

SRM UNIVERSITY
Faculty of Science and Humanities
School of Media Studies
DEPARTMENT OF VISUAL COMMUNICATION



PROGRAM

B. Sc (VISUAL COMMUNICATION)
SEMESTER SYSTEM

CURRICULUM AND SYLLABI
From the Academic year
2013-2014

**B Sc VISUAL COMMUNICATION
Structure of the Course**

Semester	Category	Subject Name	Hours per Week	T	P	Credits
I	Foundation Course (Compulsory)	Language- I (Tamil/ Hindi/ French)	5	T	-	4
	Foundation Course (Compulsory)	English- I	5	T	-	4
	Allied Core Theory	Design Principles	3	T	-	3
	Major Core Theory	Introduction to Visual Communication	5	T	-	4
	Major Core Practical	Drawing- I	5	-	P	3
	Major Core Practical	Visual Art Design- I	5	-	P	3
	Career Development Courses	Communication Skills (Internal Only)	2	T	-	2
Total			30	5	2	23
II	Foundation Course (Compulsory)	Language-II (Tamil/ Hindi/ French)	5	T	-	4
	Foundation Course (Compulsory)	English-II	5	T	-	4
	Allied Core Theory	Introduction to Social Media	3	T	-	3
	Major Core Theory	Advertising	5	T	-	4
	Major Core Practical	Drawing- II	5	-	P	3
	Major Core Practical	Visual Art Design- II	5	-	P	3
	Career Development Courses	Soft Skills (Internal Only)	2	T	-	2
Total			30	5	2	23
III	Allied Core Theory	History & Development of Cinema	3	T	-	3
	Major Core Theory	Basic Photography	5	T	-	4

	Major Core Theory	Media & Society	5	T	-	4
	Major Core Practical	Practical Photography	5	-	P	3
	Major Core Practical	2D Graphics	5	-	P	3
	Non Major Elective	Anchoring & Video Jockey	5	-	P	3
	Career Development Courses	Personality Development (Internal Only)	2	T	-	2
	Extension Activities	(NSS/Red Cross/NCC)	-	-	-	1
Total			30	4	3	23
IV	Allied Core Theory	Script Writing	3	T	-	3
	Major Core Theory	Film Studies	5	T	-	4
	Major Core Theory	Media Laws & Ethics	5	T	-	4
	Major Core Practical	2D Animations	5	-	P	3
	Major Core Practical	Professional Photography	5	-	P	3
	Non Major Elective	News Casting & Presenting	5	-	P	3
	Career Development Courses	Environment Science (Internal Only)	2	T	-	2
	Extension Activities	(NSS/Red Cross/NCC)	-	-	-	1
Total			30	4	3	23
V	Allied Core Theory	Integrated Marketing Communication	3	T	-	3
	Major Core Theory	Media Management	5	T	-	4
	Major Core Theory	Television Production	5	T	-	4
	Major Core Practical	3D Animations	5	-	P	3
	Major Core Practical	Audiography	5	-	P	3
	Major Core Elective	Television Production Practice	5	-	P	3

	Career Development Courses	Human Rights Educations (Internal Only)	2	T	-	2
Total			30	4	3	22
VI	Major Core Project	Industrial Project	-	-	P	16
Total			-	-	1	16

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

Note: One Credits for each Extension Activities

Total Credits: 130

Summary of Credits

Semester	I	II	III	IV	V	VI	Total	%
F	8	8	-	-	-	-	16	12.3
A	3	3	3	3	3	-	15	11.5
M	4	4	8	8	8	-	32	24.6
P	6	6	9	9	9	-	39	30
C	2	2	2	2	2	-	10	7.6
E	-	-	1	1	-	-	2	1.5
I	-	-	-	-	-	16	16	12.3
Total	23	23	23	23	22	16	130	100

TOTAL CREDITS TO BE EARNED FOR THE AWARD OF DEGREE	130
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F - **Foundation Course**
A - **Allied**
M - **Major Core**
P - **Practical**
C - **Career Development**
E - **Extension Activities**
I - **Industrial Project**

Non Major Elective:

1. Anchoring & Video Jockey
2. News Casting & Presenting

Core Elective:

1. Short Film Making
2. Documentary Making

3. Advertising Film (Commercial & PSA)

Skill Development Courses (Internal Assessment Only):

Maximum Marks: 100

Semester I	-	Communication Skills
Semester II	-	Soft Skills
Semester III	-	Personality Development
Semester IV	-	Environmental Science
Semester V	-	Human Rights Education

Note:

The Assessment of the above courses will be done by assigning seminars, assignments, group discussions, Class Tests, etc.

SRM UNIVERSITY

FIRST YEAR**SEMESTER- I****Allied- I: DESIGN PRINCIPLES****UNIT- I:**

Graphic design- definition; nature of graphic design- design as discipline, design as a process & design as artifact; characteristics of graphic design; graphic design process- gathering information, creating outline, creativity, multiple version, revision, final production; fundamentals of graphic design; Visual design- definition & concept; graphic designer- quality of graphic designer, functions & responsibility of graphic designer; common visual design mistakes.

UNIT- II:

Elements of design- definition; point & dot- relation between dots; line- horizontal, vertical, diagonal, curve & zigzag; shape- geometric shapes, natural shapes, abstract shapes; form- volume & mass; space- two dimensional space & three dimensional space ; texture- real texture & implied texture; visual & physical texture; pattern; colour; Principles of design- definition; balance- symmetrical balance, asymmetrical balance & Radial Balance; Movement- Repetition & rhythm; Emphasis; Simplicity; Contrast; Proportion; Unity.

UNIT- III:

Awareness of environment- observation, experience & analysis; manmade environments- tools, shelter & communication; Functions of Design- orderly presentation, attraction, stimulation, reflection, support & retention; Layout- definition & concept; types of layout; stages of layout- rough sketch, thumbnail, final & comprehensive;

UNIT- IV:

Colour- primary & secondary colours; hue, value, saturation; tints & shades; colour theory- additive & subtractive colour theory; colour wheel- Monochromatic, Complementary, Triadic & Split Complementary; colour meaning- warm & cool colours; psychology of colour.

UNIT- V:

Illusion of depth- perspective- definition & concept; types of perspective- linear & non linear perspective- one point perspective, two point perspective, three point perspective; golden mean (phi), Proportion- size & scale; Golden Ratio & Rule of Thirds; structure- abstract & concrete; white space- why white space, how to use white space.

Text Books:

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

Suggested Readings:

1. Colin Ware, Visual Thinking for Design, Morgan Kaufmann Publishers, USA, 2008 (Unit V)
2. Gavin Ambrose, Basics Design: Grids, AVA Publishing, Switzerland, 2008 (Unit I & II)
3. Christian Leborg, Visual Grammar, Princeton Architectural Press, New York, 2004 (Unit IV & III)

SEMESTER- I**Theory- I: INTRODUCTION TO VISUAL COMMUNICATION****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; Graphical Perception- definition & concept; Basic elementary graphical perception; Gregory's theory- Sensory information, Short term memory & Long term memory; Gibson's Theory of Direct Perception- Optical flow; 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; Criticisms of Semiotic; Strengths of Semiotic.

UNIT- V:

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; Level & reach of Visual Communication; Process of developing ideas to different medium.

Text Books:

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

Suggested Reading:

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

SEMESTER- I**Practical- I: DRAWING- I****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. **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)

Text Books:

1. John Montague, Basic Perspective Drawing- A Visual Approach, John Wiley & Sons, New Jersey, 2013
2. William F Powell, Art of Basic Drawing, Walter Foster Creative Team, USA, 2012

Suggested Reading:

1. Christopher Hart, Basic Drawing Made Amazingly Easy, Crown Publishing Group, USA, 2012
2. Helen South, The Everything Drawing Book, F W Publications, USA, 2005

SEMESTER- I**Practical- II: VISUAL ART DESIGN- I****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)

Text Books:

1. Alex W. White, The Elements of Graphic Design, Allworth Press, New York, 2011
2. Timotby Samaka, Design Elements- a Graphic Style Manual, Rock Port, USA, 2010

Suggested Readings:

1. Ellen Lupton, Graphic Design- the New Basics, Princeton Architecture Press, New York, 2008
2. Quentin Newark, What is Graphic Design?, RotoVision SA, Switzerland, 2007

SEMESTER- I**Career Development Courses- I: COMMUNICATION SKILLS****UNIT-I:**

Communication- Definition- Language and communication- Barriers to communication- Importance of communication- Functions of communication

UNIT- II:

Oral communication- Face to face communication- Telephonic interviews- instructions- meetings- seminars and conferences- Using audio, visual and Digital aids-Public speaking

UNIT- III:

Written communication - Importance of professional writing - Features of good writing - Choice of words and phrases - Length of sentences and paragraphs - Technical report writing.

UNIT- IV:

Styles of effective communication - Negotiation - Background Preparation - Critical Analysis - Preparing for negotiation - Argumentative style - Building a solution - balancing negotiation - Effectively using the mind game.

UNIT- V:

Professional communication - Designing and Integrating Communication Skills - Role Plays as a tool in teaching - Professional communication skills such as: Marketing, Advertising, Public Relation, Propaganda etc.

Text Books:

1. Dr T.M. Farhathullah, Communication Skills for Undergraduates, RBA Publication, Chennai, 2010
2. Geetha Nagaraj, Write to Communicate- Foundation Books, Print Perfect, New Delhi, 2009

Suggested Readings:

1. Owen Hargie, The Handbook of Communication Skills, Routledge, New York, 2010 (Unit I, II & III)
2. Krishna Mohan, Developing Communication Skills, Macmillan India Limited, Chennai, 2000 (Unit IV)
3. Ron Ludlow, Essence of Effective Communication, Prentice-Hall of India Pvt Ltd, New Delhi, 1977 (Unit V)

FIRST YEAR**SEMESTER- II****Allied- II: INTRODUCTION TO SOCIAL MEDIA****UNIT- I:**

New media- Definition & Introduction; Characteristics of New Media; New Media technology; Communication Revolution; New Media Vs Old Media; Differences between New Media; Digital divide; E-Governance- Process, Social & Legal Frameworks; New Media & Visual Culture.

UNIT- II:

Social Media- Definition & Concept; Why Social Media; Characteristics of Social Media; Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis, Tweeters & Podcasts; The Evolution of Social Media; Attributes of Social Media; Impact of Social Media.

UNIT- III:

Social Media & Communication; 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 & Society- 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, Ground Sourcing & Digital Divide; User-generated content (UGC), Consumer-generated Media (CGM), Social Bookmarking & Social Media Optimization.

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.

Text Books:

1. Terry Flew, New Media: An Introduction, Oxford, 2011
2. Alex Newson, Blogging and other Social Media, Gower Publishing Limited, England, 2009

Suggested Readings:

1. Martin Lister, New Media: A Critical Introduction, Routledge, New York, 2003 (Unit I & II)
2. Barrie Oxford, New media and Politics, Sage Publications, New Delhi, 2001 (Unit III & IV)
3. Hamid Mowlana, Global Information & World Communication, Sage Publications, New Delhi, 1997 (Unit V)

SEMESTER- II**Theory- II: ADVERTISING****UNIT- I:**

Advertising- definition, nature & scope; role & importance of advertising; history of advertising; classification of advertising; advertising pyramid; functions of advertising; types of advertising- impact of advertising; ethics in advertising; Advertising Agency- functions of advertising agency; structure of small, medium & big agencies; 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- II:

Marketing concepts- needs, wants & demands; marketing process; Marketing tools- Product life cycle & SWOT analysis; marketing mix- product, price, package & promotion; product- consumer goods, consumer durables & consumer services; consumer- concept & types of consumers; understanding consumers; buying behavior of the consumer; target audience- geographic area, segmentation, demographic & psychographic.

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; Advertising campaign- translation of ideas into campaigns & from conception to execution.

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:

Online advertising; objectives of online advertising; importance of online advertising; types of online advertising; challenges of online advertising; developments of online advertising; advertising media- print advertising- newspaper, magazine, directory advertising, yellow page advertising, direct mail advertising, outdoor advertising & transit advertising; television advertising; radio advertising.

Text Books:

1. George E Belch, Advertising and Promotion, Tata McGraw Hill company Ltd., New Delhi, 2010
2. Rajeev Batra, Advertising Management, Jain Books, New Delhi, 2009

Suggested Readings:

1. William F Arens, Contemporary Advertising, Jain Books, New Delhi, 2010 (Unit V)
2. J.V. Vilanilam, Advertising Basics A Resource Guide for Beginners, Jain Books, New Delhi, 2004 (Unit I & II)
3. David Ogilvy, Ogilvy on Advertising, Random House, USA, 1985 (Unit III & IV)

SEMESTER II**Practical- III: DRAWING- II****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)

Text Books:

1. Zoltan Szabo, 70 Favorite Watercolor Techniques, North Light Books, USA, 1990
2. Sandra Angelo, Learn to Draw Fast, North Light Books, USA, 1990

Suggested Readings:

1. Rose Edin, Color Harmonies- Paint Watercolors Filled with Light, North Light Books, USA, 1990
2. Bert Dodson, Keys to Drawing, North Light Books, USA, 1990

SEMESTER II**Practical- IV: VISUAL ART DESIGN- II****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)

Text Books:

1. Alex W. White, The Elements of Graphic Design, Allworth Press, New York, 2011
2. Timothy Samaka, Design Elements- a Graphic Style Manual, Rock Port, USA, 2010

Suggested Readings:

1. Quentin Newark, What is Graphic Design? RotoVision SA, Switzerland, 2007
2. Gunther Kress, The Grammar of Visual Design, Routledge, USA, 1996

SEMESTER- II**Career Development Courses- II: SOFT SKILLS****UNIT- I:**

Resume/Report Preparation/Letter Writing; structuring the resume/report-Letter writing/E-mail communication-Samples

UNIT- II:

Presentation Skills; Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

UNIT- III:

Time Management; Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

UNIT- IV:

Group Discussion; Why is GD part of selection process?- Structure of GD - Moderator-led and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

UNIT- V:

Interview Skills; Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

Text Books:

1. Gopaldaswamy Ramesh, The Ace of Soft Skills, Dorling Kindersley (India) Pvt Ltd, New Delhi, 2010
2. Beverly Amer, Soft Skills at Work- Technology for Career Success, Cengage Learning, USA, 2009

Suggested Readings:

1. Hewings, Martin, Advanced English Grammar, Cambridge University Press, UK, 1999 (Unit I & II)
2. Sasikumar.V & P.V. Dhamija, Spoken English- A Self-Learning Guide to Conversation Practice, Tata McGraw-Hill. New Delhi, 1993 (Unit III & IV)
3. Paul W, The Art of Talking So That People Will Listen, Prentice Hall Press, New York , 1983 (Unit V)

SECOND YEAR**SEMESTER- III****Allied- III: HISTORY & DEVELOPMENT OF CINEMA****UNIT- I:**

Motion Picture- Magic Lantern & Persistence of Vision; History of Cinema- 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 of Hollywood, Golden age of Hollywood, Hollywood and the 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, Vsevolod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Latin 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; Mega Stars and Mega Movies; Indian Women Filmmakers; Emergence of Indian Regional Cinemas.

UNIT- V:

Tamil cinema- Cinema came to Madras; Pioneers of Tamil Cinema; Movies talked Tamil- Kalidas & Original Tamil Talkies; Development of Tamil Talkies; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, L.V. Prasad; Writer's era- C.N. Annadurai & Kalaingar Karunanidhi; Film Maker and Star Maker- M. K. Thyagaraja Bagavathar, MGR, Sivaji Ganesan, C.V. Sridhar & K. Balachandar; Super Stars and Mega Movies- Kamal Hassan, Rajinikanth, Bharathiraja & Ilayaraja; Film Institute Students; New Dimension of Tamil Cinema- Marketing & Distribution.

Text Books:

1. Jarek Kupsc, History of Cinema for Beginners, Orient Blackswar, 2011
2. Geoffrey Nowell-Smith, The Oxford History of World Cinema, Oxford University Press, UK, 1999

Suggested Readings:

1. Sowmya Dechamma C.C, Cinemas of South India, Oxford University Press, UK, 2010 (Unit V)
2. Aristides Gazetas, An Introduction to World Cinema, McFarland, New York, 2008 (Unit I & III)
3. Steve Neale, Contemporary Hollywood Cinema, Routledge, USA, 1998 (Unit II)

SEMESTER- III**Theory- III: BASIC PHOTOGRAPHY****UNIT- I:**

Photography- Definition & concept; Nature & 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; Nature & Characteristics of Lens; Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long & Variable Focal Length; Exposure- Depth of Field- Aperture Priority & Shutter Priority; Filter- Definition & concept; Characteristics of Filters; Types of Filters- UV, Polarizing Filter, Grey Grad Color Balancing Filter, Neutral Density Filter & Soft Focus Filter.

UNIT- III:

Film- Definition & Concept; Function & Characteristics of Film; Cross Section of Film; Types of Film- ; Film Speed- Definition; Functions of Film Speed; Types of Film Speed- Fast Speed & Slow Speed; Film Speed Numbers- ASA, ISO & DIN; Digital Storage- Digital Storage process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD & etc.; Film Developing Process- Developing, Fixing, Washing & Drying; Film Printing Process; Digital Printing Process.

UNIT- IV:

Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point 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- Definition & concept; 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.; Scope of Photography; Types of Photography- Photo-Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Text Books:

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

Suggested Readings:

1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009 (Unit I & II)
2. Ian Jeffrey, The Photography Book, Focal Press, UK, 2000 (Unit V)
3. Michael Langford: Basic Photography, Focal Press, UK, 2000 (Unit III & IV)

SEMESTER- III**Theory- IV: MEDIA & SOCIETY****UNIT- I**

Mass Media- Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.

UNIT- II

Media Audiences- Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making- Active Vs Passive audience; Theories of audience-Uses and Gratification Theory- Uses & Effects Theory.

UNIT- III:

Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization.

UNIT- IV

Psychoanalysis- definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernism- definition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx's theory; Criticisms of Marx's Theory; Marx's Understanding of Globalization.

UNIT- V

Audience Analysis- Ratings in Advertising, Ratings in Programming & Ratings Services; Audience Rating- Rating Points- GRPs & TRPs; Reach Vs GRP; Types of Audience Rating- Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Ratings Data Collection Methods; Audience & Marketing Trends; Selling Space & Time.

Text Books:

1. Ravi Sundaram, Media Studies: No Limits, Oxford University Press, UK, 2012
2. A Dictionary of Media and Communication, Oxford University Press, UK, 2011

Suggested Readings:

1. Asa Berger, Media Analysis Technique, Sage Publications, India, 1998 (Unit IV & V)
2. Lawrence Grossberg, Media-Making: Mass Media in a popular culture, Sage Publications, 1998 (Unit III)
3. Richard Collins, Media, Culture & Society- A Critical Reader, Sage Publications Ltd, 1986 (Unit I & II)

SEMESTER III**Practical- V: PRACTICAL PHOTOGRAPHY****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)

Text Books:

1. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010
2. E. Bruce Goldstein, Encyclopedia of Perception, SAGE Publications, New Delhi, 2010

Suggested Readings:

1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009
2. Michael Langford: Advanced Photography, Focal Press, UK, 2008
3. Michael Langford: Basic Photography, Focal Press, UK, 2000

SEMESTER III**Practical- VI: 2D GRAPHICS****Software:**

Adobe Photoshop : Adobe Illustrator : Coral Draw : In-Design

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' for an
 - a. Advertising agency (minimum 3 excises)
 - b. Commercial organization (minimum 3 excises)
 - c. Non- profit organization (minimum 3 excises)
 - d. Government agency (minimum 3 excises)
 - e. Service industry (minimum 3 excises)
2. Design 'Front Cover' for a Magazine (minimum 5 excises)
3. Design 'CD Cover' for a Video Album (minimum 5 excises)
4. Design 'Poster' for a College Cultural (minimum 5 excises)

(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)

Text Books:

1. J. Keyes, The Ultimate Multimedia Handbook, Mc Graw Hill, New York, 2000
2. Jennifer Alspach & Linda Richards, Teach Yourself Photoshop, IDG Books, New Delhi, 2000

Suggested Readings:

1. John Villamil & Louis Moloina, Multimedia: An Introduction, Prentice Hall, New Delhi, 1998
2. Tay Vaughan, Multimedia- Making it work, Mc Graw Hill, New York, 1998

SEMESTER III**Non Major Elective- I: ANCHORING & VIDEO JOCKEY****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)

Text Books:

1. Alan R. Stephenson, Broadcast Announcing Worktext: A Media Performance Guide, Focal Press, UK, 2013
2. Kennedy & Dennis, The Oxford Companion to Theatre and Performance, Oxford University Press, UK, 2011

Suggested Readings:

1. Michael Faulkner, VJ: Audio-Visual Art and VJ Culture, Laurence King Publishing Ltd, UK, 2006
2. Mike Hollingsworth, How to Get Into Television, Radio and New Media, continuum, UK, 2003
3. Thomas Fensch, Television news anchors, New Century Books, USA, 2001

SEMESTER- III**Career Development Courses- III: PERSONALITY DEVELOPMENT****UNIT- I:**

Personality: Definition: Determinants Biological, Psychological, Sociological, Cultural and Physical features

UNIT- II:

Personality Development: Awareness, Self motivation, Elements of motivation, Types of observation.

UNIT- III:

Personality theories: Freud, Eysenck, Erickson and Cattell-Motivation theories, Maslow, Mclelland and Murray

UNIT- IV:

Memory- process and functions; importance of memory; technique of improving memory

UNIT- V:

Positive thinking-Seven steps in dealing with doubts; Traits of positive thinking; Goal setting; techniques of positive thinking to achieve the goals; creativity and components of creativity.

Text Books:

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

Suggested Readings:

1. Mile, D.J., Power of positive thinking, Rohan Book Company, New Delhi, 2004 (Unit IV & V)
2. Dudley, G.A, Double your learning power, Thomas publishing Group Ltd, New Delhi, 2004 (Unit III)
3. Debbie Hindle, Personality Development- A Psychoanalytic Perspective, Routledge, USA, 1999 (Unit I & II)

SECOND YEAR**SEMESTER IV****Allied- IV: SCRIPT WRITING****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- Characteristics of TV Script; Types of TV Shows- News stories, Chat show, Talk show & Reality Show; TV Script Treatment- Concept, Target Audience, Style of Production, Creative Approach, Running Order, Set Design & Budget.

UNIT- III:

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

UNIT- IV:

Writing for Documentary- 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- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act- II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

Text Books:

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

Suggested Readings:

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

SEMESTER IV**Theory- V: FILM STUDIES****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.

Text Books:

1. Jill Nelmes, Introduction to Film Studies, Routledge, USA, 2012
2. John Hill, The Oxford Guide to Film Studies, Oxford University Press, UK, 2011

Suggested Readings:

1. Warren Buckland, Film Studies: Teach Yourself, McGraw-Hill, USA, 2010 (Unit I, II & III)
2. Sarah Casey Benyahia, As Film Studies, Routledge, USA, 2008 (Unit V)
3. Richard Dyer, Film Studies: Critical Approaches, Oxford University Press, UK, 2000 (Unit IV)

SEMESTER IV**Theory- VI: MEDIA LAWS & ETHICS****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.

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.

Text Books:

1. Neelamalar. M, Media Law and Ethics, Prentice-Hall Of India Pvt Ltd, New Delhi, 2010
2. Kiran Prasad, Media Law in India, B.R. Publishing Corporation, New Delhi, 2008

Suggested Readings:

1. Venkat Iyer, Mass Media Laws And Regulations In India, Bahri Sons, New Delhi, 2000 (Unit II & III)
2. Kundra. S, Media Laws & Indian Constitution, Anmol Publications Pvt. Ltd, New Delhi, 1998 (Unit I)
3. Durga Das Basu, Law of Press, Prentice-Hall Of India Pvt Ltd, New Delhi, 1986 (Unit IV & V)

SEMESTER IV**Practical- VII: 2D ANIMATIONS****Software:**

Adobe Flash : Dreamweaver

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. Student has to create Web Pages with link pages for any Product or Organizations. **No objects/ elements should be downloaded from the Internet.** If static images are to be included, then the student is expected to create her/his own images using appropriate software.
2. Minimum FIVE complete web sites for different categories of products or organizations must be created for the record.

(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)

Text Books:

1. Adobe Creative Team, Adobe Flash Professional CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012
2. Adobe Creative Team, Adobe Dreamweaver CS6 Classroom in a Book, Adobe Systems Incorporation, USA, 2012

Suggested Readings:

1. Paul Wells, Basics Animation 03: Drawing for Animation, AVA Publishing, Switzerland, 2009
2. Tony White, How to Make Animated Films, Focal Press, USA, 2009

SEMESTER IV**Practical- VIII: PROFESSIONAL PHOTOGRAPHY****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)

Text Books:

1. Roger Watson, Capturing the Light, Macmillan Publishers, UK, 2013
2. Don Giannatti, Professional Photography, Amherst Media, USA, 2013

Suggested Readings:

1. Martin Evening, Adobe Photoshop CS6 for Photographers, Focal Press, UK, 2012
2. Chris Weston, Nature Photography, Focal Press, UK, 2008

SEMESTER IV**Non Major Elective- II: NEWS CASTING & PRESENTING****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)

Text Books:

1. Alan R. Stephenson, Broadcast Announcing Worktext: A Media Performance Guide, Focal Press, UK, 2013
2. Michael Faulkner, VJ: Audio-Visual Art and VJ Culture, Laurence King Publishing Ltd, UK, 2006

Suggested Readings:

1. Mike Hollingsworth, How to Get Into Television, Radio and New Media, continuum, UK, 2003
2. Thomas Fensch, Television news anchors, New Century Books, USA, 2001

SEMESTER- IV**Career Development Courses- IV: ENVIRONMENT SCIENCE****UNIT- I:**

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

UNIT- II:

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem; Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu & Exsitu.

UNIT- III:

Environmental Pollution- Causes, Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides; Role of individuals in prevention of pollution - pollution case studies.

UNIT- IV:

Urban issues- Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations; Environmental protection Act- 1986; Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

UNIT- V:

Visit to a local area / local polluted site / local simple ecosystem - Report submission

Text Books:

1. Namita Joshi, A Textbook of Environmental Science, A P H Publishing Corporation, New Delhi, 2009
2. Arvind Kumar, A Textbook of Environmental Science, A P H Publishing Corporation, New Delhi, 2008

Suggested Readings:

1. Rajamannar, Environmental Studies, EVR College Publications, Trichy, 2004 (Unit I)
2. Kumarasamy. K, Environmental Studies, Bharathidasan University Publications, Trichy, 2004 (Unit II)
3. Kalavathy. S, Environmental Studies, Bishop Heber College Publications, Trichy, 2004 (Unit III & IV)

THIRD YEAR**SEMESTER V****Allied- V: INTEGRATED MARKETING COMMUNICATION****UNIT- I:**

Marketing- definition & concept; objectives of marketing; customer value & delivering customer value; marketing Vs selling concept; elements of the environments; social responsibility in marketing; marketing mix- price, place, product & promotion; Marketing Strategic; Segmentation, Targeting & Positioning; Niche Marketing; Sales & Personal Selling; Sales Management.

UNIT- II:

Marketing Research- nature; Scope of Marketing Research; Significance of Marketing Communication; Advantages of Marketing Communication; Limitations of Marketing Communication; Methods of Marketing Communication; process of Marketing Communication; Growth of Advertising and Promotion; Types of Marketing; Advertising Budget; Persuasive Advertising Theories; Advertising Process; Advertising Agency- function, types & structure; DAGMAR-model & approach.

UNIT- III:

Public Relations- definition, concept & understanding public relations; Evolution of Public Relations in India; Types of Public Relations; Process of Public Relations; Corporate Bodies; Public Relations in Crisis; Advantages and Disadvantages of Public Relations; Public Relations Tools; Public Relations Strategy; Setting a Public Relations Budget; Writing a Press Release; Know the Media.

UNIT- IV:

Advertising Campaign- definition & concept; Public Relations Campaign; Campaign Approach; Effective Campaign Elements; Public Relation Campaign to improve business; Differences between Advertising and Public Relations; Advertising versus Public Relations; Difference between Marketing and Public Relations; Promotional Campaign; Successful Promotional Campaign.

UNIT- V:

IMC- definition & concept; Evolution of IMC; benefits & barriers of IMC; Growing Importance of IMC; Characteristics of Marketing Revolution; Promotional strategies; Marketing Communication Theory; Marketing Communication Mix; Effective Corporate Communication; Developing Promotional Campaign; Developing Advertising Strategy.

Text Books:

1. Terence A. Shimp, Advertising Promotion & Other Aspects of IMC, South Western Learning, USA, 2013
2. Clarke Caywood, The Handbook of Strategic Public Relations and IMC, McGraw- Hill Companies, USA, 2012

Suggested Readings:

1. George E Belch, Advertising & Promotion, McGraw Hill company Ltd., New Delhi, 2010 (Unit I & II)
2. Jonathan Taylor, Marketing Communication- An Integrated Approach, Kogan Page publisher, 2005 (Unit III)
3. Keith J. Tuckwell, Integrated Marketing Communications, Prentice Hall, UK, 2001 (Unit IV & V)

SEMESTER V**Theory- VII: MEDIA MANAGEMENT****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.

Text Books:

1. Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010
2. Alan B. Albarran, The Media Economy, Routledge, New York, 2010

Suggested Readings:

1. George Sylvie, Media Management: A Casebook Approach, Lawrence Erlbaum Associates, USA, 2009 (Unit I)
2. Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008 (Unit IV & V)
3. Peter Pringle, Electronic Media Management, Focal Press, UK, 2006 (Unit II & III)

SEMESTER V**Theory- VIII: TELEVISION PRODUCTION****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; 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, Colour Temperature.

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 & Cube; Types of Sound- Speech, Voice-over & Sound Effects; Microphones- Carbon Microphones, Dynamic Microphones, Ribbon Microphones, Condensor Microphones, Cardioid Microphone, Cordless Mic & Lapel Mic; Sound Mixer; Dubbing, Audio & Music Mixing.

Text Books:

1. Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK, 2012
2. Gerald Millerson, Television Production, Focal Press, UK, 2009

Suggested Readings:

1. Jim Owens, Television Production, Focal Press, UK, 2012 (Unit I)
2. Andrew Utterback, Studio Television Production and Directing, Focal Press, UK, 2007 (Unit IV & V)
3. Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS, 2006 (Unit II & III)

SEMESTER- V**Practical- IX: 3D ANIMATIONS****Software:**

3D Studio Max

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
2. Architecture
3. Product Animation

(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)

Text Book:

1. Dariush Derakhshani, Autodesk 3ds Max 2013 Essentials, John Wiley & Sons, USA, 2012
2. Jeffrey Harper, Mastering Autodesk 3ds Max 2013, John Wiley & Sons, USA, 2012

Suggested Readings:

1. Eric Allen, Body Language: Advanced 3D Character Rigging, Weley Publishing, UK, 2008
2. Kelly L. Murdock, 3D Studio MAX R3 Bible, IDG Books, USA, 2000

SEMESTER V**Practical- X: AUDIOGRAPHY****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 & Basic EQ
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Equipments & 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)

Text Books:

1. Mike Senior, Mixing Secrets for the Small Studio, Focal Press, UK, 2011
2. Tomlinson Holman, Sound for Film and Television, Focal Press, UK, 2010

Suggested Readings:

1. Ric Viers, The Sound Effects Bible, Michael Wiese Productions, USA, 2008
2. David Sonnenschein, The Expressive Power of Music, Voice and Sound Effects in Cinema, Michael Wiese Productions, USA, 2001

SEMESTER V**Practical (Elective)- I: TELEVISION PRODUCTION PRACTICE****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
2. Practicing with Tripod
3. Working with Lens
4. Framing
5. Composition
6. Standard Shot & Camera Angle
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)

Text Books:

1. Jim Owens, Television Production, Focal Press, UK, 2012
2. Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK, 2012

Suggested Read:

1. Gerald Millerson, Television Production, Focal Press, UK, 2009
2. Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS, 2006

SEMESTER- V**Career Development Courses- V: HUMAN RIGHTS EDUCATIONS****Unit- I:**

Universal Declaration of Human Rights: Preamble -The General Assembly-Article 1-30. The Preamble of the Constitution of India: Preamble- Objective and Scope of the Preamble-We, the People of India-Nature of India-Sovereign-Division of Powers-Socialist-Secular-Democracy-Democratic-Republic-Social Justice-Economic Justice-Political Justice-Liberty-fraternity-Equality-Law-Constituent Assembly-Amendment of the Constitution

Unit- II:

Fundamental Rights: Equality before Law-Abolition of Untouchability-Abolition of titles-Right to Freedom-Protection from Illegal conviction-Protection of Life and Personal Liberty-Right to Primary Education-Protection against Illegal Arrest and Detention-Right Against Exploitation-Right to Freedom of Religion-Cultural and Educational Right of minorities-Right to Constitutional Remedies.

Unit- III:

Right to Freedom: Fundamental Right to Freedom-Freedom of speech and expression-Meaning and Scope-Freedom of Press-Right to Privacy-Grounds of Restriction-Security of the state-Friendly Relation with Foreign States-Public order-Contempt of Court-Defamation-Incitement to an Offence-Sedition-Freedom of Assembly-Unlawful Assembly-Freedom of Movement-Restrictions-Freedom of Residence-Freedom of Profession, Occupation, Trade or business.

Unit- IV:

Freedom of Religion: Secular State-Freedom of Religion-Religion-Freedom of conscience-freedom of Profess religion-freedom to Practice Religion-freedom to Propagate Religion-Right to Convert-Protection guaranteed-Essential Part of Religion-Restrictions on freedom of Religion-Regulation of Economic, Financial, Political and Secular activities associates with religious practices-Social welfare and Social reform-Power of the State to Throw Open all religious Institutions to all Hindus-Carrying of Kirpan-Freedom to Manage Religious Affairs [Article 26]-Right to Establish and Maintain Institutions for Religious and Charitable Purpose-Right to Manage "Matters of religion".

Unit- V:

The Law to protect our Human Rights: Title of the Law-Basic and historic background-National Human rights Commission: Constitution of the National Commission-Appointment if Chairperson and Other members-Term of Office of Members-Functions of the Commissions-Power relating to the Inquires-Investigation-Steps after Inquiry-State Human rights Commission: Constitution of the State Human rights Omissions-Human rights Courts: Court of Session to be a human rights Courts-Special Public Prosecutor-Powers of Central Government to make Rules- The Role of activities and NGO's-Format for filing a complaint with the NHRS-Guidelines on how to filing a complaint with the NHRS- Following types of Complaints are not Entertainable.

Text Books:

1. Paul Gordon Lauren, Evolution of International Human Rights, University of Pennsylvania Press, USA, 2011
2. Andrew Clapham, Human Rights: A Very Short Introduction, Oxford University Press, UK, 2007

Suggested Readings:

1. Lynn Hunt, Inventing Human Rights: A History, W W Norton & Company, UK, 2007 (Unit I, II & III)
2. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell University, USA, 2003 (Unit IV & V)

THIRD YEAR**SEMESTER VI****Project- I: INDUSTRIAL PROJECT**

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.

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