



SINCE 1881

DEPARTMENT OF VISUAL COMMUNICATION

THE AMERICAN COLLEGE

MADURAI 625 002

M.Sc., SYLLABUS (2020 -2021)

DEPARTMENT OF VISUAL COMMUNICATION**Program for M.Sc., Visual Communication (SF) from 2020 series**

Sem.	Course Code	Course Title	Hr/week	Cr.	Marks
1	PGV4401	Basics of Visual Communication	6	4	80
1	PGV 4501	Corporate Communication	6	5	80
1	PGV 4403	Professional Photography	6	4	80
1	PGV 4405	Radio Production (Practical)	6	4	80
1	PGV 4407	Digital Graphic Design (Practical)	6	4	100
		Total	30	21	420
2	PGV 4402	Media Laws and Theories	6	4	80
2	PGV 4404	Contemporary Media Trends	6	4	80
2	PGV 4406	Film Semiotics	6	4	80
2	PGV 4408	Animation and Visual Effects (Practical)	6	4	80
2	PGV4502	Media Analysis	6	5	100
		Total	30	21	420
3	PGV5501	Media Broadcasting	6	5	100
3	PGV 5503	Writing for Media	6	5	100
3	PGV 5505	Communication Research Methods	6	5	100
3	PGV 5401	Editing Technology (Practical)	6	4	80
3	PGV 5507	Theatre Forms	6	5	100
		Total	30	24	480
4	PGV5602	Project	10	6	120
4	PGV 5604	Pre –Internship	5	6	120
4	PGV 5606	Internship	5	6	120
4	PGV 5608	Post Internship	10	6	120
		Total	30	24	480

Programme Specific Outcomes (PSOs) for M.Sc., Visual Communication

On completion of the program, the Postgraduates of Visual Communication will be able to

1. Communicate in visual forms by adopting the concepts, designs, methods, models, theories and techniques of visual communication
2. Contribute knowledge, understanding and skills in corporate communication in connection with advertising, publicity, public relations, market management and corporate social responsibility
3. Utilize theories, ethics, laws, analytical techniques and analytical applications of media with social, cultural, ethical and legal responsibility for the betterment of society
4. Evaluate the status, trends, challenges, opportunities and impacts of new media, multimedia and social media
5. Employ individuality, competency and creativity in writing for media, designing for media research, writing research report, providing different theoretical approaches of films and applying applied concepts in film analyses
6. Assimilate technical skills in various domains of visual communication with contemporary command in the subject
7. Perform in media field for media production, media management and media education through industrial internship programme
8. Practice in media industry as photographer, videographer, animator, web designer, app creator, set designer, layout designer, script writer, proofreader, editor, sound engineer, costume designer, theatre artist, short film maker, documentary maker, cinematographer, assistant director, film critic and other media related personals
9. Pursue higher studies or employ entrepreneurial skills in advertising, editing, animation, visual communication and other multidisciplinary courses
10. Explore, educate and equip by themselves in this media centered century

Mapping of Course Outcomes (COs) with Programme Specific Outcomes (PSOs)

Courses	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
PGV4401	✓		✓		✓	✓	✓		✓	
PGV 4501	✓	✓		✓		✓			✓	
PGV 4403	✓		✓			✓		✓		
PGV 4405		✓		✓	✓	✓		✓	✓	
PGV 4407	✓	✓	✓		✓			✓		✓
PGV 4402	✓		✓	✓		✓		✓		
PGV 4404		✓	✓		✓	✓		✓	✓	✓
PGV 4406	✓			✓		✓		✓		✓
PGV 4408		✓		✓		✓		✓		
PGV4502	✓				✓		✓			✓
PGV5501		✓		✓		✓		✓	✓	
PGV 5503		✓		✓		✓		✓		✓
PGV 5505	✓		✓		✓			✓	✓	
PGV 5401	✓		✓		✓			✓		
PGV 5507		✓		✓		✓		✓	✓	
PGV5602		✓		✓		✓		✓		✓
PGV 5604	✓	✓	✓		✓		✓	✓	✓	
PGV 5606		✓	✓	✓	✓		✓		✓	
PGV 5608	✓			✓		✓		✓		✓

Mapping of Programme Specific Outcomes (PSOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO1	✓	✓		✓	✓			✓	✓	
PSO2	✓		✓	✓		✓		✓	✓	
PSO3	✓	✓	✓		✓		✓			✓
PSO4	✓	✓		✓	✓		✓		✓	
PSO5	✓	✓	✓	✓			✓			✓
PSO6		✓	✓		✓			✓	✓	✓
PSO7	✓	✓	✓		✓	✓	✓			
PSO8	✓		✓	✓	✓		✓	✓		
PSO9	✓			✓		✓	✓		✓	✓
PSO10		✓	✓		✓		✓	✓	✓	

PGV 4401

Basics of Visual Communication

6 Hours / 4 Credits

Course Objectives:

This course is designed to introduce the basic concepts of visual communication. It is also designed to focus the usage of communication processes, models of communication and body language. It is as well designed to improve the quality of interpersonal communication in a variety of contexts such as in relationships, groups, organizations, public settings and diverse cultures.

Course Outcomes:

At the end of the course, the students will be able to:

- i. Recognize the importance of communication in social life
- ii. Explain the process and models of communication
- iii. Use color psychology and theory in communication
- iv. Differentiate the verbal and non verbal level of communication
- v. Create the skills of perception and sensation

Unit I

Communication: Definition and Scope -Elements of Communication -Importance of Communication - Types of communication -Functions of Communication - Verbal and Non-verbal Communication -Emerging trends in Communication **13 Hrs**

Unit II

Communication process: Sources, Message, Channel, Receiver and Feedback - Noise: Types of noise - Encoding and decoding process -SMCR Model - Lass well model - Shannon and Weaver Model - Wilbur Schramm model - Osgood Model - Helical Dances model - Aristotle model - George Gerbner Model -Body Language **18 Hrs**

Unit III

Principles of Visual and Sensory Perceptions: Gestalt Theory - Color psychology - Definition, Optical / Visual Illusions –Theory (Some aspects) - Design and concept development process - Source of concept, Process of developing ideas - Verbal, visual, combination and thematic, visual thinking, associative techniques, materials, tools, design execution, and presentation

20Hrs

Unit IV

Semiotics: Definition, Nature and Scope, Objects of Semiotics - Defining the Sign, Structural Properties, Types of Signs, Nonverbal Communication, General Features of Signs, Six Species of Signs, Signal - Study of the Verbal Sign, Verbal and Nonverbal Sign **15Hrs**

Unit V

Perception and Sensation Process - Selection, Organization, Interpretation, Influences on Perception, Sensation -Cognitive abilities, Social roles and cultural factors, Guidelines for developing skill in perceiving **16Hrs**

Text Books:

1. Seema Hasan, 2016, Mass Communication Principles and Concepts, CBS Publishers and Distributors PVT Ltd, New Delhi, India
2. Keval .J. Kumar, 2013, Mass Communication in India, Jaico Publishing House, Mumbai, India

Reference Books

1. Denis Mcquail, 2011, Mass Communication Theory (Sixth edition), Sage Publications Ltd, New Delhi, India
2. Susan.B.James, 2017, An Introduction to Visual Communication, Peter Lang Publications, Oxford, USA
3. Shukla,S.K., 2006, Mass media and Communication, Cybertech Publishing, New Delhi, India
4. Seetharam K.S., 1991, Communication and culture -A world view, McGraw Hill, New Delhi, India

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2	3		5	
CO 3			3	4		6
CO 4				4	5	6
CO 5			3		5	6

Mean: 4.14

Course Objectives:

This course aims at introducing the basic concepts of communication. It also aims at focusing the importance of communication in corporate sector. It as well aims at concentrating the concepts of public relations, advertising and crisis communication.

Learning Outcomes:**At the end of the course the students will be able to:**

- i. Understand the basic concepts of communication
- ii. Describe the effects of advertisement
- iii. Analyze the public relation tools and campaign process
- iv. Compare the corporate communication strategies of different organization
- v. Create a campaign for an organization for efficient corporate dealing

Unit I

Communication: Types, Modes, Channels of Communication- Structure of an Organization, Organizational Communication - Corporate Communication - Nature and Scope- Elements of Public Relations- Corporate Communications as a management tool **13Hrs**

Unit II

Introduction to Advertising: Meaning, Types, Functions and Scopes - Social and Economic Impacts of advertising- Brand promotion, USP, Brand positioning- Advertising agency and its role- Social Marketing- Marketing Management- Public Service Advertising- Direct marketing, Public affairs- Lobbying **16Hrs**

Unit III

Publicity: Propaganda- Sales Promotion- Tools of Public Relations- Writing Press Release- House Journals -Publics-Internal and External- Organizing a Campaign- Corporate Communicator- Role and Qualities-Ethics of Public Relations **15Hrs**

Unit IV

Public Relations in private and public sectors - Public relations in Non-Government and voluntary organizations- Investor and Relation with Public Organizations - Ministry of Information Broadcasting - Press Information Bureau (PIB)- Press Conference- All India Radio- Doordarshan **20Hrs**

Unit V

Corporate Identity: Corporate strategies- Crisis Management- Case Studies of Crisis in an organization- Corporate Social Responsibility (CSR) - Changing Business Scenario - New Trends in Corporate Communication- Laws and ethics in PR - PRSI code- Code of Athens

18Hrs

Text Books:

1. Pragyan Rath, Shalini & Debankita Ray, 2018, Corporate Communication, Cengage Learning India Private Ltd
2. Jethwaney J, 2010, Corporate Communication: Principles & Practices, Oxford University Press, India

Reference Books:

1. Asha Kaul, 2000, Business Communication, Prentice Hall of India, New Delhi, India
2. Paul A. Argenti, Corporate Communication, Sixth Edition, McGraw Hill, New Delhi
3. Gupta Ruchi, 2012, Advertising Principles and Practice, S.Chand & Company Ltd, New Delhi, India
4. Kotler Philip, 1997, Marketing Management, Ninth Edition, Prentice Hall of India, New Delhi, India
5. Rayudu, C.S., 1997, Media and Communication Management, Tenth Edition, Himalaya Publishing House, Mumbai, India
6. Sailesh Sengupta, 2005, Management of Public Relations and Communication, Vikas Publishing House, Chennai, India

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1				4	5	
CO 2		2	3			6
CO 3		2	3	4	5	
CO 4			3	4	5	6
CO 5			3		5	6

Mean: 4.12

Course Objectives:

This course is designed to train the students in the field of photography. It is also designed to provide the applications of lighting, filters, pixels, resolution and composition in photography. It is as well designed to provide the applied concepts of photography for their usage in various fields and photo manipulation.

Course Outcomes:**At the end of the course the students will be able to:**

- i. Understand the functions, working methods and applications of DSLR camera
- ii. Compare the effects of shutter speed, aperture, ISO and depth of focus in photographs
- iii. Analyze types of shots required for scenes
- iv. Evaluate the essential requirements for photography
- v. Create photographs in adherence with photographic laws

Unit I

Introduction to camera: Types of camera, Digital camera, SLR, DSLR and Camcorders - Focusing -Aperture, Shutter speed, ISO, Depth of field, Depth of focus and Exposure Components of Camera - Lenses, Light meters, Filters, Flashes and accessories - Digital Photography -Digital Camera Functions and techniques, computer aided application and creativity

18Hrs**Unit II**

Principles and Fundamentals of Photography: Need for the light in Photography - Light sources - Natural light, Sunlight, Moon light, Ambient Light, Artificial Light sources, Flood light, Spot light and Halogen light photography - Visual Art - Visualization - Principles of visualization - Composition - Golden mean - Centre of interest - Horizon -Effect of direction - Understanding exposure and lighting techniques -Indoor and outdoor

20 Hrs**Unit III**

Shots - Subjective angles, Objective angles, Point of view angles, Close-up, Extreme close-up, close shot, TV close shot, mid shot, mid long shot, long shot, full shot - Fixing master shot and cut shots - Over the shoulder shot, Imaginary line, Shot continuity

14 Hrs

Unit IV

Lens -Choice of angle, depth of field and angle of coverage -Micro and Macro lens -Micro zoom, Macro zoom, Height of the camera, Eye level, Low angle, High angle, Top angle, Bird eye view, Point of view, Warm view, Camera angle for mood and Camera angle for emotion

15 Hrs

Unit V

Photography law -Photographs as evidence, Ownership of photography, Digital images and snap shots of illegal act - Court room rules -Libel and photography - New digital dilemma -Legal consequences and remedies

15 Hrs

Text Books:

1. Grant Scott, 2015, Essential Student Guide to Professional Photography, Brown Owl Press, UK
2. Marc Newton, 2018, The Complete guide to Photography, Paber back Press, Missouri

Reference Books:

1. DSLR for Beginners, 2015, Well Being Publishing House, Kindle Edition
2. Al Judge, 2014, Understanding DSLR Lenses, Subtle Vision Media, Kindle Edition
3. Al Judge, 2013, The Art of Photography, Subtle Vision Media, Kindle Edition
4. Al Judge, 2014, Mastering Digital Cameras, Subtle Vision Media, Second Edition
5. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press, USA
6. Mitchell Bearley, John Hedgeese's new introductory photography course, Reed consumer books Ltd, London, 1998.

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2			5	
CO 2		2	3	4	5	6
CO 3		2	3	4	5	6
CO 4			3	4		6
CO 5			3		5	6

Mean: 4.11

PGV4405

Radio Programme Production

6 Hours/4Credits

Course Objectives:

This course is designed to provide the theoretical and experimental aspects of radio programme production. It is also designed to provide the contents on radio journalism, radio formats and radio techniques. It is as well designed to provide hands on experience in writing of scripts, recording, dubbing and editing in the production processes.

Course Outcomes:

At the end of the course the students will be able to:

- i. Recognize the radio programmes, broadcast formats and techniques
- ii. Identify the works of production in field, studio and studio console
- iii. Apply the skills to write scripts for all radio programs
- iv. Analyze the different stages of radio production
- v. Create audio broadcasting programmes

Unit I

Introduction to Radio Journalism: Radio programme production process and techniques - Different aspects of sound recording -Types of microphones and their uses -Field recording skills - Radio feature production - Radio documentary production - Studio chain - Live studio broadcast with multiple sources -News production - Broadcast Formats - Public service advertisements -Jingles - Radio magazine -Interview - Talk Show -Discussion -Feature - Community radio - Broadcast Production Techniques **18 Hrs**

Unit II

Radio Formats and Techniques : Usage of sound bites and actualities - Spacebridge with field sources of news - Studio production of radio newsreel and current affairs programmes - Formats of radio programmes - Interviews -Studio discussions -Phone-in programmes -O.B. production of Sporting and Mega events –Working in Production Control Room and Studio: Types and functions, Acoustics, Input and output chain - Studio console - Recording and mixing

20 Hrs

Unit III

Writing for Radio: Writing in spoken language pattern - Writing for radio commercials - Illustrating copy with sound effects - News writing - Structuring radio copy - Editing agency copy - Reporter's copy - Compiling radio news programmes - Writing intro to bites - Writing headlines, Teasers and Promos **15 Hrs**

Unit IV

Stages of Radio Production: Pre-Production (Idea, research, Radio script) - Creative use of Sound - Listening - Recording - Post-Production -Editing - Creative use of Sound Editing - Production process **14 Hrs**

Unit V

Voice Training: Effective use of voice -Enunciation - Flow - Pronunciation - Modulation - On-line interview techniques - Moderating skills for radio discussion programmes - Handling interactive live transmission **15 Hrs**

Text Books:

1. Robert Mc Leish, 2005, Radio Production, Fifth Edition, Focal Press, United States
2. Stewart, P., and Alexander, R., 2016, Broadcast Journalism, Techniques of Radio and Television News (Seventh Edition), Routledge Publisher, London, United Kingdom

Reference Books:

1. Carl Hausman, Fritz Messere, Philip Benoit and Lewis O' Donnell, 2012, Modern Radio Production-Production, Programming and Performance (Ninth Edition), Wadsworth Series, London, United Kingdom
2. Broussard, E. J., and Holgate, J. J. 1982, Broadcast News. MacMillan Publishing Company, Chennai, India
3. Mcleish Robert, 1994, Radio Production-A Manual for Broadcasters. Wadsworth Series, London, United Kingdom
4. Carl Hausman, Fritz Messere, Philip Benoit and Lewis O' Donnell, 2001, Announcing: Broadcast communication Today, Wadsworth Series, London, United Kingdom

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2			5	
CO 2			3	4	5	6
CO 3			3	4	5	6
CO 4			3	4		6
CO 5			3	4	5	6

Mean: 4.13

PGV 4407

Digital Graphic Design

6 Hours/4Credits

Course Objectives:

This course aims at providing applied concepts on digital graphic design. It also aims at providing hands on training in designing visiting cards, invitations, layouts of poster, advertisements, newspapers and magazines. It also aims at providing hands on training in multimedia tools for developing logo designs, posters, web pages, web Ads and digital art.

Course Outcomes:

At the end of the course the students will be able to:

- i. Recognize the design software and usage of software
- ii. Identify the applications of software for specific functions
- iii. Explain the elements, principles and aesthetics of design
- iv. Analyze the dynamics of color, composition and clarity of graphic design outputs
- v. Create print ads, digital arts, pamphlets, magazines, booklets and web

Unit I

Introduction of Graphics: Design software - Interface of software - Dynamic Design Tool - Digital Designing works - Front-Page design - Making Clipart - Tracing techniques **15Hrs**

Unit II

Creating Dynamic Outputs: Design and making of Logo- Business cards - Banners and Posters – Usage of shapes and lines to complete digital works - Digital Painting and Vector Design **14 Hrs**

Unit III

Design Principles and Text: Vector Art Design Principles - Flier Design - Working with Text - Color and Graphics and Layout - Handling Page Elements - Multiple Pages - Typography for any digital work like brochures - Pamphlets **20 Hrs**

Unit IV

Title Design and Animation Character design: Creating cartoon characters with color and shades - Character preparation in animation - Compositing of images - Making of Print ads - Title Design - Graphic Filters **18 Hrs**

Unit V

Booklet Making: Creating booklets - Magazines - Catalogs and Prospectus by using Photo placing and Page alignment - Page setting and Wrapper design - Page setting for printing - Color processing and printing process **15 Hrs**

Text Books:

1. Bob Gordon & Maggie Gorden, 2005, Complete Guide to Digital Graphics, Paperback, United States
2. Robert Bring Hurst, 2013, The Elements of Typographic Style: Version 4.0, Hartley and Marks Publishers, Canada.

Reference Books:

1. Adrian Shaughnessy, 2013, How to Be a Graphic Designer without Losing Your Soul, Princeton Architectural Press, New York, USA.
2. Susan M. Weinschenk, 2014, 100 Things Every Designer Needs to Know about People, New Riders Publishing, San Francisco, USA.
3. David Airey, 2013, Logo Design Love: A Guide to Creating Iconic Brand Identities, 2013, Adams Media, UK.
4. Austin Kleon, 2014, Show Your Work: 10 Ways to Share Your Creativity and Get Discovered, Workman Publishing Company, USA.

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2				
CO 2		2		4	5	
CO 3			3	4	5	6
CO 4			3	4	5	6
CO 5			3	4	5	6

Mean: 4.18

PGV 4402

Media Laws and Theories

6 Hours / 4 Credits

Course Objectives:

This course intends to provide applied concepts of media laws, ethics and theories. It also intends to focus on the availability, accessibility and practice of different acts and ethics in media. In addition, it intends to concentrate on contemporary concepts of normative theories of mass media, general theories of media and general theories of society

Learning Outcomes:

At the end of the course the students will be able to:

- i. Recognize the applied concepts of laws, ethics and theories of media
- ii. Identify the fundamental rights and code of ethics of different media
- iii. Explain the ethics in advertising, broadcasting and public relations
- iv. Analyze the different theories of communication
- v. Create database on short and long term effects of media

Unit I

Fundamental Rights - Right to Information - Freedom of Press - Contempt of Court - Defamation - Libel and Slander - Press and Registration of Books Act - Indian Telegraphy Act - Copy right Act - Official Secrets Act - Indecent Representation of Women (Prohibition) Act - Indian Penal Code - Press Council **18Hrs**

Unit II

Ethics of Advertising and Public Relations - Ethics in Advertising - ASCI (Advertising Standards council of India) Code - Ethics of Public Relations - Code of ethics for Radio, TV and Cinema - Chanda Committee - Verghese Committee - Ethics of Broadcasting - CBFC - Film Censorship -Prasar Bharathi -Vividh Bharathi - Joshi Committee - Broadcast Regulation Bill - Cable TV Act **20Hrs**

Unit III

Internet -Information Super Highway - Convergence of Media - Cyber Laws - Information Technology legislation - Right to Information - Obscenity - Plagiarism -Media Council and Media Ombudsmen in the world **16Hrs**

Unit IV

Normative theories of Mass media: Authoritarian theory - Libertarian theory - Social Responsibility theory - Soviet Communist theory - Development media theory - Democratic participant media theory - Functionalist theory - Political Economic theory - Development theory - Information theory and cultural theory **15 Hrs**

Unit V

Media effects - Comstock model - Long term and short-term effects - Media audience - Types of audience - Audience positioning - Audience Research **13Hrs**

Text Books:

1. Dennis Mc Quail, 2010, Mass Communication Theory, Sixth Edition, Sage Publication, New Delhi, India
2. Neela Malar, 2010, Media Laws & Ethics, PHI Learning PVT Ltd, New Delhi, India

Reference Books:

1. Stanley J.Baren, 1999, Introduction to Mass Communication, Mayfield Publications, London, UK
2. Yashada, Right to Information Act 2005, 2006, Tata McGraw- Hill Publishing Company Limited, New Delhi
3. Paranjoy Guha Thakurta, Media Ethics, 2012, Oxford University Press, New Delhi
4. Shweta Jaswal Vikram Singh Jaswal, Cyber Crime and Information Technology Act 2000, 2014, Oxford University Press, New Delhi
5. Kant Mani, A Practical Approach to Cyber Laws, 2017, Kamal Publishers, New Delhi

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2			5	
CO 3			3	4		6
CO 4			3	4	5	6
CO 5			3	4	5	6

Mean: 4.13

PGV 4404

Contemporary Media Trends

6 Hours / 4 Credits

Course Objectives:

This course is aimed at providing trends of media in society. It is also aimed at providing role, characteristics and impacts of new media, multimedia, social media and social networking in society. In addition, it is aimed at providing the responsibility of media in social issues.

Learning Outcomes:

At the end of the course the students will be able to:

- i. Recognize the usage of media in day to day life
- ii. Identify media for its everyday applications
- iii. Analyze the trends of traditional media and new media
- iv. Apply social media and analyze its effects
- v. Create the responsibility of media on social issues

Unit I

Media in everyday life: Characteristics of TV - Newspapers, Radio, Internet as a mass medium - Introduction to New Media - Characteristics of New Media - Traditional Vs. New media - New Media and Convergence - Blogging and Twittering - Citizen Journalism **14Hrs**

Unit II

Multimedia: Multimedia Elements - Multimedia Systems - Multimedia Systems Architecture - Digital Signal Processing - Multimedia File Formats - Internet Technology - Overview of OSI model - History of World Wide Web - Web Documents - Web Servers, Browsers and Web Spiders - Search Engines and Applications - Active Server Pages - Personal Home Pages **15 Hrs**

Unit III

New Media: Introduction - Characteristics - Visual Culture - New Media Technology - Communication Revolution - New Media Vs Old Media - E-Governance Process - Social and Legal Frameworks - Social Networking - Types of social networking - Characteristics of social networking - Positive and negative factors of social networking - Social networking and its impacts on youths **18 Hrs**

Unit IV

Social Media: Concepts -Types -Characteristics and Roles of Social Media - Evolution of Social Media - Attributes of Social Media - Blog - Social Networks - Content Sharing Communities - Wikis -Tweeters - Book Marking - Podcasts - Impact of Social Media **15 Hrs**

Unit V

Media and Social Issues: Problems of Girl child and Women, LGBT Movement - Violence against Women - Rights of Children and Adolescents -UNCRC - Child Labor - Exploitation of Children and Reform Process - Protection of Children against Sexual offences - Reflection of the issues in Media **20 Hrs**

Text Books:

1. Keval. J.Kumar, 2013, Mass Communication in India, Jaico Publishing House, Mumbai, India
2. Seema Hasan, 2016, Mass Communication: Principles and Concepts, CBS Publishers Distributors and PVT Ltd, New Delhi, India

Reference Books:

1. Denis Mcquail, 2011, Mass Communication Theory (Sixth edition), Sage Publications Ltd, New Delhi, India
2. Graham Meikle, Sherman Young, 2012, Media Convergence: Networked Digital Media in Everyday Life, Red Globe Press, New Delhi, India
3. Campbell, Richard and Martin, Christopher R., 2015, Media & Culture: Mass Communication in a Digital Age, Bedford/St. Martin's, New Delhi, India
4. S. Guruswamy, 2009, Human Rights and Gender Justice, APH Publishers Pvt. Ltd, New Delhi, India
5. Mcquail, Denis and Windahl, Sven, 1993, Communication Models for the Study of Mass Communications, Routledge Publisher, London

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2	3	4	5	6
CO 3			3		5	6
CO 4				4		6
CO 5			3	4	5	6

Mean: 4.18

Course Objectives:

This course is designed to provide applied concepts on semiotics, films and film analyses. It is also designed to provide different theoretical approaches of films. It is as well designed to provide disparate analyses and divergent approaches of scholars to cinema.

Course Outcomes:**At the end of the course the students will be able to:**

- i. Recognize the applied concepts of Semiotics
- ii. Identify the narratives and their usages
- iii. Explain the theories and their patterns of analysis
- iv. Apply different analysis on films
- v. Create classic films using the techniques

Unit I

Semiotics: History of Semiotics - Usage of Signs in Films - Denotation and Connotation - Enigma code - Connotative code – Action code - Symbolic code - Cultural code - Filmic Semantics - Cinematographic Connotation and Denotation - Semiotics of Filmic Perception - Semiotics of Filmic Montage - Semiotics of Moving Camera - Semiotics of Filmic Sound - Semiotics of Filmic Movement, Time and Space - Subjectivity and Objectivity - Signifier and Signified - Relevance of Semiotics in Media

18Hrs**Unit II**

Introduction to Cinema - Cinema and Society -Screenplay - Story - Plot - Screen Duration - Structure -Beginning, Middle and End - Characterization - Character functions - Restricted and Unrestricted Narration - Open and Closed Narrative - Linear and Non Linear Narrative - Voice over - Objective and Subjective Narrative - Alterative Narratives - Structuralist Approaches to Narrative - Narrative Codes - New Forms of Spectatorship

16Hrs**Unit III**

Theoretical Approaches: Marxist Theory - Post Structuralism - Social Apparatus Theory – Miscen - Scene - Montage - Colonialism - Post colonialism - Surrealism - Colonialism - Post-Modern - Modern - Feminist Theory - Queer Theory - Film Theory - Form and Function - Film Analysis - Auteur Theory - Role of Cahiers Du Cinema – Effects of Auteur -Apparatus Theory - Formalist Theory and Psychoanalytical Theory of Films

15Hrs

Unit IV

Types of analysis: Syntagmatic - Paradigmatic - Content Analysis - Sociological Aspects- Gender, Caste, Sex portrayal - Uses and Gratification theory - Digital Aesthetics - Music and Choreography - Film Genre - Advent and Popularity of Web Series - Cinema in Digital era - Trends in Contemporary Indian Cinema **13Hrs**

Unit V

Scholars' Approaches to Cinema: Study of Classic Films -Contributions of D. W. Griffith, Alfred Hitchcock, Francois Truffaut and Jean Du Godard - Deleuzian Filmic Semiotics - Metzian Filmic Semiotics - Films for Viewing: The Birth of a Nation (1915),Vertigo (1958), Psycho (1960), Breathless (1960), Grease (1978),The Dollar Trilogy, Face Off (1997), No Country for Old Men (2007). Semiotics of the Film Seven (David Fincher; 1995) **20Hrs**

Text Books:

1. Johannes Ehrar P., 2004, Cinema and Semiotic: Film Aesthetics, Narration and Representation, University of Toronto Press, Canada
2. Metz, Christian, 1990, Film Language: A Semiotics of the Cinema. University of Chicago, Chicago, United States of America

Reference Books:

1. Miry, Jean and Christopher King, 2000, The Semiotics and the Analysis of Film, Indiana University Press, Indiana
2. Wollen, Peter, 1973, Signs and Meanings in the Cinema. Indiana University Press, Indiana
3. Andrew, Dudley. 1976, The Major Film Theories: An Introduction, Oxford University Press, Oxford
4. Boggs, Joseph M. & Petrie, Dennis W., 2008, The Art of Watching Films, Seventh Edition, McGraw-Hill, New York

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2	3	4	5	
CO 3			3		5	6
CO 4				4	5	6
CO 5			3	4	5	6

Mean: 4.18

PGV 4408

Animation and Visual Effects

6 Hours / 4Credits

Course Objectives:

This course aims at providing the applied techniques of interior design and decor, animation, TV graphics, set design and 3D presentations. It also aims at providing practical practices Modeling, Texturing, Lighting, Rendering, Tracking, 2D and 3D compositing and Rotoscopy. It as well aims at providing practical practices of 3D Set Modeling, Human Modeling and Automotive.

Course Outcomes:

At the end of the course the students will be able to:

- i. Recognize the applied techniques of animation
- ii. Identify the specific functions of animation software
- iii. Explain the usage of light, render and composite
- iv. Analyze the visualization effects in 2D and 3D animation
- v. Create the moving objects

Unit I

Introduction to 2D Animation - Apple Final Cut Pro-Character Modeling - Rigging - Video Editing and Compositing - 2D Compositing¹⁰ Rotoscopy - Green Matte Removal - Matte Extraction - 2D Tracking - 2D Title Animation - Video Manipulation - Color Correction - Color Grading and Wire Removal and Image Composition **18Hrs**

Unit II

Basics of 3D Pipeline - Digital Methodologies - Lighting and Texturing - Media Encoder - Introduction to 3D Software and Interfaces - Polygon Model - Nubs Model - Inorganic Model and Organic Model - Texturing - Creating Bump and Reflection Maps from Bitmap - Material preparation - UV Unwrapping **15Hrs**

Unit III

3D Animation and Dynamics - Basics of Character Animation - Title Animation - Experiment on Principle of Animation - Logo Formation - Concept of Key Frames - Particle of Animation in Dynamics and Cloth Stimulations - Keying- Portfolio Developments – Rotoscopy - Render Layer - Movie Merchandising **14 Hrs**

Unit IV

Lighting and Rendering - 3D Lights - Ambient, Spot, Point, Direction and Sky light in Photometric and Standard Systems - Shadow Pass and Reflection Pass - 3D Rendering - Adding a Camera - Using Multiple Viewports to Position the Camera - Rendering Still Images - Animating the Camera Movement - Lighting - Rendering and Composition - Animation – Modeling - Matte painting- Compositing **20 Hrs**

Unit V

Importing 3D Rendered Footage - Adding Multiple Pass -Depth Map - Working 3D Camera in Compositing -3D Tracking - Adding Filter to Text and Logo Animation - Particle and Emitter in Compositing Software - Colour Matching - Exporting Video Output Formats - Special Effects: Match Move(motion tracking) - FX Simulation - Fire - Water - Explosions - Cloth-Hair **15 Hrs**

Text Books:

1. Sham Tickoo, Autodesk Maya 2020: A Complete Guide, 12th Edition
2. Sham Tickoo, The Foundry Nuke x7 for Compositors

Reference Books:

1. Routledge, 2016, Masters of Visual Effects: Behind the scenes with Geniuses of Visual and Special Effects, Ian Failes.
2. Kelly L. Murdock, 2017, Autodesk Maya 2018: Basics Guide, SDC Publications.
3. Chris legaspi, 2015, Anatomy for 3D artist: The Essentials Guide for Computer Graphics professionals, 3D total publishing.
4. Lee Lanier, 2015, Compositing Visual Effects in After Effects: Essential Techniques, Routledge Publisher, London
5. Lee Lanier, 2014, Creating Visual Effects in Maya: Fire, Water, Debris, and Destruction, RoutledgePublisher, London
6. Kelly L. Murdock , 2015, Autodesk 3ds Max, Basics Guide, SDC Publications

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2			5	
CO 3			3	4		6
CO 4			3	4	5	6
CO 5			3	4	5	6

Mean: 4.13

PGV 4502

Media Analysis

6 Hours / 5 Credits

Course Objectives:

This course is designed to provide fundamental concepts of media analysis. It is also designed to provide the applied concepts of print, electronic and social media. It is as well designed to provide disparate analyses on contents, audience and impacts of media

Learning Outcomes:

At the end of the course the students will be able to:

- i. Recognize basic concepts of media analysis, its importance and its purpose
- ii. Explain analytical techniques used in print media
- iii. Apply content analysis method to get audience response on radio and TV
- iv. Make comparison among different analytical techniques
- v. Create the content and disseminate in social media

Unit I

Media : Definition - Types of media - Importance, uses and purpose of media analysis - Structure of media - Methods and tools used for media analysis - Media monitoring - Audience study

15 Hrs

Unit II

Print media: Definition - Types of print media - Structure and Departmental activities in print media - Content analysis – Definition of content analysis - Content analysis in print media - Types of content in print media - Discourse analysis: Definition – Discourse analysis in print media - Media analysis vs Media circulation - Audience analysis in print media **20 Hrs**

Unit III

Radio : Definition - AM vs FM -FM Vs AIR - Genres in radio - Content analysis in FM and AIR - Methods and tools used for content analysis - SWOT analysis - Audience analysis in radio - Audience response

15 Hrs

Unit IV

Television: Introduction - Structure of television medium – Content analysis vs. Discourse analysis in television medium - Impact of content among society - SWOT analysis - Audience analysis - Audience participation **18 Hrs**

Unit V

Social media: Definition - Types of social media - Impact of social media – Types of audience – Content dissemination in social media - Impact of social media on youth and children **14 Hrs**

Text Books:

1. Arthur Asa Berger, 2012, Media Analysis Techniques, Sage Publications, New Delhi, India
2. Gillian Rose, 2012, Visual Methodology, Sage Publications India Pvt. Ltd., New Delhi, India

Reference Books:

1. Marcell Denesi, 2004, Messages, Signs and Meanings, Canadian Scholars Press Inc. Torond, Canada
2. KuntherKress, 2006, Reading Images: The Grammar of Visual Design, Routledge, New York, USA
3. Monaco, 2009, How to read a film: Movies Media and Beyond (Fourth Edition), Oxford University Press, New York, USA

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2			5	
CO 3			3	4	5	6
CO 4			3	4	5	6
CO 5			3	4	5	6

Mean: 4.18

Course Objectives:

This course aims at introducing the basic concepts of mass media broadcasting. It also aims at focusing the techniques required to produce contents and technology involved in their broadcasting in media. It as well aims at concentrating the contemporary concepts in connection with Radio, Television, Film, New Media and OTT platforms.

Course Outcomes:**At the end of the course the students will be able to:**

- i. Understand the basic concepts of mass media broadcasting
- ii. Describe the mechanism of broadcasting in several formats
- iii. Analyze the different contents in mass media
- iv. Compare media in terms of the content creation and broadcasting
- v. Create programmes for all media in their formats

Unit I

Broadcasting: Human communication - Process of communication - Introduction to broadcast media - Video technology - TV Standards - Camera control unit - Convergence in media - Broadcast media management and its operations **15 Hrs**

Unit II

Introduction to Radio: Formats of radio programmes - Sound recording process - Sound editing - Audio News production - News reading - News bulletin - Radio interview - Field vs. Studio production - Basic editing concepts **14 Hrs**

Unit III

Introduction to Television: Formats of television programmes - News bulletin - Types and structure - News package - Piece to camera - News presentation - Reality shows - Television news production - Studio vs. field production - Television graphics - ENG and EFP - Basic editing concepts **18 Hrs**

Unit IV

Introduction to OTT: Difference between OTT and Video - Role of OTT in modern industry - OTT devices - Content and formats of OTT - Video, Audio, Messaging -VOIP - Understanding OTT **20 Hrs**

Unit V

Introduction to New Media: Digital storytelling - Multimedia elements - Online media - Musical videos - Web portals - Social media platforms - Online journalism - Mobile journalism - Citizen journalism **15 Hrs**

Text Books:

1. Herbert Zett, 2014, Television Production Handbook, 12th Edition, Wards worth Publishing House, United States of America
2. Ted White 2013, Broadcast News Writing, Reporting and Production, Focal Press, London, United Kingdom

Reference Books:

1. S.C. Bhatt, 1993, Broadcast Journalism-Basic principles. Haranand Publications Pvt Ltd
2. Dr. Anil K. Rai ‘Ankit, 2008, Understanding Digital Media and Weblog Journalism, Shree Publishers, New Delhi
3. Alan Wetzel 1983, Television Production, Second Edition, McGraw Hill Book Company New York
4. Alken Glyn, 1989, Sound Techniques for Video and TV, Focal Press, London
5. Blumenthal, Howard J, 1987, Television Producing &Directing, Barnes& Noble, New York
6. Srivastav Raj Kumar, 2001, A Text Book of Internet & Web Page Design, Dominant Publishers and Distributors, New Delhi
7. Herbert Zettl (2014), Television Production Handbook. 12th edition. Wadsworth publishing House

Bloom’s Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2	3		5	
CO 3			3	4		6
CO 4				4	5	6
CO 5			3		5	6

Mean: 4.14

PGV5503

Writing for the Media

6 Hours /5 Credits

Course Objectives:

This course aims to introduce the concept of writing content for various media. It also aims to inculcate writing contents for different media in standard formats, techniques and platforms. It is as well designed to provide hands on experience in writing by adhering the ethics, guidelines and responsibilities

Course Outcomes:

At the end of the course the students will be able to:

- i. Understand the concept of writing for media
- ii. Describe the different formats of writing for various media
- iii. Analyze the diverse techniques involved in writing
- iv. Compare the scripting techniques for film and television formats
- v. Create scripts for the web platforms

Unit I

Writing for media: Responsibility - Media ethics: Print media and Press council guidelines - Broadcast code and ethics - False light and distortion of sound and visuals - Principles of Journalism - Responsibilities of Journalist and Editor - Broadcaster and TV Producer. Ombudsman **15 Hrs**

Unit II

Writing for Print: Writing a news report: Structure of a news report - 5 W's and 1 H - Intro\Lead - Inverted Pyramid structure - Dateline - Feature writing - Articles - Book reviews - Opinion and editorial writing **14 Hrs**

Unit III

Writing for Radio: Writing for the ears - Language - Use of words structure of sentences and phonetics - Writing for radio features and documentaries: Structure and writing with special effects and sound bites - Writing for Radio news copy: Basics of writing for radio news - Style and content writing for dispatches **18 Hrs**

Unit IV

Writing for Television and Films: Writing for visuals: Storyboard and visualization - Writing TV production scripts: Features - Soap operas - Documentaries and commercials - Writing for TV News: Structure of TV news - Structure of TV report - PTC - Bytes - Developing ideas and structures of Film Story - Character sketch - Format of script and screenplay – Dialogues

20 Hrs

Unit V

Writing for the Web: Basics of writing for online media - Structure and content writing for internet - Editing and rewriting - Characteristics of social media writing - Broadcasting - Interaction - Engagement - Web Articles - Content Writing - Difference between newspaper writing and writing for the net - Brevity and providing appropriate links - Special interest writing on the net - Content and services developing - Developing a News Portal **15 Hrs**

Text Books:

1. Syd Field , 2005, Screenplay, The Foundations of Screenwriting: Penguin Publishing House
2. Srivastava K.M., 2012, News Reporting & Editing, Sterling Publishers Pvt. Ltd

Reference Books:

1. Williamson D.R., 1975, Feature Writing for Newspaper, New York: Hastings House
2. Ronald De Walk, Introduction to Online Journalism: Publishing News and Information by J. J. Astor, Art of Modern Journalism
3. Tom Koth, Journalism in the 21st Century: Online Information, Electronic Databases and the News, Adamantine Press Ltd.
4. Charnley M.V., 1975, Reporting, Third Edition, Holt, Rinehart and Winsten
5. Kamath M.V., 1980, Professional Journalism, Vikas Publishing House Pvt. Ltd.
6. Ted White, 1993, Broadcast News Writing and Reporting, St Martin's Pr.

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2	3	4	5	
CO 3			3	4		6
CO 4				4	5	6
CO 5			3		5	6

Mean: 4.14

Course Objectives:

This course is designed to introduce the applied methods of communication research. It is also designed to inculcate the procedures of research, collection of data for research and sampling methods adhered in communication research. It is as well designed to inspire in data analysis, data analytical process and preparation of research report

Course Outcomes:

At the end of the course the students will be able to:

- i. Recognize the importance of communication research and the phases of media research
- ii. Explain the media research problems with suitable hypotheses
- iii. Adopt various methods for collecting the data
- iv. Differentiate the research methods of sampling and analysis and evaluate research procedures
- v. Create research report as per standard formats

Unit I

Communication as a field of Research: communication as social science research - Phases of media research - Research Design - Research Procedure -Protocols - Pilot Study - Research Problem - Research questions **15 Hrs**

Unit II

Research procedure: Steps in doing research - Media Research problems - Review of media studies –Sources of Secondary Data - Hypothesis- Types of Hypothesis **14 Hrs**

Unit III

Data collection methods: Primary data and secondary data - Types of secondary data - Survey data, Observation data - General accuracy of data collected - Questionnaire method - Structured and non-structured - Telephone and personal interviews - Questionnaire construction method

20 Hrs

Unit IV

Sampling: Types of sample -Random - Cluster - Stratified Systematic - Probability and non – probability -Convenience - Judgment - Quota - Sampling problems - Sample error - Choosing a sample design- Content analysis

18 Hrs

Unit V

Preparation and tabulation of collected data: Data analysis - Identifying interdependencies - Steps involved in writing a research paper/report - Written research report - Evaluation of the Research procedure

15 Hrs

Text Books:

1. Berger Arthur Asa, 2010, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publications, London, United Kingdom
2. Hansen, Anders et al., 2013, Media and Communication Research Methods. Macmillan. London, United Kingdom

Reference Books:

1. Krippendrof, K., 1980, Content Analysis: An Introduction to its Methodology, Beverly Hills Calif: Sage
2. Kothari,C.R., 2003, Research Methodology : Methods and Techniques. Chennai: Wishwa Prakashan
3. Hansen, Cottle, Negrine& Newbold., 2004, Mass Communication Research Methods, London, Macmillan Press Limited

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2	3		5	6
CO 3			3		5	6
CO 4				4	5	6
CO 5			3	4	5	6

Mean: 4.13

PGV 5401

Editing Technology

6 Hours /4Credits

Course Objectives:

This course aims at providing technical information in editing processes. It also aims at providing the language of editing, sound of editing and styles of editing process. It as well aims at providing the knowhow of the technology used in editing processes

Course Outcomes:

At the end of the course the students will be able to:

- i. Understand the techniques that the editors use to construct stories.
- ii. Gain a thorough working knowledge of non-linear editing software.
- vi. Analyze high quality motion graphics
- vii. Apply sound editing techniques for all video formats
- viii. Create professional style of color correction.

Unit I

Introduction to Editing - Principle of Video Editing -Evolution of editing **14 Hrs**

Unit II

Editing Procedure -Assembling Shots - symbolic editing - editing errors and rectification **18 Hrs**

Unit III

Language of editing -shooting -editing –types of cut and transmission **15 Hrs**

Unit IV

Sound in editing -categories of sound -VFX and SFX -voice over and narration -music -
dubbing **20 Hrs**

Unit V

Technology and editing -non -linear -storage -rendering -YouTube videos -YouTube
channels **15 Hrs**

Text Book:

1. Ken Dancyger, 2010, The Technique of Film and Video Editing, Fifth Edition, Focal Press, UK

Reference Books:

1. Robert M, 2002, Coodman& Patrick McCrath, Editing Digital Video
2. Gorham Kindem & Robert B. Musburgerm, 2005, Introduction to Media Production: The path to digital media production, Focal press, Burlington
3. Michael K. Hughes, 2012 Digital Filmmaking for Beginners A Practical Guide to Video Production
4. Charlotte Worthington, 2009, Basics Film making of Producing, AVA Publishing, Switzerland

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2	3		5	
CO 3			3	4		6
CO 4				4	5	6
CO 5			3		5	6

Mean: 4.14

PGV 5507

Theatre Forms

6 Hours / 5 Credits

Course Objectives:

This course aims to introduce the current concepts of theatre and the functions of the director. It also aims to concentrate on the trends of development of theatre, construction of a play, costume designing, stage direction and theatre script. In addition, it aims to provide the applied concepts of set design, costume design and lighting design along with production of plays.

Learning Outcomes:

At the end of the course the students will be able to:

- i. Recognize current concepts of theatre and audience
- ii. Explain diverse aspects of theatre and theatre script
- iii. Analyze play in terms of production and identify suitable costume for the play
- iv. Evaluate act and theatre script
- v. Create set, costume, lighting and stage for different plays

Unit I

Theatre - Definition - Elements of theatre - Theatre as an art and performance - Types of theatre (Proscenium, Thrust and End) - Audience - Types of audience - Audience role in theatre performance- Ancient Indian Drama -An Introduction - Socio political history of India from the point of view of Dramatists - Modernity in India: Impact on Art - Modernism in Indian Drama some trends

18 Hrs

Unit II

Development of the Director - The Modern Director as an Artist - Director's Craft - The Directors Functions - Analyzing the play in term of production - Interpreting the script - Fixing the style - Choosing the theatre & working with Actors - Designing the Play Production - Rehearsal to Performance

14 Hrs

Unit III

Costume: Introduction -Costume and Costume Properties - Discuss the Costume Designer and their role - Costume Chart for a Play - Costume design for a character from a script/story/song, etc. - Costume Color - Draw and paint in class: Copy projects in-class -Color matching - Discuss Fabric, Fabric drape sketching in-class

15 Hrs

Unit IV

Physical stage and its auditorium stage - geography- areas - Terms for the stage and its equipment - Six side of the stage and their various requirements - Plan & cross –section of a stage - Floor plan-conventional plan symbols - Measuring & Cutting Project - Orthographic & Isometric Exercise - Scale Rule Exercise - Stair Design Exercise - Flat Framing Exercise - Drafting Project - Design Project - Stage Properties:- Set properties - Hanging Properties

20 Hrs

Unit V

Introduction to make-up - Difference between Day Make-Up and Stage Make- up -Facial Anatomy, Shapes of Head Shapes of Face-Facial proportions - Introduction of Make-up materials - Shading places — Straight Make-up, Character Make-up - Introduction of Mask Like Make-Up and Mask Making (Paper Mash, Plaster of Parries and Cut Mask) - Special effects, Preparing the Crepe Hair

15 Hrs

Text Books:

1. Suzi Zimmerman, 2003, Introduction to Theatre Arts, Paperback Press, United States
2. Alan Read, 2018, Theatre in the Expanded Field: Seven Approaches to Performance, Methuen Drama, India

Reference Books:

1. Constantin Stanislavsky, 2013, An Actor Prepares, Aristophanes Press, Asia - Pacific Holdings Private Limited
2. Thomas H. Dickinson, 2018, The Insurgent Theatre, Trieste Publishing
3. Rebecca Cunningham, 1993, The Magic Garment: Principles of Costume Design, by, Waveland Press
4. Tina Bicat, 2006, Handbook of Stage Costume, Cordwood Press Limited
5. Motley and Michael Mullin, 1992, Designing and Making Stage Costumes by Herbert Press Great Britain

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1				4	5	
CO 2		2	3			6
CO 3		2	3	4	5	
CO 4			3	4	5	6
CO 5			3		5	6

Mean 4.13

Course Objective:

This project intends to provide hands on experience in writing the dissertation. It also intends to focus on the identifying the research problem, selecting the methodology, testing the hypothesis, collection of primary and secondary data and analyzing the data. In addition, it intends to provide hands on experience to tabulation of data and write research report.

Learning Outcomes:**At the end of the course the students will be able to:**

- i. Identify the research problem and frame the outline
- ii. Explain the importance of methodology in research
- iii. Use sampling method, content analysis method for the collection of data
- iv. Analyze the primary data and the secondary data
- v. Create the research report

Individual project in any one of the fields of Visual Communication shall be carried out. Based on the research report submitted by the student, a viva voce will be conducted based on which marks will be awarded.

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1				4	5	
CO 2		2				6
CO 3		2	3	4	5	
CO 4			3	4		6
CO 5			3	4	5	6

Mean: 4.13

Course Objective:

This Pre internship intends to provide hands on experience in print, electronic and new media. It also intends to focus on the applications of the role of editor, cinematographer, camera man, and script writer and production manager. In addition, it intends to provide hands on experience to create script, edit shots, design layout and take photos in different fields.

Learning Outcomes:

At the end of the course the students will be able to:

- i. Recognize the basic concepts of pre - internship
- ii. Explain the importance of internship
- iii. Implement skills in different platform
- iv. Analyze the gap between laboratory and land
- v. Create a course of action in media and apply creativity

The Internship training takes the students to the next level of growth in their career giving them a chance to exhibit their talents. As the internship enacts as a platform for employment, the students get opportunities not only to continue their career but also to work of their own choice. Before attending the Internship, the student has to submit a small report regarding his /her field of interest.

Each student should undergo internship training for not less than ten weeks in a reputed media organization during the period December to March. Before attending the internship training, the student has to submit a report in about 5 to 10 pages, which includes their field of interest, the field he/she is going to undergo internship and the acceptance letter from the particular reputed media organization.

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1				4	5	
CO 2		2	3			6
CO 3		2	3	4	5	
CO 4			3	4	5	6
CO 5			3		5	6

Mean: 4.12

Course Objective:

This internship intends to provide hands on experience in print, electronic and new media. It also intends to focus on the applications of the role of editor, cinematographer, camera man, and script writer and production manager. In addition, it intends to provide hands on experience to create script, edit shots, design layout and take photos in different fields.

Learning Outcomes:

At the end of the course the students will be able to:

- i. Recognize the basic concepts of pre - internship
- ii. Explain the importance of internship
- iii. Implement skills in different platform
- iv. Analyze the gap between laboratory and land
- v. Create a course of action in media and apply creativity

The Internship training takes the students to the next level of growth in their career giving them a chance to exhibit their talents. As the internship enacts as a platform for employment, the students get opportunities not only to continue their career but also to work of their own choice.

The internship period is for a minimum of period is from December to March. The student can undergo internship in their field of interest. As soon as the internship is over, the acquired knowledge, experience and creativity of the students will be assessed so as to give a clear picture of where they stand in the growth ladder.

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1				4	5	
CO 2		2	3			6
CO 3		2	3	4	5	
CO 4			3	4	5	6
CO 5			3		5	6

Mean: 4.12

Course Objective:

This post internship intends to provide hands on experience the students gained from different field such as print, electronic and new media. It also intends to focus on the applications of the role of editor, cinematographer, camera man, and script writer and production manager. In addition, it intends to provide hands on experience the students gained to create script, edit shots, design layout and take photos in different fields.

Learning Outcomes:

At the end of the course the students will be able to:

- i. Recognize the basic concepts of post - internship
- ii. Explain the importance of internship report writing
- iii. Implement skills in different platform
- iv. Analyze the gap between laboratory and land
- v. Create a course of action in media and apply creativity

Each student will be assigned a teacher supervisor, who would counsel the student in identifying the right media organization and the method by which the student can pursue the internship. Based on the submitted report, a viva voce will be conducted based on which marks will be awarded. The internship report should contain Company history and ownership structure, a brief description of the company, including a description of the department or unit in which they undergo the internship work.

Personal reflection: what you are able to learn about the industry and company or organization through techniques of observation and reflective analysis.

The students are expected to submit the following details while submitting the internship report:

The acceptance letter, Completion Letter, Evaluation Report and the photographs and video clipping of the company where they undergone the internship and also the program copy etc.

Bloom's Taxonomy	Course outcomes					
	K1 Remembering	K2 Understanding	K3 Applying	K4 Analyzing	K5 Evaluating	K6 Creating
CO1		2		4		
CO 2		2	3		5	
CO 3			3	4		6
CO 4				4	5	6
CO 5			3		5	6

Mean: 4.14