

**B. Sc VISUAL COMMUNICATION**  
**(For Students admitted from the academic year 2018-2019)**  
**CURRICULAM AND SYLLABUS**

**UNDER CHOICE BASED CREDIT SYSTEM**

**DEPARTMENT OF VISUAL COMMUNICATION**  
**FACULTY OF SCIENCE AND HUMANITIES**  
**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**SRM NAGAR, KATTANKULATHUR - 603203**

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B Sc Visual Communication**

**Structure of the Course**

*(for students admitted from the academic year 2018-2019 onwards)*

**SEMESTER I**

<b>COURSE</b>	<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
Foundation Course	ULT18101	Tamil- I	4	1	0	5	4
	ULH18101	Hindi- I					
	ULF18101	French-I					
Foundation Course	ULE18101	English- I	4	1	0	5	4
Compulsory Core	UVC18101	Introduction to Visual Communication	4	1	0	5	4
Compulsory Core Practical	UVC18102	Creative Drawing	0	1	4	5	3
Compulsory Core Practical	UVC18103	Visual Art Design- I	0	1	4	5	3
Allied	UVC18104	Design Principles	2	1	0	3	4
Supportive Course (Internal Evaluation)	CAC18101	Soft Skills	2	0	0	2	2
<b>Total</b>			<b>16</b>	<b>6</b>	<b>8</b>	<b>30</b>	<b>24</b>

**SEMESTER - II**

<b>COURSE</b>	<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
Foundation Course	ULT18201	Tamil- II	4	1	0	5	4
	ULH18201	Hindi- II					
	ULF18201	French- II					
Foundation Course	ULE18201	English- II	4	1	0	5	4
Compulsory Core	UVC18201	Basic Photography	4	1	0	5	4
Compulsory Core Practical	UVC18202	2D Graphics	0	1	4	5	3
Compulsory Core Practical	UVC18203	Visual Art Design- II	0	1	4	5	3
Allied	UVC18204	Theatre Arts	2	1	0	3	4
Supportive Course	CAC18201	Quantitative Aptitude	2	0	0	2	2

COURSE	SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
(Internal Evaluation)		and Logical Reasoning- I					
Extension Activities	UNS18201	NSS	0	0	0	0	1
	UNC18201	NCC					
	UNO18201	NSO					
	UYG18201	Yoga					
<b>Total</b>			<b>16</b>	<b>6</b>	<b>8</b>	<b>30</b>	<b>25</b>

### SEMESTER - III

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC18301	Script Writing	4	1	0	5	4
Compulsory Core	UVC18302	Communication Models and Theories	4	1	0	5	4
Major Mini Project	UVC18303	2D Animation	0	1	4	5	3
Compulsory Core Practical	UVC18304	Practical Photography	0	1	4	5	3
Allied	UVC18305	Production Techniques	2	1	0	3	4
Skill Based Elective-I	UVC18E51	Radio Jockey and Video Jockey	0	1	2	3	2
	UVC18E52	News Casting and Presenting					
Non Major Elective-I	Open Elective- I		0	1	1	2	2
Supportive Course (Internal Evaluation)	CAC18301	Quantitative Aptitude and Logical Reasoning- II	2	0	0	2	2
<b>Total</b>			<b>12</b>	<b>7</b>	<b>11</b>	<b>30</b>	<b>24</b>

### SEMESTER – IV

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC18401	Advertising	4	1	0	5	4
Compulsory Core	UVC18402	Film Studies	4	1	0	5	4
Compulsory Core Practical	UVC18403	3D Animations	0	1	4	5	3
Major Mini Project	UVC18404	Art Direction	0	1	4	5	3
Allied	UVC18405	Social Psychology	2	1	0	3	4
Skill Based Elective- II	UVC18E53	Advertising Campaign	0	1	2	3	2
	UVC18E54	Advertising Film Making					
Non Major Elective- II	Open Elective- II		0	1	1	2	2
Supportive Course (Internal Evaluation)	CAC18401	Verbal Ability and Reasoning	2	0	0	2	2
<b>Total</b>			<b>14</b>	<b>7</b>	<b>9</b>	<b>30</b>	<b>24</b>

### SEMESTER - V

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC18501	Corporate Communication	4	1	0	5	4
Compulsory Core	UVC18502	New Media and Society	4	1	0	5	4
Compulsory Practical	Core UVC18503	Media Analysis	0	1	4	5	3
Core Mini Project	UVC18504	Photography	0	1	3	4	3
	UVC18505	Animation					
	UVC18506	Short Film Making					
Allied	UVC18507	Media Laws and Ethics	2	1	0	3	4
Elective- I	UVC18E01	Advanced Photography	0	1	2	3	3
	UVC18E02	Animation Practices					
	UVC18E03	Short Story Writing					
Elective- II	UVC18E04	Professional Photography	0	1	1	2	2
	UVC18E05	3D Modelling					
	UVC18E06	Music Video Making					
Supportive Course	UES18501	Environmental Studies	3	0	0	3	3
<b>Total</b>			<b>13</b>	<b>7</b>	<b>10</b>	<b>30</b>	<b>26</b>

### SEMESTER - VI

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC18601	Event Management	4	1	0	5	4
Compulsory Practical	Core UVC18602	Film Appreciation	0	1	6	7	3
Compulsory Project	Core UVC18603	Industrial Project	0	0	0	0	16
<b>Total</b>			<b>4</b>	<b>2</b>	<b>6</b>	<b>12</b>	<b>23</b>

**Total Credits: 146**

#### Program Educational Objectives (PEOs)

- PEO1: Graduates will have skills and knowledge to excel in their professional career in Visual Communication and related disciplines
- PEO2: Graduates will contribute and communicate effectively within the

- team to grow as leaders
- PEO3: Graduates will practice lifelong learning for continuing professional development
  - PEO4: Graduates will have the capability to continue their formal education and successfully complete an advanced degree
  - PEO5: Graduates will contribute to the growth of the nation and society by applying acquired knowledge in technical, technical and managerial skills.

### **Student outcomes (SOs)**

The curriculum and syllabus for Bachelor degrees (2018) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES (a-n) have been identified and the curriculum and syllabus have been structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

- a. An ability to apply knowledge of computing, mathematics, and basic sciences appropriate to the discipline
- b. An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution
- c. An ability to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs
- d. An ability to function effectively on teams to accomplish a common goal
- e. An understanding of professional, ethical, legal, security and social issues and responsibilities
- f. An ability to communicate effectively with a range of audiences
- g. An ability to analyze the local and global impact of computing on individuals, organizations, and society
- h. Recognition of the need for and an ability to engage in continuing professional development
- i. An ability to use current techniques, skills, and tools necessary for computing

practice.

- j. An ability to use and apply current technical concepts and practices in the core information technologies
- k. An ability to identify and analyze user needs and take them into account in the selection, creation, evaluation, and administration of computer-based systems
- l. An ability to effectively integrate IT-based solutions into the user environment
- m. An understanding of best practices and standards and their application
- n. An ability to assist in the creation of an effective project plan.

### SEMESTER I

குறியீட்டு எண்	பாடம்	L	T	P	L+T+P	C
ULT18101	தமிழ் - I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம்	e	f	h	m	n

	அமைக்கப்பட்டுள்ளது.				
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	e	f	h	n
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	e	f	d	n

### அலகு - 1

#### இக்காலக் கவிதைகள் - 1

1. பாரதியார் - கண்ணன் என் சேவகன்
2. பாரதிதாசன் - தமிழ்ப்பேறு
3. அப்துல் ரகுமான் - அவதாரம்
4. மீரா - கனவுகள் + கற்பனைகள் = காகிதங்கள்
5. து. நரசிம்மன் - மன்னித்துவிடு மகனே

### அலகு - 2

#### இக்காலக் கவிதைகள் - 2

1. ராஜா சந்திரசேகர் - கைவிடப்பட்ட குழந்தை
2. அனார் - மேலும் சில இரத்தக் குறிப்புகள்
3. சுகிர்தராணி - அம்மா
4. நா.முத்துக்குமார் - தூர்



அலகு - 3

சிற்றிலக்கியம்

1. கலிங்கத்துப் பரணி - பொருதடக்கை வாள் எங்கே... (பாடல் - 485)
2. அழகர்கிள்ளை விடு தூது- இதமாய் மனிதருடனே... (கண்ணி - 45)
3. நந்திக் கலம்பகம் - அம்பொன்று வில்லொடிதல்... (பாடல் - 77)
4. முக்கூடற் பள்ளு - பாயும் மருதஞ் செழிக்கவே... (பாடல் - 47)
5. குற்றாலக் குறவஞ்சி - ஓடக் காண்பதுமே... (பாடல் - 9)

காப்பியங்கள்

மணிமேகலை - உலகவறவி புக்க காதை - “மாகுஇல் வால்ஒளி! - இந்நாள் போலும் இளங்கொடி கெடுத்தனை”. (28 அடிகள்)

அலகு - 4

தமிழ் இலக்கிய வரலாறு

1. சிற்றிலக்கியம் - தோற்றமும் வளர்ச்சியும்,
2. புதுக்கவிதை - தோற்றமும் வளர்ச்சியும்,
3. சிறுகதை - தோற்றமும் வளர்ச்சியும்,
4. புதினம் - தோற்றமும் வளர்ச்சியும்,
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

அலகு - 5

மொழிப்பயிற்சி:

1. கலைச்சொல்லாக்கம், 2. அகரவரிசைப்படுத்துதல்,
3. மரபுத்தொடர் / பழமொழி, 4. கலை விமர்சனம்,
5. நேர்காணல்

உரைநடைப் பகுதி:

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு,
2. தஞ்சாவூர்க் கவிராயர் - கூஜாவின் கோபம்,
3. இரா.பச்சியப்பன் - மாடல்ல மற்றையவை

பார்வை நூல்கள்:

1. கைலாபதி, க., தமிழ் நாவல் இலக்கியம் ,சுமரன் பதிப்பகம், வடபழனி. 1968.
2. சுந்தரராஜன், பெ. கோ., சிவபாதசுந்தரம், சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், க்ரியா, சென்னை, 1989.
3. பரந்தாமனார், அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998,
4. பாக்யமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
5. வல்லிக்கண்ணன், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம்,

சிவகங்கை, 1992.

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Course Title	L	T	P	L+T+P	C
ULH18101	HINDI - I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To express and communicate literature which is part of life	e	f	h	m	n
2.	To incorporate day to day personal and professional life's needed to communicate in the language.	e	f			
3.	To help the students to imagine and express their mind through literature	e	f			

#### UNIT I - PROSE

(35 Hours)

- BADE GHAR KI BETI - PREMCHAND
- VAISHNAV KI FISLAN - HARISHANKAR PARSAI VYANGYA KATHA
- BENAM RISHTA - MRIDULA GARG
- UTSAH - RAMCHANDAR SHUKLA (NIBAND)
- PURUSKAR - JAYSHANKAR PRASAD
- HARDAM.COM - ALKA SINHA

#### UNIT II - ONE ACT PLAY

(15 Hours)

- MAHABHARAT KI EK SANJH - BHARAT BHUSHAN AGRAWAL  
REED KI HADDI

#### UNIT III - CORRESPONDENCE

(10 Hours)

- OFFICIAL LETTER
- DEMI-OFFICIAL LETTER

#### UNIT IV - CINEMA

(10 Hours)

- PANCHLIGHT - PHANISHWAR NATH RENU
- CHANDI KA JUTA - BAL SHAURI REDDI

## UNIT V - TECHNICAL TERMINOLOGY

(5 Hours)

### BOOK REFERENCE:

1. Prayojan Mulak Hindi - Madhav Sontakke
2. A Practical Guide to English Translation and Composition - K.P. Thakur

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
ULF18101	FRENCH - I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To encourage greater written skills through comprehension writing and composition writing	e	f	h	m	n
2.	Improve their oral and written skills through a combination of theory and practice.	e	f			
3.	Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.	e	f			

### UNITÉ I

(15 Heures)

**Salut-** Saluer- Entrer en contact avec quelqu'un – se présenter – s'excuser- tu ou vous? Les jours de la semaine – Quelques formules de politesse – L'alphabet – Quelques consignes de classe – Je, tu, vous, il. Elle – Etre – Quelques nationalités – Masculin et féminin –Les nombres de 0 à 10 – Quelques sigles.

### UNITÉ II

(15 Heures)

**Enchanté-** Demander de se présenter – Présenter quelqu'un – La négation: ne...pas – Les adjectifs possessifs –Etre, avoir+quelques verbes en –er – C'est, il est – L'interrogation par l'intonation – Quelques professions – Les nombres de 11 à 69 – Oui, non, si. **J'adore!** - Exprimer ses goûts –échanger sur ses projet – Aller – Moi aussi – Nous, ils, elles – La conjugaisons des verbes en –er être et avoir – Faire du, de l', de la +sport – Les nombres après 69 – On=nous – Le futur proche – Quelques indicateurs de temps – Les adjectifs possessifs.

**UNITÉ III****(15 Heures)**

**Tu veux bien-** Demander à quelqu'un de faire quelque chose – Demander poliment – Parler d'actions passées –Il y a – Les articles définis et indéfinis – Les marques du pluriel des noms – Les pronoms après une préposition (avec lui, chez, moi) – Le passé composé – Pouvoir, vouloir, venir, connaître.

**UNITÉ IV****(15 Heures)**

**On se voit quand?-** Proposer, accepter, refuser une invitation – indiquer la date – Prendre et fixer un rendez-vous –Demandez et indiquer l'heure –Les pronoms compléments directs me, te, nous, vous –Pourquoi ? Parce que – Quel(s), Quelle(s) – L'interrogation avec est-ce que – Finir- Savoir – L'heure et la date – Les mois de l'année – Quelques indicateurs de temps

**UNITÉ V****(15 Heures)**

**Bonne idée!** – Exprimer son point de vue positif et négatif – s'informer sur le prix – S'informer sur la quantité – Exprimer la quantité – La négation : ne ...pas de – Les articles partitifs – Combien ? –Un peu de, beaucoup de,.... –Qu'est-ce que, combien – offrir, croire – Penser à, penser de – Plaire à – Les couleurs – Le masculin et le féminin des adjectifs – Les pronoms compléments directs le, la, les.

**RÉFÉRENCE:**

1. “**Latitudes-1**” Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

<b>Course Nature: Theory</b>								
<b>Assessment Method (Max. Marks: 100)</b>								
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total	
	Marks	10	10	20	5	5	50%	
<b>End Semester Weightage</b>							50%	
<b>Total</b>							100%	
SUBJECT CODE	COURSE TITLE			L	T	P	L+T+P	C
ULE18101	ENGLISH - I			4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To enable the students to think in English	e	f	h	m	n
2.	To become aware of the regional literature and the writers.	e	f	d		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong	e	f	d		

process.					
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**UNIT I - POETRY** (15 Hours)

1. Yayum Nyayum - Kurunthogai 40
2. My Grandmother's House - Kamala Das
3. Transgender - Olivia Kent
4. Obituary - A K Ramanujam

**UNIT II - PROSE** (15 Hours)

1. On Marriages - Nirad C Choudhary
2. Response to Welcome addresses ii) Why Do We Disagree - Swami Vivekananda
3. I have a dream - Martin Luther King

**UNIT III - SHORT STORY** (15 Hours)

1. A Nincompoo - Anton Chekhov
2. The Rat - Ashokamitran
3. Quantum of Solace - Ian Flemming
4. Squirrel - Ambai

**UNIT IV - POPULAR LITERATURE** (15 Hours)

1. Shabdo - Kaushik Ganguli
2. TEDX Talks
3. John Lennon - Imagine
4. Bob Marley - No woman no cry

**UNIT V - LANGUAGE COMPONENT** (15 Hours)

1. Spot the Errors
2. Jumbled Sentence
3. Homophones & Homonyms
4. Idioms and Phrases
5. Antonyms and Synonyms
6. Story through Images
7. Hints Development
8. Autobiography of Concrete Objects
9. Advertisements
10. Slogan Writing

**TEXT BOOKS**

1. Raymond Murphy (2010), Essential Grammar in Use, Third Edition, Cambridge University Press, USA

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total

Marks	10	10	20	5	5	50%
End Semester Weightage						50%
Total						100%

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18101	Introduction to Visual Communication	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Visual Communication	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Visual Communication	e	f	h		
3.	To develop content using the features in Visual Communication.	e	f			

#### UNIT I

Communication- definition, concept, need, scope & functions; Process of Communication- Rhetoric, Linear, Circular, Helical; Elements and 7 C's of Communication; Types of Communication; Barriers of Communication.

#### UNIT II

Visual Communication - definition & concept; Nature & functions of Visual Communication; Characteristics of Visual Communication; Types of Visual Communication; Advantages & disadvantages of Visual Communication; Visual Communication techniques- eye contact, hand gesture & body language.

### UNIT III

Perception- Definition, concept & types; Illusions- Definition, basics and types; Gestalt theory- definition & concept; Gestalt principles and types.

### UNIT IV

Semiotics- definition & concept; Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Dyadic and triadic model of Sign; Code- definition; Types of Code – Social codes, Textual codes & Interpretive codes; Branches of Semiotics- Semantics, Syntactic & Pragmatics; Denotation, Connotation & Myth.

### UNIT V

Ideation- definition & concept; Creativity- definition, concept, characteristics & process of creativity; Creativity tools; Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Process of developing ideas to different medium.

### TEXT BOOKS

1. Seema Hasan (2010). Mass Communication- Principles & Concepts, First Edition, CBS Publishers, New Delhi
2. Lester. E (1998). Visual Communications: Images with messages, Third Edition, Thomson Learning, London

### REFERENCES

1. Denis McQuail (2010). Mass Communication Theory- An introduction, Sixth Edition, Sage Publications, London
2. Keval J. Kumar (2009). Mass Communication in India, Fourth Edition, Jaico Books, Mumbai
3. Edward De Bono, (1970). Lateral Thinking: Creativity Step by Step, First Edition, Harper & Row Publishers, New York

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18102	Creative Drawing	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about creative drawing	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of creative drawing	d	e			
3.	To develop content using the features in creative drawing	d	e			

### CLASS EXERCISE:

(Students have to practices all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

- Pencil Sketch, Light & Shadow Practice** : 2 Weeks  
Minimum 4 class works
- Geometrical Shapes with different forms** : 2½ Weeks  
Minimum 4 class works : Record works-3 nos.
- Texture on Pattern** : 2½ Weeks  
Minimum 4 class works : Record works-3 nos.
- Composition with Light and Shadow** : 2½ Weeks  
Minimum 4 class works : Record works- 3 nos.
- Perspective Drawing** : 2½ Weeks  
Minimum 4 class works : Record works-3 nos

(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)

(The Students have to submit all exercise as Record Work for Practical exam, which will be evaluated by the External Examiner)

### MANUALS FOR PRACTICALS

- John Montague (2013). Basic Perspective Drawing- A Visual Approach, First Edition, John Wiley & Sons, New Jersey
- William F Powell (2012). Art of Basic Drawing, First Edition, Walter Foster Creative Team, New York
- Christopher Hart (2012), Basic Drawing made Amazingly Easy, First Edition, Crown Publishing Group, New York

<b>Course Nature: Practical</b>
<b>Assessment Method (Max. Marks: 100)</b>



In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Exam	Record Work	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18103	Visual Art Design - I	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Visual Art	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Design	d	e			
3.	To develop content using the features in Visual Art Design	d	e			

### CLASS EXERCISE:

(Students have to practices all FIVE excises) (Each exercise carries 8 marks)  
 (Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

- Line Study in different Thickness** : 2½ Weeks  
Minimum 6 class works
- Colour graduation(colour wheel)** : 2½ Weeks  
Minimum 6 class works : Record works- 3 nos.
- Shapes** : 2½ Weeks  
Minimum 6 class works : Record works- 3 nos.
- Pattern Designs** : 2½ Weeks  
Minimum 6 class works : Record works- 3 nos.
- Distraction** : 2½ Weeks  
Minimum 6 class works : Record works-3 nos.

(Each exercise should have minimum 3 numbers with use of Indian and other inks based works with rough Thumbnail sketch followed by fair works)

(The Students have to submit all excises as Record Work for Practical exam, which will be evaluated by the External Examiner)

### MANUALS FOR PRACTICALS

- Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
- Timotby Samaka (2010). Design Elements- a Graphic Style Manual, Second

Edition, Rock Port, USA

3. Quentin Newark (2007). What is Graphic Design? Fourth Edition, RotoVision SA, Switzerland.

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
		<b>Marks</b>	<b>40</b>	<b>10</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Exam</b>	<b>Record Work</b>	<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>	<b>50</b>
<b>Total</b>				<b>100</b>

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18104</b>	<b>Design Principles</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>4</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Design Principles	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Design Principles	e	f	h		
3.	To develop content using the features in Design Principles	e	f			

### **UNIT I**

Design and Visual Design- definition; History of Design; Graphic Design- nature and characteristics of Graphic Design; Graphic Design process- gathering information, creating outline, creativity, multiple version, final production; Fundamentals of Graphic Design.

### **UNIT II**

Elements of Design- Dot, Line, Shape, Form, Space, Texture, Pattern, Colour; Principles of Design- Balance, Movement, Repetition & Rhythm, Emphasis, Simplicity, Contrast, Proportion, Unity.

### **UNIT III**

Colour- definition & nature of colour; Characteristics of colour; Types of colour & colour description; Colour Theory- Additive and Subtractive theory; Colour Wheel; Psychology of colour.

#### UNIT IV

Layout- definition and concept; Layout Process- rough sketch, thumbnail, final and comprehensive; Importance of layout in various medium- Newspaper, Magazine, Advertising, Web Page.

#### UNIT V

Perspective- definition and concept; Types of Perspective- Linear and Non linear perspective; Proportion- Golden mean ( $\phi$ ) and Rule of Thirds; Structure; White Space.

#### TEXT BOOKS

1. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
2. Connie Malamed (2011). Visual Language for Designers, First Edition, Rockport Publishers, USA

#### REFERENCES

1. Colin Ware (2008). Visual Thinking for Design, Second Edition, Morgan Kaufmann Publishers, USA
2. Gavin Ambrose (2008). Basics Design: Grids, First Edition, AVA Publishing, Switzerland
3. Christian Leborg (2004). Visual Grammar, Second Edition, Princeton Architectural Press, New York

Course Nature: Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
CAC18101	Soft Skills	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To acquire inter personal skills and be an effective goal oriented team player	d	e	f	h	m	n
2.	To develop professionalism with idealistic, practical and moral values	d	e	f	h	m	n
3.	To acquire communication and problem solving skills	d	e	f	h	m	n
4.	To re-engineer their attitude and understand its influence on behavior	d	e	h			

**UNIT I - ATTITUDE (6 hours)**

Who am I? SWOT analysis, Importance of self confidence and self esteem, Factors influencing attitude, Challenges and lessons from attitude

**UNIT II - COMMUNICATION (6 hours)**

Practice activities (JAM, spin a story, diagram description, etc...), Activities for evaluation (Extempore, speaking news, book review)

**UNIT III - GOAL SETTING (6 hours)**

SMART goals, Blue print for success, Short term, Long term, Life time goals, Value of time, Diagnosing time management, and Prioritizing work

**UNIT IV - PUBLIC SPEAKING (6 hours)**

Activities for evaluation (Surveying and reporting, Debate, Group discussion)

**UNIT V - CREATIVITY (6 hours)**

Out of box thinking, lateral thinking

**REFERENCES**

1. Covey Sean (1998). Seven habits of highly effective teens, Fireside Publishers, New York.
2. Carnegie Dale (1998). How to win friends and influence people, Simon and Schuster, New York.
3. Thomas A Harris (1972). I am ok, you are ok, Harper and Row, New York.

Internal Components	
Class Room Activities	20 Marks
Communication Activities	50 Marks
LMS	20 Marks
Participation	10 Marks

**SEMESTER – II**

குறியீட்டு எண்	பாடம்	L	T	P	L+T+P	C
ULT18201	தமிழ் - II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.	e	f	h	m	n
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	e	f	d		
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், குழுவியல் எனப் பல கூறுகளை மானவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	e	f	n		

### அலகு - 1

- எட்டுத்தொகை:
  - குறுந்தொகை (பாடல் - 130),
  - நற்றிணை (பாடல் - 27),
  - அகநானூறு (பாடல் - 86)
- பத்துப்பாட்டு - சிறுபாணாற்றுப்படை (அடிகள் - 126-143)
- பதினெண் கீழ்க்கணக்கு: திருக்குறள் - வெகுளாமை (அதிகாரம் 31), காதல் சிறப்புரைத்தல் (அதிகாரம் 113)

### அலகு - 2

- எட்டுத்தொகை:
  - ஐங்குறுநூறு (பாடல் - 203),
  - கலித்தொகை-பாலைத்திணை (பாடல்- 9),
  - புறநானூறு (பாடல் - 235)
- பத்துப்பாட்டு - முல்லைப்பாட்டு (அடிகள் - 6 - 21)
- பதினெண் கீழ்க்கணக்கு:
  - நாலடியார் - நல்லார் எனத்தான் (221),
  - திரிகடுகம் - கோலஞ்சி வாழும் குடியும் (33),
- இனியவை நாற்பது - குழவி தளர்நடை (14),
- கார் நாற்பது - நலமிகு கார்த்திகை (26),
- களவழி நாற்பது - கவளங்கொள் யானை (14)

### அலகு - 3

சைவம் - பன்னிரு திருமுறைகள்

- திருஞானசம்பந்தர்- வேயுறு தோளிபங்கள் (இரண்டாம் திருமுறை)

2. திருநாவுக்கரசர் - மனமெனும் தோணி (நான்காம் திருமுறை)
3. சுந்தரர் - ஏழிசையாய் இசைப்பயனாய் (ஏழாம் திருமுறை)
4. மாணிக்கவாசகர் - ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை)
5. திருமூலர் - அன்பு சிவம் இரண்டு (திருமந்திரம்)

வைணவம் - நாலாயிரத் திவ்யப் பிரபந்தம்

1. பேயாழ்வார் - திருக்கண்டேன் பொன்மேனி ...
2. பெரியாழ்வார் - கருங்கண் தோகை மயிற் பீலி...
3. தொண்டரடிப்பொடி ஆழ்வார் - பச்சைமாமலை போல்...
4. ஆண்டார் - கருப்பூரம் நாறுமோ? கமலப்பூ ...
5. திருமங்கையாழ்வார் - வாடினேன் வாடி வருந்தினேன்

இஸ்லாமியம்

1. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம் - 5 பாடல்கள் (பாடல் எண்கள்: 61 - 65)

கிறித்துவம்

1. இரட்சணிய யாத்ரீகம் - கடைதிறப்புப் படலம் - 5 பாடல்கள் (பாடல் எண்கள்: 3,9,10,15,16)

அலகு - 4

தமிழ் இலக்கிய வரலாறு

1. சங்க இலக்கியங்கள், 2. நீதி இலக்கியங்கள்,
3. பக்தி இலக்கியங்கள், 4. காப்பியங்கள்

அலகு - 5

சிறுகதைகள்

1. புதுமைப்பித்தன் - அகலிகை
2. ந.பிச்சமூர்த்தி - வேப்பமரம்
3. அகிலன் - ஒரு வேளைச் சோறு
4. ஜி. நாகராஜன் - பச்சக் குதிரை
5. கி.ராஜநாராயணன் - கதவு
6. சா.கந்தசாமி - தக்கையின் மீது நான்கு கண்கள்
7. ஆண்டார் பிரியதர்ஷினி - மாத்திரை
8. வண்ணதாசன் - ஒரு உல்லாசப் பயணம்
9. சு. தமிழ்ச்செல்வன் - வெயிலோடு போய்
10. பாரததேவி - மாப்பிள்ளை விருந்து

பார்வை நூல்கள்

1. அரசு, வீ., இருபதாம் நூற்றாண்டுச் சிறுகதைகள் நூறு, அடையாளம் பதிப்பகம், திருச்சி, 2013
2. அருணாசலம், ப., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010

3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
5. பசுபதி, ம.வே. செம்மொழித்தமிழ் இலக்கண இலக்கியங்கள். தமிழ்ப் பல்கலைக்கழகம், தஞ்சாவூர், 2010.

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
ULH18201	Hindi - II	4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To express and communicate literature which is part of life	e	f	h	m	n
2.	To incorporate day to day personal and professional life's needed to communicate in the language.	e	f			
3.	To help the students to imagine and express their mind through literature	e	f			

#### **UNIT I - POETRY:**

**(30 Hours)**

- |                                |                         |
|--------------------------------|-------------------------|
| 1. KABIR, TULSI, RAHIM, BIHARI |                         |
| 2. KAIDI AUR KOKILA            | - MAKHAN LAL CHATURVEDI |
| 3. AB AUR NAHI                 | - OM PRAKASH VALMIKI    |
| 4. PREM KA ROG                 | - KUNWAR NARAYAN        |
| 5. MAA GAON ME HAI             | - DIVIK RAMESH          |
| 6. ADHIK NAYA HOTA HUN         | - LILADHAR MANDLOI      |

#### **UNIT II - STORY:**

**(25 hours)**

- |                      |                 |
|----------------------|-----------------|
| 1. VAISHNAVI         | - YASHPAL       |
| 2. DOPAHAR KA BHOJAN | - AMARKANT      |
| 3. JUNGLE            | - CHITRA MUDGAL |
| 4. KINARE SE DOOR    | - RAKESH BIHARI |
| 5. PRECIOUS BABY     | - ANITA NAIR    |

**UNIT III (10 hours)**

- ADMINISTRATIVE WORDS, ANUVAD: ANUVAD KI PARISHASHA EVAM BHED

**UNIT IV (10 hours)**

- ANUVAD: ENGLISH TO HINDI

**BOOK REFERENCE:**

- Prayojan Mulak Hindi - Madhav Sontakke
- A Practical Guide to English Translation and Composition- K. P. Thakur

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
ULF18201	French - II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Improve their oral and written skills through a combination of theory and practice.	e	f	h		
2.	Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.	e	f	m		

**UNIT I (15 Hours)**

**C'est où?** – Demander et indiquer une direction – Localiser (près de, en face de,) - L'impératif – Quelques prépositions de lieu- Les articles contractés au, à la .... – Le passé composé et l'accord du participe passé avec être –Les nombres ordinaux – Ne...plus, ne ... jamais – Les adjectifs numériques ordinaux – Faire.

**UNIT II (15 Hours)**

**N'oubliez pas!** - Exprimer l'obligation ou l'interdit – Conseiller – En dans les constructions avec de – Quelque chose, rien – Quelqu'un, personne – Il faut, devoir – Qui, que, où – Les pronoms compléments indirects (me, te, lui, leur...). Belle vue sur la mer ! – Décire un lieu –Situer – se situer dans le temps – La place des adjectifs –



Des, De devant un adjectif – Le genre des noms de pays – Les prépositions et les noms de villes, de pays, de continents – Tout(e) (s), tous – Y, pronoms complément – Les adjectifs démonstratifs.

**UNIT III (15 Hours)**

**Quel beau voyage!**- Raconter – Décrire les étapes d'une action – Exprimer l'intensité et la quantité – Interroger- Les verbes pronominaux – à la pièce, au kilo – un sachet de, un litre de ... -d'abord, puis ... - peu, assez, trop... - En pronom complément – L'interrogation par l'inversion et révision de l'interrogation – Partir.

**UNIT IV (15 Hours)**

**Oh! jolii!**- Décrire quelqu'un – comparer – Exprimer l'accord ou le désaccord – Se situer dans le temps –L'imparfait – L'imparfait ou le passé composé – la description d'une personne.

**UNIT V (15 Hours)**

**Et après?** - Parler de l'avenir- Exprimer des souhaits – Décrire quelqu'un- S'en aller, partir, quitter – Les indicateurs de temps (en, dans) – Le futur simple – Le subjonctif présent- La place des pronoms à l'impératif.

**RÉFÉRENCE:**

1. **"Latitudes-1"** Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
ULE18201	English - II	4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To enable the students to think in English	e	f	h	m	n
2.	To become aware of the world literature and the writers	e	f	d		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	e	f	d		

**UNIT I - POETRY (15 Hours)**

1. The Unknown citizen - Auden
2. Nada Kondro Kada Kondro - Pura Naanooru 187
3. On being Trans - Lee Mokobe
4. Girl Child - Pawani Mathur

**UNIT II - PROSE (15 Hours)**

1. Men and Women - Virginia Woolf
2. Farewell Speech of Mark Antony - William Shakespeare
3. The Autobiography of an unknown Indian - Nirad C.Chaudhuri

**UNIT III - SHORT STORY AND PLAY (15 Hours)**

1. A Wrong Man in Worker's Paradise - Rabindranath Tagore
2. Refund - Karen E.Bender
3. Paper Money - Razia Fasih Ahmad
4. Karukku - Bama

**UNIT IV - POPULAR LITERATURE (15 Hours)**

1. Paul Simon - The Sound of Silence
2. Tedx Talks - If I had a daughter
3. John Lennon - I have a dream
4. Pink Floyd - Brick in the Wal

**UNIT V - LANGUAGE COMPONENT (15 Hours)**

1. Spot the Errors & Punctuation
2. Antonyms and Synonyms
3. Parts of speech
4. Articles
5. Vowels
6. Road Mapping
7. Movie Review
8. Crossword Puzzles
9. Open ended Stories
10. Quiz

**TEXT BOOKS**

1. Raymond Murphy (2010), Essential Grammar in Use, Third Edition, Cambridge University Press, USA

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>

<b>Total</b>	<b>100%</b>
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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18201</b>	<b>Basic Photography</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>4</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Basic Photography	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Photography	e	f	h		
3.	To develop content using the features in Photography	e	f			

### **UNIT I**

Photography- Definition & concept; Nature, scope & functions of photography; Historical development of photography; Camera- introduction to camera & human eye; Concept of visual perception; Types of camera- box, TLR, SLR & Digital; Parts & functions of camera- aperture, shutter, lens & film; Camera accessories

### **UNIT II**

Lens- Definition & Concept; Characteristics of lens; Types of lens- wide angle, normal & tele; Special lens- zoom, fish eye & macro Lens; Focus- definition & concept; Focal Length- concept; Types of Focal Length- short, long & variable focal length; Exposure- basics; Depth of field- aperture priority & shutter priority; Filter- definition & concept; Characteristics and types of filters.

### **UNIT III**

Film to Digital- Digital Storage & Digital Storage process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD & etc.; Film Developing Process; Film Printing Process; Digital Printing Process; Photo editing & manipulation.

### **UNIT IV**

Lighting- Definition & concept; Nature & Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Standard Lighting- Key, Fill & Back Light; Types of Lighting Equipments- Pro-lit, Soft Box & etc; Different accessories of Lighting- Umbrella, & etc; Flash- Functions of Flash; Light Meter- Functions of Light Meter.

### **UNIT V**

Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & etc.; Types of Photography- Photo Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

### TEXT BOOKS

1. James Curran (2013). The Photography Handbook, First Edition, Routledge, USA
2. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA

### REFERENCES

1. Linda Good (2009). Teaching and Learning With Digital Photography, First Edition, Sage Publications, New Delhi
2. Ian Jeffrey (2000). The Photography Book, First Edition, Focal Press, UK
3. Michael Langford (2000). Basic Photography, First Edition, Focal Press, UK

Course Nature: Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18202	2D Graphics	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about basics of 2D Graphics	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Graphics	d	e			
3.	To develop content using the features in 2D Graphics	d	e			

### CLASS EXERCISE:

(Students have to practice all TEN exercises) (Each exercise carries 4 marks)  
 (Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Exploring Photoshop

2. Photo Effects
3. Drawing & Transforming objects
4. Managing Shapes
5. Working with Color
6. Creating & Manipulating Path
7. Manipulating Objects
8. Changing Object Attributes
9. Working With Text
10. Arranging Objects

**RECORD WORK:**

**I. VECTOR EXERCISES: ADOBE ILLUSTRATOR**

1. Designing a corporate package for production house (logo, visiting card, letter head) (Each topic contain with ONE Exercise)
2. Designing for movie
  - a. Title design of a movie (ONE Exercise)
  - b. Poster (ONE Exercise)
3. Design 'Poster' for a College Cultural (ONE Exercise)
4. Cartoon character design
  - a. New character design (ONE Exercise)
5. 3D model of a product (THREE Exercises)

## II. RASTER EXERCISES: ADOBE PHOTOSHOP

1. Live painting in Photoshop (any landscape) (ONE Exercise)
2. Make the image manipulation (use minimum five images) (ONE Exercise)
3. Typographic design with special effects (min FIVE Exercise)

**(The Students have to submit all EIGHT exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)**

### MANUALS FOR PRACTICALS

1. Keyes. J (2000). The Ultimate Multimedia Handbook, Second Edition, Mc Graw Hill, New York
2. Jennifer Alspach and Linda Richards (2000). Teach Yourself Photoshop, Second Edition, IDG Books, New Delhi
3. John Villamil and Louis Moloina (1998). Multimedia: An Introduction, Second Edition, Prentice Hall, New Delhi

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Exam	Record Work	Total
	Marks	30	20	50
<b>Total</b>				<b>100</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18203	Visual Art Design - II	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about basics of Visual Art	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Design	d	e			
3.	To develop content using the features in Visual Art Design	d	e			

### CLASS EXERCISE:

(Students have to practice all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. **Logo Design** : 2½ Weeks  
Minimum 6 class works : Record works- 3 nos.

2. **Letter Head** : 2½ Weeks  
 Minimum 6 class works : Record works- 3 nos.
3. **Visiting Cards** : 2½ Weeks  
 Minimum 6 class works : Record works-3 nos.
4. **Calendar Design** : 2½ Weeks  
 Minimum 6 class works : Record works- 3 nos.
5. **Poster Design** : 2½ Weeks  
 Minimum 6 class works : Record works- 3 nos.

**Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)**

**(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

- Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
- Timotby Samaka (2010). Design Elements- a Graphic Style Manual, First Edition, Rock Port, USA
- Quentin Newark (2007). What is Graphic Design?, Second Edition, RotoVision SA, Switzerland

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
		<b>Marks</b>	<b>40</b>	<b>10</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Exam</b>	<b>Record Work</b>	<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>	<b>50</b>
<b>Total</b>				<b>100</b>

Subject Code	Course Title	L	T	P	L+T+P	C
UVC18204	Theatre Arts	2	1	0	3	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about basics of Theatre Arts	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Theatre Arts	e	f	h		
3.	To develop content using the features in Theatre Arts	e	f			

### UNIT I

Theatre and forms of theatre; Oriental classical performance- Japanese NOH, Kabuki- Chinese opera, Kath kali and Koodiyattam, Theru Koothu; Modern Theatre- Absurd Theatre, Epic Theatre, Theatre of Cruelty; Method of Acting- Bio-mechanism, Poor Theatre, Environmental Theatre, Forum Theatre, Total Theatre; Regional theatre movements in India; Professional Theatre Movements- NSD, IPTA, Post Colonial Movements; Indian theatre Directors.

### UNIT II

Makeup- nature and role; Makeup types- Straight Makeup, Character Makeup, Sculpture Makeup, Mosaic Makeup; Makeup application- procedures & Colour Mixing; Makeup in relation with Costumes, Lighting, Settings; Makeup in Film; Theatre and TV.

### UNIT III

Stage- Purpose of Stage setting; Types of Stage setting- Realistic, Symbolism, Expressionism, Formalistic; Stage drawings, Stage geography, division of Stage, Ground Plan, Elevation; Technical terms pertaining to Stage- Apron, Pivot Point, Tormentor, Teaser, Sightlines and Backstage.

### UNIT IV

Definitions of Acting; Tools of an Actor; Role of observation- Imagination & Concentration; Body exercise; Role Analysis- Improvisation; Play Production; Role of the Director; Selection of a Play; Play Analysis- Mythological & Social; Stage Manager and his responsibilities; Rehearsal Techniques.

### UNIT V

Tamil Theatre- origin, growth & forms; Ancient Theatre- Keerthanai, Kooravanchi and Pallu; Modern Theatre- T.T. Sankaradass Swamigal & Pammal Sambanda Mudaliar; Dravidian movements, Avant-Gardes Theatre and Dalit theatre; Tamil theatres and Society; Recent trends of Tamil theatre.

### TEXT BOOKS

1. Awasthi, Suresh (2001). Performance Tradition in India, First Edition, National



Book Trust, New Delhi

2. Uta Hagen (2008). Respect for Acting, Second Edition, Wiley Publishing, New York
3. Balwant Gargi (1992). Folk theatre of India, First Edition, South Asia Books, New Delhi

## REFERENCES

1. Melissa Bruder & Lee Michael Cohn (1989). A Practical Handbook for the Actor, First Edition, Vintage Books, New York
2. Konstantin Stanislavsky (2003). An Actor Prepares, A Theatre Arts Book, Routledge, New York
3. Sivathambi Karthikesu (2010). The Dramatic Art in Greece and Tamil Nadu, New Century Book House, Chennai

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
CAC18201	Quantitative Aptitude and Logical Reasoning- I	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To improve aptitude, problem solving skills and reasoning ability of the students	a	b	i	j	m	n
2.	To help them qualify the written test of competitive exams, campus placements and PSUs	a	b	i	j	m	n
3.	To collectively solve problems in teams and groups	a	b	d	i	j	m
4.	To adopt new techniques in solving problem	a	b	h	i	j	m

## UNIT I

(6 Hours)

Numbers: Classification of numbers – Test of divisibility – Unit digit – HCF and LCM – Remainder theorem – Progression – Simplification – Averages – Combined mean (simple problems)

**UNIT II (6 Hours)**

Simple interest and compound interest – Word problems

**UNIT III (6 Hours)**

Problems related to permutation and combination – Probability (simple problems)

**UNIT IV (6 Hours)**

Reasoning (Analytical and logical): Odd man out – Word series – Number series – Direction test – Blood relationship – Coding and decoding – Seating arrangements

**UNIT V (6 Hours)**

Problems related to clocks and calendar

**REFERENCES:**

1. Dinesh Khattar, The Pearson guide to quantitative aptitude for competitive examinations.
2. Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3rd Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4th Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

<b>Internal Components</b>	
Assignment 1	20 Marks
Assignment 2	20 Marks
Surprise Test 1	25 Marks
Surprise Test 1	25 Marks
Attendance	10 Marks

**SEMESTER – III**

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18301</b>	<b>Script Writing</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>4</b>

<b>INSTRUCTIONAL OBJECTIVES</b> At the end of this course the learner is expected:		<b>Student Outcomes</b>				
1.	To acquire knowledge about Script Writing	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Script Writing	e	f	h		
3.	To develop content using the features in Script Writing	e	f			

### **UNIT I**

Introduction of visualization- Framing & Composition, Principles of Script & Creative writing; Script Formats; Idea generation & Source for idea; Elements of Script; Characteristics of Script- Creativity & Language used.

### **UNIT II**

Writing for Television & Radio- characteristics; Types - News stories, Chat show, Talk show & Reality Show; TV Script Treatment- Concept, Target Audience, Style of Production, Creative Approach, Running Order, Set Design & Budget. Radio – Radio feature, documentary and live.

### **UNIT III**

Writing for Commercials- TV, Radio & New media; Understanding Product- Basic research, Demographic appeals, Idea generation; Types of Commercials- PSA & Corporate films; Advertising Script Format- Concept, USP, Target Audience, Creative Copy & Storyboard; New media- commercial channels and social platform.

### **UNIT IV**

Writing for Documentary (TV & Radio) - Docudrama, Educational Television, Mockumentary, Ethnographic Films, Basic Research, Characteristics of Documentary, Documentary Structure, Realism, Documentary synopsis; Documentary Script Format- Concept & Research; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration/ Commentary.

### **UNIT V**

Writing for Feature Film & Short film- Generating Idea; Themes- Concept- Slug line & Planning of Story; Three Act Structure; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script; Online software for scripting.

### **TEXT BOOKS**

1. William Smethurst (2009). How to Write for Television, First Edition, How To Books, UK
2. Syd Field (2005). Screenplay: The Foundations of Screenwriting, Second Edition, Dell Publishing, USA

### **REFERENCES**

1. Clifford Thurlow (2008). The Complete Guide from Script to Screen, First Edition,

Oxford University Press, UK

2. Ellen Sandler (2007). The TV Writer's Workbook: A Creative Approach To Television Scripts, First Edition, Oxford University, UK
3. Charlie Moritz (2001). Scriptwriting for the Screen, Second Edition, Routledge, USA

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18302	Communication Models and Theories	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Communication	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Communication	e	f	h		
3.	To develop content using the features in Communication.	e	f			

#### UNIT I

Early Communication Models; Basic Mathematical Model- Shannon and Weaver, Osgood and Schramm, Dance's model, Gerbner's General Model, Uses and Gratification.

#### UNIT II

Communication to Mass Communication- Maletke's Model, Bullet Theory, A ritual model of Communication- Katz and Lazarsfeld's Two Step Flow, News Diffusion.

#### UNIT III

Developments in Communication- Mycelium Model, Agenda Setting, Dependency Model, Spiral of Silence.

#### UNIT IV

Future Communication Research- Westly and Maclean's Model, Audience Reach, Choice and Appreciation, Communication Campaign, Social Action Model.

#### UNIT V

Social Learning Theory; Albert Bandura- Attention, Retention, Production, Motivation; Participation Theory; Modern perspectives; New Media Theory; New Techniques- Visual Culture

**TEXT BOOKS**

1. Reed H Blake (1975). Taxonomy of concepts in communication, First Edition, Hasting House, USA
2. Bittner, John R (1986). Mass communication: An introduction, First Edition, Prentice-Hall, New Jersey

**REFERENCES**

1. Ruth Anne Clark (1991). Studying interpersonal communication, Sage Publications, UK
2. Dennis McQuail (1983). Communication Models, Longman, London
3. Dominick, Joseph (1993). The dynamic of mass communication, McGraw Hill, USA

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>5</b>	<b>5</b>	<b>50%</b>
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18303	2D Animation	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about 2D animation	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Animation	d	e			
3.	To develop content using the features in Animation	d	e			

### **CLASS EXERCISE**

(Students have to practices all TEN exercises) (Each exercise carries 4 marks)

(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Exploring the Flash
2. Exploring the Drawing and Painting Tools
3. Manipulating Objects
4. Creating an Animation
5. Basics of ActionScript
6. Creating a New Document in Dreamweaver
7. Understanding Objects
8. Creating a Table
9. Understanding Links
10. Understanding Text Formatting Options

### **RECORD WORK**

1. Create Web Site for Production house (ONE Exercise)
2. Create Commercial advertisement (TWO Exercises)
3. Create Title Animation for Production house (ONE Exercise)
4. Create Greeting Card (GIF format) (ONE Exercise)

**(The Students have to submit all FIVE exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Adobe Creative Team (2012). Adobe Flash Professional CS6 Classroom in a Book, First Edition, Adobe Systems Incorporation, USA
2. Paul Wells (2009). Basics Animation 03: Drawing for Animation, Second Edition, AVA Publishing, Switzerland
3. Tony White (2009). How to Make Animated Films, Second Edition, Focal Press, USA

<b>Course Nature: Practical</b>
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Assessment Method (Max. Marks: 100)				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Exam	Record Work	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18304	Practical Photography	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about practical Photography	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Photography	d	e			
3.	To develop content using the features in Photography	d	e			

### **CLASS EXERCISE:**

(Students has to practices all EIGHT exercises) (Each exercise carries 5 marks)  
 (Eight exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline- Total-50 Marks)

1. Landscape (Scenic, People & Monuments) (minimum 3 excises)
2. Portraits (minimum 3 excises)
3. Environnemental Exposure (minimum 3 excises)
4. Silhouette (minimum 3 excises)
5. Freezing movement (minimum 3 excises)
6. Montage (minimum 3 excises)
7. Industrial photography (minimum 3 excises)
8. Special effects (minimum 3 excises)

**(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA.
2. Michael Langford (2008). Advanced Photography, Second Edition, Focal Press, UK.
3. Michael Langford (2000). Basic Photography, Second Edition, Focal Press, UK.

<b>Course Nature: Practical</b>					
<b>Assessment Method (Max. Marks: 100)</b>					
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>		<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>		<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>		<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>		<b>50</b>
<b>Total</b>					<b>100</b>

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18305</b>	<b>Production Techniques</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>4</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Production Techniques	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Production Techniques	e	f	h		
3.	To develop content using the features in Production Techniques	e	f			

### **UNIT I**

Production- Definition, Nature and Characteristics of Production Process; Production Design- Production Designer, Art Director, Props, Set Dresser; Production Crew-Functions, roles and skills; Visual production techniques.

### **UNIT II**

Production for Television; Production Team- Talents, Technicians, Production & Administrative members; Production- Shooting & location; Control Room- PCR & MCR; News Production- News collecting, prompter, news reader, Play out control; Understanding Lighting Equipments; Live News programmes; Multi Camera Setup; Online & Offline Editing.

### **UNIT III**

Production for Documentary- Field Work, Basic Research, Social issues, agendas, reveal the problem, raising the problem, information used to highlight; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration/ Commentary.



#### UNIT IV

Production for film- Clapperboard, action, continuity, report sheets; Camera Techniques; Lighting techniques- equipments and accessories; Sound devices- Sound and Sound Mixer; VFX and SFX.

#### UNIT V

Production for animation film- Layout, characters, rough animation, storyboard; Camera techniques- camera moves, depth of field and composition of the models; Technicians- Art Directors, Visual Effects Supervisors and Animation Supervisors, modellers; Final- rigging and texture paint departments, animation and rendering.

#### TEXT BOOKS

1. Steven Ascher and Edward Pincus (2013). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Fourth Edition, Penguin Books, USA
2. Jim Owens (2008). Video Production Handbook, Fifth Edition, Focal Press, USA

#### REFERENCES

1. David Mamet (1992). On Directing Film Paperback, Penguin Books, USA
2. Eve Light Honthaner (2010). The Complete Film Production Handbook, Fourth Edition, Focal Press, USA
3. Lynne S. Gross and James C. Foust (2008). Video Production: Disciplines and Techniques, Tenth Edition, Focal Press, USA

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>5</b>	<b>5</b>	<b>50%</b>
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18E51	Radio Jockey and Video Jockey	0	1	2	3	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about RJ and VJ	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of RJ and VJ	d	e			
3.	To develop content using the features in RJ and VJ	d	e			

### **CLASS EXERCISES:**

(Students have to undergo all FIVE exercises) (Each exercise carries 8 marks)  
 (FIVE exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. One page Write up about the project
2. Script
3. Shoot Report
4. Working stills and Footages
5. Editing

### **RECORD WORK:**

#### **I. VIDEO JOCKEY**

1. VJ Indoor (Green Matte/ Set) (minimum 10 mins)
2. Interview (Celebrity/personality on discussion) (minimum 10 mins)
3. Movie Review/Movie countdown (minimum 10 mins)
4. Travel Show/ Cookery Show (Awards & Music launch) (minimum 10 mins)
5. VJ-ing with Kids (minimum 10 mins)

#### **II. RADIO JOCKEY**

1. Top 5 ( music directors, songs, melodies etc)
2. Social issue with interview
3. Radio Advertisement/ PSA

**The above mentioned record word work should have on screen presence and voice of the student.**

**(The Students have to submit any TWO exercises for VJ and one for RJ as Record Work in the Digital form for Practical exam accompanied with script, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Alan R. Stephenson (2011). Broadcast Announcing Work text: A Media Performance Guide, First Edition, Focal Press, UK

- Kennedy and Dennis (2011). The Oxford Companion to Theatre and Performance, First Edition, Oxford University Press, UK
- Michael Faulkner (2006). VJ: Audio-Visual Art and VJ Culture, First Edition, Laurence King Publishing Ltd, UK

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>	<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>	<b>50</b>
<b>Total</b>				<b>100</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18E52	News Casting and Presenting	0	1	2	3	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about News Casting and Presenting	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of News Production	d	e			
3.	To develop content using the features in News Casting and Presenting	d	e			

### **CLASS EXERCISES:**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)  
 (FIVE exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

News Presenter Qualities

- Communication Skills
- Body Language
- Presentation
- Spontaneity

### **RECORD WORK:**

- Live Reporting (outdoor/ on spot)
- Live News Recording
- Panel of News desk

4. News oriented debate/ discussions
5. Live commentary (non political/ political)

**(The Students have to submit any two exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

### MANUALS FOR PRACTICALS

1. Alan R. Stephenson (2013). Broadcast Announcing Worktext: A Media Performance Guide, Focal Press, UK
2. Michael Faulkner (2006). VJ: Audio-Visual Art and VJ Culture, Laurence King Publishing Ltd, UK, 2006
3. Mike Hollingsworth (2003). How to Get Into Television, Radio and New Media, Continuum, UK

Course Nature: Practical				
Assessment Method (Max. Marks: 100)				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
		Marks	40	10
End Semester	Assessment Tool	Record Work	Viva	Total
		Marks	30	20
<b>Total</b>				<b>100</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
CAC18301	Quantitative Aptitude and Logical Reasoning-II	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To improve aptitude, problem solving skills and reasoning ability of the student	a	b	i	j	m	n
2.	To help them qualify the written test of competitive exams, campus placements and PSUs	a	b	i	j	m	n
3.	To collectively solve problems in teams and group	a	b	d	i	j	m
4.	To adopt new techniques in solving problem	a	b	h	i	j	m

#### UNIT I

Percentage - Profit or loss - Discount

#### UNIT II

Ratio, proportion - Mixtures and solutions

#### UNIT III

Time and work - Time, Speed and distance; Problems related to pipes and cisterns, Problems related to train, Problems related to boats and streams, Problems related to races

#### **UNIT IV**

Set theory - Geometry and mensuration - Cubes

#### **UNIT V**

Data sufficiency - Data interpretation

#### **REFERENCES:**

1. Dinesh Khattar-The Pearson Guide to Quantitative Aptitude for competitive examinations.
2. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3rd Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4th Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

<b>Internal Components</b>	
Assignment 1	20 Marks
Assignment 2	20 Marks
Surprise Test 1	25 Marks
Surprise Test 1	25 Marks
Attendance	10 Marks

## SEMESTER – IV

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18401	Advertising	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Advertising	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Advertising	e	f	h		
3.	To develop content using the features in Advertising	e	f			

### UNIT I

Advertising- Definition, functions, importance, types, classification; Role of advertising in marketing mix; Brief history of advertising; Advertising and branding; Advertising agency- Structure, function & types; Client servicing; Integrated marketing strategies.

### UNIT II

Advertising Research; Role of ABC, TRP, NRS & etc; Analyzing competitive market; Audience- Types, segmentation, targeting, positioning; DAGMAR model & AIDA model; Consumer psychology, Buying motives and behaviour; Ad appeals.

### UNIT III

Advertising media- Determinants & types; Media planning- Media vehicle choice & emerging media options; Interactive & alternative media; advertising budget.

### UNIT IV

Creating Advertisement- Ideation & visualization; Elements of ad- copywriting, headline, slogan, logo & illustration; Layout- Process, style & types; Creative strategy; Advertising campaign.

### UNIT V

Advertising impacts- economic, social and ethical; Social responsibility of advertisers and agencies; Legal aspects of advertising; ASCI, Ministry of Information and Broadcasting; Broadcasting codes of Doordarshan; Case studies.

### TEXT BOOKS:

- George E Belch (2010). Advertising and Promotion, First Edition, Tata McGraw Hill company Ltd., New Delhi
- Rajeev Batra (2009). Advertising Management, First Edition, Jain Books, New Delhi

### REFERENCES

- William F Arens (2010). Contemporary Advertising, First Edition, Jain Books, New Delhi

- J.V. Vilanilam (2004). Advertising Basics A Resource Guide for Beginners, Second Edition, Jain Books, New Delhi
- David Ogilvy (1985). Ogilvy on Advertising, Sixth Edition, Random House, USA

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18402	Film Studies	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Film Studies	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Film Studies	e	f	h		
3.	To develop content using the features in Film Studies	e	f			

### UNIT I

Why film studies; Characteristic of Film Studies; Film theory & semiotics; The Birth of Cinema; Pioneers of Cinema- Edison, Lumiere Brothers, George Melies, Edwin.S.Porter, D.W.Griffth, Sergei Eisenstein; Influence of Studios on cinema; Development of Classical Hollywood Cinema- Origin & Golden age of Hollywood, Motion Picture Industry & Modern Hollywood.

### UNIT II

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema; Dynasty of Actors and Director; New Indian Cinema; Government and Indian Cinema; Tamil cinema- origin & growth; Pioneers of Tamil Cinema; Tamil Talkies and studios; Golden era of Tamil cinema; Mega stars & Mega movies; New Dimension of Tamil Cinema- Marketing & Distribution.

### UNIT III

World Cinema- Different Schools of World Cinema; German Expressionism; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage; Italian Neo Realism- origin & development; Japanese Cinema; Iranian Cinema; Third world Cinema.

## UNIT IV

Mise-en-scene- definition & concept; Four P's of Mise-en-scene; Elements of Mise-en; Narrative functions of Mise-en-scene; Cinematographer properties- photographic image, duration of the image & framing; Montage- definition & concept; Types of Montage; Montage Vs Parallel Editing; Editing- dimensions of film editing & continuity editing.

## UNIT V

Narrative Cinema- definition & concept; Non Narrative cinema- Avant-garde & Experimental film; Film Form- definition & elements; Ambiguity, Style & Ideology; Film Genre- definition & types; Emerging trends of Digital Film & Short Films; Film Festivals- International & National Festivals; Film Awards- International & National Film Festivals

## TEXT BOOKS

1. Jill Nelmes (2012). Introduction to Film Studies, First Edition, Routledge, USA
2. Geoffrey Nowell-Smith (1999). The Oxford History of World Cinema, Third Edition, Oxford University Press, UK

## REFERENCES

1. Warren Buckland (2010). Film Studies: Teach Yourself, First Edition, McGraw-Hill, USA
2. Sarah Casey Benyahia (2008). As Film Studies, First Edition, Routledge, USA
3. Richard Dyer (2000). Film Studies: Critical Approaches, First Edition, Oxford University Press, UK

Course Nature: Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18403	3D Animations	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES					Student Outcomes				
At the end of this course the learner is expected:									
1.	To acquire knowledge about 3D Animations				d	e	i	m	n



2.	To strengthen the knowledge on concept, model and theories of Animations	d	e			
3.	To develop content using the features in 3D Animations	d	e			

### **CLASS EXERCISE:**

(Students have to practice all TEN exercises) (Each exercise carries 4 marks)  
(Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
2. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
3. Material Editor- Applying on Objects & Giving Effects
4. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
5. Modeling- Logo, Architecture & Titling
6. Special Effect- Bomb & Particles
7. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
8. Lighting- Photometric & Standard Lighting
9. Camera- Target & Free
10. Animation- Rendering in Photocopy & Rendering Setup

### **RECORD WORK**

1. Title Animation (two exercise)
2. Architecture (Walk through) (one exercise)
3. Toy Animation (two exercises)
4. House Exterior (Snap shots from different angles) (one exercise)
5. Jewellery Design (two exercises)

**(The Students have to submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Dariush Derakhshani (2013). Autodesk 3Ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA
2. Jeffrey Harper (2013). Mastering Autodesk 3Ds Max 2013, First Edition, John Wiley & Sons, USA
3. Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>	<b>50</b>

End Semester	Assessment Tool	Exam	Record Work	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18404	Art Direction	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Art Direction	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Art Direction	d	e			
3.	To develop content using the features in Art Direction	d	e			

### **CLASS EXERCISE:**

(Students have to practice all FIVE exercises) (Each exercise carries 8 marks)  
 (FIVE exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Perspective drawing
2. Ground Planning
3. Texture making
4. Interior set designing and making
5. Outdoor set designing and making

### **RECORD WORK**

1. Perspective drawing (3 nos)
2. Ground Planning (3 nos)
3. Texture making (3 nos)
4. Interior set designing and making (Miniature)- 1 no
5. Outdoor set designing and making (Miniature)- 1 no

**(The Students have to submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Michael Rizzo (2013). The Art Direction Handbook for Film, Focal Press, Second Edition, UK
2. Lucy Fischer (Ed.) (2015). Art Direction and Production Design, Rutgers University Press, First Edition, USA
3. Robert L. Olson (1999), Art Direction for Film and Video, Focal Press, Second Edition, UK

<b>Course Nature: Practical</b>					
<b>Assessment Method (Max. Marks: 100)</b>					
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>		<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>		<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>		<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>		<b>50</b>
<b>Total</b>					<b>100</b>

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18405</b>	<b>Social Psychology</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>4</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Social Psychology	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Psychology	e	f	h		
3.	To develop content using the features in Social Psychology	e	f			

### **UNIT I**

Social psychology- Origin and development; Definition, nature, scope and Social psychology in India; Relationship with sociology and anthropology; Methods in Social psychology- Systematic observation, correlation, experimental.

### **UNIT II**

Self- Definition, nature and characteristics; Different approaches of self- Theology, Philosophy and Science; Gender and concept of self- Gender Stereotyping, nature and correlates, gender identity and gender stereotypes; Importance of gender roles and its differences; Group psychology- Definition and classification of group; Group structure- function, conformity and compliance.

### **UNIT III**

Social Interaction and Influence; Self concept- beginnings, formation, self- schemas and multicultural perspective; Social relations and self concept; Pro-social behaviour- Interpersonal attraction and affiliation; Perceiving groups- Stereotypes and Prejudices; Individual differences- Social Inequality and Religious Diversities.

### **UNIT IV**

Theories of Social Psychology- Definition; Evolutionary Theory and Human Social Behaviour; Social Cognitive theory; The Continuum Model and the Stereotype Content Model; Cognitive Dissonance Theory; Social Identity Theory and Self presentation theory.

## UNIT V

Media and Social behaviour; Media effect and Media experience; Psychological effects of media; Media and virtual public sphere; Media as socializing agent; Transforming public opinion; Media and globalization.

### TEXT BOOKS

1. Brehm, S.S and Kassir, S.N (1996). Social Psychology, 3rd edition. Boston: Houghton Mifflin Company
2. Crisp, R.J and Turner, R.N (2007). Essential Social Psychology, Sage Publications India Pvt Ltd., New Delhi

### REFERENCES

1. Myers, D.G (2002). Social Psychology, Seventh edition, McGraw Hill, New York
2. Taylor, S .E, Peplau, L.A and Sears, D.O (2006). Social Psychology, Twelfth edition, Prentice-Hall, New Delhi
3. Baron, Robert A and Byrne, D (2001). Social Psychology, Eighth edition, Prentice-Hall, New Delhi

Course Nature: Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18E53	Advertising Campaign	0	1	2	3	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Advertising Campaign	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Advertising	d	e			
3.	To develop content using the features in Advertising Campaign	d	e			

### CLASS EXERCISE:

(Students have to practice all EIGHT exercises) (Each exercise carries 5 marks)  
(EIGHT exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Selection of product
2. Research
3. Budgeting

4. Setting goals
5. Advertising venue
6. Choosing creatives
7. Design and content
8. Placing ads / Promotion

**RECORD WORK:**

1. Conduct an ad campaign for a product / Service / Idea. – Group activity. Maximum five members in group
2. The students should shoot each stage of the campaign and present the video in digital form along with the record during External Examination.

**(The Students have to conduct an ad campaign for a product / Service / Idea of their choice and they have to report the work as a record and submit the same for Practical exam, which will be evaluated by the External examination)**

**MANUALS FOR PRACTICALS**

1. Advertising Campaign Design: Just the Essentials – Robyn Blakeman, Routledge
2. Advertising Campaign Strategy: A Guide to Marketing Communication Plans: Donald Parente, Kirsten Straus baugh – Hutchinson
3. Strategic advertising campaigns: Don E. Schultz, Dennis G. Martin, Beth E. Barnes, William P. Brown - NTC Business Books, 1988.

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>	<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>	<b>50</b>
<b>Total</b>				<b>100</b>

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18E54</b>	<b>Advertising Film Making</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Advertising Film Making	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Advertising and Film Making	d	e			

3.	To develop content using the features in Advertising Film Making	d	e			
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**CLASS EXERCISE:**

(Students have to practice all FOUR exercises) (Each exercise carries 10 marks)  
 (FOUR exercises x 10 marks = 40 marks & 10 marks for Regularity & Discipline-  
 Total- 50 Marks)

1. Briefing
  - Identifying target audience
  - Fixing fundamental marketing goal
  - Duration of the video
  - Preference of film style – Animation / Live action / Infographics
  - Budgeting
2. Pre- production
3. Production
4. Post- production

## RECORD WORK

1. Create an ad film for a product (Maximum duration- one minute)  
(The Students have to create an ad film for a product / Service / Idea of their choice and they have to do record work of the process involved and submit the same for Practical exam, which will be evaluated by the External examination)

## MANUALS FOR PRACTICALS

1. Branding and Advertising: Flemming Hansen, Lars Bech Christensen, Copenhagen Business School Press DK, 2003
2. Advertising, Promotion, and New Media: Marla R. Stafford, Ronald J. Faber - Routledge, 2015
3. Advertising: Jen Green - The Rosen Publishing Group, 2011

<b>Course Nature: Practical</b>					
<b>Assessment Method (Max. Marks: 100)</b>					
In Semester	Assessment Tool	Studio/ Lab		Regularity and Discipline	Total
	Marks	40		10	50
End Semester	Assessment Tool	Record Work	Viva		Total
	Marks	30	20		50
<b>Total</b>					<b>100</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
CAC18401	Verbal Ability And Reasoning	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students understand the syntax of English and develop their lexical skills	d	f	h	n	
2.	To develop comprehension and interpretation skills	d	e	f	h	n
3.	To enhance vocabulary skills and improve repertoire of words	d	f	h	m	n
4.	To help the students succeed in competitive exams and placements	j	m	n		

**UNIT I**

Spotting error, Change of speech, Change of voice

**UNIT II**

Synonyms, Antonyms, Idioms, Phrasal verbs, One word substitution

**UNIT III**

Sentence improvement, Sentence completion (Grammar based)

**UNIT IV**

Sentence completion (Vocabulary based), Odd word

**UNIT V**

Reading comprehension, Word analogy, Para jumble

**REFERENCES**

1. Hari Mohan Prasad and Meenakshi Upadhyay, Objective English for Competitive Examinations, McGraw Hill Education.
2. Norman Lewis, Word Power Made Easy New Revised and Expanded Edition, Goyal publication, 2011
3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007

<b>Internal Components</b>	
Assignment 1	20 Marks
Assignment 2	20 Marks
Surprise Test 1	25 Marks
Surprise Test 1	25 Marks
Attendance	10 Marks



## SEMESTER – V

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18501	Corporate Communication	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Corporate Communication	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Communication	e	f	h		
3.	To develop content using the features in Corporate Communication.	e	f			

### UNIT I

Introduction to media marketing; Media houses- structure and functions; Core strength and core products; Innovations; Digital marketing and social marketing; Fundamentals of movie business; Film as an industry; Media planning buying and selling; Market challenges.

### UNIT II

Corporate Realtors- structure and process; Organization across societies; Society and organization theories; Modern, Classical, Contemporary and Systems model; Types of organizations- nature and characteristics.

### UNIT III

Organizational process; Leadership; Communication decision making; Balance and conflict; Authority and power; Factors influencing communication; Communication problems- omission, distortion, over load and possible solutions.

### UNIT IV

PR in Corporate Communication; Evolution of PR; Functions of PR; Formation of Public opinion; Internal and external communications in organizations; Formal and informal; PR and publics; Employee, Shareholders, Consumer and supplier relations.

### UNIT V

Managing consumption and production of media time and material - Resource allocation; Talent management; Call sheet management- Operation and challenges; Financing of cinema, Promotions, Embedded advertisement; Audience measurement and media analysis; Film production and distribution- Publishing, Online distribution and Digital release.

### TEXT BOOKS

1. Terry Flew (2011). New Media: An Introduction, First Edition, Oxford Press, London

- Alex Newson (2009). Blogging and other Social Media, First Edition, Gower Publishing Limited, England

## REFERENCES

- Pringle, Peter, K (2011). Electronic Media Management, Focal Press, USA
- Roberts-Breslin (2010). Making Media Foundations of Sound and Image Production, Focal Press, USA
- Ranganathan, Maya (2011). Indian Media in a Globalised World, Sage Publication, New Delhi

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18502	New Media and Society	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about New Media	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of New Media	e	f	h		
3.	To develop content using the features in New Media	e	f			

### UNIT I

Internet Communication Revolution; Spectrum- 2G, 3G, 4G, GSM, CDMA, LTE, VOLTE and future Generations; Mobile Phone Technology; Smart phone- Apps, Internet video call, voice call, IPTV, High Definition Broadcasting and Telecasting; Virtual Communication; Pros and Cons of Technology.

### UNIT II

New Media Communication Revolution; Information to Communication Technology (ICT)- adoption and social transmission; Technology Acceptance Model- Media Convergence, Digital Divide, E-governance, TRAI.

### UNIT III

Social Media & revolution- Blogger, Facebook, Twitter, YouTube; Revolution & Network society; Websites- administration & publication; New Media- Ethical, moral, social, legal issues & cyber law; New media in developing countries.

#### UNIT IV

Information Society Theories; Social and Cultural effects of New Media; Social Networking and Information Overload; Information rich and Information poor; Knowledge Gap and Cultural Alienation; New media impact on old media; ICTs for Development- Empowerment & right to information.

#### UNIT V

New Media and Mass Communication; New patterns of information traffic; Computer mediated community formation; Political participation; New media and democracy; Technologies of freedom.

#### TEXT BOOKS

1. Arvind and Everett (2015). India's Communication Revolution, First Edition, Sage Publication, New Delhi
2. Alex Newson (2009). Blogging and other Social Media, First Edition, Gower Publishing Limited, England

#### REFERENCES

1. Martin Lister (2003). New Media: A Critical Introduction, First Edition, Routledge, New York
2. Barrie Oxford (2001). New media and Politics, Second Edition, Sage Publications, New Delhi
3. Hamid Mowlana (1997). Global Information & World Communication, Second Edition, Sage Publications, New Delhi

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
		<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>5</b>	<b>5</b>
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18503	Media Analysis	0	1	4	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Media Analysis	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Media	d	e			
3.	To develop content using the features in Media Analysis	d	e			

### **CLASS EXERCISE:**

(Students have to practice all FOUR exercises) (Each exercise carries 10 marks)  
 (FOUR exercises x 10 marks = 40 marks & 10 marks for Regularity & Discipline-  
 Total- 50 Marks)

(Students have to work on a selected topic and submit a report not more than 50 pages under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. The report should focus on a different aspect of the topic. The report should be in the following format).

1. Chapter I: Introduction of the selected topic.
2. Chapter II: Previous studies related to the selected topic.
3. Chapter III: Method of study and Interpretation
4. Chapter IV: Results and suggestions.

**(Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.)**

**(The Students have to submit Record Work for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Arthur Asa Berger (2013). Media Analysis Techniques, Fifth Edition, Sage Publishing, USA
2. Marshall McLuhan (2005). Understanding Media: The Extensions of Man, Princeton, MIT Press, USA
3. Thomas Caldwell (2010), Film Analysis Handbook: Essential Guide to Understanding, Analysing and Writing on Film, Second Edition, Insight Publication, Australia.

<b>Course Nature: Practical</b>
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Assessment Method (Max. Marks: 100)				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18504	Photography	0	1	3	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Photography	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Photography	d	e			
3.	To develop content using the features in Photography	d	e			

### **CLASS EXERCISE:**

(Students has to practices all EIGHT exercises) (Each exercise carries 5 marks)

(EIGHT exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. A to Z photographs (Each alphabet 1 Photograph)
2. Fine art Photography (2)
3. Festival / Event (3)
4. Monochrome (2)
5. City street photography (2)
6. Levitation (1)
7. Reflection (2)
8. Flora and Fauna (2)

**(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Michael Langford (2012). Advanced Photography, First Edition, Focal Press, UK
2. Tony Northrup (2012). How to Create Stunning Digital Photography, First Edition, Mason Press, USA
3. Boyd Norton (2001). The Art of Outdoor Photography, Third Edition, Voyageur Press, USA

<b>Course Nature: Practical</b>					
<b>Assessment Method (Max. Marks: 100)</b>					
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>		<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>		<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>		<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>		<b>50</b>
<b>Total</b>					<b>100</b>

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18505</b>	<b>Animation</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>3</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Animation	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Animation	d	e			
3.	To develop content using the features in Animation	d	e			

### **CLASS EXERCISE:**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)  
 (Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Character designing
2. Shading & Lighting
3. Paint Effects
4. Camera- Target & Free
5. Animation- Rendering in Photocopy & Rendering Setup

### **RECORD WORK:**

- UV Texturing
- Rigging
- Match move
- Interior Design (one exercise)
- Exterior Design (one exercise)

**(The Students have to submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Dariush Derakhshani (2013). Autodesk 3Ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA

- Jeffrey Harper (2013). Mastering Autodesk 3Ds Max 2013, First Edition, John Wiley & Sons, USA
- Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Exam</b>	<b>Record Work</b>	<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>	<b>50</b>
<b>Total</b>				<b>100</b>

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18506</b>	<b>Short Film Making</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>3</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Short Film Making	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Film Making	d	e			
3.	To develop content using the features in Short Film Making	d	e			

### **CLASS EXERCISE:**

(Students has to practices all EIGHT exercises) (Each exercise carries 5 marks)  
(EIGHT exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

- Concept for Short film
- Scripting
- Budgeting
- Cast and crew selection
- Location scouting
- Production
- Editing
- Final output

### **RECORD WORK:**

1. Shoot a short film (Max. Duration – 5 minutes)

**(The Students have to submit all stages in film making as Record Work and the short film should be submitted in digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Nicholas George (2010). Film Crew: Fundamentals of Professional Film and Video Production, First Edition, Platinum Eagle Publishing, USA
2. Clifford Thurlow (2008). Making Short Films: The Complete Guide from Script to Screen, First Edition, Berg, USA
3. Patricia Aufderheide (2007). Documentary Film: A Very Short Introduction, First Edition, Oxford University Press, UK

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>	<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>	<b>50</b>
<b>Total</b>				<b>100</b>



SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18507	Media Laws And Ethics	2	1	0	3	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Media Laws	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Media	e	f	h		
3.	To develop content using the features in Media Laws and Ethics	e	f			

### UNIT I

Constitution of India- salient features & preamble; Fundamental of Rights & Duties; Freedom of Speech & Expression and Limitations; Directive Principles of State Policy; Features of Article 19 (1)(a) & Article 19 (2) of Indian Constitution; Provisions of Amending the Constitution; Parliamentary & Legislative Privileges for Media; Press as Fourth Estate of the Democracy.

### UNIT II

Media Technology and Ethical Parameters; Live reporting and ethics Legality; Ethicality of Sting Operations, Phone Tapping; Ethical issues in Social media- IT Act 2000, Sec 66 A, Right to Information, Intellectual Property Rights; Media ethics and cultural dependence; Discussion of Important cases.

### UNIT III

Representation and ethics; Advertisement and Women Pornography related Laws and case studies; Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC.

### UNIT IV

Media and Regulation; Regulatory bodies- CBFC, PIB, Press council of India, DAVP, ASCI; Codes and Ethical Guidelines; Self Regulation Media Content; Debates on morality and Accountability; Taste, Culture and Taboo Censorship and media debates.

### UNIT V

Media and Social Responsibility; Media ownership and Media reportage of marginalized sections- children, dalit & tribal; Gender and Media coverage of violence and related laws- inflammatory writing (IPC 353), Sedition incitement to violence, hate Speech; New media and social responsibility; Relevant Case Studies.

### TEXT BOOKS

1. Neelamalar. M (2010). Media Law and Ethics, First Edition, Prentice-Hall Of India Pvt Ltd, New Delhi

- Kiran Prasad (2008). Media Law in India, First Edition, B.R. Publishing Corporation, New Delhi

## REFERENCES

- Venkat Iyer (2000). Mass Media Laws And Regulations In India, First Edition, Bahri Sons, New Delhi
- Kundra. S (1998). Media Laws & Indian Constitution, Second Edition, Anmol Publications Pvt. Ltd, New Delhi
- Durga Das Basu (1986). Law of Press, Sixth Edition, Prentice-Hall Of India Pvt Ltd, New Delhi

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18E01	Advanced Photography	0	1	2	3	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Photography	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Photography	d	e			
3.	To develop content using the features in Photography	d	e			

## CLASS EXERCISE:

(Students has to practices all FOUR exercises)

(Each exercise carries 10 marks)

(Four exercises x 10 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

- Photo story (5)
- Candid photography (5)
- Light and shadow (5)
- Photo journalism (5)

**(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)**

## MANUALS FOR PRACTICALS

- Roger Watson (2013). Capturing the Light, First Edition, Macmillan Publishers, UK

2. Don Giannatti (2013). Professional Photography, First Edition, Amherst Media, USA
3. Martin Evening (2012). Adobe Photoshop CS6 for Photographers, First Edition, Focal Press, UK

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
<b>Total</b>				<b>100</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18E02	Animation Practices	0	1	2	3	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Visual Communication	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Visual Communication	d	e			
3.	To develop content using the features in Visual Communication.	d	e			

### **CLASS EXERCISE:**

(Students has to practices all FIVE exercises)

(Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Character designing
2. Shading & Lighting
3. Paint Effects
4. Camera- Target & Free
5. Animation- Rendering in Photocopy & Rendering Setup

### **RECORD WORK:**

1. Character Animation (two exercises)
2. Character Poses (five exercises)
3. Special Effect- Bomb & Particles (one exercise)
4. Consumer Product Animation (one exercises)

**(The Students have to submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

## MANUALS FOR PRACTICALS

1. Dariush Derakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA
2. Jeffrey Harper (2013). Mastering Autodesk 3ds Max 2013, First Edition, John Wiley & Sons, USA
3. Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA

Course Nature: Practical				
Assessment Method (Max. Marks: 100)				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
		Marks	40	10
End Semester	Assessment Tool	Exam	Record Work	Total
		Marks	30	20
<b>Total</b>				<b>100</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18E03	Short Story Writing	0	1	2	3	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Story Writing	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Story Writing	d	e			
3.	To develop content using the features in Story Writing	d	e			

### **CLASS EXERCISE:**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)  
(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Short story reading
2. Understanding plots
3. Synopsis development
4. Narration techniques
5. Treatment

### **RECORD WORK:**

Writing short stories for the following genres:

1. Drama
2. Horror / Thriller
3. Romance
4. Comedy

**(The Students have to write all four short stories and submit the same as Record Work for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Clifford Thurlow (2008). The Complete Guide from Script to Screen, First Edition, Oxford University Press, UK
2. Ellen Sandler (2007). The TV Writer's Workbook: A Creative Approach To Television Scripts, First Edition, Oxford University, UK
3. Charlie Moritz (2001). Scriptwriting for the Screen, Second Edition, Routledge, USA

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>	<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>	<b>50</b>
<b>Total</b>				<b>100</b>

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
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<b>UVC18E04</b>	<b>Professional Photography</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
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<b>INSTRUCTIONAL OBJECTIVES</b> At the end of this course the learner is expected:		<b>Student Outcomes</b>				
1.	To acquire knowledge about Photography	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Photography	d	e			
3.	To develop content using the features in Photography	d	e			

### **CLASS EXERCISE:**

(Students has to practices all FOUR exercises) (Each exercise carries 10 marks)  
(Four exercises x 10 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Product photography (5)
2. Macro lens photography (5)
3. Model Photography (5)
4. Food photography (5)

**(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA.
2. Michael Langford (2008). Advanced Photography, Second Edition, Focal Press, UK.
3. Michael Langford (2000). Basic Photography, Second Edition, Focal Press, UK.

<b>Course Nature: Practical</b>					
<b>Assessment Method (Max. Marks: 100)</b>					
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>		<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>40</b>		<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>		<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>		<b>50</b>
<b>Total</b>					<b>100</b>

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
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<b>UVC18E05</b>	<b>3D Modeling</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
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<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about 3D Modeling	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of 3D Modeling	d	e			
3.	To develop content using the features in 3D Modeling	d	e			

### **CLASS EXERCISE:**

(Students has to practices all FOUR exercises) (Each exercise carries 10 marks)  
 (Four exercises x 10 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Basic tools
2. Object designing
3. Positions in axis
4. Special Effect

### **RECORD WORK:**

1. Automobile
2. Electronic gadget
3. Furniture
4. Architecture

**(The Students have to submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Ami Chopine (2011). 3D Art Essentials: The Fundamentals of 3D Modeling, Texturing, and Animation, Focal Press, USA.
2. Nikos Sarris, Michael G. Strintzis (2005). 3D Modeling and Animation: Synthesis and Analysis Techniques for the Human Body, IRM Press, USA, 2005.
3. Norman Fisher (1997). Project Modelling in Construction: Seeing is Believing, Thomas Telford Publishing, London

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	40	10	50
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Exam</b>	<b>Record Work</b>	<b>Total</b>
	<b>Marks</b>	30	20	50
<b>Total</b>				<b>100</b>

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UVC18E06</b>	<b>Music Video Making</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Music Video Making	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Video Making	d	e			
3.	To develop content using the features in Music Video Making	d	e			

### **CLASS EXERCISE:**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)  
 (Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Selection of song
2. Collection of visuals
3. Narrating story
4. Compilation
5. Editing techniques

### **RECORD WORK:**

1. Create a Music video for a song (Max. Duration – 5 minutes)

**(The Students have to submit all stages in music video making as Record Work and the music video should be submitted in digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**



1. Lara M. Schwartz (2007). Making Music Videos: Everything You Need to Know from the Best in the Business, Billboard Books, New York
2. Carol Vernallis (2004). Experiencing Music Video: Aesthetics and Cultural Context, Columbia University Press, New York
3. Katrina McPherson (2006). Making Video Dance: A Step-by-Step Guide to Creating Dance for the Screen, Routledge, USA

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>40</b>	<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>	<b>Total</b>
	<b>Marks</b>	<b>30</b>	<b>20</b>	<b>50</b>
<b>Total</b>				<b>100</b>

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>UES18501</b>	<b>Environmental Studies</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>			
At the end of this course the learner is expected:					
1.	To gain knowledge on the importance of natural resources and energy	a		g	
2.	To understand the structure and function of an ecosystem		b	h	
3.	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence			f	
4.	To understand the causes of types of pollution and disaster management			e	j
5.	To observe and discover the surrounding environment through field work			m	n

### **UNIT I - INTRODUCTION TO NATURAL RESOURCES/ENERGY (9 Hours)**

Natural Resources – Definition – Scope and Importance – Need for Public Awareness – Renewable and Non-renewable Resources: Natural resources and associated problems. Forest resources and over-exploitation – Water resources and over-utilization – Mineral resource extraction and its effects - Food resources - food problems and Modern agriculture - Energy resources and its future.

### **UNIT II - ECOSYSTEMS (9 Hours)**

Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers- ecological succession- food chains(any 2 Examples)- food webs(any 2 Examples)-ecological pyramids.

### **UNIT III-ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT (9 Hours)**

Definition-causes, effects and control measures of : Air, Water and Soil pollution- e-waste management- Disaster management: Natural and manmade-food/earthquake/cyclone, tsunami and landslides.

### **UNIT IV - SOCIAL ISSUES AND THE ENVIRONMENT (9 Hours)**

Sustainable development- Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation- Environment Protection Act (any 2) air, water, wildlife and forest.

### **UNIT V - HUMAN POPULATION AND THE ENVIRONMENT (9 Hours)**

Population growth, variation among nations - Population explosion—Family Welfare Programme - Environment and human health - Human rights - Value education - HIV/AIDS - Women and Child Welfare - Role of Information Technology in environment and human health.

### **FIELD WORK:**

Students will visit any one of the following place of interest and submit a written report by the end of the semester:

1. Visit to a hospital/ industry/ canteen for solid waste management
2. Visit to a chemical industry to study about the practices followed there for waste disposal
3. Visit to Vandalur zoo for study of animal conservation/ plants - flora and fauna
4. Study of simple ecosystems - lake/ hill slopes
5. Naming the trees in the campus at SRM
6. Study of common plants, insects, birds in the neighbourhood
7. Study of common diseases and their prevention
8. Optional: Street plays and rally for awareness of obesity/ diabetes/ vitamin D deficiency/ health issues/ waste management/ solid waste management/ no plastics/ energy consumption/wild life protection.

### **REFERENCES:**

1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.

- Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press.
- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.

**e-BOOK:**

- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>5</b>	<b>5</b>	<b>50%</b>
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

## SEMESTER – VI

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18601	Event Management	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Event Management	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Event Management	e	f	h		
3.	To develop content using the features in Event management	e	f			

### UNIT I

Event Management- Definition & concept; Analysis & Aim of Event; Principles of Event Management; Size, type & category- Sports, Rallies, Wedding & Exhibition; Event Planning & Developing a mission; Preparing event proposal, Use of planning tools- Protocols, Dress codes, staging & staffing.

### UNIT II

Event Marketing- Nature & Process; Marketing mix, Sponsorship; Image & Branding; Advertising, Publicity and Public relations; Event Leadership- Leadership skills, Managing team, Group development & Managing meetings; Communication- Written communications (preparation official & semi-official)- orders, memo, circulars, & invoice & Verbal communications.

### UNIT III

Event Production & Logistics- Concept & theme; Fabrication, light, sound & handling vendors; Logistic policy- procedures, performance standards, functional areas & motivation; Relevant legislations- liquor licenses, trade acts, stake holders, official bodies & contracts.

### UNIT IV

Event Safety & Security- definition & concept; Safety- Occupational safety & emergency procedures; Security- Crowded management, Major risks, emergency planning & Incident reporting; Social-Cultural Environment.

### UNIT V

Accounting- Meaning & scope; Objective of accounting; Accounting as an information system; Accounting principles- concept & Accounting standards; Budget- breakeven point, cash flow analysis, Profit & loss statement, balance sheet & Panic payments;

Financial Accounting- Definition & nature; Financial control systems.

**TEXT BOOK**

1. Devesh Kishore (2012). Event Management: A Blooming Industry and an Eventful Career, First Edition, Har-Anand Publications Pvt. Ltd., New Delhi.

**REFERENCES**

1. Lynn Van Der Wagen (2008). Event Management: For Tourism, Cultural, Business and Sporting Events, First Edition, Prentice Hall, UK
2. Glenn A J Bowdin (2006). Events Management, Second Edition, Routledge, New York

<b>Course Nature: Theory</b>							
<b>Assessment Method (Max. Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18602	Film Appreciation	0	1	6	7	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Film Appreciation	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Film Appreciation	d	e			
3.	To develop content using the features in Film Appreciation	d	e			

### **CLASS EXERCISE**

(Students has to view all FOUR screenings) (Each exercise carries 10 marks)  
(Four exercises x 10 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. International award winning movies will be screened (once in a week/ 4 Movies)
2. National award winning movies will be screened (once in a week/ 4 Movies)
3. Student will be trained in reviewing and analyzing the movies
4. Students will be encouraged to participate and visit the film festivals.

### **RECORD WORK:**

1. Should write review for all screened movies

**(The Students have to submit the exercise in the Record form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. James Monaco (2009). How to Read a Film: Movies, Media and Beyond, First Edition, Oxford University Press, UK
2. Terry Bolas (2009). Screen Education: From Film Appreciation to Media Studies, First Edition, Intellect Books, UK
3. V. F. Perkins (1993). Film As Film: Understanding And Judging Movies, Third Edition, Da Capo Press, USA

<b>Course Nature: Practical</b>					
<b>Assessment Method (Max. Marks: 100)</b>					
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Studio/ Lab</b>		<b>Regularity and Discipline</b>	<b>Total</b>
		<b>Marks</b>	<b>40</b>		<b>10</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Work</b>	<b>Viva</b>		<b>Total</b>
		<b>Marks</b>	<b>30</b>	<b>20</b>	
<b>Total</b>					<b>100</b>

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
UVC18603	Industrial Project	0	0	0	0	16

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Industrial Project	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Media Industry	d	e	i		
3.	To develop content using the features in Media Industry	d	e			

The student will undergo three month training in any media organization and has to submit project report. The student will be monitored by the Faculty and will be guided by the media organization in completing project.

#### METHODOLOGY:

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the project will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio. The project presentation and viva voce will complete the process of evaluation.

The Project work can be either carried out in any Media House/ Print Media/ Advertising Agency/ Media Professional/ Film Industry for a period of three months.

Course Nature: Project					
Assessment Method (Max. Marks: 100)					
In Semester	Assessment Tool	Review 1	Review 2	Review 3	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	Record Work	Viva		Total
	Marks	30	20		50
Total					100