

B.Voc
(MULTIMEDIA PRODUCTION TECHNOLOGY)

Syllabus
(with effect from November 2018)

KAUSHAL KENDRA
(Programme Offered by Centre for Lifelong Learning)
The Gandhigram Rural Institute – Deemed to be University
Gandhigram – 624 302 Tamil Nadu

Introduction

In the present days a lot of educated unemployed individuals are seeking for suitable courses leading to employment. This B.Voc in Multimedia Production Technology programme was offered by the Centre for Lifelong Learning through DDU-KK, Gandhigram Rural Institute, Deemed to be University will help many enthusiastic youngsters to get employment opportunities in Media segments in Government / Private sectors. This programme also provides better scope for self employment for an individual.

There has been a massive media boom for nearly over a decade. There are so many TV channels take vital part in communication among the people. The job opportunities in these media are also expanding, being a camera man, Editor, Lighting specialist, Audio specialist Web designer, Graphic designer and Animator.

Besides these Satellite TV channels, Other opportunities like, Add film maker, Documentary producer, Coverage in big stage shows and marriage events etc., will provide them a good reputation and earnings.

Whatever be the main career, they can still achieve their hidden aspirations by being a part –timer or a freelancer. The younger generation has the talent but not the professional guidance which could them not only to get there but also to stay on and make it in professional.

Above all, The University Grants Commission (UGC) and the Ministry of Human Resource Development (MHRD), Government of India has stressed the importance of Bachelor in Vocational (B.Voc) course as an integral part of educational set-up.

Objectives of the Programme

The Major objectives of B.Voc Multimedia Production Technology programme are as following:

- To enable the students to acquire knowledge on different Media and Communication.
- To train the students to upscale their skills for getting self-employment as well as to provide appropriate employment opportunities.
- To provide practical towards job opportunities in the field of Media and Communication.

Eligibility for Admission

For B.Voc programme, the eligibility and admission requirement is pass in +2 or pass in senior secondary course offered by the National Institute of Open Schooling, MHRD, GOI, New Delhi (NIOS) or any other equivalent examination passed from a recognized institution.

- Selection will be based on merit.
- Maximum enrollment for the programme is 50.

Duration-(Lateral Entry and Exit)

- Those who successfully completed first semester will get a Certificate Multimedia Production Technology.
- Those who successfully completed first year (Two Semesters) will get Diploma Multimedia Production Technology.
- Those who successfully completed second year (Four Semesters) will get an Advance Diploma Multimedia Production Technology.
- Those who successfully completed third year (Six Semesters) will get a Bachelor Degree in Multimedia Production Technology.

B.VOC - MULTIMEDIA PRODUCTION TECHNOLOGY

2018 - 2019 onwards

Scheme of Examination

	Course Code	Category	Title of Course	No.of Credits	Duration of ESE Hours	Marks		
						CFA	ESE	TOTAL
SEMESTER - I	18ENGU01C1	GEC	Functional English	3	3	40	60	100
	18MMPT101	GEC	Introduction to Communication	4	3	40	60	100
	18 MMPT102	GEC	Basics of Electricals & Electronics	4	3	40	60	100
	18CSU01A1	SEC	Computer Fundamentals and Office Automation	4	-	60	40	100
	18MMPT103	SEC	Digital Photography Theory	4	3	40	60	100
	18MMPT104	SEC	Digital Photography – Practical	8	-	60	40	100
	18MMPT105	SEC	Fundamentals of Drawing – Practical	3	-	60	40	100
				Total	30			

	Course Code	Category	Title of Course	No.of Credits	Duration of ESE Hours	Marks		
						CFA	ESE	TOTAL
SEMESTER - II	18ENGV02C1	GEC	English for Communications	3	3	40	60	100
	18EVSU0001	GEC	Environmental Studies	4	3	40	60	100
	18MMPT206	GEC	Advertising	4	3	40	60	100
	18MMPT207	SDC	Soft Skills	2		50	-	50
	18MMPT208	SDC	Graphic Design – 1 Theory	3	3	40	60	100
	18MMPT209	SDC	Graphic Design – 1 Practical	6	-	60	40	100
	18MMPT210	SDC	In plant Training -1 (Studio / Print / Advertising agencies)	8	-	-	-	100
				Total	30			

- If a person successfully completes the 1st year, he/she can do Digital print designing, Professional Photography, Photo Editing and Print Advertiser.

SEMESTER - III	Course Code	Category	Title of Course	No.of Credits	Duration of ESE Hours	Marks		
						CFA	ESE	TOTAL
	18YOGV0001	GEC	Yoga	2		50	-	50
	18MMPT311	GEC	Personality Development	2	2	20	30	50
	18MMPT312	GEC	Elements of Film	4	3	40	60	100
	18MMPT313	GEC	Writing for Media	4	3	40	60	100
	18MMPT314	SDC	Digital Videography - Theory	4	3	40	60	100
	18MMPT315	SDC	Video Camera operation Techniques - Practical	4	-	60	40	100
	18MMPT316	SDC	Video Editing – Practical	6	-	60	40	100
	18MMPT317	SDC	Sound Recording and Editing - Practical	4	-	60	40	100
		Total	30					

SEMESTER - IV	Course Code	Category	Title of Course	No.of Credits	Duration of ESE Hours	Marks		
						CFA	ESE	TOTAL
	18 GTP0001	GEC	Gandhiji's Life, Thought & Work	2	2	20	30	50
	18MMPT418	GEC	Entrepreneurship Development	4	3	40	60	100
	18MMPT419	GEC	Script writing for Video production	4	3	40	60	100
	18MMPT420	SDC	Television Production (Digital Media) - practical	4		60	40	100
	18MMPT421	SDC	Radio Production - Practical	4	-	60	40	100
	18MMPT422	SDC	Graphic Designing -II (CG, VFX) Practical	4	-	60	40	100
	18MMPT423	SDC	In plant Training – II (satellite channel / Media production agency)	8	-			100
			Total	30				

- If a person successfully completes the 2nd year, he/she can do Videography, Video Editor, Audio Editor and being successful Advertiser in Print and Visual Media.

	Course Code	Category	Title of Course	No.of Credits	Duration of ESE Hours	Marks		
						CFA	ESE	TOTAL
SEMESTER - V	18MMPT524	GEC	Customer Relationship	4	3	40	60	100
	18MMPT525	SDC	Media Laws and Practices	4	3	40	60	100
	18MMPT526	SDC	Multimedia Animation & Authoring Principles	4	3	40	60	100
	18MMPT527	SDC	2D Animation – Practical.	6	-	60	40	100
	18MMPT528	SDC	Web Designing – Practical	6	-	60	40	100
	18MMPT529	SDC	Basic 3D Animation - Practical	6	-	60	40	100
				Total	30			

	Course Code	Category	Title of Course	No.of Credits	Duration of ESE Hours	Marks			
						CFA	ESE	TOTAL	
SEMESTER - VI	18MMPT630	GEC	Media Management	4	3	40	60	100	
	18MMPT631	SDC	Advanced 3D Animation – Practical	6	-	60	40	100	
	18MMPT632	SDC	Project work : 1. Print production - project	4	-	-	-	100	
	18MMPT633	SDC	2. Webpage Development	6	-	-	-	100	
	18MMPT634	SDC <i>Elective</i>	Digital Visual Production	10	-	-	-	-	100
			I. Video Production						
			II. 2D Animation						
			III. 3D Animation						
			Total	30					

- If a person successfully completes the 3rd year, he/she will be a Web designer, Animator Graphic designer and Multimedia professional.

SEMESTER - I
18ENGU01C1 - FUNCTIONAL ENGLISH (3 credits)

OBJECTIVES:

- To improve the English language skills of students with very limited abilities to use the language;
- To focus on the language skills of the learners in a graded manner.

UNIT I : GRAMMAR

- What is grammar?
- The capital letter
- Nouns and pronouns

UNIT II : LISTENING

- Teacher narrations

UNIT III : SPEAKING SKILLS

- Self – introduction
- Descriptions of persons, objects, places

UNIT IV : READING AND VOCABULARY

- Graded reading comprehension passages

UNIT V: WRITING SKILLS

- Sentence construction
- Descriptive Paragraph writing

TEXTBOOK

- Course material prepared by the English faculty

REFERENCE BOOK

1. Basic English Grammar Book 1. Irvine: Saddleback, Seaton, Anne & Y.H. Mew., 2007.

LEARNING OUTCOME

1. Students know improve the English language skills with very limited abilities to use the language
2. Students focus on the language skills of the learners in a graded manner

18MMPT 101 - INTRODUCTION TO COMMUNICATION (4 credits)

OBJECTIVES:

- To enable the students to understand the process of communication
- To enable the students to understand the functions and effects of communication

UNIT 1. Evolution of human communication, definition and elements of communication – context, source, message, channels, receiver, noise, feedback.

UNIT 2. Communication process; forms of communication – verbal and non-verbal communication- Intrapersonal, Interpersonal, group, Mass communication,.

Unit 3. Communication process; models of communication – Aristotle model, SMCR model, Shannon and Weaver model; Schramm model- - uses and gratifications theory.

Unit 4. Functions and effects of communication; audience – media interaction factors – perceptual psychology, individual difference, social relations, group influence; selectivity in communication.

Unit 5. Communication skills -Oral communication- face to face, telephonic, instructions - written communication - choice of words – professional effective communication- negotiation- argumentative-professional communication- marketing , advertising - Barriers in communication -

REFERENCE

1. Communication mosaics: An introduction to the field of Communication, Wood, Julia T, Wadsworth Cengage Learning, 2014.
2. Mass communication in India , KEVAL J Kumar, Jaico Publishing House, Mumbai, 2010
3. Communication Studies - An introductory Reader : John Corner, Jermy Hewthorn, Edward, 1993
4. Communication and Culture - A world View, K S Seetharaman, Mc Graw Hill, New Delhi, 1991
5. The process of communication - an introduction to theory and practice - David K S Berlo., Rinchart, 1960

LEARNING OUTCOME:

- Students know about the process of Communication and its importance
- Students understand the effective way communication

18MMPT 102 - BASIC ELECTRICAL & ELECTRONICS (4 credits)

OBJECTIVES:

- To provide the basic knowledge on electrical and electronics.
- To enable to understand the electronic accessories and its function.

UNIT 1: Introduction to Electricity - Generation of A.C. voltage, its generation and wave shape - Voltage, Resistance - Temperature variation of resistance, Difference between AC and DC voltage - Batteries – sources of electrical energy - Safety precaution and first aid.

UNIT 2 : Use of electrical hand tools Instruments- Measurement of current, voltage, power and energy by voltmeter - Formation of simple electrical circuit, series circuit and parallel circuit - Fixing and connecting electrical switches, holder and trippers.

UNIT 3 : Capacitor and its capacity, Concept of charging and Discharging of capacitors, Types of Capacitors and their use in circuits, Series and parallel connection of capacitors, Electromagnets, Polarities and rules for finding them.

UNIT 4: Introduction to Electronics - Identification of Electronic components & instruments, color coding of resistors, condenser, IC, measurement of current, volt, amp. ohms - Practice of soldering & de soldering

UNIT 5: Measurement of signals- audio and video signals and identifying strength- CCTV connection, Modulator and Signal amplifier - DTH antenna, set-top box installation.

REFERENCES:

1. Basic Electrical Engineering, Sahdev SK, Pearson Education India the raja B.L, 2015
2. ABC of Electrical Engineering and Electronics, Theraja AK, Chand publication, 2012
3. Basic Electrical and Electronics Engineering, Bhattacharya S.K, Pearson India publication, 2011 Edition
4. The Art of Electronics, Paul Horowitz, WinField Hill, Dhanpat Rai Publishing Company (P) Ltd., 2011
5. Fundamentals of Electricity, Bakshi U.A., Bakshi V.U, Technical Publications, 2008
6. Basic Electrical Engineering, Mehta - Gupta, Dhanpat Rai Publishing Company (P) Ltd., 1996

LEARNING OUTCOME:

- Students understand the basics of electrical work and safety management.
- Students know about the electronic components and its value of functioning.

18CSAU01A1 - COMPUTER FUNDAMENTALS AND OFFICE AUTOMATION (4 credits)

OBJECTIVES

- To understand the basic concepts of computers
- To develop applications using MS Word, MS Excel and MS PowerPoint.
- To acquire knowledge on hardware devices.

UNIT I : COMPUTER CONCEPTS

Definition of a computer –Origin of Computer – Characteristics - Computer terminologies - Anatomy of a computer - generations of computers - Types of computers- types of operating system - Types of programming languages - Assembler - translator - Compiler – cross compiler - Discussion on recent trends and technology

UNIT 2 : HARDWARE DEVICES

Input devices –Keyboard-mouse-pointing devices - Output devices - printers- plotters-monitors - Storage devices - Floppy – Compact disk – external Hard disk – Pen drives – Flash Drive - Source data entry devices – Digital camera – Scanners – Voice Recognition System – fax machine – microphone - Surprise test/ slip test

UNIT 3 : MS – WORD

MS-Word: Introduction - features . Document creation - Document editing: cursor movements. Selecting text - copying text - moving text - Finding and replacing text - Spelling and Grammar. Page setup - Table creation - Mail Merge - Test on MS word shortcut keys

UNIT 4 : MS – EXCEL

MS-Excel : Introduction - Advantages & applications - Organization of workbook - Editing a worksheet - Range - Formatting worksheet - Chart: creation - changing type - Print options - Built-in functions - Test on Excel Functions

UNIT 5 : MS - POWER POINT

MS-Power Point: Introduction - features – Creating presentation - viewing - saving and close presentation - Changing Layout - Changing Designs - Slide transition - Adding animation effects - Inserting table, charts, pictures, clipart in presentation - Checking the creativity of Students

LEARNING OUTCOME

Students should be able to

- Learn the basic computer concepts.
- Understand the basic hardware devices.
- Create document in MS Word.
- Draw chart using MS Excel.
- Design presentation using MS Powerpoint

References:

1. Fundamentals of Information Technology, S.K.Bansal, A.P.H. Publishing company, New Delhi, 2002.
2. Microsoft Office System step by step, Joyce Cox, Joan Preppernau, Steve Lambert and Curtis Frye, 2007.

18MMPT103 - DIGITAL PHOTOGRAPHY – THEORY (4 credits)

OBJECTIVES

- To enable the students to understand the theory of photography
- To Practice Digital Photography with the confident level

UNIT 1: Basics of photography – Principles – functions - camera structure – Analog Vs Digital camera – Types of analog cameras - types of film & features.- Introduction to digital camera - Types of Digital Cameras.

UNIT 2: Process of Photography - Exposure- factors determining the camera exposure - Shutter speed, - Aperture – ISO - Depth of field - Types of lenses- Functions of lenses, - filters - types and uses - special effect filter - Camera parts & functions – CCD and CMOS its features .

UNIT 3: Basic elements of composition - Types of frames and angles- White balance, color temperature – Rule of third - settings in the Digital Camera - Handling methods.

UNIT 4: Camera support system -Tripod – Monopod – types of photography - Creative shots - Maintenance of camera - Lighting sources – indoor & outdoor - hard and soft lights- light fixtures and reflectors

UNIT 5: Storage devices - memory card – types of cards - card reader & cables - Downloading of Images to computer – Image formats- Size -Scanning of Pictures and color printers.

REFERENCE

1. Digital Photography Complete Course Learn Everything You Need to Know in 20 Weeks, DK, Penguin Random House, 2015
2. All about photography , Ashok dilwali, National book trust 2014
3. Digital Photography, Scot Kelby, Peachpit Press, 2013
4. Photography for the 21st century, Katic Millar, 2012
5. Photographic lighting : Essential skills, Mark Gaers & John Child, 2012
6. The basic book of Photography – Fifth edition , Tom Grimm and Michael Grimm, 2004
7. Mastering the basics of photography , Susan Mccartne, 2001

LEARNING OUTCOME

- Students understand the scientific principles in Photography and exposure technique
- Students know about the different types of cameras and its features and supporting systems.

18MMPT 104 – DIGITAL PHOTOGRAPHY - PRACTICAL (8 credits)

OBJECTIVES:

- To equip the students with sufficient practical skills in photography
- To practice different types of photography profession.

PRACTICALS

1. To identify the brand, model and parts of the DSLR camera
2. To familiar with menu and settings of the DSLR camera
3. To practice assignment of settings for indoor and outdoor photography
4. To practice the exposure settings
5. To practice Focus and Depth of Field
6. To practice the composition of different frame/shot
7. To practice the White balance control.
8. To practice the Rule of third in photography
9. To practice fast motion photography eg. sports, dance, actions etc.
10. To practice photography in Low light areas.
11. To practice Flash Photography – soft box- snoot – color gel/grid- selection of backdrops
12. To practice lighting arrangements for indoor/outdoor photography
13. To practice creative techniques in photography.
14. To familiar with different genre of photography – events, nature, wildlife, fashion, advertising and journalism
15. Photography - Workshop/weeklong celebrations.

LEARNING OUTCOME:

- Students equip with sufficient skills for a Professional Photographer.
- Students familiar in different genre of photography

18MMPT105 - FUNDAMENTALS OF DRAWING – PRACTICAL (3 credits)

OBJECTIVES

1. To understand the basics of Drawing
2. To apply the techniques in Design

PRACTICALS

- To practice the Pencil sketch, Light and shadow. (2D & 3D)
- To Understanding Geometrical shapes with different forms
- To practice Visualizing textures & Patterns
- To practice Picture composition with light and shadow – Indoor, Outdoor
- To Understanding the concept of perception. Illustrative perception related drawing indoor, outdoor

LEARNING OUTCOME

- Students know about the basics of Drawing and technique of designing
- Students know about the types of drawing.

SEMESTER – II

15ENGV02C1: ENGLISH FOR COMMUNICATIONS (3 Credits)

OBJECTIVES:

- To improve the language abilities of average language users
- To facilitate graded reading that progresses from easy to difficulty
- To help the student improve his speaking and writing skills in English

UNIT – 1: Grammar : Nouns – Pronouns – Adjectives & Determiners

UNIT – 2 : Listening : Descriptions – Story Narrations

UNIT – 3 : Reading & Vocabulary : Graded reading comprehension passages

UNIT – 4 : Speaking Skills : Face to Face Conversation

UNIT – 5 : Writing Skills : Descriptive Paragraphs – Note making

TEXT BOOK

- Functional English – I Textbook / Course Material to be prepared y the Faculty

REFERENCES

- Sargeant, Howard, Basic English Grammar Book 2. Irvine : Saddleback, 2007.

LEARNING OUTCOME

- Students can improve their language abilities of average language users
- Students facilitate graded reading that progresses from easy to difficulty
- Students can improve their speaking and writing skills in English

18EVSU0001 - ENVIRONMENTAL STUDIES (4 credits)

OBJECTIVES:

- To learn the importance in conservation of environment and natural resources.
- To learn causes, effects and control measures of environmental pollution.
- To understand the concepts of disaster management and preparedness to overcome

UNIT 1 : Natural Resources : Introduction to Environment and natural resources (Definition, scope and important) – Forest Resources : Use and over-exploitation of forest resources and its impact on forest and tribal people- Water Resources : Use and over-exploitation of water and impact – Land Resources : Land degradation and soil – erosion, desertification – Food Resources : Effects of modern agriculture, fertilizer – pesticide problems – Energy Resources : Growing energy needs renewable and non-renewable energy source – use of alternative energy sources.

UNIT 2: Ecosystem and Biodiversity : Concept of an ecosystem – Structure and function of an ecosystem – Energy flow in the ecosystem – Food chains, food webs and ecological pyramids – Types of ecosystem – Biodiversity : genetic, species and ecosystem diversity, India as a mega – diversity nation – Threats to biodiversity : habitat loss, poaching of wild life, man-wildlife conflicts; Endangered and endemic species of India – Conservation of Biodiversity : In-situ and Ex-situ conservation of biodiversity.

UNIT 3: Environmental Pollution: Causes, effects and control measure of : Air pollution, Water pollution, Soil pollution, Noise Pollution and Nuclear hazards, Solid waste management, Global environmental problems.

UNIT 4: Social Issues and the Environment : Sustainable development, Rural Urban problems related to environment, Water management and rain water harvesting – Environment ethics : Issues and possible solutions, Environmental Protection Policy, Acts and Legislation, Population and the Environment – Environmental and Population concern : Environment and human health, Environment education at various level – HIV/AIDS, Women and child welfare, gender issues, gender equity, institutions for gender studies / research.

UNIT 5: Disaster Management: Disaster: Meaning and concepts, types, causes and management – Effects of disaster on community, economy, environment – disaster management cycle: early response, rehabilitation, reconstruction and preparedness – Vulnerability Analysis and role of community in Disaster Mitigation – The Disaster Management Act 2005 – Disaster Management Authority: National, State and District level – III effects of disasters.

REFERENCES

1. Panchayats in Disaster: Preparedness and Management, Palanithurai, G.Concepts Publishing Company, 2009
2. A text book of Environmental Studies, Asthana, D.K.Meera Asthana, S.Chand & Company Ltd., New Delhi, 2006
3. Environmental Studies, Benny Joseph, Tata Macgraw – Hill Publishing Company, New Delhi, 2005.
4. A text book of Environmental Studies, Thangamani and Shyamala, Pranav Syndicate, Publication Division, Sivakasi, 2003

LEARNING OUTCOME

- Students able to learn in-situ and ex-situ conservation of bio-diversity
- Students able to learn the control measures of environmental pollution.

18MMPT206 - ADVERTISING (4 credits)

OBJECTIVES:

- Enable the students to understand the elements of Advertising
- Enable the students to understand advertising production techniques

UNIT 1 Introduction to Marketing - principles – Marketing mix - Advertising – Role – elements – types of advertising – merits and demerits – advertising and consumers – buying systems – target plans.

UNIT 2 Target audience – branding – brand building – positioning – advertising strategy – advertising campaign – Ad copy – Structure – message – appeals – levels of feedback.

UNIT 3 Media planning – developing media objectives – media budget – selection of media – implementing media plans – pre-testing and launch – advertising research.

UNIT 4 Advertising agency – structure and functions – departments – functions – role – nature – special emphasis on writing and visualizing

UNIT 5 Advertising and Society – Ethical issues in advertising – advertising production techniques – print – radio – TV – web and Films.

REFERENCE

1. Indian Advertising: Laughter & Tears, Arun Chathuri, 2014
2. Advertising For Dummies (For Dummies (Business & Personal Finance) Gary Dahl, Foundations of Advertising, 2007
3. Basic Advertising, Donald W. Jugenheimer, Advertising Procedure, 1991
4. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (LEA's Communication Series), Helen Katz
5. Advertising Media Planning, Jack Z. Sissors, Roger Baron, Hardcover – Jun

LEARNING OUTCOMES:

- Students learned the advertising strategies in print and visual medium.
- Students learned about the Ethical issues in advertising.

18MMPT207 - SOFT SKILLS (2 credits)

OBJECTIVES:

- Enable the students to understand the basic skill for the individual
- Enable the students to practice the soft skills

UNIT-1. Resume/Report Preparation/Letter Writing -Structuring the resume/report-Letter writing/E-mail communication-Samples

UNIT-2. Presentation Skills - Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

UNIT-3. Time Management -Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

UNIT-4. Group Discussion - GD and selection process - Structure of GD - Moderator-lead and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

UNIT-5. Interview Skills - Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

REFERENCES

1. Advanced English Grammar : A Self - Study Reference and Practice, Hewings, Martin Book for South Asian Students, Cambridge University Press, New Delhi, 1999
2. Spoken English : A Self Learning Guide to Conversation Practice, Sasikumar V and P.V. Dhamija, Tata MCGraw Hill, New Delhi, 1993.
3. Word Power Made Easy, Lewis, Norman, Pocket Books, 1991.
4. The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associated, Sets, Paul.W. Prentice Hall Press. New York, 1983

LEARNING OUTCOME:

- Students learned and develop their presentation skills.
- Students understand the Time management and Team work.

18MMPT208 - GRAPHIC DESIGN - I - THEORY (3 credits)

OBJECTIVES:

- Enable the students to know the basics of Print technology
- Understand the print layout and page designing.
- Enable the students to know the Image editing techniques.

Unit –1 Page designing applications – features – Window - Title Bar - Menu bar - Toolbar - Ruler - Palettes - Styles/ Colors Palette - Control Palette - Elements of the view of the page - Master Pages – importance of guidelines.-

Unit –2 Working styles of Graphics and Objects - Getting familiar with Graphics Tool Bar - Text design - Graphics - information of Grouping and Ungrouping – Elements of Links - Link Options - Managing and Printing a Publication

Unit – 3 Print designing applications - Title Bar - Menu Bar - Standard Toolbar - Property Bar - Colour Palettes - Drawing designs – information on Shape of an Object - Effects - Text - Images – Importance of Layers - Type of Tool – Filters - Printing and Customization.

Unit – 4 Image editing applications - features – fundamentals – window details - Image formats - file size - Importing image technique – Resolution - Pixels – Editing tools features - Layer features.

Unit 5. Process of image editing techniques – color modes – importance of Foreground and background - Filter effects - features of image conversion- Titling – Customized album sizes – features in designing - Conversion of Image formats - Flex & Visiting card designing techniques.

REFERENCES

- Pagemaker(r) 7: The Complete Reference by Carolyn Connally, 2014
- Corel DRAW X3 Unleashed, Foster D. Coburn III, 2013
- The Photoshop Book for Digital Photographers, Scott Kelby, 2012
- Art and print production NN. SARKAR, OXFORD Publications, 2012

LEARNING OUTCOME

- Students learned the designing of print and publishing media.
- Students understand the techniques in Image editing and developing digital photo album.

18MMPT209 GRAPHIC DESIGN I - PRACTICAL (6 credits)

OBJECTIVE:

- Enable the students to know the basics of Print technology
- Understand the print layout and page designing.
- Enable the students to know the Image editing techniques.

PRACTICALS

1. To Familiar with Page designing application – menus, tools,.
2. To Practice text styles, colors, editing text, inserting.
3. To practice formatting text, size, space.\
4. To practice shortcuts, bullets and numbering, leading working with columns.
5. To familiar with graphic application – menus and tools.
6. To practice graphics toolbar.
7. To practice cropping a graphic, grouping and ungrouping.
8. To practice link options and printing a publications.
9. To practice drawing designs, shape and effect of an object.
10. To familiar with image editing applications – menus, tools.
11. To practice with layer based image editing.
12. To practice creation of images.
13. To practice editing and manipulation image/picture.
14. To practice adding special effects to image/ picture.
15. To practice to develop digital photo album/ visiting card/ new letter.

LEARNING OUTCOME:

1. Students learned about the designing techniques of print publications, compiling of pages and designing of logo, graphics for commercials and news agencies.
2. To know about the designing expertise in Image editing, creations and developing photo albums, visiting cards and types of banners for

18MMPT210 - INPLANT TRAINING – (8 CREDITS)

OBJECTIVE:

- To learn skills for specific job role from relevant Industry / Institution

Students have to undergo four weeks training in any **Print Industries / Advertising Agency / Digital Studio & Color Lab** to acquire relevant skills. The in-plant training may be organized continuously for four weeks or more than one spell within a semester as per the convenience of the Agencies/Institutes. During their stay in the Agency, they have to maintain a diary on daily basis to record the work assigned, outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit weekly report to the department. During the in-plant training period, the Industry / Institute partner will evaluate their performance for 60 marks and the concerned course teacher for 40 marks as given below.

INDUSTRY/ AGENCY

1.	Attitude	10 marks
2.	Punctuality	
3.	Behavior	
4.	Involvement	10 marks
5.	Performance (completion of assigned work)	20 marks
6.	Contribution to the industry	20 marks
	Total	60 Marks

COURSE TEACHER

1.	Diary /Record	10 marks
2.	Weekly report	10 marks
3.	Viva –voce	20 marks
	Total	40 marks

SEMESTER – III
18YOGV0001 –YOGA (2 credits)

OBJECTIVE:

- To learn Yoga for keeping body and mind in good condition.

UNIT 1 : History of Yoga – Definition of the term Yoga – Comprehensive Nature and Scope Yoga – Aims and Objectives of Yoga – Various School of Yoga.

UNIT 2 : Pantanjali yoga – Astangayoga – Tantrayoga – Mantrayoga – Hathayoga – Layayoga, Rajayoga – Ganayoga – Bhaktiyoga – Karmayoga.

UNIT 3 : Yoga as an ideal system of physical culture – Do's and Don'ts of specific Yogic Techniques – Difference between practice of Asanas and Physical Exercise – Modern Vs. Yogic concept on diet.

UNIT 4: Preparing Oneself for Yogi practices – Different kinds of Yogic practices – Suryanamaskar – Asanas (Padmasana – Vajrasana – Gomukhasana – Sarvangasana – Halasana – Shalabhasana – Dhanurasana – Paschimottanasana – Yogamudra – Utkatasana – Savasana - Makarasana).

UNIT 5 : Parnayamas (Anuloma – Viloma Pranayama, Nadisuddi) – Bandhas (Jalandharabandha – Uddiyananbandha – Mulabandha) – Suddhikriyas (Kapalabhati) – Mudras – Dhyana – Meditation – Gandhiyan way of Meditation.

REFERENCES:

1. Yoga For All, Maharishi Patanjali, Sahni Publications, 2003.
2. Yoga for Health, Institute of Naturopathy and Yogic Sciences, Bangalore, 2003.
3. Yoga for Health, K. Chandra Shekar, Khel Sahitya Kendra, Theni, 2003. Asanas, Swami Kuvalayananda, Kaivalaydhama, Lonavla, 1993.
4. Yoga for You, Indira Devi, Jaico Publishing house, Chennai, 2002.
5. Light on Yoga, B.K.S Iyengar Harpine Collins Publication, New Delhi, 2000
6. Sound Health through Yoga, K.Chandrasekaran, Prem Kalyan Publications, Sedapatti, 1999.
7. Yoga for the Modern Man, M.P. Pandit, Sterling Publishers Private Limited, New Delhi, 1987.

LEARNING OUTCOME:

- Students know about Yoga for keeping body and mind in good condition.

18MMPT311 - PERSONALITY DEVELOPMENT (2 credits)

OBJECTIVES :

- Enable the students to understand the qualities for the individual
 - Enable the students to practice positive thinking and creativity
- UNIT 1 :** Personality: Definition: Determinants Biological, Psychological, Sociological, Cultural and Physical features
- UNIT 2 :** Personality Development: Awareness, Self motivation, Elements of motivation, Types of conservation
- UNIT 3 :** Personality theories: Freud, Eysesck, Erickson and Catell - Motivation theories, Masslow, Mcllend and Murray
- UNIT 4 :** Memory, process and functions and importance of memory. Technique of improving memory
- UNIT 5 :** Positive thinking-Seven steps in dealing with doubts. Traits of positive thinking. Goal setting-techniques of positive thinking to achieve the goals-creativity and components of creativity.

REFERENCES :

1. Personality Development, Hurlock, E.B, Tata McGraw Hill, New Delhi, 2006
2. All about self-motivation, Pravesh Kumar, Goodwill Publishing House: New Delhi, 2005
3. Power of positive thinking, Mile, D.J. Rohan Book Company Delhi, 2004
4. Double your learning power, Dudley, G.A. Konark Press. Thomas publishing Group Ltd., Delhi, 2004

LEARNING OUTCOME :

- Students learn the self motivation and technique of improving memory
- Students learn the Traits of positive thinking and Goal setting

18MMPT312 – ELEMENTS OF FILM (4 credits)

OBJECTIVES:

- To Understand the evolution and development of Film
- To understand the Film making process
- To study the Indian & International Film makers

UNIT :1 Film history & major movements - Early Cinema (1893-1903), Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924), Soviet Montage (1924-1930), The Classical Hollywood Cinema after the coming of sound, Italian neo-realism(1942-1951), The French New wave (1959-1964), Indian (Hindi, Tamil & other languages), Contemporary trends.

UNIT : 2 Film making process - 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 3: Elements of film -Mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene, Cinematographer properties-the photographic image, framing, duration of the image, montage and long take.

UNIT 4: Genre - Approaches to studying film, Narrative and Non Narrative films, Structure of a narrative film, Cinematic codes, The concept of form in films, principles of film, narrative form, non-narrative films, dividing a feature film into parts and Genres (language, style, grammar, syntax.), Documentary genres.

UNIT 5: Great authors - study of Great Indian and International filmmakers like D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurusowa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan, Manirathinam, and others.

REFERENCES:

1. The Subject of Cinema, Seagull Books, Roberge, Gaston:, 2005
2. How to read a film, Routledge, Monoco, James, London, 2001
3. The Cinema of India, Thoraval, Yves (2000)
4. Theodor: Eye of the Serpent, East west Books (Madras), Baskar, 1996
5. An Introduction to film studies, Routledge, Nelmes, Jill, London, 1996
6. Graeme. Film as social practice, Routledge, Turner, London, 1993
7. The new Indian cinema, Vasudev, Aruna. Macmillan, Delhi, 1986
8. Films for an ecology of Mind, Roberge, Gaston, Fiana KLM, 1978
9. The Filmgoers Companion, 6th Edition, Avon, Halliwell, 1977.

LEARNING OUTCOME:

- Students are learned the history of film and its development.
- Students will learn concepts, analyses of film and trends

18MMPT313 - WRITING FOR MEDIA (4 credits)

OBJECTIVES:

- To understand the basics of Script Writing
- To apply the techniques in Media industry
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UNIT 1 : Visualization- definition & concept; Principles of script writing & creative writing; Script formats- concept & types; Idea generation - source & innovative; Elements of script; Characteristics of script.

UNIT 2 : Writing for Radio- Characteristics; Types- news stories, chat show, talk show & reality show; script treatment- concept, target audience, style of production, creative approach, running order, set design & budget; Radio- radio feature, documentary and live.

UNIT 3 : Writing for Advertising (Radio)- understanding product, basic research, demographic appeals, idea generation; Types of advertising- commercial, PSA & corporate films; Advertising script format- concept, USP, target audience, creative copy & storyboard.

UNIT4 : Writing for Documentary- Concept & research - docudrama, Interviews, Characteristics of documentary; Documentary structure; Documentary synopsis; Documentary Script Format-; Elements of documentary script & sound; narration & commentary.

UNIT 5 : Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines – Typography - Writing for News media - Copy reading symbols - content creation-Development - Technical writing- short stories, articles - Editing .

TEXT BOOKS

1. Screenplay: The Foundations of Screenwriting, Second Edition, Syd Field Dell Publishing, USA, 2005

REFERENCES

1. Writing for Broadcast journalist, Thompson, rick. London: Routledge, 2005
2. The Complete Guide from Script to Screen, First Edition, Oxford University Press, Clifford Thurlow, UK, 2008
3. Writing the News: Print Journalism in the electronic age, Fox, Walter : Hasting House Publishers, New York, 1977

LEARNING OUTCOME

- Students are able to know the technique of script wring for different media industries
- Students learn about the writing techniques with audience attractive and current situation.

18MMPT314 DIGITAL VIDEOGRAPHY - THEORY (4 credits)

OBJECTIVES:

- To enable the students to understand the stages of development in Videography
- To enable the students to understand the Video equipments functions – features.

UNIT 1 : Videography – Definition, Stages of development – Video standards – Frame rates -Types of Video Camera – Analog / Digital Video cameras – Single CCD / 3CCD camera- HD cameras – Types of video cassette

UNIT 2 : Camera Operation - Settings in the Camera - Exposure control – White balance – Camera Shots - Camera movements – Video Recorders Analog/Digital – Video recording formats –Video Mixer operation – Live mixing - Live relay

UNIT 3 : Camera support system – Tripod, Monopod - Trolley – Glide Cam - Jip crane – Slider – Steady cam -Video monitoring system - Audio talk back system – AV to DV converter -.Cables and connectors

UNIT 4 : Sources of lighting - Types of Lights –Indoor and Outdoor lighting techniques - Lighting Equipments - Aesthetics of lighting, - Reflectors – Bounce light - creative Lighting techniques

UNIT 5 : Sound –meaning - Analog & Digital sound recording - quality - frequency - Amplifiers - Audio mixer - Functions and features - Types of Microphones – cables and connectors - Audio file formats – Video editing techniques.

REFERENCES :

1. Peter Wells – Digital video editing - A users guide, 2004
2. R.Ramamurthy The Fundamentals of Editing, Chennai, 1991
3. Gerald MillersonThe Techniques of lighting for Television and Motion Picture, Hasting House, New York, 1982
4. The Video maker guide to video production 4th edition by Video Maker
5. Camcorder business start and operate by Geroge A Gyure
6. Adobe creative team – Adobe premier class room editing techniques – FCP Michael
7. Goodman and Patrice MC.Grake - Editing digital video – the complete creative technique.
8. Michael Rubin – Non linear - A field guide to Digital video and film editing

LEARNING OUTCOME:

- Students are able to learn the functions and settings in the Video camera
- Students are able to learn the lighting and sound recording methods in Videography.

18MMPT315 VIDEO CAMERA OPERATION TECHNIQUES - PRACTICAL (4 credits)

OBJECTIVES:

- Enable the students to understand the Video camera operations and other techniques for shooting.
- Enable the students to understand the lighting and sound recording techniques for Videography

PRACTICALS

1. To familiar with video camera parts and operation keys
2. To identify the brand, model and features of the video camera
3. To familiar with menu and settings of the video camera
4. To practice assignment of settings for indoor and outdoor Videography
5. To practice the exposure settings
6. To practice Focus and Depth of Field
7. To practice the composition of different frame / shot
8. To practice the White balance control.
9. To practice the Rule of third in Videography
10. To practice movements and angles in Videography
11. To practice with supporting system – tripod, jimmy jip, crane, steady cam.
12. To practice indoor basic lighting arrangement.
13. To practice outdoor lighting, bounce lighting arrangement.
14. To practice spot audio recording, familiar with microphones.
15. To familiar with different genre of Videography - events, interviews, discussion, advertisement.

LEARNING OUTCOME :

- Students can be equipped with sufficient practical skills in Videography
- Students to know the principle of lighting and sound recording in Videography

18MMPT316 DIGITAL VIDEO EDITING - PRACTICAL (6 credits)

OBJECTIVES :

- To Enable the students understand the principles and methods of editing
- To enable the students practice and familiar with video editing

PRACTICALS

1. To familiar with Video Editing applications
2. To familiar with window bar, menu bar, tools and bins.
3. To apply the video formats, frame rate and resolutions in video editing.
4. To practice importing videos in to edit application.
5. To practice editing with timeline.
6. To practice editing techniques.
7. To practice insert video effects, transitions.
8. To practice title window.
9. To practice spot mixing/ editing.
10. To practice post video editing works.
11. To practice motion graphics in video editing.
12. To practice audio track – mono/ stereo.
13. To practice insert Re recording, sound effects, dubbing audios.
14. To practice exporting the edited video files.
15. To familiar with different types of video outputs/formats.

LEARNING OUTCOME:

- Students know about the Video editing applications and its features.
- Students to know the working principles and familiarizing the editing application.

18MMPT317 - SOUND RECORDING AND EDITING - PRACTICAL (4 credits)

OBJECTIVES:

- To enable the students to understand the sound editing applications and its features.
- To enable the students to practicing sound recording and editing techniques.

PRACTICALS

1. To familiar with analog sound mixer equipments
2. To familiar with digital sound mixer equipments
3. To familiar with microphone and its features.
4. To practice cabling, connecting in digital audio mixer.
5. To practice recording microphone placement, distraction.
6. To practice of controlling acoustic in recording.
7. To practice different channels and effects in the digital audio mixer.
8. To familiar with audio file formats.
9. To familiar with audio editing applications.
10. To practice windows, menu, tool bar.
11. To practice importing audio file
12. To practice audio editing techniques..
13. To practice multi track recording, mixing, audio effects.
14. To practice audio dubbing, pre-mixing, BGM mixing.
15. To practice exporting audio files in different file format.

LEARNING OUTCOME:

- Students able to practice the sound recording and editing application and operative functions.
- Students learn the skills of sound editing techniques and mastering.

SEMESTER - IV

18GTP0001 - GANDHIJI'S LIFE, THOUGHT & WORK (2 credits)

OBJECTIVES :

- To enable students to understand and appreciate the principles and practices of Gandhi and their relevance in the contemporary times.
- To develop character and attitude to follow Gandhian values and responsibilities in their personal and social life.

UNIT 1: Life of Gandhi in brief: Early life in India – London Phase – South African Adventure - Struggle for total freedom in India – Martyrdom

UNIT 2 : Concepts of Gandhi's Philosophy, Truth and Nonviolence, Ends and Means, Right and Duties, Simply Living and High Thinking

UNIT 3: Gandhi's concepts and their applications: Sarvodaya, Satyagraha, Santhi Sena Constructive Work

UNIT 4: Gandhian Vision of Society: Self and society-Communal harmony, removal of untouchability and Equality of sexes – Policies: Decentralization of power, Gram Swaraj (Panchayati Raj) and good governance- Economics of Swadeshi, Trusteeship, Bread Labour and Self-employment.

UNIT 5: Gandhian Dimension of Education: Basic Education, Adult Education, Pluralism Multilingualism, Religions and interfaith relations- Health; Diet, Nature Cure, Education on Health, Sanitation and Hygiene

REFERENCES:

- Village Industries M.K. Gandhi: Navajivan Publishing House, Ahmadabad, 2004
- An Autography of the Story of My Experiments with Truth, Navajivan Publishing House M.K. Gandhi , Ahmadabad, 1983
- Constructive Programme - Its Meaning and Place. M.K. Gandhi: Navajivan Publishing House, Ahmadabad, 1983
- Satyagraha in South Africa: M.K. Gandhi:, Navajivan Publishing House, Ahmadabad, 1951
- Diet and Diet Reforms, M.K. Gandhi: Navajivan Publishing House, Ahmadabad, 1949
- Basic Education, M.K. Gandhi : Navajivan Publishing House, Ahmadabad

LEARNING OUTCOME:

- Students understand the life of Gandhiji in-depth
- Students apply the Gandhian concepts in the relevant context.

18MMPT418 – ENTREPRENEURSHIP DEVELOPMENT – (4 CREDITS)

OBJECTIVES:

- To expose the students about the scope for identifying and establishing enterprises in their locality.

UNIT 1: Introduction to Entrepreneurship : Definition – Concept – Industrial small entrepreneurship – meaning – Important – Significance and Scope – Characteristics of entrepreneur – Factors influence rural entrepreneurial development.

UNIT 2: Industries for Small Entrepreneurs : General study of cottage and Small Scale Industries – Enterprise Management – Need and Important – Women Entrepreneurship development through SHG – Entrepreneurial Competencies.

UNIT 3: Registration & Financing : Identification of opportunities – choice of product – preparation of feasibility – Report – Registration and License – Financial assistance Nationalized banks – State financial corporation DIC – KVIB – KVIC –NABARD, SMAM and NHB – Incentives and Govt. support from Ministry of Agriculture, GoI.

UNIT 4: Entrepreneurial Development: Approaches to Entrepreneurship Development – EDP – Issues – Entrepreneurial Training – Methods and Institutions offers Entrepreneurial Training – Market Survey – Model Project Report.

UNIT 5: Regularity Laws : Central Excise – Income Tax – Sales tax – Licensing Authority – Export and Import Regulatory Acts.

REFERENCES :

1. Empowerment of Women through Entrepreneurship, Rathakrishnan L.Gyan Publishing House, New Delhi, 2008
2. Entrepreneurial Development, Khanka, S.S, published by S.Chand & Co. publications, New Delhi. 2005
3. Entrepreneurship and Small Business Management, Shukla, Published by Kitab Mahal publications, Agra, 2003
4. Small – Scale Industry and Entrepreneurship, Vasanth Desai, Himalaya Publishing House, Mumbai, 2003
5. Women Entrepreneurship : Opportunities, Performance, Problems, Dhumija, S.K., Published, Deep and Deep publications, New Delhi. 2002
6. Training for Entrepreneurship and Self Employment, Malli, D.D, Published by Mittal publications, New Delhi, 1999

LEARNING OUTCOME:

- Students will learn the procedure for starting and enterprises and its feasibility in given situation.

18MMPT 419 – SCRIPT WRITING FOR VIDEO PRODUCTION (4 credits)

OBJECTIVES

- Enable the students to understand the principles of Video script writing.
- Enable the students to practice writing for Video production.

UNIT 1: Introduction to Video Scripting - definition & concept; Framing & Composition; Principles of Video script writing , creative writing for Video.

UNIT 2 : Script formats- concept & types; Idea generation - source & innovative styles; Elements of script; Characteristics of script.

UNIT 3 : Visualizing through Story Board - Guiding principles for evolving effective story board - Types of story boards – creative approaches.

UNIT 4 : Television writing - characteristics - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials - Language Editing.

UNIT 5 : Film language - Writing for education and entertainment - Documentary scripting – Trends in writing - New technologies and their impact on media language.

REFERENCE

1. Writing for Television, Kelsey, Gerald. Unisrar, 2004
2. Writing for Television, Radio and New media. 8th edition, Belmont: Wadsworth Publishing Company, 1992.
3. Scriptwriting for the Screen, Second Edition, Charlie Moritz, Routledge, USA, 2001

LEARNING OUTCOME

- Students learn the method of writing for Video production.
- Students can develop their writing according to the media trends

18MMPT 420 – TELEVISION PRODUCTION - PRACTICAL (4 credits)

OBJECTIVES:

- To enable the students to understand the production Techniques
- To enable the students understand team spirit and public relation.

PRACTICALS

1. To familiar with picture transmission and reception
2. To practice pre- production aspects of television programme
3. To practice selection of location, art direction, indoors and outdoors
4. To practice lighting arrangements in outdoor/indoor programme.
5. To practice the television production – news reading, interview, standup programme, advertisement.
6. To practice the television production – education , practical, entrainment.
7. To practice the television production - documentary, docu-drama, short films.
8. To practice single camera/ multi camera operation techniques.
9. To practice camera support systems.
10. To practice live audio mixing and recording.
11. To practice live video mixing and recording.
12. To practice of management of live show/ live telecast.
13. To practice post- production of television programme.
14. To practice with different video recording formats.
15. To export the television production.

LEARNING OUTCOME

- Students learn the method of production for Television media.
- Students practice different types of Television production.

18MMPT 421 – RADIO PRODUCTION - PRACTICAL (4 credits)

OBJECTIVES:

- To enable the students to understand the pre and post production in Radio
- To enable the students practice the Production techniques

PRACTICALS

1. To familiar with production process in radio station.
2. To familiar with audio file formats, quality, and size.
3. To practice radio production techniques – indoor and outdoor- ambience
4. To practice concept development.
5. To practice usage of words
6. To practice clarity in language.
7. To practice Spontaneity, Voice modulation.
8. To practice types of radio productions - news reading, live interview, standup programme, advertisement.
9. To practice radio production on storytelling, radio drama, radio commercials.
10. To practice education and development programme.
11. To practice the radio production and current affairs, phone-in programme
12. To practice recording quiz and children's programme.
13. To practice agricultural, health and environmental programme.
14. To practice of management of live show/ live broadcast
15. To practice post- production of radio programme

LEARNING OUTCOME:

- Students learn the writing technique for radio programme.
- Students can able handle Radio production equipments.

18MMPT 422 – GRAPHIC DESIGNING II - PRACTICAL (4 credits)

OBJECTIVES

- To enable the students to understand features of VFX
- To enable the students practice the CG and VFX creation.

PRACTICALS

1. To identify the configuration support for computer Graphic application.
2. To practice installation and plug-ins of Graphics application.
3. To familiar with video Graphic designing applications.
4. To familiar with the features of developing Graphic design.
5. To practice green matte/ chromo key effects.
6. To practice with 'After Effects' application.
7. To practice with menus and tools in 'After Effects' application.
8. To practice keying, stabilize particle and plugging effects.
9. To practice morphing, wire removing, Rotoscoping.
10. To practice Motion Graphics, Rendering.
11. To practice Fusion, work flow, working with Nodes and workflow.
12. To practice Tracking in fusion, stabilizing a shaky footage, keying matte screen.
13. To practice audio insert, BGM scoring.
14. To practice use of plug-ins, real flow and real dynamics.
15. To practice exporting techniques of Graphic design.

LEARNING OUTCOME

- Students learn the feature of VFX
- Students acquire the skills of working with Aftereffects

18MMPT 423 - INPLANT TRAINING – II (8 credits)

OBJECTIVE:

- To learn skills for specific job role from relevant Industry / Institution.

Students have to undergo four weeks training in any Media Agencies / Satellite Channel to acquire relevant skills. The in-plant training may be organized continuously for four weeks or more than one spell within a semester as per the convenience of the Agencies/Channels. During their stay in the Agency, they have to maintain a diary on daily basis to record the work assigned, outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit weekly report to the department. During the in-plant training period, the Industry / Institute partner will evaluate their performance for 60 marks and the concerned course teacher for 40 marks as given below.

Media Agency / Satellite channel

1.	Attitude	10 marks
2.	Punctuality	
3.	Behavior	
4.	Involvement	10 marks
5.	Performance (completion of assigned work)	20 marks
6.	Contribution to the industry	20 marks
Total		60 Marks

Course Teacher

1.	Diary /Record	10 marks
2.	Weekly report	10 marks
3.	Viva –voce	20 marks
Total		40 marks

SEMESTER – V
18MMPT 524 – CUSTOMER RELATIONSHIP (4 credits)

OBJECTIVE

- To enable the students by providing basic skills required for maintaining good relationship with customers through effective Communication in service sector.

UNIT 1: Introduction to Customer Support: Importance of Customer - Types of Customers - their needs - Issues in dealing with the customers- Importance of maintaining good relations with customers in Service providing sector.

UNIT 2: Communication Skills for Customer Support : Intra personal communication and Body Language - Inter personal Communication in Customer Relationships. Features of an effective Communication. Verbal and non-verbal Communication. Barriers and filters. Listening and active listening. Customer satisfaction - Feedback from Customers.

UNIT 3: Customer Relationship Skills: Leadership Skills - Team work and public speaking with customer - Importance of maintaining good interpersonal relationship with Customer and co-workers - Effective communication in service delivery.

UNIT 4: Personality Traits in delivering Service : Self confidence - Attitude - Working in Group - Time Management - Effective Planning in service delivery - Working towards Goal - Meditation and concentration techniques in the stress situation.

UNIT 5 : Practical Exercise: Role playing in Workshop - Public speaking- Interview - work in a Team - Group Discussion - Discussion on Case Studies from shop Floor and Industry situation.

REFERENCE BOOKS

1. Management (Eleventh Edition), Stephen P. Robbins and Mary Coulter, Pearson Education, New Jersey, 2012
2. Customer Relationship Management, Kaushik Mukerjee, PHI Learning Private Limited, New Delhi. 2007
3. Essence of Customer Relationship Management, Balasubramanian. K, GIGO Publishing, 2005
4. Service Marketing and Management, Balaji , S.Chand Publishing, 2002
5. Customer Relationship Management - A Step - By - Step Approach, A. Sagadevan and H. Peeru Mohamed, Vikas Publishing, New Delhi, 2002
6. The CRM Handbook: A Business Guide to Customer Relationship Management 1st Edition, Jill Dyche, Addison-Wesley, New York, 2001

LEARNING OUTCOME:

- Students acquire the skills of maintaining good relations with customer
- Students learn the leadership skills and self confidence.

18MMPT525 - MEDIA LAWS AND PRACTICES (4 credits)

OBJECTIVES:

- Enable the students understand the Media Laws and Government policy
- Enable the students understand the copy right and other related Act

UNIT 1 : Indian Constitution: Preamble - Salient features - Fundamental rights – fundamental duties - Directive principles of state policy - Citizenship.

UNIT 2 : The Union and State Government - The Executive - The President, Governor Powers - The Judiciary - Parliament- privileges, Function - The Emergency powers - Amendments to the Indian Constitution Panchayat Raj - Special Status given to J and K - Centre - State relationship.

UNIT 3 : Media Laws: Freedom of the Media - Freedom of the Media in India

UNIT 4 : The Law of Copyrights - TRIPS and TRIMS -International Intellectual Property of Rights - The Contempt of Courts Act, 1971 - The India Penal Code, Sections 124-A, 495, 496, to 501 - The Criminal Procedure Code, Sections 108, 144 -The Indian Telegraph Act.

UNIT 5 : Right to Information (Information Bill) - Information Technology Bill Laws related to Consumer Rights - Laws of Human Rights - Child Labor Acts - Women's Rights – Social media - Cyber Laws - Cable Act.

REFERENCES:

- Laws of the Press in India - Durga Doss Basu, 1987
- Press and the Law - DK Umrekar
- Laws of the Press - Dawson
- Constitutional law of India (updated every year) , J. N. Pandey
- Reports on Consumer Rights, Human Rights and draft report of the IT ACT

LEARNING OUTCOME:

- Students learn about the fundamental rights for media
- Students learn the Law and freedom of the media in India

18MMPT526 - MULTIMEDIA ANIMATION AND AUTHORING PRINCIPLES (4 credits)

OBJECTIVES:

- Enable the students to understand the basics of 2d Animation
- Enable the students to Practice the media authoring

UNIT 1: Basics of 2D and 3D Animations - Warping - Morphing - Twining - Timeline - scanning for animation - onion skinning - project planning - execution - delivering the project - Animation Basics - Drawing - adding sound - working with objects - layers - creating animation and interactivity - publishing and exporting.

UNIT 2: Digitization of audio - electronic music and synthesizer - architecture of sound card - video compression - video conversions - 3D animation - model building - lighting - materials - dynamic particles - character modeling and animation techniques - inverse kinematics.

UNIT 3: Multimedia Authoring tools and Metaphors - Introduction, definition and functions of Metaphors, basic categories-Slide show metaphor, book metaphor, Windowing metaphor, Icon Metaphor and network metaphor.

UNIT 4: Consideration for selecting the authoring tool (Hardware, Software, utilities etc.,) Authoring approaches (Programming, Screen based, information centered) - features of authoring systems-cross platform features, cost, technical support, ease of user interface design.

UNIT 5: Authoring Packages - Asymetrix Tool book - features Authoring package- Cast members - sprites - Stage - Score - Behavior – Xtras.

REFERENCE

1. Adobe Creative Team. Adobe Flash Professional CS6 Classroom in a Book, First Edition, Adobe Systems Incorporation, USA, 2012
2. Tony White. How to Make Animated Films, Second Edition, Focal Press, USA, 2009
3. Paul Wells. Basics Animation 03: Drawing for Animation, Second Edition, AVA Publishing, Switzerland, 2009
4. 3-D Human Modeling and Animation, Second Edition by Peter Ratner, 2003
5. Animating with Flash MX: Professional Creative Animation Techniques by Alex Michael, focal press, 2002
6. An Introduction to Multimedia for Use With Authorware 3 and Higher Authorware, Simon Hooper, 1997

LEARNING OUTCOME:

- Students learn the character modeling and animation techniques
- Students learn the features of authoring systems

18MMPT527 - 2D ANIMATION - PRACTICAL (6 credits)

OBJECTIVES:

- To enable the students to understand the basic of 2d animation
- To enable the students to practice the 2d animation production

PRACTICALS

1. To familiar with the 2D animation applications.
2. To practice the window, menu bar, toolbar and layer.
3. To practice the Drawing and Painting Tools
4. To practice Manipulating Objects
5. To practice Creating an Animation
6. To understand the basics of Action Script
7. To practice the motion twine and shape twine.
8. To Understanding Objects
9. To practice the title animation
10. To Understanding Links
11. To practice Text Formatting Options
12. To create 'Product Ad'
13. To create 'Logo Design'
14. To create 'Web Banners' with different formats
15. To create short stories

LEARNING OUTCOME:

- Students learn the technique of Creating 2D Animation
- Students learn the basics of actions script for 2D Animation.

18MMPT528 - WEB DESIGNING - PRACTICAL (6 Credits)

OBJECTIVES:

- Enable the students to understand the basic of Web designing
- Enable the students to practice and develop the Web designing

PRACTICALS

1. To familiar with HTML programme.
2. To practice linking images.
3. To practice Special Characters and horizontal Rules
4. To practice Meta elements, Cascading Style sheets.
5. To practice Structuring Data Document
6. To practice with java script
7. To practice Math object, Array Object, String Object, Document object.
8. To practices Using cookies
9. To create a Simple PHP Program
10. To Practice Using Variables in PHP
11. To practice Loops and Arrays
12. To practice Reading Files.
13. To understand Database connectivity with MySql.
14. To Creating database, query parameter .
15. To creating webpage.

LEARNING OUTCOME:

- Students learn the application for web designing.
- Students acquire the skill of creating the Web page design.

18MMPT529 – BASIC 3D ANIMATION - PRACTICAL (6 Credits)

OBJECTIVES:

- To understand the basics of 3D Animations
- To apply the techniques in Animation industry
- To solve practical problems in the real life situations.

PRACTICALS

1. To familiar with the 3D animation application.
2. To familiar with windows, menu bar, tool bar and options.
3. To familiar Model 3D objects using primitives
4. To practice Editable poly model an aero plane
5. To practice Lathe Model a Flower Vase
6. To practice Extrude Create Text
7. To practice Animate an object using key frame
8. To Create Fire effects using gizmo
9. To Create 3D Titling
10. To practice Path animation create galaxy
11. To practice Model a Building
12. To Practice with material editor
13. To practice with lighting.
14. To practice camera show the interior and exterior structure of the building
15. To animate a 3D Cartoon Character using Bones

LEARNING OUTCOMES:

- Students Learn 3D Animations applications
- Students acquire the skills of developing 3D Animation project

SEMESTER - VI

18MMPT631 – ADVANCED 3D ANIMATION - PRACTICAL (6 Credits)

OBJECTIVES:

- Students enable to practice advanced 3D animation
- Students enable to practice special effects in 3D animation

PRACTICALS

1. To familiar with the 3D animation applications.
2. To practice the window, menu bar, toolbar and layer
3. To practice creating Primitives
4. To practice moving Views and Manipulating Objects
5. To practice create and animating a Bouncing Ball
6. To practice key frames for animation
7. To practice Modeling with Polygons
8. To practice Modeling a Character
9. To practice Shaping the Character
10. To practice adjusting vertices, polygon and edges
11. To practice positioning the Character for Rigging
12. To practice texture mapping and color mapping
13. To practice apply the Color Map
14. To practice Create Eyebrows
15. To export the 3D animation.

LEARNING OUTCOMES:

- Students learn about the advanced a Animation applications.
- Students acquire the skills of advanced techniques of 3D Animation

18MMPT632 - PRINT PRODUCTION - PROJECT (4 Credits)

The project work will be in the following area:

- To produce Portfolio of the student in print production. This project related to the individual student profile of his career growth.
- The project should be submitted in CD/DVD format. A synopsis of the project should also be included in the CD/DVD.
- Project work will be carried out by individual student out of 100 marks, the evaluation of 60 marks will be awarded by project guide based on student's performance during project period and 40 marks will be awarded jointly by project guide and course coordinator based on final viva and students project presentation.

18MMPT633 - WEBPAGE DEVELOPMENT - PROJECT (6 Credits)

The project work will be in one of the following sectors:

- To produce a new innovative Website development project for educational Institutions / Industry/Marketing agency/Commercial sectors /Government sectors / Private sectors or development dimensions envisaged by the course.
- The project should be submitted in CD/DVD format. A synopsis of the project should also be included in the CD/DVD.
- Project work will be carried out by individual student out of 100 marks, the evaluation of 60 marks will be awarded by project guide based on students performance during project period and 40 marks will be awarded jointly by project guide and course coordinator based on final viva and students project presentation.

18MMPT634 - DIGITAL VISUAL PRODUCTION – PROJECT (10 Credits)

The project work will be in one of the following areas :

- To produce a new innovative **Digital Film or Animation production project on Awareness /documentary / docudrama / short film / advertisement / Educational / Informative or development dimensions** envisaged by the course.
- The project should be submitted in CD / DVD format. A synopsis of the project should also be included in the CD / DVD.
- Project work will be carried out by a group of students, minimum 2 and maximum 5 out of 100 Marks, the evaluation of 60 marks will be awarded by project guide based on student's performance during project period and 40 marks will be awarded jointly by project guide and course coordinator based on final viva and students' project presentation.
