS

- Ted Alspach and Kelly L. Murdock: Illustrator 10 Bible Hungry Minds Inc., New York.
- Gregory Georges: Photoshop Ver(8) CS Professional Tricks and Techniques, Unique Colour Carton Offset Printers, New Delhi–4

BOOKS FOR REFERENCE

Gregory Georges: Photoshop Ver CS Professional Tricks and Techniques, Unique Colour Carton Offset Printers, New Delhi–4

Kelly L. Murdock: 3dMax 8 Bible, Sunny Offset Printers, Delhi.

Stephen House: Photoshop CS, LP Editorial Board, Lawpt', Blue Line Printing Industries, Kolkata, 2004.

Ted Alspach and Kelly L. Murdock: Illustrator 10 Bible Hungry Minds Inc., Newyork.

Nick vandome, Flash MX in easy steps, Himachal Impressions, New Delhi, 2003.

WEB REFERENCES

<https://www.ephotozine.com/article/most-popular-photoshop-techniques-on-ephotozine-18650>

<https://www.smashingmagazine.com/2010/09/round-up-of-useful-adobe-photoshop-techniques-tutorials-and-tools/>

<https://www.creativebloq.com/graphic-design-tips/photoshop-tutorials-1232677>

<https://helpx.adobe.com/in/photoshop/tutorials.html>

<https://helpx.adobe.com/in/illustrator/how-to/illustration-techniques.html>

<https://www.creativebloq.com/digital-art/illustrator-tutorials-1232697>

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Remember the techniques and tools of photoshop and illustrator for designing	K1
CO-2	Understand the basic concepts and principles of animation	K2
CO-3	Apply animation techniques such as keyframing and tweening	K3
CO-4	Analyze the software photoshop and illustrator ,Animate and After Effects which is better apt for designing and Animation	K4
CO-5	Evaluate the elements of manipulation and compositions to develop proficiency in industry-standard design software	K5
CO-6	Create Poster, Dangler, Flyer, Logo, Web Banner and Digital Character, Animation, Motion Graphics	K6

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	H	M	H	H	M	M	H	H
CO-2	H	H	H	H	H	H	H	H	H
CO-3	H	H	H	H	H	H	H	H	H
CO-4	H	H	M	H	H	H	H	H	H
CO-5	H	H	H	H	H	M	H	H	H
CO-6	H	H	H	H	H	H	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	H
CO-3	H	H	H
CO-4	H	H	H
CO-5	H	H	H
CO-6	H	H	H

(For candidates admitted in the academic year 2021-2022)

Course Title	MAJOR ELECTIVE 3 – PUBLIC RELATIONS AND EVENT MANAGEMENT
Hours/Week	4
Code	U21VC5MET03
Course Type	THEORY
Credits	3
Marks	100

CONSPECTUS :

To enable the students to establish effective public relations with different departments of an Organization and equip the students to become effective PROs

Course Objectives:

The Learner will be able to

CO-1: Understand, state, asses and identify of all the aspects of Public Relation in introduction.

CO-2: Define and explain the responsibilities, characteristics and propaganda of Public Relation in government and private sector.

CO-3: Identify, develop and assume the public relation techniques in various organs of media through public relation networks.

CO-4: Find, list and assess the demographic of audience to budget and conduct the public relation campaign.

CO-5 : Recall, identify and write the various types of letters for various types of communication

UNIT I: PUBLIC RELATIONS: INTRODUCTION

15 Hrs

PR definition

History of PR

Types of PR jobs

Activities of PR

Role of PR Elements of PR–

Scope of PR

Extra Reading /Key words: Tools and Techniques, PR specialists

UNIT II: UNDERSTANDING PUBLIC RELATIONS

15 Hrs

Who is a PRO?

Duties of a PRO

Characteristics of a PRO

Responsibilities of a PRO

PR and communication skills

PR – government and private sector

Propaganda – definition and types

Attitudes and opinions.

Extra Reading /Key words: Propaganda, Enigma of public relation

UNIT III: GENERAL PRACTISE

15 Hrs

Understanding the media

News releases

Media alerts

Broadcast media

PSAs

Direct mail

Do and don't's of PR

Extra Reading /Key words: Press conference, Press kits

UNIT IV: PR CAMPAIGN

15 Hrs

Audience

demographics and medium

Budget

Plan

Implement

Effectiveness

Extra Reading /Key words: Mass Audience, Budget, Campaign.

UNIT V: WRITING FOR PUBLIC RELATIONS

15 Hrs

Writing news releases

Brochures, pamphlets

Letters

Handouts

Oral presentations

Company publications

Write for company relation.

Extra Reading /Key words: Write ups, Company communication

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and state the public relations	PSO 1	R, U
CO-2	Review elocution of PR	PSO 2	R
CO-3	Analyze public opinion and how it affects PR	PSO 2	U
CO-4	Discuss the importance of ethics in PR	PSO 3	R
CO-5	Co-ordinate and contribute to the planning of PR activities	PSO 4	An
CO -6	Apply basic PR theories and principles to practice	PSO2	An

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		H			H	H	H	H
CO-2	M		H	M		L	M	M	M
CO-3	H	M	H			M	M	H	H
CO-4	H	M	H	H	M	M		H	H
CO-5	M	H	H	H	M	H	M	H	H
CO-6	H	M	M	M	M	M	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	
CO-3		H	H
CO-4	H	H	H
CO-5	H	H	H

Web References:

1. [https://www.investopedia.com/terms/p/public-relations-pr.asp#:~:text=Public%20relations%20\(PR\)%20refers%20to,media%20requests%20and%20shareholder%20inquiries.](https://www.investopedia.com/terms/p/public-relations-pr.asp#:~:text=Public%20relations%20(PR)%20refers%20to,media%20requests%20and%20shareholder%20inquiries.)
2. <https://www.forbes.com/sites/robertwynne/2016/01/21/five-things-everyone-should-know-about-public-relations/>
3. <https://prlab.co/blog/what-is-pr-meaning-and-definition-of-public-relations/>

TEXTBOOK:

Lesley, Philip – Handbook of Public Relations and Communications by Jaico publication New Delhi (2002)

BOOKS FOR REFERENCE:

Anuja B.N, Chhabra, S.S – Advertising and Public Relations, Sage Publication, New Delhi (1998)

Deepak Nayyar, ABD publishing, Chennai, (1998)

Gupta, O.M – Basic aspects of Media Writing., Rupa Publishers, New Delhi (2002)

Prabhakar Naval, Basu Narendra Public Relations strategies and concepts, Ajai Varma for common wealth 2007.

Shelburne Merry, Effective Public Relations Atomic Dog Publishing, USA 2003.

(For candidates admitted in the academic year 2021-2022)

Course Title	NON-MAJOR ELECTIVE II –FILM APPRECIATION
Code	U21VC4NMT03
Course Type	THEORY
Semester	IV
Hours/Week	3 Hrs
Credits	3
Marks	100

CONSPECTUS:

To get familiarize with the basics of film appreciation prevalent in the industry.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember and understand world cinema by learning about various film ideologies, movements and theories.
CO-2	Understand, apply and analyze the Indian Earlier cinema to get a clear view about the beautification of each shot.
CO-3	Understand, apply and analyze the Genres and Directors which will enable them to generate meaning out of each cinematic action making use of composition, sound and effects.
CO-4	Remember and understand Film festivals and awards to enhance the knowledge in film studies.
CO-5	Understand, apply and evaluate Films and Society by analyzing the making of the film to the audience and its representation.

Hours Allotted

Unit – I: Introduction to World Cinema

6 Hrs

History of Cinema, World Cinema, Post-War Films – Hollywood Cinema.

Unit – II: Indian Cinema

6 Hrs

Early Indian Cinema, Indian Cinema - Pre-Independence, During Independence and Post-Independence Era.

Unit – III: Genres and Directors

6 Hrs

Film

genres- Action, Horror, Comedy, Thriller- Akira Kurosawa, David Lean, HitchCock, Satyajit Ray, RitwikGhatak, K.Wiswanath, Adoor Gopalakrishana, Stanly Kubrick, K. Balachandar, Balu Mahendra, Mani Rathanam, Bharathi Raja and Mahendran.

Unit – IV: Film Festival**6 Hrs**

International & Indian Film festival, Awards- Oscar, BAFTA Awards, National awards, Types of censorship, Film board (CBFC), Parallel Cinema.

Unit – V: Film and Society**6 Hrs**

Representation of different society group- Women, children, religions, culture, Audience segmentation, Reception analysis, Film reviews.

TEXT BOOK

1. The Technique of Film and Video Editing: History, Theory, and Practice. (n.d.). In Routledge & CRC Press. <https://www.routledge.com/The-Technique-of-Film-and-Video-Editing-History-Theory-and-Practice/Dancyger/p/book/9781138628403>

REFERENCE BOOK

1. Engaging Classical Texts in the Contemporary World. (n.d.). University of Michigan Press. Retrieved December 1, 2022, from https://www.press.umich.edu/9905263/engaging_classical_texts_in_the_contemporary_world
2. Representation. (2022, December 1). SAGE Publications Ltd. Retrieved December 1, 2022, from <https://uk.sagepub.com/en-gb/eur/representation/book234567>
3. Film art : an introduction : Bordwell, David : Free Download, Borrow, and Streaming : Internet Archive. (n.d.). Internet Archive. Retrieved December 1, 2022, from <https://archive.org/details/filmartintrduct00bord>

Course Outcomes (CO):**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the students will learn how to Understand the world classic movies.	PSO 1	K1, K2
CO-2	Demonstrate and explain the relationships between historical moments in film history and Classify Indian cinema.	PSO 2	K2
CO-3	Construct and develop the origin, structure and effects of the major directors, scriptwriters, critics, and cinematographers and describe their various contributions to the development of cinema Analyze the director's film making style	PSO 2	K2
CO-4	Discover and distinguish major film festival and Identify the awards in cinema	PSO 3	K1
CO-5	Indicate and discuss dramatic structure in a film and Examine film representation in the society.	PSO 4	K4

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

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	M	H	H		H		L	
CO-2	H	H	H				M	M	
CO-3	M	H	M	M		M		M	H
CO-4	H	H	H	M		M	H	M	
CO-5	H	H	M	M	H			L	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	M
CO-2	M	H	M
CO-3	M	H	
CO-4	M	M	
CO-5	H	M	



(For Candidates admitted from the academic year 2023 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)

Programme Outcomes (POs)

PO No.	Programme Outcomes <i>Upon completion of the M.Sc. Degree Programme, the graduate will be able to</i>
PO-1	Exhibit a profound mastery of fundamental concepts, theories, methodologies, and tools in their field, equipping them to skillfully analyze and evaluate issues that pertain to their area of expertise.
PO-2	Conduct original and independent research to create findings and solutions to address the societal problems.
PO-3	Apply employability skills to confidently navigate in the job market and excel in competitive examinations in diverse professional settings.
PO-4	Demonstrate a strong commitment to ethical and moral values, actively engage in activities that promote social responsibility, decision making as inspired leaders to contribute positively for the betterment of society both locally and globally.
PO-5	Embrace a commitment to lifelong learning and professional development, possessing the skills to adapt to the evolving trends, engage in self-directed learning and continuously enhance their expertise.
PO-6	Acquire communication skills to develop intellectual, personal and professional abilities to effectively convey and exchange information in various domains of Journalism, Advertising ,Media Management, Corporate Communication, Film making and Research..
PO-7	Apply critical thinking competencies as aspiring media professionals to understand consumers and deliver meaningful content as a socially responsible citizen.

PSO No.	<p style="text-align: center;">Programme Specific Outcomes</p> <p style="text-align: center;"><i>Upon completion of these courses the student would be able to</i></p>
PSO-1	Gain proficiency in studio techniques and create competence in the fields of designing, Photography, Computer Graphics, Graphic designing, Cinematography, Audio and Video Editing, 2D &3D Animation and VFX.
PSO-2	Understand media content critically and emerge as socially conscious media practitioners, responsible and accountable in developing and disseminating media content.
PSO-3	To produce Media professionals and Entrepreneurs to be in par with ongoing changing trends and get updated with the latest technology to be globally competent.

(For Candidates admitted from the academic year 2023-2024 onwards)
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
I M.SC MEDIA & COMMUNICATION (2023-2025)

Semester	Course	Title of the paper	Code	Hours	Credits	Marks
I	Core – I	Understanding Human Communication	P23VC1CCT01	5	4	100
	Core – II	Advanced photography (practical)	P23VC1CCP02	5	4	100
	Core – III	Digital filmmaking (practical)	P23VC1CCP03	5	4	100
	Core – IV	Graphic Arts and Animation (practical)	P23VC1CCP04	5	3	100
	Elective – I (Discipline Specific)	Media Aesthetics/ Writing for Media	P23VC1ECT01/ P23VC1ECT02	5	3	100
	Elective – II	Contemporary Media Trends in India / Corporate Communication	P23VC1ECT03/ P23VC1ECT04	5	2	100
	Value Education			-	-	
	Total			30	20	600

Semester	Course	Title of the Course	Code	Hours	Credits	Marks
II	Core – V	Mediated Communication (Theory)	P23VC2CCT05	5	4	100
	Core – VI	Computer Graphics-I (3D design) (practical)	P23VC2CCT06	5	4	100
	Core – VII	Video Editing and Visual Effects (VFX) (practical)	P23VC2CCT07	5	4	100
	Core – VIII	Communication for Development	P23VC2CCT08	5	4	100
	Elective – III (Discipline Specific)	Design Thinking /Magazine production	P23VC2ECT05/ P23VC2ECT06	3	2	100
	Elective – IV	Public Relation/ Journalism	P23VC2ECT07/ P23VC2ECT08	3	2	100
	Skill Enhancement Course (NME-I)	Anchoring and presentation skills	P23VC2SET01	4	2	100
	Massive Open Online Course (MOOC)	Online Course	P23EX2ONC01	-	2 Extra Credits	100
	Value Education			-	-	
			30	22+2	800	

Semester	Course	Title of the Course	Code	Hours	Credits	Marks
III	Core – IX	Communication Research Methods (Theory)	P23VC3CCT09	6	5	100
	Core – X	Computer Graphics II (Camera and Lighting Techniques) (Practical)	P23VC3CCT10	6	5	100
	Core – XI	Advertising (Practical)	P23VC3CCT11	6	5	100
	Core (Industry Module) – XII	Transmedia narratives and storytelling	P23VC3CCT12	6	4	100
	Elective – V (Within School)	UX and Interactive Media/ Film Studies	P23VC2ECT09/ P23VC2ECT10/	3	3	100
	Skill Enhancement Course – (NME-II)	Women and Media	P23VC3SET02	3	2	100
	Internship / Industrial	Activity – (40hrs in first-year summer vacation)	P23VC5INT01	-	2	100
	Massive Open Online Course (MOOC)		P23EX3ONC02	-	2 Extra Credits	100
			30	26+2	800	

Semester	Course	Title of the Course	Code	Hours	Credits	Marks
IV	Core – XIII	Media Entrepreneurship and Innovation (theory)	P23VC3CCT13	5	4	100
	Core – XIV	Computer Graphics - III(Advanced Techniques)	P23VC4CCT14	4	4	100
	Core XV	Project	P23VC4CCT15	4	3	100
	Core XVI Project with VIVA VOCE –	Capstone project	P23VC4DIS01	10	7	100
	Elective – VI (Industry Entrepreneurship)	Media Laws and Ethics /Digital Assert Management	P23VC4ECT11/ P23VC4ECT12	3	2	100
	Skill Enhancement Course – III / Professional Competency Skill	Podcast and Video Live Streaming. Production (Practical)	P23VC4SET03	4	2	100
	Extension Activity- Field Work /	Hyberlocal and Community Media (Practical)	P23EA4RES01	-	1	100
	Self-Study Course		P23VC4SSC01	-	2 Extra Credits	100
	Total			30	23+2	800
	Grand Total			120	91+6	2700+300

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	MAJOR CORE – 1 UNDERSTANDING HUMAN COMMUNICATION
Total Hours	75
Hours/Week	5
Code	P23VC1CCT01
Course Type	THEORY
Credits	4
Marks	100

CONSPECTUS

To enable the students to get acquainted with the types and functions of human communication to adapt the social change.

Course Objectives (CO):

The Learner will be able to

CO1	To provide an understanding of the foundations of human communication.
CO2	To sensitize learners to the evolutionary and biological basis of human communication.
CO3	To introduce learners to the nature, origin, evolution, and diffusion of communication across various levels of society.
CO4	To define various levels of communication and comprehend the differences between them.
CO5	To comprehend various modes of communication and techniques to analyze them.

Detailed Syllabus for Human Communication

Unit 1: Human Communication Theories and Concepts

Foundations of Communication Theory-Dimensions and Evaluation of Theory-Communication Tiers-Seven Traditions of Communication Theories

Defining Communication- Basic Models and Levels of Communication

Key Concepts in Message Processing, Cognitive and Information Processing (Attribution and Judgement, Information-Integration and Consistency Theories)

Socio-Psychological Approach to Communication-Trait- Factor Model. Communication Competency-Argumentativeness Communication Anxiety-Reticence (Interaction Adaptation, Expectancy Violation theory)

Unit 2: Evolutionary Communication

Biophysiological Theories, Trait Theories and Embodiment, Communicology, Communibiology

Biological and Neurological Basis of Communication

Evolutionary Communication- Pointing as Communication. And Signalling Theory

Information Seeking Behavior and Information Foraging-Information Integration, Expectancy Value-Cognitive Dissonance- Rokeach' Comprehensive theory of change

Communication in Cultural Evolution-Cognitive Gadgets

Unit 3: Modes and Messages of Communication

Evolution of Language-Steven Pinker's Language Instinct Thesis, Structural Linguistics Approach

Speech and Verbal Communication, Speech Community and Speech Act

Augmentative and Alternative Communication Models for Speech Interactions

Nonverbal Communication (NVC). Nonverbal Codes Systems Digital NVC

NVC in Human Interactions, Touch and Haptic Communication

Theories of Visual Communication- Semiotics, , Social Semiotics

Written Forms of Communication and Reading, Orality and Literacy

Psychological and Neurological Basis of Writing

Unit 4: Conversations in Interpersonal and Group Context

Intrapersonal Communication-Self, Mindful Communication Phenomenological and Hermeneutics Tradition

Interpersonal Communication and -Uncertainty Reduction, Privacy Management Giles Accommodation Theory. Interaction adaptation theory

Burgoon's Expectancy violation theory, and Interpersonal deception theories. symbolic interactionism, symbolic convergence theory- Fantasy themes

Rhetoric, Argumentation, Coordinated Management of Meaning (CMM)

Message-Design Logic, Compliance Gaining, Goals-Plans-Action Model, Politeness theory.

Group Dynamics: Interaction Process Analysis, Group Development, Input-Output Model, Concertive Control and Self-Managed Teams, Adaptive Structuration.

Simplified Social Influence Process, Socio-Egocentric and Group-Centric Model, Transactive Memory, Vigilant Interaction theory

Unit 5: Relationships

Palo Alto Group on Relationships. Relational Schemas, Social Penetration Theory

Bakhtin's Theory of Dialogics. Dialectical Theory of Relationships, Affection Exchange, Dyadic Power Theory, Family Communication Patterns, Relationship Maintenance,

Petronio's Communication Privacy Management (CPM) Carl Roger's Self-Theory

Constructing and Transcending Differences-Moral Conflict theory, Performing Foreignness, Coalition and Alliance Building, Dialogue as Building Culture of Peace,

Principles of Good Communication and Non-Violent Communication

Course Outcomes:

CO1	Analyze different elements of communication and articulate principles of good communication.
CO2	Analyze and interpret various features of human communication such as signals, language, and signs.
CO3	Illustrate different modes of communication using principles of message design.
CO4	Differentiate multi-level flows of communication and identify criteria for appropriate message design.
CO5	Make presentations to a small audience on any topic and manage stage-fright and communication anxiety.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/Cos	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	2	3	3
PSO 2	2	3	3	3	2
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	2	3	1	3

Key Text Books

Beatty, M. J., McCroskey, J. C., & Valencic, K. M. (2001). *The Biology of Communication: A Communiobiological Perspective*. Hampton Press.

Edwards, A., Edwards, C., Wahl, S. T., & Myers, S. A. (2015). *The Communication Age: Connecting and Engaging*. SAGE Publications.

Hargie, O. (2018). *The Handbook of Communication Skills*. Taylor & Francis.

Braithwaite, D. O., & Schrodt, P. (2014). *Engaging Theories in Interpersonal Communication: Multiple Perspectives*. SAGE Publications.

Duck, S., & McMahan, D. T. (2011). *The Basics of Communication: A Relational Perspective*. SAGE Publications.

Hickok, G. (2014). *The Myth of Mirror Neurons: The Real Neuroscience of Communication and Cognition*. W. W. Norton & Company.

Mildner, V. (2010). *The Cognitive Neuroscience of Human Communication*. Psychology Press.

Johannesen, R. L. (2002). *Ethics in Human Communication*. Waveland Press.

References

Littlejohn, S. W., & Foss, K. A. (2010). *Theories of Human Communication: Tenth Edition*.

Waveland Press. Alberts, J. K., Martin, J. N., & Nakayama, T. K. (2018). *Communication in Society*. Pearson.

DeVito, J. A. (2017). *Human Communication: The Basic Course*. Pearson.

Lull, J. (2019). *Evolutionary Communication: An Introduction*. Routledge.

Morreale, S. P., Spitzberg, B. H., & Barge, J. K. (2007). *Human Communication: Motivation, Knowledge, and Skills*. Wadsworth.

Web Resources

Communication Research - <https://journals.sagepub.com/home/crq>

Journal of Communication - <https://onlinelibrary.wiley.com/journal/14602466>

Human Communication Research - <https://onlinelibrary.wiley.com/journal/14682857>

National Communication Association - <https://www.natcom.org/>

International Communication Association - <https://www.icahdq.org/>

Association for Education in Journalism and Mass Communication - <https://www.aejmc.org/>

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	CORE COURSE- 2 ADVANCED PHOTOGRAPHY
Total Hours	60
Hours/Week	5
Code	P23VC1CCP02
Course Type	PRACTICAL
Credits	4
Marks	100

Conspectus :

To help understand photography in terms of the various branches of photography. To provide specialized training in photography catering to professions of photography.

Course Objectives (CO):

The Learner will be able to

CO No.	Course Objectives
CO1	Understand and Evaluate the Equipment & Techniques in Lighting Techniques & Composition.
CO2	Analyze and Experience Types of Photography with the various elements and Retouching.
CO3	Understand and evaluate the Other Branches of Photography on basic camera moves and compositions.
CO4	Analyze, apply and evaluate of photography in Cinema.
CO5	Illustrate an elementary ability to Creating Brand value – Selling at the right market & Pricing of Photography.

UNIT I INTRODUCTION TO PHOTOGRAPHY

Introduction to Photography.

Learn to hold your camera properly.

Understand the Exposure Triangle- ISO, Aperture, and Shutter speed.

Functions of the camera- Camera settings.

Learn to use Aperture Priority and Shutter Priority modes

7 elements of photography- line, shape, form, texture, colour, size, and depth.

Elements of composition- Leading Lines, Rule of Thirds, Negative Space, Symmetry, Asymmetry and Patterns.

Perspective-create a sense of depth in an image.

Extra Reading/ Keyword: Exposure, Aperture, Symmetry, Asymmetry

UNIT II LIGHTING AND TECHNIQUES

Lighting Techniques – Natural light, Studio Light, 3-point light.

Characteristics of light, colour temperature,

The direction of light, the intensity of light, hard and soft lighting, direct light, diffused light,

Types of Shots and Angles.

Lighting for various objects and Retouching.

Extra Reading/ Keyword: Lighting, Techniques, diffused light, Retouching

UNIT III TYPES OF PHOTOGRAPHY

Photography - Landscape, Portrait, Landscape, Still life, Wedding, Wildlife, Travel & Tourism, Architectural, Advertising, Aerial, Baby, Documentary.

Extra Reading/ Keyword: Landscape, Portrait, Landscape Architectural, Advertising, Aerial

UNIT IV MARKETING PHOTOGRAPHY

Business of Photography - Selling Photos in galleries. Online marketing – Stock images. Creating Brand Value – Selling at the Right Market & Pricing of Photography – Social Media as a Business Platform

Extra Reading/ Keyword: galleries, marketing, Stock, market

UNIT V PRACTICAL

Practical

Note: Texts given in the Extra reading /Keywords must be tested only through Assignments and Seminars.

COURSE OUTCOMES:

CO No.	Course Outcomes
CO1	Understand the Lighting Techniques, Composition.
CO2	Understand the types of photography and the Lighting for various elements and Retouching
CO3	Focuses on sharpening the minds and knowledge of students in terms of different kinds of photography to Choose their professional field.
CO4	Organize and plan an elementary understanding of photography in Cinema & Other Branches.
CO5	Illustrate an elementary ability to coordinate (direct) in Business and Social media

TEXTBOOKS

1. Dave Saunders, [1988] Professional Advertising Photography, Mere Hurst Press, London.
2. Alain Solomon, [1987] Advertising Photography, American Photographic Publishing and Imprint of Watson Gupstill Publication, New York.

BOOKS FOR REFERENCE

1. John Constantine and Julia Valice, [1983] The Thames- Hudson Manuel of Professional Photography, Thames- Hudson, London.
2. Jack Newbart, [1989] Industrial Photography, Am Photo, Watson Gupstill Publications, New York.
3. Joel Sartore - Fundamentals of Photography, Published by the Great Courses, (2012)
4. Hands Geoffrey – The Handbook of Digital Photography, Silver Dale Book, (2004)

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	CORE COURSE- 3 DIGITAL FILMMAKING
Total Hours	60
Hours/Week	5
Code	P23VC1CCP03
Course Type	PRACTICAL
Credits	4
Marks	100

CONSPECTUS:

To enable the students to get acquainted with the digital film making techniques to adapt the social change.

Course Objectives (CO):

The Learner will be able to

CO No.	Course Objectives
CO1	Develop a comprehensive understanding of pre-production, production, and post-production techniques for digital filmmaking, including scriptwriting, storyboarding, cinematography, editing, and sound design.
CO2	Apply practical filmmaking skills to create a visually and narratively engaging short film, demonstrating proficiency in camera operation, lighting, directing, and shot composition.
CO3	Master post-production techniques, such as colour correction, sound design, and visual effects, to enhance the overall quality and impact of the short film.
CO4	Design and execute a marketing plan for the short film, including the creation of a compelling trailer and promotional materials to effectively reach the target audience.
CO5	Collaborate effectively with peers, demonstrating strong communication, teamwork, and problem-solving skills, as well as the ability to provide and receive constructive feedback throughout the filmmaking process.

Unit 1: Digital Cinematic Tools and Techniques

Ideal Use and Components of Digital Video
Advanced Camera Rigging and Supports
Viewing Video on the Set
Multi-camera setup
Interchangeable lens
Camera as Storyteller

Unit 2: Execution of Script to Screen

Developing a shooting plan
Script Breakdown & Beat sheet
Floor plan and Storyboard
Function of Staging
Shaping the scene –Blocking Action and Camera

Unit 3: Directing Actors, Technical Crew, and Budgeting

The Need for People Skills

Budget the Idea

The Production Crew

Directors Development Strategy

Alternative Story Sources

Director In Relation To Actors

Unit 4: Managing Digital Distribution (OTT)

Media Planning-OTT platforms (History, Emergence, Convergence)

Pitching with Pilot Episode

Content Management

Digital Policy, Regulation, and Governance

Unit 5: Uploading and Streaming Platform

Streaming Software and Live Show

Open-Source Broadcasting (OBS)

Video Thumbnail

Commercial Issues

Digital Rights Management, and Licensing

Putting Video on the Web

Suggested Practical Exercise for Digital Filmmaking - A Comprehensive Short Film Production

For your project in Digital Filmmaking, you will produce a 15-20 minute short film that showcases your mastery of the entire filmmaking process, from pre-production to post-production. Your project will demonstrate your skills in storytelling, cinematography, editing, color correction, sound design, and marketing. Students can work alone or in team of not more than four members.

Instructions:

1. Pre-production: Develop an original story concept or adapt an existing one. Write a screenplay, create a storyboard, and plan a shooting schedule. Assemble a cast and crew, scout locations, and acquire necessary permits and permissions.
2. Production: Direct your cast and crew during the filming process, ensuring high-quality cinematography, sound recording, and overall artistic vision. Effectively manage the set, adhering to the shooting schedule and solving any issues that arise.
3. Post-production: Edit your footage using professional editing software, assembling your scenes into a cohesive narrative. Apply color correction and grading techniques to achieve a consistent visual style. Design and mix the film's sound, incorporating dialogue, sound effects, and music to enhance the story.
4. Marketing: Create a marketing plan for your short film, including the production of a trailer that effectively captures the essence of your story and generates interest from potential audiences. Develop promotional materials, such as posters and social media content, to support your marketing efforts.
5. Final Presentation: Submit your completed short film, along with your trailer and promotional materials, for evaluation. Be prepared to discuss your creative process, challenges faced, and the techniques used throughout the project to demonstrate your mastery of digital filmmaking.

Record and Practical

Digital Filmmaking Record: Students will upload their digital film on video platforms like YouTube with Private setting or upload their video to Google Drive or similar cloud storage and share the link with the examiner. Only properly working link will be evaluated. So students are expected to test the final deliverables clearly. Apart from the link the record will contain, complete Script, Shot Breakdowns, budgets and other proof of tasks carried out for the digital film making project.

Practical Examination: Practical examination could be in the form of viva, testing students' procedural knowledge, evaluation digital filmmaking. Students can also be asked to defend their choices made in the film such as narrative, story, technical decisions.. Viva or Written examination can be based on the Procedural Knowledge on the various light, lighting terminologies and equipment identification. Students should be able to explain what technique or pipeline/workflows were deployed.

Course Outcomes

CO1	Develop a comprehensive understanding of pre-production, production, and post-production techniques for digital filmmaking, including scriptwriting, storyboarding, cinematography, editing, and sound design.
CO2	Apply practical filmmaking skills to create a visually and narratively engaging short film, demonstrating proficiency in camera operation, lighting, directing, and shot composition.
CO3	Master post-production techniques, such as color correction, sound design, and visual effects, to enhance the overall quality and impact of the short film.
CO4	Design and execute a marketing plan for the short film, including the creation of a compelling trailer and promotional materials to effectively reach the target audience.
CO5	Collaborate effectively with peers, demonstrating strong communication, teamwork, and problem-solving skills, as well as the ability to provide and receive constructive feedback throughout the filmmaking process.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	2	3	3	3	2
PSO 2	3	3	1	3	3
PSO 3	3	2	3	2	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

Key Textbooks

1. Hughes, M. K. (2012). *Digital Filmmaking for Beginners A Practical Guide to Video Production*. McGraw Hill Professional.
2. Kelly, R. (2022). *Prepping and Shooting Your Student Short Film: A Brief Guide to Film Production*. Taylor & Francis.
3. Bell, S. (2021). *Digital Film Production: Basic Process Of Making Film For Newbie: Know About The Film Industry*. Independently Published.
4. Brown, B. (2021). *Cinematography: Theory and Practice: For Cinematographers and Directors*. Taylor & Francis Group.
5. Case, D. (2013). *Film Technology in Post Production*. Taylor & Francis.
6. Wisler, M. J. (2018). *Short Films 2.0: Getting Noticed in the YouTube Age*. DoxaNous Media, LLC.

References

1. Koss, C. (2016). *Cinematography: The Art and Craft of Visual Storytelling*. Burlington, MA: Focal Press.
2. Dutcher, D. (2017). *Cinematography: Theory and Practice: Image Making for Cinematographers, Directors, and Videographers*. Amsterdam: Elsevier/Focal Press.
3. Alsford, N. (2015). *Cinematography: A Practical Guide to the Art and Craft of Filmmaking*. Amsterdam: Elsevier/Focal Press.
4. Sehgal, V. (2017). *Exploring Lighting for Cinematography: A Practical Guide to the Art and Craft of Lighting for the Moving Image*. Amsterdam: Elsevier/Focal Press.
5. Babb, S. (2016). *The Cinematographer's Guide to Digital Imaging: For Cinematographers, Digital Imaging Technicians and Camera Assistants*. Amsterdam: Elsevier/Focal Press.
6. Miller, G. (2016). *Lighting and Grip Equipment for Digital Cinematography: The Filmmaker's Guide to Professional Gear and Techniques*. Amsterdam: Elsevier/Focal Press.
7. Stogner, J. (2015). *Cinematic Lighting: A Guide for Film Makers and Videographers*. Amsterdam: Elsevier/Focal Press.

Web Resources:

1. American Society of Cinematographers - <https://theasc.com/>
2. International Cinematographers Guild - <https://www.icg600.com/>
3. Society of Motion Picture and Television Engineers - <https://www.smpte.org/>
4. British Society of Cinematographers - <https://bscine.com/>
5. Australian Cinematographers Society - <https://www.cinematographer.org.au/>
6. Motion Picture Association - <https://www.motionpictures.org/>
7. National Association of Theatre Owners - <https://www.natoonline.org/>
8. Producers Guild of America - <https://www.producersguild.org/>
9. Screen Actors Guild-American Federation of Television and Radio Artists - <https://www.sagaftra.org/>
10. Independent Film & Television Alliance - <https://www.ifta-online.org/>

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	CORE COURSE – 4 GRAPHIC ARTS AND ANIMATION
Total Hours	75
Hours/Week	5
Code	P23VC1CCP04
Course Type	PRACTICAL
Credits	3
Marks	100

CONSPECTUS: To enable the students to get acquainted with a participatory visual method using Photograph.

Course Objectives (CO):

The Learner will be able to

CO1	To Define the importance of Aesthetic of Design and Art
CO2	To Illustrate the need and usage of Principles of Design
CO3	To Develop animated images for Visual Presentation
CO4	To Discover the workflow of White board Animation
CO5	To Construct a Participatory visual method using Photograph

Unit 1: Aesthetics of Design and Art

Elements and Principles of Design

Introduction to Adobe Animate Software, Workspace and Workflow overview

Using the Stage and Tools Panel, Understanding timeline

Drawing using pencil, line and brush tools - About overlapping shapes – Snapping, Working with colour, strokes and fills.

Types of File formats and File Compression and Conversion (Handbrake)

Unit 2: Principles of 2D Animations

Squash, Stretch, Staging, and Anticipation

Straight Ahead Action, Pose-to-Pose Ease In and Ease Out

Follow Through, Overlapping Action and Arcs,

Secondary Action, Timing and Exaggeration

Unit 3: Still Image Animation and Image Enhancement

Process of Animation-Storyboard, Time line, Movement.

Animating still images (PixaMotion, Price, Movepic, StoryZ, Gif maker)

Visual Composition and Integration of Various Design Elements

Future Development of Still Image-Image Enhancement using Artificial Intelligence

Unit 4: White Board Animation

Purpose and Scope of White Board Animation

Animated Objects, Background, Characters Design

Audio synchronization and Output

Voice Over and Dialogue Synchronization

Unit 5: Photo Voice and Explainer Video

Community-based, Participatory Visual Technique, Photography needs and Usage in Community Development

Illustration of Modern Implementation and International Development of Photo Voice

Exercise on Slideshow with Sound

Making Explainer video using whiteboard Animation

Course Outcomes

CO1	Identify and demonstrate the knowledge in 2D Animation and the software
CO2	To build basic ideas and be familiar with important principles of animations
CO3	Utilize knowledge on how to generate a still and image processing in animations
CO4	Develop the fundamentals and various techniques in White board animations
CO5	Analyse the practical knowledge and understand the Photo voice methods and process.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/Cos	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	3	2	3
PSO 2	3	3	3	3	2
PSO 3	3	3	3	3	3
PSO 4	2	3	3	3	3
PSO 5	3	1	2	3	3

Key Textbooks

- Ware, C. (2015). Information visualization: Perception for design. Morgan Kaufmann Publishers.
- Shilling, A., & Koukoulas, T. (2018). Motion graphics: Principles and processes from the ground up. Routledge.
- Beaird, J. (2016). The principles of beautiful web design. SitePoint Pty. Ltd.
- Lewis, M., & Jolliffe, L. (2015). The fundamentals of animation. AVA Publishing SA.
- Maestri, G. (2022). The Art of 3D Computer Animation and Effects. Wiley.

References

- Richard William (2012). The Animator's Survival Kit. Farrar, Straus and Giroux
- Taylor & Francis (2006) Animation from pencils to pixels: classical techniques for digital animators. Taylor & Francis
- Tony White (2013) How to Make Animated Films. Routledge
- Tracie S Rollins (2013) A Beginners Guide to Whiteboard Animation. CreateSpace.
- Melvin Delgado · 2015 Urban Youth and Photovoice Visual Ethnography in Action. Oxford University Press.

Web Resources

- ACM Transactions on Graphics - <https://dl.acm.org/journal/tog>
- Animation Practice, Process & Production - <https://www.intellectbooks.com/animation-practice-process-production>
- The Animation Guild, Local 839 IATSE - <https://animationguild.org/>
- The Animation Association of India - <https://animationxpress.com/>
- National Endowment for the Arts - <https://www.arts.gov/>
- The Academy of Motion Picture Arts and Sciences - <https://www.oscars.org/>
- The Animation Project - <https://theanimationproject.org/>
- The Animation World Network - <https://www.awn.com/>
- The Society for Animation Studies - <https://www.animationstudies.org/>

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	ELECTIVE- 1 WRITING FOR MASS MEDIA
Total Hours	60
Hours/Week	5
Code	P23VC1ECT02
Course Type	THEORY
Credits	3
Marks	100

CONSPECTUS: To enable the students to write effectively for various media.

Course Objectives (CO):

The Learner will be able to

CO1	To prepare learners to think critically about writing for the media (specifically new media, broadcast journalism, public relations, and advertising)
CO2	To equip learners with a knowledge and understanding of the general principles of the media plan.
CO3	To help learners develop and apply the media writing skills

Detailed Syllabus for Contemporary Trends in Indian Media

Detailed Syllabus for Writing for Media

Unit 1: Understanding the Media Language

Writing language: Descriptive, Narrative, Persuasive

New trends in media writing

ABCD for media writing

Art of putting words together

Unit 2: Content Writing for New Media

Types of content

Plagiarism

Content creation process: Layout and Design

Strategies of content writing

Unit 3: English Grammar Review

English Language Grammar test

Headline and Lead Writing

Copy editing and Proofreading

Using Grammar Checkers: Risks and Opportunities

Unit 4: Elements of Effective Writing

Basic principles of writing

Writing for Audio and Visual Content: Writing Captions

Writing for social media

Writing as a Citizen Reporter

Unit 5: Persuasive Writing

Persuasive copywriting

Building Vocabulary

Choosing Appropriate Words for Different Contexts

Professional Writing: Challenges and Opportunities

Course Outcomes:

CO1	Understand the basic concepts of writing techniques for media.
CO2	Learners can become news writers, content writers, and program producers for mass media productions.
CO3	Learners will be able to write and develop the content for New media.
CO4	Plans
CO5	The course provides Learners with an understanding of the importance of writing for the media.
CO6	Understand the basic concepts of writing techniques for media.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	1	3	3	3	2
PSO 2	3	3	2	3	3
PSO 3	3	2	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	2	3

Key Textbooks

Marsh, C., Guth, D. W., & Short, B. P. (2020). Strategic Writing: Multimedia Writing for Public Relations, Advertising and More. Routledge.

Garrand, T. (2018). Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. Routledge.

Meyer, S. R., & Aldana, G. (2021). Interactive Storytelling for the Screen. Routledge.

Filak, V. F. (2021). Dynamics of Media Writing: Adapt and Connect. SAGE Publications.

References

Kuehn, Scott A., and Andrew Lingwall. 2016. *The Basics of Media Writing: A Strategic Approach*. CQ Press.

Marshall, Carrie. 2018. *Writing for social media*. BCS Learning & Development Limited.

Pickering, Ian. 2017. *Writing for News Media: The Storyteller's Craft*. Routledge.

Stovall, James G. 2015. *Writing for the Mass Media*. Pearson Education, Incorporated.

Wheeler, Adrian. 2019. *Writing for the Media*. Emerald Group Publishing.

Web Resources

Purdue Online Writing Lab (OWL) https://owl.purdue.edu/owl/purdue_owl.html

The Writing Cooperative <https://writingcooperative.com/>

Journal of Technical Writing and Communication <https://journals.sagepub.com/home/jtw>

Writer's Digest <https://www.writersdigest.com/>

The New Yorker: Books & Fiction <https://www.newyorker.com/books>

(For Candidates admitted from the academic year 2023-2024 onwards)

Course Title	ELECTIVE- 2 CONTEMPORARY TRENDS IN INDIAN MEDIA
Total Hours	75
Hours/Week	5
Code	P23VC1ECT03
Course Type	THEORY
Credits	2
Marks	100

CONSPECTUS : To enable the students to understand the drastic role played by the media in the current scenario.

Course Objectives (CO):

The Learner will be able to

CO1	To help learners understand the role of media in contemporary Indian society.
CO2	To help learners acquire media literacy skills.
CO3	To enable learners to critically access media representations of marginalized communities and people.
CO4	To enable learners to develop “close” reading skills.
CO5	To develop in-depth knowledge about new media theories.

Unit 1: New Media

Nature and scope of new media, Elements, and Characteristics of new media
A Comparison of Traditional Mainstream Media and New Media
Media convergence and Media Divergence
Knowledge Society and Surveillance Capitalism- Privacy Issues

Unit 2: News And Indian Media Business

News and Indian Society
Indian Media Business
Media economic and public policy-Market Vs public Sphere Model
The neoclassical theory of the firm- Market Place of Ideas
Political Economy of Indian Media

Unit 3: Media Evaluation And Trends

Media and globalization
Dennis McQuail -Media Performance Theory
Social Media in India
Youth, Digital Media and Indian Society

Unit 4: Media And Social Issues

Media and Environment
Media and Gender
Media and Consumerism
Media and Marginality

Unit 5: Emerging Issues In Indian Media

Henry Jenkins- Remix and Convergence Culture
Identity and Media Culture
Alternative and Community Media
Mobile, and Social Media influence on Rural and Urban Indian Society

Course Outcomes:

CO1	Critically assess the use of rhetoric in an array of advertising and media materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and media campaign materials
CO2	Learners can become script writers content writers and program producers for mass media productions.
CO3	Learners will be able to write and develop the content for new media.
CO4	Learners will understand the ethics and basic principles in writing materials for advertisements.
CO5	Critically assess the use of rhetoric in an array of advertising and media materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and media campaign materials

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	2	3
PSO 2	3	3	3	3	3
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	2
PSO 5	2	3	2	3	3

Key Textbooks

Inukonda, s. (2019). Media, nationalism and globalization: the Telangana movement and indian politics. Taylor & Francis.

Kohli-khandekar, v. (2021). The Indian media business: pandemic and after. Sage publishing india.

Kumar, a. (2021). Truth or conspiracy: untold story by Indian media. Notion press.

References

- Athique, a. , parthasarathi, v. , & srinivas, s. V. (2017). The indian media economy (2-volume set): vol. I: industrial dynamics and cultural adaptation vol. II: market dynamics and social transactions. Oxford university press.
- Baghel, s. S. , & singh, u. S. (2015). Social media and indian youth. Sanjay singh baghel.
- Chishti, a. H. (2017). India's changing media landscape: cross media ownership, fdi and broadcast bill. Author solutions, incorporated.
- Ganapathy, d. (2021). Media and climate change: making sense of press narratives. Taylor & Francis.
- Harindranath, r. (2009). Audience-citizens: the media, public knowledge, and interpretive practice (vol. 1, pp. 1272). Sage publications.

Web Resources

- Media Asia - <https://www.tandfonline.com/toc/rmda20/current>
- Indian Journal of Communication - <http://ijoc.in/index.php/ijoc>
- Indian Broadcasting Foundation - <https://ibfindia.com/>
- News Broadcasters Association - <https://www.nbanewdelhi.com/>
- Indian Newspaper Society - <https://www.ins.org.in/>
- The Indian Society of Advertisers - <https://www.isa.org.in/>
- Ministry of Information and Broadcasting - <https://mib.gov.in/>
- Press Information Bureau - <https://pib.gov.in/>
- Reporters Without Borders - <https://rsf.org/en>
- Centre for the Study of Developing Societies - <https://www.csd.s.in/>
- Centre for Media Studies - <https://www.cmsindia.org/>
- The Media Foundation - <https://www.themediatree.in/>

(For candidates admitted in the academic year 2022-2023 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
PG COURSE PATTERN
II M. Sc., MEDIA & COMMUNICATION

SEM	Course	Title	Code	Hrs/ Week	Credits	Marks	
I	Major Core-1	Communication theories	P23VC1MCT01	6	5	100	
	Major Core-2	Practice journal (Lab cum Theory)	P23VC1MCP02	6	5	100	
	Major Core-3	Qualitative research methods	P23VC1MCT04	5	4	100	
	Major Core-4	Television production (Lab cum Theory)	P23VC1MCP05	5	4	100	
	Major Elective -1	Contemporary Media Scenario	P23VC1MCT03	5	3	100	
		Ability Enhancement Course (Soft Skills)		2	2		
		Value education		1	-	-	
	Internship/Field Work/Field Project 30 hours- Extra Credit		P22EX1INT01				
Total				30	23		
II	Major Core-6	Corporate Communication	P15VC2MCT06	6	5	100	
	Major Core-7	Writing for Mass Media	P15VC2MCT07	5	4	100	
	Major Core-8	Quantitative Research Methods (Practical)	P15VC2MCP08	6	6	100	
	Major Elective-1	Computer Graphics (Practical)	P15VC2MEP01	6	5	100	
	Non Major Elective-1	Women and Media	P15VC2NMT01	5	3	100	
	ONLINE COURSE			P22EX2ONC01			
		Library Hour		1			
	Value Education		1	-	-		
	Internship/Field Work/Field Project 30 hours- Extra Credit		P22EX2INT02		2		
Total				30	23	500	
III	Major Core-9	Advanced Research Methods (Practical)	P15VC3MCP09	6	5	100	
	Major Core-10	Media Laws And Ethics	P15VC3MCT10	6	5	100	
	Major Core-11	Communication for Development	P15VC3MCT11	6	5	100	
	Major Elective-2	Advertising (Lab cum	P19VC3MEP02	6	5	100	

		Theory)				
	Non Major Elective-2	Media literacy	P23VC3NMT02	5	3	100
		Library Hour		2		
	ONLINE COURSE		P22OEX3ONCO2			
	Internship/Field Work/Field Project 30 hours- Extra Credit		P22EX3INT03		2	
Total				30	23	500
IV	Major Core-12	Advanced Photography	P22VC4MCP12	6	5	100
	Major Core-13	Dissertation (Practical)	P15VC4MCD13	6	5	100
	Major Elective- 3	Film Studies	P19VC4MET03	6	4	100
	Major Elective-4	Media Management	P15VC4MET04	6	5	100
	Major Core-14	Project (Practical)	P15VC4DIS01	4	3	100
		Library Hour		2		
	Extra Credit (Compulsory) Self-Study Course	Media Education	P17VC4SST01	-	2	100
	Internship/Field Work/Field Project 30 hours- Extra Credit		P22EX4INT04		2	
Total				30	24	500
Grand Total (I-IV SEMESTERS)				120	92	2000

(For candidates admitted from June 2022 onwards)

Course Title	MAJOR CORE 9 – ADVANCED RESEARCH METHODS
Total Hours	90
Hours/Week	6
Code	P15VC3MCP09
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

To impart in students critical appreciation of key methods that include generation, analysis and interpretation of inferential multivariate statistics

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the ways of applying both quantitative and qualitative methods to a social issue by applying relevant methods
CO-2	Develop needed skills to identify different possible types of errors and ways to avoid them in research work
CO-3	Present his/her findings as per the rigid requirements of research work
CO-4	Appreciate the importance of giving due credit to other researchers whose work s/he cites and apply guidelines to his/her own work
CO-5	Make the most of the structural equation modeling for his/her research

UNIT 1 – MIXED METHOD RESEARCH OR TRIANGULATION METHOD 15 Hrs

Selection of a relevant topic,
Triangulation of data collection,
Separate data analysis and
Integration of collected data at the interpretation or discussion stage of the report.

Extra Readings /key words: research article

UNIT II – RESEARCH METHODS

15 Hrs

Type I and Type II errors
Cluster analysis
Intercoder Reliability test
Reliability test
Manova

Extra Readings /key words: Five Common Types of Sampling Errors, Margin of Error

UNIT III – STRUCTURE OF A RESEARCH REPORT – 1

15 Hrs

Title page

Acknowledgement and preface

Table of contents

List of table and figures

Abbreviations

Introduction

Literature Review

Methods

Discussion

Conclusion

Extra Readings /key words:descriptive-longitudinal case study

UNIT IV – STRUCTURE OF A RESEARCH REPORT – 2

15 Hrs

Reference material

Bibliography

Appendices

Synopsis

Index

Guidelines for writing

Headers, footnotes

Acknowledgement

Extra Readings /key words: reference list

UNIT V – STRUCTURAL EQUATION MODELLING

15 Hrs

Sample size and Modification Index

Unjustified, justified, and over-justified models

Co-variance and regression

Model Fit Indices

Extra Readings /key words:action research

Course Outcomes:**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	List the stages involved in preparing a research report.	PSO 1	R, U
CO-2	Identify the types of errors and tests involved in research methods.	PSO 2	R
CO-3	Recall and build the structure of research report.	PSO 2	U
CO-4	Recall and relate the structure of research report in Reference material, bibliography and appendices.	PSO 3	R
CO-5	Construct a research report using above guidelines.	PSO 4	An

TEXT

Hansen. Andresse A.L. (2002) –Mass Communication Research Methods, Routledge, New York

BOOKS FOR REFERENCE

Pember, D.R.(1992). Mass Media in America:MacMillan, California. New York

Parten B. Mildred Surveys, Polls and Samples: Harper and Brothers, New York

Sherry, J.L. (2001) The Effects of Violent Video Games on Aggression: a Meta–Analysis, Sage Publications, Boston

Fiske, S.T. and Taylor S.E. (1991) Social Cognition: McGraw–Hill. New York

Kothari C.R. (1985) Research Methodology: S. Chand and Co. Ltd., New Delhi

(For candidates admitted from June 2022 onwards)

Course Title	MAJOR CORE 10- MEDIA LAWS AND ETHICS
Total Hours	90
Hours/Week	6
Code	P15VC3MCT10
Course Type	THEORY
Credits	5
Marks	100

General Objective:

To enable the Students to analyze libel law, privacy, objectivity, responsibility, freedom of speech and censorship, and the role of the press in society

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember and understand the constitution of India- codes of law which includes common rules related to media field.
CO-2	Understand and analyze the freedom of press in various political setups in India before and after independence.
CO-3	Understand, apply and analyze laws related to press functioning to identify rights and liabilities of press persons.
CO-4	Analyze and evaluate the government information services to press to examine the role of central and state governments in control over press.
CO-5	Understand, apply and evaluate Cyber laws to criticize the information dissemination in internet world.

UNIT I: CONSTITUTION OF INDIA – CODES OF LAW

18Hrs

Constitution of India – Fundamental rights , Freedom of expression and press–Indian Penal Code – Section related to press activities –Punishment for violation of Law–Remedial measures–Criminal Procedure Code – Basic rules of code–Procedure to raise litigation in court–Jurisdictional Power of the Court–Emergency Powers of the State–Indian Evidence Act

Extra Readings /key words: right to speech

UNIT II: FREEDOM OF PRESS IN VARIOUS POLITICAL SETUPS **18hrs**

In India– Before Independence – After independence – Present condition–Law of Objectionable Activities–Laws of Defamation–Libel–Infringement–Contempt of Court–Remedies

Extra Readings /key words: Indira Gandhi and her rule

UNIT III: LAWS RELATED TO PRESS FUNCTIONING **18Hrs**

The Press and Registration of Book Act–Copy Right Act–Post and Telegraph Act–Working Journalist Act–Privileges of Press–Liberty of Press to publish–Right to Privacy–Official Secrets Act, –Rights and Liabilities of Press Persons–Editor, Printer and Publisher–Editorial and views of the Press – Expression Autonomy –Review of the Functions of the Press–Responsibilities of News Agencies

Extra Readings /key words: punishments in each law and amendments

UNIT IV: GOVERNMENT INFORMATION SERVICES TO PRESS **18Hrs**

Central Government Information–State Government Information–Press Information Bureau – Functions – Control over Press

Extra Readings /key words: ombudsman

UNIT V: CYBER LAWS **18Hrs**

Information Technology Act 2010– Information Technology Act Amendment Bill 2006– Information Technology Act 2008– Intellectual Property Right– Data protection Law in India – online Defamation – Right to privacy – Censorship of Videogames–Internet Telephony and related issues.

Extra Readings /key words: cyber crime and threats

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the constitutional laws in India.	PSO 1	R, U
CO-2	Compare and contrast the freedom of press before and after independence.	PSO 2	R
CO-3	Summarize laws related to press functioning.	PSO 2	U
CO-4	Evaluate the government information services to press to examine the role of central and state governments in control over press.	PSO 3	R
CO-5	Explain information technology act.	PSO 4	An
CO- 6	Criticize the role of cyber laws in the information dissemination in internet world.	PSO 3	An

TEXT BOOK:

The Law of the Press in India, Durga Das Basu, Hall of the Indian Private Limited, New Delhi (2002)

BOOK FOR REFERENCE:

Ahuja, B.N :Theory and Practice of Journalism, Routledge, New Delhi (2002)

Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi (2002)

ArunBhattacharee: Indian Press Profession to Industry, Vikas Publication, Delhi (1999)

Keval J. Kumar :Mass Communication in India, Jaico publishers, Mumbai (2001)

Jan R. Hakemulder, Fay AcdeJonge, P.P. Singh, Media Ethics and Laws, sage publishers, London (2002)

(For candidates admitted from June 2022 onwards)

Course Title	MAJOR CORE 11- COMMUNICATION FOR DEVELOPMENT
Total Hours	90
Hours/Week	6
Code	P15VC3MCT11
Course Type	THEORY
Credits	5
Marks	100

General Objective:

To make the students be in tune with the growing importance of Communication in the community at the local, national and global levels and acquire skills to be effectively employ community media for better communication in the community.

Course Objectives :

The Learner will be able to

CO No.	Course Objectives
CO-1	Define, state, analyze and identify of characteristics, geographic scope, freedom of information, role and policy in community media.
CO-2	Understand, find and distinguish the theoretical approaches and models of communication
CO-3	Analyze and relate the Information and Communication Technologies for Rural Development.
CO-4	Find and list the Alternative Media Forms of Production and Distribution.
CO-5	Omit, find and identify the cyber space, time space compression, participatory action research and voice portals of community.

UNIT I– COMMUNITY MEDIA

19 Hrs

Characteristics

Geographic Scope

Democratic Perspectives

Freedom of Information

Role and Policy

Media Reforms in India

Legitimising Community Media.

Extra Readings /key words: Dimensions of community media, Freedom of Press

**UNIT II– THEORITICAL APPROACHES AND
MODELS OF COMMUNICATION**

17 Hrs

Communication Strategies for Empowerment

Communication in Self development efforts

Strengthening of Critical Consciousness among People in a Community.

Extra Readings /key words: Ideological community, Empowerment

UNIT III– RURAL DEVELOPMENT AND COMMUNICATION

18 Hrs

A Community Media Perspective

Role of Folk Media forms in Rural Development

Information and Communication Technologies for Rural Development.

Extra Reading (Key words): Panjayat Raj department, Ministry of Rural 118evelopment,

UNIT IV–COMMUNITY RADIO

18 Hrs

Prospects and Role as Community Media

Community Newspapers

Documentary and Short Films

Alternative Media Forms of Production and Distribution.

Extra Readings /key words: Commercial broadcasts, Journal Communication

UNIT V– CYBERSPACE

18 Hrs

Rise of Cyber Space

Time Space Compression

Internet and the Global Public Sphere

Participatory Action Research

Voice Portals of Community Media: Global and Indian Perspectives.

Extra Readings /key words: Popular Culture, Cybernetics, Burning Chrome

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and list the characteristics and geographical scope of community media	PSO 1	R, U
CO-2	State the freedom of information and its role and policy	PSO 2	R
CO-3	Explain community media reforms in India	PSO 2	U
CO-4	Analyze communication strategies for empowerment	PSO 3	R
CO-5	Identify the self development effort in community media	PSO 4	An
CO-6	Analyze alternative Media Forms of Production and Distribution.	PSO 4	An

TEXT BOOKS:

Howley, Kevin (2005) Community Media : People, Places and Communication Technologies. Indiana: DePauw University.

Gupta ,Om (2000)Media Society and Culture. New Delhi: Ayesa Books.

BOOKS FOR REFERENCE:

Doyle, Gillian (2006) Media Ownership. New Delhi: Sage Publications.

Mathan P.N. (1985) Communication Media. New Delhi: Government Publication.

Gordon, Janeyand Lang, Peter. (2009) Notions of Community; A Collection of Community Media Debates and Dilemmas. USA : Wadsworth

Bailey, Olga (2008) Understanding Alternative Media. New York: McGraw Hill/Open University Press; 2008.

Mendel, Toby (2003) Freedom of Information a Comparative Legal survey: UNESCO

(For candidates admitted from June 2022 onwards)

Course Title	MAJOR ELECTIVE - 2 – ADVERTISING
Total Hours	90
Hours/Week	6
Code	P19VC3MEP02
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

To understand the basics skills and techniques involved in producing advertisements

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the history of advertising
CO-2	Understand and analyze the structure and functions of an ad agency
CO-3	Analyze the ad making techniques and apply it in the practical
CO-4	Evaluate the Marketing strategy
CO-5	Create their own print, audio and video Ads

UNIT I: INTRODUCTION TO ADVERTISING

16Hrs

Advertising: History and development of advertising

Criticisms on advertising

Types of advertising

Advertising in different Media

Public Service advertising

Advertising in India

Role of advertising

Advertising Ethics

Advertising and Society

Extra reading /Key words: *Branding, Persuasion, stimulation*

UNIT II: ADVERTISING ORGANISATION AND MEDIA STRATEGY **16Hrs**

Agency: structure and functions

Advertiser and agency relationship

Media strategy

Accounting

Media planning

Creative strategy

Extra reading /Key words: *Print, Audio, Video, Brand Positioning*

UNIT III: CREATIVE STRATEGIES AND SKILLS **18Hrs**

Copy writing: types, functions

Headlines: basics, types, functions

Slogans: basics, types functions

Illustration: methods

Layout: types, Copy preparation

Extra reading /Key words: *Story board, Research, budget, Psychology*

UNIT IV: ADVERTISING AND THE MARKETPROCESS **20Hrs**

Audience analysis

Consumer Behaviour

Consumer Buying Decision Process

Consumer Behaviour Theories

Target Audience

Market Segmentation

Branding

Product Positioning

Appeals

Extra reading /Key words: *strategy formulation, situation analysis, implementation and control*

UNIT V: MARKETING STRATEGIES **20Hrs**

Promotional Mix: Kinds

Marketing Communication Process

Point Of Purchase

Sales Promotion and Advertising

Ad Campaigns

Direct and Promotional Marketing

Importance of Personal Selling

Market Research Methods

Tele marketing

Extra reading /Key words: *New marketing techniques*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcome:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Prepare Print. Radio and Video Ads	PSO 1	R, U
CO-2	Organize Ad Campaigns	PSO 2	R
CO-3	Apply Marketing Techniques and use Research	PSO 2	U
CO-4	Analyse audience Psychology	PSO 3	R
CO-5	Criticize existing ads and How to promote a product	PSO 4	An
CO-6	Create own ads, slogans	PSO 4	U

TEXT BOOK:

Chunnawala S.A and Sethia – K.C Foundations of advertising – Theory and Practice

BOOKS FOR REFERENCE:

Dennison, Dell – The advertising Handlook (1999)

Jefkins, Frank – Advertising made simple ,Rupa and co, New Delhi, 1992.

Kotler, Philip – Marketing Management (1980)

Batra, Rajeev; Myers C. John ,Aaker A. David – Advertising Management (1996)

(For Candidates admitted from the academic year 2022 onwards)

Course Title	NON MAJOR ELECTIVE –MEDIA LITERACY
Total Hours	75
Hours/Week	5
Code	P23VC3NMT02
Course Type	THEORY
Credits	3
Marks	100

General Objective: To enable the students capable of knowing the truth and exaggeration of media and in what way the media are dominating or influencing the society

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Remember the role of media in our society.
CO-2	Understand the ways in how the media are influencing the people
CO-3	Apply the strategies to educate and entertain society as the role of media
CO-4	Analyze the sources of media for a better understanding of news and entertainment
CO-5	Understand, apply, analyze and evaluate the media and its positive and negative approaches.

UNIT I– MEDIA LITERACY – AN INTRODUCTION

16Hrs

What is media literacy?

Why do we know media literacy?

Different Perspectives of Media

Audience Perspectives of Media

Extra Reading/ Keyword: Media tools in the classroom

UNIT II – PRINT MEDIA

17Hrs

History of Print Media

News – how do people get the news

Entertainments

Advertisements – Public Relation - Propoganda

Extra Reading/ Keyword: media professionals

UNIT III– FILM INDUSTRY

16Hrs

Paradigm shifts in the film industry

Male and female stereotyping

Fantasy in filmmaking

Current trends- Horror movies

Influences

Extra Reading/Keyword: Media owners

UNIT IV– SOCIAL MEDIA

18Hrs

How do the search engines work?

Usage of social media tools

Usage of money payment apps

Proactive Behaviour of Social media users

Extra Reading/Keyword: Twitter, Blogs

UNIT V – MEDIA IMPACT

18Hrs

Current Status of Media

Mass Media Content and Reality

Proactive Perspectives on Media Effects

Broadening Our Perspectives on Media Effects

Who Owns and Controls the Mass Media

Media Violence

Extra Reading/Keyword: the educational system of our Society

Note: Texts given in the Extra reading /Keywords must be tested only through Assignments and Seminars.

Course Outcomes:**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Relate and recall the importance of Media Literacy in the curriculum.	PSO 1	R, U
CO-2	Identify the originality of the news, entertainment and advertising.	PSO 2	R
CO-3	Apply the Strategies to understand the influences of media	PSO 2	U
CO-4	Apply and illustrate the uses of social media and the role media plays in the lives.	PSO 3	R
CO-5	Analyze and evaluate media technology and its growth through a survey.	PSO 4	An
CO-6	Defend and justify the importance of media studies and their relevance among youth.	PSO 4	<u>U</u>

TEXTBOOKS:

1. Media Literacy in Action, a textbook by Renee Hobs
2. Introduction to Media Literacy by W.James Potter

BOOKS FOR REFERENCE:

1. Fake News, Propaganda, and Plain Old Lies: How to Find Trustworthy Information in the Digital Age by Donald A. Barclay
2. Children, Film Literacy by Becky Parry
3. Understanding Social Media (Decoding Media Literacy) by Pamela Del
4. Digital and Media Literacy: Connecting Culture and Classroom by Renee Hobs
5. Media Ownership by Gillian Doyle



(For Candidates admitted from the academic year 2021-22 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)

PO No.	Programme Outcomes <i>Upon completion of the B.Sc. Degree Programme, the graduate will be able to</i>
PO-1	Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development.
PO-2	Involve in research and innovative endeavors and share their findings for the wellbeing of the society.
PO-3	Work effectively in teams and take up leadership in multi-cultural milieu.
PO-4	Act with moral, ethical and social values in any situation.
PO-5	Excel as empowered woman to empower women
PO-6	Participate in activities towards environmental sustainability goals as responsible citizens.
PO-7	Pursue higher studies in the related fields of science, humanities and management.
PO-8	Enhance creative and critical thinking by interpreting, visualizing, designing and fashion forecasting to meet the demands of fashion and media industries at regional, national and global levels.
PO-9	Create strong fundamental concepts, techniques and tools that develop creative skills, entrepreneurial skills and artistic skills that assists to find solutions in current complex global scenario.

Programme Outcomes (POs)

PSO No.	<p style="text-align: center;">Programme Specific Outcomes</p> <p style="text-align: center;"><i>Upon completion of these courses the student would be able to</i></p>
PSO-1	Identify the media audience and adapt production procedures in contemporary print, electronic and new media industries.
PSO-2	Critically analyze the media structure, socio-cultural, political, economic forces that influence media content. Deconstruct media text and context through media literacy, media analysis tool and Research to evaluate media productions for its credibility.
PSO-3	Develop entrepreneurial skills and professional portfolios to produce innovative media products, services and design solutions to establish a unique identity in the dynamic media environment.

(For Candidates admitted from the academic year 2023-2024 onwards)
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
I B.SC VISUAL COMMUNICATION (2023-2026)

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
I	I	Language	Tamil/ Hindi/ French	U23TL1GEN01/ U23HN1HIN01/ U23FR1FRE01	6	3	100
	II	English	English	U23EL1GEN01	6	3	100
	II	Core Course -I	Introduction to Human Communication	U23VC1CCT01	5	5	100
		Core Course -II	Visual Arts and Aesthetics	U23VC1CCT02	5	5	100
		Elective Course-I (Discipline specific)	Digital Drawing and Painting* (Practical)/ Psychology	U23VC1ECP01 U23VC1ECT02	4	3	100
		Skill Enhancement Course SEC-I(NME-I)	Digital Storytelling and Scriptwriting	U23VC1SET01	2	2	100
	IV	Foundation Course	Communication Skills Development	U23VC1FCP01	2	2	100
		Value Education	Value Education			-	
		Total			30	23	700

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
II	I	Language	Tamil/ Hindi/ French	U23TL2GEN02/ U23HN2HIN02/ U23FR2FRE02	5	3	100
	II	English	English	U23EL2GEN02	5	3	100
	III	Core Course -III	Mass Communication Theories	U23VC2CCT03	5	5	100
		Core Course -IV	Radio Production	U23VC2CCP04	5	5	100
		Elective Course-II (Discipline specific)	Media Psychology/ Design Thinking (T)	U23VC2ECT03/ U23VC2ECT04	5	3	100
		Skill Enhancement Course (NME-2)	Human Communication	U23VC2SET02	2	2	100
	IV	Skill Enhancement Course SEC-3 -	Sustainable Rural Development and Student Social Responsibility	U23RE2SET03	2	2	100
		Massive Open Online Course (MOOC)	Online Course	U23EX2ONC01	-	2 Extra Credits	100
		Value Education		-	1		
		Internship/Field Work/Field Project 30 hours	-	U23EX2INT01		2 Extra Credits	
		Total			30	23+4 EC	800

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
III	I	Language	Tamil/ Hindi/ French	U23TL3GEN03/ U23HN3HIN03/ U23FR3FRE03	5	3	100
	II	English	English	U23EL3GEN03	5	3	100
	III	Core Course-V	Multimedia Technologies and Standards (Theory)	U23VC3CCT05	6	5	100
		Core Course-VI	Photography and Videography (Practical)	U23VC3CCP06	5	4	100
		Elective Course-III (Discipline specific)	Mass Communication Theories/ 2D and 3D Modelling (Practical)	U23VC3ECT05 U23VC3ECP06	5	4	100
		Skill Enhancement Course SEC- IV (Entrepreneurial Skill)	Multimedia Content Packaging (Practical)	U23VC3SEP04	2	2	100
	IV	Skill Enhancement Course SEC-V	Industrial Relation/ Design Thinking (Theory)	U23VC3SET05	1	1	100
		Massive Open Online Course (MOOC)	Online Course	U23EX3ONC02	-	2 Extra Credits	100
		Value Education			1	-	-
		Total			30	22+2 EC	800

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
IV	I	Language	Tamil/ Hindi/ French	U23TL4GEN04/ U23HN4HIN04/ U23FR4FRE04	5	3	100
	II	English	English	U23EL4GEN04	5	3	100
	III	Core Course VII	Film Appreciation and Analysis (Theory)	U23VC4CCT07	5	5	100
		Core Course VIII	Animation and Character Design (Practical)	U23VC4CCP08	5	5	100
		Elective Course (Discipline specific)-IV	Journalism/ Compositing and Visual Effects (Practical)	U23VC4ECT07 U23VC4ECP08	3	3	100
		Skill Enhancement Course SEC- VI (Discipline Specific)	Script Writing and Storyboard Development (Practical)	U23VC4SEP06	2	2	100
		Skill Enhancement Course SEC- VII (Discipline Specific)	Digital Skills for Employability: Learning Pathway – Microsoft Office Fundamentals and LinkedIn Career Essentials	U23VC4SET07	2	2	100
	IV	E.V.S		U23ES4EVS01	2	2	100
		Value Education			1	-	
		Internship/Field Work/Field Project 30 hours	-	U23EX2INT02	-	2 Extra Credits	
			Total			30	25+2EC

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
V	III	Core Course IX	User Experience Design (Theory)	U23VC5CCT09	5	4	100
		Core Course X	Advertising and Brand Communication (Theory)	U23VC5CCT10	5	4	100
		Core Course XI	Advanced 3D Texturing and Sculpting (Practical)	U23VC5CCP11	5	4	100
		Core Course XII	Audio-Visual Editing (Practical)	U23VC5CCP12	6	4	100
		Elective Course-V	Immersive Media Design (Theory)/ Visual Analysis Tool	U23VC5ECT09 U23VC5ECT10	4	3	100
		Elective Course-VI (Discipline specific)	Short Filmmaking (Fiction or Non-fiction) (Practical)/ Magazine production	U23VC5ECP11 U23VC5ECT12	4	3	100
	IV	Value Education		U23VE5LVE01 U23VE5LVC01 U23VE5LVB01	1	1	100
		Internship-30 hrs.		U23EX5INT03	-	2	100
			Total		30	25	900

Sem	Part	Course	Title of the paper	Code	Hours	Credits	Marks
VI	III	Core Course XIII	Media Writing Skills	U23VC6CCT13	5	4	100
		Core Course XIV	Media Entrepreneurship (Theory)	U23VC6CCT14	5	4	100
		Core Course XV -	Extended Reality Design (Practical)	U23VC6CCP15	5	4	100
		Core Course XVI - Capstone Project (Practical)	Project with Viva Research Methodology Course	U23VC6DIS01	4	2	100
		Elective Course - VII (Within School)	Media Culture in Tamil Nadu (Theory)	U23VC6ECT13 U23VC6ECT14	4	2	100
		Elective Course - VIII (Discipline specific)	Media Entrepreneurship/ Development Communication	U23VC6ECT15 U23VC6ECT16	4	2	100
		Professional Competency Skill -	Cyber Security Training for Media Professionals (Theory)	U23VC6SET08	2	2	100
		Value Education		U23VE6LVE02 U23VE6LVC02 U23VE6LVB02	1	1	100
		RESCAPES		U23EX6RES01	-	2 Extra Credits	100
	V	Extension Activity-SOC		U23EA6SOC01	-	1	100
		Total			30	22+2	900
	Grand Total			180	140+10	4900	

(For the candidates admitted in the year 2023-2024)

Course Title	Core Course III - MASS COMMUNICATION THEORIES
Code	U23VC2CCT03
Course type	THEORY
Semester	II
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS:

To enable the students to learn the most influential traditional and contemporary mass communication theories and their relevance for contemporary impact of media on society.

Course Objectives:

1. To remember and understand the need for communication through learning the Basic and Fundamental Theories of Communication.
2. To analyze and evaluate the different types of Sociological Theories and applying the theories to the media contents to find the relevance of the theories.
3. To apply, analyze and evaluate the knowledge of Normative Theories to find the relevance of the theories in the present media scenario.
4. To analyze and apply the Mass Communication Models in understanding the media messages and to prove the models of communication to be relevant in the present media scenario also identifying the drawbacks of each model.
5. To apply and evaluate the concepts of Mass Communication and Social Reality and to build a new democratic, active and participatory citizenship based on individual and collective responsibility as well as on solidarity and cooperation fostered by communication.

SYLLABUS

UNIT I: FUNDEMANDAL THEORIES OF MASS COMMUNICATION 15Hrs

Magic Bullet Theory

Two Step Flow Theory; Multi Step Flow Theory

Cultivation Theory

Cognitive Dissonance Theories

Extra Readings (keywords):Theories, mass communication.

UNIT II: SOCIOLOGICAL THEORIES AND THEORIES OF PERSUASION 15Hrs

Social learning theory

Agenda setting theory

Uses and gratification theory

Dependency theory
Play theory
Social Representation theory
Extra Readings (keywords): Accommodation Theory, Symbolic Interaction Theory

UNIT III: NORMATIVE THEORIES **16Hrs**

Authoritarian theory
Libertarian theory
Social responsibility theory
Soviet media theory
Democratic participant media theory
Convergence theory.
Extra Readings (keywords): Functions of Mass Media

UNIT IV: MASS COMMUNICATION MODELS **15Hrs**

Aristotle's model of Communication
Berlo's Model of Communication
George Gerbner's model
Theodore N. New combs model
Helical Model of Communication
Extra Readings (keywords): transactional model ,interactive model

UNIT V: MASS COMMUNICATION AND SOCIAL REALITY **14Hrs**

Mass media and the Indian family
Effects of media on education
Women and Mass media
Children and mass media
Violence in media and society
Media and erotica
Mass media and terrorism
Mass media and environmentalism
Extra Readings (keywords): watch dog, communist.

TEXT BOOKS

Kumar Keval J., (2000) Mass Communication in India, Jaico Publishing House: Mumbai.
Mc Quail, Dennis, Windhal, Steve – Communication Models (1981)
Agarwal, VirBala and Gupta, V.S.-Handbook of Journalism and Mass Communication (2001)

SUGGESTED READINGS

1. Handa, C. Visual rhetoric in a digital world: A critical sourcebook. Boston: Bedford/St. Martin's, 2004.

2. Griffin, E., & Langan, E. (2006). A First Look at Communication Theory, [web page], 3 November, 2013
3. Chandler, Daniel. Transmission Model of Communication. [Web Page], 10 December 2013.
4. Miller, K., Communication Theories: Perspectives, processes, and contexts. 2nd edition. New York: McGraw-Hill, 2005.
5. Sandra D. Collins, Interpersonal Communication: Listening and Responding, 2nd ed. South-Western, 2009
6. Coronel, S. S., "The Media as Watchdog," Harvard-World Bank Workshop, May 19, 2008.

WEB REFERENCES

1. <https://www.communicationtheory.org/list-of-theories/>
2. <https://www.communicationtheory.org/normative-theory-four-theories-of-the-press/>
3. <https://courses.lumenlearning.com/introductiontocommunication/chapter/functions-of-communication-theory/>
4. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.557.7617&rep=rep1&type=pdf>

Note: Learners are advised to use latest edition of books.

Course Outcomes:

CO No.	Course Outcomes	Cognitive Level(K1-K6)
CO-1	Recall and Relate the importance of fundamental communication theories which helps to understand people and their communities, the media and associations with the society in the communication process.	K1
CO-2	Understand and identify the value including their underlying assumptions and the predictions which makes the learner more competent communicator.	K2
CO-3	Apply the communications theories and models in crisis using effective conflict management techniques in present technological scenario.	K3
CO-4	Analyze the importance of Communication theories and associate the theories with contemporary societal issues and effectively make realistic understanding on the communication theories.	K4

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H					M	H	H	H
CO-2	H		H	M	L		H	M	H
CO-3	H			H			H	M	M
CO-4	H	H	H	M	M	H	H	H	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	M	H	H
CO-2	M	H	M
CO-3		H	H
CO-4	H	H	H

(For the candidates admitted in the year 2023-2024)

Course Title	Core Course -IV RADIO PRODUCTION
Code	U23VC2CCP04
Course type	Practical
Semester	II
Hours/Week	5
Credits	5
Marks	100

Conspectus

To provide students with an insight into the skills, tools, and influences placed upon programmers in the field of radio. Specifically, it will focus on the operation of radio technology and the production of radio programs. It provides students with an opportunity for practical experience with university radio stations.

COURSE OBJECTIVES:

1. To understand the basic concepts of Radio medium.
2. To learn professional audio production values and techniques and distinguish between good and bad production techniques.
3. To develop an understanding of professional radio procedures and practices.
4. To identify and develop their individual talents/skills while recognizing the importance of working together as a team.
5. To create radio programs with the help of learned production techniques.

SYLLABUS

UNIT I INTRODUCTION TO RADIO MEDIUM

12hrs

History of radio

Formats of radio

Role of producer

Community Radio & Commercial Radio

Extra Reading/ Keyword: History of Radio Medium

UNIT II CONSOLES AND SOUND

12hrs

Basics of sound

Mixing and sub mixing

Microphone selection and use

Extra Reading/ Keyword: Consoles and Microphones

UNIT II PROGRAM PRODUCTION I

12 Hrs

Techniques of writing for radio

Recorded programmes

Recorded voice and music

Live on – air productions – Duties of on – air producer

Cue sheets and Log books

Extra Reading/ Key word: On-air, Live Audio medium

UNIT III CONSOLES AND SOUND

12hrs

Basics of sound

Mixing and sub-mixing

Microphone selection and use

Extra Reading/ Keyword: Consoles and Microphones

UNIT IV PROGRAM PRODUCTION II

12 Hrs

Radio Magazine (Drama, Jingles, features, Narration, Talkshows, LiveProgrammes)

Editing techniques:

Editing a sound file Marking the edit points, Copying, pasting and looping

Add Sound Effects, BGM

Finalizing the Program

Podcasting techniques

Extra Reading/ Keyword: Production of different audio works.

UNIT V RADIO JOCKEY

12 Hrs

Know your voice, know your listener

Presentation Techniques

Role of Announcer

/Radio Jockey & Newsreader

Extra Reading/ Keyword: Post-production of audio works

Note: Texts given in the Extra reading /Keywords must be tested only through Assignments and Seminars.

TEXTBOOKS

Hausman, Carl and Benoit Philip, Messere Fritz (2005) Modern Radio Production, New York: Routledge. 2005

Housman, Carl (2004) Modern Radio Production. Canada: Wadsworth publication.

SUGGESTED READINGS

1. McLeish, James, (1999) Radio production. Burlington: Focal Press

2. Bhatt, S.C (1993) Broadcast Journalism– Basic Principle. New Delhi: Haranand Publications
3. Thangamani, P (2000) History of Broadcasting in India. Chennai: PonniahPathipagam
4. Baruah U. L (1983) All India Radio. New Delhi: Government of India publications

WEB REFERENCE:

<https://www.nios.ac.in/media/documents/srsec335new/ch11.pdf>

<https://egyankosh.ac.in/bitstream/123456789/8366/1/Unit-3.pdf>

researchgate.net/publication/317850997_INTRODUCTION_TO_RADIO_PRODUCTION

<https://egyankosh.ac.in/bitstream/123456789/74337/1/Unit-1.pdf>

Note: Learners are advised to use the latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Demonstrate the Concepts of radio as a medium of mass communication, radio broadcasting technicalities, AM and FM radio.	K1
CO-2	Listen and understand the radio programs and the formats and genres of radio programming.	K2
CO-3	Apply the Concept of radio studio layout theoretically and a visit practically to a radio station for a better understanding.	K3
CO-4	Analyze the Practical techniques of basic Radio production and sound editing skills.	K4
CO-5	Evaluate the radio scripts for finalizing the process of programme production.	K5
CO-6	Create scripts for television and radio news programmes	K6

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		H			H	H	H	H
CO-2	M		H	M		L	M	M	M
CO-3	H	M	H			M	M	H	H
CO-4	H	M	H	H	M	M		H	H
CO-5	M	H	H	H	M	H	M	H	H
CO-6	H	M	M	M	M	M	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	
CO-3		H	H
CO-4	H	H	H
CO-5	H	H	H

(For the candidates admitted in the year 2023-2024)

Course Title	Elective Course-II - MEDIA PSYCHOLOGY
Code	U23VC2ECT03
Course Type	THEORY
Semester	II
Hours/Week	5
Credits	3
Marks	100

CONSPECTUS

To understand the basic concepts of human and media psychology and to analyse and apply psychological concepts to the field of visual communication.

COURSE OBJECTIVES:

1. To remember and understand the main concepts and teachings of various schools of psychology.
2. To understand the structure and the functions of the five senses, perceptions by movement, depth, and extrasensory perception and apply them in the process of perception and becoming aware of their roles in perception.
3. To understand and apply the psychological basis of learning, personality and motivation.
4. To understand, apply and evaluate media psychology and relate it to the field of visual communication.
5. To understand and analyze the psychological effects of media and its violence.

SYLLABUS

UNIT I: INTRODUCTION TO PSYCHOLOGY

12 Hrs

Psychology – meaning, nature and scope

Structuralism

Functionalism

Gestalt School of Psychology

Behavioral School of Psychology

Psychoanalysis.

Extra Readings /keywords: behaviorism, disposition

UNIT II: PERCEPTION AND AWARENESS

12 Hrs

Characteristics of senses

Object perception

Organization and perception

Movement perception

Depth perception

Colour Psychology

Attention and perception

Extrasensory perception.

Extra Readings /keywords: perception, sensory impression

UNIT III: LEARNING, PERSONALITY AND MOTIVATION

12 Hrs

Language and thought

Nature of intelligence

Age, changes in Intelligence

Shaping of personalities

Testing aptitudes and achievements

Human motivation

Physiological basis of motivation

Extra Readings /keywords: social learning theory, drives

UNIT IV: MEDIA PSYCHOLOGY

12 Hrs

Cognitive, emotional, and behavioural effects of media exposure

Theories of Personality and Psychology of Media and Politics

Media literacy and critical thinking

Media and self-concept

Extra Readings /keywords: patterns of behaviour

UNIT V: PSYCHOLOGICAL EFFECTS AND INFLUENCES OF MEDIA 12 Hrs

Visual and auditory perception in media

Stereotypes and Representation

Media and body image

Media violence and aggression

Media literacy and prevention

Extra Readings /keywords: media and prosocial behaviour

FOR ASSIGNMENT AND SEMINAR PRACTICE:

1. Mobile Phone Addiction Scale.
2. Problematic Pornography Consumption Scale.
3. Scale on Web series Effectiveness.
4. Social Networking Usage Questionnaire.
5. Facebook Addiction Scale.

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

1. Clifford T. Morgan and Richard A. King. 4th Ed Introduction to psychology, McGraw–Hill publishers USA1971.
2. Richard .L. Aktinson , Introduction to Psychology ,Brace Jovanovich publication, USA,(1981)
3. Giles. D, (2003). Media Psychology, Lawrence Erlbaum Associates & Publishers: London.

SUGGESTED READINGS

1. Clifford T. Morgan and Richard A. King. 4th Ed Introduction to Psychology, McGraw–Hill publishers USA1971.
2. Ernest. R.Hiliard, Theories of Learning Eastern Company, New Delhi (1981).
3. Marel.J. Moskowitz,,General Psychology ,Houghton Mifflin publication, Boston,(1996).
4. Rita.L. Atkinson, Advanced educational psychology, Kanishka publishers, New Delhi (1997).
5. Ramnath Sharma, History of Psychology, A, Rajhans publication Meerut (1990).

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<https://www.indiastudychannel.com/resources/128517-Schools-of-psychology.aspx>
<https://eduardolbm.files.wordpress.com/2014/10/a-general-introduction-to-psychoanalysis-sigmund-freud.pdf>
<https://nba.uth.tmc.edu/neuroscience/m/s2/chapter12.html>
<https://courses.lumenlearning.com/wmopen-psychology/chapter/outcome-sensation-and-perception>
<https://www.livescience.com/ESP>
<https://www.verywellmind.com/what-is-maslows-hierarchy-of-needs>
<https://www.psychologydiscussion.net/social-psychology-2/social-behaviour/social-behaviour-meaning-bases-and-kinds/1310>

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Remember the various elements of the human mind and behaviours based on the concepts and teachings of various schools of Psychology.	K1
CO-2	Understand the characteristics of visual and auditory senses in perception and perception of depth, movement and extrasensory perception.	K2
CO-3	Apply the principles of psychological basis for human motivation and social behaviour.	K3
CO-4	Analyse the relevancy of media psychology in areas such as advertising, entertainment, and social media.	K4

CO-5	Evaluate the cognitive, emotional, and behavioural effects of media exposure.	K5
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(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	H	M	H	L	M	M	H	M
CO-2	H	H	H	H	L	-	H	H	H
CO-3	H	H	H	H	-	-	H	M	H
CO-4	H	H	M	H	M	L	H	H	M
CO-5	H	H	H	H	-	-	H	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	M
CO-3	H	M	H
CO-4	H	H	M
CO-5	H	H	H

Course Title	Skill Enhancement Course (NME-2)–Human Communication
Code	U23VC2SET02
Course type	Theory
Semester	II
Hours/Week	2 Hrs
Credits	2
Marks	100

(For the candidates admitted in the year 2023-2024)

CONSPECTUS

To understand the nature, and process of human communication in Communication and apply the basic concepts to develop presentation skills, and techniques and to build healthy relationships through effective communication.

COURSE OBJECTIVES

1. To understand the evolution, function and need of Communication in human society for personal and professional success.
2. To analyze and understand the different types of communication and the barriers which are involved in communication process in order to develop the communication skill for effective communication that achieves a balance between the sender and receiver.
3. To analyze, interpret the concepts of Body Language and non-verbal communication and apply these nonverbal skills to develop interpersonal skills, to interpret, to enhance the personal impact and help resolve differences of opinion.
4. To analyze and apply the Models of Communication relating to the Human Communication to enhance communication process in the modern society.
5. To identify the significant role of Information Technology and apply the emerging trends in communication for holistic growth of humans in the technological scenario.

SYLLABUS

UNIT I: EVOLUTION OF HUMAN COMMUNICATION

6 Hrs

Communication –History, definitions, nature and scope

Human communication process

7c's of communication

Verbal, Non-verbal communication

Functions of communication.

Extra Readings /key words: organizational communication

UNIT II: COMMUNICATION – TYPES AND BARRIERS **6 Hrs**

Types of Communication - Mass communication,

Mass-line communication and Interactive communication.

Barriers to communication- Physical, Linguistic, Cultural, Mechanical.

Extra Readings /key words: Taboos, Grapevine, Lateral, Public Communication

UNIT III: BODY LANGUAGE **6 Hrs**

Functions and Characteristics of body language

Kinesics, Proxemics, Chronemics,

Space, Territorial and Touch communication

Extra Readings /key words: Ethnocentrism, Paralanguage

UNIT IV: MODELS OF COMMUNICATION **6 Hrs**

Lasswell model

Shannon and weaver model

Osgood and Schramm model

Berlo's SMCR Model

Extra Readings /key words: Communication is Symbolic

UNIT V: INFORMATION TECHNOLOGY AND COMMUNICATION **6 Hrs**

Impact of communication technology on culture.

Emerging Trends in information transfer.

Extra Readings /key words: Information age

TEXT BOOKS

Kumar Keval J., (2000) Mass Communication in India, Jaico Publishing House: Mumbai.

John Fiske & Henry Jenkins (2011) Introduction to Communication studies - 3rd edition, Routledge, Oxon.

SUGGESTED READINGS

1. Morreale, Sherwayn.P, Spitzberg, Brain, H & Barge. J Kevin – Human communication- Motivation, Knowledge & Skills, Sage publishers, London.
2. Allan & Barbara Pease (2004) –Body language, Manjul publishing house pvt. ltd Bhopal, Mumbai–23.
3. Hedwig Lewis (2000) Body language, sage publications India pvt.ltd greater Kailas market, New Delhi–48.
4. Little John W. Stephen (2003), Theories of Human Communication, Library of Congress Cataloging–in–Publication Data, New Mexico.
5. Shukla, SK., (2006), Mass media and Communication, Cybertech Publishing, New Delhi.

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https://www.reddit.com/r/CollegeTextbook/comments/hcbixx/pdf_ebook_human_communication7th_edition_by_judy/

https://e-edu.nbu.bg/pluginfile.php/331752/mod_resource/content/0/Allan_and_Barbara_Pease_-_Body_Language_The_Definitive_Book.pdf

<https://www.pdfdrive.com/the-dictionary-of-body-language-a-field-guide-to-human-behavior-e191725066.html>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall and relate the importance of communication which will develop knowledge, listening skills, and judgment around human communication that facilitate the ability to work collaboratively with others in the society.	K1
CO-2	Identify the types communication barriers and develop the skills to overcome these barriers which enable the communicators to deliver the right message to the right person at the right time in order to communicate effectively in their personal and professional life.	K2
CO-3	Apply the communications models in crisis using effective conflict management techniques in present technological scenario.	K3
CO-4	Analyze the importance of body language in human communication to send and interpret nonverbal messages accurately and effectively for the better understanding in human relationship.	K4

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	M	H	H	H	H	H	M	H
CO-2	H	H	H		H	H	M	H	
CO-3	M	H	H	M	H		H		H
CO-4	H	H	H	M	H	M	H	M	

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	M	H
CO-2	H	H	M
CO-3	M	H	H
CO-4	H	H	M

(For Candidates admitted from the academic year 2022-2023 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
II UG COURSE PATTERN
B.Sc. VISUAL COMMUNICATION

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
I	I	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U22TL1TAM01 U22HN1HIN01 U22FR1FRE01	3	3	100
	II	English	English Paper I	U22EL1GEN01	3	3	100
	III	Major Core 1	History of Indian Media	U22VC1MCT01	4	4	100
		Major Core 2	Human Communication	U22VC1MCT02	4	4	100
		Major Core -3	Visual Literacy and Drawing- Practical	U22VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U22VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U22VC1ALT02	4	2	100
	IV	Environmental studies	Environmental studies	U22ES1EVS01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U22VE2LVE01/ U22VE2LVB01/ U22VE2LVC01	1	-	-
	V	Extension activities	Service Oriented Course	Anyone activity based on the student's choice	-	-	-
	VI	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U22EX1INT01	-	2(Extra Credits)	100
				Total	30	22+ 2*	800+10 OEC

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks	
II	I	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U22TL2GEN02 U22HN2HIN02 U22FR2FRE02	3	3	100	
	II	English	English Paper II	U22EL2GEN02	3	3	100	
	III	Major Core 4	Mass Communication Theories	U22VC2MCT04	5	4	100	
		Major Core 5	Radio Production	U22VC2MCP05	4	4	100	
		Major Core 6	Psychology	U22VC2MCT06	4	3	100	
		Allied-3	Art and Aesthetics	U22VC2ALT03	4	2	100	
		Major SBE- 1	Computer Literacy for Visual Communication	U22VC2SBT01	2	1	100	
	IV	Skill-Based Course- 1	Soft Skill Development	U22SS2SBC01	2	1	100	
		Skill-Based Course (SBC- 2)	Sustainable Rural Development and Student Social Responsibility	U22RE2SBC02	2	1	100	
		Value Education	Bible/Catechism/Ethics	U22VE2LVE01/ U22VE2LVB01/ U22VE2LVC01	1	1	100	
		EXTRA CREDIT	Online Course	U22EX2ONC01			1EC	100
	V	Extension activities	Service Oriented Course	-	-	-	-	
		Extra credit	RESCAPES				1EC	
	VI	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U22EX1INT02	-		2(Extra Credit)	100
				Total	30	23+4 EC	1000+ 100EC	

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks	
III	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U22TL3TAM03 U22HN3HIN03 U22FR3FRE03	3	3	100	
	II	English	English Paper III	U22EL3GEN03	3	3	100	
	III	Major Core-7	Digital Photography (Lab cum Theory)	U22VC3MCP07	5	4	100	
		Major Core-8	Graphic Design (Practical)	U22VC3MCP08	4	3	100	
		Major Elective -1	Advertising (Major to Elective)	U22VC3MET01	5	4	100	
		Major Skill- Based Elective- 2	Advertising Production (Practical)	U22VC3SBP02	2	1	100	
		Allied-4	Media Writing Skills (with in school)	U22VC3ALT04	4	2	100	
		Non Major Elective-NME- 1	Basics of advertising	U22VC3NMT01	2	2	100	
		Value education	Ethics II/ Bible studies II/ Catechism II	U22VE4LVE02/ U22VE4LVB02/ U22VE4LVC02	1	-	-	
	IV	EXTRA CREDIT	Online Course	U22EX3ONC02		1	100	
		Gender studies	Gender studies	U22WS3GST01	1	1	100	
		VI	Extension Activities	Service Oriented Course		-	-	-
			Internship/Field Work/Field Project 30 hours- Extra Credit	U22EX3INT03		-	2	100
Total					30	23+3 EC	900+ 100EC	

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U22TL4GEN04 U22HN4HIN04 U22FR4FRE04	3	3	100
Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Mark
	II	Major Core -11	English Papers IV Tools	U22VC4GEN04 U22VC5MCP12	3	5	100
	III	Major Core -9	Elements of Film	U22VC4MCP09	5	4	100
	III	Major Core -12	Fundamentals of	U22VC5MCP12	5	4	100
IV	III	Major core -10	Screenplay Writing	U22VC4MCT10	4	4	100
		Major elective - 2	Journalism (with in school)	U22VC4MET02	4	3	100
		Allied -5	Media Culture and Society	U22VC4ALT05	4	2	100
		Allied -6	Computer Graphics- I	U22VC4ALP06	4	2	100
		Non Major Elective- NME-2	Fundamentals of Photography	U22VC4NMP02	2	2	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U22VE4LVE02/ U22VE4LVB02/ U22VE4LVC02	1	1	100
	V	Extension Activity	Service Oriented Course	U22EX4SOC01	-	2	100
			RESCAPES-	U22EX4RES02		1	100
		Internship/Field Work/Field Project 30 hours- Extra Credit		U22EX4INT04	-	2	100
Total					30	24+5E C	900+ 200 (EC)

V			Editing (Lab cum theory)				
		Major Core-13	Media Management	U22VC5MCT13	5	4	100
		Major Core Practical-14	Television Production (Lab cum Theory) / Computer Graphics-II(Practical)	U22VC5MCP14 U22VC5MCP15	6	4	100
		Major elective -3	(Public Relations & Event Management) within school	U22VC4MET03	4	3	100
		NME - 3	Film Appreciation	U22VC5NMT03	3	3	100
			Industrial Relation	U22VC5IRT01	1	1	100
		EXTRA CREDIT	Online Course	U22VC5OCT01		1	100
		Value Education	Ethics / Bible studies / Catechism	U22VE6LVE03/ U22VE6LVB03/ U22VE6LVC03	1	-	-
		Internship/Field Work/Field Project 30 hours- Extra Credit		U22EX5INT05	-	2	100
	IV						
TOTAL					30	24+ 3EC	700+ 200EC

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks
VI	III	Major Core-15	Development Communication	U22VC6MCT15	5	5	100
		Major Core-16	Media Laws and Ethics	U22VC6MCT16	6	5	100
		Major Core-17	Portfolio (Practical)	U22VC6MCP17	5	4	100
		Major Core Practical - 18	Project	U22VC6MCP18	5	4	100
		Major Elective 4	New Media Studies	U22VC6MET04	4	3	100
		NME – 4	Women and Media	U22VC6NMT04	2	2	100
		Skill-Based Elective- 3	Research Methodology (Theory cum practical)	U22DS6SBC03	2	1	100
	IV	Value Education	Ethics / Bible studies / Catechism	U22VE6LVE03/ U22VE6LVB03/ U22VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U22RE6ETF01		1	100
			Internship/Field Work/Field Project 30 hours- Extra Credit	U22EX6INT06	-	2	100
TOTAL					30	24+ 3 EC	700+ 200 EC
GRAND TOTAL					180	140+20	5000+ 900(EC)

(For the candidates admitted in the year 2022-2023)

Course Title	MAIN CORE 9 –ELEMENTS OF FILM
Code	U22VC4MCP09
Course Type	PRACTICAL
Semester	IV
Hours/Week	5
Credits	4
Marks	100

Conspectus:

To enable the students to understand various key elements of film production and to encourage the students to appreciate aesthetics of regional, national and international films.

Course Objectives:

The Learner will be able to

1. To remember and understand world cinema by learning about various film ideologies, movements and theories.
2. To understand, apply and analyze mise-en-scene in films to get a clear view about the beautification of each shot.
3. To understand, apply and analyze the cinematography which will enable them to generate meaning out of each cinematic action making use of composition, sound and effects.
4. To understand, apply and create storyboards using the writing techniques in visual media narrative elements for feature films and documentaries.
5. To understand, apply and evaluate film appreciation by analyzing the making of the film and its psychology.

UNIT I: WORLD CINEMA

12Hrs

World cinema – Hollywood, Iran, Hong–Kong, Latin America, African an overview
Post modernism
Indian - Tamil Cinema
Film form, Film ideology
Film movement, Film Theory
World cinema and globalization

Extra Readings /key words: horse galloping

UNIT II: WRITING FOR VISUAL MEDIA

12 Hrs

Narrative elements – theme–Plot–Time setting–Characterization
Writing style
Audience analysis–Appeals, Organization
Storyboard – Features and documentaries

Writing techniques – form, approach, process, technique
Documentaries– style, structure and mini documentaries
Extra Readings /key words: script formats, Freytag pyramid

UNIT III: CINEMATOGRAPHY

12Hrs

Lens –Shots, Proxemics, Angle, movement, Focus, Lens perspective,
Composition–Constructing the scene
Editing Principles –Basic rules and terms, Linear and non–linear editing
Picture and sound editing
Finishing the film

Extra Readings /key words: motion capture picture

UNIT IV: MISE–EN–SCENE

12Hrs

Mise – en – scene
Sound microphones
Recording strategies
Uses of Sound.

Extra Readings /key words: settings, props

UNIT V: PRACTICAL

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK

1. Ascher Steven, Pinous Edward–The Film Maker’s Hand Book, Penguin Group, NewYork, (1984)
2. Hayward Susan – Key Concept in Cinema Studies, Routledge, London, (2004)

SUGGESTED READINGS

1. Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, (1979).
2. Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London. (2000).
3. Wasko Janet – How Hollywood Works, Sage Publication, London, (2003)
4. In The Blink of an Eye: A Perspective on Film Editing / Walter Murch (2004)

WEB REFERENCES:

1. <https://www.pdfdrive.com/the-oxford-history-of-world-cinema-d184835071.html>
2. <https://www.pdfdrive.com/mise-en-sc%C3%A8ne-film-style-and-interpretation-e194683721.html>
3. <https://www.pdfdrive.com/writing-for-visual-media-third-edition-e185648247.html>
4. <https://www.pdfdrive.com/cinematography-theory-and-practice-second-edition-image-making-for-cinematographers-and-directors-e163582469.html>

Note: Learners are advised to use latest edition of books.

Course Outcomes (CO):

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate film ideologies.	PSO 1	R, U
CO-2	Describe the importance of mise-en-scene in a film	PSO 2	R
CO-3	Analyze the type of shot, angle and movement used in the cinema.	PSO 2	U
CO-4	Differentiate between the types of effects used in editing a movie.	PSO 3	R
CO-5	Formulate storyboards for various films and documentaries.	PSO 4	An
CO-6	Criticize a movie	PSO 1	An

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		H			H	H	H	H
CO-2	M		H	M		L	M	M	M
CO-3	H	M	H			M	M	H	H
CO-4	H	M	H	H	M	M		H	H
CO-5	M	H	H	H	M	H	M	H	H
CO-6	H	M	M	M	M	M	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	
CO-3		H	H
CO-4	H	H	H
CO-5	H	H	H

(For the candidates admitted in the year 2022-2023)

Course Title	MAJOR ELECTIVE –2 JOURNALISM
Code	U22VC4MET02
Course Type	THEORY
Semester	IV
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS:

To understand the basics skills and techniques involved in Journalism to provide basics training in the industry of journalism.

Course Objectives:

1. To understand the basic concepts of Journalism
2. To impart the fundamentals of Journalism, Evolutionary Process and practices
3. To develop an understanding of professional Reporting skills and techniques.
4. To apply, analyze and evaluate the Media Ethics and Press codes to be a good journalist
5. To train the students to develop inquisitive and analytical skills to be successful as a Journalist.

SYLLABUS

Unit I- INTRODUCTION TO JOURNALISM

12Hrs

Introduction to Journalism: its meaning and scope;
History of Journalism in India
Principles of journalism;
Role of Journalism
Types of Journalism

Unit II- NEWS PAPER STRUCTURE

12Hrs

Organization-need and types,
News Writing and Structure of News
Newspaper organization
Newspaper Structure
News channel Structure
Narrative journalism
Online Journalism
Mobile Journalism

Unit III – REPORTING SKILLS

12Hrs

Reporting: Reporter-Functions and Qualities

Types of Reporting,
Interview Techniques
Covering Speeches, Meetings, Press Conferences
Investigative Journalism
Reporting Emergencies and Business Stories

Unit IV - ETHICS AND ORGANIZATIONS OF JOURNALISM

12Hrs

News and News values
Inverted Pyramid Structure
ABC of news, definitions of news
Freedom of Press
Code of Ethics for Indian Journalists
Laws pertaining to Journalism
Press Organizations: PCI,ABC, PTI, RNI.etc
PCI guidelines

Unit V

12Hrs

Application Writing features, editorials, book reviews, art appreciation, film reviews and Prepare Lab journal.

TEXT BOOKS

1. Hartley, John (2004), Key concepts in communication, Routledge, London
2. Merrill, c. John (1994) , Modern Mass Media, Harper Collins College Publishers, London
3. Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York
4. Biagi, Shirley (2001), Media Impact, Wadsworth, USA
5. Mathan P.N. (1985), Communication Media, government publication, New Delhi

SUGGESTED READINGS

Kumar Keval J., (2000) Mass Communication in India, Jaico Publishing House: Mumbai.
Essentials of Practical Journalism by Vir Bala Aggarwal (2006)

WEB REFERENCES

<https://hostnezt.com/cssfiles/journalism/Introduction%20to%20Journalism%20By%20Richard%20Rudin.pdf>
<https://egyankosh.ac.in/bitstream/123456789/59543/1/BLOCK2.pdf>
<https://old.mu.ac.in/wp-content/uploads/2022/03/SYBA-JOURNALISM.pdf>
https://www.academia.edu/38813261/AN_INTRODUCTION_TO_JOURNALISM

Note: Learners are advised to use the latest edition of books.

Course Outcomes (CO):

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall and relate the importance of fundamentals of journalism which helps to understand people and Society	K1
CO-2	Understand and identify the news values and Media Ethics including their underlying assumptions and the predictions which makes the learner more competent communicator.	K2
CO-3	Apply the Reporting skills and techniques in crisis using effective conflict management techniques in present Media scenario.	K3
CO-4	Analyze the importance Journalism with contemporary societal issues and effectively make realistic understanding on the societal development.	K4
CO-5	Evaluate competently the use of technology appropriate to the medium land develop the analytical skills as a journalist.	K5

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H					M	H	H	H
CO-2	H		H	M	H		H	M	H
CO-3	M			H			H	M	M
CO-4	H	H	M	M	L	H	H	L	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	M	H	L
CO-2	M	H	M
CO-3		H	H
CO-4	H	H	H

(For the candidates admitted in the year 2022-2023)

Course Title	NON-MAJOR ELECTIVE 3- FUNDAMENTALS OF PHOTOGRAPHY
Code	U22VC4NMP02
Course Type	Lab cum Theory
Semester	IV
Hours/Week	2
Credits	2
Marks	100

CONSPECTUS:

To provide specialized training in shooting photographs and to enable the students to understand and use photographs as a medium for effective communication

Course Objectives:

1. To remember and understand the applications, types and functions of cameras and photography.
2. To understand and apply the types of lighting in photography and how to control natural and artificial light.
3. To remember, understand and apply to capture a photograph with the use of Aperture, Focus, Shutter speed, Depth of field, Composition and Subject.
4. To remember, understand and apply to choose the art of digital cameras and how to manipulate the art of photography.
5. To understand, apply and create the final project.

UNIT I: PHOTOGRAPHY – AN INTRODUCTION

6 Hrs

History of Photography - Functions of Camera - Types of shots and angles.

Extra Readings/ keywords: Daguerreotype,

UNIT II: TECHNIQUES OF LIGHTING

6 Hrs

Major Types of Light natural and artificial lighting- Indoor and outdoor lighting – Three point lighting - Flash light intensity measurements- lighting equipment -

Extra Readings/keywords: Rule Of Third, Lighting Accessories.

UNIT III: PHOTOGRAPHIC TECHNIQUES

6 Hrs

Lenses - Focal Length - Exposure Triangle-Camera Modes- Flash Modes- ISO settings- Introduction to Mobile Photography - PRO

Extra Readings/ key words: Principles of VN Editing

UNIT IV: THE ART OF PHOTOGRAPHY

6 Hrs

Photography Composition: - Rule of Third, negative Space, symmetry, leading line, horizontal line. Emphasizing factors of composition - Elements of composition- Shapes - Balance – Pattern – Texture- Portraits, Architecture and Landscapes Animals, Still Life.

Extra Readings/ key words: Photo montage / Collage

UNIT V: PORTFOLIO AND PRESENTATION

6 Hrs

Studio Internship: - Practical

Photo Essay, photography scrap book, IV to Kodaikanal- Travelling photography

Extra Readings/ key words: Mirror less Camera

TEXT BOOK

Joel Sartore - Fundamentals of Photography, Published by the Great Courses, (2012)

Hands Geoffrey – The Handbook of Digital Photography, Silver Dale Book, (2004)

BOOKS FOR REFERENCE

Theory and Practice of color (life series) by France Gerritson.

Book of color Photography by Adrain Bailey and Holloway.

Color films by Jeorge Wakefield. 4. Color Printing in Practice by Jack Tailor.

Ansel Adams Guide to Basic techniques of Photography.

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	Cognitive Level(K1-K6)
CO-1	Recall the types of cameras used in the current trend	K1
CO-2	Discuss and apply the photo composition	K2
CO-3	Extrapolate how to manipulate digital photography	K3
CO-4	Analyze and compose the photo essay and photo feature	K4
CO-5	Create employability and entrepreneurship qualities among students	K6

(For Candidates admitted in the academic year 2021-22)
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SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
III UG COURSE PATTERN

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
I	I	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U21TL1TAM01 U21HN1HIN01 U21FR1FRE01	3	3	100
	II	English	English Paper I	U21EL1GEN01	3	3	100
	III	Major Core 1	History of Indian Media	U21VC1MCT01	4	4	100
		Major Core 2	Human Communication	U21VC1MCT02	4	4	100
		Major Core Practical -3	Visual Literacy and Drawing –Practical	U21VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U21VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U21VC1ALT02	4	2	100
	IV	Environmental studies	Environmental studies	U21RE1EST01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U21VE2LVE01/ U21VE2LVB01/ U21VE2LVC01	1	-	-
	V	Extension activities	Service Oriented Course	Anyone activity based on the student's choice Students Choice	-	-	-
	VI	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP1ECC01	-	2(Extra Credit)	100
				Total	30	22+ 2*	800+100 EC

Sem	Part	Course	Title Of The Course	Code	Hrs/Week	Credits	Marks	
II	I	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U21TL2GEN02 U21HN2HIN02 U21FR2FRE02	3	3	100	
	II	English	English Paper II	U21EL2GEN02	3	3	100	
	III	Major Core 4	Mass Communication Theories	U21VC2MCT04	5	4	100	
		Major Core 5	Radio Production	U21VC2MCP05	4	4	100	
		Major Elective I	Psychology	U21VC2MET01	4	3	100	
		Allied-3	Art and Aesthetics	U21VC2ALT03	4	2	100	
		Major SBE - 1	Computer Literacy for Visual Communication	U21VC2SBT01	2	1	100	
	IV	Skill-Based Elective- 1	Soft Skill Development	U21RE2SBT01	2	1	100	
		Skill-Based Elective- 2	Sustainable Rural Development and Student Social Responsibility	U21RE2SBT02	2	1	100	
		Value Education	Bible/Catechism/Ethics	U21VE2LVE01/ U21VE2LVB01/ U21VE2LVC01	1	1	100	
	V	Extension activities	Service Oriented Course	-	-	-	-	
	VI	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP2ECC02	-	2(Extra Credit)	100	
					Total	30	23+2 EC	1000+ 100EC

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks
III	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U21TL3TAM03 U21HN3HIN03 U21FR3FRE03	3	3	100
	II	English	English Paper III	U21EL3GEN03	3	3	100
	III	Major Core-6	Advertising	U21VC3MCT06	5	4	100
		Major Core-7	Digital Photography (Lab cum Theory)	U21VC3MCP07	4	3	100
		Major Core-8	Graphic Design (Practical)	U21VC3MCP08	4	3	100
	Major Skill- Based Elective- 2	Advertising Production	U21VC3SBP02	2	1	100	
	Allied-4	Media Writing Skills (with in school)	U21VC3ALT04	4	2	100	
	NME-1	Basics of advertising	U21VC3NMT01	3	3	100	
	Value education	Ethics II/ Bible studiesII/ Catechism II	U21VE4LVE02/ U21VE4LVB02 / U21VE4LVC02	1	-	-	
	IV	Gender studies	Gender studies	U21WS3GST01	1	1	100
	VI	Extension Activities	Service Oriented Course		-	-	-
		Internship/Field Work/Field Project 30 hours- Extra Credit	U21SP3ECC03	-	2	100	
Total					30	23+2 EC	900+ 100EC

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
IV	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U21TL4GEN04 U21HN4HIN04 U21FR4FRE04	3	3	100
	II	English	English Paper IV	U21EL4GEN04	3	3	100
	III	Major Core-9	Elements of Film	U21VC4MCP09	4	3	100
		Major core -10	Screenplay Writing	U21VC4MCT10	4	4	100
	IV	Major elective - 2	Journalism (with in school)	U21VC4MET02	4	3	100
	IV	Allied -5	Media Culture and Society	U21VC4ALT05	4	2	100
		Allied -6	Computer Graphics – I	U21VC4ALP06	4	2	100
		Non Major Elective- NME-2	Film Appreciation	U21VC4NMT02	3	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U21VE4LVE02/ U21VE4LVB02/U 21VE4LVC02	1	1	100
			Service Oriented Course	Any one activity based on the Student's choice (15Activities)	-	2	100
		Internship/Field Work/Field Project 30 hours- Extra Credit	U21SP4ECC04	-	2Extra Credit	100	
Total					30	24 +4EC	900+ 200EC

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Mark
V	III	Major Core-11	Visual Analysis Tools	U21VC5MCT11	5	4	100
		Major Core -12	Fundamentals of Editing(Lab cum theory)	U22VC5MCP12	5	4	100
		Major Core-13	Media Management	U21VC5MCT13	5	4	100
		Major Core Practical-14	Television Production (Lab cum Theory) / Computer Graphics-II(Practical)	U21VC5MCP14/ U21VC5MCP15	5	4	100
		Major elective -3	(Public Relations & Event Management)within school	U21VC4MET03	4	3	100
		NME - 3	Film Appreciation	U21VC5NMT03	3	3	100
			Industrial Relation	U21VC5IRT01	1	1	100
		EXTRA CREDIT	Online Course	U21VC5OCT01	2	2	100
		Value Education	Ethics / Bible studies / Catechism	U21VE6LVE03/ U21VE6LVB03/ U21VE6LVC03	1	-	-
	IV	Internship/Field Work/Field Project 30 hours- Extra Credit	U21SP5ECC05	-	2	100	
TOTAL					30	24+ 4EC	700+ 200EC

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks
VI	III	Major Core-15	Development Communication	U21VC6MCT15	5	5	100
		Major Core-16	Media Laws and Ethics	U21VC6MCT16	5	4	100
		Major Core-17	Portfolio (Practical)	U21VC6MCP17	5	4	100
		Major Core Practical - 18	Project	U21VC6MCP18	5	4	100
		Major Elective -4	New Media Studies	U21VC6MET04	4	3	100
		NME - 4	Women and Media	U21VC6NMT04	3	3	100
		Skill-Based Elective- 3	Research Methodology (Theory cum practical)	U21DS6SBC03	2	1	100
	IV	Value Education	Ethics / Bible studies / Catechism	U21VE6LVE03/ U21VE6LVB03/ U21VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U21RE6ETF01		4	100
			Internship/Field Work/Field Project 30 hours- Extra Credit	U21SP6ECC06	-	2	100
TOTAL					30	24+ 6 EC	700+ 200 EC
GRAND TOTAL					180	140+20	5000+ 900(EC)

(For Candidates admitted in the academic year 2021-22)

Course Title	MAJOR CORE 15- DEVELOPMENT COMMUNICATION
Code	U21VC6MCT15
Course Type	THEORY
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS:

To make the students be in tune with the growing importance of Communication in the community at the local, national and global levels and acquire skills to be effectively employ community media for better communication in the community.

Course Objectives:

The Learner will be able

1. To define, state, analyze and identify of characteristics, geographic scope, freedom of information, role and policy in community media.
2. To understand, find and distinguish the theoretical approaches and models of communication
3. To analyze and relate the Information and Communication Technologies for Rural Development.
4. To understand the Alternative Media Forms of Strategies and Distribution.
5. To evaluate the technology and media development

UNIT I– UNDERSTANDING DEVELOPMENT

15 Hrs

Development Communication-basic concepts

Evolution of Development Communication

Role and relevance of Development Communication

Historical and conceptual overview of Development Communication

Extra Readings /key words: Historical context and evolution

UNIT II– THEORITICAL APPROACHES AND MODELS OF COMMUNICATION

15 Hrs

Diffusion of innovations

Agenda-setting and framing

Dependency Theory, Participatory communication theory

Social marketing and behavior change theories

Extra Readings /key words: social marking and participation message marking.

UNIT III– RURAL DEVELOPMENT AND COMMUNICATION

15Hrs

A Community Media Perspective

Role of Folk Media forms in Rural Development

Information and Communication Technologies for Rural Development

Communication policy and national development in India.

Extra Reading (Key words): Panjayat Raj department, Ministry of Rural Development,

UNIT IV–COMMUNICATION STRATEGIES IN DEVELOPMENT 15 Hrs

Advocacy and public awareness campaigns

Social marketing for development

Participatory communication approaches

Communication for behavior change

Extra Readings /key words: Traditional and alternate media

UNIT V– MEDIA AND TECHNOLOGY IN DEVELOPMENT 15 Hrs

Traditional and new media in development

Digital and social media for development initiatives

Community-based and grassroots communication

Case studies of successful communication technologies

Extra Readings /key words: Commercial broadcasts, Journal Communication

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOKS:

Howley, Kevin (2005) Community Media : People, Places and Communication Technologies. Indiana: DePauw University.

Gupta ,Om (2000)Media Society and Culture. New Delhi: Ayesa Books.

BOOKS FOR REFERENCE:

Doyle, Gillian (2006) Media Ownership. New Delhi: Sage Publications.

Mathan P.N. (1985) Communication Media. New Delhi: Government Publication.

Gordon, Janeyand Lang, Peter. (2009) Notions of Community; A Collection of Community Media Debates and Dilemmas. USA : Wadsworth

Bailey, Olga (2008) Understanding Alternative Media. New York: McGraw Hill/Open University Press; 2008.

Mendel, Toby (2003) Freedom of Information a Comparative Legal survey: UNESCO

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	Cognitive Level
CO-1	Understand the concept of development and the significance of communication in the development context.	K1
CO-2	Analyze different communication theories and models relevant to development communication.	K2
CO-3	Identify and evaluate various media and communication tools for development initiatives.	K3
CO-4	Analyze communication strategies for empowerment	K4
CO-5	Identify the development effort in media	K5

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	H	M	H	L	M	M	H	M
CO-2	H	H	H	H	L		H	H	H
CO-3	H	H	H	H			H	M	H
CO-4	H	H	M	H	M	L	H	H	M
CO-5	H	H	H	H			H	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	M
CO-3	H	M	H
CO-4	H	H	M
CO-5	H	H	H

(For Candidates admitted in the academic year 2021-22)

Course Title	MAJOR CORE 16- MEDIA LAWS AND ETHICS
Code	U21VC6MCT16
Course Type	THEORY
Semester	VI
Hours/Week	5 Hrs
Credits	4
Marks	100

CONSPECTUS:

To enable the students to analyze libel law, privacy, objectivity, responsibility, freedom of speech and censorship, and the role of the press in society

Course Objectives: The Learner will be able

1. To remember and understand the constitution of India- codes of law which include common rules related to the media field.
2. To understand and analyze the freedom of the press in various political setups in India before and after independence.
3. To understand, apply and analyze laws related to press functioning to identify the rights and liabilities of press persons.
4. To analyze and evaluate the government information services to the press to examine the role of central and state governments in control over the press.
5. To understand, apply and evaluate Cyber laws to criticize information dissemination in the internet world.

UNIT I: CONSTITUTION OF INDIA

15 Hrs

Constitution of India – Preamble - Fundamental rights, Fundamental Duties, Types of courts – Structure of courts

Extra Readings /keywords: the right to speech

UNIT II: FREEDOM OF PRESS IN VARIOUS POLITICAL SETUPS

15 Hrs

Pre and post-independent press – Freedom of Press - Restrictions in relation to media – Supreme court judgements in relation to media – Law of Objectionable Activities - Drugs and remedies – Indecent representation.

Extra Readings /keywords: Indira Gandhi and her rule

UNIT III: LAWS RELATED TO PRESS FUNCTIONING

15 Hrs

Press Commission – Press Council in India – RNI and Registration of Books Act – Reporting norms in women rights – Reporting norms in Child Rights – Press freedom during an emergency - Rights and Liabilities of Press Persons.

Extra Readings /keywords: punishments in each law and amendments

UNIT IV: GOVERNMENT REGULATIONS TO PRESS

15 Hrs

IPC sections – Criminal Procedure Code - Laws of Defamation –Infringement - Copy Right Act, Contempt of Court - Press Information Bureau - Responsibilities of News Agencies.

Extra Readings /keywords: ombudsman

UNIT V: CYBER LAWS

15 Hrs

Information Technology Act – RTI - Intellectual Property Right– Data Protection Laws in India – Online Defamation – Censorship – Self-regulation of Indian Media – Cyber laws and self-regulation - Censorship of Videogames.

Extra Readings /keywords: cybercrime and threats

Note: Texts given in the Extra reading /Keywords must be tested only through Assignments and Seminars.

TEXTBOOK:

1. The Law of the Press in India, Durga Das Basu, Hall of the Indian Private Limited, New Delhi (2002)

Web References:

1. https://books.google.co.in/books/about/MEDIA_LAW_AND_ETHICS.html?id=z_Mz9u0BFtEC&redir_esc=y
2. <https://titles.cognella.com/an-introduction-to-media-law-and-ethics-9781793559241>
3. <https://egyankosh.ac.in/bitstream/123456789/62988/1/Block-1.pdf>

BOOK FOR REFERENCE:

Ahuja, B.N: Theory and Practice of Journalism, Routledge, New Delhi (2002)
Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi (2002)
ArunBhattacharee: Indian Press Profession to Industry, Vikas Publication, Delhi (1999)
Keval J. Kumar: Mass Communication in India, Jaico publishers, Mumbai (2001)
Jan R. Hakemulder, Fay AcdeJonge, P.P. Singh, Media Ethics and Laws, sage publishers,London (2002)

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	Cognitive
CO1	Recall the constitutional laws in India.	
CO2	Compare and contrast the freedom of the press before and after independence.	K1
CO3	Summarize laws related to press functioning.	K2
CO4	Evaluate the government information services to the press to examine the role of central and state governments in control over	K4

	the press.	
CO5	Explain the Information Technology Act.	K5
CO6	Criticize the role of cyber laws in information dissemination in the internet world.	K5

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		H			H	H	H	H
CO-2	M		H	M		L	M	M	M
CO-3	H	M	H			M	M	H	H
CO-4	H	M	H	H	M	M		H	H
CO-5	M	H	H	H	M	H	M	H	H
CO-6	H	M	M	M	M	M	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	M
CO-3	L	H	H
CO-4	H	M	H
CO-5	H	H	M

(For Candidates admitted in the academic year 2021-22)

Course Title	MAJOR CORE 17 – PORT FOLIO
Code	U21VC6MCP17
Course Type	PRACTICAL
Semester	VI
Hours/Week	5 Hrs
Credits	4
Marks	100

CONSPECTUS:

To provide students with a basic understanding of the role media professionals through the production and examination of their production work

Contents:

Students will be expected to:

- demonstrate an understanding and mastery of multiple art mediums, skills, and techniques
- develop art related concepts and skills that are meaningful in terms of personal, societal, and cultural importance
- solve formal and technical problems in studio art practice
- produce works of art that exhibit their creativity and sensitivity through individual exploration
- express ideas in visual (art production), oral (group & individual critique sessions) and written (artist's statements, journal entries, and reaction papers) forms of how art-making is an ongoing process.

Research Work – Students will be expected to understand and interpret the meaning and significance of art as a form of cultural and personal expression

(For Candidates admitted in the academic year 2021-22)

Course Title	MAJOR CORE 18 – PROJECT
Code	U21VC6MCP18
Course Type	PRACTICAL
Semester	VI
Hours/Week	5 Hrs
Credits	4
Marks	100

CONSPECTUS:

- To demonstrate the students competence in a chosen area of specialization, with a view of gaining a placement in the media industry.

Content:

- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- Plan and implement her project
- Conduct research related to her topic
- Present her project for evaluation by media professionals.
- Viva voce will complete the process of evaluation.

Outcome:

Produce an innovative work in his/her area of specialization under the mentorship of a faculty member.

(For Candidates admitted in the academic year 2021-22)

Course Title	MAJOR ELECTIVE 4 – NEW MEDIA STUDIES
Code	U21VC6MET04
Course Type	THEORY
Semester	VI
Hours/Week	4 Hrs
Credits	3
Marks	100

CONSPECTUS:

To enable the students to get acquainted with new media the usages and challenges in a period of technological change.

Course Objectives (CO):

The Learner will be able

1. To develop in students an understanding of media and enable them to appreciate potential and limitation of various media forms.
2. To encourage students to participate in contemporary society as active citizens, through their awareness of the political, social, economic, historical and technological implications of the media.
3. To develop skills to encourage the production of creative media messages.
4. To introduce students to various career opportunities in mass media.
5. To educate students about the role of new media in development of society

UNIT I: INTRODUCTION TO NEW MEDIA

15 Hrs

Definition of New media, **characteristic features of Digital platforms** - Digital Interactivity, Hyper textuality, Simulation, Asynchronous, Storage, Accessibility.

Extra Reading/ Key word: hyper textuality, Asynchronous, Interactivity

UNIT II: NEW MEDIA PATFORMS

15 Hrs

Types of New media -Websites, Social Media Platforms, OTT Platforms like Netflix and Amazon Prime, Blogs, Virtual and Augmented Reality, Online Games Email, Music Streaming like Spotify. Big 5 platforms, Characteristics of platforms, Video Sharing Platforms, Cloud Technologies and Cloud Services for Media. E-book, E-Pub, Online Education Platforms.

Extra Reading/ Key word: Websites, Virtual, Augmented, satellite

UNIT III: DIGITAL MEDIA

15 Hrs

Definition of digital media, Types of Digital Media- software, digital images, digital video, video games, web pages and websites, social media, digital data and databases, electronic documents and electronic books. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.

Extra Reading/ Key word: databases, web pages, Digital Media, digital audio

UNIT IV: NEW MEDIA CONVERGENCE

15 Hrs

Social Networking Apps, Messenger Apps, Blogs, Micro Blogs, Wikis, Chatbots ,Webcasting, Application : Learning, Service, Education, Communication, Entertainment, Cyber Space and Cyber Culture, Cyber Activism, Development Communication through Digital Media, New Media for Self-Demonstration.

Extra Reading/ Key word: Networking, Micro Blogs, Webcasting, Cloud Services

UNIT V: NEW MEDIA & SOCIETY (Practical)

15 Hrs

New media in everyday life.

Case Study.

Extra Reading/ Key word: Cyber Space, Cyber Culture, Media Time Line, Self-Demonstration

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOKS

An Introduction to New Media and Cybercultures- Pramod K. Nayar-ISBN: 978-1-405-18166-2
January 2010 Wiley-Blackwell

BOOKS FOR REFERENCE

1. Friedman, Linda & Friedman, Hershey. (2008). The New Media Technologies: Overview and Research Framework. SSRN Electronic Journal. 10.2139/ssrn.1116771.
2. Cela, Erlis. (2015). Social Media as a New Form of Public Sphere. European Journal of Social Sciences Education and Research. 4. 195. 10.26417/ejser.v4i1.p195-200.
3. <https://www2.deloitte.com/in/en/pages/technology-Media-and-teleCommunications/articles/Digital-Media-rise-of-on-demand-Content.html>
4. Saxena, A. (2012). Issues of Media Content, market and technology. New Delhi: Kanishka, Distributors.
5. Razdan, A. (2008). New Media: Techniques and trends. New Delhi: Vitasta Pub. Pvt.
6. Lievrouw, L.A., & Livingstone, S. M. (2004). Handbook of new Media: Social shaping and consequences of ICTs. London: SAGE.
7. Elliott, A. (2019). The culture of AI: Everyday life and the Digital revolution. Abingdon, Oxon: Routledge.

COURSE OUTCOMES:

CO No.	Course Outcomes	Cognitive Level
CO-1	Students would be aware of Latest Trends in New Media.	K1
CO-2	Students would be able understand the Impact of New Media in Society.	K2
CO-3	Student would have knowledge about the Applications of New Media in Areas Like Social Connectivity, Publishing Content, Sharing Thoughts.	K3
CO-4	Know about the Latest Technologies that are Changing the Landscape of Digital Media.	K4
CO-5	Students would know Artificial Intelligence and Internet of Things in Context to Applications in Media Industry.	K5

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		H			H	H	H	H
CO-2	M		H	M		L	M	M	M
CO-3	H	M	H			M	M	H	H
CO-4	H	M	H	H	M	M		H	H
CO-5	M	H	H	H	M	H	M	H	H
CO-6	H	M	M	M	M	M	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	M
CO-3	L	H	H
CO-4	H	M	H
CO-5	H	H	M

(For Candidates admitted in the academic year 2021-22)

Course Title	NON- MAJOR ELECTIVE- WOMEN AND MEDIA
Code	U21VC6NMT04
Course Type	THEORY
Semester	VI
Hours/Week	3 Hrs
Credits	3
Marks	100

CONSPECTUS:

To empower the students to explore the effects of media images on the construction of identities, especially gender and how much of our sense of self is contrasted and compared to popular media images and to enable the students to analyze the status of women in media, society.

Course outcomes:

The Learner will be able

1. To remember, understand and analyze the place and the position of women in India through the ages and the different form of marriages throughout the ages
2. To remember, understand and analyze the women's roles, cultures, depictions, identities and forms of violence.
3. To understand and analyze the portrayals of women in all different forms of medium
4. To understand, analyze and apply the difficulties and problems faced by the women in labour force
5. To understand and analyze, how women in society and how women are playing major role for the social changes

Unit – I

15 Hrs

Place and position of women in India through the ages; The different forms of marriages
Social customs and rituals of Vedic, Puranic and Moghal Era
Status of women in emerging India-case studies

Extra Readings /key words: Property rights of women in different era, Position in the society

Unit – II

15 Hrs

Women and Culture
Cultural Roles and Depictions of women past and present
Cultural constructions of Gender and the Impact of Feminist movement on Women's Lives
Women's Identities as Constructed by Religion-Nation, Class and Women
Forms of violence against Women

Extra Readings /key words: Wage system, Violence in Working place, Harassment

Unit – III

15 Hrs

Women and media: historical over view of Women in media
Evaluation of Portrayals of Women and Men in News, Entertainment, Advertisements and Discussions

Research in the area of Women and media
Media and women's movement in Contemporary Society
Extra Readings /key words: Three waves of feminism, Chipko movement

Unit – IV

15 Hrs

Gender gap and gender bias
Patriarchy and patriarchal society
Male and female migration
Different types of Violence against women
Difficulties faced by Women in labour force-Problems of career women-Domestic Violence
Extra Readings /key words: Wage differentiation, Male domination

Unit –V:

15 Hrs

Women and Social Change: Mass Media and Social change
Social Trends Socio
Economic Conditions and their Impact on women
Poverty and Women
Money and Women's Empowerment
MahilaPanchayats and Grass– roots Organizations
Women and Self-help Groups: women and Environmental Movements
Women and HIV Aids
Women and sustainable development.
Extra Readings /key words: Empowerment, Portrayal of women, Challenges

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Text book

Anders Hansen, Simon Cottle, Ralph Negrine and Chris Newbold.(2004). Mass Communication Research Methods.Macmillan Press Ltd. London.

BOOKS FOR REFERENCE

D'Abreo Desmond, –The Mass Media and Youth, Better Yourself Books, Sage publications,Mumbai, 1994

Kumar Keval J., (1996) – Media Education, Communication and Public Policy, Himalaya Publications, Mumbai

Course Outcomes:**The learner will be able to**

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the place and positions of the women through the ages	K1
CO-2	Identify the culture of women followed in the early period	K2
CO-3	Compare and contrast difference between gender gap and gender bias	K3
CO-4	Criticize the women contribution sustainable development of India	K4

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		H			H	H	H	H
CO-2	M		H	M		L	M	M	M
CO-3	H	M	H			M	M	H	H
CO-4	H	M	H	H	M	M		H	H
CO-5	M	H	H	H	M	H	M	H	H
CO-6	H	M	M	M	M	M	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	M
CO-3	L	H	H
CO-4	H	M	H
CO-5	H	H	M



(For Candidates admitted in the academic year 2023-2024)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)

Programme Outcomes (POs)

PO No.	Programme Outcomes <i>Upon completion of the M.Sc. Degree Programme, the graduate will be able to</i>
PO-1	Exhibit a profound mastery of fundamental concepts, theories, methodologies, and tools in their field, equipping them to skillfully analyze and evaluate issues that pertain to their area of expertise.
PO-2	Conduct original and independent research to create findings and solutions to address the societal problems.
PO-3	Apply employability skills to confidently navigate in the job market and excel in competitive examinations in diverse professional settings.
PO-4	Demonstrate a strong commitment to ethical and moral values, actively engage in activities that promote social responsibility, decision making as inspired leaders to contribute positively for the betterment of society both locally and globally.
PO-5	Embrace a commitment to lifelong learning and professional development, possessing the skills to adapt to the evolving trends, engage in self-directed learning and continuously enhance their expertise.
PO-6	Acquire communication skills to develop intellectual, personal and professional abilities to effectively convey and exchange information in various domains of Journalism, Advertising ,Media Management, Corporate Communication, Film making and Research..
PO-7	Apply critical thinking competencies as aspiring media professionals to understand consumers and deliver meaningful content as a socially responsible citizen.

PSO No.	<p style="text-align: center;">Programme Specific Outcomes</p> <p style="text-align: center;"><i>Upon completion of these courses the student would be able to</i></p>
PSO-1	Gain proficiency in studio techniques and create competence in the fields of designing, Photography, Computer Graphics, Graphic designing, Cinematography, Audio and Video Editing, 2D &3D Animation and VFX.
PSO-2	Understand media content critically and emerge as socially conscious media practitioners, responsible and accountable in developing and disseminating media content.
PSO-3	To produce Media professionals and Entrepreneurs to be in par with ongoing changing trends and get updated with the latest technology to be globally competent.

(For Candidates admitted in the academic year 2023-2024)
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION

Semester	Course	Title of the paper	Code	Hours	Credits	Marks
I	Core – I	Understanding Human Communication	P23VC1CCT01	5	4	100
	Core – II	Advanced photography (practical)	P23VC1CCP02	5	4	100
	Core – III	Digital filmmaking (practical)	P23VC1CCP03	5	4	100
	Core – IV	Graphic Arts and Animation (practical)	P23VC1CCP04	5	3	100
	Elective – I (Discipline Specific)	Media Aesthetics/ Writing for Media	P23VC1ECT01/ P23VC1ECT02	5	3	100
	Elective – II	Contemporary Media Trends in India / Corporate Communication	P23VC1ECT03/ P23VC1ECT04	5	2	100
	Value Education			-	-	
	Total			30	20	600

Semester	Course	Title of the paper	Code	Hours	Credits	Marks
II	Core Course V	Communication Theories	P23VC2CCT05	5	5	100
	Core Course VI	Fundamentals of Editing	P23VC2CCP06	5	4	100
	Core Course VII	Theories of Visual Analysis	P23VC2CCT07	4	3	100
	Core Course VIII	Corporate Communication	P23VC2CCT08	4	3	100
	Elective III (Discipline Specific)	Practice Journal/ Magazine production	P23VC2ECP05/	4	3	100
			P23VC2ECP06			
	Elective IV (Discipline Specific)	Public Relations/ Journalism	P23VC2ECT07//	3	2	100
			P23VC2ECT08			
	SEC I (Non Major Elective I)	Film Appreciation	P23VC2SET01	4	2	100
	Massive Open Online Course (MOOC)	Online Course	P23EX2ONC01	-	2 Extra Credits	100
Internship / Industrial		P23EX2INT01	-	2EC		
Value Education			1	-		
	Total			30	22+4	800

Semester	Course	Title of the Course	Code	Hours	Credits	Marks
III	Core – IX	Communication Research Methods (Theory)	P23VC3CCT09	6	5	100
	Core – X	Computer Graphics I (Camera and Lighting Techniques) (Practical)	P23VC3CCP10	6	5	100
	Core – XI	Advertising (Practical)	P23VC3CCP11	6	5	100
	Core (Industry Module) – XII	Transmedia narratives and storytelling	P23VC3CCT12	6	4	100
	Elective – V (Within School)	Film Studies UX and Interactive Media/	P23VC2ECT09/ P23VC2ECT10/	3	3	100
	Skill Enhancement Course – (NME-II)	Women and Media	P23VC3SET02	3	2	100
	Internship / Industrial		P23EX3INT02	-	2	100
				30	26	800

Semester	Course	Title of the Course	Code	Hours	Credits	Marks
IV	Core – XIII	Media Entrepreneurship and Innovation (theory)	P23VC3CCT13	4	4	100
	Core – XIV	Computer Graphics -II (Advanced Techniques)	P23VC4CCP14	4	3	100
	Core XV	Project	P23VC4CCT15	4	3	100
	Core XVI Project with VIVA VOCE –	Capstone project	P23VC4DIS01	10	7	100
	Elective – VI (Industry Entrepreneurship)	Media Laws and Ethics /Digital Assent Management	P23VC4ECT11/ P23VC4ECT12	4	3	100
	Skill Enhancement Course – III / Professional Competency Skill	Podcast and Video Live Streaming. Production (Practical)	P23VC4SEP03	4	2	100
	Extension Activity-Field Work /	Hyperlocal and Community Media (Practical)	P23EA4RES01	-	1	100
	Self-Study Course		P23VC4SSC01	-	2 Extra Credits	100
	Total			30	23+2	800
	Grand Total			120	91+6	2700+300

(For Candidates admitted in the academic year 2023-24)

Course Title	CORE COURSE V – COMMUNICATION THEORIES
Code	P23VC2CCT05
Course Type	THEORY
Total Hours	75
Hours/Week	5
Credits	5
Marks	100

General Objective:

To enable the students to understand the evolution, nature and facets of communication and to provide a theoretical understanding of various approaches to mass communication theories.

CO No.	Course Objectives
CO-1	Remember and understand the introduction to communication to relate the use of communication in society.
CO-2	Understand, apply and analyze the theories of communication-I in sociology and persuasion.
CO-3	Understand, apply and analyze the theories of communication-I used in various parts of the world and the reason behind its formulation.
CO-4	Understand, apply and evaluate mass communication models in our societal scenario and their limitations.
CO-5	Understand, apply and evaluate sociology of communication based on modern theories in digital age.

UNIT I: INTRODUCTION TO COMMUNICATION

15 Hrs

Communication – Definition, the need for communication

Types of communication

Functional requirements of society

Elements of communication

Function and uses of communication.

Extra Readings /key words: ethnic communication and media

UNIT II: THEORIES OF COMMUNICATION – I

15 Hrs

Sociological Theories – Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory

Theories of persuasion – Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory.

UNIT III: THEORIES OF COMMUNICATION –II

15 Hrs

Normative theories – Authoritarian theory (Gulf), Libertarian theory (America, U.K.),

Social responsibility theory (India), Soviet media theory (Russia), Democratic participant media theory (Third World Countries).

Extra Readings /key words: criticizing theories

UNIT IV: MASS COMMUNICATION MODELS

15 Hrs

Harold D. Lasswell's model
Shannon and Weaver's model
Osgood and Schramm's model
Bolton and Cleaver's model
George Gerbner's model
Theodore M. Newcomb's model
Berlo's model
Dance's Helical Model
Kite Co-orientation Model.

Extra Readings /key words: modern theories in communication

UNIT V: SOCIOLOGY OF COMMUNICATION

15 Hrs

Powerful Model Theory
System Theory
Convergence Theory
New Media Theory
Sociological Theory
Digital age.

Extra Readings /key words: Durkheim, Mead

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars

Course outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the use of communication in society.	PSO 1	R, U
CO-2	Demonstrate the sociological theories	PSO 2	R
CO-3	Explain theories of persuasion	PSO 2	U
CO-4	Evaluate mass communication theories.	PSO 3	R
CO-5	Criticize sociology of communication in modern theories.	PSO 4	An
CO -6	Criticize , apply, understand and analyze the communication models and theories	PSO-3	An

TEXT BOOK:

Mass communication theories, an introduction, MC Quail, Dennis, Sage Publications, London (1987)

BOOKS FOR REFERENCE:

Media, Home and Family, Hoover, M. Stewart, Clark Schofield, Lynn, Alters ,F. Diane , Taylor and Francis group ,USA (2004).

Communication theories and Models, Andal, N.,Himalya, Bombay(1998).
Communication in the Digital Age, Raj,A.N., Authors Press, New Delhi(2000).
Communication management,Diwan, Parag, Deep and Deep publication, New Delhi(1997).
Media and Mass Communication, BhattacharjeeShymali,KanishkaPublsihers, New Delhi

(For Candidates admitted in the academic year 2023-24)

Course Title	CORE COURSE VI - FUNDAMENTAL OF EDITING
Code	P23VC2CCP06
Course Type	PRACTICAL
Total Hours	60
Hours/Week	5
Credits	4
Marks	100

General Objective:

To understand the basic concepts in Editing with specific reference to Television Production and Filmmaking.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Analyze, and evaluate the acquire knowledge of film and video editing along with the technological advancements being implemented in the field.
CO-2	Remember and understands the knowledge of film and video editing along with the technological advancements being implemented in the field.
CO-3	Analyze and apply a meaningful understanding to get familiar with the introduction to video and audio editing techniques prevalent in the industry
CO-4	Apply and evaluate understand the basics of cinematography techniques, functions of digital cameras and composition techniques.
CO-5	Apply, analyze and restate the acquire knowledge about editing and understand the techniques involved in non-linear editing.

Unit – I: Introduction to Editing

9Hrs

Introduction to Post Production, History of Film Editing, Understanding shot to shot Transition, Understanding Pace and Time. Basic editing terminologies.

Unit – II: Principles of Editing

9Hrs

- Role of Editor -Creation of Illusion of reality -Handling of shots – Sense of Screen Direction – Editing, Principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leit-motif (Reiteration of theme), Types of editing.

Unit – III: Elements of Editing**14Hrs**

- Types of cuts – cut in, cut away, jump cut, Inter cut, parallel cut, match cut, advanced cut - Rhythm, Pace, Tempo, Filmic time and Filmic space -Transitions shot to shot – Types - Montage – Continuity – Continuity of Content, Continuity of Movement, Continuity of position.

Unit – IV: Edit Tools and Transitions**15Hrs**

- Study of NLE Software Interface – Bins, Creating Project – Setting Preferences – Preferences Saving, Project settings – Files and formats – Log in videos – Windows – Project window, Source monitor, Record monitor, Timeline.

Unit – V: Timeline Editing and Final Cut**20Hrs**

- Insert, Overwrite – Extract, Lift – Transitions – Cut, Wipe, Dissolve, and Fade.
- Practice Editing Methods – Rough cut – Study of Trim Tools – Trimming process –Practice working with Timeline, Working with Transitions – Working with basic motion – Working with Filter Effects and Special effects, Basic color correction Working with Title Types, Audio preferences, Practicing Voice over Technique – Mixing and file compression, Various output techniques, Learning various output formats – Multi Camera editing- Setup- Workflow-Edit Decision List import/export.
- Final Review and Project.

Criteria – Students have to take notes while performing the exercises on observation note book and after Corrections have to write their Record notes and submit them after each exercise.

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the students will learn how to Understand the fundamentals of editing.	PSO 1	K1, K2
CO-2	Demonstrate and Recognize the principles of editing.	PSO 2	K2
CO-3	Construct and develop the origin, structure and Categorize the elements of editing.	PSO 2	K2
CO-4	Distinguish and Analyze the aesthetics of editing and Identify the Nonlinear Editing Software Interface and editing process	PSO 3	K1
CO-5	Interpret the technological developments of NLE and Execute the editing process in Software	PSO 4	K4

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

TEXT BOOKS:

3. Ken Dancyger[2010], The Technique of Film and Video Editing: History, Theory, and Practice, Focal Press, U.S.
4. Roy Thompson, Christopher J. Bowen [2013], Grammar of the Edit, Focal Press.

REFERENCE BOOKS:

8. David Bordwell and Kristin Thompson [2012], FilmArt: An Introduction, Mc-Graw Hill Education, London.
9. Morris, P. (2016). Nonlinear editing. New York: Focal Press.
10. Bowen, C. J., & Thompson, R. (2018). Grammar of the edit. New York: Routledge, Taylor & Francis Group.
11. Bobbie O'Steen [2009]The Invisible Cut: How Editors Make Movie Magic, Michael Weise Productions, U.S.
12. Gael Chandler [2012], Cut By Cut: Editing Your Film or Video, Michael Weise Productions, U.S.
13. Walter Murch [2009], In the Blink of an Eye: A Perspective on Film Editing, Harper Collins.
14. KarelReisz, The History of Film Editing.

(For Candidates admitted in the academic year 2023-24)

Course Title	CORE COURSE VII- THEORY OF VISUAL ANALYSIS
Code	P23VC2CCT07
Course Type	THEORY
Hours/Week	4
Credits	3
Marks	100

Course Objectives:

The Learner will be able to

CO.No	Course Objectives
CO-1	Remember, understand, analyse and apply the signs, codes and semiotics of the television medium.
CO-2	Remember, understand and analyse the portrayals of women in different form of medium.
CO-3	Remember, understand and analyse the symbols, dreams and interpretations which connects in the psychoanalysis
CO-4	Understand, analyse, apply and create the concepts with the help of content analysis
CO-5	Understand, analyse and apply the interpretations of print advertisement

Unit: 1 The semiotic and structuristic approach to visuals.

Semiotics- definition & concept; History & development of Semiotics; Pioneers of Semiotics; The Sign- Saussure's Model & Peirce's Model; Semantics and its types; Codes- Typologies of codes & Visual Codes; Subfields in Semiotics.

Unit: 2 Psychoanalysis and visual ity:

Psychoanalysis- definition & concept; historical development of psychoanalysis; Psychoanalysis as a Cultural Theory; The Gaze- definition & forms of gaze; Psychoanalysis- Television & Film Studies;

Unit: 3 Feminist approach to visual media.

Feminism- definition & concept; Feminist Film Theory; Different approach to Feminist film theory;

Unit: 4 Marxist approach to visual texts.

Marxism- definition & concept; History & Criticisms, Theory; Marxist Media Theory- Liberal Pluralism, Capitalist Society & Ideology; Differences within Marxism; Limitations & Strengths of Marxist analysis; Apparatus theory & Screen theory.

Unit: 5 Postmodern and Postcolonial approach to visuals.

Modernism- definition& concept; Modern & Modernity; History of modernism, characteristics, rise , Postmodernism, types and impact. Postmodernism- Art& Film; Modernism Vs Postmodernism; Colonialism VsPost colonial.

Text Books:

1. Thomas B. Moeslund (2011). Visual Analysis of Humans: Looking at People, First Edition, Springer, UK

References:

1. Theo VanLeeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi
2. Roland Barthes (1999). Elements of Semiology, Hill and Wang, Fifth Edition, New York

KEY TEXTS

1. Gillian Rose, Visual Methodologies, Sage Publications, London 2001
 2. Berger Asa, Media Analyzing Techniques, Sage Publications, New York 1998
- REFERENCES
1. Berger J., Ways of Seeing, B B C, London 1972
 2. Butler J., Gender Trouble, Rutledge, London 1990

(For Candidates admitted in the academic year 2023-24)

Course Title	Core Course VIII- CORPORATE COMMUNICATION
Code	P23VC2CCT08
Course Type	THEORY
Semester	II
Hours/Week	4
Credits	3
Marks	100

General Objective:

To enable the students to understand the significance of communication in organizations and develop organizational communication skills and practice.

Course Objectives (CO):

The Learner will be able to

CO No.	Course Objectives
CO-1	Define corporate communication and its significance within organizations.
CO-2	Focus on building effective interpersonal communication skills, including active listening, conflict resolution, and negotiation.
CO-3	Develop teamwork and collaboration skills for successful communication within corporate teams.
CO-4	Discuss the ethical responsibilities of corporate communicators, including transparency, accuracy, and accountability.
CO-5	Create a strategic corporate communication plan that integrates various communication channels and addresses specific organizational objectives.

UNIT 1: ORGANISATION AS COMMUNICATION

18 Hrs

Defining Communication

Communication as transaction

Communication as structure

Defining the organization

Organizing activity: symbolic convergence theory

Extra Reading (Key words): Corporate communication, Organization

UNIT 2: COMMUNICATION AND ORGANISATION CULTURE **18 Hrs**

Discovering organization culture

Link between Culture and Communication

Communication Practices

Inter Cultural Communication

Cross Cultural Communication

Extra Reading (Key words): Culturalization, Downward and Upward Communication

UNIT 3: PUBLIC RELATIONS PRACTICES **18 Hrs**

Planning and Programming PR Practices

Communication and Public Opinion

Media and Media Relations

Ethics and Professionalism

Evaluating the Programme

Extra Reading (Key words): Opinion leaders, Press Releases, Direct mail

UNIT 4: EVENT MANAGEMENT **18 Hrs**

Idea Generation

Brain Storming

Planning , Co-ordination and Team Management

Organizing Events

Evaluation

Extra Reading (Key words): Project Management, Strategic Marketing

UNIT 5: ORGANISATIONAL ISSUES **18 Hrs**

Managing Competition

Reputation and Brand Building

Organizational Problems

Critique of Organization

Ethics and organizational Issues

Extra Reading (Key words): Strategy of Economic, social and cultural

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

TEXT BOOK:

Cutlip, Broom ;(2000) Effective Public Relations; Pearsons Education; USA,

SUGGESTED READINGS:

Kumar, Niraj (1997) Communication and management, Gyan Publishing House New Delhi
 Singh, Yogendra and pandey (2004) Organizational 197nalyzin, –Mamta, A.I.T.B.S., New Delhi
 News writing and reporting, Neal M. James, Brown S. Suzanne, Surjeet Publications, New Delhi (1982)
 Miscommunication–Mortensen, C. David (1997)
 Bacharach, S.B., & Lawler, (1980) Power and politics in organizations, E.J. San Francis Co: Jessen – Bass.

Course Outcomes:
The learner will be able to

CO No.	Course Outcomes	Cognitive Level
CO-1	Students will be able to define corporate communication, its scope, and its significance in the business world.	K1
CO-2	Students will demonstrate the ability to write clear, concise, and professional corporate communication materials, including emails, memos, and reports.	K2
CO-3	Students will apply communication theories to analyze and understand the dynamics of corporate communication, both internally and externally.	K3
CO-4	Students will analyze the role of corporate communication in managing and enhancing an organization's reputation and brand.	K4
CO-5	Students will critically analyze and evaluate real-world corporate communication case studies to assess the effectiveness of different communication approaches.	K5

TEXT BOOK:

Cutlip, Broom ;(2000) Effective Public Relations; Pearsons Education; USA,

BOOK FOR REFERENCES:

Kumar, Niraj (1997) Communication and management, Gyan Publishing House New Delhi
 Singh, Yogendra and pandey (2004) Organizational 197nalyzin, –Mamta, A.I.T.B.S., New Delhi

News writing and reporting, Neal M. James, Brown S. Suzanne, Surjeet Publications, New Delhi (1982)

Miscommunication–Mortensen, C. David (1997)

Bacharach, S.B., & Lawler, (1980) Power and politics in organizations, E.J. San Francis Co: Jessen – Bass.

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H					M	H	H	H
CO-2	H		H	M	H		H	M	H
CO-3	M			H			H	M	M
CO-4	H	H	M	M	L	H	H	L	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	M	H	L
CO-2	M	H	M
CO-3		H	H
CO-4	H	H	H

(For Candidates admitted in the academic year 2023-24)

Course Title	ELECTIVE III - PRACTICE JOURNAL
Code	P23VC2ECP05
Course Type	THEORY
Semester	II
Hours/Week	4
Credits	3
Marks	100

General Objective:

To prepare students having skills to work in the field Reporting, Subediting, pagination and layout designing where there is a great scope for them to work in News Paper houses, Magazine industries, Advertising Agencies.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO-1	Understand and analyze the brief history of Journalism.
CO-2	Understand and analyze the Types of Journalism.
CO-3	Analyze and evaluate the entire Process about News paper
CO-4	Understand and apply the techniques of pagination
CO-5	Create (launch) their own magazine

UNIT I: Journalism

15Hrs

Introduction to Journalism: a brief history of journalism

Types of Journalism

Extra reading /Key words: *Newspaper market, Brands of Newspaper*

UNIT II: Journalism in India

15Hrs

Journalism in India

James Augustus Hickey and the early newspapers of Calcutta, Bombay and Madras
growth of Indian language press

Indian press during pre-independence years Journalism in India

present issues and problems facing the press.

Extra reading /Key words: *Types of Journalism, Reporting, Sub editing*

UNIT III: News Paper**16Hrs**

Anatomy of a newspaper

Basic terminologies: lead, body, copy, by-lines, exclusives etc.

Extra reading /Key words: *Pagination, Circulation, Advertising***UNIT IV: Social Media and Journalism****16Hrs**

Online news writing techniques, Types of online news

Extra reading /Key words: *Election Structure, Social media, Politics***UNIT V: Practical****28Hrs****Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.****Course outcomes:**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Apply Pagination techniques	PSO 1	R, U
CO-2	Plan Special Interviews	PSO 2	R
CO-3	Generate News Photography	PSO 2	U
CO-4	Write Feature Stories Field Experiences: Reporting (News collection)	PSO 3	R
CO-5	Sub-Editing techniques	PSO 4	An
CO -6	Field Experiences: Reporting (News collection)	PSO 4	An

TEXT BOOK:

Mehta, D.S. (1982). Mass Communication and Journalism in India. Allied Publications, New Delhi.

BOOKS FOR REFERENCE:

Siebert, Peterson and Schramm.(1978). Four theories of the press. University of Illinois Press, USA.

Jeffery, Robin.(2000). India's Newspaper Revolution. Oxford University Press, New Delhi.

Baran, Stanley J and Dennis K Davis (1999).Mass Communication and Man – Mass Communication Theory (2nd Edition).Thomson/Wadsworth, USA.

MacBride, Sean (Ed). (1982). Many Voices, One World. Oxford &IBH Publishing Co., New Delhi.

Parthasarthy, Rangaswami. (1989). Journalism in India. Sterling Publications Pvt.Ltd. New Delhi.

(For Candidates admitted in the academic year 2023-24)

Course Title	ELECTIVE IV – PUBLIC RELATIONS
Code	P23VC2ECT07
Course Type	THEORY
SEMESTER	II
Hours/Week	3
Credits	2
Marks	100

General Objective:

To enable the students to establish effective public relations with different departments of an Organization and equip the students to become effective PROs

Course Objectives:

The Learner will be able to

CO.No	Course Objectives
CO-1	Understand, state, asses and identify of all the aspects of Public Relation in introduction.
CO-2	Define and explain the responsibilities, characteristics and propaganda of Public Relation in government and private sector.
CO-3	Identify, develop and assume the public relation techniques in various organs of media through public relation networks.
CO-4	Find, list and assess the demographic of audience to budget and conduct the public relation campaign.
CO-5	Recall, identify and write the various types of letters for various types of communication

UNIT I: PUBLIC RELATIONS: INTRODUCTION

15 Hrs

PR definition

History of PR

Types of PR jobs

Activities of PR

Role of PR Elements of PR–

Scope of PR

Extra Reading /Key words: Tools and Techniques, PR specialists

UNIT II: UNDERSTANDING PUBLIC RELATIONS **15 Hrs**

Who is a PRO?

Duties of a PRO

Characteristics of a PRO

Responsibilities of a PRO

PR and communication skills

PR – government and private sector

Propaganda – definition and types

Attitudes and opinions.

Extra Reading /Key words: Propaganda, Enigma of public relation

UNIT III: GENERAL PRACTISE **15 Hrs**

Understanding the media

News releases

Media alerts

Broadcast media

PSAs

Direct mail

Do and don't's of PR

Extra Reading /Key words: Press conference, Press kits

UNIT IV: PR CAMPAIGN **15 Hrs**

Audience

demographics and medium

Budget

Plan

Implement

Effectiveness

Extra Reading /Key words: Mass Audience, Budget, Campaign.

UNIT V: WRITING FOR PUBLIC RELATIONS **15 Hrs**

Writing news releases

Brochures, pamphlets

Letters

Handouts

Oral presentations

Company publications

Write for company relation.

Extra Reading /Key words: Write ups, Company communication

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and state the public relations	PSO 1	R, U
CO-2	Review elocution of PR	PSO 2	R
CO-3	Analyze the public opinion and how it affects PR	PSO 2	U
CO-4	Discuss the importance of ethics in PR	PSO 3	R
CO-5	Co-ordinate and contribute to the planning of PR activities	PSO 4	An
CO -6	Apply basic PR theories and principles to practice	PSO2	An

TEXT BOOK:

Lesley, Philip – Handbook of Public Relations and communications .Jaico publication New Delhi (2002)

BOOKS FOR REFERENCE:

Anuja B.N, Chhabra, S.S – Advertising and Public Relations, Sage Publication, NewDelhi (1998)

Deepak Nayyar, ABD publishing, Chennai, (1998)

Gupta, O.M – Basic aspects of Media Writing., Rupa Publishers, New Delhi (2002)

PrabhakarNaval,BasuNarendra Public Relations strategies and concepts, AjaiVarma for common wealth 2007.

Shelburne Merry, Effective Public Relations Atomic Dog Publishing, USA 2003.

(For Candidates admitted in the academic year 2023-24)

Course Title	NON-MAJOR ELECTIVE I –FILM APPRECIATION
Code	P23VC2SET01
Course Type	THEORY
Semester	II
Hours/Week	4 Hrs
Credits	2
Marks	100

CONSPECT US

To get familiarize with the basics of film appreciation prevalent in the industry.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember and understand world cinema by learning about various film ideologies, movements and theories.
CO-2	Understand, apply and analyze Indian Earlier cinema in films to get a clear view about the beautification of each shot.
CO-3	Understand, apply and analyze the Directors which will enable them to generate meaning out of each cinematic action making use of composition, sound and effects.
CO-4	Remember and understand using the writing techniques in visual media narrative elements for feature films and documentaries.
CO-5	Understand, apply and evaluate Contemporary films by analyzing the making of the film and its psychology.

Unit – I:World Classics

4 Hrs

Early Cinema, World Cinema, Post-War Films – Hollywood Cinema.

Unit – II: Indian Cinema

4 Hrs

Early Indian Cinema, Indian Cinema Beginning to Independence, Post-Independence Era.

Unit – III: Directors

4 Hrs

Akira Kurosawa, David Lean, HitchCock, Satyajit Ray, RitwikGhatak, K.Wiswanath, Adoor Gopalakrishana, Stanly Kubine, K. Balachandar, Balu Mahendra, Mani Rathinam, Bharathi Raja and Mahendran.

Unit – IV: Film Festival

4 Hrs

International & Indian Film festival, Awards- Oscar, BAFTA Awards, National awards, Parallel Cinema.

Unit – V: Contemporary Films

4 Hrs

Contemporary Cinema-Directors.

Course Outcomes (CO):

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the students will learn how to Understand the world classic movies.	PSO 1	K1, K2
CO-2	Demonstrate and explain the relationships between historical moments in film history and Classify Indian cinema.	PSO 2	K2
CO-3	Construct and develop the origin, structure and effects of the major directors, scriptwriters, critics, and cinematographers and describe their various contributions to the development of cinema Analyze the director's film making style	PSO 2	K2
CO-4	Discover and distinguish major film festival and Identify the decades of cinema	PSO 3	K1
CO-5	Indicate and discuss dramatic structure in a film and Examine contemporary films	PSO 4	K4

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

TEXT BOOK

1. Dancyger, K. (2019). The technique of film and video editing: History, theory, and practice. New York, NY: Routledge.

REFERENCE BOOK:

4. Pratt, L. H., & Sampson, C. M. (2018). Engaging classical texts in the contemporary world: From narratology to reception. Ann Arbor: University of Michigan Press.

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	M	H	H		H		L	
CO-2	H	H	H				M	M	
CO-3	M	H	M	M		M		M	H
CO-4	H	H	H	M		M	H	M	
CO-5	H	H	M	M				L	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	M
CO-2	M	H	M
CO-3	M	H	H
CO-4	M	M	H
CO-5	H	M	M