

Day - Day 1

Date - 12/12/22

hour -

3 - 1st year

1st year:

Contemporary media Scenario

What is contemporary media?

Modern media comes in many

different formats including print media

(book, magazines, News paper)

Contemporary (or) New media

is typically technology driven media.

driven from the Internet. This

means, Streaming video & Podcast

it has replaced traditional method

Legacy media distribution.

Media and Society:

media & Society introduces the role

of the media in cultural, political and

economic life, unpacking the increasing

entanglement of digital media

technology with our every day

life.

Day order : D2

Hours : I, II, IV

Date : 13.12.2022

I - Media Management

Media Management is an area of Business administration that deal with organising and supervising teams of media Professionals, Various mass communication channels and Technologies media and entertainment production and more.

II, IV - Development Communication

This describes an approach to communication which provides communities with information they can use in bettering their lives, which aims at making public programmes and policies real, meaningful and sustainable.

Development Communication is a discipline in development planning and implementation in which a more adequate account is taken of human behavioral factors in the design of development projects and their objectives. Development Communication consists of two broad Concepts - development Communication

Day order : 24-28/03/2023

Hours : II

Date : 28/03/2023

IIIrd Viscom. - Media Management :-

Editing Techniques :-

Seven "rules of cutting" that a good editor should follow.

Rule 1 :- Never make a cut without a positive reason

Rule 2 :- When undecided about the exact frame to cut on, cut long rather than short.

Rule 3 :- Whenever possible cut 'in movement'

Rule 4 :- The 'fresh' is preferable to the stale

Rule 5 :- All the scenes should begin and end with continuing action

Rule 6 :- cut for proper value rather than proper matches.

Rule 7 :- Substance first - then form.


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S. BHARATHI RAJA
 ASST. PROF.
 VISCOM
 EVEN SEMESTER
 2022 - 2023

I YEAR ART APPRECIATION U2RIVCCC3 - 6 HRS
 III YEAR NEWS EDITING AND REPORTING - 2 HRS
 III YEAR ANIMATION AND WEB PUBLISHING U6RIVCCC12A } - 5 HRS
 - 4 HRS
 II YEAR EVS - 17 HRS

PRACTICAL - 5 HRS
 THEORY - 12 HRS
 17 HRS

TIME TABLE

	I	II	III	IV	V
D ₁	RNE		WEB		
D ₂			AA	AA	T4 EVS
D ₃	RNE	WEB	WEB		T3 EVS
D ₄			T4 EVS		
D ₅		WEB	T3 EVS	AA	AA
D ₆			AA		AA

Date : 28/03/2023

Day : Day 9

hour : 1 - 2nd year

2.3 - 2nd year.

2nd year

CBFC :

A - Adult movie "A" certificate

U - ultra Audience "U" certificate.

U/A - family Audience.

16+ 18+ 20+

3rd year

Keys & Tools

R → Razor.

C → copy.

P → Pen.

Z → Zoom.

H → hand.

for Basic editing to

faster moves and cuts.

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Date : 12/12/22

Day : D₁

Hour : I

Year : III Editing and Reporting

IV, V ANIMATION AND WEB

Editing means adding new things like Special effects and animation effects with already existing things and modifying already existing things is called Editing.

Reporting: Analysis of content, grammar, pronunciation and general errors are checked before publishing.

HTML codings are explained.

Date : 13/12/22

Day : D₂

Hour : III, IV, V ART APPRECIATION
EVS

Art appreciation centers on the ability to view art throughout history focusing on the culture and the people. It refers to the exploration and analysis of the art forms that we are exposed to. It can be highly subjective depending on an individual.

Environmental Science

It is a multidisciplinary academic field which systematically studies human interaction with the environment. It connects physical sciences and social sciences.

ARF Riyas Deen . m.sc.

viscom.

Lesson Plan . for .
Students

U2R1VCCC2	Contemporary media Scenario	06
U4R1VCACR	media Laws & ethics.	05
U6R1VCMBE2P	Editing (Audio & video)	06

Theory - 11 }
Practical - 06 } 17.

Total Hour - 17.

V. Anitha., MJMC., M. Phil
 Assistant Professor
 Dept. of Viscom
 Lesson Plan - 2022-2023
 Even semester.

U4RIVCAL6P	Script Writing	04
U6RIVCCC13	Development Communication	05
U6RIVCCC14	Media Management	05
U6RIGIS	Gender studies	01

Theory - 11 } - 15 hours
 Practical - 04 }

Day Order Hours	I	II	III	IV	V
D ₁		MM		Script writing	
D ₂	MM	DC			DC
D ₃				MM	DC
D ₄	DC	Script writing			MM
D ₅	DC				
D ₆			GIS	MM	