BVC1221   **NewMedia**   **3 Hours/ 2Credits**

CourseObjectives:
Enable the students
- To acquire the knowledge on new media and itsimpacts
- To learn the basics of social networking, E-Publishing and mobile communication
- To learn the usage of new media in contemporaryEra

Learning Outcome:
- The learner can adopt the various types of socialnetworking
- The learner can understand the importance of socializing anddigitalizing
- The learner can analyze the new facet of newmedia

Unit I
New media – Definition – Scope and characteristics of new media (Five C's – Communication, Collaboration, Community, Creativity and Convergence), Old Vs new perspectives - Importance of new media in contemporaryera

Unit II
Socializing – Definition – Importance of socialization in digital age- Role of New media in socialization

Unit III

Social Networking – Definition – Types of social networking – Characteristics of social networking - Positive and negative factors of social networking – Social networking and its impact on youth

Unit IV

E publishing – E books – Traditional reading and online reading - Job opportunities in E publishing - Mobile communication

Unit V

Role of new media in Education, Entertainment, Politics and Journalism, New media technologies – Web Related communication technology – Blogs and Wikis

Evaluation Pattern:

End of the semester exams will be conducted for 60 marks in theory and for the remaining 40 marks the continuous internal assessment mark will be added.

Reference Books:
1. Mike Ward, Journalism Online, Focal Press, Oxford,2002
2. Dennis P. Curtin, Kim Foley, Kunal sen and Cathleen Morin, Information Technology, the breaking wave, Mc Graw- Hill College,1998
3. Electronicmedia(secondedition),Then,nowandlater,NormanJ.Medoff,Barbara K. Kaye

BVC1222   **Typography(Practical)**

                              3Hours/ 2Credits CourseObjectives:

Enable the students
- To learn about the basic types and style of theletters
- To learn Stencil cutting ofletters
- To learn calligraphywriting

Learning Outcome:
- The learner can do stencil cutting
- The learner can write calligraphy
- The learner can do visual

composition **UnitI**   Type –

size –style – various types - form

UnitII   Calligraphy -practical

UnitIII   Dot - line – shape – form -color

UnitIV	Harmony – Balance – Rhythm – Symmetry –Proportion
UnitV	Stencil cutting of theletters

Evaluation Pattern:
End of the semester exams will be conducted for 60 marks in theory and for the remaining 40 marks the continuous internal assessment mark will be added.

Reference Books:
Annie Moring, Calligraphy stroke –by – storke, Quantm Books, 2006
Sarkar, N. (2008) Art and Print Production. New Delhi: Oxford University Press

BVC1224   **DigitalPhotography**

3Hours/ 2 Credits

CourseObjectives:
Enable thestudents:
- To learn the fundamentals ofphotography
- To understand the various camera and itsmaintenance
- To learn about the types ofphotography

Learning Outcome
- Learners can handle the compact digitalcamera
- Learners can compose the pictures pleasing to oureye
- Learners can do basic in camera editing forpicture

1. Basics of camerahandling
2. Composition
3. Camera Care andMaintenance
4. Landscape
5. Architecture
6. Functionphoto
7. Passportphoto
8. Portrait
9. Sports or fast moving objectphoto
10. Photos in availablelight
11. Photos withflash

12. Red EyeReduction
13. Close up (Macro)photo
14. In Cameraedit
15. Photos using built ineffects

Evaluation Pattern:
Students should submit digital photos for continuous internal assessment.
Internal 75 marks External 25marks

ReferenceBooks:
Banek, Cora.(2013) Learning to Photograph Volume 1, California: Rocky
nook Inc. Obermeier, Barbara. (2008) Digital Photography Just the steps
for Dummies, Indiana: Wiley Publishing Inc.

BVC1421   **VisualLiteracy**   **4Hours/4Credits**

Course Objectives:

Enable the students
- To gain knowledge of the Visual elements andPrinciples
- To Learn throughVisual
- To Communicate throughvisual

Learning Outcome:
- The Learner can thinkVisually
- The Learner can understand the elements ofVisual
- The Learner can analyze different kinds ofperspective

Unit I
Visual Literacy: elements of visual –dot-line-shape-form-colour-
texture. Principles of Visual: Harmony, Balance – Rhythm –
Proportion

Unit II
Perspective: one point – two point- three points – Aerial – Curve Linear. Colour theory

Unit III
Reading the Image: Perception - Light and Shade – Composition

Unit IV
Medium used in Drawing: Charcoal – water colour – poster colour – oil
Colour – acrylic colour – mixed media

Unit V
Human Anatomy: Heads – Hands- body- legs- feet – structures and
postures – facial expression – movement in drawing - Cartoon Drawing

Evaluation Pattern:
End of semester exams will be conducted for 100 marks.

Reference Books:
Pran Nath Mago, Contemporary art in India, National Book Trust, India, 2000
Elizabeth Cumming &Wendy Kaplan, The Arts and Crafts Movement,
Thames and Hudson Ltd, 2002
Brandon Taylor, Art Today, Laurence King Publishing, 2005

Course Code: BVC 1423
Course Title: Creative Advertising

Hours: 5
Credits: 4

Course Objectives:
Enable the students:
  To learn the nature, history and development of advertising.
  To get trained in the visual codes of advertisement
  To create effective advertisements on various products

Learning outcome
  The learner can describe the products on the basis of their features
  The learner can create advertisements as per requirements
  The learner can rate the roles of public relations

Unit I
Advertising – definition –.History and development of advertising – functions of advertising – types of advertising – various criticism on advertising – elements of advertising: slogan, Headline, subheadline, illustration, copy, product, Trademark – advertising as a tool of communication – social advertising

Unit 2
Product – definition – classification – product life cycle – types of product – target audience – types of audience – branding – brand image – brand positioning market segmentation – appeals – sales promotion

Unit 3

Advertising budget – media strategy – media vehicle – definition – types of media vehicle - selection of media, planning and classification – ad agency – types of ad agency, structure and function of ad agency

Unit 4

Advertisement Designing – copy writing – types, function – headlines – types. Basic types of illustration – layout – copy preparation –social effects of advertising – ethical aspects – children and advertising – women and advertising

Unit – 5

Public Relations – role and meaning of PR – History of PR- Qualities of PRO – How to conduct PR Campaign – Importance of PR – codes of Ethics for PR – Role of photography in PR

Evaluation Pattern:

End of semester exams will be conducted for 100 marks

Reference Books

Mass Communication, Principles and concepts, second edition, Seema Hasan
Foundations of Advertising, Theory and Practice, S. A. Chunawalla, K.C. Sethia

BVC 1424   **Graphic Design – I (Theory)**   **4Hours/ 4 Credits**

Course Objectives:
Enable the students
- To know the fundamentals and principles of graphic design
- To be acquainted with the various applications in print and electronic media
- To learn the basics of colour theory

Learning Outcome:
- The learner can design the layout for Print and Electronic Media
- The learner can understand the usage of graphics in various media
- The learner can create new designs

Unit I
Design practices and process: Role of design in society- Graphic design process. Principles and Elements of graphic design: Sketching and Drawing – Colour theory

Unit II
Fundamentals of Visual Composition: Typography- Types of Letterforms-structure-design function-function of type composition

Unit III
Fundamentals of design: Principles of composition – elements of Composition – relational visual devices

Unit IV
Principles of Layout Design: Theme and content – types of layout – layout composition – colour in layout-design for publication-layout of a Newspaper – Layout for a magazine.

Unit V
Media and Design: Advertising Design: Media Planning – Print Media – Electronic Media – New Media .Integrated methods of Design: Kinds of events – Corporate Social Responsibility. Graphic Design for Interactive Media: Website Design- Gestalt for web design - Designing Navigation- Interactivity

Evaluation Pattern:
End of semester exams will be conducted for 100 marks.

Reference Books:
1. Publication Division, (2011) Towards a new age graphic design. New Delhi: NCERT.
2. Sayre Henry M.(2010) World of Art New Jersey: Pearson Education Inc.
3. Sarkar, N.(2008) Art and Print Production. New Delhi: Oxford University Press
4. Arntson, Amy E. (2007) Graphic Design Basics. California: Thomson Wadsworth.

BVC1425   **Graphic Design-II(Practical)**

4Hours/ 4 Credits CourseObjectives:

Enable the students

- To gain knowledge of the basics of layout anddesign
- To create advertisements and webpages
- To understand the importance of imageediting

Learning Outcome:

- The learner can create layout for print and Webmedia
- The learner can design posters andmagazine
- The learner can create imageediting

2. Background Design
3. Type
4. Imageediting
5. Colourconcept
6. Logo
7. VisitingCard
8. Invitation
9. PosterLayout
10. News PaperLayout
11. MagazineLayout
12. AdvertisementLayout
13. Web PageDesign

Evaluation Pattern:

Students should submit Practical Records for Class work (using Design Software) and Home work (Manual Design work using pencil, poster colour on paperseparately)

Reference Books:

Hanks Kurt.(2006) Rapid Viz., Boston: Thomson Course Technology
Kress, Genther R.(2006) Reading Images: the grammar of Visual Design, New York: Rutledge
Dodson, Bert (2007) Keys to Drawing with Imagination, Cincinnati: North Light Books Gavin Ambrose, Paul Harris, GRIDS, AVA Publishing, 2008,Singapore.
Gavin Ambrose, Paul Harris, Layout, AVA Publishing, 2005,Singapore.

BVC1426   **MediaManagement**

5Hours/ 4Credits CourseObjectives:

Enable the students

- To gain knowledge of the growth and function of media insociety

- To become familiar with the technical operations and the structure of the management
- To learn the production unit of Radio, advertising, television andinternet

Learning Outcome:

- The learner can able to understand various types ofmedia
- The learner can able to know about the functions of various MediaManagement
- The learner can understand the production and distribution unit of MassMedia

Unit I
Origin and growth of media –functions of media – impact of mass media – media audience – media and society – management – management vs. media – communication – a management tool

Unit II
Advertising management – role of advertising within the market program – advertising plan – marketing plan – message strategy – media strategy – advertising production process – social advertising

Unit III
Radio – Technical function programming and production – radio production and distribution
– station structure – management: sales, programming, engineering,promotion

Unit IV
Television – operation – production – structure of typical station – cable – operation – management – sales and marketing distribution – studio vs. field production

Unit V
Internet Management – Internet – marketing – function of the internet – E-commerce, E- commerce components – E- commerce incentives – sales on internet direct marketing on internet – customer service andinternet

Evaluation Pattern:
End of semester exams will be conducted for 100 marks.

Reference books:
Media and Communication Management, C.S.
Rayudu, 1998 Advertising Management, Rajeev Batra,
John G. Myers, David A. Aaker Management
communication today, Niraj Kumar,1998
Integrated Advertising promotion and marketing communication, third
edition, Kenneth E. Clow, Donald E. Baack, 2011

BVC 2427   **PRACTICAL PHOTOGRAPHY**   **4 Hours / 4 Credits**

Course Objective:

To Enable the learners to gain knowledge for the practical application of photography in media.

Learning Outcome:

- The learner explains the various types of photography.
- The learner acquires skills in video journalism.

UNIT 1

Rule of third – composition – perspective – portraiture – landscape.

UNIT II

Over exposure - Under exposure - Photography with different types of lens (Normal lens, wide angle lens, telephoto lens)

UNIT III

Product Photography - Lighting for Product - Product photography with model - portraiture – landscape – street photography – candid photography – fashion photography.

UNIT IV

Photo Journalism - ethics of photo journalism.

UNIT V

Street photography - Candid Photography – fashion photography.

Evaluation Pattern:

Assessment I and Assessment II will be evaluated for 25 =25 = 50 Marks and the record note will be evaluated for 25 Marks

Reference Books:

1. Bryan Peterson, Understanding Exposure:How to shoot great Photographs with any camera, Amphoto Books, Fourth Edition, Newyork, 2016.
2. Al Judge, Mastering Aperture, Shutter speed, ISO and Exposure,CreateSpace Independent Publishing Platform, 2014.
3. Arnold Wilson, Nature Photography: Location and studio Workshop, Fountain press Newpro UK Limited,2001.
4. Vivien Morgan, Practising video Journalism, Routledge, 2008.

BVC2428   **THEORIESOFCOMMUNICATION**   **4 Hours /4Credits**

Course Objective:

Enable the learners to obtain knowledge in the theories of

communication and media effects onaudience.

LearningOutcome

The learner knows the need of communication.
The learner understands the theories of communication and the effects of media on audience.

UNIT I

Mass Communication: Definition, scope and need for communication – Elements of Communication – Theories of Persuasion and Human Communication

UNIT II

Theories of Media and Society – Marxist theory – Functionalist theory – Critical Political- economic theory – Development theory – Information theory and cultural theory

UNIT III

Sociological Theories of Mass Communication: Cultivation theory – Social Learning theory – Agenda setting theory – Play theory – Uses and Gratification theory – Dependency theory

UNIT IV

Normative theories of Mass media: Authoritarian theory – Libertarian theory – Social Responsibility theory – Soviet Communist theory – Development media theory – Democratic participant media theory

UNIT V

Media effects – Long term and short term – Comstock's model – effects model – Media audience – Audience positioning – Audience researchtradition

Evaluation Pattern:

End of semester exams will be conducted for 100 marks

Reference Books:

Dennis Mc Quail, Mass Communication Theories: An Introduction, Sage Publication, New Delhi, 1998.

BVC2429   VISUALANALYSIS   5

Hours / 4 Credits CourseObjective:

To enable the learners to gain knowledge on various media analysis techniques.

Learning Outcome:

- The learner knows about Semiotic and Marxiananalysis.
- The learner understands the grid group analysis and its applications onthe visuals.

UNIT I

Semiotic Analysis : Social aspects of semiotics : The individual and society – Saussure on the science of semiology – signs – Forms of signs – Signs and Truth – ConnotationandDenotation– Syntagmaticanalysis–Paradigmaticanalysis–Codes
– Cultural aspects of Codes – Semiotics of the television medium

UNIT II

Marxian Analysis: Materialism – Ideology – Alienation – The consumer society – Hegemony – Grid Group analysis – Marxist Criticism in the postmodern world

UNIT III

Psychoanalytic Criticism: The conscious – sexuality – The Oedipus complex- Media and Oedipus complex – Id,Ego and Superego- structural hypothesis applied toculture
– symbols- Dreams - Aggression and Guilt – Freud and Beyond – Psychoanalytic analysis of Media

UNIT IV

Sociological analysis: Bureaucracy – Ethnicity – Lifestyle – Mass society – Postmodernism- Sex and Gender – Socialization – Stereotypes – Values

UNIT V

Cellphone, Social media and Problem of identity: social media- metaphors – Advertising analysis

Evaluation Pattern:

Continuous Assessment of Two tests for 30 marks each will be conducted based on the theoretical inputs by way of written tests. Analysing Texts and home exercises willbeevaluatedfor40marks.Externalexamwillbeconductedfor100marks.

Reference Books:

1. Arthur Asa Berger Media Analysis Techniques, Sage Publications,New Delhi,2012.
2. MarcellDenesi Messages, Signs and Meanings Canadian Scholars Press Inc. Torondo, 2004.
3. Gillian Rose Visual Methodology. Sage Publications India Pvt. Ltd., New Delhi, 2012.
4. Kunther Kress Reading Images: The Grammar of Visual Design,Routledge, New York,2006.
5. Monaco. J, How to read a film: Movies Media and Beyond, Oxford University Press, 4th Edition, New York,2009.

BVC2430   **MEDIA BUDGETING&FINANCING   5 Hours/ 4Credits**

Course Objective:

To make the learners to understand the fundamentals of accounting and financial management

Learning Outcomes:
- The students of VISCOM can able to prepare a budget for theirprojects.
- The students can able to maintain accounts and understand their financial performance

UNIT I

Financial Accounting: Double-entry accounting, rules, Receipts and Payments Account, Income Statement, Structure of the balancesheet

UNIT II

Cash Management: Introduction, Meaning and Importance of Cash Management Objectives of Cash Management, Cash Planning, Cash Forecasting and Budgeting.

UNIT III

Financing Social reforms, credit financing, equity financing, the role of investment banks, taxes, sponsorship, gap financing, financing models, concepts and strategies

UNIT IV

Investment - Basics of financial mathematics, static and dynamic investment calculationmethod

UNIT V

Cost of Capital: Introduction, Meaning of Cost of Capital, Cost of Different Sources ofFinance

Reference Books:
1. Khan M & Jain Y, Cost and Management accounting, Tata Mc Graw Hill India Ltd., New Delhi,2002
2. Pandey, I M, Management Accounting, Vikas Publishing House,2004.
3. Vinayagam, Mani Principles of Accountancy, S Chand & Co ltd, NewDelhi,2003
4. Gupta R. L, Gupta VK, Fundamentals of Accounting, S Chand & Sons, New Delhi,2003

Hours/ 4Credits CourseObjective:

To enable the learners to gain knowledge on the fundamentals of story development
in visual ad

Learning Outcome:
- The learner knows the concept ofscreenplay.
- The learner understands types of advertisingcopy.

UNIT I

Idea /Concept – Story creation from idea – Story Development – Screenplay - Scriptwriting – Single column script – double column script – script for various programmes in television.

UNIT II

Character building – Characterization in story – internal conflict – external conflict – improvisation of character - Camera – introduction – Camera shot – camera angle – camera movement

UNIT III

Lighting – types of lighting – three-point lighting – Chroma-key - Advertisement – storyboard – writing for commercial – Slogan – logo – illustration – thumbnail for advertisement

UNIT IV

Copywriting – ad copy – types of ad copy – Different types of commercials – Jingles
– corporate advertisements – Institution advertisements - Advertisement with dialogue
– Advertisement withoutdialogue.

UNIT V

Sound – dubbing – voice over – narration in ad films - Editing – basic transition – effects –titling.

REFERENCE BOOKS:
1. Syd Field, The screenwriter's problem solver: How to recognize, identify, and define screenwriting problems, Bantam Dell,2006.
2. Seema Hasan, Mass Communication – Principles and Concepts, CBS Publishers and Distributors Pvt. Ltd.,New Delhi,2013.
3. Herbert Zettl, Television Production Handbook, Wordsworth Publication, New York 2009.

BVC2521   FUNDAMENTALSOFPHOTOGRAPHY   5 Hours/5Credits

Course Objective:

To enable the learners to be acquainted with photography in contemporaryfield.

Learning Outcome:
- The learner knows the basics ofphotography
- The learner understands the components, types and features of camera and digital camera

UNIT I

Camera – Camera Vs Eye - Components of Camera – Types of Camera – Lens – Meaning – Types of lens – Prime lens - Normal lens – Wide angle lens – Telephoto Lens – Types of Special lens – Fish eye lens – perspective control lens – Micro lens – Macrolens.

UNIT II

Photography – Definition – image - Pixels – Resolution – Composition – Rule of Third – Camera Controls – White balance - shutter – aperture – light meter – depth of field –Depth of focus - Focal length – ISO – Colour in photography – RGB Colour – CMYKColour

UNIT III

Lighting – types of lighting – Three-point Lighting – Exposure – under exposure – overexposure–Sourcestocontroltheexposure–Filters–usageoffiltersincamera
– types of filters – polarizing filters – UV filters – ND Filters.

UNIT IV

Photography in various fields – Product photography – lighting for product Photography Landscape photography – Wild life photography - Photo journalism – Candid photography – Night light photography – streetphotography.

UNIT V

Digital photography – Imaging Technique - Photo Manipulation– Using Adobe Photoshop for editing and creating.

Reference Books:
1. RobertHirsch,LightandLens:PhotographyintheDigitalAge,FocalPress,2008.
2. TomGrimm,TheBasicBookofPhotography:FifthEditing,Penguin,USA,2003.
3. Scott Kelby, The Digital Photography, Peachpit Press: 2nd Edition,USA,2013.
4. Rick Sammons, Complete guide to Digital Photography, W.W. Norton & Company Inc.,2004.

BVC2522   **SOUNDANDIMAGE**   **5 Hours / 5Credits**

Course Objective:

To enable the learners to gain knowledge on the fundamentals of sound recording.

Learning outcome:
- The learner knows the history of sound recordingsystems.
- The learner understands the musical styles, musical genres and art and craft of matching sound andimage.

UNIT I

History of Sound Recording – Cylindrical phonograph – Gramophone - Technology andelementsofrecordedmedium-Magnetictape–Stereo–DigitalRecording.

UNIT II

Noise – sound – Music and its elements – Sound and texture – pitch – melody – Harmony – Scale – Rhythm – Dynamics – Musical Form – Voices.

UNIT III

Musical Styles and Genres – Indian and Western Classical (Cartnatic, Hindustani and Symphony) – Contemporary Styles – Pop – rock – jazz – Hip hop – Mash up.

UNIT IV

The art and craft of matching sound and image – the art of listening – music and culture – Music and Imagination – Sound and Emotions - movies sound track – Documentaries – Tele serials – Ad – jingles – Music Time andSpace

UNIT V

Sound Design for various visual genres – Recent application of sound among youth.

EvaluationPattern:

End of semester exams will be conducted for 50 marks and a 50 marks practical project will begiven.

Reference Books:
1. Deena Kaye, James LeBretch, Sound and Music for the theatre: the art and technique of design, Gulf Professional Publishing,2000.
2. Mann Hanson, Reinventing music video: Next generation directors, their inspiration and work, Rotovision,2006.
3. Gorham Kindem, Robert B. Musburgerm, Introduction to Media Production: The path to digital media production, Focal press, Burlinngton, Third Edition,2005.

BVC 2524　　　　　　　**SCREEN WRITING**　　　　　5 Hours / 5 Credits

Course objective:

To enable the learners to know the writing techniques, style, and structure in media production

Learning outcome:

- The learner knows the writing techniques.
- The learner prepares script for media.

UNIT I

Story telling: One line, Story, Story development,

UNIT II

Screenplay, Character Building in film, time and space, Point of view.

UNIT III

Types of Script formats: Full script, semi script, show down and run down sheet, shooting script: Shot break down, Scene Breakdown.

UNIT IV

Writing for Print Media: Articles, News, Feature, writing for Radio: News, Drama, Interviews, Documentary, Writing for visual Media for various television programmes: News, Reality show, Interview, Discussion, Serials, TV Documentary.

UNIT V

Story Board, writing for PSA (Public Service Announcement), writing for Short films and advertisement.

Evaluation Pattern:

Assessment I and Assessment II will be evaluated for 25 =25 = 50 Marks and the record note will be evaluated for 25 Marks.

Reference Books:

1. Blacke synder, Save the Cat! Strikes back Save the Cat ! Press, 2009
2. Syd Field, The screenwriter's problem solver: How to recognize, identify, and define screenwriting problems, Bantam Dell, 2006.
3. David Tottier, The Screenwriter's bible: A complete Guide to Writing, formatting, and selling your script, Sixth Edition,Silman James Press, Los Angeles, 2014.
4. Pat Cooper, Ken Dancyger, Writing for Short Film, Third Edition, Focal Press, California, 2007.

BVC2525　　　　　　　**FILMLANGUAGE**

5 Hours/5Credits CourseObjective:
To enable the learners to gain knowledge on film language.

Learning Outcome:

- The learner knows about shot, screenplay and lightingeffects.
- The learner understands the basics of editing, sound and filmgenres.

UNIT I

Shot – sequence – scene - shot sizes – camera angles – Camera Movements – Story – idea – structure – plot – screenplay – point of view (Story, Direction, Camera, and Editing) – Mise –en- scene - 5 W's of film – Set Design – Props – Lighting – costumes.

UNIT II

Lighting – types of lighting – Three points lighting – high key lighting – low key lighting – contrast lighting – lighting in location – units of light – hard light – soft light – Imagemanipulation.

UNIT III

Principles of Editing – Cuts and Transitions – Chronological Editing – Cross Cutting
– Parallel Editing – Continuity Editing – Montage – Deep Focus.

UNIT IV

Sound – Diegetic Sound and non-diegetic sound - cinematic time and space, noise.

UNIT V

Narrative structure – Linear Narrative structure – Non linear Narrative structure - Film Genres – Horror – Historical – Western – War and Crime – Science fiction – Action – Adventure – Comedy – Drama - FilmAppreciation

BVC 2526   **2D ANIMATION**   **5 Hours/5Credits**

Course Objective:
To enable the learners to gain knowledge on the concepts and methods of Animation

Learning Outcome:
- The learner knows to create and edit the symbols.
- The learner applies filter effects on graphics.

Unit I

Introduction to Animation- About computer animation – Principles of Animation – Animation production – Animation tools& techniques – Computer animation production tasks

Unit II

Types of Animation – Introduction to 2D Animation – Creating Storyboard - An overview of Adobe Flash – Explore the panels – Creating and editing the symbols – Writing a basic Action script

Unit III

Editing layer properties – Text more in Flash – Managing the Timeline – Applying a Filter effect on Graphics – Optimizing Flash movies – Publishing Flash movies

Unit IV

Introduction to interactive multimedia – About Internet – Basic HTML scripting – About the web colours – Developing interactive web pages – Web Banner Creation

Unit V

Adding sound file to Flash projects – Converting movie file to FLV – Integrating Flash movies with HTML documents – Creating contents and presentations in Flash

Project Outline:
- Logo animation
- Web Banner
- 2D Product Ad.
- Web designing (front page)
- Portfolio

Evaluation Pattern:
Continuous assignment marks will be given on the basis of practical seminars conducted in the lab.

The end of the semester exam will be based on projects conducted in the lab and will be evaluated for100 marks.

Reference Books:
1. Doug Sahlin and Bill Sanders, Flash CS4 all in one for dummies, First Edition, Wiley Publishing Inc., 2009.
2. Dougtas E. Comer., The Internet Complete Reference, Millenium Edition, Mc Graw Hill Companies
3. Wendy Willard, HTML A Beginner's Guide, Fourth Edition, Tata Mc Graw Hill, 2009.

BVC3200   **ENVIRONMENTALSTUDIES** **4 Hours/ 2Credits**

Course Objective:

To enable the learners to gain knowledge on the importance of environment.

Learning Outcome:
- The learner knows the basics ofenvironment.
- The leaner understands the effects of pollution at local and globallevels.

UNIT I

Introduction – multidisciplinary nature of environmental studies – Basics of Lithosphere – hydrosphere –Biosphere.

UNIT II

Sustainable energy – solar energy – energy from earth's forces – earth from biomass – nuclear energy – best resources – use and overexploitation – energy crisis – deforestation – afforestationmeasures.

UNIT III

Ecosystem – structure – function – Pond ecosystem – Grass land eco system – Food chain – Food web – energy flow pyramid.

UNIT IV

Biodiversity – Ecosystem diversity – hotspots – Eco tourism – Pollution – Water pollution – air pollution – Land Pollution – Global warming – Acid Rain – Ozone Depletion.

UNIT V

Media Environment – Global environmental issues and media responses – documentaries and feature film relating to environment.

Evaluation Pattern:

Assessment I and Assessment II will be evaluated for 25 =25 = 50 Marks and the record note will be evaluated for 25Marks

Reference Books:
1. Deena Kaye, James LeBretch, Sound and Music for the theatre: the art and technique of design, Gulf Professional Publishing,2000.
2. ErachBharucha, Environmental studies for Undergraduate Courses, University Press. 2006.

   BVC3225   **PRACTICALTHEATRE** **3 Hours/2Credits**

Course Objective:

To enable the learners to get knowledge on the practical theatre.

Learning Outcome:
- The learner knows the basics oftheatre.
- The learner performs street play andMime.

UNIT I

The games for actors - games for improving imagination – concentration – team spirit
- spontaneity

UNIT II

Body, Mind, Voice Coordination through games and exercises

UNIT III

Various theatre forms - traditional – proscenium and other experimental theatre forms

UNIT IV

Creating scripts through Folk tales -short stories –poetries – issues andincidents

UNIT V

Play: working with scripts – planning rehearsals – performances

Evaluation Pattern:

All tests and quiz marks will be assessed on individual exercise and group performances. End of the semester exam will be assessed on the basis of a full length play production.Groupperformanceswillbeevaluated.Internal75marksExternal25marks.

Reference Books:
2. Se. RamanujamNaadakakKatturaigal Compiled by C. Annamalai, Kaavya Publishers, 2003.
3. Gill Foreman A Practical Guide to working in Theatre, First Edition,A & C Black Publishers,London,2009.

BVC 3 226   **ART FROM ANYTHING**   3 Hours/ 2 Credits

Course Objective:
To enable the learners to gain knowledge on making art works from any available material.

Learning Outcome:
- The learner understands the methods of making art.
- The learner makes art from any available material.

UNIT I
Making greeting cards using handmade papers – Dry flowers – Dry leaves and any available materials

UNIT II
Miniature Sculpture carvings – Candles – Soap, Chalk and Clay and from other available materials

UNIT III
Rubber Castings – Reproducing ant figures and design

UNIT IV
Wall Hangings- Decorative design using glass, wood, stain glass and cloth

UNIT V
Origami and paper craft

Evaluation Pattern:
Continuous assignment marks will be given on the basis of practical exercises given for each unit.

Reference Books:
1. Joanna Lorenz, HarietLanzer, Make it yourself, Annes Publishing Limited, 1997.
2. NeelamVerma, Traditions : A Complete Book of Indian Arts and Crafts Motifs: Special Reference to Rangoli Design, English Edition Publishers and Distributors, 2005.
3. Elizabeth Cumming, Wendy Kaplan, The arts and crafts movement, Thames and Hudson, 1991.
4. Dona Z. Meilach, Creating Art from Anything: Ideas, Materials, Techniques, 1974

BVC3531   **MEDIA LAWSANDETHICS**   5 Hours/5Credits

Course Objective:

To enable the learners to gain knowledge on the importance of

laws and ethics of media.

Learning outcome
- The learner knows the basics of Indian constitution and fundamentalrights
-

UNIT I

Indian Constitution - Fundamental Rights – Right to Information – Freedom of Expression – Freedom of Press – Contempt of Court – Defamation – Libel and Slander

UNIT II

Press and Registration of Books Act – Indian Telegraphy Act – Copy right Act – Official Secrets Act – Indecent Representation of Women (Prohibition) Act – Indian Penal Code – PressCouncil

UNIT III

Ethics of Advertising & Public Relations – Advertising and Social issues – Ethics in Advertising – ASCI (Advertising Standards council of India) Code – Media and Public relations – Ethics of PublicRelations

UNIT IV

Code of ethics of Radio and TV and Cinema – Social responsibility of media – Chanda Committee – Verghese Committee – Ethics of Broadcasting – CBFC – Film Censorship – PrasarBharathi – VividhBharathi – Joshi Committee – Broadcast Regulation Bill (2007) – Cable TVAct

UNIT V

Cyber laws – Impact of Internet and Web – Plagiarism – Obscenity and Indecency – Social Networking – Cyber crime

Reference Books:
1. ParanjoyGuhaThakurta, Media Ethics, Oxford University Press, New Delhi,2012
2. Yashada, Right to Information Act 2005, Tata McGraw- Hill Publishing Company Limited, New Delhi,2006.
3. Seema Hasan, Mass Communication –Principles and Concepts, CBS Publishers &Distributors Pvt Ltd, New Delhi,2013

BVC3532   INTERNSHIP   5

Hours/ 5Credits CourseObjective:

The Internship training takes the students to the next level of growth in their career giving them a chance to exhibit their talents. Every student gets an opportunity to work in a firm of their choice, to continue their career in

thefuture.

Moreover the internship enacts as a platform for employment. The internship period is for a minimum of 300hours.

The students will be assessed in terms of the knowledge, they acquired from the institutions they worked, thereby giving us the clear picture of where they stand in the growth ladder.

Evaluation Pattern:

The work will be assessed by both internal and external examiners for 75 marks and a vice voce will be conducted by the panel for 25 marks.

BVC3621   **TELEVISIONPRODUCTION**   **6Hours/6Credits**

Course Objective:

To enable the learners to gain knowledge on programme production in TV.

Learning Outcome:
- The learner knows the production stages and scriptingtypes.
- The learner understands the camera production and the role of lighting and sound in programmeproduction.

UNIT I

Television Standards – NTSC – PAL – SECAM – Television technology – Standard – HD - Production stages – pre production – production – post production – Analog and Digital forms of television –Genres in Television - Understanding the television medium – signs – codes and functions oftelevision.

UNIT II

Television Scripting – types of scripting – scripting for various programs in television – story board – Set Design - Production Crew and its functions.

UNIT III

Camera – an introduction – mounting devices - ENG and EFP Production - Single Camera Production – Multi-camera Production – Camera for various production – Fiction – TV Serials – Reality show – Nonfiction – News – Interview – TV Documentary – Video journalism.

UNIT IV

Lighting – an introduction – its importance in television– Colour Temperature –Types of lighting – Chroma Key – Chrominance - Luminance – Sound Design – On screen sound and Off screen sound - Microphone – Types of microphone – Usage of microphone in variousprograms.

UNIT V

Editing - On line editing and off line editing – Basic transitions –

Television graphics, titling and special effects

Evaluation Pattern:
End of semester exams will be conducted for 50 marks and a 50-markpractical project will be given.

Reference Books:
2. Herbert Zettl, Television Production Handbook, Wordsworth Publication, New York 2009.
3. Seema Hasan, Mass Communication – Principles and Concepts, CBS Publishers and Distributors Pvt. Ltd.,New Delhi,2013.
4. Gerald Millerson, Jim Owens, Video Production Handbook: Fourth

BVC3622　　　　　**FICTIONANDFILM**　　　　　**6 Hours/6Credits**

Course Objective:

To enable the learners to obtain knowledge on fiction and film.

Learning Outcome:
The learner knows the history of fiction and film.
The learner understands the narrative structure, character building and elements of adaption.

UNIT I
History of cinema – Principles of film – Narrative form and non – formative form – Dividing a film into genres (language, style, grammar, syntax)

UNIT II
Understanding various narrative structures – Epic – Folktales – Short stories – novel – drama – Elements of visual narratives - plot, theme, character, settings, point of view - Scenes and Sequences

UNIT III
Character building – time, space and action – Character Checklist: physical, sociologicalandpsychologicaldata–Dialogue– TextandSubtext–Screenplay

UNIT IV
Elements of Adaptation – Transformation and Improvisation – from fiction to film

UNIT V
World Cinema: Charles Dicken's Oliver Twist – Alice Walker's Colour Purple Indian Cinema: Balu Mahendra'sKathaiNeeram – Short stories / short films and selected short films.

Evaluation Pattern:
End of semester exams will be conducted for 100 marks

Reference Books:
1. Richard MeranBarsam, Nonfiction film: A Critical History, Indian University Press, New Delhi,1992
2. Deborah Cartmell, I.Q.Hunter, Heidi Kaye, Imelda Whelehan, Classics in film and fiction, Pluto Press,2000

BVC 3623	3 D ANIMATION	6 Hours/ 6Credits

Course Objective:

To enable the learners to gain knowledge on 3 D animation.

Learning Outcome:
- The learner knows the basics of animation.
- The learner understands the various tools of modeling.

UNIT I

Modeling – Introduction to MAYA – Tools for modeling- Create Basic Modeling – Poly Modeling – Face – Body – Hand- Ear

UNIT II

Shading – Introduction to Hyper shade – Maya nodes – 2D &3D Textures for UV mapping

UNIT III

Lighting- Introduction to Maya lights – Using default lights for Interior and Exterior - Shadow – Introduction to Monterey - Caustics – Illumination – final gathering

UNIT IV

Visual effects (dynamics) – Introduction to Particals – Fluid – fields- Soft and Rigid Bodies – Effects

UNIT V

Rigging– Introduction for rigging -Skeleton - Creating two leg skeleton – Skimming- Principles of animation – Introduction to Walk cycle – Camera rendering

Evaluation Pattern:

Continuous assignment marks will be given on the basis of practical seminars conducted in the lab.

The end of the semester exam will be based on projects conducted in the lab and will be evaluated for100 marks.

Reference Books:
Danny Riddle, Andrew Birtt, MAYA, Peachpit,2002.
John Kundet, Mick Carkins, Gibbs, Eric Kun Zendof, DariushDevakhshani, Mastering Maya 8.5, John Willy and Sons, New Delhi, 2008.
DariushDevakhshani, Introducing Maya, John Willy and Sons, New Delhi, 2010.

BVC3624   DEVELOPMENTCOMMUNICATION   6 Hours/6Credits

Course Objective:

      To enable the learners to gain knowledge on the origin and evolution of development communication.

Learning Outcome

      The learner knows the origin of development communication.
The learner undertakes projects for the development of the society.

UNIT I

      Introduction to development - Dynamics of development – Developmental issues – Development indicators – Role of Communication in development – Approaches to Development Communication

UNIT II

      Origin of development communication concept - Post II world war – Rise of International Communication – Early years of development - Role of Everet Rogers – Wilbur Schramm in development – Focus on Tele communication

UNIT III

      Development Communication - Need for development Communication – Models of development Communication – Differences between communication and development communication – Role of media in Development – Using folk forms for social change

UNIT IV

      Media for rural development – Radio and TV development programmes – Agriculture, Health, Education, Environment, Cultural Preservation – National Integration – SITE – KhedaProject

UNIT V

      Modernization – Diffusion of Innovation – Culturist model – Self Reliance - New Communication Technologies and Development - Development Support Communication – ParticipatoryCommunication

Evaluation Pattern:

      End of semester exams will be conducted for 60 marks in theory and for the remaining 40 marks the continuous assessment mark will beadded.

Reference Books:

1. Paolo Mefalopulos, Development Communication Source book, The World Bank, Washington,2008.
2. Thomas L. McPhail, Development Communication, A John Wiley

BVC 3625   **MEDIA PRODUCTION – I**   **6 Hours/ 6Credits**

Course Objective:
    To enable the learners to gain knowledge on media production.

Learning Outcome:
 * The learner gets exposure to photography.
 * The learner edits the audio and video programs.

The specializations for the students are;
 1. Photography (Event photography, Product Photography, Architect Photography, Portrait)
 2. Editing (Audio Video Editing, Transitions, Titling)
 3. Short Film and documentary (One minute short film, PSA, Television Documentary)

Evaluation Pattern:
    Assessment I and Assessment II will be evaluated for 25 =25 = 50 Marks and the record note will be evaluated for 25 Marks

Reference Books:
 1. Scott Kelby, The Digital Photography, Second Edition, Peachpit Press, 2013.
 2. Rick Sammons, Complete guide to Digital Photography, W.W. Norton & Company Inc., 2004.
 3. Gerald Millerson, Jim Owens, Video Production Handbook: Fourth Edition, Focal Press, 2008.

BVC3626   **MEDIAPRODUCTION-II**   **6Hours /6Credits**

Course objective:

    To enable the learners to have knowledge on photography, editing and short film making.

Learning Outcome:
 * The learner gets field experience in takingphotographs.
 * The learner gets field experience in editing and short filmmaking.

The specializations for the students are
 1. Photography (Creative wedding photography, Nature Photography, Landscape Photography, CandidPhotography)
 2. Editing (Audio Video Editing, Transitions, Titling, VisualEffects)
 3. ShortFilmanddocumentary(shortfilm,TeleFilm,Documentaryonsocialissues)

EvaluationPattern:

Assessment I and Assessment II will be evaluated for 25 =25 = 50 Marks and the record note will be evaluated for 25 Marks

Reference Books:

1. CharlotteWorthington, Basics Film making of Producing, AVA Publishing (UK) Ltd, Switzerland,2009.
2. Gorham Kindem, Robert B. Musburgerm, Introduction to Media Production: The path to digital media production, Focal press, Burlington,2005.

Course Code: BVC 1425
Course Title: Graphic Design (Practical)

Hours: 4
Credits: 4

Course Objectives:
Enable the students

- To understand the basics of layout and design
- To create advertisements and web pages

Learning Outcome
Learners can do layout and design for Magazine, Advertisement, and Web Page

1. Background Design
2. Type
3. Image editing
4. Colour concept
5. Logo
6. Visiting Card
7. Invitation
8. Poster Layout
9. News Paper Layout
10. Magazine Layout

11. Advertisement Layout
12. Web Page Design

Evaluation Method: Students should submit Practical Records for Class work (using Design Software) and Home work (Manual Design work using pencil, poster colour on paper separately)

Reference Books:
Hanks Kurt.(2006) Rapid Viz., Boston: Thomson Course Technology
Kress, Genther R.(2006) Reading Images: the grammar of Visual Design, New York: Rutledge
Dodson, Bert.(2007) Keys to Drawing with Imagination, Cincinnati: North Light Books
Gavin Ambrose, Paul Harris, GRIDS, AVA Publishing, 2008, Singapore.
Gavin Ambrose, Paul Harris, Layout, AVA Publishing, 2005, Singapore.