



B.Sc VISUAL COMMUNICATION
(For Students admitted from the academic year 2014-2015)
CURRICULAM AND SYLLABUS

SCHOOL OF MEDIA STUDIES
DEPARTMENT OF VISUAL COMMUNICATOIN
FACULTY OF SCIENCE AND HUMANITIES
SRM UNIVERSITY
SRM NAGAR, KATTANKULATHUR - 603203

SRM UNIVERSITY
 FACULTY OF SCIENCE AND HUMANITIES
 DEPARTMENT OF VISUAL COMMUNICATION
 B Sc Visual Communication
 Structure of the Course
 (for students admitted from the academic year 2014-2015 onwards)
 SEMESTER I

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Foundation Course	ULT14101	Tamil- I	3	2	0	5	3
	ULH14101	Hindi- I					
	ULF14101	French-I					
Foundation Course	ULE14101	English- I	3	2	0	5	3
Compulsory Core	UVC14101	Introduction to Visual Communication	4	1	0	5	4
Compulsory Core Practical	UVC14102	Drawing- I	0	1	4	5	3
Compulsory Core Practical	UVC14103	Visual Art Design- I	0	1	4	5	3
Allied	UVC14104	Design Principles	2	1	0	3	4
Supportive Course	CDC14101	Communication Skills (Internal Only)	2	0	0	2	2
Total			14	8	8	30	22

II SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Foundation Course	ULT14201	Tamil- II	3	2	0	5	3
	ULH14201	Hindi- II					
	ULF14201	French- II					
Foundation Course	ULE14201	English- II	3	2	0	5	3
Compulsory Core	UVC14201	Advertising	4	1	0	5	4
Compulsory Core Practical	UVC14202	Drawing- II	0	1	4	5	3

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core Practical	UVC14203	Visual Art Design- II	0	1	4	5	3
Allied	UVC14204	Introduction to Social Media	2	1	0	3	4
Supportive Course	CDC14201	Soft Skills (Internal Only)	1	0	0	1	1
	UES14201	Environmental Studies (Internal Only)	1	0	0	1	1
Extension Activities	UNS14201	NSS	0	0	0	0	1
	UNC14201	NCC					
Total			14	8	8	30	23

III SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC14301	History and Development of Cinema	4	1	0	5	4
Compulsory Core	UVC14302	Basic Photography	4	1	0	5	4
Major Mini Project	UVC14303	Practical Photography	0	1	4	5	3
Compulsory Core Practical	UVC14304	2D Graphics	0	1	4	5	3
Compulsory Core Practical	UVC14305	Anchoring and Video Jockey	0	0	3	3	3
Allied	UVC14306	Media and Society	4	1	0	5	4
Supportive Course	CDC14301	Verbal Aptitude (Internal Only)	1	0	0	1	1
Extension Activities	UVE14301	Value Education	1	0	0	1	1
	UYG14301	Yoga for Human Excellence					
Total			14	5	11	30	23

IV SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC14401	Film Studies	4	1	0	5	4
Compulsory Core	UVC14402	Media Laws and Ethics	4	1	0	5	4
Compulsory Core Practical	UVC14403	2D Animations	0	1	4	5	3
Major Mini Project	UVC14404	Professional Photography	0	1	4	5	4
Compulsory Core Practical	UVC14405	News Casting and Presenting	0	0	3	3	3
Allied	UVC14406	Script Writing	4	1	0	5	4
Supportive Course	CDC14401	Quantitative Aptitude & Logical Reasoning- I (Internal only)	2	0	0	2	2
Total			14	5	11	30	24

V SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC14501	Media Management	4	1	0	5	4
Compulsory Core	UVC14502	Digital Film Making	4	1	0	5	4
Compulsory Core Practical	UVC14503	3D Animations	0	1	4	5	3
Compulsory Core Practical	UVC14504	Audiography	0	0	3	3	3
Major Mini Project	UVC14505	Television Production	0	1	4	5	4
Allied	UVC14506	Marketing Communication	4	1	0	5	4
Supportive Course	CDC14501	Quantitative Aptitude & Logical Reasoning- II (Internal only)	2	0	0	2	2

Total	14	5	11	30	24
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VI SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Compulsory Core	UVC14601	Event Management	4	1	0	5	4
Compulsory Core Practical	UVC14602	Film Appreciation	0	2	5	7	4
Compulsory Core Project	UVC14603	Industrial Project	0	0	0	0	14
Supportive Course	UHR14601	Human Rights and Professional Ethics (Internal only)	2	0	0	2	2
Total			6	3	5	14	24

Extension Activities (NSS / SPORTS / YOGA / NCC / YRC)

Note: One Credits for each Extension Activities

Total Credits: 140

SEMESTER I

பாடகுறியீடு எண்	பாடத் தலைப்பு	L	T	P	L+T+P	C
ULT14101	தமிழ்- I	3	2	0	5	3

பகுதி 1. தமிழ் இலக்கிய வரலாறு

(நூல் - தமிழ் இலக்கிய வரலாறு- முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி, 2010.)

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

பகுதி 2. இலக்கியம்

அ. இக்காலக்கவிதைகள்

1. பாரதியார்
நெஞ்சு பொறுக்கு திலையே ...என்று தொடங்கும் கவிதை
2. பாரதிதாசன்
உலக ஒற்றுமை - தன்பெண்டு தன்பிள்ளை ...என்று தொடங்கும் கவிதை
3. ந.பிச்சமூர்த்தி - கிளிக்கூண்டு
4. இன்குலாப் - மரங்களின் சுற்றம்
சந்திக்கச் செல்வதில்லை...என்று தொடங்கும் கவிதை
5. நா. காமராசன் - கருப்பு மலர்கள்
காகிதப் பூக்கள் - கால மழைத்தூறலிலே... என்று தொடங்கும் கவிதை
6. சு.வில்வரெத்தினம் --வேற்றாகி நின்ற வெளி
நிலவின் எதிரொலி - பறம்பு மலை ...என்று தொடங்கும் கவிதை
7. பாரதி புத்திரன் - மாரிக்கால இரவுகள்
சிவகாசி சிசுக்கள் - மகனே அன்றொரு நாள் ...என்று தொடங்கும் கவிதை
8. து.நரசிம்மன் - வானம் பிறந்தது
ஒரு பிஞ்சின் வேண்டுகோள்...என்று தொடங்கும் கவிதை
9. பொன்மணி வைரமுத்து- தாய்ப்பல்லாண்டு
10. ப.கல்பனா- வானம் பிறந்தது

கீறல் விழுந்த மாலைக்காலங்கள்- இன்று வர... என்று தொடங்கும் கவிதை

ஆ. சிற்றிலக்கியம்

கலிங்கத்துப்பரணி- போர் பாடியது: 404 -- 408 பாடல்கள்

குற்றாலக்குறவஞ்சி – மலைவளம்

1. வானரங்கள் கனிக்கொடுத்து என்று தொடங்கும் பாடல்
2. முழங்கு திரைப் புனலருவி கழங்கென முத்தாடும் என்று தொடங்கும் பாடல்

இ. காப்பியங்கள்

சிலப்பதிகாரம் – வழக்குரை காதை - 'தேரா மன்னா! செப்புவது உடையேன்';-- இணை அடி தொழுது வீழ்ந்தனளே, மடமொழி. (30 – வரிகள்)

பகுதி 3 உரைநடைப் பகுதி

“எண்ணங்கள்” டாக்டர் எம்.எஸ்.உதயமூர்த்தி ,கங்கை புத்தக நிலையம், 2005.

பாட நூல்கள் :

1. முனைவர் சு.ஆனந்தன் (2010), தமிழ் இலக்கிய வரலாறு-, கண்மணி பதிப்பகம், திருச்சி, 2010.
2. எம்.எஸ்.உதயமூர்த்தி , “எண்ணங்கள்”, கங்கை புத்தக நிலையம், 2005.
3. செய்யுள் புத்தகம், தமிழ்த்துறை, அறிவியல் மற்றும் மானுடவியல் புலம் , எஸ். ஆர். எம். வெளியீடு, 2014.

Subject Code	Course Title	L	T	P	L+T+P	C
ULH14101	HINDI- I	3	2	0	5	3

INSTRUCTIONAL OBJECTIVES

- To express and communicate literature which is part of life
- To incorporate day to day personal & professional life's needed to communicate in the language.
- To help the students to imagine & express their mind through Literature.

UNIT I - PROSE (35 Hours)

1. USNE KAHA THA (STORY) -
CHANDRADHAR SHARMA GULERI
2. CHIEF KI DAWAAT (STORY) -
BHISHAM SAHNI
3. PREMCHAND (NIBANDH) -
DR. RAMVILAS SHARMA
4. BHOLARAM KA JEEV (SATIRE STORY) -
HARISHANKAR PARSAI
5. BHAGWAN NE KAHA THA (SATIRE STORY) -
SURYA BALA
6. CHAMAR KI BETI (STORY) -
DR.N. CHANDRSHEKHARAN NAIR

UNIT II - ONEACTPLAY (15 Hours)

1. LAXMI KA SAWAGAT *UPENDRANATH ASHK* -
2. JAB MAA RO PADI *SETH GOVIND DAS* -

UNIT III - CORRESPONDENCE (10 Hours)

1. OFFICIAL LETTER
2. DEMI- OFFICIAL LETTER

UNIT IV - COMPUTER (10Hours)

UNIT V - TECHNICAL TERMINOLOGY (5 Hours)

Texts Books

1. Hindi I Edited by Dr.S.Preethi, Dr.MD.Islam, Dr. S. Razia Begum Published by Department of Hindi, FS&H,SRM University

Reference

1. Prayajon Mulak Hindi (Author - *Madhav Sontakke*)

QUESTION PAPER PATTERN FOR PAPER - I

Time: 3hrs

Max: 100 Marks

Section –A (40 Marks)

1. Multiple choice question from prose
(Six questions, Five to be answered) (5X2=10)
2. Technical Terminology (English to Hindi)
(Six questions, Five to be answered) (5X2=10)
3. Short questions from prose (50 words)
(Six questions, Five to be answered) (5X4=20)

Section – B (30 Marks)

4 to 10. Annotation from Prose and One Act Play (Seven questions, Six to be answered) (6X5=30)

Section – C (30 Marks)

11. Essay question from prose eitheror type
12. Essay question from One Act play either or type
13. Official letter, Demi-official letter and Computer.

Subject Code	Course Title	L	T	P	L+T+P	C
ULF14101	FRENCH- I	3	2	0	5	3

Instructional Objectives

- To encourage greater written skills through comprehension writing and composition writing.
- Improve their oral and written skills through a combination of theory and practice.
- Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.

Unité I

(15 Heures)

Vous comprenez? – Conjugaison des verbes – Masculin/Féminin – Singulier/Pluriel – Interrogation – Négation simple- L'identité- Les lieux de la ville- Les mots du savoir-vivre.

Unité II (15 Heures)

Au travail ! Conjugaison – Les verbes en –ER – Accord des noms et des adjectifs - Articles indéfinis et définis- Interrogation- Est-ce-que, Qu'est-ce, Qu'est-ce que c'est, Où- L'état civil- Personnes et objets caractéristiques d'un pays.

Unité III (15 Heures)

On se détend ?- Conjugaison- faire, aller, venir, vouloir, pouvoir, devoir- Futur proche - Pronoms moi, toi, lui, elle, etc..., après une préposition – On = Nous- Les loisirs, Sports, Spectacles, Activités.

Unité IV (15 Heures)

Racontez-moi- Passé composé - Présentation d'un événement passé- La date et l'heure- Les moments de la journée, de l'année- Événements liés au temps - **Bon voyage !-** Comparaison simple- Adjectifs démonstratifs- Adjectifs possessifs- Les Voyages – Les transports.

Unité V (15 Heures)

Bon appétit- Articles partitif- Emploi des articles- Interrogation, forme avec inversion- Réponses : Oui, Si, Non- Forme possessive : à+pronom- La nourriture, Les repas, La fête.

Référence Book

1. "Echo-A1", Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

Question Paper Pattern

First Semester

ULF14101

French-I

Time: 3 hours

Max: 100

Série – A (40: Mark)

1. Distinguer le masculin et le féminin : (5Mark)
2. Complétez avec les pronoms sujets : (5Mark)
3. Complétez avec une préposition : à, en, au, aux (5Mark)
4. Complétez avec les articles partitifs : (5Mark)
5. Mettez à la forme négative: (5Mark)
6. Ecrivez les heures en toutes lettres : (5Mark)
7. Chassez l'intrus : (5Mark)
8. Complétez avec l'adjectif démonstratif : (5Mark)

Série – B (30 : Mark)

1. Conjuguez les verbes au futur proche : (5Mark)

2. Quel est le participe passé des verbes suivants: (5Mark)
3. Conjuguez les verbes entre parenthèses au présent (10Mark)
4. Conjuguez les verbes au passé composé : (10Mark)

Série – C (30 : Mark)

1. Trouvez le nom correspondant au verbe : (5Mark)
2. Transformez les phrases avec « Est-ce-que »: (5Mark)
3. Répondez aux questions d'abord affirmativement, puis négativement : Oui Non... (5Mark)
4. Lisez le document suivant et répondez aux questions : (5Mark)
5. Complétez les couples : (5Mark)
6. Associez les mots de chaque colonne : (5Mark)

Subject Code	Course Title	L	T	P	L+T+P	C
ULE14101	English- I	3	2	0	5	3

Instructional Objectives

- To enhance students' proficiency in English language.
- To enable the students to think in English.
- To be abreast with the world literature.
- To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
- To engage in ongoing professional development with respect to both teaching and research.

UNIT I - POETRY (15 Hours)

1. If by Rudyard Kipling
2. Where the Mind is Without Fear by Rabindranath Tagore
3. The Road Not Taken by Robert Frost
4. Snake by D. H. Lawrence

UNIT II - PROSE (15 Hours)

1. Of Truth by Francis Bacon
2. Spirit of India by A.P.J. Abdul Kalam

UNIT III - SHORT STORIES (15 Hours)

1. The Bet by Anton Chekhov
2. The Postmaster by Rabindranath Tagore

UNIT IV - MOVIE REVIEW (15 Hours)

1. Whose Life is it Anyway?
2. The Accused- Feature Film

- Water

UNIT V - LANGUAGE COMPONENT

(15 Hours)

- Tenses
- Focus on Articles, Prepositions, Subject Verb Agreement
- Comprehension Passage

TEXT BOOKS

- Cambridge University Press, Raymond Murphy, Essential Grammar in Use 3rd Edition 2010
- Edited by Dr. Shanthichitra, Glean to ACME English Text Book Published by Department of English, FSH, SRM University

**Question Paper Pattern
Second Semester
ULE 14101
English I**

Time : 3hrs

Max : 100 Marks

Section –A (40 Marks)

- Multiple choice Language Components (Six Questions, Five to be answered) (5X2=10)
- Questions from Comprehension Passage (One Passage with five questions) (5X2=10)
- Short questions from Tenses, Articles, Prepositions, Subject Verb Agreement (5X4=20)

Section – B (30 Marks)

4 to 10. Annotation from Prose, Poetry and Short Stories (6X5=30)

Section – C (30 Marks)

- Essay question from Poem eitheror type
- Essay question from Prose...
- Essay question from Short Story.

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14101	INTRODUCTION TO VISUAL COMMUNICATION	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Visual Communication
2. To apply the techniques in Visual Media
3. To solve practical problems in the real life situations.

UNIT I

Communication- definition & concept; Need for communication; scope & functions of communication; characteristics of communication; understanding communication; communication process; elements of communication; types of communication; SMCR model of communication; barriers of communication.

UNIT II

Visual Communication- definition & concept; historical development of Visual Communication; nature & functions of Visual Communication; characteristics of Visual Communication; types of visual communication- graphic design, art, photography & multimedia; advantages & disadvantages of visual communication; visual communication techniques-eye contact, hand gesture, body language, elements of visual communication.

UNIT III

Perception- definition & concept; Types of Perception- Visual Perception & Graphical Perception; Visual Perception- definition & concept- Illusions- Basics of Illusion; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation Illusions; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

UNIT IV

Semiotics- definition & concept; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean model of Sign; Code- definition; Types of Code- Social codes, Textual codes & Interpretive codes; Branches of Semiotics- Semantics, Syntactics & Pragmatics; Denotation, Connotation & Myth.

UNIT V

Observation and Practical: Ideation- definition & concept; Creativity- definition & concept- Characteristics & Process- Creativity Tools- Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Process of developing ideas to different medium.

BOOKS FOR TEXT AND REFERENCE

1. Denis McQuail (2010). Mass Communication Theory- An introduction, Sixth Edition, Sage Publications, New Delhi.
2. Seema Hasan (2010), Mass Communication- Principles and Concepts, First Edition, CBS Publications, New Delhi.
3. Edward De Bono (1990). Lateral Thinking: Creativity step by step, First Edition, Harper & Row Publishers, New York.

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14102	DRAWING - I	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Drawing
2. To apply the techniques in Design
3. To solve practical problems in the real life situations.

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)

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

Project Work

1. Cubes- Minimum 3 works

(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

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

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14103	VISUAL ART DESIGN - I	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Visual Art
2. To apply the techniques in Design
3. To solve practical problems in the real life situations.

Class Exercise

(Students has 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)

1. **Line Study in different Thickness** : 2½ Weeks
Minimum 6 class works
2. **Curves and Circles** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
3. **Shapes** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
4. **Pattern Designs** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
5. **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

1. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York
2. 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.

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14104	DESIGN PRINCIPLES	2	1	0	3	4

OBJECTIVES

1. To understand the basics of design principles
2. To apply the techniques in Graphic Design
3. To solve practical problems in the real life situations.

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; Graphic Designer- Responsibilities and qualities of Graphic Designer, Qualifications of Graphic Designer.

UNIT II

Elements of Design- definition; Dot or Point; Line- horizontal, vertical, diagonal, curve and zigzag; Shape- geometric shapes, natural shapes and abstract shapes; Form- volume and mass (depth); Space- positive space, negative space and deep space; Texture- visual and physical texture; Pattern; Colour.

UNIT III

Principles of Design- definition; Balance- symmetrical balance, asymmetrical balance and radial balance; Movement; Repetition and Rhythm; Emphasis; Simplicity; Contrast; Proportion; Unity; Layout- definition and concept; Layout Process- rough sketch, thumbnail, final and comprehensive; Types of Layout- Newspaper and Print Advertising; Grids- definition and anatomy of grids; Margin; Typography.

UNIT IV

Colour- definition; Nature of colour; characteristics of colour; Types of colour- primary, secondary and tertiary colours; Colour description- hue, chroma, saturation, intensity, value, tone, tints and shades; Colour Theory- Additive and Subtractive colour theory; Colour Wheel; Colour combinations- Analogous, Complementary and Split Complementary colours; Colour Meaning; Psychology of colour.

UNIT V

Perspective- definition and concept; Types of Perspective- Linear and Non linear perspective; Proportion- Golden mean (ϕ) and Rule of Thirds; Structure; White Space- why to use white space and how to use white space.

BOOKS FOR TEXT AND REFERENCE

1. Alex W. White (2011). The Elements of Graphic Design, Second Edition, Allworth Press, New York.
2. Connie Malamed (2011). Visual Language for Designers, First Edition, Rockport Publishers, New York.
3. Gavin Ambrose and Paul Harris (2012). Basics Design: Grids, Second Edition, AVA Publishing, Switzerland.

Subject Code	Course Title	L	T	P	L+T+P	C
CDC14101	COMMUNICATION SKILL	2	0	0	2	2

Purpose/Objectives:

- To cater to the four essential aspects of communication skills namely, Listening, Speaking, Reading and Writing and thereby create a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.

LISTENING SKILL

Listening comprehension and response through various modes- face-to-face conversations, telephone conversations, reading out written material, audio-video recorded material, mimes.

SPEAKING SKILL

Group communication- Features of an effective, fluent speech through regular practice- role play, extempore- Situational conversations- Greetings, requests, demands, instructions and enquiries.

Informal Speech- Facing audience- Body Language- Conversion of mother tongue to English Language- Pitfalls in the direct translation of words and essential phrases to English language through short conversations

Formal Speech- Paper presentation- Essential aspects of Business Communication- Address, Tone, Choice of words (language), Style, Deciding the target audience

Group Discussion/ Case studies (Topics: Current affairs across all related fields and other such topics of the general criteria)

READING SKILL

Reading Comprehension- Poems, Passages (stories, essays, articles, reports), conversations, short passages, e-mails, formal/informal letters- Purpose- Phonemic awareness, Phonics, Vocabulary development, Reading fluency, including oral reading skills, Reading comprehension strategies.

WRITING SKILLS

Letter writing- Formats and Language- Types- Personal, Business, Applications, Thanks, Invitation, Condolence, Requisition, Complaint- E-mail etiquette.

Reports- Oral report- Periodical report- Progress Report- Field Report.

Essay writing- essential elements of an essay-structure- coherence- relevance.

Interpersonal and Intrapersonal Communication- Ways to communicate in different scenarios- Job interview, business meeting, project submission/proposal, informal gathering, speech for a large audience, a debate, etc. - Dress code, Eye Contact, Body Language and handshakes- survey and reporting (role of IT in Environment and human health).

SEMESTER II

பாடகுறியீடு எண்	பாடத் தலைப்பு	L	T	P	L+T+P	C
ULT14201	தமிழ்- II	3	2	0	5	3

பகுதி -1 தமிழ் இலக்கிய வரலாறு

(நூல் – தமிழ் இலக்கிய வரலாறு- முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி, 2010.)

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

பகுதி -2 அ. சங்க இலக்கியம்

1. முளி தயிர் பிசைந்த... என்று தொடங்கும் **குறுந்தொகை (167)** பாடல் முல்லை, செவிலித்தாய் கூற்று).
2. மனை நடு வயலை வேழம் சுற்று... என்று தொடங்கும் **ஐங்குறுநூறு (11)** பாடல் (மருதம், ஐங்குறுநூறு- வேழப்பத்து.)
3. எம் வெங் காமம் இயைவது ஆயின்என்று தொடங்கும் **அகநானூறு (15)** பாடல் (பாலை , மகட் போக்கிய தாய் சொல்லியது)
4. கூடர் தொடஇ கேளாய்..... என்று தொடங்கும் **கலித்தொகை (51)** பாடல் (குறிஞ்சி, தலைவி கூற்று)
5. மண்டு அமர் அட்ட ... என்று தொடங்கும் **புறநானூறு (213)** பாடல், பாடியவர் : புல்லாற்றூர் எயிற்றியனார், பாடப்பட்டோன் : கோப்பெருஞ்சோழன்; திணை : வஞ்சி; துறை- துணைவஞ்சி.
6. **நறவுவாய் உறைக்கும் நாகமுதிர் ...** என்று தொடங்கும் **பத்துப்பாட்டு – சிறுபாணற்றுப்படை (51-67)** பாடல்
7. கலந்தோர் உவப்ப எயில் பல கடையி... என்று தொடங்கும் **பத்துப்பாட்டு -- மதுரைக் காஞ்சி (220-237)** பாடல்.

ஆ. நீதி இலக்கியம்

1. திருக்குறள் - நட்பாராய்தல்
புலவி நுணுக்கம் (2 அதிகாரம்)
2. நாலடியார்- பொருட்பால்- மேன்மக்கள் - 5 பாடல்

இ. பக்தி இலக்கியம்

சைவம் - பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர் தேவாரம் - முதலாம் திருமுறை
காதல் ஆகி, கசிந்து ... என்று தொடங்கும் பாடல்
2. திருநாவுக்கரசர் தேவாரம் - ஐந்தாம் திருமுறை
மாசில் வீணையும் மாலை ... என்று தொடங்கும் பாடல்
3. சுந்தரர் தேவாரம் - ஏழாம் திருமுறை
பொன்னார் மேனியனே ... என்று தொடங்கும் பாடல்
4. மாணிக்கவாசகர் - திருவாசகம் - பிடித்த பத்து
பால் நினைந்து ஊட்டும் தாயினும் சாலப் ... என்று தொடங்கும்
பாடல்
5. திருமூலர் - திருமந்திரம்
மரத்தை மறைத்தது மாமத யானை ... என்று தொடங்கும் பாடல்

வைணவம் - நாலாயிரத்திவ்யப் பிரபந்தம்

1. பூதத்தாழ்வார்
பெருகு மத வேழம் மாப்பிடிக்கு...என்று தொடங்கும் பாடல்
2. குலசேகராழ்வார்
ஆனாத செல்வத்து அரம்பையர்கள் தற்கூழ் ...என்று தொடங்கும்
பாடல்
3. பெரியாழ்வார்
எந்நாள் எம்பெருமான் ...என்று தொடங்கும் பாடல்
4. ஆண்டாள்
ஓங்கி உலகளந்த உத்தமன் ... என்று தொடங்கும் பாடல்
5. திருப்பாணாழ்வார்
சதுர மாமதில் சூழ் இலங்கைக்கு ... என்று தொடங்கும் பாடல்

இஸ்லாம்

குணங்குடி மஸ்தான் சாகிபு பாடல்கள் –தவமே பெற
வேண்டுமெனல்- 3 பாடல்கள்

கிறித்துவம்

ஆதிநந்தாவனப் பிரளயம் – ஏதேன் தோட்டம்- 3 பாடல்கள்

பகுதி 3: சிறுகதை

“ஒற்றைச் சிறகு”, இலக்கியச் சிந்தனை 2012 ஆம் ஆண்டின்
சிறந்த சிறுகதைகள் தொகுப்பு.

பாட நூல்கள் :

1. முனைவர் சு.ஆனந்தன் (2010), தமிழ் இலக்கிய வரலாறு-,
கண்மணி பதிப்பகம், திருச்சி, 2010.
2. ஒற்றைச் சிறகு, இலக்கியச் சிந்தனை 2012 ஆம் ஆண்டின் சிறந்த
சிறுகதைகள் தொகுப்பு, 2012.
3. செய்யுள் புத்தகம், தமிழ்த்துறை, அறிவியல் மற்றும் மானுடவியல்
புலம் , எஸ். ஆர். எம். வெளியீடு, 2014.

Subject Code	Course Title	L	T	P	L+T+P	C
ULH14201	HINDI- II	3	2	0	5	3

INSTRUCTIONAL OBJECTIVES

- To express and communicate literature which is part of life
- To incorporate day to day personal & professional life's need to communicate in the language.
- To help the students to imagine & express their mind through Literature .

UNIT I - POETRY

(30 Hours)

1. Suprashid Dohey *Kabir, Rahim, Bihari, Surdas* -
2. Nar Ho Na Nirash Karo Mann Ko *Maithlisharan gupt* -
3. Jo Tum Aaa Jaate *Mahadevi Varma* -
4. Hum Panchi Unmukt Gagan Ke *Shiv mangal singh suman* -
5. Chalawa *Santosh shreeyansh* -
6. Yahan Thi Vaha Nadi *Manglesh Dabral* -

UNIT II - STORY

(25Hours)

1. Eidgaha *Premchand* -
2. Vapsi *Priyamvada Usha* -
3. Ek Muthi Aakash *Santosh Srivastav*
4. Ek Plate Sailab *Mannu Bhandari* -

UNIT III (10 Hours)

1. Anuvad : Anuvad Ki Paribhasha Evam Bhed

UNIT IV (5 Hours)

1. Anuvad : English to Hindi

UNIT V (5 Hours)

1. Administrative words

Recommended Texts:

1. Hindi I Edited by Dr.S.Preethi, Dr. MD.Islam, Dr.S.Razia Begum.Published by Department of Hindi, FS&H,SRM.University

Reference

1. Prayajon Mulak Hindi (Author - Madhav Sontakke)
2. Practcal Guide to is Translation & Composition (Author- K. P. Thakur)

QUESTION PAPER PATTERN FOR PAPER - II

Time: 3hrs

Max : 100 Marks

Section –A (40 Marks)

1. Multiple choice questions from prose
(Six questions, Five to be answered) (5X2=10)
2. Administrative Words (English to Hindi)
(Six questions, Five to be answered) (5X2=10)
3. Short questions from prose (50 words)
(Six questions, Five to be answered) (5X4=20)

Section – B (30 Marks) (6X5=30)

- 4 to 10 Annotation from Poetry and Story
(Seven questions, Six to be answered)

Section – C (30 Marks) (3X10=30)

11. Essay question from Poetry either or type
12. Essay question from Story either...or type
13. Translation (English to Hindi)

Subject Code	Course Title	L	T	P	L+T+P	C
ULF14201	FRENCH- II	3	2	0	5	3

Instructional Objectives

- Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.
- Improve their oral and written skills through a combination of theory and practice.

Unité I

(15 Heures)

Quelle journée !- La conjugaison pronominale- L'impératif- L'expression de la quantité : peu, un peu de, quelque, etc.,- Les activités quotidiennes- Les achats, L'argent - **Qu'on est bien ici !** Prépositions et adverbess de lieu- Verbes exprimant un déplacement : emploi des prépositions- Le logement, La localisation, L'orientation, L'état physique, Le temps qu'il fait.

Unité II

(15 Heures)

Souvenez-vous- L'imparfait- Emploi du passé composé et de l'imparfait- Expression de la durée- L'enchaînement des idées : alors, donc, mais- Les sens réciproque- Les moments de la vie- La famille- Les relations amicales, amoureuses, familiales.

Unité III

(15 Heures)

On s'appelle ? – Les pronoms compléments directs- les pronoms compléments indirects de personne- L'expression de la fréquence et de la répétition – Les moyens de communication : courrier, téléphone, internet.

Unité IV

(15 Heures)

Un bon conseil ! – Expression du déroulement de l'action – Passé récent- Présent progressif – Futur proche – Action achevée/ inachevée – Les phrases rapportées – Les Corps – La santé et la maladie.

Unité V

(15 Heures)

Parlez-moi de vous – La place de l'adjectif – La proposition relative finale avec « qui » - C'est/il est – Impératif des verbes avec pronoms – La formation des mots – La description physique et psychologique des personnes – Les vêtements – Les Couleurs.

Référence Book

1. "Echo-A1", Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

Question Paper Pattern

Second Semester

ULF14201

French-II

Time: 3 hours

Max: 100

Série – A (40: Mark)

1. Complétez par une préposition : (à, de)

(5Mark)

2. Complétez avec les expressions de quantité: (5Mark)
3. Trouvez les réponses en utilisant COD : (5Mark)
4. Reliez les deux phrases avec « qui » : (5Mark)
5. Complétez avec « qql' un, personne, qql chose, rien (5Mark)
6. Remplacez les mots soulignés par un pronom « en » (5Mark)
7. Chassez l'intrus : (5Mark)
8. Complétez avec très ou trop: (5Mark)

Série – B (30 : Mark)

1. Mettez les verbes au passé récent : (5Mark)
2. Conjuguez les verbes à l'impératif : (5Mark)
3. Mettez les verbes entre parenthèses au passé composé: (10Mark)
4. Conjuguez les verbes à l'imparfait: (10Mark)

Série – C (30 : Mark)

1. Trouvez le nom correspondant au verbe : (5Mark)
2. Trouvez le contraire des mots suivants: (5Mark)
3. Caractérisez la personne selon l'exemple donné : (5Mark)
4. Lisez le document suivant et répondez aux questions : (5Mark)
5. Transformez la phrase en utilisant un nom comme dans l'exemple: (5Mark)
6. Associez les mots de chaque colonne: (5Mark)

Subject Code	Course Title	L	T	P	L+T+P	C
ULE14201	ENGLISH- II	3	2	0	5	3

Instructional Objectives

- To enhance students' proficiency in English language.
- To enable the students to think in English.
- To become aware of the world literature and the writers.
- To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
- To engage in ongoing professional development with respect to both teaching and research.

UNIT I - POETRY (15 Hours)

1. The Hawk in the Rain by Ted Hughes
2. Crutches by Bertolt Brecht
3. Obituary- A. K. Ramanujan
4. Dream Deferred- Langston Hughes

UNIT II - PROSE (15 Hours)

1. The Story of my Experiments with Truth by M.K. Gandhi (Excerpts)

2. I have a Dream by Martin Luther King
3. Farewell Speech by Mark Antony

UNIT III - PLAY AND SHORT STORY (15 Hours)

1. Monkey's Paw by W.W.Jacobs
2. Bear by Anton Chekhov

UNIT IV - BOOK REVIEW (15 Hours)

1. To kill a Mocking Bird (Excerpts)
2. Merchant of Venice (Excerpts)

UNIT V - LANGUAGE COMPONENT (15 Hours)

1. Transformation of Sentences
2. Jumbled Sentences
3. Précis Writing

TEXT BOOKS

1. Cambridge University Press,. Raymond Murphy, Essential Grammar in Use 3rd Edition 2010
2. Edited by Dr.Shanthichitra, Glean to ACME English Tex Book Published by Department of English, FSH, SRM University

**Question Paper Pattern
Second Semester
ULE 14201
English II**

Time : 3hrs

Max : 100 Marks

Section –A (40 Marks)

1. Multiple choice Language Components Transformation of Sentences(Six question, Five to be answered)
(5X2=10)
2. Questions from Précis Writing (Two Passages)
(5X2=10)
3. Jumbled Sentences (Five))
(5X4=20)

Section – B (30 Marks)

4 To 10. Annotation from Prose, Poetry and Short Story
(6X5=30)

Section – C (30 Marks)

11. Essay question from Poem eitheror type
12. Essay question from Prose...
13. Essay questions from short Stories

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14201	ADVRETING	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Advertising
2. To apply the techniques in Advertising Industry
3. To solve practical problems in the real life situations.

UNIT I

Introduction to Advertising – definition; Nature, Scope & Role of Advertising; Importance of Advertising; history of Advertising- Abroad & India; Classification, Functions, Types & impact of Advertising; ethics in advertising.

UNIT II

Advertising Agency- functions of advertising agency; organizational structure in Advertising Agency; types of advertising agency- full service, independent, In-house & specialized agencies; legal aspects & ethical issues of advertising agencies; leading advertising agencies in India & abroad.

UNIT III

Branding management- brand image, brand personality, brand awareness, brand extension & brand equity; brand positioning strategies; Unique selling proposition (USP); media strategy; developing media strategy; media mix- ; Advertising research- purpose & objectives of advertising research.

UNIT IV

Creativity- definition & concepts; role of creativity in advertising; elements of creative advertising; client brief & account planning; planning creative strategy; creative process; style & appeals of advertising; conceptualization & ideation; copywriting- role of copywriting; layouts- stages of layout & types of layout; components of print advertising; headlines- importance & types of headlines; writing style- typography, scripting & story board.

UNIT V

Advertising Media- Newspaper, Magazine, Directory, Yellow pages, Direct mail, Outdoor & Transit advertising; Radio & Television Advertising; Online Advertising- Objective & Importance of Online Advertising; Types of Online Advertising; Challenges & developments in Online Advertising

BOOKS FOR TEXT AND REFERENCE

1. George E Belch (2010). Advertising and Promotion, First Edition, Tata McGraw Hill company Ltd., New Delhi
2. J.V. Vilanilam (2004). Advertising Basics A Resource Guide for Beginners, Second Edition, Jain Books, New Delhi
3. David Ogilvy (1985). Ogilvy on Advertising, Fifth Edition, Random House, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14202	DRAWING - II	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Drawing and Colours
2. To apply the techniques in Designing Industry
3. To solve practical problems in the real life situations.

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. **Rough Sketch, Colour Handling Practice** : 2 Weeks
Minimum 6 class works
2. **Anatomy Study (Human & Animals)** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
3. **Live Models (Portraits)** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.
4. **Landscapes and Composition** : 2½ Weeks
Minimum 6 class works : Record works- 3 nos.

5. **Monuments** : 2½ Weeks
 Minimum 6 class works : Record works- 3 nos.

Project Work

1. **Face Mask Making** - Minimum 3 works

Note 1: The medium used for painting are: - Water Colour, Pastels Dry & Oil, Colour Pencil & Pen.

Note 2: The Face Mask work must be done with Box Board sheet.

(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

1. Zoltan Szabo (1990). 70 Favorite Watercolor Techniques, Fifth Edition, North Light Books, USA
2. Sandra Angelo (1990). Learn to Draw Fast, Third Edition, North Light Books, USA
3. Rose Edin (1990). Color Harmonies- Paint Watercolors Filled with Light, Third Edition, North Light Books, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14203	VISUAL ART DESIGN - II	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Visual Art
2. To apply the techniques in Visual Media
3. To solve practical problems in the real life situations.

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. **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

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

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14204	INTRODUCTION TO SOCIAL MEDIA	2	1	0	3	4

OBJECTIVES

1. To understand the basics of Social Media
2. To apply the techniques in Social Network
3. To solve practical problems in the real life situations.

UNIT I

New media- Definition & Introduction; Characteristics of New Media; New Media technology- Internet & its history; New Media Communication Revolution- email to e-marketing; Digital Divide; Introduction to Information and Communication Technology; Media Convergences; New Media and its impact.

UNIT II

Social Media- Definition & Concept; Why Social Media; Characteristics, Role and Types of Social media; Social impediments- its influence and consequences; The Evolution of Social Media; Attributes of Social Media; Impact of Social Media.

UNIT III

Social Media Tools - social networking, Blogs, Micro-blogging, Wiki, Content sharing & social bookmarking; Social Media- Creating & Connecting, Creating & Managing groups, Privacy & Safety; Blog- Features of Blog; Types of Blogs- Personal, Political, Business, Almost Media & Mainstream Media Blogs; Reading Blogs; Blogging culture- presence, credibility, identity, reputation, authority and influence.

UNIT IV

Social Media- laws and ethics - Performing Relationship & community, performing identity through social media, social media strategies & planning; Reaching Consumers- Ethical Issues, Privacy, Labour & Identity Regulations; Technological Convergence; Social Media- Activism, Diplomacy, User-generated content (UGC), Consumer-generated Media (CGM)

UNIT V

Challenges in social media- content, advertising & marketing; limitations & influence on individual & society; social media audience & behavior; Trends of Social Media- Communities, Audience & Users; Domains of application- Social Media & Crowd sourcing; Social Media & Organizations; Social Media- Government & Diplomacy; Social Media- Activism, Race, Class & Digital Divide.

BOOKS FOR TEXT AND REFERENCE

1. Terry Flew (2011). New Media: An Introduction, First Edition, Oxford Press, London
2. Alex Newson (2009). Blogging and other Social Media, First Edition, Gower Publishing Limited, England
3. Hamid Mowlana (1997). Global Information & World Communication, Fourth Edition, Sage Publications, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
CDC14201	SOFT SKILLS	1	0	0	1	1

Purpose/Objective

To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career.

Topics

1. Self Analysis
2. Attitude perceptions- Positive approach to challenges
3. Change Management- ideas and approach
4. Goal setting- vision
5. Time management- planning
6. Entrepreneurial skills- Leadership Skills
7. People management- team work, leadership
8. Decision making- problem identification
9. Interview Skills- getting familiar with one's CV- presentation and performance-giving and receiving feedback, setting expectations and exhibiting professional behavior.

Job Search- Scope of job opportunities/ higher education for the courses undertaken- Knowledge of all prominent companies/ concerns related to the respective fields/ departments- Employer's expectations- Practical exposure through industrial visits.

Subject Code	Course Title	L	T	P	L+T+P	C
UES14201	ENVIRONMENTAL STUDIES	1	0	0	1	1

INSTRUCTIONAL OBJECTIVES:

1. To gain knowledge on the importance of environmental education and ecosystem
2. To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution
3. To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management
4. To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence
5. To be aware of the national and international concern for environment for protecting the environment

UNIT I - ENVIRONMENTAL EDUCATION AND ECOSYSTEMS (6 hours)

Environmental education: Definition and objective. Structure and function of an ecosystem – ecological succession –primary and secondary succession - ecological pyramids – pyramid of number, pyramid of energy and pyramid of biomass.

UNIT II - ENVIRONMENTAL POLLUTION (6 hours)

Pollution – Air, water, soil –causes and effects and control measures. Specifically: acid rain, ozone layer depletion, green house gas effect and global warming. Waste management: prevention and control measures of solid waste.(General).

National concern for environment: Important environmental protection Acts in India – water, air (prevention and control of pollution) act, wild life conservation and forest act. Functions of central and state pollution control boards. Issues involved in enforcement of environmental legislation.

UNIT III - BIODIVERSITY AND ITS CONSERVATION (6 hours)

Introduction: definition - genetic, species and ecosystem diversity – bio diversity hot spots - values of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - threats to biodiversity: habitat loss, poaching of wildlife – endangered and endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservations.

UNIT IV - ENERGY RESOURCES AND CONSERVATION (6 hours)

Energy resources and their exploitation; Conventional energy sources: -coal, oil, biomass and nature gas (overview)- over- utilization; Non-conventional energy sources: hydroelectric power, tidal, wind, geothermal energy, solar collectors, photovoltaic,

nuclear-fission and fusion. Energy use pattern and future need projection in different parts of the world, energy conservation policies.

UNIT IV - NATURAL HAZARDS AND DISASTER MANAGEMENT (6 hours)

Natural and Manmade disasters- types, causes, onset, impacts. (viz, earthquake, flood, drought, cyclone, tsunamic, volcanics, landslide, industrial accidents). Forecasting and managements

TEXT BOOKS

1. Jeyalakshmi.R, "*Principles of Environmental Science*", 1st Edition, Devi Publications, Chennai, 2006.
2. De.A.K., "*Environmental Chemistry*", New Age International, New Delhi, 1996.
3. Sharma.B.K. and Kaur, "*Environmental Chemistry*", Goel Publishing House, Meerut, 1994.

REFERENCES

1. Dara S.S., "*A Text Book of Environmental Chemistry and pollution control*", S.Chand & Company Ltd., New Delhi, 2004.
2. Dr.Rahavan Nambiar, "*Textbook of Environmetal studies*.Scitech Publication (India)Pvt.Ltd.Second edition.

SEMESTER III

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14301	HISTORY AND DEVELOPMENT OF CINEMA	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Cinema
2. To apply the techniques in Cinema Industry
3. To solve practical problems in the real life situations.

UNIT I

History & Pioneers of Cinema- Eadweard Muybridge, Etienne- Jules Marey & George Eastman; The Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin.

UNIT II

Classical Hollywood Cinema- Origin & Golden age of Hollywood, Motion Picture Industry & Modern Hollywood; Development of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

UNIT III

World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang- The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevelod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Iranian Cinema; Third world Cinema.

UNIT IV

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; Dynasty of Actors and Director- Mehboob, Raj Kapoor & Guru Dutt; Golden Fifties of Indian Cinema; New Indian Cinema- Satyajit Ray & Mrinal Sen; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.

UNIT V

Tamil cinema- origin & growth; Pioneers of Tamil Cinema; Tamil Talkies- Original & development; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, L.V. Prasad; Golden era of Tamil cinema- from Anna to Balachander; Mega stars & Mega movies- from Bagavathar to Bala; New Dimension of Tamil Cinema- Marketing & Distribution; Recent trends in Tamil cinema.

BOOKS FOR TEXT AND REFERENCE

1. Jarek Kupsc (2011). History of Cinema for Beginners, First Edition, Orient Blackswar, USA
2. Geoffrey Nowell and Smith (1999), The Oxford History of World Cinema, Fourth Edition, Oxford University Press, UK
3. Sowmya Dechamma C.C (2010). Cinemas of South India, First Edition, Oxford University Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14302	BASIC PHOTOGRAPHY	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Photography
2. To apply the techniques in Photo Industry
3. To solve practical problems in the real life situations.

UNIT - I

Photography- Definition & concept; Nature, Scope & Functions of Photography; Historical development of Photography; Camera: Introduction to camera- Human Eye & Camera- Concept of Visual Perception; Basics of Camera: Different 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- Types of Focal Length- Short, Long & Variable Focal Length; Exposure- 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.

BOOKS FOR TEXT AND REFERENCE

1. James Curran (2013). The Photography Handbook, First Edition, Routledge, USA
2. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA
3. Linda Good (2009). Teaching and Learning With Digital Photography, First Edition, Sage Publications, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14303	PRACTICAL PHOTOGRAPHY	0	1	4	5	3

OBJECTIVES

1. To understand the basics of Photography
2. To apply the techniques in Photo Industry
3. To solve practical problems in the real life situations.

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.

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14304	2D GRAPHICS	0	1	4	5	3

OBJECTIVES

1. To understand the basics of 2D Graphics
2. To apply the techniques in Design industry
3. To solve practical problems in the real life situations.

Software:

Adobe Photoshop : Adobe Illustrator

Class Exercise:

(Students has to practices all Ten exercises with recommended Software) (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

1. Design a 'logo' with monogram / pictorial / single colour / multi colour for an
 - a. Advertising agency (minimum 3 excises)
 - b. Commercial organization (minimum 3 excises)
2. Design 'Front Cover' for a Magazine/ Book (minimum 3 excises)
3. Design 'Poster' for a College Cultural (minimum 3 excises)
4. Design 'Danglers' & 'Paper Ads' with Column, ¼ Page, ½ Page & Full Page (minimum 3 excises each)

(The Students have to submit all three exercises as Record Work in Digital & Record 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

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14305	ANCHORING AND VIDEO JOCKEY	0	0	3	3	3

OBJECTIVES

1. To understand the basics of Anchoring and VJ
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

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)

1. On Screen Qualities
2. Communication Skills
3. Body Language
4. Presentation
5. Spontaneity

Record Work:

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

(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 (2011). Broadcast Announcing Worktext: A Media Performance Guide, First Edition, Focal Press, UK
2. Kennedy and Dennis (2011). The Oxford Companion to Theatre and Performance, First Edition, Oxford University Press, UK
3. Michael Faulkner (2006). VJ: Audio-Visual Art and VJ Culture, First Edition, Laurence King Publishing Ltd, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14306	MEDIA AND SOCIETY	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Media and Society
2. To apply the techniques in Media Industry
3. To solve practical problems in the real life situations.

UNIT I

Mass Media- Definition; Nature, Scope & functions of Mass Media; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Impact of Mass Media on individual, society and culture.

UNIT II

Media Audiences- Active & Passive; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Mass Media & Public Opinion; Media in Society; Effects of Mass

Media; Mass Media & Indian Family; Media & Native Culture; Mass Media & Women; Mass Media & Violence; Audience Theory- Uses and Gratification & Uses and Effects.

UNIT III

Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts- Popular Discrimination; Politics vs Popular Culture; Acquisition & transformation of popular culture; Media & Cultural Imperialism; Celebrity Culture- Film Industry, Personality & Brand Management, & Hero-worship.

UNIT IV

Media text & Interpretation- Psychoanalysis, sociological, feminism, Marxism, modernism and aesthetics; Psychoanalysis- definition, psychoanalytic techniques & psychoanalytic process; Feminism- definition, historical & Characteristics of Feminism; Modernism- definition, Historical & Characteristics; Modern & Modernity; Modernism Vs Postmodernism; Marxism- definition, history & Criticisms; Marx's Understanding of Globalization.

UNIT V

Audience Analysis- Ratings in Advertising, Ratings in Programming & Ratings Services; Audience Rating- Rating Points- RAM, GRPs & TRPs; Types of Audience Rating- Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Audience identification & Marketing Trends.

BOOKS FOR TEXT AND REFERENCE

1. Ravi Sundaram (2012). Media Studies: No Limits, First Edition, Oxford University Press, UK
2. Asa Berger (1998). Media Analysis Technique, Second Edition, Sage Publications, New Delhi
3. Richard Collins (1986). Media, Culture & Society- A Critical Reader, Fifth Edition, Sage Publications Ltd, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
CDC14301	VERBAL APTITUDE	1	0	0	1	1

Purpose/ Objectives

Proposed with an integral focus on Campus Placement, this course would train the students on a variety of question types used by the companies and improve their language skill.

Topics

1. Synonyms
2. Antonyms

3. Idioms and Phrases
4. Sentence completion
5. Spotting errors
6. Selecting words
7. Ordering of Words/ sentences
8. Change of voice
9. Sentence improvement
10. One word substitute
11. Change of speech
12. Closet test
13. Error correction
14. Sentence correction
15. Picture comprehension
16. Reading comprehension
17. Creative writing
18. Verbal analogies
19. Writing Curriculum Vitae

Subject Code	Course Title	L	T	P	L+T+P	C
UVE14301	VALUE EDUCATION	1	0	0	1	1

Instructional Objectives

1. To consider the relation between values and personal behavior affecting the achievement of sustainable futures
2. To reflect on your future awareness, commitment and actions

UNIT I - ETHICS (AXIOLOGY)

1. To familiarize the students with the concepts of "right" and "good" in individual and social context
2. Help him/her determine what action or life is best to do or live
3. Right conduct and good life
4. Explications for how a highly, or at least relatively highly, valuable action may be regarded as ethically "good", and an action of low, or at least relatively low, value may be regarded as "bad"
5. Value systems- Positive and Negative value

UNIT II - BEHAVIOURAL PSYCHOLOGY

1. Perceptual, Cognitive and Emotional Development (friendships, peers, moral development)
2. Emotions revealed and Emotions assessed
3. EQ Tests

UNIT III - GREEN VALUES

1. Chain of Effects (one system affecting the other)
2. The exchange between trees and humans

UNIT IV - HUMANISM

1. Cross Cultural Learning
2. Inclusive humanism
3. The inclusive sensibility of all species, planet and lives
4. Animalism- theory of evolution
5. Religious Values (References to World Religion)

UNIT V - ETHNICAL AND SOCIAL ISSUES

1. Perspective Discussions
2. Movies related to ethnical and social issues will be aired
3. Videos related to value inculcation will be aired

Reference Books for the Teacher

1. Collective Learning for Transformational Change by Valerie A. Brown, Judith A. Lambert
2. Defining the Humanities by Robert Proctor
3. The Moral Animal by Robert Wright

Recommended Text: Moral Element by Dr. Shanthichitra, Published by Department of English, FSH, SRM University, Chennai

Subject Code	Course Title	L	T	P	L+T+P	C
UYG14301	YOGA FOR HUMAN EXCELLENCE	1	0	0	1	1

INSTRUCTIONAL OBJECTIVES

1. At the end of this course the learner is expected:
2. To gain knowledge about the physical health, life force and mental health.
3. To have clear understanding about the nature

UNITI - SIMPLIFIED PHYSICAL EXERCISES

(3 Hours)

Physical exercises- Hand exercises- leg exercises- Breathing exercises- Eye exercises- Kapalabathi- Makarasana 1- Makarasana 2- Body massage- Acupressure- Relaxation

UNIT II - KAYA KALPA**(3 Hours)**

Maintaining the youthfulness- Postponing the ageing process- Sex and Spirituality- Significance of sexual vital fluid- Methods for concentration- Kaya Kalpa Exercise- Aswini Mudhra- Moola Bandha- Ojas Breath

UNIT III - MEDITATION**(3 Hours)**

Aagenai- Shanthi- Clearness- Thuriyam- Thuriyatheetam- Purpose and philosophy of life- Analysis of thought- Mind & thought- Greatness of the thought force- practice for analysis of thoughts with tabulation.

UNIT IV - SUBLIMATION**(3 Hours)**

Moralization of desire- Root causes for desire-three kinds of desires- Attachment & detachment- valuable desire- practice for moralization of desires with the tabulation- Neutralization of anger- Root causes of anger- chain reaction-evil affects of anger in the body, mind, inter relationship, society- neutralization of anger with the tabulation- Eradication of worries- Root causes of worries- worry and wisdom- evil effect- four types of worries- practices for eradication of worries with tabulation.

UNIT V - HUMAN RESOURCE DEVELOPMENT**(3 Hours)**

Benefits of Blessings- Greatness of Friendship- Individual Peace and World Peace- Law of Nature Unified force- Cause and Effect system- Purity of Thought and Deed and Genetic centre

TEXT BOOKS

1. Simplified Physical Exercises- Thathuvagnani Vethathiri Maharishi (UNIT – I, II)
2. Bio – Magnetism- Thathuvagnani Vethathiri Maharishi (UNIT - III,IV ,V)

REFERENCE BOOK

1. Sound health through yoga – Dr. K. Chandrasekaran.

SEMESTER IV

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14401	FILM STUDIES	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Film Studies
2. To apply the techniques in Film industry
3. To solve practical problems in the real life situations.

UNIT I

Film studies- definition & Concept; Why film studies- Culture & Art; Film as a medium; Characteristic of Film Studies; Levels of understanding Film; Film theory & Semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation.

UNIT II

Mise-en-scene- Definition & Concept; 4 P's of Mise-en-scene- Point of View, Posture, Props & Position; Elements of Mise-en-scene- Setting, Costume, Character's Movement & Lighting; Power of Mise-en-scene; Aspects of Mise-en-scene- Time & Space; Narrative functions of Mise-en-scene; Cinematographer properties- Photographic image, duration of the image & Framing- Onscreen/ Off-screen Space & Shot Distance.

UNIT III

Montage- Definition & Concept; Origin of Montage; Development of Soviet Montage; Types of Montage- Analytical, Idea Associative & Metric Montage; Montage Vs Parallel Editing; Visible Vs. Invisible Technique; Editing- dimensions of film editing, continuity editing, alternative to continuity editing.

UNIT IV

Narrative Cinema- Definition & Concept; Story, Three Act Structure & Plot; Non Narrative Cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- Documentary, Abstract, Music Videos & Live Cinema (Performance); Non Narrative Cinema & Discontinuity Editing; Film Form- Definition & Concept; Elements of Film Form- Form and Expectation, Form & Convention, Form & Emotion, Form & Meaning and Form & Evaluation; Principles of Film Form; Ambiguity, Style & Ideology.

UNIT V

Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Other major film categories- The Auteur System, Woody Allen & Comedy, Arthur Freed & Musical, Alfred Hitchcock & Suspense and Thrillers, John Ford & Westerns; Emerging Trends of Digital Film & Short Films; Film Festivals- International & National Festivals; Film Awards- International & National Film Festivals; Contemporary Film Status.

BOOKS FOR TEXT AND REFERENCE

1. Jill Nelmes (2012). Introduction to Film Studies, First Edition, Routledge, USA
2. John Hill (2011). The Oxford Guide to Film Studies, First Edition, Oxford University Press, UK
3. Warren Buckland (2010). Film Studies: Teach Yourself, First Edition, McGraw-Hill, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14402	MEDIA LAWS AND ETHICS	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Media laws and Ethics
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

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; Press Freedom- Definition & Concept; Emergence of Censorship.

UNIT II

Media Laws- Introduction to Media Laws; Basic history of Media Laws in India; The Press and Registration of Books Act 1867, The Indian Press Act 1910, Vernacular Press Act, Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955, Copyright Act 1957, The Press Council Act 1978 & Copyright Act; Specified Press Laws- Law of Defamation, Contempt of Courts Act 1971 & Right to Information Act 2005; Cyber laws & ethics- Basics.

UNIT III

Regulating the Media Industry- Cinematography Act 1952, The Cine-workers and Cinema Theatre Workers (Regulation of Employment) Act 1981, The Prasar Bharati

(Broadcasting Corporation of India) Act 1990, Television Network (Regulation) Act 1995, Cable Television Networks (Regulation) Act 1995, The Radio, Television and Video Cassette Recorder Sets (Exemption from Licensing Requirements) Rules 1997, The Information Technology Act 2000, Basics of Cyber laws.

UNIT IV

Media Authorities & Organization- Objective & Functions- Press Information Bureau (PIB), Directorate of Advertising & Visual Publicity (DAVP), Central Board of Film Certification (CBFC), Film Division; All India Radio (AIR), Doordarshan, Press Council of India (PCI) & Guidelines for the Press, codes suggested for the press by PCI and Press Commissions- Codes for Radio, Television & Information Technology.

UNIT V

Media Ethics - Definition & Concept; Role of Press & Media Councils; Press Ombudsman; Accountability & Independence of Media; Code of Ethics- Journalism & Journalistic Ethics, Code of Ethics- Advertising & Films; Ethical problems- Privacy, Bias, Communal writing, Sensational & Yellow Journalism; Ethical issues related with Ownership of Media.

BOOKS FOR TEXT AND REFERENCE

1. Neelamalar. M (2010). Media Law and Ethics, First Edition, Prentice-Hall Of India Pvt Ltd, New Delhi
2. Kiran Prasad (2008). Media Law in India, Second Edition, B.R. Publishing Corporation, New Delhi
3. Durga Das Basu (1986). Law of Press, Fifth Edition, Prentice-Hall Of India Pvt Ltd, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14403	2D ANIMATIONS	0	1	4	5	3

OBJECTIVES

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

Software:

Adobe Flash

Class Exercise

(Students has to practices all Ten exercises with recommended Software)
(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 'Product Ad' for 10 seconds (minimum 2 exercises)
2. Create 'Logo Design' for 10 seconds (minimum 2 exercises)
3. Create 'Web Banners' with different formats (minimum 10 exercises)
4. Create Web Pages (Home page) with link buttons for a commercial Product and Organization (minimum 3 exercises).
5. Create Web Site for your own portfolio / commercial product with 5 links (minimum 3 exercises)

(The Students have to submit all two 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

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14404	PROFESSIONAL PHOTOGRAPHY	0	1	4	5	4

OBJECTIVES

1. To understand the basics of Photography
2. To apply the techniques in Professional industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to practices all Ten exercises with recommended Software)

(Each exercise carries 4 marks)

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

1. Portrait Photography (minimum 5 excises)
2. Photo- Journalism (minimum 5 excises)
3. Wild Life Photography (minimum 5 excises)
4. Fashion Photography (minimum 5 excises)
5. Advertising Photography (minimum 5 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. 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

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14405	NEWS CASTING AND PRESENTING	0	0	3	3	3

OBJECTIVES

1. To understand the basics of News Casting
2. To apply the techniques in Electronic Media
3. To solve practical problems in the real life situations.

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. News Presenter Qualities
2. Communication Skills
3. Body Language
4. Presentation
5. Spontaneity

Record Work

1. Live Reporting (outdoor/ spot)
2. Live News Recording
3. 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, First Edition, Focal Press, UK
2. Michael Faulkner (2006). VJ: Audio-Visual Art and VJ Culture, Second Edition, Laurence King Publishing Ltd, UK
3. Thomas Fensch (2001). Television News Anchors, Second Edition, New Century Books, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14406	SCRIPT WRITING	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Script Writing
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

UNIT I

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

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) - Understanding Product, Basic research, Demographic appeals, Idea generation; Types of Commercials - PSA & Corporate films; Advertising Script Format- Concept, USP, Target Audience, Creative Copy & Storyboard.

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.

BOOKS FOR TEXT AND REFERENCE

1. William Smethurst (2009). How to Write for Television, Second Edition, How To Books, UK
2. Syd Field (2005). Screenplay: The Foundations of Screenwriting, Third Edition, Dell Publishing, USA
3. Clifford Thurlow (2008). The Complete Guide from Script to Screen, Second Edition, Oxford University Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
CDC14401	QUATITATIVE APTITUDE AND LOGICAL REASONING- I	2	0	0	2	2

Objectives

1. This module will train the students on the quick ways to solve quantitative aptitude problems and questions applying logical reasoning, within a short time span given during the placement drives.
2. Mock interviews are on-on-one basis.

QUANTITATIVE APTITUDE

1. Partnership
2. Simple Interest, Compound Interest
3. Profit and Loss
4. Problems on Clock, Calendar and Cubes
5. Permutation and Combination
6. Allegation and mixtures

LOGICAL REASONING

1. Letter and Symbol series
2. Number series
3. Analyzing arguments
4. Making judgments

SEMESTER V

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14501	MEDIA MANAGEMENT	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Media Management
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

UNIT I

Management- Meaning, Nature, Scope, Objectives & Function of Management; Definition & Concept, Fundamentals of Management; Hierarchy of Management; Functions & Structure of Management; Principles of Management; Media Management- Nature, Scope, Objectives of Media Management; Principles of Media Management; Structure & Functions of Media Departments- Administrative, Financial, Circulation, Marketing, Personal & Production department; Media as a Industry & Profession.

UNIT II

Ownership- Definition & Concept; Licensing & Franchising; Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media ownership- Concept & Structures; Types of Media Ownership- Sole Proprietorship, Partnership, Private Limited Company, Public Limited Companies, Trusts, Cooperatives, Religious Institutions & Franchises;

UNIT III

Media Organization- Concept & Structure; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation; Organizational Behavior- Nature & Theories of Organizational Behavior; Organizational System & Individual Behavior- Ability, Personality, Attitude, Learning & Perception; Group Dynamics & Organizational Behavior; Leadership & Leadership Qualities.

UNIT IV

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

UNIT V

Events Management- Need for Event Management; Principles of Event Management- Planning, Creativity, Briefing, Time lines and budgeting; Types of Event & Event

Management; Understanding Events; Growing importance of Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign.

BOOKS FOR TEXT AND REFERENCE

1. Alan B. Albarran (2010). Management of Electronic Media, First Edition, Wadsworth, USA
2. George Sylvie (2009). Media Management: A Casebook Approach, First Edition, Lawrence Erlbaum Associates, USA
3. Lucy Keung (2008). Strategic Management in the Media, First Edition, Sage Publications, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14502	DIGITAL FILM MAKING	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Digital Film
2. To apply the techniques in Film industry
3. To solve practical problems in the real life situations.

UNIT I

Production process- Scripting, Scene Breakdown, Location Hunting, Planning, Casting & Budgeting; Production Team- Talents, Technicians, Production & Administrative Members; Production- Shooting Script & location; Post Production- Editing, Dubbing, Music & Titling; Distribution & Exhibition.

UNIT II

Camera- Parts of Video Camera- Focus, Iris, Shutter Speed, White Balance & Colour Temperature; Operation of Video Camera- Single CCD and Three CCD Cameras; Types of Video Camera- VHS, U Matic, Beta, Digi-Beta, DV Pro & HD Camera; Video Formats- NTSC, PAL & SECAM; Types of Lens- Wide Angle, Normal, Tele & Zoom; Aspect Ratio & Framing- Standard Shot Size- Long, Mid, Close-up shots; Camera Movements- Pan, Tilt, Trolley, Crane & Dolly.

UNIT III

Lighting- Nature & Characteristics; Functions of Lighting; The Light Source- Hard light & Soft Light; Lighting Technique- Lighting Flat Surface, Three Point Lighting & Lighting People; Lighting Equipments- Tungsten, Quartz, Gas discharge lights & Fluorescent Tubes; Lighting Accessories- Barn Door, Gel Paper, Diffuser, Cutter, Net, Reflector; Basic lighting approach- subject, camera, surrounding & Atmosphere; Lighting for different situations- interviews, indoor & outdoor; Lighting Safety Measures; Lighting check list.

UNIT IV

Editing- Editing principles- Timing & Space: Editing procedure; Types of Editing- Splice Editing, Linear Editing & Non Linear Editing; Splice Editing- Editing Table, Moviolo & Editing Equipment; Linear Editing- Assemble, Insert & Editing Equipments; Non Linear Editing- Video Capturing, Editing Process, Rendering & Editing Equipments; Linear Vs Non-Linear Editing; Adding Graphics, Titling, Special Effects; Compositing Techniques- Traditional & Digital Compositing, Keying, Rotoscopy & Colour Correction.

UNIT V

Sound- Nature & Aesthetics; Basics of Sound Waves; Characteristics of Sound Waves; Sound Process- Optical Process & Magnetic Process; Dolby Sound- Surround Sound, Dolby Stereo, Digital Theatre System (DTS) & Dolby Digital; Types of Sound- Speech, Voice-over & Sound Effects; Microphones- Carbon Microphones, Dynamic Microphones, Ribbon Microphones, Condenser Microphones, Cordless Mic & Lapel Mic; Sound Mixer- Dubbing & Music Mixing.

BOOKS FOR TEXT AND REFERENCE

1. Herbert Zettl (2012). Television Production Handbook, First Edition, Wadsworth Learning, UK
2. Jim Owens (2012). Television Production, First Edition, Focal Press, UK
3. Andrew Utterback (2007). Studio Television Production and Directing, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14503	3D ANIMATIONS	0	1	4	5	3

OBJECTIVES

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

Software

3D Studio Max : Maya

Class Exercise

(Students has to practices all ten exercises with recommended Software)

(Each exercise carries 4 marks)

(10 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 (one exercise)
2. Architecture (Walk through) (one exercise)
3. Consumer Product Animation (two exercises)
4. Toy Animation (two exercises)
5. House Exterior (Snap shots from different angles) (one exercise)
6. 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

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14504	AUDIOGRAPHY	0	0	3	3	3

OBJECTIVES

1. To understand the basics of Audiography
2. To apply the techniques in Audio industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has 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. Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone
7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer & Audio Effects
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

Record Work:

1. Music Production (Jingle/ Promo/ Song (Album): 1 min (Max)
2. PSA: 30 sec
3. Radio Features: 60 sec
4. Ad for Radio (commercial): 10 to 20 sec
5. Live recording

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

MANUALS FOR PRACTICALS

1. Mike Senior (2011). *Mixing Secrets for the Small Studio*, First Edition, Focal Press, UK
2. Tomlinson Holman (2010). *Sound for Film and Television*, First Edition, Focal Press, UK
3. Ric Viers (2008). *The Sound Effects Bible*, First Edition, Michael Wiese Productions, USA

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14505	TELEVISION PRODUCTION	0	1	4	5	4

OBJECTIVES

1. To understand the basics of Television production
2. To apply the techniques in Television industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has 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. Practicing with Camera parts & Tripod
2. Working with Lens
3. Practicing with Visual Mixer
4. Framing
5. Composition
6. Different Shots & Camera Angles
7. Camera Movements
8. Multi Camera Setup
9. Understanding Lighting Equipments
10. Practicing Lighting Techniques

Record Work:

1. Short Film (Maximum 5 mins)
2. Video Album (Maximum 3 mins)
3. Corporate Film (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Jim Owens (2012). *Television Production*, First Edition, Focal Press, UK

2. Herbert Zettl (2012). Television Production Handbook, First Edition, Wadsworth Learning, UK
3. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14506	MARKETING COMMUNICATION	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Marketing Communication
2. To apply the techniques in Advertising industry
3. To solve practical problems in the real life situations.

UNIT I

Marketing- definition; Characteristics & Types of Marketing; Marketing Mix- concept & elements; Marketing & Globalization; New trends in Marketing; Target Marketing- definition & characteristics; Marketing Strategic- Indian, Global brands & Market perception.

UNIT II

Target Audience- demographic, psychographic & geographic segmentation; Niche Marketing; Marketing Communication- definition & concept; Marketing Communication- process, methods, types & limitations; Significance of marketing communication.

UNIT III

Product promotion- Advertising, Public Relations & Publicity; Sales promotion techniques- Corporate & brand image building; Direct marketing strategies- telemarketing & online marketing; Online Marketing- status, challenges and future; Developments Promotion mix in marketing.

UNIT IV

Marketing Research- definition & role; Scope & Process of Marketing Research; Research Methods- Primary & Secondary; Research Design- Questionnaire, Focus Group, Data collection & Data Analysis; Report & Presentation.

UNIT V

Marketing Communication- Radio, Television, Film & Internet; Product promotion & selling- Radio, Television, Film & Internet; Media buying & Media Selling- Radio & Television; Promotion & Budget- Small screen to Silver screen.

BOOKS FOR TEXT AND REFERENCE

1. Terence A. Shimp (2013). Advertising Promotion and Other Aspects of IMC, First Edition, South Western Learning, USA
2. Clarke Caywood (2012). The Handbook of Strategic Public Relations and IMC, First Edition, McGraw- Hill Companies, USA
3. Keith J. Tuckwell (2001). Integrated Marketing Communications, Second Edition, Prentice Hall, UK

Subject Code	Course Title	L	T	P	L+T+P	C
CDC14501	QUATITATIVE APTITUDE AND LOGICAL REASONING- II	2	0	0	2	2

Objectives:

- This module is designed to suit the needs of the outgoing students and to acquaint them with frequently asked patterns in quantitative aptitude and logical reasoning.
- Mock interviews are on-on-one basis.

QUATITATIVE APTITUDE

1. Time and Distance
2. Height and Distance
3. Problems of ages and trains
4. Pipes and Cistern Boats and Streams
5. Probability

LOGICAL REASONING

1. Direction and Sense Test
2. Venn diagrams
3. Seating arrangements
4. Cause and effect
5. Blood relation test
6. Dice
7. Logical verbal puzzles

SEMESTER VI

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14601	EVENT MANAGEMENT	4	1	0	5	4

OBJECTIVES

1. To understand the basics of Event
2. To apply the techniques in Event Management
3. To solve practical problems in the real life situations.

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- Crowed 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.

BOOKS FOR TEXT AND REFERENCE

1. Devesh Kishore and Ganga Sagar Singh (2012). Event Management: A Blooming Industry and an Eventful Career, First Edition, Har-Anand Publications Pvt. Ltd., New Delhi.
2. Lynn Van Der Wagen (2008). Event Management: For Tourism, Cultural, Business and Sporting Events, First Edition, Prentice Hall, UK
3. Glenn A J Bowdin (2006). Events Management, Second Edition, Routledge, New York

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14602	FILM APPRECIATION	0	2	5	7	4

OBJECTIVES

1. To understand the basics of Film appreciation
2. To apply the techniques in film industry
3. To solve practical problems in the real life situations.

Class Exercise

(Students has to view all eight screenings)

(Each exercise carries 5 marks)

(Eight exercises x 5 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

Subject Code	Course Title	L	T	P	L+T+P	C
UVC14603	INDUSTRIAL PROJECT	0	0	0	0	14

OBJECTIVES

1. To understand the basics of Industry
2. To apply the techniques in Professional industry
3. To solve practical problems in the real life situations.

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.

Subject Code	Course Title	L	T	P	L+T+P	C
UHR14601	HUMAN RIGHTS AND PROFESSIONAL ETHICS	2	0	0	2	2

OBJECTIVES

1. This course on professional ethics introduces the students to ethical practices around the world.
2. It will help the students to understand and imbibe within them ethical values which are important in furthering one's professional life in their workplaces.

UNIT I

Human values- types- morals- ethics- integrity- work ethics- service learning- virtues- respect for others- honesty- courage- commitment- empathy- challenges in the workplaces- character- spirituality- corporate excellence.

UNIT II

Variety of moral issues- Types of inquiry- Moral dilemmas- Moral autonomy- Kohlberg's theory- Gilligan's theory- consensus and controversy- Models of professional roles- Theories about right action.

UNIT III

Self interest- Customs and religion- Use of ethical theories- Valuing time- Cooperation codes of ethics- Outlook on law- The challenger case study.

UNIT IV

Safety and risk- Assessment- Responsibility and rights- Risk benefit analysis- Reducing risk- The three mile island and Chernobyl case studies.

UNIT V

Global issues- Multinational corporations- Environmental ethics- Computer ethics- Weapons development and ethics- Moral leadership

BOOKS FOR TEXT AND REFERENCE

1. Naagarazan R S (2006). A Textbook on Professional Ehtics and Human Values, New Age International, New Delhi.
2. Mike Martin (1996). Ethics in Engineering, McGraw Hill, New York.