

# **B.Voc. Multimedia Production Technology**

*(Duration: 3 Year)*

**Syllabus aligned with NSQF Level  
(Revised in 2021)**



**Developed By**

**Department of Lifelong Learning and Extension  
Deen Dayal Updhyaya KAUSHAL Kendra  
Gandhigram Rural Institute – Deemed to be University  
Gandhigram – 624 302  
Tamil Nadu**

## ACKNOWLEDGEMENT

The Department of Lifelong Learning and Extension sincerely express appreciation for the Members of the Board of Studies and all staff members who contributed to revising the curriculum. Special acknowledgement to the following industries/organizations who have contributed valuable inputs in revising the curricula through their expert members:

Special acknowledgement is extended to the following expert members who had contributed immensely to this curriculum.

Sl. No.	Name & Designation	Expert Group Designation
1.	Dr.L.Raja Professor and Head Dept. of Lifelong Learning and Extension GRI, Gandhigram	Chairman
2.	Dr. R.Seerangarajan Professor and Director Deen Dayal Updhyaya Kaushal Kendra GRI, Gandhigram	Member
3.	Dr. R. Venkataravi Associate Professor Dept. of Lifelong Learning and Extension GRI, Gandhigram	Member
4.	Mr. D.G. Euguene Coordinator, Visual Communication / Multimedia School of Visual Studies Loyola College, Chennai	Member
5.	Dr. S. Valarmathi Assistant Professor and Head (Grade II) VIT, Vellore	Member
6.	Dr. I. Kasper Raj Joint Coordinator B.Voc MMPT GRI, Gandhigram	Special invitee
7.	Dr. M. Sankaramoorthi Joint Coordinator B.Voc MMPT GRI, Gandhigram	Special invitee
8.	Mr. Ilango Somuelpeter Senior Technical Officer and Head Media Division, GIRH & FWT, Gandhigram	Special invitee

## 1. Introduction

- In the present day, a lot of educated unemployed individuals are seeking suitable courses leading to employment. This B.VOC in Multimedia Production Technology programme was offered by the Dept. of 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 a decade. There are so many TV channels that take a vital part in communication among the people. The job opportunities in these media are also expanding, being a cameraman, Editor, Lighting specialist, Audio specialist Web designer, Graphic designer and Animator.
- Besides these Satellite TV channels, Other opportunities like, Add filmmakers, Documentary producers, Coverage in big stage shows and marriage events etc., will provide them with 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 the educational set-up.

## **2. OBJECTIVES OF THE PROGRAMME**

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

- To enable the students to acquire knowledge and skills in respect of Media and Communication.
- To train the students to upscale their skills in handling Media equipments and Applications at a professional level.
- To enable the students to get employment opportunities in the field of Media and Communication.
- To groom the students to become an entrepreneur.

## **3. ELIGIBILITY FOR ADMISSION**

For the B.Voc programme, the eligibility and admission requirement is pass in +2 or pass in the 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.
- The maximum enrollment for the programme is 50.

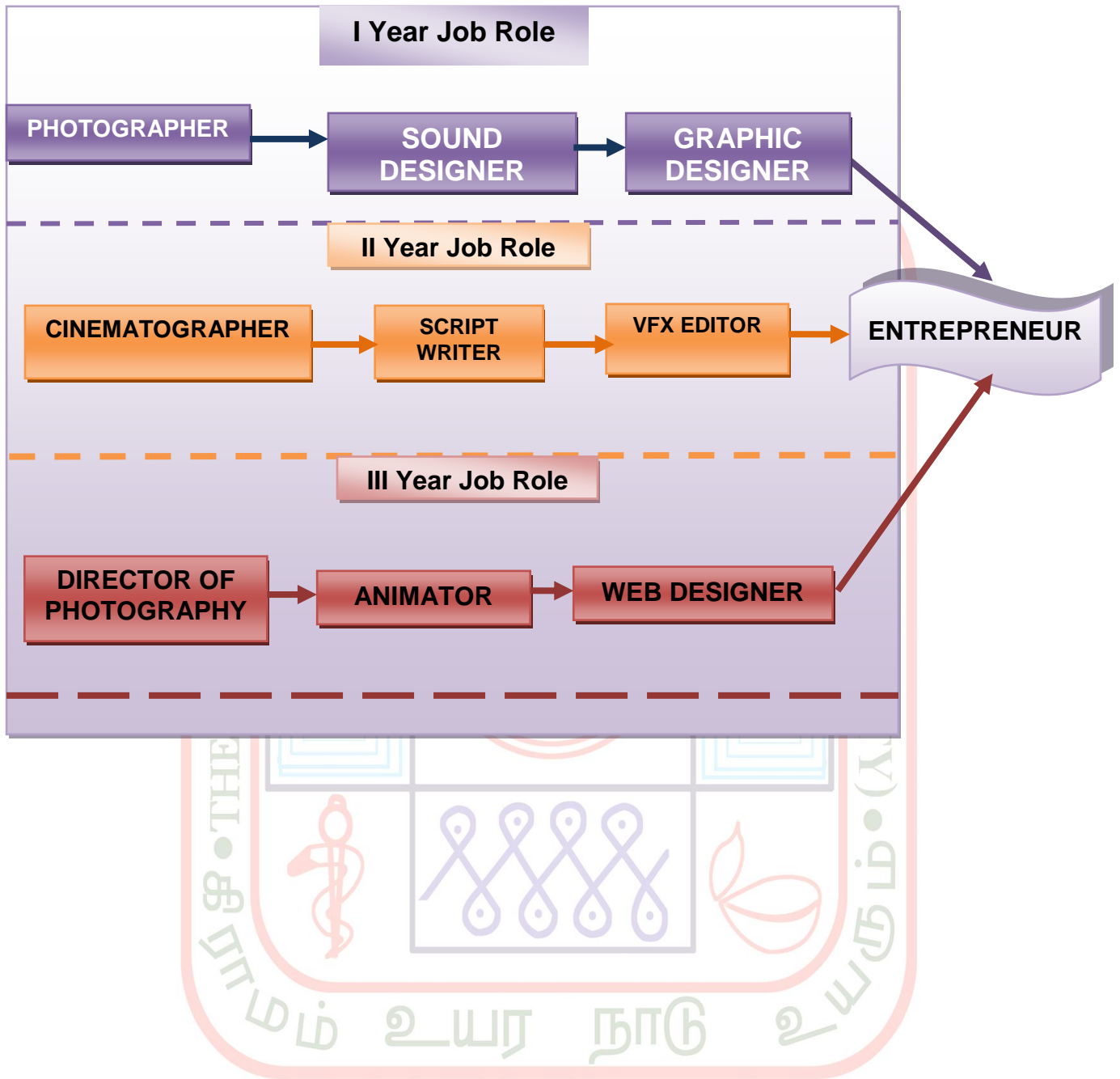
## **4. DURATION (Multi-Entry and Exit)**

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

## **5. PASS REGULATION**

The minimum pass percentage for Practical is 40% and the minimum pass percentage for Theory subjects is 40%. The candidate passes in each subject in the Mid-semester and End Semester conducted by GRI.

## II. CAREER PROGRESSION

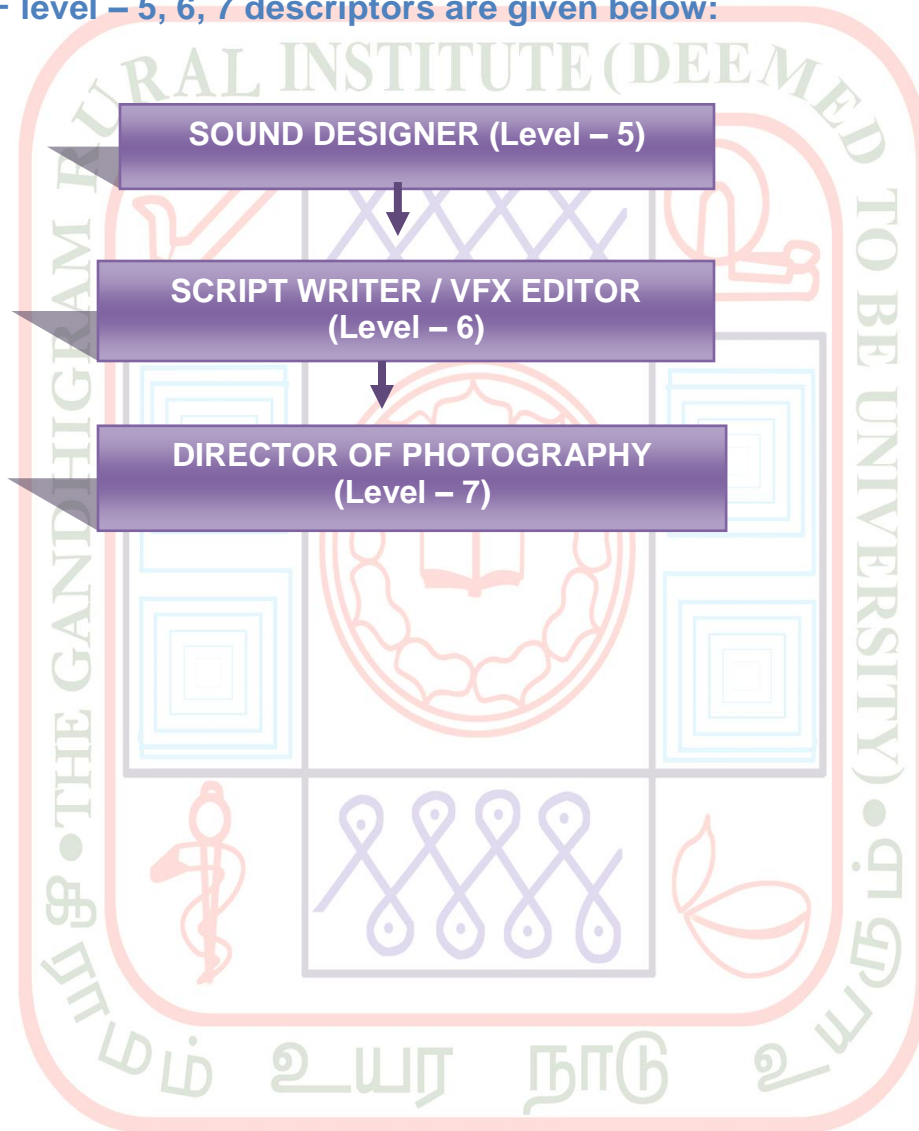


### III. NSQF LEVEL COMPLIANCE

---

The Broad Learning outcome of B.Voc. Multimedia Production Technology matches with the Level descriptor at Level – 5, 6, & 7.

The NSQF level – 5, 6, 7 descriptors are given below:



## IV. SCHEME OF EXAMINATION – I & II Semesters

	Course Code	Category	Title of Course	No. of Credits	Duration of ESE Hours	Marks		
						MSE	ESE	TOTAL
<b>SEMESTER - I</b>	21ENGV0101	GEC	Foundational English I	3	3	40	60	100
	21MPTV0101	GEC	Environmental Studies	4	3	40	60	100
	21MPTV0102	GEC	Introduction to Communication	4	3	40	60	100
	21MPTV0103	SDC	Computer Hardware & Office Automation - Practical	4	3	60	40	100
	21MPTV0104	SDC	Fundamentals of Drawing – <i>Practical</i>	3	3	60	40	100
	21MPTV0105	SDC	Digital Photography - <i>Theory</i>	4	3	40	60	100
	21MPTV0106	SDC	Digital Photography – <i>Practical</i>	8	3	60	40	100
	<b>TOTAL</b>				<b>30</b>			

	Course Code	Category	Title of Course	No. of Credits	Duration of ESE Hours	Marks		
						MSE	ESE	TOTAL
<b>SEMESTER - II</b>	21ENGV0202	GEC	Foundational English II	3	3	40	60	100
	21ENGV00C1	GEC	Soft Skills	2	2	20	30	50
	21MPTV0207	GEC	Graphic Design - Theory	4	3	40	60	100
	21MPTV0208	SDC	Sound Engineering – Theory	4	3	40	60	100
	21MPTV0209	SDC	Graphic Design - Practical	4	3	60	40	100
	21MPTV0210	SDC	Sound Engineering – Practical	6	3	60	40	100
	21MPTV0211	SDC	In-plant Training - I	7	-	-	100	100
	<b>TOTAL</b>				<b>30</b>			

(Level 5 - Sound Designer)

## SCHEME OF EXAMINATION – III & IV Semesters

	Course Code	Category	Title of Course	No.of Credits	Duration of ESE Hours	Marks		
						MSE	ESE	TOTAL
<b>SEMESTER – III</b>	18YOGP0001	GEC	Yoga	2	-	50	-	50
	21MPTV0312	GEC	Personality Development	2	2	20	30	50
	21MPTV0313	GEC	Advertising	4	3	40	60	100
	21MPTV0314	GEC	Elements of Film	4	3	40	60	100
	21MPTV0315	SDC	Digital Videography – Theory	4	3	40	60	100
	21MPTV0316	SDC	Basics of Electrical & Electronics – Practical	4	3	60	40	100
	21MPTV0317	SDC	Video Camera Operation Techniques – Practical	4	3	60	40	100
	21MPTV0318	SDC	Video Editing – Practical	6	3	60	40	100
	<b>TOTAL</b>				<b>30</b>			

	Course Code	Category	Title of Course	No. of Credits	Duration of ESE Hours	Marks		
						MSE	ESE	TOTAL
<b>SEMESTER - IV</b>	18GTPU0001	GEC	Gandhi's Life, Thought & Work	2	2	20	30	50
	21MPTV0419	GEC	Entrepreneurship Development	4	3	40	60	100
	21MPTV0420	GEC	Media Laws and Ethics	4	3	40	60	100
	21MPTV0421	SDC	Script writing for Video production	4	3	40	60	100
	21MPTV0422	SDC	Television Production - practical	4	3	60	40	100
	21MPTV0423	SDC	Visual Effects - Practical	4	3	60	40	100
	21MPTV0424	SDC	In-plant Training – II	8	-	-	100	100
	<b>TOTAL</b>				<b>30</b>			

**(Level 6 - Script Writer / Visual Editor)**



## SCHEME OF EXAMINATION – V & VI Semesters

	Course Code	Category	Title of Course	No. of Credits	Duration of ESE Hours	Marks		
						MSE	ESE	TOTAL
SEMESTER - V	21MPTV0525	GEC	Media Management	4	3	40	60	100
	21MPTV0526	GEC	Customer Relationship Management	4	3	40	60	100
	21MPTV0527	GEC	Web Designing – Theory	4	3	40	60	100
	21MPTV0528	SDC	Basics of Animation – Theory	4	3	40	60	100
	21MPTV0529	SDC	Director of Photography-Practical	8	3	60	40	100
	21MPTV0530	SDC	Basics of 2D & 3D Animation – Practical	6	3	60	40	100
	<b>TOTAL</b>				<b>30</b>			

(Level 7 - DOP)

	Course Code	Category	Title of Course	No. of Credits	Duration of ESE Hours	Marks			
						MSE	ESE	TOTAL	
SEMESTER - VI	21MPTV0631	SDC	Advanced 3D Animation – Practical	6	3	60	40	100	
	21MPTV0632	SDC	Web designing – Practical	6	3	60	40	100	
	21MPTV0633	SDC	<b>Project work :</b> 1. Print production - project	4	-	-	-	100	
	21MPTV0634	SDC	2. Webpage Development	4	-	-	-	100	
	21MPTV0635	SDC <b>Elective</b>	<b>Digital Visual Production</b>	10	-	-	-	-	100
			I. Video Production						
			II. 2D Animation III. 3D Animation						
<b>TOTAL</b>				<b>30</b>					

21ENGV0101 FOUNDATIONAL ENGLISH - I  
(3 Credits)

**Objectives:**

- to help the students understand the intricacies of English Grammar for everyday use;
- to help them improve their essential language skills in English.

**Unit I: Grammar**

- Nouns & Pronouns
- Adjectives & Determiners
- Verbs and Tenses
- Auxiliary Verbs

**Unit II: Listening Skills**

- Descriptions
- Story Narrations
- Short Speeches

**Unit III: Reading & Vocabulary**

- Reading comprehension passages
- Vocabulary building

**Unit IV: Speaking Skills**

- Face to Face Conversation
- Descriptions
- Telephone Conversation

**Unit V: Writing Skills**

- Paragraph writing
- Note making
- Short Narrative Essays

**Textbook:**

Foundational English I Textbook/Course Material - Prepared by the School.

**Reference Book:**

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

**21MPTV0101- ENVIRONMENTAL STUDIES**

(4 Credit)

**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

**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 water 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.

**REFERENCES**

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

**LEARNING OUTCOME**

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

**21MPTV0102 - INTRODUCTION TO COMMUNICATION**  
(4 Credit)

**OBJECTIVES:**

- To help the students to understand the process of communication
- To assist 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 - Non-verbal communication – Barriers - Intrapersonal - The thought process, Idea Creation – Interpersonal - oral communication, face to face, telephonic, instructions – Group communication - Mass communication.
- UNIT 3 :** Theories & Models of communication – Aristotle model, Lasswell’s model, SMCR model, Shannon and Weaver model; Schramm model.
- UNIT 4 :** Functions and effects of communication; audience – media interaction factors – perceptual psychology, individual difference, social relations, group influence; selectivity in communication.
- UNIT 5 :** Mass Communication - Types of Mass Communication - Mass Communication Skills – Observation, Critical thinking, Adaptability, Teamwork, Problem Solving, Negotiation, Argumentative, Cultural awareness - Barriers in Mass Communication - uses and gratifications theory – Magic Bullet theory – Agenda-setting theory.

**REFERENCE**

1. *McQuail’s Media & Mass Communication Theory – Denis McQuail’s, Mark Deuze, Sage Publication Pvt. Ltd., April 9, 2020.*
2. *Communication mosaics: An introduction to the field of Communication, Wood, Julia T, Wadsworth Cengage Learning, 2014*
3. *Mass communication in India, KEVAL J Kumar, Jaico Publishing House, Mumbai, 2010*
4. *Interpersonal Communication Skills, Suresh Dhaka, Book Enclave, Jaipur, 2013.*
5. *Communication and Culture - A world View, K S Seetharaman, Mc Graw Hill, New Delhi, 1991.*

**LEARNING OUTCOMES:**

- Students will recognize the process of Communication and its importance
- Students will apprehend the effective way of communication

---

**21MPTV0103 - COMPUTER HARDWARE & OFFICE AUTOMATION – (PRACTICAL)  
(4 Credit)**

**OBJECTIVES**

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

**PRACTICALS**

1. To understand the Configuration of Computer
2. To become familiar with the system components of Computer
3. To assemble a Computer system
4. To practice the process of Installation of OS/applications
5. To resolve the issues of hardware problems
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 softwares and its features
12. To understand the Database Management Systems and its features
13. To create a spreadsheet using formulae, design a chart, aligning the cells
14. To practise colour coding of networking cable and its connectivity
15. To learn Networking options, and its security

**LEARNING OUTCOME**

- 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

---

---

**21MPTV0104 - FUNDAMENTALS OF DRAWING – PRACTICAL**  
(3 Credit)

**OBJECTIVES**

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

**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

**LEARNING OUTCOME**

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

**21MPTV0105 - DIGITAL PHOTOGRAPHY – THEORY**  
(4 Credit)

**OBJECTIVES**

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

**UNIT 1:** Basics of photography – Principles – functions - camera structure – Types of analogue cameras & its features - Introduction to a 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:** Camera support system -Tripod – Monopod - Creative shots - Maintenance of camera -Lighting sources – indoor & outdoor - hard and soft lights - light fixtures and reflectors – Types of Photography

**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**

1. *Digital Photography Complete Course Learn Everything You Need to Know in '20 Weeks, DK, Penguin Random House, 2015.*
2. *All about photography, Ashok Diwali, National book trust 2014.*
3. *Digital Photography, Scot Kelby, Peachpit Press, 2013.*
4. *Photography for the 21<sup>st</sup> century, Katic Millar, 2012.*
5. *Photographic lighting: Essential skills, Mark Gaers & John Child, 2012.*

**LEARNING OUTCOME**

- 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.

---

---

**21MPTV0106 – DIGITAL PHOTOGRAPHY - PRACTICAL**  
(4 Credit)

**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 get familiar with the menu and settings of the DSLR camera
3. To practice the assignment of settings for indoor and outdoor photography
4. To be able to apply the exposure settings
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 – 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

**LEARNING OUTCOME**

- Students equipped with sufficient skills to become Professional Photographers.
- Students will be familiar with different types of photography.



21ENGV0202 - FOUNDATIONAL ENGLISH - II

(3 Credits)

**Objectives:**

- to help the students understand the intricacies of English Grammar for everyday use;
- to help them improve their essential language skills in English.

**Unit I: Grammar**

- Prepositions & Prepositional phrases
- Conjunctions
- Direct & Indirect Speech
- Sentences
- Punctuation

**Unit II: Listening Skills**

- Long Narratives
- Recorded speeches
- Movie clips

**Unit III: Reading & Vocabulary**

- Reading comprehension passages
- Vocabulary building

**Unit IV: Speaking Skills**

- Narrations
- Public speaking
- Debate/Turn Coat

**Unit V: Writing Skills**

- Precis Writing
- Personal Letter Writing
- General Essay Writing

**Textbook:**

- Foundational English II Textbook/Course Material - Prepared by the School.

**Reference Book:**

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

**21ENGV00C1 - SOFT SKILLS**

(2 Credit)

**OBJECTIVES :**

- To help the students improve their communication skills
- To enhance their holistic development and improve their employability skills

**UNIT 1 :**

- Introducing Soft Skills
- Effective Communication for Success

**UNIT 2 :**

- Influencing Skills
- Lateral Thinking Skills

**UNIT 3 :**

- Time Management
- Presentation Skills

**UNIT 4 :**

- Effective Team Work Skills
- Interpersonal Skills

**UNIT 5 :**

- Interviewing Skills
- Negotiation Skills

**TEXTBOOK:**

- Antony samy and Chandra. *Soft Skills and Personality Development: A Handbook of Employability Skills.* Chennai: Vijay Nicole, 2012.

**21MPTV0207 - GRAPHIC DESIGN (THEORY)**  
(4 Credit)

**OBJECTIVES:**

- Enable the students to know the basics of Print technology
- Enable the students to understand the print layout and page designing.
- Enable the students to practise 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 – the 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 – 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 – Colour modes – the importance of Foreground and background - Filter effects - Titling – Customized album sizes – features in designing - Conversion of Image formats - Flex & Visiting card designing techniques.

**REFERENCE**

1. *Pagemaker(r) 7: The Complete Reference* by Carolyn Connally, 2014
2. *Corel DRAW X3 Unleashed*, Foster D. Coburn III, 2013
3. *The Photoshop Book for Digital Photographers*, Scott Kelby, 2012
4. *Art and print production NN*. SARKAR, OXFORD Publications, 2012
5. *Photoshop*, M. Rajasekar, Kanndasan Pathipagam, 2009

**LEARNING OUTCOME**

- Students will learn the designing of print and publishing media.
- Students will understand the techniques in Image editing and developing digital photo albums.

**21MPTV0208 – SOUND ENGINEERING - THEORY**

(4 Credit)

**OBJECTIVES :**

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

**UNIT I :** 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 II :** 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 III :** 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 IV :** 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, Multitrack Digital Recorders, Digital Audio File Formats.

**UNIT V :** 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, Multitrack Audio levelling, Grouping, Stacking, Introduction to Virtual Studio Technology (VST), Working with VST EQs, Compression, Noise Gate, Limiter, Reverb, Delay.

**REFERENCE:**

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

**LEARNING OUTCOME:**

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

**21MPTV0209 - GRAPHIC DESIGN - PRACTICAL**  
(4 Credit)

**OBJECTIVE:**

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

**PRACTICALS**

1. To get familiar with Page designing applications – menus, tools.
2. To practice text styles, colours, editing text, inserting.
3. To learn text formatting, size, and space.
4. To know shortcuts, bullets and numbering, leading working with columns.
5. To use with graphic applications – menus and tools.
6. To utilize the options of graphics toolbar.
7. To practice cropping a graphic, grouping and ungrouping.
8. To apply link options and printing a publication.
9. To exercise drawing designs, shape and effect of an object.
10. To get familiar with image editing applications – menus, tools.
11. To understand layer-based image editing.
12. To practise the creation of images.
13. To use editing and manipulation images/pictures.
14. To learn how to add special effects to the image/ picture.
15. To develop digital photo album/ visiting card/ new letter.

**LEARNING OUTCOME:**

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

**21MPTV0210 - SOUND ENGINEERING - PRACTICAL**

*(4 Credit)*

**OBJECTIVES:**

- To ensure students to learn and 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.

**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 channel 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.

**LEARNING OUTCOME:**

- 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.

**21MPTV0211 - INPLANT TRAINING - I**  
(7 Credit)

**OBJECTIVE:**

- 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** 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, 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 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.	Behaviour	
4.	Involvement	10 marks
5.	Performance (completion of assigned work)	20 marks
6.	Contribution to the industry	20 marks
	<b>Total</b>	<b>60 Marks</b>

**COURSE TEACHER**

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

**18YOGP0001 –YOGA**  
(2 credits)

**OBJECTIVE:**

- To gain the practical knowledge about Yogic Practices

**UNIT 1 :** **History of Yoga** - Definition of the term Yoga - Comprehensive Nature and Scope of Yoga-Aims and Objectives of Yoga - Various schools of Yoga - Yoga as an ideal system of physical culture

**UNIT 2 :** **Schools of Yoga:** Patanjaliyoga – Astangayoga – Tantrayoga – Mantrayoga – Hathayoga – Layayoga - Rajayoga – Jnanayoga – Bhaktiyoga – Karmayoga - Difference between practice of Asanas and Physical Exercise

**UNIT 3 :** **Asanas Practice:** Meditative Asanas: Sukhasana – Ardha Padmasana – Padmasana – Samasana - Vajrasana – Standing Asanas: Tadasana – Padahasthasana – Ardha cakrasana- Trikonasana- Parivrtta Trikonasana – Vrikshasana – Virabhadrasana- Utkatasana; Sitting Asanas: Baddha konasana – Janusirasana – Paschimottanasana – Ustrasana – Vakrasana - Gomukhasana – Akarna Dhanurasana – Utthita Padmasana – Upavistakonasana – Suryanamaskar

**UNIT 4:** **Asanas Practice:** Prone Asanas: Makarasana – Bhujangasana – Shalabhasana – Dhanurasana – Naukasana – Niralambhasana – Supine Asanas: Pavanamuktasana – Sethubandhasana – Navasana – Sarvangasana – Halasana – Matsyasana - Savasana

**UNIT 5 :** **Pranayama Practice:** Sectional Breathing - Nadisuddhi – Bhramari – Bhastrika - Kapalabhati – Introduction to Bandhas – Mudras – Dharana (Trataka) – Dhyana

**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.
4. Light on Yoga, B.K.S Iyengar Harpine Collins Publication, New Delhi, 2000
5. Sound Health through Yoga, K.Chandrasekaran, Prem Kalyan Publications, Sedapatti, 1999.

**LEARNING OUTCOME:**

Students should be able to

- Understand concept of yoga.
- Demonstrate the suryanamaskar and various asanas.
- Perform meditation techniques.
- Realize the benefits of mudras and bandhas
- Assess the difference between the asanas and physical exercises.



**21MPTV0312 - PERSONALITY DEVELOPMENT**  
(2 Credit)

**OBJECTIVES :**

- Enable the students to understand the qualities of 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. 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.

**REFERENCES :**

1. *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.
2. *Personality Development, Hurlock, E.B, Tata McGraw Hill, New Delhi, 2006*
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*
5. *All about self-motivation, Pravesh Kumar, Goodwill Publishing House: New Delhi, 2005*

**LEARNING OUTCOME :**

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

### 21MPTV0313 - ADVERTISING (4 CREDIT)

#### OBJECTIVES:

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

**UNIT 1 :** Introduction to Advertising - principles - 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 – 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 – New media and Films .

#### REFERENCE

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

#### LEARNING OUTCOME:

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

**21MPTV0314 – ELEMENTS OF FILM**

(4 Credit)

**OBJECTIVES:**

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

**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 Kurusowa, Ingmar Bergman, Satyajit Ray, John Abraham, J.C Daniel.

**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

**LEARNING OUTCOME:**

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

**21MPTV0315 - DIGITAL VIDEOGRAPHY - THEORY**

(4 Credit)

**OBJECTIVES:**

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

**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 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 :** 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.

**REFERENCES :**

1. Peter Wells – *Digital video editing - A users guide, 2004*
2. R.Ramamurthy *The Fundamentals of Editing, Chennai, 1991*
3. Gerald Millerson *The Techniques of Lighting for Television and Motion Picture, Hasting House, New York, 1982*
4. *The Videomaker guide to video production 4<sup>th</sup> edition by Video Maker*
5. *Camcorder business start and operate by Geroqe A Gyure*

**LEARNING OUTCOME:**

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

**21MPTV0316 - BASICS OF ELECTRICAL & ELECTRONICS - PRACTICAL**  
*(4 Credit)*

**OBJECTIVES:**

- To acquire the basic knowledge of electrical and electronics.
- To understand the service of electrical and electronic devices

**PRACTICALS:**

1. To get familiar with Voltage, Current, Resistance, continuity and practice Multi-meter
2. To get familiar with appropriate wires and fuses for household / domestic applications
3. To practice Electrical Earthing and its importance
4. To practice a Series / Parallel connection for Batteries & Lights
5. To practice wiring connections and assemble the extension box
6. To practice the wiring circuit of a single-phase meter
7. To practice the wiring circuit of the Three-phase meter
8. To practice household wiring circuits in a living room
9. To get familiar with UPS and Generator provisions in household wiring
10. To practice the measurement of a resistor using colour code
11. To get familiar with diode, rectifier, regulator, capacitors, IC and Soldering & de-soldering
12. To practice speaker service and replacement of coil
13. To practice the assemble of mini amplifiers and troubleshooting
14. To practice mini-project with the use of relay, transistor, and sensors
15. To experiment a project on “Mini Radio Transmitter”

**LEARNING OUTCOME**

- Students acquire the basic knowledge of electrical and electronics.
- Students acquired the capacity of servicing electrical and electronic devices

---

---

**21MPTV0317 - VIDEO CAMERA OPERATION TECHNIQUES - PRACTICAL**

*(4 Credit)*

**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 identify the brand, model and features of the video camera
2. To familiar with video camera parts and operation keys
3. Exposure settings
4. White balance control
5. Focus and Depth of Field
6. The composition of different frame / shot and 180 degree rule
7. The Rule of third in Videography
8. To familiar with the menu and settings of the video camera
9. To practice assignment of settings for indoor and outdoor Videography
10. Movements and angles in Videography
11. The supporting system – tripod, jimmy jip, crane, steady cam.
12. Indoor/outdoor and bounce lighting arrangements.
13. Multi-camera operation and live mixing
14. Spot audio recording, familiar with microphones.
15. Types of Videography - events, interviews, discussion, advertisement.

**LEARNING OUTCOME :**

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

**21MPTV0318 - VIDEO EDITING - PRACTICAL**

(6 Credit)

**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

**PRACTICALS**

1. To know the various 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. Importing videos in to edit the application.
5. Editing with the timeline.
6. Editing techniques.
7. To insert video effects, transitions.
8. To practice title window.
9. Live mixing/editing.
10. Colour Correction
11. Motion graphics in video editing.
12. Audio track - mono/stereo.
13. Re-recording, sound effects and dubbing for video production.
14. Exporting the edited video files.
15. To be familiar with different types of video outputs/formats.

**LEARNING OUTCOME**

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

**21GTPU0001 - GANDHI'S LIFE, THOUGHT AND WORK**  
(2 Credits)

**OBJECTIVES :**

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

**UNIT 1: Gandhiji's Life in Brief:** Early Life and Childhood Days – Influences, Learning, Unlearning and Encountering Social Evils in India - London Exposure and Imprints - South African Adventure: Racial Discrimination, Transformation and Satyagraha - Struggle for Total Freedom in India - Martyrdom.

**UNIT 2: Concepts of Gandhiji's Philosophy:** Truth and Nonviolence, Ends and Means, Right and Duties, Simple Living and High Thinking.

**UNIT 3: Gandhiji's Concepts and their Applications:** Sarvodaya, Satyagraha, Santhi Sena and Constructive Work.

**UNIT 4: Gandhian Vision of Society:** Seven Social Sins - Communal Harmony, Removal of Untouchability and Gender Equality - Policies: Decentralization of Power, Panchayati Raj and Good Governance - Economics of Swadeshi, Trusteeship, Bread Labour and Self-Employment - Spirituality, Eleven Ashram Vows.

**UNIT 5: Gandhian Innovation in Education:** Basic Education (Nai Talim), Adult Education, Pluralism - Multi-lingualism, Religions and Inter-faith Relations- Health; Balanced and Healthy Diet, Nature Cure, Education on Health, Sanitation and Hygiene.

**REFERENCES :**

1. K. Gandhi: (2004), *Village Industries*, Navajivan Publishing House, Ahmadabad.
2. M.K. Gandhi: (1962), *Hind Swaraj or The Indian Home Rule*, Navajivan Publishing House, Ahmadabad.
3. Ahmadabad.
4. M.K. Gandhi: (2004), *Trusteeship*, Navajivan Publishing House, Ahmadabad.
5. M.K. Gandhi: (2001), *India of my Dreams*, Navajivan Publishing House, Ahmadabad.



**21MPTV0419 – ENTREPRENEURSHIP DEVELOPMENT**  
(4 Credit)

**OBJECTIVES**

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

**UNIT 1 :** Introduction to Entrepreneurship: Concept, Meaning, Definition, 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)

**REFERENCES :**

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

**LEARNING OUTCOME:**

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

**21MPTV0420 - MEDIA LAWS AND ETHICS**

(4 Credit)

**OBJECTIVES:**

- Enable the students to understand Media related Laws and Media Ethics.
- Enable the students to understand 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, Supreme Court Judgments, related to Article 19.

**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.

**UNIT 4 :** Ministry of Information and Broadcasting (MIB), Organizations under films wing of MIB, Cinematography Act, Digitization and Conditional Access System (CAS), Information Technology Act, Right to Information Act, Ministry of Electronics and Information Technology (MEITY), MEITY Business Rules,

**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)

**REFERENCES :**

1. *Media Ethics and Law*, Naval Prabhakar and Narendra Basu, Campus Books, International Arpan Publications, New Delhi, 2019
2. *Media Laws and Ethics – An Introduction to Legal and Ethical Issues in Journalism – Dr. Vartika Nanda*, Kanishka Publishers, New Delhi, 2018.
3. *Media law and ethics - M. Neelamalar*, PHI Learning Pvt. Ltd., 2009
4. *Censorship and Obscenity*, Rajeev Dhavan, Rowman & Littlefield Publisher, 1978

**LEARNING OUTCOME:**

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

**21MPTV0421 – SCRIPTWRITING FOR VIDEO PRODUCTION**

(4 Credit)

**OBJECTIVES**

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

**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 compere 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**

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

**LEARNING OUTCOME**

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

---

---

**21MPTV0422 – TELEVISION PRODUCTION - PRACTICAL**  
(4 Credit)

**OBJECTIVES:**

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

**PRACTICALS**

1. Picture transmission and reception
2. Pre-production aspects of the television programme
3. Selection of locations, Art Direction, indoors and outdoors
4. Lighting arrangements in outdoor/indoor programmes.
5. Production aspects of Television production.
6. News reading and Interviews for a Television production.
7. Standup programme for a Television production.
8. Produce Advertisement for Television
9. Educational programmes for a Television production.
10. Entertainment programmes for a Television production.
11. Documentary for a Television production.
12. Docudrama for a Television production.
13. Short films for a Television production.
14. Dubbing for a Television production.
15. Post-production aspects of Television production.

**LEARNING OUTCOME**

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

**21MPTV423 –VISUAL EFFECTS - PRACTICAL**  
*(4 Credit)*

**OBJECTIVES**

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

**PRACTICALS**

1. The configuration support for computer Graphic applications.
2. Installation and plug-ins of Graphics application.
3. Video Graphic designing applications.
4. Features of developing Graphic design.
5. Green matte/ chroma key effects.
6. To practice with VFX softwares
7. Menus and tools in the VFX softwares
8. Keying, stabilize particle and plugging effects.
9. Morphing, wire removing, Rotoscoping.
10. Motion Graphics, Rendering.
11. Movie Title Animation
12. Tracking infusion, stabilizing shaky footage, keying matte screen.
13. Audio insert, BGM scoring.
14. Useage of plug-ins, puppet animation, basic transform animation
15. Exporting techniques of Graphic design.

**LEARNING OUTCOME**

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

**21MPTV0424 - INPLANT TRAINING – II**  
(8 Credit)

**OBJECTIVE:**

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

Students have to undergo four weeks of 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, 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 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.	Behaviour	
4.	Involvement	10 marks
5.	Performance (completion of assigned work)	20 marks
6.	Contribution to the industry	20 marks
<b>Total</b>		<b>60 Marks</b>

**Course Teacher**

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

---

---

**21MPTV0525 –MEDIA MANAGEMENT**

(4 Credit)

**OBJECTIVES:**

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

**UNIT 1 :** Introduction to management – Definition, Functions of Management - Managerial Skills – Organizational Theories – Classical Theory, Scientific Management Theory, Administrative Theory, Bureaucratic Theory, Neo-Classical Theory, Modern theory.

**UNIT 2 :** The structure of media organizations - Structure of a Typical Newspaper/News Agency, Structure of a Typical Small Magazine, Structure of a Typical Radio Station, Structure of a Typical Television Station.

**UNIT 3 :** Media Economics – Introduction to Economics of Mass Media, Characteristics of Media Industries, The internet’s Effects on Media Economics, Digital Divide in a Global Economy, Globalization of Media, Cultural Imperialism.

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

**UNIT 5 :** Introduction to Events Management, Event management as a marketing tool, Concept of markets in events – Revenue and Non-revenue generating customers, segmentation and targeting of the markets for the event, writing an event proposal.

**REFERENCES**

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

**LEARNING OUTCOMES:**

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

### 21MPTV0526 – CUSTOMER RELATIONSHIP MANAGEMENT (4 Credit)

#### OBJECTIVE

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

**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

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. *The essence of Customer Relationship Management*, Balasubramaniyan. 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. Peru Mohamed, Vikas Publishing, New Delhi, 2002

#### LEARNING OUTCOME:

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



**21MPTV0527 - WEB DESIGNING – THEORY**

(4 Credit)

**OBJECTIVES**

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

**UNIT I :** Brief History of the Internet - LAN / WAN - What is World Wide Web - What is a website / Webpage - Web Standards – Blog / Vlog – Web contents – Search Engine – Web browsers.

**UNIT II :** Web Design Principles - Basic principles involved in developing a website - Five Golden rules of web designing - Designing navigation bar - Page design - Home Page Layout - Design Concept – Buttons – Header – Footer - Copyrights

**UNIT III :** Introduction to HTML - Elements of HTML - Introduction to CSS – Creating Style sheet – CSS Properties – CSS styling – CSS Id & Class – Padding – Margin – Border - CSS colour – Creating Page Layout and Site Designs

**UNIT IV :** 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 V :** Introduction to Web Publishing or Hosting - Creating the Web Site - Saving the site - Working on the web site - Creating web site structure - Creating Titles for web pages - Themes-Publishing websites.

**REFERENCES:**

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

**LEARNING OUTCOME:**

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

**21MPTV0528 – BASICS OF ANIMATION – THEORY**

*(4 Credit)*

**OBJECTIVES:**

- Enable the students to understand the basics of Animation
- Enable the students to Practice the media Pipeline

**UNIT 1:** Animation definition - Need for animation - History of animation - Uses of animation, Storyboarding in animation.

**UNIT 2:** Types of Animation – Basics of Traditional animation - Principles of animation - Special effects of animation

**UNIT 3:** Basics of 2d animation - Wrapping, Morphing, Twinning, Timing, Timeline-Scanning for animation - Onion Skinning – Project Folder - Library, Masking, Keying, Framing

**UNIT 4:** 3d Animation – Concepts - Types of 3d animation, Pipeline for 3d animation, Pipeline for 3d animation - Organic & Inorganic modelling in 3d animation, Character turn round, Character blueprint in 3d animation – Polygon – Mesh – Vector - Edge

**UNIT 5:** Stop motion, Motion Capture animation - Formats – Methods – Usages - Script for animation, and Concept development - Story developing- Audio and Video – Concepts - Atheistic for animation movie

**REFERENCE**

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

**LEARNING OUTCOME**

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

**21MPTV0529 - DIRECTOR OF PHOTOGRAPHY- PRACTICAL**  
(8 Credit)

**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.

**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 film making.
4. To practice high-key and low-key lighting to create a dramatic visual style.
5. 'Zone System' to set the proper exposure and to arrange highlights and shadows in a scene.
6. Various lighting moods for indoor day & night shoots.
7. Lighting moods for outdoor day & night shoots.
8. "Day for night shoot" in cinematography.
9. Special lighting effects such as fire and lightning etc
10. Lighting for miniatures.
11. Multi-camera setup in outdoor shooting.
12. Music video shoot
13. Green Matte shot in a variety of situations including moving shots.
14. Shooting with Jimmy jip and Drone
15. Visual style of various Film Genre

**LEARNING OUTCOMES:**

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

**21MPTV0530 - BASICS OF 2D & 3D ANIMATION - PRACTICAL**

*(6 Credit)*

**OBJECTIVES:**

- To understand the basics of 2D &3D Animations
- To apply the techniques in the Animation industry
- To solve practical problems in real-life situations.

**PRACTICALS**

1. To be familiar with the 2D and 3D animation applications.
2. 2D & 3D windows, menu bar, toolbar and options.
3. Drawing and Painting Tools in 2D
4. Basics of Action Script in 2D
5. Motion twine and shape twine in 2D
6. 2D animation for a logo, title, product Ad, Web Banners' with different formats
7. 3D objects using primitives- Create Geometry, Shapes, Control panel & modify tools.
8. Basic modelling –objects, props model
9. Lathe & loft Model - Flower Vase.
10. Spline modelling, NURBS, Patch, Extrude, Create Text
11. Different techniques in modelling- Boolean, object modifiers
12. Interior & exterior modelling, 3D Titling, a set model with texture
13. Material editor adding texture and shading, UVW map
14. 3point lighting technique's in the software camera.
15. To submit a Demo reel combining 2d and 3d concepts.

**LEARNING OUTCOMES**

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

## 21MPTV0631 - ADVANCED 3D ANIMATION - PRACTICAL (6 Credit)

### 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 Software applications
2. Practice the window, menu bar, toolbar and layer
3. Object modifiers for advanced 3d modelling
4. Moving Views and Manipulating Objects with the blueprint
5. Modeling with Polygons in blueprint
6. Modeling a Character-organic & In organic character
7. Game environment set modelling
8. Create and animating a Bouncing Ball
9. Light & texture the environment to the scene
10. To Create Eyebrows
11. Rigging for Character
12. To animate the character and combining the environment to create a scene
13. To create basic dynamics - Rain effect, Snow effect etc.
14. To get proper render for 3D animation with appropriate video types.
15. To export the 3D animation

### LEARNING OUTCOME

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

**21MPTV0632 - WEB DESIGNING - PRACTICAL**  
(6 Credit)

**OBJECTIVES**

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

**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. Hyperlinking of webpages
5. Basic text formatting
6. Webpage-Working with frames
7. Forms and buttons for validation
8. The syntax of cascading style sheet
9. Internal style sheet, Inline style sheet, and External Style Sheet
10. Background, Text, List and Font properties in CSS
11. Box model, Margin, Padding, Selectors in CSS
12. Basic arithmetic operations, arrays and functions in JavaScript
13. Event handling
14. Forms connectivity and validation in PHP & MySql
15. To design a webpage for real-time applications

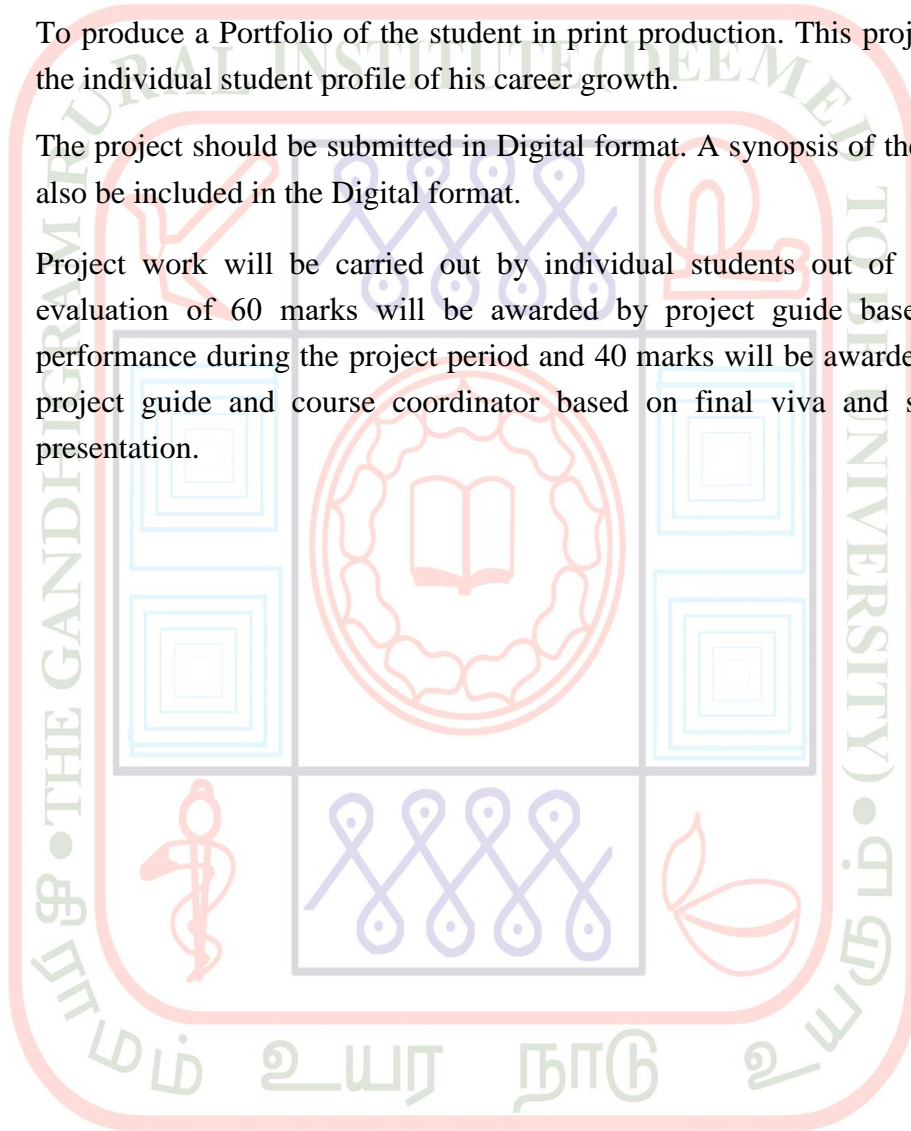
**LEARNING OUTCOME**

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

**21MPTV0633 - PRINT PRODUCTION - PROJECT**  
(4 Credit)

The project work will be in the following area:

- To produce a Portfolio of the student in print production. This project is related to the individual student profile of his career growth.
- The project should be submitted in Digital format. A synopsis of the project should also be included in the Digital format.
- Project work will be carried out by individual students 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 the project guide and course coordinator based on final viva and students project presentation.

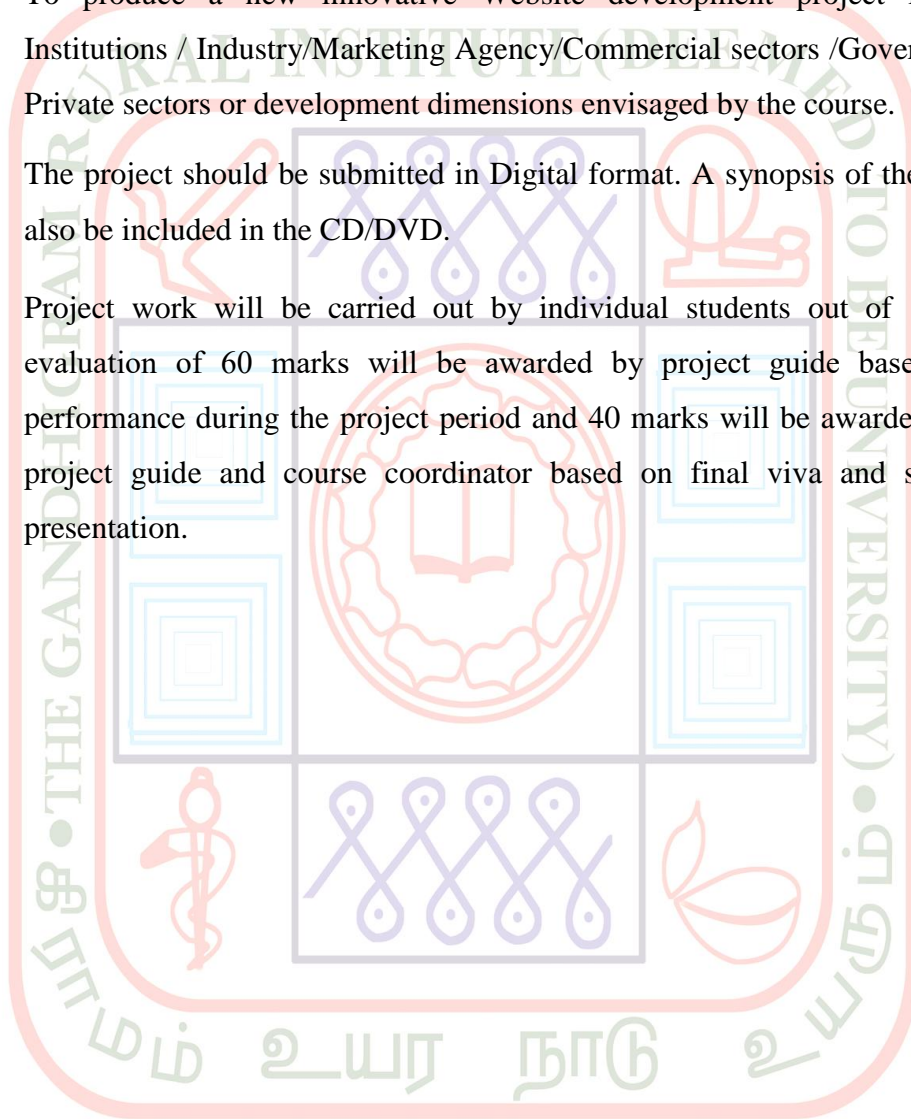


**21MPTV0634 - WEBPAGE DEVELOPMENT - PROJECT**

(4 Credit)

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 Digital format. A synopsis of the project should also be included in the CD/DVD.
- Project work will be carried out by individual students out of 100 marks, the evaluation of 60 marks will be awarded by project guide based on students' performance during the project period and 40 marks will be awarded jointly by the project guide and course coordinator based on final viva and students project presentation.





**21MPTV0635 - DIGITAL VISUAL PRODUCTION – PROJECT  
(10 CREDIT)**

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 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.

\*\*\*\*\*