

2024 – 2028

SYLLABUS

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B. Voc/ B. Voc (Hons)

Multimedia Production Technology

(Effect from July 2024)



DEEN DAYAL UPADHYAY – KAUSHAL KENDRA

THE GANDHIGRAM RURAL INSTITUTE

(DEEMED TO BE UNIVERSITY)

GANDHIGRAM – 624 302, DINDIGUL DISTRICT,

TAMIL NADU.

July 2024

CURRICULUM FRAMEWORK FOR B.VOC PROGRAMMES
DEEN DAYAL UPADHYAY – KAUSHAL KENDRA
B.VOC. MULTIMEDIA PRODUCTION TECHNOLOGY

SEM	Category		Course Code	Title of the Subject	No . of Credits	No. of. Contact hours per week		Mark Distribution		
	NEP- Nomenclature					Theory	Practical	MI D	ES E	Total
I	GEC	Major - 1	24MPVC1101	Introduction To Communication	3	3	-	40	60	100
		Major - 2	24MPVC1102	Digital Photography Theory	4	4	-	40	60	100
		AEC-1	24ENVA1101	Essential English - Basic	3	3	-	40	60	100
		VAC-1	24PEUV0001	Yoga and Fitness	2	-	2	50	-	50
		Total(GEC)			12	10	2	170	180	350
	SEC	Major-3	24MPVC1103	Digital Photography - Practical	6	-	6	60	40	100
		Major-4	24MPVC1104	Computer Hardware & Office Automation Practical	4	-	4	60	40	100
		Major-5	24MPVC1105	Fundamentals of Drawing	3	-	3	60	40	100
		OJT -1	24MPVC1106	Internship –I	5	-	5	-	100	100
		Total (SEC)			18	-	18	180	220	400
	Grand Total (GEC + SEC)				12+18=30			350	400	750
	NSQF Level				4					
	UCF/NCrF Level				4.5					
	Job Role / Qualification Pack				Still Photographer– MES/Q0904					

SEM	Category		Course Code	Title of the Subject	N o. of C r e d i t s	No. of. Contact hours per week		Mark Distribution		
	NEP- Nomenclature					Theor y	Practical	MI D	ESE	Tot al
II	GEC	AEC-2	24ENVA1201	Essential English : Intermediate	3	3	-	40	60	100
		Major- 6	24MPVC1201	Environmental Studies	3	3	-	40	60	100
		Major- 7	24MPVC1202	Graphic Design Theory	3	3	-	40	60	100
		Major – 8	24MPVC1203	Sound Engineering Theory	3	3	-	40	60	100
		Total(GEC)			12	12		160	240	400
	SEC	Major - 09	24MPVC1204	Graphic Design Practical	6	-	6	60	40	100
		Major-10	24MPVC1205	Sound Engineering Practical	6	-	6	60	40	100
		OJT - 02	24MPVC1206	Internship – II	6	-	6	-	100	100
		Total (SEC)			18	-	18	120	180	300
	Grand Total (GEC + SEC)				12+18=30			280	420	700
	NSQF Level			4						
	UCF/NCrF Level			4.5						
	Job Role / Qualification Pack			Sound Engineer – MES/Q3402						
	Award / Exit Option			Certificate in Multimedia Production Technology						

SEM	Category		Course Code	Title of the Subject	N o. of C r e d i t s	No. of. Contact hours per week		Mark Distribution		
	NEP- Nomenclature					Theory	Practi cal	M ID	ES E	Total
III	GEC	Major-11	24MPVC2301	Advertising	4	4	-	40	60	100
		Major-12	24MPVC2302	Elements of Film	4	4	-	40	60	100
		Major-13	24MPVC2303	Digital Videography Theory	4	4	-	40	60	100
		Total(GEC)			12	12		120	180	300
	SEC	SEC	24MPVC2304	Personality Development	2	2	-	20	30	50
		Major-14	24MPVC2305	Digital Videography Practical	6	-	6	40	60	100
		Major-15	24MPVC2306	Video Editing Practical	6	-	6	40	60	100
		OJT - 03	24MPVC2307	Internship –III	4	-	4	-	100	100
	Total (SEC)				18	2	16	100	250	350
	Grand Total (GEC + SEC)				12+18=30			220	430	650
	NSQF Level				5					
	UCF/NCrF Level				5					
Job Role / Qualification Pack				Videographer– MES/Q0905						

SEM	Category		Course Code	Title of the Subject	N o. o f C r e d i t s	No. of. Contact hours per week		Mark Distribution			
	NEP- Nomenclature					Theo ry	Prac tical	MI D	ES E	Tot al	
IV	GEC	Major-16	24MPVC2401	Script Writing for Video Production	4	4	-	40	60	100	
		Major-17	24MPVC2402	Entrepreneurship Development	3	3	-	40	60	100	
		Major-18	24MPVC2403	Media Laws And Ethics	3	3	-	40	60	100	
		VAC-4	24GTPUV0101	Let us Know Gandhi	2	2	-	20	30	50	
		Total(GEC)			12	12		140	210	350	
	SEC	Major-19	24MPVC2404	Television Production Practical	6	-	6	60	40	100	
		Major-20	24MPVC2405	Visual Effects Practical	6	-	6	60	40	100	
		OJT - 04	24MPVC2406	Internship –IV	6	-	6	-	100	100	
	Total (SEC)			18	-	18	120	180	300		
	Grand Total (GEC + SEC)			12+18=30			260	390	650		
	NSQF Level				5						
	UCF/NCrF Level				5						
	Job Role / Qualification Pack				SCRIPT WRITER –MES/Q3002						
	Award / Exit Option				Diploma in Multimedia Production Technology						

SEM	Category		Course Code	Title of the Subject	No. of Credits	No. of Contact hours per week		Mark Distribution			
	NEP-Nomenclature					Theor y	Prac tical	MID	ES E	Tota l	
V	GEC	Major- 21	24MPVC3501	Media Management	4	4	-	40	60	100	
		Major- 22	24MPVC3502	Customer Relationship Management	4	4	-	40	60	100	
		Major- 23	24MPVC3503	Basic Animation Theory	4	4	-	40	60	100	
		Total(GEC)			12	12	-	120	180	300	
	SEC	Major- 24	24MPVC3504	Director of Photography Practical	8	-	8	60	40	100	
		Major- 25	24MPVC3505	Basics of 2D&3D Animation Practical	6	-	6	60	40	100	
		OJT - 05	24MPVC3506	Internship – V	4	-	4	-	100	100	
		Total (SEC)			18	-	18	120	180	300	
	Grand Total (GEC + SEC)					12+18=30			240	360	600
	NSQF Level				6						
	UCF/NCrF Level				5.5						
	Job Role / Qualification Pack				Director of Photography – MES/Q0901						

SE M	Category		Course Code	Title of the Subject	No. of Cr edi ts	No. of. Contact hours per week		Mark Distribution		
	NEP- Nomenclature					Theor y	Practical	MI D	ESE	Tota l
VI	GEC	Major- 26	24MPVC3601	Web Designing Theory	4	4	-	40	60	100
		Major- 27	24MPVC3602	Digital Marketing Management	4	4	-	40	60	100
		Major- 28	24MPVC3603	Multimedia Journalism	4	4	-	40	60	100
		Total(GEC)				12	12	-	120	180
	SEC	Major- 29	24MPVC3604	Advanced 3D Animation Practical	6	-	6	60	40	100
		Major- 30	24MPVC3605	Web Designing Practical	4	-	4	60	40	100
		Major- 31	24MPVC3606	Digital Visual Production Mini – Project (Elective I – video production II- 2D/3D animation)	4	-	4	-	100	100
		OJT - 06	24MPVC3607	Internship – VI	4	-	4	-	100	100
	Total (SEC)				18	-	18	120	280	400
	Grand Total (GEC + SEC)					12+18=30		240	460	700
	NSQF Level				6					
	UCF/NCrF Level				5.5					
	Job Role / Qualification Pack				Animation Director– MES/Q1302					
Award / Exit Option				B.Voc. in Multimedia Production Technology						

B.VOC. (Hons)

	Seventh Semester- common papers Research Methodology - 24MPVC4701 Critical Thinking and Creativity - 24MPVC4702									
	SPECIALIZATION – I – DIGITAL FILMMAKING									
SEM	Category		Course Code	Title of the Subject	No. of Credits	No. of Contact hours per week		Mark Distribution		
	NEP- Nomenclature					Theory	Practical	MID	ESE	Total
VII	GEC	Major-32	24MPVC4701	Research Methodology	4	4	-	40	60	100
		Major- 33	24MPVC4702	Critical Thinking And Creativity	4	4	-	40	60	100
		Major- 34	24MPVC4703	Writing for the big screen-theory	4	4	-	40	60	100
		Total(GEC)			12	12	-	120	180	300
	SEC	Major- 35	24MPVC4704	Digital Filmmaking Practical	8	-	8	60	40	100
		OJT - 07	24MPVC4705	Internship – VII	10	-	10		100	100
	Total (SEC)			18	-	18	60	140	200	
	Grand Total (GEC + SEC)			12+18=30			180	320	500	
	SPECIALIZATION 2 – SPECIALIZATION IN ANIMATION									
VII	GEC	Major- 32	24MPVC4701	Research Methodology	4	4	-	40	60	100
		Major- 33	24MPVC4702	Critical Thinking And Creativity	4	4	-	40	60	100
		Major- 36	24MPVC4706	Advanced Animation Theory	4	4	-	40	60	100
		Total(GEC)			12	12	-	120	180	300
	SEC	Major- 37	24MPVC4707	Specialization In 3D Animation Practical	8	-	8	60	40	100
		OJT -07	24MPVC4705	Internship – VII	10	-	10	-	100	100
	Total (SEC)			18	-	18	60	140	200	
	Grand Total (GEC + SEC)			12+18=30			180	320	500	
	NSQF Level				7					
	UCF/NCrF Level				6					
Job Role / Qualification Pack				Executive Producer– MES/Q2801						

SEM	Category		Course Code	Title of the Subject	N o. of C r e d i t s	No. of. Contact hours per week		Mark Distribution		
	NEP- Nomenclature					Theory	Pr act ical	MID	ESE	Tota l
VIII	GEC	Major- 38	24MPVC4801	Art of Film Direction	6	6	-	40	60	100
		Major- 39	24MPVC4802	Film Appreciation - Theory	6	6	-	40	60	100
		Total(GEC)			12	12	-	80	120	200
	SEC	Major- 40	24MPVC4803	Advance Video Editing (DI and colour grading) Practical	4	-	4	60	40	100
		Major- 41	24MPVC4804	Digital Visual Production -Major Project (Elective I – video production II- 3D animation)	10	-	10	-	100	100
		OJT -08	24MPVC4805	Internship - VIII	4	-	4	-	100	100
		Total (SEC)			18	-	18	60	240	300
	Grand Total (GEC + SEC)				12+18=30			140	360	500
	NSQF Level			7						
	UCF/NCrF Level			6						
Job Role / Qualification Pack			Executive Producer– MES/Q2801							
Award / Exit Option			B.Voc. (Hons) in Multimedia Production Technology							

Course Objectives

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

Learning Outcomes

- Students will recognize the process of Communication and its importance
- Students will apprehend the effective way of communication
- Students to develop an understanding of the different types of communication and forms of media

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 - Non-verbal communication – Intrapersonal - The thought process, Idea Creation – Interpersonal - oral communication, face to face, telephonic, instructions – Group communication - Mass communication.

Unit - 3: Theories & Models of communication –Uses and gratification, Hypodermic needle theory, Agenda-setting theory – Aristotle model, Lasswell’s model, SMCR model, Shannon and Weaver model; Schramm model.

Unit - 4: The Seven Cs of Communication - Functions of communication – Barriers of Communication

Unit - 5: Mass Communication - Types of Mass Communication - Mass Communication Skills- Visual communication - Definition - Origin – Elements - Advantages and disadvantages - Scope of visual communication

Reference:

- Communication mosaics: An introduction to the field of Communication, Wood, Julia T, Wadsworth Cengage Learning, 2014
- Journalism, *Media and Technology” tends Prediction, 2020*
- Mass communication in India, KEVAL J Kumar, Jaico Publishing House, Mumbai, 2010
- McQuail’s Media & Mass Communication Theory – Denis McQuail’s, Mark Deuze, Sage Publication Pvt. Ltd., April 9, 2020.

Course Objectives

- To understand the Process of Digital Photography
- To learn the concepts of exposure, composition and lighting techniques in Photography

Learning Outcomes

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

Unit - 1: History of Photography - Basics of photography – Principles – functions - camera structure – Types of analogue cameras & its features- Introduction to digital camera-Types of Digital Cameras.

Unit - 2: Camera parts & functions–Exposure techniques-Shutter speed-Aperture–ISO- Depth of field- Importance of Lens-Functions of lenses & its Features – Types of lenses – filters – Sensors - CCD, CMOS and an emerging new technologies.

Unit - 3: Basic elements of composition - Types of frames and angles- White balance - Color theory - Rule of third - settings in the Digital Camera - Handling methods.

Unit - 4: Nature of Light- Lighting sources–indoor & outdoor-hard and soft lights-light fixtures and reflectors – Types of Photography Camera support system-Tripod–Monopod-Creative shots-Maintenance of camera.

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

Post production process.

Reference:

- Digital Photography Complete Course Learn Everything You Need to Know in 20 Weeks, DK, Penguin Random House, 2015.
- All about photography, Ashok Diwali, National book trust 2014.
- Digital Photography, ScotKelby, Peachpit Press, 2013.
- Photography for the 24st century, Katic Millar, 2012.
- Photographic lighting: Essential skills, Mark Gaers & John Child, 2012.

CODE: 24ENVA1101

ESSENTIAL ENGLISH - BASIC

CREDIT 3

CODE: 24PEUV0001

YOGA AND FITNESS

CREDIT -

2

Course Objectives

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

Learning Outcomes

- Students equipped with sufficient skills to become professional photographers
- Students will be familiar with different types of photography

PRACTICALS

1. To identify the brand, model and parts of the DSLR camera
2. To get familiar with the menu and settings of the DSLR camera
3. To practice understand the camera settings for indoor and outdoor photography
4. To Practice the exposure triangle to set correct exposure
5. To be trained to use Focus and Depth of Field
6. To practice the White balance control.
7. To exercise the composition of different frame/shot
8. To apply the Rule of thirds in photography
9. To perform fast motion photography eg. Sports, dance, actions etc.
10. To perform the concepts of photography in Low light areas.
11. To practice Flash Photography–off camera flash - soft-box-snoot–colour gel/grid-selection of backdrops.
12. To follow the lighting arrangements for indoor/outdoor photography
13. To observe creative techniques in photography.
14. To be familiar with different genres of photography events, nature, wildlife, fashion, advertising and journalism
15. Photography – Workshop and Outdoor exposure

(PRACTICAL)

Course Objectives

- To acquire basic knowledge of hardware devices
- To practice Word processing, Spreadsheet, Database systems and Presentation
- To understand the fundamentals of networking.

Learning Outcomes

- Students will be able to figure out the basic hardware configuration.
- Students will be capable of using the MS Word, MS Excel and MS PowerPoint.
- Students will understand the concept of Networking

PRACTICALS

1. To understand the Configuration of Computer
2. To become familiar with the system components of Computer & assemble a Computer system
3. To practice the process of Installation of OS/applications
4. To Practice connecting devices like speakers and microphones to a system and fixing hardware issues.
5. To practice the visual output supporting equipments assemble printer & projector
6. To learn the word processing & its features
7. To practice the alignment of documents, inserting of charts /pictures, page setup in word processing
8. To be trained to use the Presentation software & its features
9. To become proficient in the creation of slides using pictures, animation, chart,
10. To practice the steps involved in inserting of audio/ video in the slides
11. To learn the features of spreadsheet software's and its features
12. To understand the database management systems and its features
13. To create a spreadsheet using formula, design a chart, aligning the cells
14. To practice colour coding of networking cable and its connectivity
15. To learn Networking options and its security

Course Objectives

- To understand the basics of Drawing
- To apply the techniques in Design

Learning Outcomes

- Students will become capable of using the basics of Drawing
- Students will be able to effectively practice the types of drawing

PRACTICALS

1. To make them understand the drawing materials
2. To practice the Pencil sketch, Light and shadow in 2D
3. To learn the Pencil sketch, Light and shadow in 3D
4. To be trained to use Geometrical shapes with different forms
5. To gain knowledge about the Visualizing Textures & Patterns
6. To practice Picture composition with light and shadow for Indoor
7. To use the Picture composition with light and shadow for Outdoor
8. To understand the concept of perception
9. To apply the concept of Illustrative perception related to indoor, drawing
10. To learn the concept of Illustrative perception related to outdoor drawing
11. To Practice a portrait drawing.
12. To Practice creating a Storyboard.

Course Objectives

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

Students have to undergo four weeks of training in any Digital Studio & Color Lab to acquire relevant skills. The Internship 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 the outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship 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

CODE: 24ENVA1201

Essential English: Intermediate

CREDIT - 3

Course Objectives

- To learn the importance of conservation of the 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

Learning Outcomes

- Students will be able to learn in-situ and ex-situ conservation of biodiversity
- Students can learn the control measures of environmental pollution

Unit - 1: Natural Resources: Introduction to Environment and natural resources – Forest Resources - Water Resources – Land Resources – Food Resources: Effects of modern agriculture - Energy Resources: Growing energy needs renewable and non-renewable energy source – use of alternative energy source.

Unit - 2: Ecosystem – Structure and function of an ecosystem – Energy flow in the ecosystem – Food chains, food webs and ecological pyramids – Types of the ecosystem – Concept of Biodiversity - India as a mega-diversity nation – Treats to biodiversity - Endangered and endemic species of India – Conservation of Biodiversity.

Unit - 3: Environmental Pollution: Causes, effects and control measures 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, Water management and Rainwater harvesting – Environment ethics - Environmental Protection Policy, Acts and Legislation, Population and the Environment - Environment and human health, environment and other social issues.

Unit - 5: Disaster - Concepts, types, causes and management – Effects of disaster – Disaster management cycle - Vulnerability Analysis and role of community in Disaster Mitigation - Disaster Management Authority: National, State and District level.

Reference:

- Textbook of Environmental Studies for Undergraduate Courses, Second edition, Orient Blackswan Pvt. Ltd., Hyderabad, 2017
- Panchayats in Disaster: Preparedness and Management, Palanithurai, G. Concepts Publishing Company, 2009
- A textbook of Environmental Studies, Asthana, D.K. Meera Asthana, S. Chand & Company Ltd., New Delhi, 2006
- Environmental Studies, Benny Joseph, Tata Macgraw – Hill Publishing Company, New Delhi, 2005.
- A textbook of Environmental Studies, Thangamani and Shyamala, Pranav Syndicate, Publication Division, Sivakasi, 2003

Course Objectives

- To understand the key concepts of graphic design.
- To enable the knowledge on the usage of typography, design and branding
- To understand the techniques for digital designing for print and digital media

Learning Outcomes

- Students will learn techniques for digital designing for print and digital media
- Students will gain the knowledge on graphic design

Unit - 1: Graphic design process and Principles – Elements of graphic design - Color Study.

Unit - 2: Typography – fonts: serifs, sans serifs, hand formed and specialized - craft of typography-point System, selection and use of fonts -type specification, copy fitting and spacing.

Unit - 3: Basics of Computer Graphics - Application of Computer Graphics - Introduction of Raster and Vector Graphics – Pixels - Introduction 2D and 3D Graphics - Different File Formats - Image Resolution - Graphic Hardware.

Unit - 4: Mediums and Layouts Types of Printing Medium- Principles of Layout and Designing - Adding Images - Mock-up - what is branding

Unit - 5: AI for Graphic designing - UI and UX Design – Human Computer Interaction Design.

Reference:

- Strunk, W. (2020). The elements of style. BoD - Books on Demand
- Susan M. Weinschenk, 2014, 100 Things Every Designer Needs to Know about People, New Riders Publishing, San Francisco, USA
- Graphic design the New Basics- Ellen Lupton & Jennifer Cole Philip

Course Objectives

- To understand Sound and its properties
- To gain knowledge about digital sound recording concepts

Learning Outcomes

- Students will understand Sound and its properties
- Students will gain knowledge about digital sound recording concepts

Unit - 1: Properties of Sound - Wavelength, Amplitude, Time-Period, Frequency and Velocity or Speed, Auditory Perception – Hearing Mechanism, Frequency Perception, Loudness Perception, Practical Implications of Equal-Loudness Contours, Spatial Perception.

Unit - 2: Microphones- The Moving coil or Dynamic Microphones, Ribbon Microphones, The Capacitor or Condenser Microphone, Directional Responses and Polar Patterns, Microphone Selection, Mic Placement, Loudspeakers – Active Loudspeakers, Passive Loudspeakers, Loudspeaker Positioning, Headphones, Cue Systems.

Unit - 3: Controls and Features of Preamplifiers, Simple Signal Routing, Microphone as a Signal Source, Gain and Headroom. Mixers – Controls and Features of Analogue Mixer, Equalization, Dynamics – Compressor, Noise Gate, Limiter, Audio Effects – Delay, Reverb, Digital Mixer, Basic Audio Metering – Loudness Meter, Level Meter, Spectrum analyzer, Phase/Correlation Meters.

Unit - 4: A/D Conversion and D/A Conversion – Bit Depth, Sampling rate, The Clock or International Oscillator, Digital Recording Level, Digital Audio Signal types, Dither, Two Track Digital Recorders, Portable Hard-drive Recorders, Multi-track Digital Recorders, Digital Audio File Formats.

Unit - 5: Introduction to Digital Audio Workstation (DAW), I/O Setup, Types of tracks, Setting up Channel Strip - Input, Output, Audio Effects, Sends and Returns, Recording with Microphone, Cycle Mode – Cycle Record / Loop Record, Comping, Audio Editing tools, Snap Modes, Drag modes, Import and Export Audio, Multi-track Recording, Multi-track Audiolevelling, Grouping, Stacking, Introduction to Virtual Studio Technology (VST),

Working with VSTEQs, Compression, Noise Gate, Limiter, Reverb, Delay.

Reference:

- Sound System Engineering 4e-Davis, Don, Focal Press, 2013
- Practical Recording Techniques, the Step-by-Step Approach to Professional Audio Recording (Sixth Edition) – Bruce Bartlett, Jenny Bartlett, Focal Press, 2012
- The Art of Digital Audio Recording, a Practical Guide for Home and Studio - Steve Savage, Oxford University, 2011
- Sound and Recording, Francis Rumsey and Tim McCormick, Sixth Edition, 2009.
- Hand book of Sound Engineers, Glen Ballou, 4th Edition, 2008.

Course Objectives

- To understand the techniques of graphical outputs through tools and utilize them using Software
- To understand the print layout and page designing.
- To enable the students to learn the Image editing techniques.
- To create Branding, brochures, or anything you want using graphic design application.

Learning Outcomes

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

PRACTICALS

1. Image Editing
2. Black and White to Colour Photo Conversion
3. To develop Digital Photo Album.
4. Create a Business Card
5. Create Flyers, Brochures and Banners
6. Create a Social Media Contents
7. Create a Print Ads
8. Create a Digital art, Matte painting
9. Create a Logo
10. Create a Digital Illustration and Tracing
11. Create a Vector Cartoons
12. Create a Magazine and Page Designing
13. Basic UI Designs
14. AI for Graphic Design
15. Modern Resume and Portfolio Creation

Course Objectives

- To ensure students to learn to apply the Fundamentals of Sound.
- To get familiar with the Digital Audio Workstation (DAW) and its features
- To perform sound recording and editing in DAW

Learning Outcomes

- Students will be able to select appropriate microphones for different scenarios
- Students will learn to route a variety of signals through analogue and digital mixers.
- Students will be acquainted with the usage of Digital Audio Workstation(the industry- standard DAW) and perform recording, editing and balance Multi-track sessions.

PRACTICALS

1. To practice basic analogue signal routing.
2. To understand the difference between gain and volume.
3. To perform Equalization using an analogue mixer.
4. To carry out the process of Dynamic Effects using an analogue mixer.
5. To practice Time-based effects using an analogue mixer.
6. To understand the DAW interface.
7. To learn the different types of plug-ins and their applications.
8. To execute single-track audio recording in DAW.
9. To get familiar with adding effects plug-ins in a channels strip.
10. To work with various modulation effects and their application.
11. To conduct Voice-Over Recording Sessions for the radio program.
12. To dub and mix dialogues for short films.
13. To record and edit multi-track audio recording and Editing.
14. To practice automation in recording, editing and playback.
15. To export audio files in different file formats.

Course Objectives

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

Students have to undergo four weeks of training in any Print Industries/ Advertising Agency/ Digital Studio & Color Lab/ Dubbing Studio to acquire relevant skills. The Internship 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 the outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship 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

Course Objectives

- To enable the students to understand the elements of Advertising
- To enable the students to understand advertising production techniques

Learning Outcomes

- Students learn the advertising strategies in print and visual media
- Students learn Team work the Ethical issues in advertising

Unit - 1: Introduction to Advertising - History of Advertising- Abroad & India; -principles - Scope & Role of Advertising –elements – types of advertising – merits and demerits – advertising and consumers – Marketing - Marketing mix - 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–Types- Role -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- Designing & Layout, slogans, logos, & trademarks. Typography, writing styles, Scripting. Storyboard. Latest trends in advertising.

Unit - 5: Advertising and Society – Ethical issues in advertising –advertising production techniques – print – radio – TV – New media's ; Types of Online Advertising; Challenges & developments in Online Advertising.

Reference:

- Fundamentals of Advertising Basic Theory and Concepts, 3rd Edition, Dr. Ruhi Lal & Dr.Anvesha Sharma, 2018
- Marketing Communication and Advertising, Dr.Kalpesh Dhirubhai Naik, 2018
- Advertising and Promotion in Mass Media, K.K.Chaudhary Abhijeet Publication, New Delhi, 2012.
- Indian Advertising: Laughter & Tears, Arun Chathuri, 2014
- Marketing Communication and advertising, Dr.Kalpesh Dhirubhai Naik, Horizon Press, New Delhi, 2018.

Course Objectives

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

Learning Outcomes

- Students learn about the process of film production
- Students learn about the genre of film production

Unit - 1: Film history & major movements - Elements of the 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 - 2: Film making process - Pre-production - Concept / Story development, Scripting / Screen playwriting, Budgeting, Casting, Locations, Financing. Production-Shooting, Direction & Cinematography.

Unit - 3: Post-production-Editing, Sound recording, Dubbing, Digital Intermediate (DI), Special effects, Graphics & Final mixing. Distribution & Exhibition.

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

Unit - 5: Great authors-the study of Great Indian and International filmmakers- Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, John Abraham, J.C Daniel.

Reference:

- The Subject of Cinema, Seagull Books, Roberge, Gaston, 2005
- How to read a film, Routledge, Monoco, James, London, 2001
- The Cinema of India, Thoraval, Yves (2000)
- Theodor: Eye of the Serpent, East-west Books (Madras), Baskar, 1996
- An Introduction to film studies, Routledge, Nelmes, Jill, London, 1996

Course Objectives

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

Learning Outcomes

- Students can learn the functions and settings in the Video camera
- Students can learn the lighting for videography and sound recording methods

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

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

Unit - 3: Post Camera support system–Tripod, Monopod-Trolley-Jip - crane–Slider– Steady cam – Gimbal - Drone - Video monitoring system.

Unit - 4: Sources of lighting -Aesthetics of lighting - Types of Lights - Indoor and Outdoor lighting techniques - Lighting Equipment - Reflectors - Bounce light - creative Lighting techniques.

Unit - 5: Camera microphone - inbuilt mono/ stereo - external microphone options - Aux audio out - reference audio -Audio talkback system - cables and connectors.

Reference :

- Peter Wells–Digital video editing - A users guide, 2004
- R.Ramamurthy The Fundamentals of Editing, Chennai, 1991
- Gerald Millerson The Techniques of Lighting for Television and Motion Picture, Hasting House, New York, 1982
- The Video maker guide to video production 4th edition by Video Maker
- Cam corder business start and operate by Geroage A Gyure

Course Objectives

- To enable the students to understand the qualities of the individual
- To enable the students to practice positive thinking and creativity

Learning Outcomes

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

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, Eysenck, Erickson and Catell - Motivation theories, Maslow, Mclelland and Murray.

Unit - 4: Memory, process and functions and importance of memory. The 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.

Reference:

- Counseling and Interviewing, Inspeech – Language Pathology and Audiology – A Therapy resource. Cari M. Tellis and Orlando R. Barone, Jones & Barlette Learning, LLC, an Ascend Learning Company, 2018.
- Personality Development, Hurlock, E.B, Tata McGraw Hill, New Delhi, 2006
- Power of positive thinking, Mile, D.J. Rohan Book Company Delhi, 2004
- Double your learning power, Dudley, G.A. Konark Press. Thomas publishing Group Ltd., Delhi, 2004
- All about self-motivation, Pravesh Kumar, Goodwill Publishing House: New Delhi, 2005

Course Objectives

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

Learning Outcomes

- Students will understand the principle of lightings and sound recording in Videography
- Students will be equipped with sufficient practical skills in Videography

PRACTICALS

1. To familiar with video camera parts and operation keys
2. Exposure settings
3. Focus, Depth of Field, and White balance control
4. The composition of different frame/shot and 180 degree rule
5. The Rule of third in Videography
6. Movements, angles and Multi-camera operation
7. The supporting system–tripod, Gimbal, Slider,
8. Indoor/outdoor and bounce lighting arrangements.
9. Spot audio recording, familiar with microphones,
10. Types of Videography- Events, Interviews, Documentary, advertisement.

Course Objectives

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

Learning Outcomes

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

PRACTICALS

1. Introduction to Editing - Principle of Video Editing -Evolution of editing Differences Between linear and non-linear editing
2. Understanding editing software
3. Video Editing Basics - cut, trim, transitions A-roll - B-roll - Crash - Footage - Jingles
4. Dialogue - Voice over - Music - Texts - Titling - L cuts and J cuts.
5. Tools And Techniques: The basics of creating projects, Interface - Windows - Source
6. Program - Timeline Tools - Effects - Importing footage, including video, audio, and still images - Export settings - File handling - EDL- Formats - Output – layers
7. Video Transitions - Audio Effects - Audio Transitions. Video, audio voice over recording, voice over editing, audio mixing
8. Continuity Editing
9. Making a Nest Sequence
10. Title Working
11. Basic color correction,
12. Working on Audio track - mono/stereo.
13. Editing Troubleshooting
14. Exporting the edited video files
15. AI in Video Editing

Course Objectives

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

Students have to undergo four weeks of training in any Advertising Agency/ Digital Studio to acquire relevant skills. The Internship 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 the outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship 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

Course Objectives

- To understand the principles of screenwriting
- To practice writing for Video production.

Learning Outcomes

- Students will learn the method of writing for Video production
- Students would be able to develop their writing according to them edit a trends

Unit - 1: Story - definition - concept - One line story -Genre of stories – Sources for story development – Steps for developing story -Story plot -Logline features – Protagonist – Conflict - Antagonist – Story goal-Synopsis- Character sketches – one-line order -Story treatment.

Unit - 2: Elements of script–Screenplay-Formats-Screenplay duration–Length- Document plan for shooting requirement - Elements in screenplay software.

Unit - 3: Visualizing through Story Board-Guiding principles for evolving effective storyboard – shots – scene – sequence -Types of storyboards – creative approaches.

Unit - 4: Principles and methods of scriptwriting for Television - News - Interviews – Vox Pox – Short Film and Telefilms – Writing for compeer and announcement –Writing for Commercials - Language Editing.

Unit - 5: Writing for Documentary- Characteristics of documentary - Concept & research - Documentary structure - Documentary synopsis - Documentary Script Format - narration & commentary - docudrama.

Reference:

- Screenplay: The Foundations of Screen writing, Sydfield, Bantam Dell, New York, 2005
- Writing for Television, Kelsey, Gerald. Unisrar ,2004
- Script writing for the Screen, Second Edition, Charlie Moritz, Routledge, USA, 2001
- Writing for Television, Radio and New media.8th edition, Belmont: Wadsworth Publishing Company, 1992.
- Story: Style, Structure, Substance, and the Principles of Screenwriting Hardcover–25, Robert Mckee, Harper Collins Publishers, New York, 1997

Course Objectives

- To educate the students on the concept of Entrepreneurship and related aspects
- To enable the students to establish enterprises in their locality

Learning Outcomes

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

Unit - 1: Introduction to Entrepreneurship: Concept, Meaning, Definition, And Importance - Entrepreneurship in Economic Development - Entrepreneurship as a Career.

Unit - 2: Entrepreneurial Qualities and Skills: Entrepreneurial Competencies, Qualities of Successful Entrepreneurship, Major Functions of Entrepreneur, Types of Entrepreneurs, Process of Entrepreneurship Development - Factors influence entrepreneurship development.

Unit - 3: Entrepreneurship Development Programme: Need, Objectives and Content - Role of Entrepreneurship Development Institute of India, Ministry of Science and Technology - Role of Financial assistance Nationalized banks – State financial corporation DIC – KVIB – KVIC – NABARD.

Unit - 4: Identification of Business Opportunities: Sources of project idea – Project selection – Project Appraisal: Economic analysis, financial analysis, Market analysis, Technical feasibility, Management competence.

Unit - 5: Business Planning: Business Plan, Purpose of Business Plan, Process of Business Plan, Reasons for failure of Business, Need for a good business plan – Guidelines for formulation of a project report – Networking for Project formulation – Preparation of a Business Plan (Practical work).

Reference:

- Arya Kumar, (2014) 'Entrepreneurship: Creating and Leading an Entrepreneurial organization', Pearson, Delhi.
- Robert, D. Hisrich et al. (2013) 'Entrepreneurship', Tata McGraw Hill, New Delhi.
- Wilfred, P. (2013) 'Entrepreneurship in Management', Pearl Books, Delhi.
- Monica Loss and Bascunan, F.L. (2011) 'Entrepreneurship Development', Global Vision, Delhi, 2011
- Batra G.S. (2002) 'Development of Entrepreneurship', Deep & Deep, Delhi.

Course Objectives

- To enable the students to understand Media related Laws and Media Ethics
- To enable the students to understand various governing bodies of Media in India

Learning Outcomes

- Students will learn about Media related Laws and Media Ethics
- Students will learn about various governing bodies of Media in India

Unit - 1: Law - Definition, Need for law, Ethics, Definition, Relationships between law & Ethics, Constitution - Indian Constitution - Preamble - Salient features - Fundamental rights – fundamental duties - Directive principles of state policy - Citizenship.

Unit - 2: Concept of Freedom of Speech and Expression, Main features, Scope and Importance of Article 19(1) & Article 19(2): Normative Theory – Four Theories of the Press, Defining the freedom of the Press and Media in India.

Unit - 3: Press Laws: Copyright Act. Books and Newspapers Registration Act. Working Journalists Act, Press Council Act, Role of Press Council of India. Broadcast Media Laws: Cable TV Network Regulation Act, Telecom Regulatory Authority of India (TRAI), Prasar Bharti Act. The Indecent Representation of Women (Prohibition) Act, 1986. Public Interest Litigation

Unit - 4: Ministry of Information and Broadcasting (MIB), Organizations under films wing of MIB, Cinematography Act, Censorship Act, Law of Defamation Whistle blower Protection Act (2011) Consumer Protection Act. Copyright Act, Law of CBFC, Cyber Crime, Information Technology Act, Right to Information Act, Ministry of Electronics and Information Technology (MEITY), Digitization and Conditional Access System (CAS).

Unit - 5: Intellectual property rights in India, World trade organization (WTO), Trade- Related Aspects of Intellectual Property Rights (TRIPS), and Trade - Related Investment Measures (TRIMS), Indian Performance Rights Society (IPRS), Indian Singers Rights Association (ISRA) Advertising standard Council of India (ASCI).

Reference :

- Media Ethics and Law, Naval Prabhakar and Narendra Basu, Campus Books, International Arpan Publications, New Delhi, 2019
- Media Laws and Ethics– An Introduction to Legal and Ethical Issues in Journalism –Dr. Vartika Nanda, Kanishka Publishers, New Delhi, 2018.
- Medialaw and ethics M. Neelamalar, PHILearning Pvt.Ltd., 2009
- Censorship and Obscenity, Rajeev Dhavan, Rowman & Little field Publisher, 1978

Course Objectives

- To understand the production Techniques
- To understand the value of team spirit and public creations

Learning Outcomes

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

PRACTICALS

1. Understanding Television programme and its formats
2. Pre-production aspects of the television programme
3. Selection of locations, Art Direction, indoors and outdoors
4. Production aspects of Television production.
5. News reading and Interviews for a Television production.
6. Produce Advertisement for Television
7. Entertainment programmes for a Television production.
8. Documentary for a Television production.
9. Short films for a Television production.
10. Post-production aspects of Television production.

Course Objectives

- To understand features of Visual Effects (VFX)
- To practice the CG and VFX creation

Learning Outcomes

- Students will learn the feature of VFX
- Students would be able to practice the VFX application

PRACTICALS

1. Visual Effects Introduction- History of Visual Effects- Importance of Visual Effects -
2. VFX Production Pipeline- Concepts of VFX in Film Making
3. Tools And Techniques: Software Interface - The basics of creating projects, compositions
4. Layers, importing footage, including video, audio, Exporting Methods.
2. Green matte/ chroma key effects.
3. Rain, Snow and Water Drizzle Effects using Particle system
4. Wire/Rope Removal
5. Object Tracking /Mocha tracking/ Camera Tracking
6. Four Point Tracking
7. Remove unwanted Objects From video
8. Logo Reveal
9. Effects Using Saber Plug in
10. Rotoscope
11. Shatter Effects
12. Template Works
13. Motion Graphics Basics
14. AI in Visual Effects

Course Objectives

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

Learning Outcomes

Students have to undergo four weeks of training in any Media Agencies / Satellite Channel to acquire relevant skills. The Internship 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 the outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship 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

Course Objectives

- To understand the basics of Media Management
- To solve practical problems in real-life situations

Learning Outcomes

- Students learn the functions of media Management
- Students learn the importance of planning and execution in media

Unit - 1: Management- Meaning, Scope; Objectives & Function of Management; Fundamentals of Management; Hierarchy of Management; Principles of Management; Media Management- Scope & Objectives; Structure & Functions of Media Departments; Media as a Industry & Profession.

Unit - 2: Media Organization- Concept & Structure; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation; Organizational Behavior & Individual Behavior-; Leadership & Leadership Qualities.

Unit - 3: Media Economics- Definition & Concept; Economics of Print & Electronic Media; Media Business- Legal & Financial; Media Revenues; Principles of sponsorship, Reason for Companies to Sponsor; Elements of Sponsorship; Identifying appropriate Sponsors & Sponsorships; Managing Sponsorship Relationships.

Unit - 4: Media Research - Definition and nature of research, the importance of media research, hypothesis and variables, sampling , Methods and tools of data collection-interviews, surveys, case studies, data analysis, testing, interpretation.

Unit - 5: Events Management- Need for Event Management; Principles of Event Management Planning; Types of Event & Event Management; Understanding Events; Growing importance of Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign.

Reference:

- Organizational and Learning Thries, Dr.Gurusami Gandhi, Jnanada Prakshan, Nagaland, First Edition, 2018.
- Media Power and Global Television News, The role of AI Jaxera English, Saba Bebawi, 2016, IB Tauris, London.
- Media Management: A Casebook Approach, First Edition, Lawrence Erlbaum Associates, George Sylvie USA, 2009
- Strategic Management in the Media, First Edition, Lucy Keung, Sage Publications, New Delhi, 2008
- Electronic Media Management, Peter Pringle, First Edition, Focal Press, UK, 2006

Course Objectives

- To enable the students with basic skills required for maintaining a good relationship with customers in Media

Learning Outcomes

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

Unit - 1: Concept of Customer Relationship Management (CRM): Meaning, Definition, Scope. Importance of Customers in Service Sector - Types of Customers - their needs in the Service Sector.

Unit - 2: Process and Implementation of Customer Relationship Management (CRM): Customers Development Process - Need for Customer Retention - Customer Satisfaction - Strategies for Attracting and Retaining Customers.

Unit - 3: Understanding Customers: Customers Information database in Media - Analyzing Customers' Profile; Customers' perception, expectations and behaviour - Focus on Profitable Customers.

Unit - 4: Customer Relationship Skills: Leadership Skills in Marketing Multi-Media Services and Products - Importance of Team Work in Media, Public Speaking, Talents for Negotiation, Maintaining good Interpersonal Relationship - Effective Communication in delivering Services.

Unit - 5: Practical Exercise: Role Playing - Public speaking- Interview - Work in a Team - Group Discussion - Discussion on Case Studies from Multi-Media Industry.

Reference:

- Management (Eleventh Edition), Stephen P. Robbins and Mary Coulter, Pearson Education, New Jersey, 2012
- Customer Relationship Management, Kaushik Mukerjee, PHI Learning Private Limited, New Delhi, 2007
- The essence of Customer Relationship Management, Balasubramanian. K, GIGO Publishing, 2005
- Service Marketing and Management, Balaji, S.Chand Publishing, 2002
- Customer Relationship Management - A Step-By-Step Approach, A. Sagadevan and H. Peru Mohamed, Vikas Publishing, New Delhi, 2002

Course Objectives

- To enable the students to understand the basics of Animation
- To enable the students to Practice the Animation Pipeline

Learning Outcomes

- Students learn the Animation Pipeline
- Students learn the basics of Animation Techniques

Unit - 1: Animation: Definition- Uses of animation - History of Animation-Early Animation devices – Evolution of Traditional Animation - Animation Studios, Walt Disney Animation Studios, & Warner Bros. Animation, Major animation studios all over the world.

Unit - 2: Different Types of Animation: Traditional Animation - Cel Animation or hand drawn Animation. Stop Motion Animation - Puppet Animation, Clay Animation - Computer Animation - 2D Animation 3D Animation - Motion Capture animation.

Unit - 3: The 12 basic Principles of Animation Squash and stretch, Anticipation, Staging, Straight Ahead Action and Pose to Pose, Follow Through and Overlapping Action, Slow in and Slow Out, Arc, Secondary Action, Timing, Exaggeration, Solid drawing, Appeal.

Unit - 4: Animation as a storytelling- Animation Production Process - Preproduction, Production and Post-Production. Pre-Production: Story – Script – Storyboard - Audio recording – Animatic Design – Characters, Props - Color Styling. Production: Layout - Background Painting – Animation – Key frame, In-between and Clean-up - Exposure Sheet - Pencil test – Scanning - Ink and Paint – Compositing – Export. Post-production: Musical score and sound effects – Editing - Color-correction and other corrections.

Unit - 5: 3D Modeling: Basic Modeling Techniques -Materials and Surfacing, Texturing, Material editor, Fundamental of UV Layout, UV Mapping -Animation 3d objects: Key frames, Rigging, Lighting and Camera -VFX and Compositing.- Rendering and saving the files.

Reference:

- Thomas, F., & Johnston, O. (1981). The Illusion of Life: Disney Animation, first hyperfine Disney Editions (Walt Disney Productions)
- The Animator's Survival Kit - Richard Williams (2009)
- White, Tony, How to Make Animated Films, Focal Press, (recent edition).

Course Objectives

- To enable the students to keep updated on the various camera equipment, lightings & shooting techniques
- To enable the students to understand the responsibility and functions of the director of photography

Learning Outcomes

- Students Learn various types of the motion picture lighting techniques
- Students understand the responsibilities and functions of the Director of Photography

PRACTICALS

1. To know about professional cameras and formats, the latest developments in lenses and filters
2. To practice the tools and techniques of motion picture lightings.
3. To know color theory and color psychology in filmmaking.
4. 'Zone System' to set the proper exposure and to arrange high lights and shadows in a scene.
5. Various lighting moods for indoor day & night shoots.
6. "Day for night shoot" in cinematography.
7. Lighting for miniatures.
8. Shooting with Gimbal and Drone
9. Music video shoot
10. Visual style of various Film Genre

Course Objectives

- To understand the basics of 2D & 3D Animations
- To apply the techniques in the Animation industry

Learning Outcomes

- Students Learn 2D and 3D Animations applications
- Students acquire the skills of developing 2D and 3D Animation project

PRACTICALS

1. Introduction to 2D software
2. Importing Objects from other Software's
3. Create a 2D Ball Animation
4. Create a 2D Butterfly Animation
5. Create a 2D Car Animation
6. Create a 2D Character Walk Cycle
7. Introduction to 3D Software
8. Create a 3D Juice Bottle Product
9. Create a Laptop Product
10. Create a Headphones, air pods Product

Course Objectives

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

Learning Outcomes

Students have to undergo four weeks of training in any Animation Studio/ Channel to acquire relevant skills. The Internship 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 the outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship 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

Course Objectives

- To design and develop web pages using HTML and CSS
- To understand the general concepts of PHP scripting language and My SQL functionalities for the development of simple data-centric applications

Learning Outcomes

- Students acquire knowledge in design and develop WebPages using HTML and CSS
- Students understand the general concepts of PHP scripting language and MySQL functionalities for the development of simple data-centric applications

Unit - 1: Brief History of the Internet- LAN / WAN - WWW –Internet Protocols – FTP – TELNET – HTTP- URL What is a website / Webpage - Web Standards – Blog / Vlog – Web contents – Search Engine – Web browsers— Internet Vs Intranet. Web Design Principles -Designing - Home Page Layout - Buttons – Header –section - Footer - Copyrights

Unit - 2: Introduction to HTML - Elements of HTML - Text Format- using forms –tables- lists- frames and framesets- URL and Linking multimedia-images, Audio, Video and API plug-in.

Unit - 3: Introduction to CSS – Creating Style sheet – CSS Properties – CSS styling – CSS Id & Class – Padding –Margin – Border - colour - background ; Advanced css gradient, shadow text effects, 2d &3d transform, CSS animation. Introduction to Mobile responsive Website: Bootstrap framework- advantages- features - Bootstrap Grids –container - Bootstrap components.

Unit - 4: Introduction to PHP – PHP Variables – Constants – Operators – Flow Control and Looping – Arrays – Strings - PHP and HTML – Database Management – Introduction to MySQL – MySQL Commands – MySQL Database Creation – Connecting MySQL and PHP - Need for Scripting Languages – Introduction to JavaScript/ Angular JS.

Unit - 5: Introduction of SDLC: Information Gathering, Planning, Designing, coding, testing, Review, launch and maintenance. Introduction to Web Publishing and web Hosting –web server –Domain Name- Site upload -Search engine optimization – maintenance.

Reference:

- Learning Web Design: A Beginner's Guide to HTML, CSS, Javascript, and Web Graphics, Fifth Edition, Niederst Robbins, Jennifer O'Reilly Media, 2018.
- Learning PHP, MySQL, JavaScript, A Step-by-Step Guide to Creating Dynamic Websites, Robin Nixon, O'Reilly Media, Inc, 2018 (5th edition)
- Computer Networking:A Top-Down Approach, James Kurose and Keith Ross7thEdition, 2017
- PHP: The Complete Reference, Steven Holzner, Fifth Edition, McGraw Hill, 2017.
- Mastering HTML, CSS & JavaScript Web Publishing, Laura Lemay, Rafe Colburn, Jennifer Kyrnin, BPB Publications, 2016

Course Objectives

- To provide knowledge regarding social media advertising including strategy development using various social media management tools and platforms

Learning Outcomes

- Students learn the social media marketing techniques
- Students learn the features of authoring systems

Unit - 1: Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

Unit - 2: The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

Unit – 3: Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

Unit - 4: Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising

Unit - 5: Social Media Digital Marketing Skills: Fundamentals of Social Media Marketing, Necessity of Social media Marketing, Managing Information – Aggregators, Google Alerts, Blogs. Building a Successful strategy: Goal Setting, Implementation; types of Social Media marketing ,Youtube Instagram, facebook Twitter/X, LinkedIn, New Technologies – Chat Bots and Artificial Intelligence.

Reference:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Digital Marketing, V. Ahuja, Oxford University Press
3. Digital Marketing, S.Gupta, McGraw-Hill
4. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition
5. Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum.

Objectives

- Students will increase their understanding of the importance of multimedia reporting and its effects on journalism.
- They will learn how to cover news assignments and develop storytelling skills using photojournalism, audio reportage and video journalism techniques.
- The course will help student recognize ethical dilemmas across different news platforms

Learning Outcomes

- Impart skills of news writing for radio, television and web media.
- Expose to the latest technology in multimedia Journalism.

Unit 1: Introduction To Multimedia Story Telling - What is Multimedia storytelling- story ideas – idea generation techniques – researching the story idea /angles – planning for the story – off beat story ideas - event based story ideas - visual stories

Unit 2: Radio Journalism - Basic Of Radio News, Sources And Contacts, Wire Services, Components Of News, Radio News Room Setup, Radio News Reporting, News Writing And Presentation, Elements Of Editing, Integrating Audio Bytes, Radio Talks And Discussions, Radio Interviews

Unit 3 : Television Journalism - Basics of TV News- TV News room work process, Reporting for TV News-, Live News techniques, Structuring TV News, News Production techniques- Role of news producer, Graphics and other teams, visualization of News, voice-overs, TV interviews, Process of Live inputs, News Debates, News anchoring, Conducting News Interviews, Broadcasting News writing Techniques

Unit 4: Online Journalism -Understanding difference between online and other types of journalism, emergence of social media- Development of the Online news media, Principles of Writing and editing for online media, e-magazines, Integration of text, video and graphics, Role of social media tools in news gathering - User centered design, Social media optimization- Live blogging and Mobile Journalism – cyber laws, copyright law, database rights, libel risks, privacy issues

Unit 5: Technology Advancement - van and its functions, Mobile technology and its role in aiding news coverage, Bi-media reporting, convergence newsroom, solo journalist and technology, broadcasting software, Chat GPT, Artificial Intelligence in Journalism

References

1. Andy Bull , “Multimedia Journalism: A Practical Guide” 2010 Janet Jones “Digital Journalism” 2010
2. Ron Smith, Anthony Stefanidis, and Lynne Sallot , “Introduction to Journalism and Mass Communication: A Guide to the Profession” 2019.

Course Objectives

- Students enable to practice advanced 3D animation
- Students enable to practice Modeling, Texturing, Lighting, Camera, Animation, Rendering in 3D

Learning Outcomes

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

PRACTICALS

1. Create an Architecture - (Interior/Exterior) – Modeling, Texturing, Lighting, Camera Animations, Rendering.
2. Create a Car Modeling - Modeling, Texturing, Lighting, Camera Animations, car animations and Rendering.
3. Create Environment - Modeling, Texturing, Lighting, Camera Animations, Rendering.

Course Objectives

- To enable the students to understand the basics of Web designing
- To enable the students to practice and develop the Web designing

Learning Outcomes

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

PRACTICALS

1. Elements, Tags and the basic structure of HTML files
2. To design webpage-Document Layout, Lists and Tables
3. Use of multimedia components (Image, Video & Sound) in HTML
4. Basic text formatting And Hyper linking
5. Webpage-Working with frames
6. Forms and buttons for validation
7. The syntax of cascading style sheet
8. Internal style sheet, In line style sheet, and External Style Sheet
9. Background, Text, List and Font properties in CSS
10. Box model, Margin, Padding, Selectors in CSS
11. Basic arithmetic operations, arrays and functions in JavaScript
12. Event handling
13. Forms connectivity and validation in PHP & MySQL
14. To Design mobile responsive webpage
15. To design a web page for real-time applications

THE PROJECT WORK WILL BE IN THE FOLLOWING AREA:

- 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 Digital format. A synopsis of the project should also be included in the Digital.
- Project work will be carried out by a group of students, minimum 2 and maximum of 5 out of 100 Marks, the evaluation of 60 marks will be awarded by project guide based on student's performance during the project period and 40 marks will be awarded jointly by project guide and course coordinator based on final viva and students' project presentation.

Course Objectives

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

Learning Outcomes

Students have to undergo four weeks of training in any Media Animation Studio/Web Design company to acquire relevant skills. The Internship 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 the outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship 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

SPECIALIZATION –I – DIGITAL FILM MAKING

CODE: 24MPVC4701

RESEARCH METHODOLOGY

CREDIT- 4

Course Objectives

- Understand the nature and purpose of research in the media industry.
- Be able to apply a range of research methods and techniques.
- Be able to present results of research.
- To understand the different type of statistical tools

Learning Outcomes

- Students will understand the scope and techniques of media research, their utility and limitations.
- Students will develop practical knowledge on quantitative and qualitative methods of research.
- Students will be able to do research in the field of advertising, social media, journalism, communication, etc.

Unit 1: Research: Definition and types – Scope of communication research – Choosing research topic – Steps in Research – Ethics in research – Role of theories in research – Situation Analysis – Multi-site research projects – Research design: purposes, types and elements – Theory building and testing – Validity and reliability – Pilot study

Unit 2: Review Of Literature Role of research in the media - Writing review of literature – Meaning – Need and scope – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Primary Sources – Secondary Sources – Need of critical thinking – Referencing styles: APA, Chicago Manual, Harvard etc.

Unit 3: Quantitative Research - Quantitative research methods – aim of the research, usage, type of data and approach; Data collection techniques – Survey, Interviews – Data gathering instruments – Questionnaire, Schedules – Construction of tools – Analysis of data – Statistics: scales of measurement; central tendencies; range; correlation coefficient, t-test, chi-square, ANOVA, MANOVA, regression – Structural Equation Model

Unit 4: Qualitative Research - Qualitative research – Definition – Types of Methods – Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Framing – Discourse analysis – Cultural studies. Formative research – Processes and stages, problems grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

Unit 5 : Monitoring And Evaluation - Monitoring: Needs and purposes, types, processes, important stages of monitoring, methods and tools, monitoring to ensure proper application, data coding, data processing, data analysis and reporting findings – Evaluation: Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation in policy change.

References

1. C.R. Kothari and Gaurav Garg. Research Methodology Methods and Techniques (3rd edition), New Age International Publishers, New Delhi, 2014.
2. Gerard Guthrie. Basic Research Methods: An entry to social science research, Sage, New Delhi, 2014.
3. Ranjit Kumar. Research Methodology – A step by step guide for beginners, Sage, Fourth edition, New Delhi, 2011

Course Objectives

- To help students understand key concepts in critical thinking and creativity.
- To improve students' meta cognitive understanding of creativity.
- To enhance the creative skills & abilities of students by introducing various creativity Techniques

Learning Outcomes

- Students will gain knowledge on the usage of creative thinking methods, tools and techniques to generate ideas and solve problems.
- Students will be able to design multiple divergent solutions to a problem, develop and explore risky or controversial ideas

Unit 1: Fundamentals of critical thinking -Critical Thinking Definition - The value of paying attention – Perception & the brain – Building strong arguments- Constructing Knowledge – Deciphering Truth-Issues & Evidence – Media & its Influence

Unit 2 : Critical Thinking Approaches - The Six Types of Socratic Questions - Phases of Critical Thinking - Critical Thinking Skills- Six hats - critical thinking and cognitive development, logic, and emotionality, role of cognitive dissonance in fostering critical thought – Solving problems with applied critical thought processes - Critical Thinking in Globalized World

Unit 3: Introduction To Creativity - Creativity Definition –The concept of creativity – Historical Background –An introduction to the psychological study of creativity - theories of creativity - the processes of creativity - characteristics of creative people - blocks to creativity - the motivation to create - Promoting and inhibiting creativity – socio-cultural influences on creativity - Creativity & Innovation – disruptive innovations- open innovations

Unit 4: Learning And Enhancing Creativity Skills - Different Approaches, their strengths and weaknesses — Thinking styles and strategies –The creative Process – creative thinking tools for solving problems - Brainstorming - Lateral Thinking - Random Input - Analogy Techniques - Mind Mapping – scamper Storyboarding - Lotus Blossom Technique - Assumption Smashing - Escapism Technique - Idea Checklist

Unit 5: Critical Thinking & Creativity In Practice - Creativity in media organizational settings - Cross Cultural Issues in Creativity and Critical Thinking Applying critical and creative principles in effective communication design for various media - Case studies of effective media campaigns-best practices

Reference:

1. Hughes W, Lavery J. "Critical Thinking: An Introduction to the Basic Skills-Broadview Press"; Canada 2015
2. Kaufman C. James "The Cambridge Handbook of Creativity " (Cambridge Handbooks in Psychology), University of Cambridge, U.K , 2016
3. Lau J. Y. F. "An Introduction to Critical Thinking and Creativity: Think More, Think Better", London, 2011.

Course Objectives

- To enable the students to understand key concept of script writing for the big screen

Learning Outcomes

- Students learn the method of writing for Film production
- Students can develop their writing according to the various film styles

Unit - 1: Scriptwriting as an artistic endeavor - generating ideas for creative thinking - Idea Generation Process - The process of creativity - basic story idea - stages involved in writing a script - outline of a narrative synopsis.

Unit - 2: Understanding form of cinema - Film Movements - Narrative structure: beginning-middle-end, Syd Field's Paradigm, conflict, development, climax and denouement – story, storyline, plot, and treatment.

Unit - 3: Selective narrative techniques – point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter- principles of suspense and surprise. Three-point and Two point structures.

Unit - 4: Characterization – character biography – tags –stereotyping – two-dimensional versus three-dimensional characters – guiding principles for evolving effective and credible characters - Scene breakdown, Drafting Process and full-fledged script.

Unit - 5: Diverse Film Styles - Film Genres - Film script formats, storyboards, Copyrights, software for scripting. Pitching the story, Scheduling, Casting, and preparations for the shoot.

Reference:

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age.
- Robert Mckee, [2010] Story: Substance, Structure, Style, and the Principles of Screenwriting, Harper Collins, U.S.
- Syd Field, [2005] Screenplay: The Foundations of Screenwriting Revised edition

Course Objective

- The course will give in depth understanding of the concept of film theory. It will pose the question whether Film Theory influence on film making industry.

Learning Outcomes

- Understand film making.
- Knowledge of complexity of films.
- The techniques of script to screen.
- Shooting experience of a Film.
- Knowledge of each variety & storytelling of the film.

PRACTICALS

1. Pre-Production –Visual Ideas and Research
2. Scripting.
3. Production Design - Story board making.
4. Crew Management and Recce -Identifying location, props.
5. Budgeting.
6. Shot Division & Floor Planning.
7. Auditions & Rehearsals.
8. Scheduling Production.
9. Shooting – actual shooting process.
10. Post-Production of Film and understanding Distribution.

Course Objectives

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

Learning Outcomes

Students have to undergo four weeks of training in any Film Production company to acquire relevant skills. The Internship 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 the outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship 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

SPECIALIZATION –II – SPECILAZATION IN ANIMATION

CODE: 24MPVC4701

RESARCH METHODOLOGY

CREDIT 4

Course Objectives

- Understand the nature, type and purpose of research in the media industry.
- Be able to apply a range of research methods, techniques and results.

Learning Outcomes

- Students will understand the scope and techniques of media research, their utility and limitations.
- Students will develop practical knowledge on quantitative and qualitative methods of research.
- Students will be able to do research in the field of advertising, social media, journalism, communication, etc.

●
Unit - 1: Research: Definition and types – Scope of communication research – Choosing research topic – Steps in Research – Ethics in research – Role of theories in research – Situation Analysis – Multi-site research projects – Research design: purposes, types and elements – Theory building and testing – Validity and reliability – Pilot study

Unit - 2: Review Of Literature Role of research in the media - Writing review of literature – Meaning – Need and scope – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Primary Sources – Secondary Sources – Need of critical thinking – Referencing styles: APA, Chicago Manual, Harvard etc.

Unit - 3: Quantitative Research - Quantitative research methods – aim of the research, usage, type of data and approach; Data collection techniques – Survey, Interviews – Data gathering instruments – Questionnaire, Schedules – Construction of tools – Analysis of data – Statistics: scales of measurement; central tendencies; range; correlation coefficient, t-test, chi-square, ANOVA, MANOVA, regression – Structural Equation Model

Unit - 4: Qualitative Research - Qualitative research – Definition – Types of Methods – Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Framing – Discourse analysis – Cultural studies. Formative research – Processes and stages, problems grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

Unit - 5: Monitoring And Evaluation - Monitoring: Needs and purposes, types, processes, important stages of monitoring, methods and tools, monitoring to ensure proper application, data coding, data processing, data analysis and reporting findings – Evaluation: Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation in policy change.

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1. C.R. Kothari and Gaurav Garg. Research Methodology Methods and Techniques (3rd edition), New Age International Publishers, New Delhi, 2014.
2. Gerard Guthrie. Basic Research Methods: An entry to social science research, Sage, New Delhi, 2014.
3. Ranjit Kumar. Research Methodology – A step by step guide for beginners, Sage, Fourth edition, New Delhi, 2014

Course Objectives

- To help students understand key concepts in critical thinking and creativity.
- To improve students' Meta cognitive understanding of creativity.
- To enhance the creative skills & abilities of students by introducing various creativity
- Techniques

Learning Outcomes

- Students will gain knowledge on the usage of creative thinking methods, tools and techniques to generate ideas and solve problems.
- Students will be able to design multiple divergent solutions to a problem, develop and explore risky or controversial ideas

Unit - 1: Fundamentals of critical thinking -Critical Thinking Definition - The value of paying attention – Perception & the brain – Building strong arguments- Constructing Knowledge – Deciphering Truth-Issues & Evidence – Media & its Influence

Unit - 2: Critical Thinking Approaches - The Six Types of Socratic Questions - Phases of Critical Thinking - Critical Thinking Skills- Six hats - critical thinking and cognitive development, logic, and emotionality, role of cognitive dissonance in fostering critical thought – Solving problems with applied critical thought processes - Critical Thinking in Globalized World

Unit - 3: Introduction To Creativity - Creativity Definition –The concept of creativity – Historical Background –An introduction to the psychological study of creativity - theories of creativity - the processes of creativity - characteristics of creative people - blocks to creativity - the motivation to create - Promoting and inhibiting creativity – socio-cultural influences on creativity - Creativity & Innovation – disruptive innovations- open innovations

Unit - 4: Learning And Enhancing Creativity Skills - Different Approaches, their strengths and weaknesses — Thinking styles and strategies –The creative Process – creative thinking tools for solving problems - Brainstorming - Lateral Thinking - Random Input - Analogy Techniques - Mind Mapping – scamper Storyboarding - Lotus Blossom Technique - Assumption Smashing - Escapism Technique - Idea Checklist

Unit - 5: Critical Thinking & Creativity in Practice - Creativity in media organizational settings - Cross Cultural Issues in Creativity and Critical Thinking Applying critical and creative principles in effective communication design for various media - Case studies of effective media campaigns-best practices

References:

1. Hughes W, Lavery J. “Critical Thinking: An Introduction to the Basic Skills-Broadview Press”; Canada 2015
2. Kaufman C. James “The Cambridge Handbook of Creativity iversity of Cambridge, U.K , 2016
3. Lau J. Y. F. “An Introduction to Critical Thinking and Creativity: Think More, Think Better”, Wiley London, 2011

Course Objectives

- Enable the students to understand the Advanced Animation
- Enable the students to Practice the Advanced Animation Pipeline

Learning Outcome

- Students learn about advanced Animation Concepts.
- Students acquire the skills of advanced techniques of Animation

Unit - 1: Story Telling for Animation- Visual Storytelling, the art of communicating messages, emotions, narratives and information – Appeal target audience - Animation Film Analysis- Creating focus points on the frame/scene -The usage of animation in creating infotainment, usage to send a message or create better moral views -view the usage of empathic character use.

Unit - 2: 2D Animation - Classic Tween, Motion tween, Shape tween- Intro to Motion, Guide Motion, Guide Paths,Mask layers – Timing for Animation - transform - Camera panning techniques - Creation of Animatic - storyboarding -Layout Composition – Background - Camera Movements Staging, Scaling - Creating motion - Creating keyframes - Frame-by-frame animation - Onion skinning. Inverse Kinematics, Bone styles, Pose layers.

Unit - 3: Character design principles, techniques - Modeling - Hard Surface Modeling- Organic Modeling - Booleans- mirror - polygon smooth and add divisions- polygon clean- ups- wireframe model- low poly model to high poly model. Organic and Inorganic sculpting. Symmetrical, Mirror - Retopology - Shaders, Materials and Textures Maps ,UV unwrapping

Unit - 4: 3D Rigging - Basic bones and joints - Parenting and skinning methods - Joints hierarchies Concept of Skeleton- IK and FK rigging -skinning – Binding - constrains– Orient constrain – Scale constrain – Aim constrain – bend shape -Keyframing - Dope Sheet, Graph Editor, Moving Keys in Dope Sheet, Time Line, Path animation - Particles and Fields: Emitting particles– Rigid and Softbody simulations- hair and fur -cloth.

Unit - 4: Introduction to camera animation - CGI Lighting -. Concepts of lighting -Light shaders - Volumetric Light - Physically Based Lighting (PBR)- HDRI Workflow- Combining PBR and Direct Lighting- Ray tracing -Render Engines -Real-Time Rendering - Render passes - Image & Video formats

References

1. Tony White .How to Make Animated Films,2nd Edition, Focal Press, USA, 2009
2. Paul-Wells.BasicsAnimation03: Drawing for Animation, 2nd Edition, AVA Publishing, Switzerland, 2009
3. 3D Human Modeling and Animation, Second Edition by Peter Ratner, 2003

Course Objectives

- To enable the Students to practice advanced specialization 3D animation
- To provide in-depth knowledge of 3D Character Creation

Learning Outcomes

- Students learn about advanced specialization Animation applications.
- Students will have in-depth knowledge of 3D Character Creation

PRACTICALS

1. Create a Low Poly Human Character - Modeling, Texturing, Lighting, Camera, Animations, Rendering.
2. Create High poly Human Character - Modeling, Sculpting, Texturing, Lighting, Camera, Animations, Rendering.
3. Create a low poly Animal or Creatures - Modeling, Sculpting, Texturing, Lighting, Camera, Animations, Rendering.
4. Create a High poly Animal or Creatures - Modeling, Sculpting, Texturing, Lighting, Camera, Animations, Rendering.

Course Objectives

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

Learning Outcomes

Students have to undergo four weeks of training in any Animation / Game Studio to acquire relevant skills. The Internship training may be organized continuously for four weeks or more than one spell within a semester as per the convenience of the Studio. During their stay in the Agency, they have to maintain a diary on daily basis to record the work assigned the outcome of the work and it has to be countersigned by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship 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

Course Objectives

- To understand the need for direction in film.
- To understand the role played by a director.
- To understand the process of visualization.

Learning Outcomes

- Understanding of Film Direction.
- Interpret the roles of various Directors
- Able to handle production pressure and the management.
- Apply knowledge and understanding of the production process in whole

Unit - 1: Director - The Director's Idea, The Unity of the Production, What Does the Director Do- Who is the Director- Communication and Presentation skill of Director- Authority, Communication, Creativity, Decisiveness, Drive, Grace under Pressure, open minded, technologically savvy, Vision and Shooting Ration of Director.

Unit - 2: Understanding Film Pre-Production, Production, Post Production - emotional and technological aspect of Direction Cinematography, Editing, Music and Role of continuity

Unit - 3: Understanding the Role of Directors, Role of Casting Director, Role of Art Director and Set Designer and their crew- Action and Dance Director – Arrange the casting & performance of the action with the Director's vision- Music and sound Director- Role of Associate and Assistant Director

Unit - 4: Production Management- Role of Producer and Production Management– Fundamentals of Production Organization- Action, Camera Viewpoint, Limitations/restriction- Understanding of Production Pressure- Production Emphasis - Maximum utilization of available resources- Production Tools and techniques

Unit - 5: Visual Conceptualization- Behind the Picture- Principles of Composition- Pictorial balance- Using Dynamic Composition- Shooting Schedule- Breakdown of the scenes- Call Sheet- Promotion and Marketing

Reference

1. Edgar, Robert., Marland. John. & Rawle, Steven (2015) The Language of Film. Bloomsbury Publication.
2. Rabiger. Michael. (2013). Directing: Film Techniques and Aesthetics. Focal Press.

Objectives

- The students will be introduced broadly to the development of film as an art and entertainment form. It will also discuss the language of cinema as it evolved over a century.
- The students will be taught as to how to read a film and appreciate the various nuances of a film as a text. The students will be guided to study film joyfully

Learning Outcomes

- Demonstrate a broad knowledge on film history, world cinemas, national cinemas
- Understand, analyse, and critically evaluate films using various theories for its aesthetic as well as cultural constructs.
- Apply critical thinking and aesthetic judgment in the analysis of fiction and nonfiction film, experimental and mainstream cinema.

Unit – 1: The Art Of Watching Films -The Component of Films – The material and equipment –The story, screenplay and script – The actors, crew members, and the director – The process of film making-structure of a film Evolution of Film Language –Film language, form, movement etc. – Early cinema-silent film-rench film –The emergence of feature films

Unit – 2: Film Theories and Criticism/Appreciation – Realist theory; Auteurists – Psychoanalytic, Ideological, Feminists – How to read films? – Film Criticism / Appreciation

Unit – 3: Thematic Elements- Theme and focus, Focus on Plot, Focus on Emotional Effect or Mood, Focus on Character, Focus on Style or Texture or Structure, Focus on Ideas – Identify the uniqueness of the film – Identify the Genre and its characteristics

Unit – 4: Development of Films – Representative Soviet films – Representative Japanese films – Representative Italian films –Representative Hollywood film and the studio system – Dramatic structure – Linear, or Chronological, Structure- Nonlinear Structures – Endings: Fine-Tuning the Dénouement – conflict – characterization – Characterization Through Appearance – Characterization Through Dialogue – Characterization Through External Action.

Unit – 5: Indian Films –The early era – The important films made by the directors – The regional films-The documentaries in India- bio pictures of Regional, National and International Importance

References

1. Dennis Petrie & Joseph Boggs, The ART of Watching FILMS, 8th Edition, MC GrawHill, 2012.
2. Toby miller, Robert Stam, A companion to film theory, Blackwell publishing, 2018.
3. Syd Field, Screenplay:The Foundations of Screenwriting –Random House Publishing group 2022
5. Jill Nelmes, Introduction to Film studies, Rout ledge, 5th Edition, 2011

PRACTICAL

Course Objectives

- To enable the students to practice advanced Video Editing
- To provide in-depth knowledge of DI & Color Grading to the students

Learning Outcomes

- Students learn about advanced Video Editing
- Students will acquire in-depth knowledge of DI & Color Grading

PRACTICALS

1. Color Grading Software Introduction
2. Software Interface
3. The basics of creating projects, compositions, and layers, importing footage, include video, audio, Exporting Methods.
4. Video Effects / Digital Optical Flares
5. AI in Color grading
6. DI and Color Grading -Primary Color Correction - Secondary Color Correction
7. Matching Shots and Scenes
8. LUT fundamentals
9. Work on Editing and DI for Advertisements
10. Work on DI for Short films, Including Animated content

MAJOR PROJECT**THE PROJECT WORK WILL BE IN THE FOLLOWING AREA:**

- To produce a new innovative **Digital Film or Animation production project on Awareness /documentary/docudrama / short film** envisaged by the course.
- The project should be submitted in Digital format. A synopsis of the project should also be included in the Digital.
- The Project duration should be minimum of 30 minutes for short film/ Minimum 10 minutes for Animation Film.
- Project work will be carried out by an Individual or a group of students, minimum 2 and maximum of 5 out of 100 Marks, the evaluation of 60 marks will be awarded by project guide based on student's performance during the project period and 40 marks will be awarded jointly by project guide and course coordinator based on final viva and students' project presentation.

Course Objectives

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

Students have to undergo four weeks of training in any Film Production Company to acquire relevant skills. The Internship training may be organized continuously for six 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 the outcome of the work and it has to be counter signed by the student's in-charge. In addition, he/she has to submit a weekly report to the department. During the Internship training period, the Industry / Institute partner will evaluate their performance for 60 marks and the concerned course teacher for 40 marks as given below.

Film Production /Animation Industry

1.	Attitude	10 marks
2.	Punctuality	
3.	Behaviour	
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
