

DEPARTMENT OF VISUAL COMMUNICATION

Title of the Course	Introduction to Visual Communication		
Category of the Course	Core Course	Semester	I
Course Code	U1R3VCCC1	Nature of the Skill	Skill Development
Marks	CIA:25 + Ext: 75 = 100	Hrs/Week	6
Credits	5	Total Inst. Hrs	90

Course Objectives

To enable the students to understand

1. Visual Art is a Powerful tool of Communication.
2. Visual Symbols is one of the first known forms of Human Expression and Communication, which has continued throughout history.
3. The need and importance of Visual Communication.
4. Identify the fundamental elements and principles of design
5. Explain the how media are used in the creation of imaging

Unit - I Communication

Hours: 15

Communication definition, scope, forms and purposes - intra - personal, interpersonal, mass, organizational, non-verbal, and verbal, Communication - socio economic change and the emerging trend in Communication

Unit - II History of human Communication

Hours: 15

History of human Communication seen as four revolutions-oral, written, printing and audio-visual technologies

Unit - III Communication process

Hours: 15

Sources, message, channel, receiver, feedback and Noise -types of noises - encoding and decoding process - Informal and formal channel - Berlo, Lass well, Shannon and Weaver Models.

Unit - IV Characteristics of Mass Communication**Hours: 15**

Function of Mass Communication - information, education, and entertainment -
Dysfunctions of Mass Communication - Communication and public opinion - nature, meaning and process.

Unit - V Motion picture**Hours: 15**

Historical background - structure and organization of motion picture industry in India - technical aspects - status, problems and prospects of films as medium of entertainment - documentary films

Recommended Books

1. Visual Communication: Integrating Media, Art, and Science (Routledge Communication Series) 1st Edition by Rick Williams
2. Keval J Kumar "Introduction to Mass Communication". Vipul Prakashan, Bombay. 2016. (Unit I, II, III, IV)
3. Mc Quail Dennis, "Communication Models", Longman, London, 2018. (Unit V)

Reference Books

1. An Introduction to Visual Communication: From Cave Art to Second Life First Printing Edition by Susan B. Barnes. 2019.
2. Blake et al," A Taxonomy of concepts of in Communication". Hasting House, NY, 1979.
3. John R. Bitner, "Mass Communication - An introduction". Prentice Hall, New Jersey, 1980.
4. Seetharam K.S, "Communication and Culture - A world view". McGraw Hill, New Delhi, 1991.
5. Hilgard, Atkinson and Atkinson, "Introduction to Psychology", Oxford -2016.
6. Shukla, SK. "Mass media and Communication". Cybertech Publishing, New Delhi. 2006.
7. Joseph Devito, Harper and Row, "Human Communication, A basic course", New York, 2017.

Course Outcomes

After completion of this course, students would be able to

S. No	Course Outcome	Knowledge Level
CO1	To understand the basic elements of Visual Communication.	K2
CO2	To understand the revolution of Communication.	K3
CO3	To enhance the ability to conceptualize, develop, and communicate ideas.	K2
CO4	To know about various forms of communication through visuals	K4
CO5	To understand the functions and dysfunctions of mass communication.	K4

Title of the Course: Introduction to Visual Communication						Course Code: U1R3VCCC1					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	
CO1	3	3	3	1	3	3	2	2	2	3	2.5
CO2	3	3	3	3	3	3	2	3	2	3	2.8
CO3	3	3	3	1	3	3	3	3	3	3	2.8
CO4	3	3	3	2	3	3	3	2	3	2	2.7
CO5	3	2	3	2	3	3	3	2	3	2	2.6
Mean Overall Score											2.68
Result											High

Title of the Course	Drawing and Painting - Practical		
Category of the Course	Core Course - II	Semester	I
Course Code	U1R3VCCC2P	Nature of the Skill	Employability
Marks	CIA:40 + Ext: 60 = 100	Hrs./Week	4
Credits	5	Total Inst. Hrs.	60

Course Objectives

To enable the students to understand

1. The exploration and discovery of drawing for students.
2. With the basic of drawing and fine arts like line, dimensions, perspectives, storyboards, identifying and handling textures.
3. Accurately represent perceptions in 2D format
4. Make informed choices in representation to promote the communication of content
5. Make informed choices in drawing tools and materials

The following exercises are compulsory. All exercises must be Pencil drawings. Each exercise should have minimum 3 Drawings.

1. Lines
2. 2D Shapes
3. 3D Shapes
4. Patterns
5. Light and Shade
6. Perspectives (One Point, Two Point, Three Point perspectives)
7. Distortion

Note

The Drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students.

Recommended Book

1. Pen and Ink Drawing Workbook: Volume 2 Paperback - Import, 4 Aug 2018
by Alphonso a Dunn
2. Robert W. Gill Thames and hudson, "Rendering with pen and Ink". London, s1981.

References Books

1. General Principles of Design, Drawing and Safety by IES Master Team. 2019
2. Stan smith,” Anatomy, perspective and composition”, Macdonald U.S.A. 1984
3. Palmer, Frederic, “Visual Elements of Art and Design”, Longman, London,1989
4. Lauet David, “Design Basics”.
5. White, Alexander W, “The Elements of graphic design”
6. Wong, Wucious, “Principles of Two-Dimensional Design”
7. Muller, Josep, “Grid Systems in Graphic Design”
8. Elan, Kimberly, “Geometry of Design: Studies in Proportion and composition”
9. Eco, Umberto, “Fundamentals of Semiotics”

Course Outcomes

After completion of this course, students would be able to

S. No	Course outcome	Knowledge level
CO1	To understand the basic principles of design and color, concepts, media and formats, and the ability to apply them to a specific aesthetic intent. This includes functional knowledge of the traditions, conventions, and evolutions of the discipline as related to issues of representation, illusion, and meaning. The development of solutions to aesthetic and design problems should continue throughout the degree program.	K1
CO2	The ability to synthesize the use of drawing, two-dimensional design, and color, beginning with basic studies and continuing throughout the degree program toward the development of advanced capabilities.	K2
CO3	Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product, including knowledge of paints and surfaces.	K4
CO4	The ability to explore the expressive possibilities of various media, and the diverse conceptual modes available to the painter. This may deal with direct painting from nature or with alternative approaches to the making of traditional or innovative two- and, at times, three-dimensional images.	K5
CO5	Progress toward developing a consistent, personal direction and style.	K6

Title of the Course: Drawing and Painting – Practical						Course Code: U1R3VCCCC2P					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	
CO1	3	3	3	3	3	3	3	3	3	1	2.8
CO2	3	3	3	3	3	3	3	3	3	1	2.8
CO3	3	3	3	3	3	3	3	3	3	1	2.8
CO4	3	3	3	3	3	3	3	3	3	1	2.8
CO5	3	3	3	3	3	3	3	3	3	1	2.8
	Mean Overall Score										2.8
	Result										High

Title of the Course	Art Appreciation		
Category of the Course	Discipline Specific Elective Course – I	Semester	I
Course Code	U1R3VCDSE1:1	Nature of the Skill	Skill Development
Marks	CIA:25+ Ext: 75 = 100	Hrs./Week	5
Credits	3	Total Inst. Hrs.	75

Course Objectives

1. The history of Indian Art and art world wide.
2. It helps to provide an overview of the people culture and trends at the global from a historical perspective so students understand the evolution of art from various societies.
3. Ability to apply fundamental concepts of aesthetics toward the interpretation of art.
4. Familiarity with the various media used to make art.
5. Familiarity with the formal elements of art and key works of art

Unit - I Indian Art

Hours: 15

Proto Historic Period - Historic Period: Buddhist, Jana, Hindu, Gupta - Architecture - Northern Temple - Temples in the Deccan

Unit - II Southern Temples

Hours: 15

Pallava, Chola, Pandya, Vijayanagar and Nayaks - Islamic Period: Architecture, Imperial Style, Provincial style and Mughal Style

Unit - III Sculptures

Hours: 15

The Mauryas, The Kushans, The Guptas, The Chalukyas, The Hoysalas, The Pallavas, The Cholas, The Pandyas, The Vijayanagara Panitings, Murals - North Indian - South Indian - Minatures - Mughal Paintings - Rajput Painting - Rajasthan - Pahari Paintings - Modern Indian Painting

Unit - IV The Western Art and Architecture

Hours: 15

Egyptian, Greek, Roman, Early Christian, Byzantine, Romanseque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and Modern art

Unit - V Aesthetics

Hours: 15

The fu nctions of art, artist and society, social responsibility of the artist, Indian Aesthetics, Beauty, the Rasas

Recommended Book

1. Art, Faith and Medicine in Tintoretto's Venice Edited by Gabriele Marino, Cynthia Klestinec. 2019.
2. Edith Tomory, History of Fine Arts in India and the West, Orient Longman Limited, India, 1989. (Unit I- V)

Reference Books

1. Art Appreciation: An Introduction to the Formal Elements and Mediums by Dave Plouffe. 2019.
2. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.

Course Outcomes

After completion of this course, students would be able to

S. No	Course Outcomes	Knowledge Level
CO1	To understand a work of art from an objective point of view, its physical attributes, and formal construction.	K2
CO2	To apply the formal elements and principles of design to works from the text.	K3
CO3	To understand historical, religious, or environmental information that surrounds a particular work of art and which helps to understand the work's meaning.	K2
CO4	To understand critical point of view about a work of art concerning its aesthetic or cultural value.	K4
CO5	To evaluate selected artworks using the terminology and iconography of art.	K3

Title of the Course: Art Appreciation						Course Code: U1R3VCDSE1:1					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	
CO1	3	3	3	3	3	1	3	1	2	1	2.3
CO2	3	3	3	3	3	1	3	1	2	1	2.3
CO3	3	3	3	3	3	1	3	1	2	1	2.3
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	3	3	3	3	3	3	2	3	2.9
Mean Overall Score											2.54
Result											High

Title of the Course	Creative Advertising		
Category of the Course	Discipline Specific Elective Course – II	Semester	I
Course Code	U1R3VCDSE1:2	Nature of the Skill	Skill Development
Marks	CIA:25+ Ext: 75 = 100	Hrs./Week	5
Credits	3	Total Inst. Hrs.	75

Course Objectives

To enable the students to understand

1. Advertising to students about the wide, wonderful world of advertising and encapsulates all about advertising.
2. History of advertising, strategy, copywriting, art direction and integrated communication are introduced and practiced at an appropriate level.
3. Create effective concept presentations in different types, styles, and formats
4. To gain a working knowledge of the basic steps in the development of creative strategy
5. To understand the critical role creative strategy plays in the development of advertising

Unit - I Advertising

Hours: 15

Role - elements - Advertising in marketing mix - types of advertising - merits and demerits - advertising and consumers - buying systems - target plans.

Unit - II Target audience

Hours: 15

Branding - brand building - positioning - advertising strategy - advertising campaign - Ad copy - Structure - message - appeals - levels of feedback.

Unit - III Media planning

Hours: 15

Developing media objectives - media budget - selection of media - implementing media plans - pre-testing and launch - advertising research

Unit - IV Advertising agency

Hours: 15

Structure and functions - departments - functions - role - nature - special emphasis on writing and visualizing

Unit - V Advertising and Society

Hours: 15

Ethical issues in advertising - advertising production techniques - print - radio - TV and Films.

Recommended Book

1. Truth, Lies, and Advertising: The Art of Account Planning 1st Edition by Jon Steel. 2019.
2. KevalJ. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994. (Unit I, II, V)
3. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (LEA's Communication Series) by Helen Katz (Unit III,IV)

Reference Books

1. Copy Paste: How Advertising Recycles Ideas Hardcover - October 28, 2016 by Joela Pompe. 2019
2. Basic Advertising by Donald W. Jugenheimer (Paperback - Mar 1991) Advertising Procedure
3. Advertising For Dummies (For Dummies (Business) by Gary Dahl (Paperback - Jan 3, 2007) Foundations of Advertising
4. Advertising Media Planning by Jack Z. Sissors and Roger Baron (Hardcover - Jun 15, 2002)

Course Outcomes

After completion of this course, students would be able to

S. No	Course outcome	Knowledge level
CO1	To understand history, theory, terms, ethics, and roles and responsibilities in the industry.	K2
CO2	To manage projects from concept to completion using the tools of the industry.	K1
CO3	Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.	K4
CO4	Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.	K4
CO5	Complete all work in a professional, ethical and timely manner.	K2

Title of the Course: Creative Advertising						Course Code: U1R3VCDSE1:2					
Course Outcome s (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO 1	PO 2	PO3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	
CO1	3	3	2	2	2	3	3	2	3	1	2.4
CO2	3	3	2	2	2	3	3	2	3	1	2.4
CO3	3	3	2	2	2	3	3	2	3	1	2.4
CO4	3	3	2	2	2	3	3	2	3	1	2.4
CO5	3	3	2	2	2	3	3	2	3	1	2.4
	Mean Overall Score										2.39
	Result										High

Title of the Course	Communication and Media		
Category of the Course	Discipline Specific Elective Course – III	Semester	I
Course Code	U1R3VCDSE1:3	Nature of the Skill	Skill Development
Marks	CIA:25+ Ext: 75 = 100	Hrs./Week	5
Credits	3	Total Inst. Hrs.	75

Course Objectives

1. To introduce to the students the fundamentals of new media technology
2. To have a theoretical understanding of new media
3. The program will help students to develop knowledge and competencies in oral, written, and visual communication and in communication technologies that are essential to success in the global marketplace of ideas, commerce, and culture.
4. The program will prepare students for careers
5. Only in media and communication but also in diverse professions and business fields.

Unit - I

Hours: 15

Introduction to New Media. What is new media? What is old media? Difference between new and old media. Rise of Internet. Level- basic knowledge

Unit - II

Hours: 15

Globalization and communication. How has globalization influenced the growth of new media? Level- basic knowledge

Unit - III

Hours: 15

What is digital divide? New media contribution to this digital divide. New media influence on politics, economy and societies. Level- Working knowledge

Unit - IV

Hours: 15

Cyber journalism and cyber culture. Web sites, E-newspapers, internet tv, internet radio, cell phones and sms, blogs, social network sites. Level- basic knowledge

Unit - V

Hours: 15

Wiki. New media terminologies. Level- basic knowledge

References

- Media, Communication, Culture: A Global Approach - James Lull, Polity Press, UK, 2013
- Online Journalism: The Essential Guide - Steve Hill & Paul Lashmar, SAGE Publications, London, 2014
- The Responsible Reporter: Journalism in the Information Age - Peter Lang, USA, 2008

Course Outcomes

After completion of this course, students would be able to

S. No	Course outcome	Knowledge level
CO1	To inculcate concepts of communication, its role and importance in society.	K2
CO2	To impart the knowledge of Mass communication & Journalism covering a wide area of studies.	K1
CO3	To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.	K4
CO4	To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.	K4
CO5	Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.	K2

Title of the Course: Communication and Media						Course Code: U1R3VCDSE1:3					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO 1	PO 2	PO3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	
CO1	3	3	3	3	3	1	3	1	2	1	2.3
CO2	3	3	3	3	3	1	3	1	2	1	2.3
CO3	3	3	3	3	3	1	3	1	2	1	2.3
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	3	3	3	3	3	3	2	3	2.9
Mean Overall Score											2.54
Result											High

Title of the Course	Mobile Photography		
Category of the Course	Skill Enhancement Course	Semester	I
Course Code	U1R3VCSEC1	Nature of the Skill	Employability
Marks	CIA:25 + Ext: 75 = 100	Hours / Week	2
Credits	2	Total Inst. Hrs.	30

Course objectives

To enable the students to understand

1. Explain the tools required for mobile photography
2. Compare mobile and digital single-lens reflex cameras
3. Establish the importance of using the correct lens
4. Contrast manual and automated focusing
5. Outline how to use natural, flash and artificial light

Unit I - The Art of Mobile Photography and Foundations **Hours: 06**

Camera, creative composition, creative lens, panoramas, creativity in motion, and creative exposure. Exposure on a mobile camera, shooting in low or bright light, when to use high dynamic range (HDR), and shooting in RAW format.

Unit II - Mobile Photography for Beginners **Hours: 06**

Camera setup, focus & exposure, lighting, portrait & night photography, composition, leading phones, cropping, and macro. Optimizing traditional media, sharing on social media, understanding photography, advantages of smartphone photography.

Unit III - Pro Mobile Photography in iPhone or Android **Hours: 06**

Taking a creative photo, built-in phone settings, and the exposure triangle. Shooting in a third-party app, five main edits. Smartphone photography, lenses, accessories, and motion.

Unit IV - Smartphone Photography **Hours: 06**

The basics of mobile photography, pro mode, and selfies. Landscape photography, portrait photography, low light and nighttime, apps and editing.

Unit V - Editing and Monetizing your Smartphone Photography **Hours: 06**

Mobile photography Composition, crispness, depth, retouching, atmosphere, and weather tricks. Focus, exposure, composition techniques, zoom, and background settings.

Text Book

1. Smart Phone Smart Photography By Jo Bradford

References Books

1. Art With an iPhone: A Photographer's Guide to Creating Altered Realities By Kat Sloma
2. [Art Of a Small Camera: Low Light Photography for Compact Cameras and Smartphones](#) By GS Tyler
3. [The Smartphone Filmmaking Handbook: Revealing the Secrets of Smartphone Movie Making](#) By Neil Philip Sheppard
4. [The Smartphone Photography Guide](#) By Peter Cope

Course Outcomes

After completion of this course, students would be able to

S. No	Course outcome	Knowledge level
CO1	Lay out the basics of add-on lenses for smartphones	K2
CO2	Describe various shooting techniques	K4
CO3	Explain selective colour photography	K3
CO4	Compare tone ranges	K4
CO5	Discuss how to succeed on Instagram with your digital art	K2

Title of the Course: Mobile Photography						Course Code: U1R3VCSEC1					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	3	3	3	3	1	3	1	2	1	2.3
CO2	3	3	3	3	3	1	3	1	2	1	2.3
CO3	3	3	3	3	3	1	3	1	2	1	2.3
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	3	3	3	3	3	3	2	3	2.9
	Mean Overall Score										2.54
	Result										High

Title of the Course	Media Literacy		
Category of the Course	Foundation Course	Semester	I
Course Code	U1R3VCFC	Nature of the Skill	Skill Development
Marks	CIA:25+ Ext: 75 = 100	Hrs./Week	2
Credits	2	Total Inst. Hrs.	30

Course Objectives

1. Develop an understanding of the visual message and the truth behind the image-- visual literacy.
2. Develop an understanding of semiotics--the meaning behind media messages.
3. Develop an understanding of ideology in the context of our media system.
4. Develop an understanding of the media in terms of its representation of gender and ethnicity.
5. Develop an understanding of our commercial culture.

Unit - I Media and Audience Hours: 06

Media Literacy - definition, approach, high degree of exposure media content and reality perspective on audience industry perspective, children as special audience.

Unit - II Perception About Media Hours: 06

Literacy in action - media literacy in community, young people, new media, and participatory design. News media literacy strategies in the digital age.

Unit - III Media for Communication Hours: 06

Three building block of media literacy - personal locus, knowledge structures, development of media literacy, self-programming of mental codes, more control over media

Unit - IV Media Production Hours: 06

Information - processing tasks - filtering - matching - construction cross - media and cross -vehicle promotion

Unit - V Effects of Media Hours: 06

Broadening perspective on media effects - effects process - media ownership privacy piracy violence - sports.

Recommended Books

1. Alvermann, Donna E., et al. Popular culture in the classroom: Teaching and researching critical media literacy. Routledge, 2018.

Reference Book

1. James Potter, W. "Media Literacy", Ninth Edition, SAGE Publications India Pvt. Ltd., New Delhi, 2020.
2. Kathleen Tyner, "Media Literacy: New Agendas in Communication", Routledge Publisher, New York, 2019.
3. William G. Christ and Belinha S. De Abreu, "Media Literacy in a Disruptive Media Environment (Electronic Media Research Series)", First Edition, Routledge Publisher, New York, 2020.
4. Potter, W. James. Introduction to media literacy. Sage Publications, 2015.

Course Outcomes

S. No	Course outcome	Knowledge level
CO1	Know the media literacy content	K2
CO2	Make use of the various media audience	K1
CO3	Examine the principles of media literacy	K4
CO4	Evaluate the cross-media culture	K4
CO5	Design media effects and media ownership	K2

Title of the Course: Media Literacy						Course Code: U1R3VCFC					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO 1	PO 2	PO3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	
CO1	3	3	2	2	2	3	3	2	3	1	2.4
CO2	3	3	2	2	2	3	3	2	3	1	2.4
CO3	3	3	2	2	2	3	3	2	3	1	2.4
CO4	3	3	2	2	2	3	3	2	3	1	2.4
CO5	3	3	2	2	2	3	3	2	3	1	2.4
	Mean Overall Score										2.39
	Result										High

Title of the Course	Contemporary Media Scenario		
Category of the Course	Skill Development	Semester	II
Course Code	U2R3VCCC3	Nature of the Skill	Employability
Marks	CIA:25 + Ext: 75 = 100	Hours / Week	5
Credits	5	Total Inst. Hrs.	75

Objectives

To enable the students to understand

- The history of Print Media, Radio, Television, New Media and the development of Indian Cinema.
- To provide an overview of the media systems, functioning and trends at the global level from a historical perspective. So, students can understand the evolution of media in various societies.
- To develop in students an understanding of media and enable them to appreciate potential and limitation of various media forms.
- To develop skills to encourage the production of creative media messages.
- To introduce students to various career opportunities in mass media.

Unit-I Media and Society:

15 Hours

Functions of Media-Press - Brief history of press in India - Legal limitation on press freedom - The role of press in society - Trends in contemporary journalism - press council - press in society - press codes and ethics of journalism - globalization and news flow

Unit - II Radio:

15 Hours

Development of Radio Broadcasting in India - Popular Radio Genres - Satellite Radio - Community Radio -Privatization and Indian Radio - Radio for social change - Future of Radio

Unit - III Cinema:

15 Hours

Origin and development of Indian Cinema - Regional Film Industry - Film Censorship - Hollywood and Indian film trends - National Film Development Corporation - Documentary Film - Parallel Cinema in India

Unit - IV Television:

15 Hours

The story of television - Development of Television in India - Cable and Satellite - Prasar Bharati, Western impact of Indian Television - Current trends in Indian Television - Consumerism and Television

Unit -V New Media:

15 Hours

Historical Development of New Media - Information age, Knowledge society and global media and audiences - New Media Technologies - Digital Revolution - Internet - Satellite TV and DTH - ICT (Information Communication Technology) - Information Super Highway

Text Book

1. Guide for Journalism and Mass Communication 2019 Paperback - 2019 by Arihant Experts
2. Keval J. Kumar, "Mass Communication in India", Jaico Books, 2013.(Unit I- V)

References Books

1. Melissa Gronlund, Contemporary Art and Digital Culture (London; Routledge, 2019).
2. Edward S. Herman and Robert N.Meehesney, "The Global Media",Madhyam Book, India, 1988
3. P.C. Chatterjee, "Broadcasting in India", Sage Publications, India, 1987
4. DurgaDassBasu, "Law of the press in India", Prentice Hall, New Delhi, 1998

Course Outcome

S. No	Course Outcomes	Knowledge Level
CO1	To describe the techno cultural discourse surrounding new-media technologies and practice	K2
CO2	To evaluate communication technologies as the articulation of power and as an agent of social change	K3
CO3	To conceptualize, implement and evaluate substantial, meaningful, and purposeful projects using digital media techniques	K2
CO4	To evaluate ethical and legal considerations in working with digital media.	K4
CO5	To develop, implement, and distribute self-directed projects that synthesize creative, technical, and critical approaches	K3

Title of the Course: Contemporary Media Scenario						Course Code: U2R3VCCC3					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	3	3	3	3	1	3	1	2	1	2.3
CO2	3	3	3	3	3	1	3	1	2	1	2.3
CO3	3	3	3	3	3	1	3	1	2	1	2.3
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	3	3	3	3	3	3	2	3	2.9
	Mean Overall Score										2.54
	Result										High

Title of the Course	Digital Art and Painting (Practical)		
Category of the Course	Skill Development	Semester	II
Course Code	U2R3VCCC4P	Nature of the Skill	Employability
Marks	CIA:40 + Ext: 60 = 100	Hours / Week	5
Credits	5	Total Inst. Hrs.	75

Course Objectives

To enable the students to understand

- To usage of colors in drawing various art forms.
- With the basic of drawing and fine arts like line, dimensions, perspectives, storyboards, identifying and handling textures.
- To develop students' awareness of artistic contexts in history and theory, and their roles in the creative processes as contemporary artists in drawing.
- To nurture students' ability to establish personal focus and direction as artists.
- To help students create a body of drawing that has consistency and sophistication.

The following exercises are compulsory. All exercises must be in different medium like charcoal, watercolor, pastels, and oil paints. Each exercise should have minimum 2 Drawings.

- **Perspectives with Lighting and shading (One Point, Two Point, Three Point perspectives)**
- **Forms and live models (Animals & Birds)**
- **Human Anatomy (Portrait & Full Figure)**
- Still life with Light and Shade
- Still life (Flowers, Fruits, Vegetables)
- Monuments (Outdoor Drawing)
- Object Movements
- Typography

The drawing record should contain exercises completed by each student on every practical class during the First semester with proper dates and signature of the concerned Lecturer. It should contain a content page of exercises completed by individual students.

Text Books

- Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions Paperback - July 1, 2018 by Timothy Samara
- Robert W. Gill Thames and hudson, "Rendering with pen and Ink", London,1981
- Palmer, Frederic, "Visual Elements of Art and Design", Longman, London, 1989

Reference Books

- Drawing Exercises That Will Turn Anyone into An Artist by EMILY POTTS August 1, 2018
- Stan smith, “Anatomy, perspective and composition”, Macdonald U.S.A., 1984
- Lauet David, “Design Basics”.
- White, Alexander W, “The Elements of graphic design”
- Wong, Wucious, “Principles of Two-Dimensional Design”
- Muller, Josep, “Grid Systems in Graphic Design”
- Elan, Kimberly, “Geometry of Design: Studies in Proportion and composition”
- Eco, Umberto, “Fundamentals of Semiotics”

Course Outcomes

S. No	Course Outcomes	Knowledge Level
CO1	The student will continue to develop drawing skills addressed in any previous drawing classes.	K1
CO2	The student will be exposed to a variety of art concepts, including observation skills, expressive approach, and a creative approach.	K4
CO3	The student will investigate a wide variety of mediums in this course.	K5
CO4	The student will be encouraged to investigate a variety of subject matter.	K3
CO5	To encourage a personal approach to the art making process.	K6

Title of the Course: Digital Art and Painting (Practical)						Course Code: U2R3VCCC4P					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	2	2	2.8
CO2	3	3	3	3	3	3	3	3	2	2	2.8
CO3	3	3	3	3	3	3	3	3	2	2	2.8
CO4	3	3	3	3	3	3	3	3	2	2	2.8
CO5	3	3	3	3	3	3	3	3	2	2	2.8
	Mean Overall Score										2.82
	Result										High

Title of the Course	Printing and Publishing		
Category of the Course	Discipline Specific Elective Course	Semester	II
Course Code	U2R3VCDSE2:1	Nature of the Skill	Employability
Marks	CIA:25 + Ext: 75 = 100	Hours / Week	4
Credits	3	Total Inst. Hrs.	60

Objectives

To enable the students to understand

- The history of printing and introduces the students to the dynamic printing and publishing industry.
- It offers them the prospect to become technically sound with various Printing processes and design decisions.
- It guides the on the practical front by training them on the techniques of layout and designing of newspapers and magazines and make them aware of the digital pre – press activities.
- Publishing industry has its own set of parameters and is mainly divided into editorial, designing, production, printing, advertising, publicity and marketing.
- Publishing is the process of distribution of information to the public in the form of books, literature, newspaper, periodicals, magazines and other areas.

Unit -I History of printing:

12 Hours

Recent technological development of printing process - importance of printing process in design decisions

Unit – II Typesetting

12 Hours

Systems medal composition - phototypesetting - computerized typesetting - character placement and kinds of spacing - Printing paper and ink - production of paper - kinds of paper - size - substance - bulk

Unit – III Art and copy preparations

12 Hours

Layouts - kinds of art works - mechanical overlays -Color reproduction - separation and duplication - Type of inks - quality of various kinds of processes

Unit – IV Printing processes and Color theory

12 Hours

Letter press, lithography, offset printing, gravure, flexography, screen printing and reprography methods- color theories – Additive color theory, subtractive color theory, importance of color in printing.

Unit – V New technological processes

12 Hours

Development in printing processes - Digital Pre - press - direct to plate technologies - recent trends in printing processes

Text Book

1. Guide for Journalism and Mass Communication 2019 Paperback - 2019 by Arihant Experts
2. N.N Sarkar, "Art and Print Production", Oxford University Press, 2013. (Unit I- V)

References Books

1. Guide for Journalism and Mass Communication 2019 Paperback - 2019 by Arihant Experts
2. Ales krejca,"Print making techniques", Octopus Books Lts., 1982.
3. Compilations, "A guide to young printers", SIGA, madras, 1981.
4. Compilation, Typography, Watson Guptill Publications New York. 1986.
5. Amdams," J.M. Printings technology (fourth edition)", Thomson Learning, 1996.
6. Finley, "Printings paper and inks", Thomson Learning, 1998.

Course Outcome

S. No	Course Outcomes	Knowledge Level
CO1	Print and Digital Publishing minors will be able to demonstrate the fundamentals of editing and publishing in print and digital media.	K2
CO2	Print and Digital Publishing minors will demonstrate the skills of independent researchers and project managers.	K3
CO3	Online media for a range of entities in the arts industry.	K2
CO4	Students will be able to Write, edit, and design print and	K4
CO5	Students will be able to import text and graphics into page layout programs.	K3

Title of the Course: Printing and Publishing						Course Code: U2R3VCDSE2:1					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	
CO1	3	3	3	3	3	1	3	1	2	1	2.3
CO2	3	3	3	3	3	1	3	1	2	1	2.3
CO3	3	3	3	3	3	1	3	1	2	1	2.3
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	3	3	3	3	3	3	2	3	2.9
	Mean Overall Score										2.54
	Result										High

Title of the Course	Media Management		
Category of the Course	Discipline Specific Elective Course	Semester	II
Course Code	U2R3VCDSE2:2	Nature of the Skill	Employability
Marks	CIA:25 + Ext: 75 = 100	Hours / Week	4
Credits	3	Total Inst. Hrs.	60

Course objectives:

To enable the students to understand

- The working environment of media and the basic management principles, ethics over there.
- The marketing aspect of a media organization.
- Strategic management understating
- Understanding of procurement
- Understanding of media and management

Unit: I Management:

Principles of Management - Management theories, -Concepts of OB, personnel management, Role and responsibilities of personnel manager.

Unit: II Managing media organization:

Planning, Coordination, Motivation, Control, Decision-making and Departmentalization. Departmentalization in media houses.

Unit: III Production management in Electronic Media

Pre- production, Scheduling, Budgeting, Financing, controlling, production, Post-production and delivery.

Unit: IV Advertising management

Audience analysis-Media marketing -profit, sales , slots, TRPs and market share objectives, setting the budget, Media selection and Media scheduling.

Unit: V Organizational Behavior

Newspapers -Departments-Selling-Advertisements-Circulation-ABC. Sales promotion in media-Purpose, tools and techniques, campaign, program, publicity, messages and vehicles

Text Book:

1. Peter K Pringle, Michael F. Starr & William E McCavitt, Electronic Media Management, Focal Press, London 2012.(Unit I-V)

References Books:

1. John R Rossiter& Larry Percy, Advertising and Promotion Management, McGraw Hill, New York, 1987.
2. Alan B. Albarran, "Management of Electronic Media", Thomson Wadsworth (2003)

S. No	Course Outcomes	Knowledge Level
CO1	To understand about principle of media management	K2
CO2	To understand about planning and motivation	K3
CO3	To understand about financial and management	K2
CO4	To understand audience analysis-Media marketing	K4
CO5	To know about Newspapers, departments, Selling, Advertisements and Circulation.	K3

Title of the Course: Media Management						Course Code: U2R3VCDSE2:2					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	
CO1	3	3	3	3	3	1	3	1	2	1	2.3
CO2	3	3	3	3	3	1	3	1	2	1	2.3
CO3	3	3	3	3	3	1	3	1	2	1	2.3
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	3	3	3	3	3	3	2	3	2.9
Mean Overall Score											2.54
Result											High

Title of the Course	Film Appreciation		
Category of the Course	Discipline Specific Elective Course	Semester	II
Course Code	U2R3VCSEC2:3	Nature of the Skill	Employability
Marks	CIA:25 + Ext: 75 = 100	Hours / Week	4
Credits	3	Total Inst. Hrs.	60

Objectives:

- To enable students to appreciate film in a more informed manner
- To introduce early film history
- To elucidate the process of film making through cinematography
- To elaborate on the contribution of various film movements in shaping the way films are now made
- To identify genres and their structure

Unit I **12 Hours**

Introduction: Early film history, development of film as a form, narrative structure in film

making from the point of view of specific film clips - Technological innovations in cinema, directorial interventions

Unit II **12 Hours**

Development of narrative. Films of Lumiere Brothers, George Melies, D.W. Griffith, Orson Welles - Film development in India-a history: Contribution to cinema in India-Dada Saheb Phalke

Unit III: **12 Hours**

The Language of Cinema: Cinematography: Framing and Composition, Shots, Establishing Shot, Angles, Camera Movement, POV shot, 180 degree rule, Diegetic, Non-diegetic sound.

Unit IV: **12 Hours**

Cinema -Films of Edwin Porter and Sergei Eisenstein, Montage, Standard cut, Jump cut, Cross Dissolve

Unit V: **12 Hours**

Fade in-Fade out, J/L Cuts, Cutting on Action, Cross cutting (Parallel Editing), Match cuts, Cutaways, Smash Cuts, Invisible Cuts, Wipe.

Text Books

The film appreciation book by Jim piper

The film appreciation book by NIBM E-Book portal

References Books

1. Arnheim, Rudolf. Film as Art. University of California Press, 1957.

2. Ambedkar, B. R. "Castes in India: Their Mechanism, Genesis and Development." Dr. Babasaheb Ambedkar: Writings and Speeches, Vol. 1. Education Department, Government of Maharashtra, 1979.
3. Bordwell, David and Kristin Thompson Film Art: An Introduction. Eleventh edition, New York: McGraw-Hill, 2016.
4. Braudy, Leo & Cohen, Marshall (Eds). Film Theory & Criticism: Introductory Readings. Oxford U.P, 2016.
5. Bywater, Tim and Thomas Sobchack. Introduction to Film Criticism. Major Critical Approaches to Narrative Film. Pearson Education, 2009.

S. No	Course Outcomes	Knowledge Level
CO1	1. To be able to demonstrate a more-than-average level of proficiency in writing about film in a more informed manner	K2
CO2	2. To have some level of expertise in identifying film vocabulary, techniques of Film making, styles	K3
CO3	3. To show some ability to appreciate innovations in cinematography, multilinear narratives and other contemporary styles	K2
CO4	4. To appreciate the role of film as a powerful visual medium in shaping our personal and cultural identity	K4
CO5	5. To demonstrate some knowledge of film history and the process of film making	K3

Title of the Course: Film Appreciation						Course Code: U2R3VCDSE2:3					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	
CO1	3	3	3	3	3	1	3	1	2	1	2.3
CO2	3	3	3	3	3	1	3	1	2	1	2.3
CO3	3	3	3	3	3	1	3	1	2	1	2.3
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	3	3	3	3	3	3	2	3	2.9
	Mean Overall Score										2.54
	Result										High

Title of the Course	Elements of Film		
Category of the Course	Skill Enhancement Course	Semester	I
Course Code	U2R3VCSEC2	Nature of the Skill	Employability
Marks	CIA:25 + Ext: 75 = 100	Hours / Week	2
Credits	2	Total Inst. Hrs.	30

Course objectives

- Develop and understanding of film languages and terminology.
- Analysis of Languages
- To understand the post production, editing, sound recording and dubbing
- Students are able to understand fundamental of film sound
- To understand style as a formal system, narrative unity and ambiguity

Unit I

Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903- 1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

Unit II

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

Unit III

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-enscene, space and time, narrative functions of mise-en-scene. Cinematographer properties- the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound- the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit IV

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

Unit V

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

Text Books

Sight Sount Motion for Applied Media Aesthetics by Herbert zettl

An Introduction to Elements of Cinema

References

Thoraval, Yves(2000) The Cinema of India(1896-2000) Roberge,

Gaston: the Subject of Cinema Roberge,

Gaston (1977): Films for an ecology of Mind

Halliwell;: The Filmgoers Companion 6th Edition

Arora: Encyclopedia of Indian Cinema

Course Outcomes

After completion of this course, students would be able to

S. No	Course Outcomes	Knowledge Level
CO1	To be able to understand south Indian movies	K2
CO2	To understand planning and preproduction	K3
CO3	To understand alternative to continuity editing	K2
CO4	To understand the concept of form in film	K4
CO5	To be able to understand style as a formal system	K3

Title of the Course: Elements of Film						Course Code: U2R3VCSEC2					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PS O5	
CO1	3	3	2	2	2	3	3	2	3	1	2.4
CO2	3	3	2	2	2	3	3	2	3	1	2.4
CO3	3	3	2	2	2	3	3	2	3	1	2.4
CO4	3	3	2	2	2	3	3	2	3	1	2.4
CO5	3	3	2	2	2	3	3	2	3	1	2.4
Mean Overall Score											2.39
Result											High

Title of the Course	Photo Journalism		
Category of the Course	Discipline Specific Elective Course	Semester	II
Course Code	U2R3VCSEC3	Nature of the Skill	Employability
Marks	CIA:25 + Ext: 75 = 100	Hours / Week	2
Credits	2	Total Inst. Hrs.	30

Objectives

To understand critically the basic concepts of photography and photojournalism

- The Elements of visual story telling
- The structure of newsroom
- News stories
- Eye for the news photo
- Media Laws and Intellectual Property

Unit- I: Photo Journalism: Meaning & Definition, Growth & Development Camera: Types and parts, Elements of Visual news story telling, Types of news stories **06 Hours**

Unit - II: Organization of a newspaper, Structure of newsroom, Role of photo journalists in a newsroom, communicating with the desk, briefing and debriefing **06 Hours**

Unit- III: Focal length, aperture, shutter speed, depth of field, focusing exposure. Exposure meter. Film: Nature, speed and types of film, Elements & principles Lens **06 Hours**

Unit - IV: Developing eye for news photos, Lighting Arrangement: Different light sources. Electronic flash, shutter synchronization, lighting principles. Composition: Basic elements of composition rule of thirds. **06 Hours**

Unit - V: Principles and Ethics and of photojournalism, Media laws and Intellectual Property Rights, Digital Photography. **06 Hours**

Text Book

1. The Mind'Eye, Henri Cartier-Bresson ISBN: 0-89381-890-9
2. Photojournalism: The Professional's Approach, 6th edition by Kenneth Kobre
3. (La Chambre Claire), Camera Lucinda, Reflexions on Photography by Roland Barthes

References Books

1. The Professionals Approach, Kobre Kenneth, sixth edition, Focal Press, 2004
2. Real World Digital Photography, Eisman, Dugan, and Grey, Pearson/Prentice Hall, 2010
3. Photojournalism: An Introduction, Fred Parrish, Wadsworth Thomson, 2002
4. Oxford Guide to Plain English, Martin Cutts, OUP Oxford, NY, 2013
5. The Oxford Guide to Writing & Speaking, Seely John, Oxford University Press, 2000

Course outcome

S. No	Course Outcomes	Knowledge Level
CO1	Students will understand the elements of visual story telling	K2
CO2	The structure of newsroom will be understood by the students	K3
CO3	Different types of news stories will be written by the students	K2
CO4	Students will understand eye for the news photo	K4
CO5	Students will be import the Media Laws and Intellectual Property	K3

Title of the Course: Photo Journalism						Course Code: U2R3VCSEC3					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	
CO1	3	3	3	3	3	1	3	1	2	1	2.3
CO2	3	3	3	3	3	1	3	1	2	1	2.3
CO3	3	3	3	3	3	1	3	1	2	1	2.3
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	3	3	3	3	3	3	2	3	2.9
	Mean Overall Score										2.54
	Result										High