ACADEMIC CURRICULA

UNDERGRADUATE DEGREE PROGRAMME

**Bachelor of Science in
Visual Communication
Three Years /**

**Bachelor of Science (Honours) in
Visual Communication
Four Years**

**Learning Outcomes Based Curriculum Framework
(LOCF)**

Choice Based Flexible Credit System

Academic Year
2023 - 2024

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

(Deemed to be University u/s 3 of UGC Act, 1956)

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

1. Department Vision Statement

Stmt - 1	*To provide rigorous standards for content knowledge, communication skills, research quality, and professional behavior*
Stmt - 2	*To contribute to a media literate society through teaching (with classrooms, labs, studios, and research), scholarship, and service*
Stmt - 3	*To value a collaborative, collegial, and cooperative teaching and learning community composed of diverse scholars*

2. Department Mission Statement

Stmt – 1	*To be the core of excellence in the realm of Visual Communication.*
Stmt – 2	*To produce fruitful projects and valuable critiques in the field of Visual Communication.*
Stmt – 3	*Implementing global standards and encouraging the students through innovation and quality education.*
Stmt – 4	*Cultivating the Media Professionals to effectively contribute to the society with integrity and commitment.*
Stmt – 5	*Developing the student on the ethical side and making them a society friendly professional.*

3. Program Education Objectives (PEO)

PEO – 1	*Graduates will have skills and knowledge to excel in their professional career in Visual Communication and related disciplines.*
PEO – 2	*Graduates will contribute and communicate effectively within the team to grow as leaders.*
PEO – 3	*Graduates will practice lifelong learning for continuing professional development.*
PEO – 4	*Graduates will have the capability to continue their formal education and successfully complete an advanced degree.*
PEO – 5	*Graduates will contribute to the growth of the nation and society by applying acquired knowledge in Creative, technical, and managerial skills.*

4. Program Specific Outcomes (PSO)

PSO - 1	***Critical Thinking***: *Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives*
PSO - 2	***Ethics***: *Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.*
PSO - 3	***Knowledge and Competency***: *Shall acquire knowledge related to media and its impact and competent enough to undertake professional Job on their own or as per demands and requirements of media industry.*

5. Consistency of PEO's with Mission of the Department

	Mission Stmt. - 1	Mission Stmt. - 2	Mission Stmt. - 3	Mission Stmt. – 4	Mission Stmt. – 5
PEO - 1	H	M	H	L	M
PEO - 2	H	H	H	M	M
PEO - 3	H	M	H	H	H
PEO - 4	H	L	H	M	H
PEO - 5	H	M	H	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

6. Consistency of PEO's with Program Learning Outcomes (PLO)

	Program Learning Outcomes (PLO)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
PEO - 1	H	H	H	H	H	H	H	H	M	H	H	H	H	H	H
PEO - 2	H	M	H	H	H	H	H	H	H	H	L	H	H	H	H
PEO - 3	H	H	H	L	H	H	H	H	H	H	H	M	H	H	H
PEO - 4	H	H	H	H	H	M	H	H	H	H	H	H	L	H	H
PEO - 5	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

7. Program Structure (B Sc Visual Communication)

1. Discipline Specific Core Courses (C) *(20 Courses)*

Course Code	Course Title	L	T	P	O	C
UVC23101T	Introduction to Visual Communication	4	0	0	2	4
UVC23102J	Design Principles	2	0	4	2	4
UVC23103L	Drawing Basics	0	0	8	2	4
UVC23201T	Advertising	4	0	0	2	4
UVC23202J	Theatre Art Basics	3	0	2	2	4
UVC23203L	Art Direction	0	0	8	2	4
UVC23301T	Media, Culture and Society	4	0	0	2	4
UVC23302J	Digital Photography	2	0	4	2	4
UVC23303L	Computer Graphics	0	0	8	2	4
UVC23401T	Film Studies	4	0	0	2	4
UVC23402T	Screenplay Writing	4	0	0	2	4
UVC23403L	2D Animations	0	0	9	2	4
UVC23501T	Indian Constitution and Media Laws	4	0	0	2	4
UVC23502T	Digital Film Making	4	0	0	2	4
UVC23503L	Documentary Film Making	0	0	8	2	4
UVC23601T	Communication Models and Theories	4	0	0	2	4
UVC23602T	Media Research Methodology	4	0	0	2	4
UVC23603L	Short Filmmaking	0	0	8	2	4
UVC23701T	Media Management	4	0	0	2	4
UVC23801T	Media and Social Psychology	4	0	0	2	4
Total Learning Credits						**80**

2. Discipline Specific Elective Courses (D) (10 Courses)

Course Code	Course Title	L	T	P	O	C
UVC23D01L	3D Animation	0	0	8	2	4
UVC23D02L	3D Modeling					
UVC23D03L	UI and UX Design	0	0	8	2	4
UVC23D04L	Web Page Development and Publishing					
UVC23D05L	VFX and SFX	0	0	8	2	4
UVC23D06L	Compositing Techniques					
UVC23D07T	Media Aesthetics	4	0	0	2	4
UVC23D08T	New Media and AI					
UVC23D09L	Reality Show	0	2	4	2	4
UVC23D10L	News Production					
Total Learning Credits						**20**

4. Skill Enhancement Courses (S) (5 Courses)

Course Code	Course Title	L	T	P	O	C
UCD23S01L	Quantitative Aptitude and Logical Reasoning	0	0	2	2	1
UCD23S02T	Verbal Ability and Skill Development	2	0	0	2	2
UVC23S01L	Printing and Package Design	0	0	3	2	1
UVC23S02L	Professional Photography	0	0	4	2	2
UVC23S03L	Travel Photography	0	0	2	2	1
Total Learning Credits						**7**

3. Generic Elective Courses (G) (9 Courses)

Course Code	Course Title	L	T	P	O	C
ULT23G01J	Tamil- I	2	0	2	2	3
ULH23G01J	Hindi- I					
ULF23G01J	French- I					
ULT23G02J	Tamil- II	2	0	2	2	3
ULH23G02J	Hindi- II					
ULF23G02J	French- II					
UVC23G01T	Introduction to Hollywood Cinema	4	0	0	2	4
UVC23G02T	European and Latin American Cinema	4	0	0	2	4
UVC23G03T	Asian and Oceania Cinema	4	0	0	2	4
UVC23G04T	History of Indian Cinema	4	0	0	2	4
UVC23G05T	History of South Indian Cinema	4	0	0	2	4
UVC23G06L	Digital Content Creation	0	0	8	2	4
UVC23G07T	History of Tamil Cinema	4	0	0	2	4
Total Learning Credits						**34**

5. Ability Enhancement Courses (AE) (4 Courses)

Course Code	Course Title	L	T	P	O	C
ULE23AE1T	English	4	0	0	2	4
UES23AE1T	Environmental Studies	3	0	0	2	3
ULT23AE1J	Applied Tamil- I	1	0	2	2	2
ULH23AE1J	Applied Hindi- I					
ULF23AE1J	French for Specific Purpose- I					
ULT23AE2J	Applied Tamil- II	1	0	2	2	2
ULH23AE2J	Applied Hindi- II					
ULF23AE2J	French for Specific Purpose- II					
Total Learning Credits						**11**

6. Value Addition Course (V) (4 Courses)

Course Code	Course Title	L	T	P	O	C
UCD23V01T	Universal Human Values	2	0	0	2	2
UEN23V01L	Communication Skills	0	0	4	2	2
UCD23V03T	Industry Oriented Employability Skills for Arts	2	0	0	2	2
UCD23V06T	Career Readiness and Leadership Management	2	0	0	2	2
Total Learning Credits						**6**

7. Internship/Apprenticeship / Project/Community Outreach (IAPC) (6 Courses)

Course Code	Course Title	L	T	P	O	C
UVC23P01L	Internship- I	0	0	0	0	1
UVC23P02L	Internship- II	0	0	0	0	1
UVC23P03L	Film Appreciation	0	2	0	2	2
UVC23P04L	Internship- III	0	0	0	0	2
UVC23P05L	Ad Film Making	0	2	4	2	4
UVC23P06L	Tele Film	0	0	12	2	6
Total Learning Credits						**16**

8. Mandatory Courses (M) (2 Courses)

Course Code	Course Title	L	T	P	O	C
UNS23M01L	NSS	-	-	-	2	-
UNC23M01L	NCC	-	-	-	2	-
UNO23M01L	NSO	-	-	-	2	-
UYG23M01L	YOGA	-	-	-	2	-
UMI23M01L	My India Project	-	-	-	2	-
Total Learning Credits						**-**

Total Learning Credits: 176

8. Implementation Plan

<table>
<tr><th colspan="8" align="center">Semester – I</th></tr>
<tr><th rowspan="2">Course Code</th><th rowspan="2">Course Title</th><th colspan="4">Hours/ Week</th><th rowspan="2">C</th></tr>
<tr><th>L</th><th>T</th><th>P</th><th>O</th></tr>
<tr><td>ULT23G01J</td><td>Tamil- I</td><td rowspan="3">2</td><td rowspan="3">0</td><td rowspan="3">2</td><td rowspan="3">2</td><td rowspan="3">3</td></tr>
<tr><td>ULH23G01J</td><td>Hindi- I</td></tr>
<tr><td>ULF23G01J</td><td>French- I</td></tr>
<tr><td>ULE23AE1T</td><td>English</td><td>4</td><td>0</td><td>0</td><td>2</td><td>4</td></tr>
<tr><td>UVC23101T</td><td>Introduction to Visual Communication</td><td>4</td><td>0</td><td>0</td><td>2</td><td>4</td></tr>
<tr><td>UVC23102J</td><td>Design Principles</td><td>2</td><td>0</td><td>4</td><td>2</td><td>4</td></tr>
<tr><td>UVC23103L</td><td>Drawing Basics</td><td>0</td><td>0</td><td>8</td><td>2</td><td>4</td></tr>
<tr><td>UCD23S01L</td><td>Quantitative Aptitude and Logical Reasoning</td><td>0</td><td>0</td><td>2</td><td>2</td><td>1</td></tr>
<tr><td>UCD23V01T</td><td>Universal Human Values</td><td>2</td><td>0</td><td>0</td><td>2</td><td>2</td></tr>
<tr><td colspan="6" align="center">Total Learning Credits</td><td>22</td></tr>
<tr><td colspan="2" align="center">Total number of hours/ Week</td><td>14</td><td>0</td><td>16</td><td>-</td><td>30</td></tr>
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<table>
<tr><th colspan="8" align="center">Semester – II</th></tr>
<tr><th rowspan="2">Course Code</th><th rowspan="2">Course Title</th><th colspan="4">Hours/ Week</th><th rowspan="2">C</th></tr>
<tr><th>L</th><th>T</th><th>P</th><th>O</th></tr>
<tr><td>ULT23G02J</td><td>Tamil- II</td><td rowspan="3">2</td><td rowspan="3">0</td><td rowspan="3">2</td><td rowspan="3">2</td><td rowspan="3">3</td></tr>
<tr><td>ULH23G02J</td><td>Hindi- II</td></tr>
<tr><td>ULF23G02J</td><td>French- II</td></tr>
<tr><td>UES23AE1T</td><td>Environmental Studies</td><td>3</td><td>0</td><td>0</td><td>2</td><td>3</td></tr>
<tr><td>UVC23201T</td><td>Advertising</td><td>4</td><td>0</td><td>0</td><td>2</td><td>4</td></tr>
<tr><td>UVC23202J</td><td>Theatre Art Basics</td><td>3</td><td>0</td><td>2</td><td>2</td><td>4</td></tr>
<tr><td>UVC23203L</td><td>Art Direction</td><td>0</td><td>0</td><td>8</td><td>2</td><td>4</td></tr>
<tr><td>UCD23S02T</td><td>Verbal Ability and Skill Development</td><td>2</td><td>0</td><td>0</td><td>2</td><td>2</td></tr>
<tr><td>UEN23V01L</td><td>Communication Skills</td><td>0</td><td>0</td><td>4</td><td>2</td><td>2</td></tr>
<tr><td>UNS23M01L</td><td>NSS</td><td>-</td><td>-</td><td>-</td><td>2</td><td>-</td></tr>
<tr><td>UNC23M01L</td><td>NCC</td><td>-</td><td>-</td><td>-</td><td>2</td><td>-</td></tr>
<tr><td>UNO23M01L</td><td>NSO</td><td>-</td><td>-</td><td>-</td><td>2</td><td>-</td></tr>
<tr><td>UYG23M01L</td><td>YOGA</td><td>-</td><td>-</td><td>-</td><td>2</td><td>-</td></tr>
<tr><td colspan="6" align="center">Total Learning Credits</td><td>22</td></tr>
<tr><td colspan="2" align="center">Total number of hours/ Week</td><td>14</td><td>0</td><td>16</td><td>-</td><td>30</td></tr>
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8. Implementation Plan

<table>
<tr><td colspan="7" align="center">Semester – III</td></tr>
<tr><td rowspan="2">Course Code</td><td rowspan="2">Course Title</td><td colspan="4">Hours/ Week</td><td rowspan="2">C</td></tr>
<tr><td>L</td><td>T</td><td>P</td><td>O</td></tr>
<tr><td>UVC23301T</td><td>Media, Culture and Society</td><td>4</td><td>0</td><td>0</td><td>2</td><td>4</td></tr>
<tr><td>UVC23302J</td><td>Digital Photography</td><td>2</td><td>0</td><td>4</td><td>2</td><td>4</td></tr>
<tr><td>UVC23303L</td><td>Computer Graphics</td><td>0</td><td>0</td><td>8</td><td>2</td><td>4</td></tr>
<tr><td>ULT23AE1J</td><td>Applied Tamil- I</td><td rowspan="3">1</td><td rowspan="3">0</td><td rowspan="3">2</td><td rowspan="3">2</td><td rowspan="3">2</td></tr>
<tr><td>ULH23AE1J</td><td>Applied Hindi- I</td></tr>
<tr><td>ULF23AE1J</td><td>French for Specific Purpose- I</td></tr>
<tr><td>UVC23G01T</td><td>Introduction to Hollywood Cinema</td><td>4</td><td>0</td><td>0</td><td>2</td><td>4</td></tr>
<tr><td>UVC23S01L</td><td>Printing and Package Design</td><td>0</td><td>0</td><td>3</td><td>2</td><td>1</td></tr>
<tr><td>UVC23P01L</td><td>Internship- I</td><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td></tr>
<tr><td>UCD23V03T</td><td>Industry Oriented Employability Skills for Arts</td><td>2</td><td>0</td><td>0</td><td>2</td><td>2</td></tr>
<tr><td colspan="6" align="center">Total Learning Credits</td><td>22</td></tr>
<tr><td colspan="2" align="center">Total number of hours/ Week</td><td>15</td><td>0</td><td>15</td><td>-</td><td>30</td></tr>
</table>

<table>
<tr><td colspan="7" align="center">Semester – IV</td></tr>
<tr><td rowspan="2">Course Code</td><td rowspan="2">Course Title</td><td colspan="4">Hours/ Week</td><td rowspan="2">C</td></tr>
<tr><td>L</td><td>T</td><td>P</td><td>O</td></tr>
<tr><td>UVC23401T</td><td>Film Studies</td><td>4</td><td>0</td><td>0</td><td>2</td><td>4</td></tr>
<tr><td>UVC23402T</td><td>Screenplay Writing</td><td>4</td><td>0</td><td>0</td><td>2</td><td>4</td></tr>
<tr><td>UVC23403L</td><td>2D Animations</td><td>0</td><td>0</td><td>9</td><td>2</td><td>4</td></tr>
<tr><td>ULT23AE2J</td><td>Applied Tamil- II</td><td rowspan="3">1</td><td rowspan="3">0</td><td rowspan="3">2</td><td rowspan="3">2</td><td rowspan="3">2</td></tr>
<tr><td>ULH23AE2J</td><td>Applied Hindi- II</td></tr>
<tr><td>ULF23AE2J</td><td>French for Specific Purpose- II</td></tr>
<tr><td>UVC23G02T</td><td>European and Latin American Cinema</td><td>4</td><td>0</td><td>0</td><td>2</td><td>4</td></tr>
<tr><td>UVC23S02L</td><td>Professional Photography</td><td>0</td><td>0</td><td>4</td><td>2</td><td>2</td></tr>
<tr><td>UCD23V06T</td><td>Career Readiness and Leadership Management</td><td>2</td><td>0</td><td>0</td><td>2</td><td>2</td></tr>
<tr><td>UMI23M01L</td><td>My India Project</td><td>0</td><td>0</td><td>0</td><td>2</td><td>0</td></tr>
<tr><td colspan="6" align="center">Total Learning Credits</td><td>22</td></tr>
<tr><td colspan="2" align="center">Total number of hours/ Week</td><td>15</td><td>0</td><td>15</td><td>-</td><td>30</td></tr>
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8. Implementation Plan

	Semester – V					
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UVC23501T	Indian Constitution and Media Laws	4	0	0	2	4
UVC23502T	Digital Film Making	4	0	0	2	4
UVC23503L	Documentary Film Making	0	0	8	2	4
UVC23D01L	3D Animation	0	0	8	2	4
UVC23D02L	3D Modeling					
UVC23G03T	Asian and Oceania Cinema	4	0	0	2	4
UVC23S03L	Travel Photography	0	0	2	2	1
UVC23P02L	Internship- II	0	0	0	0	1
	Total Learning Credits					22
	Total number of hours/ Week	14	0	16	-	30

	Semester – VI					
Course Code	Course Title	Hours/ Week				C
		L	T	P	O	
UVC23601T	Communication Models and Theories	4	0	0	2	4
UVC23602T	Media Research Methodology	4	0	0	2	4
UVC23603L	Short Filmmaking	0	0	8	2	4
UVC23D03L	UI and UX Design	0	0	8	2	4
UVC23D04L	Web Page Development and Publishing					
UVC23G04T	History of Indian Cinema	4	0	0	2	4
UVC23P03L	Film Appreciation	0	2	0	2	2
	Total Learning Credits					22
	Total number of hours/ Week	13	01	16	-	30

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Semester – VII						
Course Code	**Course Title**	**Hours/ Week**				**C**
		L	**T**	**P**	**O**	
UVC23701T	Media Management	4	0	0	2	4
UVC23D05L	VFX and SFX	0	0	8	2	4
UVC23D06L	Compositing Techniques					
UVC23G05T	History of South Indian Cinema	4	0	0	2	4
UVC23G06L	Digital Content Creation	0	0	8	2	4
UVC23P04L	Internship- III	0	0	0	0	2
UVC23P05L	Ad Film Making	0	2	4	2	4
	Total Learning Credits					**22**
	Total number of hours/ Week	09	01	20	-	**30**

Semester – VIII						
Course Code	**Course Title**	**Hours/ Week**				**C**
		L	**T**	**P**	**O**	
UVC23801T	Media and Social Psychology	4	0	0	2	4
UVC23D07T	Media Aesthetics	4	0	0	2	4
UVC23D08T	New Media and AI					
UVC23D09L	Reality Show	0	2	4	2	4
UVC23D10L	News Production					
UVC23G07T	History of Tamil Cinema	4	0	0	2	4
UVC23P06L	Tele Film	0	0	12	2	6
	Total Learning Credits					**22**
	Total number of hours/ Week	14	0	16	-	**30**

Courses for earning Additional Credits:

Course Code	Course Title	Hours/ Week				
		L	T	P	O	C
Semester – II						
UCD23P01L	Internship Report– I	0	0	8	0	4
UCD23P02L	Project Work – I					
UCD23P03L	Apprenticeship – I					
Semester – IV						
UCD23P04L	Internship Report– II	0	0	8	0	4
UCD23P05L	Project Work – II					
UCD23P06L	Apprenticeship – II					
	Total Learning Credits	**0**	**0**	**8**	**0**	**4**

Note: Those students who decide to exit at the end of the First year shall register for any one of the courses mentioned under Semester – II; and decide to exit at the end of the Second year shall register for any one of the courses mentioned under Semester – IV in the above list.
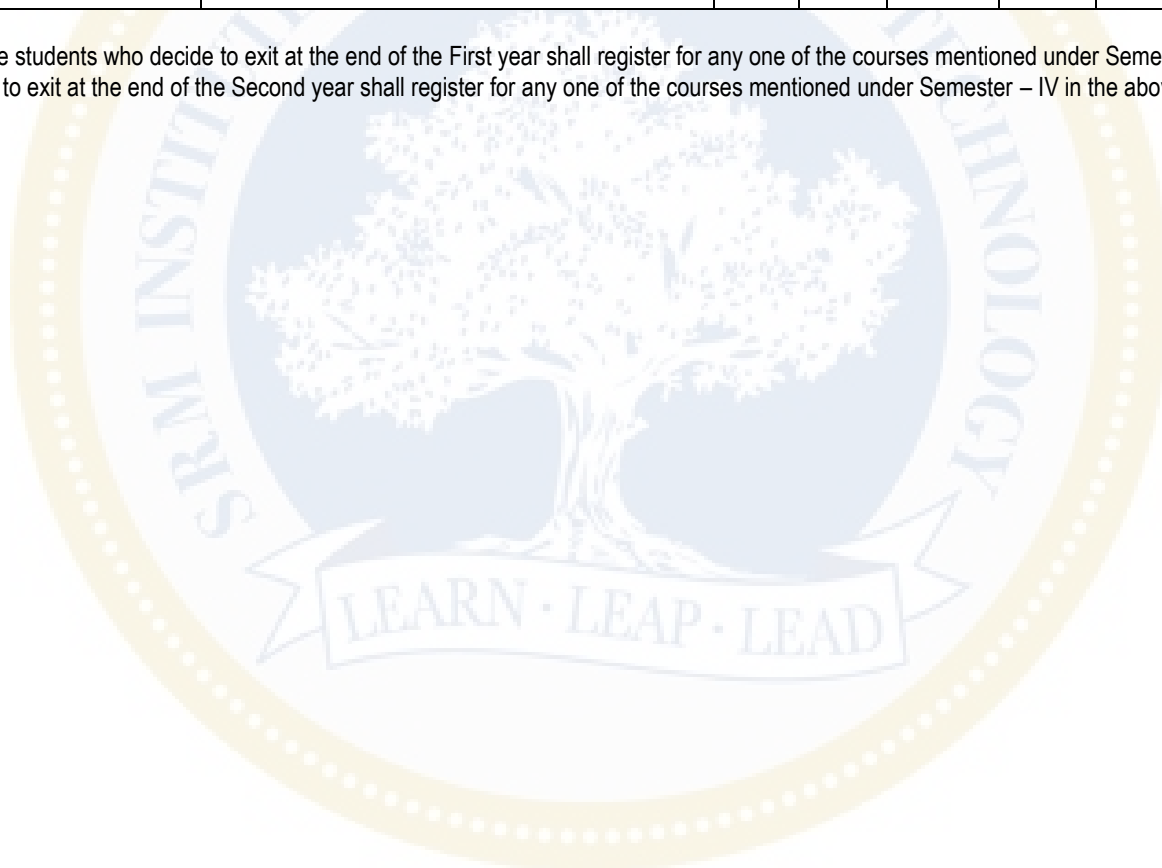
9. Program Articulation Matrix															

Course Code	Course Name	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
UVC23101T	Introduction to Visual Communication	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23102J	Design Principles	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
UVC23103L	Drawing Basics	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23201T	Advertising	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23202J	Theatre Art Basics	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
UVC23203L	Art Direction	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23301T	Media, Culture and Society	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23302J	Digital Photography	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
UVC23303L	Computer Graphics	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23401T	Film Studies	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23402T	Screenplay Writing	H	L	M	H	H	M	M	M	M	M	M	H	-	-	-
UVC23403L	2D Animations	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23501T	Indian Constitution and Media Laws	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23502T	Digital Film Making	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23503L	Documentary Film Making	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23601T	Communication Models and Theories	H	L	M	H	H	M	M	M	M	M	M	H	-	-	-
UVC23602T	Media Research Methodology	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23603L	Short Filmmaking	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23701T	Media Management	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23801T	Media and Social Psychology	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23D01L	3D Animation	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23D02L	3D Modeling	H	L	M	H	H	H	H	H	M	M	M	M	H	-	-
UVC23D03L	UI and UX Design	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23D04L	Web Page Development and Publishing	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23D05L	VFX and SFX	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23D06L	Compositing Techniques	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23D07T	Media Aesthetics	H	L	M	H	H	M	M	M	M	M	M	H	-	-	-
UVC23D08T	New Media and AI	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23D09L	Reality Show	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23D10L	News Production	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
ULT23G01J	Tamil- I	H	M	H	H	H	H	M	H	H	M	H	H	M	H	H
ULH23G01J	Hindi- I	H	H	H	H	H	M	H	H	H	H	H	H	M	H	H
ULF23G01J	French- I	H	H	H	H	H	M	H	H	H	H	H	H	M	H	H
ULT23G02J	Tamil- II	H	M	H	H	H	H	M	H	H	M	H	H	M	H	H
ULH23G02J	Hindi- II	H	H	H	H	H	M	H	H	H	H	H	H	M	H	H
ULF23G02J	French- II	H	H	M	H	H	M	H	H	H	H	H	H	M	H	H
UVC23G01T	Introduction to Hollywood Cinema	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23G02T	European and Latin American Cinema	H	L	M	H	H	M	M	M	M	M	M	H	-	-	-
UVC23G03T	Asian and Oceania Cinema	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23G04T	History of Indian Cinema	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23G05T	History of South Indian Cinema	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-

Code	Course															
UVC23G06L	Digital Content Creation	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UVC23G07T	History of Tamil Cinema	H	L	M	H	H	M	M	H	M	M	M	H	-	-	-
UCD23S01L	Quantitative Aptitude and Logical Reasoning	H	M	M	M	L	M	M	M	M	H	H	M	H	H	H
UCD23S02T	Verbal Ability and Skill Development	M	H	M	L	M	H	L	M	M	H	H	H	M	M	M
UVC23S01L	Printing and Package Design	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23S02L	Professional Photography	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23S03L	Travel Photography	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
ULE23AE1T	English	M	M	M	-	L	L	-	H	M	H	H	L	-	-	-
UES23AE1T	Environmental Studies	H	M	H	M	M	H	M	H	L	H	H	H	H	H	H
ULT23AE1J	Applied Tamil- I	H	M	H	H	H	H	M	H	H	M	H	H	M	H	H
ULH23AE1J	Applied Hindi- I	H	H	H	H	H	H	M	H	H	H	H	H	M	H	H
ULF23AE1J	French for specific purpose- I	H	H	H	H	H	H	M	H	H	H	H	H	H	H	H
ULT23AE2J	Applied Tamil- II	H	M	H	H	H	H	M	H	H	M	H	H	M	H	H
ULH23AE2J	Applied Hindi- II	H	H	H	H	H	H	M	H	H	H	H	H	M	H	H
ULF23AE2J	French for specific purpose- II	H	H	M	H	H	H	H	H	M	H	H	H	M	H	H
UCD23V01T	Universal Human Values	M	M	L	H	L	L	L	M	L	L	M	L	M	H	H
UEN23V01L	Communication Skills	M	M	M	-	L	L	-	H	M	H	H	L	-	-	-
UCD23V03L	Industry Oriented Employability Skills for Arts	M	M	H	M	M	H	L	M	H	M	H	H	M	L	H
UCD23V06L	Career Readiness and Leadership Management	H	M	M	M	H	H	M	H	L	M	H	H	M	H	H
UVC23P01L	Internship- I	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23P02L	Internship- II	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23P03L	Film Appreciation (Mini Project)	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23P04L	Internship- III	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23P05L	Ad Film Making (Project Phase- I)	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UVC23P06L	Tele Film (Project Phase- II)	H	L	M	H	H	H	H	M	M	M	M	H	-	-	-
UMI23M01L	My India Project	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
	Program Average	H	L	H	M	H	H	M	H	H	M	H	H	M	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

Structure of UG Courses in Visual Communication
Distribution of different Courses in each semester with their credits for B Sc Visual Communication

Semester	Discipline Specific Core Courses (DSC) with 80 credits (Total no. of Papers 20)	Discipline Specific Elective Courses (DSE) with 20 credits (Total no. of Papers 05)	General Elective Course (GE) with 34 credits (Total no. of Papers 09)	Ability Enhancement Compulsory Courses (AEC) with 11 credits (Total no. of Papers 04)	Skill Enhancement Course (SEC) with 09 credits (Total no. of Papers 06)	Internship/ Apprenticeship/ Project/ Community Outreach (IAPC)	Value Addition Courses (V) with 08 credits (Total no. of Papers 04)	Mandatory Courses (M)	Total Credits
Sem I	DSC-1 (4) DSC-2 (4) DSC-3 (4) (12)	-	GE-1 (4) (4)	IL/FL-1 (2) (2)	SEC-1 (2) (2)	-	VAC-1 (2) (2)	-	22
Sem II	DSC-4 (4) DSC-5 (4) DSC-6 (4) (12)	-	GE-2 (4) (4)	AEC-1 (2) (2)	SEC-2 (2) (2)	-	VAC-2 (2) (2)	-	22
Sem III	DSC-7 (4) DSC-8 (4) DSC-9 (4) (12)	-	GE-3 (4) (4)	IL/FL-2 (2) (2)	-	IAPC-1 (2)	VAC-3 (2) (2)	-	22
Sem IV	DSC-10 (4) DSC-11 (4) DSC-12 (4) (12)	-	GE-4 (4) (4)	IL/FL-2 (2) (2)	SEC-3 (2) (2)	-	VAC-4 (2) (2)	M-1 (0)	22
Sem V	DSC-13 (4) DSC-14 (4) DSC-15 (4) (12)	DSE-1 (4) (4)	GE-5 (4) (4)	-	SEC-4 (1) (1)	IAPC-2 (1)	-	-	22
Sem VI	DSC-16 (4) DSC-17 (4) DSC-18 (4) (12)	DSE-2 (4) (4)	GE-6 (4) (4)	-	-	IAPC-3 (2)	-	-	22
Sem VII	DSC-19 (4) (04)	DSE-3 (4) (4)	GE-7 (4) GE-8 (4) (8)	-	-	IAPC-4 (2) IAPC-5 (4) (6)	-	-	22
Sem VIII	DSC-20 (4) (04)	DSE-4 (4) DSE-5 (4) (8)	GE-9 (4) (4)	-	-	IAPC-6 (6)	-	-	22
Total Credits	**80**	**20**	**36**	**08**	**07**	**17**	**08**	**00**	**176**

Course Code	ULT23G01J	Course Name		Tamil - I	Course Category	G	Generic Elective Course	L	T	P	O	C
								2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil		Progressive Courses		Nil					
Course Offering Department		Tamil	Data Book / Codes/Standards				Nil					

Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)															
CLR-1:	மரபிலிருந்து மாற்றம் பெற்ற புதுக்கவிதை மரபின் சிந்தனைகளை அறியச் செய்தல்			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	புதுக்கவிதையின் வழி மனித வாழ்வியல் விழுமியங்களைத் தெரியச் செய்தல்																				
CLR-3:	சிற்றிலக்கியங்கள், காப்பியங்கள் கற்பிக்கும் தமிழ்ச் சமூகத்தின் வாழ்வியலை அறியச் செய்தல்								Link with Related Disciplines												
CLR-4:	நவீன தமிழ் இலக்கிய வளர்ச்சி வரலாற்றைப் புரியச் செய்தல்			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts		Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO - 3
CLR-5:	மொழிப் பயிற்சி வழி மொழியின் பல்வேறு நுட்பங்களைத் தெரியச் செய்தல்																				

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1:	புதுக்கவிதை உருவாக்கித் தந்த புதிய சிந்தனைக் களங்களை அறிந்துகொள்ளுதல்	2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	-	-	-	
CLO-2:	நவீன கவிதைகள் வழி மாற்றம் பெற்று வரும் மானுட விழுமியங்களைத் தெரிந்துகொள்ளுதல்	2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-	
CLO-3:	தமிழ்ச்சமூகத்தின் இடைக்கால வாழ்வியல் முறைகளை உணர்ந்துகொள்ளுதல்	2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-	
CLO-4:	நவீன இலக்கிய வரலாறு வழி தமிழ்க் கல்வி வரலாறு, சமூக வரலாறு பெற்ற வளர்ச்சி நிலைகளைத் தெரிந்துகொள்ளுதல்	2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-	
CLO-5:	மொழியின் நுட்பங்களை அறிந்து மொழி ஆளுமையோடு செயல்பட அறிந்துகொள்ளுதல்	2	80	70	H	M	H	M	H	H	L	M	H	L	H	H	-	-	-	

Duration (hour)	12	12	12	12	12

S-1	**SLO-1**	தமிழ் இலக்கியத்தின் வளர்ச்சிப் போக்குகள்	நவீன கவிதை தோற்றம்	தமிழரின் வீரமரபு	சிற்றிலக்கியத் தோற்றம்	தமிழ் உரைநடை மரபில் உ.வே.சா.
	SLO-2	இலக்கிய உத்திகள்	நவீன கவிதை வரலாறு	போர் விழுமியங்கள்	சிற்றிலக்கிய வகைமை	ராஜ வைத்தியம்
S-2	**SLO-1**	தமிழ்க் கவிதை மரபு	நவீன கவிதை செல்நெறிகள்	பரணி அறிமுகம்	சிற்றிலக்கியங்கள்	வைத்தியர்களின் சிறப்பு
	SLO-2	காலந்தோறும் கவிதையின் கரு	செல்நெறிகளில் கோட்பாடுகள்	பரணி இலக்கியங்கள்	முதன்மைச் சிற்றிலக்கியங்கள் –	கழனியூரன் – அறிமுகம்
S-3	**SLO-1**	காலந்தோறும் கவிதையின் கட்டமைப்பு	கவிதை மொழி	கலிங்கத்துப்பரணி 477,490	பிள்ளைத்தமிழ் -உலா - தூது	சிறுதெய்வ வழிபாடு
	SLO-2	தற்கால இலக்கியம்	நவீன கவி ஆளுமைகள்	தலைவனின் வீரம்	புதுக்கவிதையில் சமூகம்	பொன் காத்த ஐயனார்
S-4	**SLO-1**	புதுக்கவிதை உருவாக்கம்	பெண் கவிஞர்கள்	தமிழ் இலக்கிய மரபில் தூது	புதுக்கவிதையும் இதழ்களும்	விருந்து – கள்ளர் செயல்கள்
	SLO-2	புதுக்கவிதை வளர்ச்சிநெறிகள்	கவிதையில் நாட்டுப்புற வடிவம்	தூது இலக்கியங்கள்	மணிக்கொடி இதழ்	பிழை நீக்கி எழுதுதல்
S-5	**SLO-1**	பாரதியார் – புதுக்கவிதையின் அடையாளம்	இளம்பிறை – அம்மா	தமிழ் விடு தூது (184 – 186)	எழுத்து இதழ்	எழுத்துப் பிழை
	SLO-2	பாரதியார் பன்முக ஆளுமைத்திறன்	பெண்களின் கல்வி நிலை	தமிழின் பெருமை	வானம்பாடி இதழ்	தொடர்பிழை
S-6	**SLO-1**	பாரத தேசம்	பெண் அடக்குமுறை	செய்யுள் மரபில் கலம்பகம்	சிறுகதை தோற்றம்	உயர்திணை, அஃறிணை
	SLO-2	பாரததேசத்தின் வளம்	ப. கல்பனா – கீறல் விழுந்த மாலைக் காலங்கள்	கலம்பக இலக்கியங்கள்	சிறுகதை வளர்ச்சி	பிறமொழிச் சொற்கள் வரலாறு
S-7	**SLO-1**	வெள்ளிப் பனிமலையின் மீதுலவுவோம்...	ஆண் பெண் சமத்துவம்	நந்திக் கலம்பகம்-வானுறு மதியை (110)	சிறுகதை – வரலாறு	பிறமொழிச் சொற்களை நீக்கி எழுதுதல்

	SLO-2	20 ஆம் நூற்றாண்டுக் கவிதை மரபில் பாரதிதாசன்	விளிம்புநிலை வாழ்வியல்	கையறுநிலை	சிறுகதை ஆசிரியர்கள்	ஷ, ஜ, ஸ, ஹ மாற்றொலிகள்
S-8	SLO-1	பாரதிதாசன் - அழகின் சிரிப்பு	திருநங்கை குணவதி - சமூகப்பார்வை	குறவஞ்சி அறிமுகம்	இதழ்களும் சிறுகதையும்	தமிழ் இலக்கண நுட்பங்கள்
	SLO-2	ஆல் - ஆயிரம் கிளைகள் கொண்ட அடிமரம்	திருநர்களும் சாதனைகளும்	குறவஞ்சி இலக்கியங்கள்	புதினம் தோற்றம்	இலக்கணமும் பயன்பாடும்
S-9	SLO-1	இயற்கையின் அழகியல்	புலம்பெயர் வாழ்வியல்	குற்றாலக் குறவஞ்சி – ஆடுமர வீணுமணி (3)	தொடக்கக்காலப் புதினங்கள்	தமிழில் சொல் வகைகள்
	SLO-2	வானம்பாடியில் மு.மேத்தா	ஸர்மிளா ஸெய்யித் – புராதன ஊர்	மலையும் வாழ்வும்	புதினம் வளர்ச்சி	சொல்லும் பயன்பாடும்
S-10	SLO-1	மு.மேத்தா - கவிதையின் தனித்தன்மைகள்	புலம் பெயர் வாழ்வின் வலியும் நம்பிக்கையும்	காப்பிய இலக்கணம்	புதினத்தின் வகைமை	பெயர்ச்சொற்கள்
	SLO-2	மனிதனைத்தேடி – கவிதை	காலந்தோறும் கவிதை வடிவில் மாற்றங்கள்	காப்பிய வகைமைகள்	புதின ஆசிரியர்கள்	பெயர்ச்சொற்கள் அறிதல்
S-11	SLO-1	மனிதநேயம்	ஹைக்கூ, லிமரைக்கூ, சென்ரியூ – தேர்ந்தெடுத்த கவிதைகள்	சிலப்பதிகாரம் – அறிமுகம்	தமிழ் இலக்கியத்தில் உரைநடைக்கூறுகள்	வினைச்சொற்கள்
	SLO-2	தமிழ்க் கவிதையில் சுற்றுச்சூழலியல்	ஹைக்கூ – மு.முருகேஷ்	கட்டுரைக்காதை	உரைநடையின் தோற்றம்	வினைச்சொற்கள் அறிதல்
S-12	SLO-1	பழனிபாரதியின் காடு	லிமரைக்கூ – ஈரோடு தமிழன்பன்	ஊழ்வினை	தமிழில் உரைநடை	தமிழில் பெயரடை, வினையடை
	SLO-2	இயற்கையும் சமூக சமத்துவ வாழ்வியலும்	சென்ரியூ – மாமதயானை	கோவலனின் முற்பிறப்பு வரலாறு	உரைநடை வளர்த்த அறிஞர்கள்	பெயரடை, வினையடை அறிதல்

Learning Resources	Theory:
	1. முல்லைக்காடு, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 2023
	2. வல்லிக்கண்ணன், புதுக்கவிதை தோற்றமும் வளர்ச்சியும், ஆழி பதிப்பகம், சென்னை, 2018
	3. கா. சிவத்தம்பி, தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும், என்.சி.பி.எச்., சென்னை, 2013
	4. தமிழ் இணையக் கல்விக்கழகம் - http://www.tamilvu.org/
	5. மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - https://www.projectmadurai.org/

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. P. R. Subramanian, Director, Mozhi Trust, Thiruvanmiyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B. Jaiganesh, Associate Professor & Head, Dept. of Tamil, CSH, SRMIST, KTR.
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, CSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, CSH, SRMIST, RMP.
		4. Dr. T. R. Hebzibah Beulah Suganthi, Assistant Professor, Dept. of Tamil, CSH, SRMIST, KTR.
		5. Dr. S. Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

SEMESTER - I

Course Code	ULH23G01J	Course Name	Hindi- I	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil

Course Offering Department	Hindi	Data Book / Codes/Standards	Nil

Course Learning Rationale (CLR): *The purpose of learning this course is to:*

		Learning			Program Learning Outcomes (PLO)															

CLR-1: To Communicate in Hindi without any inhibition

		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

CLR-2: To appreciate the Hindi Language in its various forms

CLR-3: To analyze the different writing styles

CLR-4: To display moral and social values in the field of social Responsibility and Integrity

CLR-5: To be willing listeners and Translators-where need be

Course Learning Outcomes (CLO): *At the end of this course, learners will be able to:*

		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:	To Understand the Philosophy of life and living through Stories	2	75	80	H	H	H	M	L	H	L	M	L	L	H	M	-	-	-
CLO-2:	To Examine Travelogue writing and Sketch	2	80	90	H	H	H	M	L	H	H	M	L	L	H	M	-	-	-
CLO-3:	To Identify Irony and essay-based writing	2	75	95	H	H	M	L	H	H	M	H	M	M	H	H	-	-	-
CLO-4:	Evaluate the various social issues depicted in the prose	2	80	90	H	H	L	H	M	H	L	H	H	M	H	H	-	-	-
CLO-5:	To Understand the basic and fundamental principal of Translation	2	85	90	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	**SLO-1**	Kahani	Rekhachitra & Yatravitrant	Nibandh	Natak	Anuvad& Paribhashik Shabdavali
	SLO-2	Avdharna	Avdharna	Nibandh Ki Avdharna	Avdharna	Arth
S-2	**SLO-1**	Swarup	Swaroop	Swarup	Natak Ka Swarup	Paribhasha
	SLO-2	Paribhasha	Bhumika	Paribhasha	Paribhasha	Swarup
S-3	**SLO-1**	Kahani Ke Tatva	Mahatva	Mahatva	Tatwa	Prakar
	SLO-2	Kahani Ka Mahatva	Uddeshya	Uddeshya	Prakar	Mahatva

S-4	**SLO-1**	*Pariksha- Premchand*	*Gisha-Rekhachitra*	*Kutaj- Nibandh Hajari Prashad Divedi*	*Uddeshya*	*Uddeshya*
	SLO-2	*Kahani Ka Parichay*	*Lekhika Parichay*	*Lekhika Parichay*	*Rangmanch Ka Parichay*	*Anuvad Ka Prayojan*
S-5	**SLO-1**	*Visleshan*	*Path Ka Vishleshan*	*Path Ka Mahatva*	*Natak Ka Mahatva*	*Anuvad Ka Prayog*
	SLO-2	*Emandari Ka Mahatva*	*Guru Shishya Ka Sambandh*	*Viprit Parishthitiyon Me Jeevan Ki Ash*	*Prayojan*	*Shrot Bhasha Ka Gyan*
S-6	**SLO-1**	*Honhari Ka Parichay*	*Guru Ke Prati Smarpan Bhavana*	*Manav Ki Akankshayen*	*Andher Nagri-(Natak) Bhartendu Harishchand*	*Lakshya Bhasha Ka Gyan*
	SLO-2	*Uddeshya*	*Path Ka Mahatva*	*Shangharshil Jeevan*	*Lekhak Parichay*	*Anuvad Ka Dayitva*
S-7	**SLO-1**	*Malbe Ka Malik- Mohan Rakesh*	*Thele Par Himalay (Yatravitrant)*	*Sangharsh Ka Parinam*	*Natak Ka Visleshan*	*Anuvad Ka Abhyash*
	SLO-2	*Lekhak Parichay*	*Lekhak Parichay*	*Bholaram Ka Jeev-(Vyangya) Harishankar Parshai*	*Natak Abhinay*	*Angreji Se Hindi*
S-8	**SLO-1**	*Batware Ka Yatharth Varnan*	*Yatravitrant Ka Mahatva*	*Vyangya Ki Avadharna*	*Lalch Ka Dushparinam*	*Hindi Se Angreji*
	SLO-2	*Tatkalin Parishthiti Ka Varnan*	*Yatra Ka Yatharth Chitran*	*Mahatva*	*Shishya Ki Agyanta*	*Anuvad Priyojna Karya*
S-9	**SLO-1**	*Apni Mitti Se Lagav*	*Path Ka Visleshan*	*Lekhak Parichay*	*Guru Shishya Sambandh*	*Punrikshan*
	SLO-2	*Rajnitik Vidwesh Ka Parinam*	*Himalay Ka Varnana*	*Path Ka Vihleshan*	*Hashya Vyangy Se Avagat Karana*	*Vividh Prayog*
S-10	**SLO-1**	*Propkar Ki Bhavana*	*Himalay Ka Lok Jeevan*	*Madhyavargi Parivar Ki Sthiti*	*Durdrishtihin*	*Paribhashik Shabdavali*
	SLO-2	*Kahani Path*	*Lok Samasya*	*Sarkari Tantra Ka Khokhla Rup*	*Mahattakankshi Ka Dushparinam*	*Ati Mahtvapurn Shabd*

S-11	SLO-1	*Kahani Ka Vishleshan*	*Uddeshya*	*Pauranik Katha Ka Chitran*	*Guru Ki Avagya Ka Dushparinam*	*Takaniki Shabdavali Ka Mhatva*
	SLO-2	*Prasho Ki Charcha*	*Prashna Abhyash*	*Sanvedanshil Bhavana*	*Tatkalin Samajik Vyavastha Ki Charcha*	*Hindi Se Angrezi Shabd*
S-12	SLO-1	*Prashn Abhyash*	*Path Pricharcha*	*Paricharcha*	*Paricharcha*	*Angrezi Se Hindi Shabd*
	SLO-2	*Kahani Ka Uddeshya*	*Mahatvapurn Bibduon Ki Charcha*	*Prashana Abhyash*	*Prashnabhyash*	*Shabdavali Ki Avshyakta*

Learning Resources	***Theory***: *Edited Book: "Samanya Hindi", Srijonlok Publication, 2023, New Delhi.* 1. *KABIR – HAZARI PRASAD DWEDI* 2. *SURDAS – RAM CHANDRA SHUKL* 3. *BHAKTI ANDOLAN AUR SURDAS KA KAVYA – MANAGER PANDEY* 4. *BIHARI – VISHVNATH PRASAD MISHR* 5. *Aadhunik Vigyapan aur Jansampark – Taresh Bhatia*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. *Shri. Santosh Kumar, Editor- Srijanlok Magazine, Vashishth Nagar, Agra- 802301.*	1. *Prof. (Dr.) S. Narayan Raju, Head, Department of Hindi, CUTN, Tamil Nadu*	1. *Dr. S Preeti. Associate Professor & Head, SRMIST.*
		2. *Dr. Md. S. Islam Assistant Professor, SRMIST.*

		3. Dr. S. Razia Begum, Assistant Professor, SRMIST.
		4. Dr. Nisha Murlidharan Assistant Professor, VDP, SRMIST.

SEMESTER - I

Course Code	ULF23G01J	Course Name	French- I	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department		*French*	Data Book / Codes/Standards		Nil		

Course Learning Rationale (CLR):		*The purpose of learning this course is to:*	Learning			Program Learning Outcomes (PLO)														
CLR-1:		Extend and expand their savoir-faire through the acquisition of current scenario	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:		*Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-3:		*Make them learn the basic rules of French Grammar.*																		
CLR-4:		*Develop strategies of comprehension of texts of different origin*																		
CLR-5:		*Strengthen the language of the students both in oral and written*																		

Course Learning Outcomes (CLO):		*At the end of this course, learners will be able to:*																		
CLO-1:		To acquire knowledge about French language	2	75	80	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-2:		To strengthen the knowledge on concept, culture, civilization, and translation of French	2	80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3:		To develop content using the features in French language	2	85	75	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4:		To interpret the French language into other language	2	75	80	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5:		To improve the communication, intercultural elements in French language	2	80	75	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	*Contacts*	*Les verbes du premier groupe*	*Qu'est-ce qu'ils font ?*	*Portraits*	*Les verbes du deuxième groupe –*
	SLO-2	*Emma la championne*	*Les exemples*	*Les exemples*	*Un casting*	*Les exemples*

S-2	SLO-1	*Les nombres à partir de 31*	*La liaison –*	*Où est mon sac*	*Les exemples*	*Les pronoms personnels toniques*
	SLO-2	*Les activités*	*Les activités*	*Les exemples*	*Les activités*	*Les exemples*
S-3	SLO-1	*Les pays*	*Entrer en contact*	*Quelques objets*	*Le Petit Spirou*	*Les verbes faire et lire*
	SLO-2	*les nationalités*	*Les activités*	*Les exemples*	*Les activités*	*Les exemples*
S-4	SLO-1	*Les jours de la semaine*	*Présenter et se présenter*	*Les professions*	*L'aspect physique*	*Les Sons*
	SLO-2	*Les jours*	*Les activités*	*La fiche d'identité*	*Les activités*	*Les exemples*
S-5	SLO-1	*Les mois de l'année*	*Demander et dire la date –*	*La formation du féminin (2)*	*Le caractère*	*Décrire l'aspect physique*
	SLO-2	*Les activités*	*Les activités*	*La phrase interrogative partielle –*	*Les exemples*	*Décrire le caractère*
S-6	SLO-1	*Les animaux domestiques*	*une rencontre.*	*Qu'est-ce que c'est ?*	*les états d'âme*	*Demander et dire l'heure*
	SLO-2	*Les activités*	*Les activités*	*Qui est-ce ?*	*Les activités*	*Les exemples*
S-7	SLO-1	*La famille (1)*	*Contacts*	*C'est / Il est (1)*	*Les prépositions de lieu (1)*	*Elle est comment ?*
	SLO-2	*Les activités*	*Les activités*	*Les exemples*	*Les exemples*	*Les exemples*
S-8	SLO-1	*La formation du féminin (1)*	*Emma la Championne*	*La phrase négative (1)*	*La famille (2)*	*Portraits*
	SLO-2	*Les activités*	*Les activités*	*Les exemples*	*Les activités*	*Les exemples*

S-9	**SLO-1**	*Les adjectifs possessifs*	*Mots et expressions*	*Les verbes aller et venir*	*La formation du féminin*	*Mots et Expressions*
	SLO-2	*Les exemples*	*Les activités*	*L'élision*	*Les activités*	*Les activités*
S-10	**SLO-1**	*La phrase interrogative*	*Grammaire -*	*Les formules de politesse*	*La formation du pluriel (2)*	*Grammaire.*
	SLO-2	*Les exemples*	*Les exemples*	*Demander des informations personnelles*	*Les activités*	*Les exemples*
S-11	**SLO-1**	*Les activités*	*Communication*	*C'est qui ?*	*Il y a*	*Les activités*
	SLO-2	*Les nombres*	*Les activités*	*Qu'est-ce qu'ils font ?*	*Les activités*	*Communication*
S-12	**SLO-1**	*Intonation et est-ce que*	*Les verbes du ER –groupe*	*Mots et Expressions*	*Les articles contractés*	*Les activités*
	SLO-2	*Les exemples*	*Les exemples*	*Grammaire – Communication*	*Les exemples*	*Les exemples*

Learning Resources	**Theory:** 1. *"La Nouvelle Génération-AI" Méthode de français, Marie-Noëlle COCTON, P. DAUDA, L. GIACHINO, C. BARACCO, Les éditions Didier, Paris, 2018.* 2. *Cahier d'activités avec deux discs compacts.* 3. *https://www.fluentu.com/blog/french/french-grammar* 4. *https://www.elearningfrench.com/learn-french-grammar-online-free.html* 5. *https://www.lawlessfrench.com/grammar* 6. *https://blog.gymglish.com/2022/12/15/basic-french-grammar*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-

Level 3	Analyze										
	Evaluate	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar Danasegarane Process Expert, Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2.Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigalai Assistant Professor, SRMIST, VDP

SEMESTER - I

Course Code	ULE23AE1T	Course Name	English	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							4	0	2		4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil
Course Offering Department	English		Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To enhance students' communication skills through reading, writing, speaking, and listening activities, enabling them to express their ideas fluently and coherently.																		
CLR-2:	Critical Thinking and Analysis																		
CLR-3:	To develop a deeper understanding of cultural contexts, social issues, and human experiences.																		
CLR-4:	Through writing exercises and assignments, students learn to express their thoughts clearly, develop logical arguments, and enhance their overall written communication skills.																		
CLR-5:	Language Competence																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:	Develop an understanding of the major literary periods in English literature.	2	75	60	H	M	M	L	-	M	-	M	H	L	H	L	-	-	-
CLO-2:	Analyze and interpret literary texts from different historical periods.	2	80	70	M	H	L	-	-	-	-	M	M	H	H	M	-	-	-

CLO-3:	Apply principles of style and clarity in writing assignments.	2	70	65	M	M	M	-	L	L	-	H	M	H	H	L	-	-	-
CLO-4:	Develop academic writing skills, including essay structure and argumentation.	2	70	70	H	M	L	-	M	H	-	-	-	-	H	L	-	-	-
CLO-5:	Apply critical thinking skills to analyze and respond to academic texts.	2	80	70	H	H	-	M	-	M	-	L	L	M	H	M	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to the poetry and the poet- Sukirtharani	Introduction to Short stories. Introducing the short story writer Katherine Mansfield.	Introduction to Creative Writing. Explaining the elements of creative writing.	Building the discourse- The significance of conversation and the key elements of discourse are the points of discussion in this class hour.	Reflecting the learning. -Review writing
	SLO-2	Reading and recitation of the poem –Debt	Reading the story- The Doll's House	Stand-up comedy show -translate the audio content in English. (Any regional language)	Art of conversation in digital and verbal discourse- Lee Mockobe's A Powerful Poem of what it means to be a Transgender. TEDX TALK- POEM RECITATION	Choosing the subject for reviewing.
S-2	SLO-1	Analysis and Critical interpretation of the poem.	Explaining the story through depiction of characters and representation of injustices.	Students- groups -Students belonging to States other than Tamil Nadu	Reflecting on the style and the tone of the poem.	Planning to choose.
	SLO-2	Introduction to the poet Kalki Subramaniyam.	Analysis and critical interpretation of the short story Doll's House.	Practice the writing activity-creative ways of engaging in translation.	Practicing conversation	Understand the review process how effectively a review of any work can be done.
S-3 to S-4	SLO-1	Reading and recitation of the poem Phallus I cut.	Introduction to the writer Haruki Murakami.	Correction of errors- attempting to translate.	Introducing Content writing in Social Media- the importance of content writing.	Introducing the students to the review of the various works.
	SLO-2	Analysis and Critical interpretation of the poem.	Reading the Confessions of a Shinawaga monkey.	Identifying equivalent terms to certain regional words - learn the art of translation.	BLOG WRITING - Subtleties of Workplace Inclusion: Mental Health and Queer Community- Salik Ansari.	Reviewing- recorded- posted in the social media pages of SRMIST
S-5	SLO-1	Introduction to the poet Imtiaz Dharker	Discussion and analysis of the Confessions of a Shinawaga monkey.	Introducing famous art works and the contexts of creation. Salvador Dali- The Face of War Pablo Picasso- Guernica Edward Munch- The Scream Pieter Bruegel- The Tower of Babel	writer's conversation with the readers - the blog in other blog articles.	Thoughtful conversation with your team member post the same in the official social media page of SRMIST.
	SLO-2	Reading and reciting the poem Purdah 1	Introduction to Crystal Wilkinson	creative and/ or thoughtful writing - contemporary themes of modern-day relevance	Practice blog writing	Choosing the team based on the abilities that are comfortable to match the peer members
S-6	SLO-1	Analysis and Critical interpretation of the poem- Purdah 1	Reading Endangered Species: Case 47401.	Students -writing abilities- building stories- a visual treat of variety of pictures.	Apprehending Life by reading the texts of influence- Chimamanda Ngozi Adiche's Notes on Grief- A	Choosing the topics for a thoughtful conversation

					BRIEF NOTE, We should all be Feminists- An Essay.	
	SLO-2	Reading and reciting the poem Purdah 2	Discussion and analysis of Endangered Species: Case 47401.	Elements of writing	Discussion- essay by the author - subjective depiction of life. Understand -subjective opinions - perspectives -	Planning and preparation for the script of conversation with a team member
S-7 to S-8	SLO-1	Analysis and Critical interpretation of the poem- Purdah 2	Introduction to C.S Lakshmi also known as Ambai.	Incorporate the elements of story in story writing.	Class discussion	Drafting, editing, and revising the script of conversation and enacting the conversation with the team members
	SLO-2	Introduction to the poet Arundathi Subramanian	Reading the short story- In a Forest, A Deer.	Practice- write stories -pictures given or shown.	Practising the task multiple times with all the students in the classroom.	Enactment- proper rehearsal -final performance- conversation- whole performance should be recorded.
S-9	SLO-1	Reading and reciting the poem- Home	Discussion and Analysis of In a Forest, A Deer.	A writing task to write a script is introduced in the classroom.	Interposing opinions in famous interviews-	The recording should be posted in the official media page and social handles of SRMIST.
	SLO-2	Analysis and Critical interpretation of the poem- Home	Retrospecting the writing styles of the authors- Katherine Mansfield, Haruki Murakami, Crystal Wilkinson and Ambai.	creative scripts inspiring from the dialogues of their favourite films by changing the scenario to their own wish according to their own whims and fancies.	Interposing opinions in famous interviews- FII Interviews: Tasveer Co-Founder and Filmmaker Rita Meher On The Seattle Legislation, Minority Rights And The Fight Against Oppression- INTERVIEW	work for this social post - reflect on their experience of learning communicative English course and the testimonial has to be recorded and posted in the social media pages of SRMIST.
S-10	SLO-1	Recollection of study of the writing styles and intentions of the poets prescribed in the syllabus.	Revision- The Doll's House	Creative writing -writing news reports. recreated with new characters, places, scenes, incidents.	Students -enact as interviewer and interviewee and practice building the discourse.	Involving the students for the project work. Introducing what is project work and inculcating the interest -Giving instructions to do the project works
	SLO-2	Revision of the poems Debt and Phallus I cut	Revision- Confessions of a Shinawaga Monkey	Watch debate shows - summarising the arguments Enhance -descriptive writing skill.	Certain role plays like celebrity personalities, political personalities -conduct the interview and be the interviewer and interviewee.	Discussion of ideas and generation of creative ideas
S-11 to S-12	SLO-1	Revision of the poems Purdah 1 and 2	Revison- Endangered Species: Case 47401	Practice the improvement of writing skill.	The art of conversation and the ability to build a discourse	1. Assignment on any piece of creative writing to be submitted. (OR) 2. Presentation- Mastering the art of Public Speaking. (OR) 3. Submitting the project on compiling the real-life influential

				events on gender inclusive issues and a presentation of the same. Interview Scripting /Blog writing.
SLO-2	*Revision of the poem Hiome*	*Revision- In a Forest, A Deer.*	*Repetitive practice and continuous assessment -writing skiills-master the writing skill.*	*The evaluation and assesment of the conversation -constructive feedbacks to the students.*	*Students can opt any of the project from the given choice.*

<table>
<tr><td rowspan="7">Learning Resources</td><td colspan="2"><i>Theory:</i></td></tr>
<tr><td colspan="2"><i>1. Horizon- English Text Book – Compiled and Edited by the faculty of English Departement, FSH, SRMIST, 2020</i></td></tr>
<tr><td colspan="2"><i>2. English Grammar in Use by Raymond Murphy</i></td></tr>
<tr><td colspan="2"><i>3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007</i></td></tr>
<tr><td colspan="2"><i>4. R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition,2016</i></td></tr>
<tr><td colspan="2"><i>5. http://www.aptitudetests.org/verbal-reasoning-test</i></td></tr>
<tr><td colspan="2"><i>6. https://www.assessmentday.co.uk/aptitudetests_verbal.htm</i></td></tr>
</table>

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
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Ann Mariya Thomson *RA2232105010015* *ll M.A English Literature*	*Dr. K S Antonysamy* *Associate Professor and Head, Dept. of English Loyola College*	*2. Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST*

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SEMESTER - I

Course Code	UVC23101T	Course Name	Introduction to Visual Communication	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery of elements of visual communication	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-2:	To know the difference of communication and visual communication process and tools																		
CLR-3:	To understand the purpose of communication models and theories																		
CLR-4:	To impart the fundamentals of visual communication tools																		
CLR-5:	To learn the creativity and ideation																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Communication	2	75	60	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Visual Communication	2	80	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Perception and Illusion	2	70	65	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Semiotics and Semantics	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Ideation, Creativity, and Innovation	2	80	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

	Duration (hour)	12	12	12	12	12
S-1	SLO-1	*Communication- concept*	*Visual Communication- concept*	*Perception- concept*	*Semiotics- concept*	*Ideation- concept*
	SLO-2	*Communication basics*	*Visual Communication basics*	*Perception basics*	*Semiotics basics*	*Ideation basics*

S-2	**SLO-1**	*Understanding & Need for Communication- I*	*Historical development of Visual Communication (Phase I)- I*	*Types of Perception- Visual & Graphical- I*	*History of Semiotics- Pictograms & Ideograms- I*	*Generating ideas- I*
	SLO-2	*Understanding & Need for Communication- II*	*Historical development of Visual Communication (Phase I)- II*	*Types of Perception- Visual & Graphical- II*	*History of Semiotics- Pictograms & Ideograms- II*	*Generating ideas- II*
S-3	**SLO-1**	*Scope & Characteristics of Communication- I*	*Historical development of Visual Communication (Phase II)- I*	*Visual Perception- concept*	*History of Semiotics- Phonogram & Ancient Greece- I*	*Creativity- concept*
	SLO-2	*Scope & Characteristics of Communication- II*	*Historical development of Visual Communication (Phase II)- II*	*Visual perception basics*	*History of Semiotics- Phonogram & Ancient Greece- II*	*Creativity basics*
S-4	**SLO-1**	*Functions of Communication- I*	*Nature & Functions of Visual Communication- I*	*Illusions- concept*	*Types of Semiotics- Sign & Code- I*	*Characteristics of Creativity- I*
	SLO-2	*Functions of Communication- II*	*Nature & Functions of Visual Communication- II*	*Illusion basics*	*Types of Semiotics- Sign & Code- II*	*Characteristics of Creativity- II*
S-5	**SLO-1**	*Communication Process- I*	*Characteristics of Visual Communication- I*	*Types of Illusion- Visual & Perspective- I*	*Modes of Sign- Icon, Index & Symbol- I*	*Process of Creativity- I*
	SLO-2	*Communication Process- II*	*Characteristics of Visual Communication- II*	*Types of Illusion- Visual & Perspective- II*	*Modes of Sign- Icon, Index & Symbol- II*	*Process of Creativity- II*
S-6	**SLO-1**	*Elements of Communication- I*	*Types of Visual Communication- Art & Graphic Design- I*	*Types of Illusion- Geometric- I*	*Models of Sign- I*	*Creativity Tools- I*
	SLO-2	*Elements of Communication- II*	*Types of Visual Communication- Art & Graphic Design- II*	*Types of Illusion- Geometric- II*	*Models of Sign- II*	*Creativity Tools- II*
S-7	**SLO-1**	*Model of Communication- Aristotelian & Shannon and Weaver- I*	*Types of Visual Communication- Photography & Multimedia- I*	*Types of Illusion- Colour- I*	*Code- Concept*	*Innovation- concept*
	SLO-2	*Model of Communication- Aristotelian & Shannon and Weaver- II*	*Types of Visual Communication- Photography & Multimedia- II*	*Types of Illusion- Colour- II*	*Code basics*	*Innovation basics*
S-8	**SLO-1**	*Model of Communication-Wilbur Schramm- I*	*Advantages & Disadvantages of Visual Communication- I*	*Graphical Perception- concept*	*Types of Code- I*	*Lateral thinking- concept*
	SLO-2	*Model of Communication-Wilbur Schramm- II*	*Advantages & Disadvantages of Visual Communication- II*	*Graphical perception basics*	*Types of Code- II*	*Lateral thinking basics*

S-9	**SLO-1**	*Model of Communication- Gerbner's & Newcomb's- I*	*Visual Communication Techniques- Eye Contact- I*	*Gregory's theory- Sensory information- I*	*Semantics- Concept*	*Creativity & Visual Communication- I*
	SLO-2	*Model of Communication- Gerbner's & Newcomb's- II*	*Visual Communication Techniques- Eye Contact- II*	*Gregory's theory- Sensory information- II*	*Semantics basics*	*Creativity & Visual Communication- II*
S-10	**SLO-1**	*Types of Communication- Intrapersonal & Interpersonal- I*	*Visual Communication Techniques- Hand Gesture- I*	*Gibson's Theory of Direct Perception- I*	*Types of Semantics- I*	*Reach of Visual Communication- I*
	SLO-2	*Types of Communication- Intrapersonal & Interpersonal- II*	*Visual Communication Techniques- Hand Gesture- II*	*Gibson's Theory of Direct Perception- II*	*Types of Semantics- II*	*Reach of Visual Communication- II*
S-11	**SLO-1**	*Types of Communication- Groups & Mass- I*	*Visual Communication Techniques- Body Language- I*	*Gestalt theory- concept*	*Types of Semantics- III*	*Scope of Visual Communication- I*
	SLO-2	*Types of Communication- Groups & Mass- II*	*Visual Communication Techniques- Body Language- II*	*Gestalt theory basics*	*Types of Semantics- IV*	*Scope of Visual Communication- II*
S-12	**SLO-1**	*Barriers of Communication- I*	*Elements of Visual Communication- I*	*Types of Gestalt theory- I*	*Subfields in Semiotics- I*	*Process of developing ideas- I*
	SLO-2	*Barriers of Communication- II*	*Elements of Visual Communication- II*	*Types of Gestalt theory- II*	*Subfields in Semiotics- II*	*Process of developing ideas- II*

UNIT- I: Communication- definition & concept; Need for Communication; Scope & Functions of Communication; Characteristics of Communication; Understanding Communication; Communication Process; Elements of Communication; Model of Communication- Aristotelian, Shannon and Weaver, Wilbur Schramm, Gerbner's & Newcomb's; Types of Communication- Intrapersonal, Interpersonal, Group, Mass Communication; Barriers of Communication- Physical, Mechanical, Psychological, Culture & Linguistic Barriers.

UNIT- II: Visual Communication- definition & concept; Historical development of Visual Communication; Nature of Visual Communication; Functions of Visual Communication; Characteristics of Visual Communication; Types of Visual Communication- Art, Graphic Design, 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 & Graphical Perception; Visual Perception- definition & concept; Illusions; Types of Illusion- Visual, Perspective, Geometric, Colour & Irradiation Illusions; Graphical Perception- definition & concept; 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; History of Semiotics- Pictograms, Ideograms, Phonogram, Ancient Greece; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean Model of Sign; Peirce's Model of Sign; Code- definition; Types of Code- Social, Textual & Interpretive; Semantics- Symbol & Referent, Words & Lexemes, Denotation, Connotation, Implication, Pragmatics, Ambiguity, Synonym, Antonym & Hyponym, Syntactics; Subfields in Semiotics- Bio-semiotics, Cognitive Semiotics, Computational Semiotics, Music Semiotics.

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 a different medium.

Learning Resources	*Theory:* 1. *Julia T. Wood. (2016). Communication Mosaics: An Introduction to the Field of Communication. 8th Ed. USA: Wadsworth Publisher.* 2. *Paul Martin Lester. (2013). Visual Communications: Images with messages, 6th Ed. USA: Wadsworth Publisher.* 3. *Denis McQuail. (2010). McQuail's Mass Communication Theory, 6th Ed. London: SAGE Publications.* 4. *Daniel Chandler. (2007). Semiotics: The Basics, 2nd Ed. New York: Routledge.* 5. *Edward De Bono. (1970). Lateral Thinking: Creativity Step by Step, Reissue Ed. New York: Harper & Row Publishers.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
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		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - I

Course Code	UVC23102J	Course Name	Design Principles	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							2	0	4	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil													
Course Offering Department		*Visual Communication*	Data Book / Codes/Standards			Nil													

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																	
CLR-1:		To provide the mastery of the basics of design	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:		To know the difference of elements and principles of design	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:		To understand the purpose of environment and design																		
CLR-4:		To impart the fundamentals colours																		
CLR-5:		To learn the perspective and typography																		

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1:		Students would learn the basics of design	3	75	60	H	H	M	L	L	M	H	H	M	M	H	M	-	-	-
CLO-2:		Students would know the elements and principles of design	3	80	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:		Students would gain knowledge about environment and design	3	70	65	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:		Students would learn fundamentals of colours	3	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:		Students would learn to process of perspective and typography	3	80	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Graphic Design- definition	Elements of Design- Definition	Awareness of Environment- Observation, Experience & Analysis- I	Colour- Concept	Perspective- Concept
	SLO-2	Graphic Design basics	Elements of Design basics Definition	Awareness of Environment- Observation, Experience & Analysis- II	Colour basics	Perspective basics
S-2	SLO-1	Characteristics & Process of Graphic Design- I	Line & Shape- its types- I	Manmade Environments- Tools, Shelter & Communication- I	Color Properties & Color Theory- I	Types of Perspective- I
	SLO-2	Characteristics & Process of Graphic Design- II	Line & Shape- its types- II	Manmade Environments- Tools, Shelter & Communication- II	Color Properties & Color Theory- II	Types of Perspective- II
S-3	SLO-1	Visual design- Concept	Space, Texture, Pattern & Colour- its types- I	Layout Design- definition	Colour Meaning & Color Principles- I	Anatomy & Types of Grids- I

	SLO-2	Visual design basics	Space, Texture, Pattern & Colour- its types- II	Layout Design- concept	Colour Meaning & Color Principles- II	Anatomy & Types of Grids- II
S-4	SLO-1	Graphic Designer- Concept	Principles of Design- definition	Layout Process- Rough, thumbnail, final & comprehensive- I	Color in Art & Design- I	Composition Grids- Rule of Thirds & Golden Ratio- I
	SLO-2	Graphic Designer basics	Principles of Design basics	Layout Process- Rough, thumbnail, final & comprehensive- II	Color in Art & Design- II	Composition Grids- Rule of Thirds & Golden Ratio- II
S-5	SLO-1	Quality & Qualifications of Graphic Designer- I	Balance, Movement, Emphasis, Repetition & Rhythm- I	Elements of Newspaper & Print Advertising Layout- I	Psychological & Communication of Color- I	Proportion & Structure- Concept
	SLO-2	Quality & Qualifications of Graphic Designer- II	Balance, Movement, Emphasis, Repetition & Rhythm- II	Elements of Newspaper & Print Advertising Layout- II	Psychological & Communication of Color- II	Proportion & Structure basics
S-6	SLO-1	Common visual design mistakes- I	Simplicity, Contrast, Proportion & Unity- I	Types of layouts- I	Color- Society & Emotion- I	Why & how to use White space- I
	SLO-2	Common visual design mistakes- II	Simplicity, Contrast, Proportion & Unity- II	Types of layouts- II	Color- Society & Emotion- II	Why & how to use White space- II

Duration (hour)		12
S-1 to S-4	SLO-1	Alphabets
S-5 to S-8	SLO-1	Numbers
S-8 to S-12	SLO-1	Pattern with black ink
S-13 to S-16	SLO-1	Pattern with multi-colors
S-17 to S-20	SLO-1	Logo for Government Organization
S-21 to S-24	SLO-1	Logo for Consumer Product
S-25 to S-28	SLO-1	Visiting card for Government Organization
S-29 to S-32	SLO-1	Visiting card for Consumer Product
S-33 to S-36	SLO-1	Poster Design for Government Organization- 1

S-37 to S-40	SLO-1	*Poster Design for Government Organization- 2*
S-41 to S-44	SLO-1	*Poster Design for Consumer Product- 1*
S-45 to S-48	SLO-1	*Poster Design for Consumer Product- 2*

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 an outline, Creativity, Multiple versions, 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.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries FIVE marks)
(TWO exercises x 05 marks = Total 10 marks)
1. Alphabets   : 1 Week
   Minimum 1 class works   : Record works- 1 no.
2. Numbers   : 1 Week
   Minimum 1 class works   : Record works- 1 no.

UNIT- II: Elements of Design- Definition, Point & Dot; Line- Horizontal, Vertical, Diagonal, Curve & Zigzag; Shape- Geometric, Natural, Abstract shapes; Form- Volume & Mass; Space- Two dimensional & Three-dimensional space; Texture- Real & Implied texture, Visual & Physical texture; Pattern; Colour; Principles of Design- definition; Balance- Symmetrical, Asymmetrical & Radial Balance; Movement- Repetition & Rhythm; Emphasis; Simplicity; Contrast; Proportion; Unity.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries FIVE marks)
(TWO exercises x 05 marks = Total 10 marks)
1. Pattern with black ink   : 1 Week
   Minimum 1 class works   : Record works- 1 no.
2. Pattern with multi-colors   : 1 Week
   Minimum 1 class works   : Record works- 1 no.

UNIT- III: Awareness of Environment- Observation, Experience & Analysis; Manmade Environments- Tools, Shelter & Communication; Functions of Design- Orderly Presentation, Attraction, Stimulation, Reflection, Support & Retention; Layout Design- definition & concept; Layout Process- rough sketch, thumbnail, final & comprehensive; Elements of Newspaper Layout; Elements of Print Advertising Layout; Types of layouts- Mondrian, Circus, Multi-panel, Silhouette, Big-Type, Alphabet-Inspired Layout.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries FIVE marks)
(TWO exercises x 05 marks = Total 10 marks)
1. Logo for Government Organization   : 1 Week
   Minimum 1 class works   : Record works- 1 no.
2. Logo for Consumer Product   : 1 Week
   Minimum 1 class works   : Record works- 1 no.

UNIT- IV: Colour- concept; Color Properties- Hue, Value, Saturation, Tints & Shades; Color Theory- Color Harmony, Color Context, Significance of Color, Physical Responses; Colour Wheel- Analogous, Monochromatic, Complementary, Triadic & Split Complementary; Colour Meaning- Warm & Cool Colours; Color Principles; Color in Art & Design; Color Perception- Color Illusion, Application in Art & Design; Psychological of Color; Color Communication; Color and Society; Color in Nature; Color and Emotion.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries FIVE marks)
(TWO exercises x 05 marks = Total 10 marks)
1. Visiting card for Government Organization   : 1 Week
    Minimum 1 class works   : Record works- 1 no.
2. Visiting card for Consumer Product   : 1 Week
    Minimum 1 class works   : Record works- 1 no.

UNIT- V: Perspective- definition & concept; Types of Perspective- Linear perspective, One point perspective, Two-point perspective, Three-point perspective; Nonlinear perspective; Grid- Creating Grids, Anatomy of Grids- Format, Margin, Flowlines, Modules, Spatial Zones, Columns, Rows, Gutters, Markers; Types of Grids- Manuscript Grid, Column Grid, Modular Grid, Baseline Grid, Hierarchical Grids; Composition Grids- The Rule of Thirds, The Golden Ratio, Composite Grids; Typography- Characters, Character components, Type Face, Type size, Leading, Tracking; Golden mean (phi); Proportion- size & scale; Structure- abstract & concrete; White space- why white space, how to use white space.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries FIVE marks)
(TWO exercises x 05 marks = Total 10 marks)
1. Poster Design for Government Organization   : 2 Weeks
    Minimum 1 class works   : Record works- 1 no.
2. Poster Design for Consumer Product   : 2 Weeks
    Minimum 1 class works   : Record works- 1 no.

Record Works:
(The students must submit any ONE exercise from each unit as Record Work for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Theory:* 1. *Colin Ware (2008). Visual Thinking for Design, Second Edition, Morgan Kaufmann Publishers, USA* 2. *Gavin Ambrose (2008). Basics Design: Grids, First Edition, AVA Publishing, Switzerland* 3. *Christian Leborg (2004). Visual Grammar, Second Edition, Princeton Architectural Press, New York.* 4. *Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York.* 5. *Quentin Newark (2007). What is Graphic Design, Fourth Edition, RotoVision SA, Switzerland.*

Learning Assessment										
Level	**Bloom's Level of Thinking**	**Continuous Learning Assessment (50% weightage)**								**Final Examination (50% weightage)**	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practical

Level 1	Remember	30%	30%	30%	30%	20%	30%	20%	30%	30%	30%
	Understand										
Level 2	Apply	40%	40%	50%	40%	50%	40%	50%	40%	50%	40%
	Analyze										
Level 3	Evaluate	30%	30%	20%	30%	30%	30%	30%	30%	20%	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Prof & Head Priya University* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - I

Course Code	UVC23103L	Course Name	Drawing Basics	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	*To provide the mastery the basics of Freehand drawing*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	*To know the difference of concept of Colour*																		
CLR-3:	*To understand the purpose of Light and Shadow*																		
CLR-4:	*To impart the fundamentals of Still life drawing*																		
CLR-5:	*To learn the Painting*																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:

CLO-1:	*Students would learn the basics of Freehand drawing*	3	85	80	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	*Students would know the concept of Colour*	3	80	80	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	*Students would gain knowledge about Light and Shadow*	3	85	85	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	*Students would learn fundamentals of Still life drawing*	3	80	80	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	*Students would learn to process of Painting*	3	80	80	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		15
S-1 to S-8	**SLO-1**	*Freehand drawing with Pencil*
S-9 to S-16	**SLO-1**	*Freehand drawing with Pen*
S-17 to S-24	**SLO-1**	*Colour Wheel*
S-23 to S-32	**SLO-1**	*Tint and Shade*
S-33 to S-40	**SLO-1**	*Cube with Light and Shadow*
S-41 to S-48	**SLO-1**	*Sphere with Light and Shadow*
S-49 to S-56	**SLO-1**	*Geometrical Shapes still life*
S-57 to S-64	**SLO-1**	*Vegetables and Fruits still life- 1*
S-65 to S-72	**SLO-1**	*Vegetables and Fruits still life- 2*
S-73 to S-80	**SLO-1**	*Landscape Painting- 1*
S-81 to S-88	**SLO-1**	*Landscape Painting- 2*
S-89 to S-96	**SLO-1**	*Landscape Painting- 3*
S-97 to S-104	**SLO-1**	*Seascape Painting- 1*
S-105 to S-112	**SLO-1**	*Seascape Painting- 2*
S-113 to S-120	**SLO-1**	*Seascape Painting- 3*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries FIVE marks)

(TEN exercises x 05 marks = 50 Marks)
1. Freehand drawing with Pencil   : 1 Week
   Minimum 10 class works   : Record works- 1 no.
2. Freehand drawing with Pen   : 1 Week
   Minimum 10 class works   : Record works- 1 no.
3. Colour Wheel   : 1 Week
   Minimum 10 class works   : Record works- 1 no.
4. Tint and Shade   : 1 Week
   Minimum 10 class works   : Record works- 1 no.
5. Cube with Light and Shadow   : 1 Week
   Minimum 10 class works   : Record works- 1 no.
6. Sphere with Light and Shadow   : 1 Week
   Minimum 10 class works   : Record works- 1 no.
7. Geometrical Shapes still life   : 1 Week
   Minimum 10 class works   : Record works- 1 no.
8. Vegetables and Fruits still life   : 2 Weeks
   Minimum 10 class works   : Record works- 1 no.
9. Landscape Painting   : 3 Weeks
   Minimum 10 class works   : Record works- 1 no.
10. Seascape Painting   : 3 Weeks
   Minimum 10 class works   : Record works- 1 no.

Record Works:

(The students must submit ONE exercise from each unit as Record Work for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Practical:* 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.* 4. *Zoltan Szabo (1990). 70 Favorite Watercolor Techniques, Fifth Edition, North Light Books, USA* 5. *Rose Edin (1990). Color Harmonies- Paint Watercolors Filled with Light, Third Edition, North Light Books, USA.*

Learning Assessment										
Level	**Bloom's Level of Thinking**	**Continuous Learning Assessment (50% weightage)**								**Final Examination (50% weightage)**	
		CLA – 1 (10%)		**CLA – 2 (10%)**		**CLA – 3 (20%)**		**CLA – 4 (10%) #**			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practical
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%

	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - I

Course Code	UCD23S01L	Course Name	Quantitative Aptitude and Logical Reasoning	Course Category	S	Skill Enhancement Course	L	T	P	O	C
							0	0	2	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Career Guidance Cell	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	Demonstrate various principles involved in solving mathematical concepts	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Critically evaluate basic mathematical concepts related to profit, loss, interest calculations, average and interpret data	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	Enable students to understand reasoning skills																		
CLR-4:	Use the basic mechanics of Grammar																		
CLR-5:	Acquire time management skills and expose students to the requirements of the job market																		
Course Learning Outcomes	At the end of this course, learners will be able to:																		

(CLO):																				
CLO-1:	*Understand the concepts of LCM, HCF, ratio and proportions, percentages, and approach questions in a simpler and innovative method*	3	80	70	H	M	-	M	-	M	-	H	M	H	-	M	-	-	-
CLO-2:	*Develop, solve, analyze, and use simple mathematical models that are relevant to daily life.*	3	80	75	H	M	-	M	L	M	-	H	M	H	-	M	-	-	-
CLO-3:	*Solve problems on reasoning*	3	85	70	-	M	-	-	-	M	M	H	-	H	-	H	-	-	-
CLO-4:	*Understand the different parts of speech and use them in sentences appropriately*	3	85	80	H	-	-	-	-	-	M	M	-	-	-	H	H	-	M
CLO-5:	*Instill confidence in students and develop skills necessary to face the audience*	3	85	75	-	-	M	-	-	M	-	-	M	-	H	M	-	H	H

Duration (hour)		6	6	6	6	6
S-1	**SLO-1**	*Speed Maths and Simplification*	*Profit and Loss-Introduction*	*Number Series*	*Most Logical Choice*	*Self-Introduction - Introduction*
	SLO-2	*Simplification Techniques and Tricks*	*Profit and Loss- Basic Problems*	*Number Series – Solving Problems*	*Most Logical Choice – solving problems*	*Self-Introduction - Session 1*
S-2	**SLO-1**	*Divisibility*	*Simple Interest-Introduction, Formulas &Problems*	*Word Series*	*Logical Order*	*Self-Introduction - Session 2*
	SLO-2	*Power cycle, Reminder cycle*	*Compound Interest-Introduction, Formulas &Problems*	*Word Series – Solving Problems*	*Logical Order – tips and tricks*	*Self-Introduction - Session 3*
S-3	**SLO-1**	*Problems On H.C.F and L.C.M*	*Averages-Introduction& Basics*	*Odd man out*	*Synonyms*	*Self-Introduction - Session 4*
	SLO-2	*Problems On H.C.F and L.C.M Solving problems*	*Averages-Tricky Problems*	*Missing number and wrong number*	*Antonyms*	*Self-Introduction - Session 5*
S-4	**SLO-1**	*Linear and Simultaneous Equation*	*Algebra –Introduction*	*Image Based Problems-Introduction*	*Essential Part*	*Self-Introduction - Session 6*
	SLO-2	*Linear and Simultaneous Equation –solving problems*	*Algebraic Expressions Concepts*	*Image Based Solving Problems*	*Parts of Speech - Worksheets*	*Self-Introduction - Session 7*
S-5	**SLO-1**	*Ratio and Proportions-Introduction*	*Data Interpretation – Bar chart, Pie Chart*	*Inequalities*	*Spotting Error*	*Basics of Written Communication*
	SLO-2	*Ratio and Proportions-Basics Problems*	*Data Interpretation – Table, Line Graph*	*Inequalities - methods*	*Spotting Error –Concord, Prepositional usage, Usage of Articles*	*Basics of Written Communication Methods*

S-6	SLO-1	*Percentage –Introduction*	*Quadratic Equations*	*Coding – Decoding-Introduction*	*Sentence Correction – Vocabulary based*	*Time Management Skills*
	SLO-2	*Percentage- Basic problems*	*Quadratic Equations – Formulas and Methods*	*Coding – Decoding-Different types*	*Sentence Correction – Grammar Based*	*Time Management Skills - Activity*

Learning Resources	***Practical:***
	1. *Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition*
	2. *Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition*
	3. *Archana Ram, PlaceMentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018.*
	4. *Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition*
	5. *Singh O.P., Art of Effective Communication in Group Discussion and Interview, S Chand & Company, 2014*
	6. *Bhatnagar R P, English for Competitive Examinations, Trinity Press, 2016.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%) #
		Practice	Practice	Practice	Practice
Level 1	Remember	30%	30%	30%	10%
	Understand				
Level 2	Apply	30%	30%	30%	50%
	Analyze				
Level 3	Evaluate	40%	40%	40%	40%
	Create				
	Total	100 %	100%	100%	100%

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai	*Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidhyapeedam, Coimbatore*	*Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST*
		Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance, FSH, SRMIST

SEMESTER - I

Course Code	UCD23V01T	Course Name	Universal Human Values	Course Category	V	Value Addition Course	L	T	P	O	C
							2	0	0	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department	*Career Guidance Cell*	Data Book / Codes/Standards		Nil				

Course Learning Rationale (CLR):		*The purpose of learning this course is to:*	Learning			Program Learning Outcomes (PLO)															
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:		*Help the students to understand need of value education, appreciate the essential complimentarily between 'values' and 'skills' and to ensure sustained happiness and prosperity which are the core aspirations of all human beings,*																		
CLR-2:		*Help students initiate a process of dialog within themselves to know what they really want to be' in their life and profession.*																		
CLR-3:		*Help students to understand the meaning of happiness and prosperity for a human being. understanding holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way.*																		
CLR-4:		*Help students on right understanding of the Human reality and the rest of existence, harmony at all the levels of human living, and live accordingly.*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-5:		*Highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.*																		

Course Learning Outcomes (CLO):		*At the end of this course, learners will be able to:*																		
CLO-1:		*Evaluate the significance of value inputs in formal education and start applying them in their life and profession*	3	80	70	M	-	-	H	-	-	-	-	-	-	M	-	-	H	H
CLO-2:		*Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.*	3	80	75	-	M	-	H	-	L	-	-	-	-	-	-	-	H	H
CLO-3:		*Analyze the value of harmonious relationship based on trust and respect in their life and profession*	3	85	70	-	-	-	H	-	-	-	M	L	-	-	-	-	H	H
CLO-4:		*Examine the role of a human being in ensuring harmony in society and nature.*	3	85	80	-	-	-	H	-	-	L	-	L	L	-	L	M	H	H
CLO-5:		*Apply the understanding of ethical conduct to formulate the strategy for ethical life and profession.*	3	85	75	-	-	L	H	L	-	-	-	-	-	-	-	M	H	H

Duration (hour)		12	12	12	12	12
S-1	SLO	*Right Understanding, Relationship and Physical Facility*	*Understanding Human being as the Co-existence of the Self and the Body*	*Harmony in the Family – the Basic Unit of Human Interaction*	*Understanding Harmony in the Nature*	*Natural Acceptance of Human Values*

S-2	SLO	*Understanding Value Education*	*Distinguishing between the Needs of the Self and the Body*	*Trust – the Foundational Value in Relationship*	*Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature*	*Definitiveness of (Ethical) Human Conduct*
S-3	SLO	*Self-exploration as the Process for Value Education*	*The Body as an Instrument of the Self*	*Respect – as the Right Evaluation*	*Exploring the Four Orders of Nature*	*A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order*
S-4	SLO	*Continuous Happiness and Prosperity – the Basic Human Aspirations*	*Understanding Harmony in the Self*	*Other Feelings, Justice in Human-to-Human Relationship*	*Realizing Existence as Co-existence at All Levels*	*Competence in Professional Ethics*
S-5	SLO	*Happiness and Prosperity – Current Scenario*	*Harmony of the Self with the Body*	*Understanding Harmony in the Society*	*The Holistic Perception of Harmony in Existence*	*Holistic Technologies, Production Systems and Management Models-Typical Case Studies*
S-6	SLO	*Method to Fulfill the Basic Human Aspirations*	*Programme to ensure self-regulation and Health*	*Vision for the Universal Human Order*	*Exploring Co-existence in Existence*	*Strategies for Transition towards Value-based Life and Profession*

Learning Resources	**Theory**: 1. Gaur R.R., Sangal R., Bagaria G.P., 2019 (2nd Revised Edition), A Foundation Course in Human Values and Professional Ethics, Excel Books, New Delhi. 2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain. 3. A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak. 4. A N Tripathy, 2003, Human Values, New Age International Publishers.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%) #
		Practice	Practice	Practice	Practice
Level 1	Remember	30%	30%	30%	30%
	Understand				
Level 2	Apply	40%	40%	40%	40%
	Analyze				
Level 3	Evaluate	30%	30%	30%	30%
	Create				
	Total	100 %	100%	100%	100%

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.

CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**

		Dr. Supraja P, UHV University Coordinator, SRMIST
-	-	Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
		Dr. Sweety Bakyarani E, Department of Computer Science, FSH, SRMIST

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SEMESTER - II

Course Code	ULT23G02J	Course Name	Tamil – II	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department	Tamil	Data Book / Codes/Standards		Nil				

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	சங்க இலக்கியங்கள் வழி தொன்மை அக, புற வாழ்வியலை அறியச் செய்தல்																			
CLR-2:	தமிழ்ச்சமூகத்தின் அறவியல் குறித்து தெரியச் செய்தல்																			

CLR-3:	பக்தி இலக்கியங்கள் போதித்த மனித மாண்புகளை உணரச் செய்தல்																		
CLR-4:	பண்டைத் தமிழ்ச்சமூகத்தின் தொல் இலக்கியங்கள் வளர்ச்சி பெற்ற வரலாற்றைப் புரியய் செய்தல்																		
CLR-5:	சிறுகதைகள் சொல்லும் வாழ்வியல் நெறி, மொழியின் நுட்பங்கள் ஆகியவற்றைத் தெரியய் செய்தல்																		
CLR-6:	சங்க இலக்கியங்கள் வழி தொன்மை அக, புற வாழ்வியலை அறியச் செய்தல்																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	பண்டைத் தமிழ்ச் சமூகத்தின் அக, புற வாழ்வியல் இன்றைய சமூக மேம்பாட்டிற்கு வழிகாட்டி நிற்பதை அறிந்துகொள்ளுதல்	2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	-	-	-
CLO-2:	தமிழ்ச் சமூகம் அறத்தை வலியுறுத்திய சமூகம் என்பதன் வழி மானுட அறத்தைத் தெரிந்துகொள்ளுதல்	2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-
CLO-3:	பக்தி இலக்கியம் மூலம் இறைத் தந்துவங்களை அறிந்து மானுட ஒற்றுமை மேம்பாட்டை அறிந்துகொள்ளுதல்	2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-
CLO-4:	தொல் தமிழ்ச்சமூகம் இலக்கியம், அரசியல், அறம், பக்தி ஆகியவற்றில் தழைத்தோங்கியதைத் தெரிந்துகொள்ளுதல்	2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-
CLO-5:	வாழ்வியலின் நெறிகளைச் சொல்லும் கதைகளைப் படைக்கும் திறனோடு மொழி ஆளுமையையும் அறிந்துகொள்ளுதல்	2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-
CLO-6:	பண்டைத் தமிழ்ச் சமூகத்தின் அக, புற வாழ்வியல் இன்றைய சமூக மேம்பாட்டிற்கு வழிகாட்டி நிற்பதை அறிந்துகொள்ளுதல்	2	75	60	H	-	H	-	H	H	-	M	H	-	H	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	காலந்தோறும் தமிழ் அகத்திணை மரபு	சங்க மருவிய காலம்	பல்லவர் காலம்	பண்டைக்காலத் தமிழகம்	தமிழ்ச் சிறுகதைப் போக்குகள்
	SLO-2	அக இலக்கியத்தின் கட்டமைப்பு/ உள்ளடக்கம்	அறமும் வாழ்வியலும்	பல்லவர் கால இலக்கியங்கள்	சங்ககால மக்களின் வாழ்வியல்	தமிழ்ச் சிறுகதையும் தமிழ்ச் சமூக வாழ்வியலும்

S-2	SLO-1	எட்டுத்தொகை நூல்களும் பகுப்புமுறையும்	உலகப்பொதுமறை - திருக்குறள்	பக்தியும் தமிழும்	முச்சங்கம் – அறிமுகம்	புதுமைப்பித்தன் - சங்குத்தேவனின் தர்மம்
	SLO-2	ஐங்குறுநூறு (375)	திருக்குறளின் கட்டமைப்பு	பக்தி இலக்கியத் தோற்ற நிலை	முச்சங்க வரலாறு	கள்வனின் தர்மம்
S-3	SLO-1	உடன்போக்கும் நற்றாய் புலம்பலும்	திருக்குறள் வான்சிறப்பு (2)	சைவ சமய இலக்கியங்கள்	பத்துப்பாட்டும் எட்டுத் தொகையும்	ந.பிச்சமூர்த்தி – வேப்பமரம்
	SLO-2	ஐங்குறுநூறு (391)	மழையும் வாழ்வும்	சைவக்குரவர் நால்வர்	சங்க கால மக்களின் வாழ்வியல்	மரபும் நம்பிக்கைகளும்
S-4	SLO-1	உடன் போக்கும் தமிழர் பறவையியல் அறிவும்	திருக்குறள் – புலவி நுணுக்கம்	தேவாரம் – திருஞான சம்பந்தர் - பாடல் – 2834	எட்டுத்தொகை நூல்களின் வரலாறு	தமிழருவி மணியன் – ஒற்றைச் சிறகு
	SLO-2	குறுந்தொகை (02)	ஊடலின் அழகியல்	தேவாரம் – திருநாவுக்கரசர் –பாடல் - 4262	எட்டுத்தொகை நூல்களின் கட்டமைப்பு	உறவின் மேன்மை
S-5	SLO-1	இயற்கைப் புணர்ச்சியும் தலைவி நலம் பாராட்டலும்	நீதி இலக்கியங்கள்	திருவாசகம் அறிமுகம்	பத்துப்பாட்டு நூல்களின் வரலாறு	ஆர். சூடாமணி – மூடநம்பிக்கை
	SLO-2	குறுந்தொகை (03)	நாலடியார்	மாணிக்கவாசகர் பாடல் - ஆனந்த பரவசம் – பாடல் 10	பத்துப்பாட்டும் தமிழர் வாழ்வியலும்	சமூகத்தில் மூடநம்பிக்கைகள்
S-6	SLO-1	தலைவனின் மேன்மைத் தன்மையும் இயற்கையும்	வைகலும் - பாடல் (39)	வைணவ சமயம்	பதினென் கீழ்க்கணக்கு நூல்கள்	மூடநம்பிக்கைகளின் சிக்கல்கள்
	SLO-2	அகநானூறு (238)	நிலையாமையும் அறமும்	வைணவ சமய வளர்ச்சிப்போக்கு	பதினென் கீழ்க்கணக்கும் தமிழர் அற மரபும்	கிருஷ்ணா டாவின்ஸி – காலா அருகே வாடா
S-7	SLO-1	இயற்கையும் அகவாழ்வுச் சித்திரிப்பும்	தமிழர் மருத்துவம்	நாலாயிரத் திவ்யப் பிரபந்தம்	நீதி இலக்கியங்கள்	மனித வாழ்வில் மருத்துவம்

	SLO-2	நள்ளியின் கொடைத்திறம்	நீதி இலக்கியத்தில் மருந்து நூல்கள்	குலசேகராழ்வார் பாடல் - 678	நீதி இலக்கியங்களின் பன்முகத் தன்மைகள்	பாரம்பரிய மருத்துவம்
S-8	SLO-1	கலித்தொகைப் பாடல் –(11)	சிறுபஞ்சமூலம் (64)	ஆண்டாள் பாடல்– 574.	காப்பிய இலக்கணம்	மொழிப்பயிற்சி
	SLO-2	அறம் பொருள் இன்பம் சிறப்பு	ஈகையின் சிறப்பு	திருமழிசை ஆழ்வார் பாடல்– கணிகண்ணன்	காப்பியத்தின் போக்குகள்	சொற்களை உருவாக்குதல்
S-9	SLO-1	சூழலியலும் மனித வாழ்வும்	பழமொழி நானூறு அறிமுகம்	தமிழில் இஸ்லாமிய இலக்கியங்கள்	காப்பியங்களின் வகைமை	எழுத்துகளில் இருந்து சொற்களைக் கண்டுபிடித்தல்
	SLO-2	தமிழர் புறமரபு	பழமொழி நானூறு – தனித்தன்மைகள்	இஸ்லாமிய இலக்கியங்களின் கொடை	ஐம்பெருங்காப்பியங்களின் தனித்தன்மைகள்	படம் பார்த்துக் கதை எழுதுதல்
S-10	SLO-1	புறநானூறு (107) பாரியும் மாரியும்	பழமொழி நானூறு (184)	சீறாப்புராணத்தின் அமைப்பு	தமிழ்ச் சமூகமும் சமயத் தத்துவங்களும்	படம் பார்த்துக் கவிதை எழுதுதல்
	SLO-2	புறநானூறு (110) பாரியின் வள்ளல் தன்மை	பழமொழியும் அறிவுரையும்	விடமீட்டப் படலம் (10 பாடல்கள்)	சமயத் தத்துவங்களும் வாழ்வியல் விழுமியங்களும்	கற்பனைத்திறன் – வளர்த்தல்
S-11	SLO-1	புறநானூறு (112) கையறுநிலை	பண்டைக்காலப் போரும் வாழ்வும்	கிறித்தவ சமய இலக்கியங்கள்	சைவத் திருமுறை – அறிமுகம்	கற்பனையும் படைப்பும்
	SLO-2	சிறுபாணாற்றுப்படை (84-115)	புற இலக்கியங்கள்	கிறித்தவ இலக்கியங்களின் தமிழ்க் கொடை	பன்னிரு திருமுறை – வரலாறு	தமிழில் வாசகம்
S-12	SLO-1	கடையெழு வள்ளல்களின் சிறப்புகள்	களவழி நாற்பது (40)	கிறித்துவின் அருள்வேட்டல் – திரு.வி.க	நாலாயிரத் திவ்வியப் பிரபந்தம் – அறிமுகம்	விளம்பரத்திற்கு வாசகம் எழுதுதல்
	SLO-2	பட்டினப்பாலை (40-50) அட்டில் சாலைகளின் நிலை	போர்க்களமும் யானைப்படையும்	அலகிலொளி– 5 பாடல்கள்	வைணவ ஆழ்வார்கள் வரலாறு	வாசகம் எழுது முறைகள்

Learning Resources	*Theory*: 1. கொன்றை, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், தமிழ்த்துறை, எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023 2. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2017 3. மு. அருணாசலம், தமிழ் இலக்கிய வரலாறு, நூற்றாண்டு முறை (9ஆம் நூ. முதல் 16 வரை), தி பார்க்கர், சென்னை, 2005

4. தமிழ் இணையக் கல்விக்கழகம் - *http://www.tamilvu.org/*
5. மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - *https://www.projectmadurai.org/*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. P. R. Subramanian, Director, Mozhi Trust, Thiruvanmiyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B. Jaiganesh, Associate Professor & Head, Dept. of Tamil, CSH, SRMIST, KTR.
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, CSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, CSH, SRMIST, RMP.
		4. Dr. T. R. Hebzibah Beulah Suganthi, Assistant Professor, Dept. of Tamil, CSH, SRMIST, KTR.
		5. Dr. S. Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

SEMESTER - II

Course Code	ULH23G02J	Course Name	Hindi- II	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Hindi	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning	Program Learning Outcomes (PLO)

CLR-1:	They get to learn Ancient, Medieval, and Modern poetry	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the Significance of poems of great poets like Kabir, Tulsidas, Bihari and Dhananand																		
CLR-3:	To Enhance and Enrich their knowledge through poetry																		
CLR-4:	Media based understanding for employability																		
CLR-5:	Job Oriented writing skills																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLO-1:	To provide a brief Introduction of Hindi poetry (Bhaktikal, Reetikal and Aadhunikkal)	2	75	80	H	H	H	M	L	H	L	M	L	L	H	M	-	-	-
CLO-2:	To Discuss the origin and development of various forms of poetry in Hindi	2	80	90	H	H	H	M	L	H	H	M	L	L	H	M	-	-	-
CLO-3:	Focus on Evaluating the social changes through poetry	2	75	95	H	H	M	L	H	H	M	H	M	M	H	H	-	-	-
CLO-4:	To Examine Transcreation in advertisement	2	80	90	H	H	L	H	M	H	L	H	H	M	H	H	-	-	-
CLO-5:	To guide the students in the learning of the technical aspect of the Hindi Languge,this would help them in the field administration	2	85	90	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	BHAKTI KALIN KAVITA	RITI KALIN KAVITA	ADHUNIK KAVITA	VIGYAPAN	PATRA LEKHAN & PARIBHASHIK SHABDAVALI
	SLO-2	BHAKTIU KALIN KAITA KI AVADHARNA	AVADHARNA	AVADHARNA	AWADHARNA	AVADHARNA
S-2	SLO-1	SWARUP	SWARUP	SWARUP	ARTH	ARTH
	SLO-2	MAHATVA	RITI KAL VIBHAJAN	MAHATVA	PARIBHASHA	SWARUP
S-3	SLO-1	UDDESHYA	MAHATVA	UDDESHYA	SWARUP	PARIBHASHA
	SLO-2	BHAKTIKAL KI PRASANGIKTA	UDDESHYA	MATHLI SHARAN GUPT- NAR HO NA NIRASH KARO MAN KO	VIGYAPAN KE PRAKAR	PRAYOJAN
S-4	SLO-1	DOHE- KABIRDAS	DOHE- BIHARI	KAVI PARICHAYA	VIGYAPAN KI VISHESHTAYEN	PRAYOG

	SLO-2	SANT PARICHAY	KAVI PARICHAYA	KAVITA KA VISLESHAN	VIGYAPAN MANG	MAHATVA
S-5	SLO-1	DOHE KA VISLESHAN	DOHE KA VISLESHAN	ASHAVADI DRISHTIKON	VIGYAPAN KA PRABHAV	PATRALEKHAN KALA
	SLO-2	GURU KA MAHATVA	KANAK KA MAHATVA	SANGHARSH KI AOR PRERNA	VIGYAPAN MAHATVA	PRAKAR
S-6	SLO-1	GURUTVA SE ISHVARATVA KI AOR	VIPRIT SWABHAV KI CHARCHA	SURYAKANT TRIPATHI NIRALA- VAR DE	VIGYAPAN KI BHASHA	VYAKTIGAT PATRA
	SLO-2	GURUTVA SE ISHVARATVA KI AOR	PRAKRITI KA ATAL RUP	KAVI PARICHAYA	VIGYAPAN AUR BAZAR	AUPCHARIK PATRA
S-7	SLO-1	BAHYA ADAMBAR KA VIRODH	YAMAK ALANKAR KA PRAYOG	KAVITA KA VISLESHAN	VIGYAPAN AUR ROZGAR	SARKARI PATRA
	SLO-2	MURTI POOJA KA VIRODH	SNEH KE MAHATVA KI CHARCHA	SARSHWATI KE PATRI SAMARPAN	PRINT VIGYAPAN	ARDHA SARKARI PATRA
S-8	SLO-1	GHARELU VASHTUON KI UPYOGITA	BIHARI KI KAVYA SHAILI KA MAHATVA	BHAKTI KI BHAVANA	ELECTRONIC VIGYAPAN	PARIBHASHIK SHABDAVALI
	SLO-2	AHNKAR KA PARITYAG	DOHE- GHANANAND	NAGARJUN-- AKAL AUR USKE BAD	VIGYAPAN PARIYOJANA	AVADHARNA
S-9	SLO-1	DOHE- TULSHIDAS	KAVI PARICHAYA	AKAL KA VASHTAVIK CHITRAN	VIGYAPAN AUR SAMAJ	SHABDAVALI KI AVSHYAKTA
	SLO-2	PAROPKAR KI BHAVANA	DOHE KA VISLESHAN	AKAL KE PURVA KA CHITRAN	VIGYAPAN KI VYAPAKTA	KARYALYIN SHABDAVALI
S-10	SLO-1	DAYA KA MAHATVA	SNEH KI SARLTA KA VARNAN	AKAL KE BAD KA CHITRAN	VIGYAPANLEKHAN KALA	E EK DIN EK SHABD
	SLO-2	ISHVAR KI MHATTA	PREM KA MAHATVA	KATTIS- BADRINARAYAN	VIGYAPAN AUR JAGRUPTA	HINDI SE ANGREJI SHABD
S-11	SLO-1	MADHUR VAHAN KI UPYOGITA	NAYIKA KE PRATI SMARPAN	SAMBAND VICCHED KI PARICHARCHA	UDDESHYA	ANGREJ SE HINDI SHABD

	SLO-2	*RAM KI MAHIMA*	*GHANANAND KI KAVYA SHAILI KA MAHATVA*	*SWARTH NIHIT BHAVANA*	*VIGYAPAN KI SPASTTA*	*ABHYASH KARYA*
S-12	SLO-1	*DHOHA PARICHARCHA*	*DHOHA PARICHARCHA*	*KAVYA PARICHARCHA*	*VIGYAPANPARICHARCHA*	*PARICHARCHA*
	SLO-2	*PRASHNAABHYASH*	*PRASHNAABHYASH*	*PRASHNAABHYASH*	*PRASHNAABHYASH*	*PRASHNAABHYASH*

Learning Resources	*Theory*: *Edited Book: "Samanya Hindi", Srijonlok Publication, 2023, New Delhi.* 1. *KABIR – HAZARI PRASAD DWEDI* 2. *SURDAS – RAM CHANDRA SHUKL* 3. *BHAKTI ANDOLAN AUR SURDAS KA KAVYA – MANAGER PANDEY* 4. *BIHARI – VISHVNATH PRASAD MISHR* 5. *Aadhunik Vigyapan aur Jansampark – Taresh Bhatia*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	**Remember**	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	**Apply**	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	**Evaluate**	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Shri. Santosh Kumar, Editor- Srijanlok Magazine, Vashishth Nagar, Agra- 802301.	*1. Prof. (Dr.) S. Narayan Raju, Head, Department of Hindi, CUTN, Tamil Nadu*	*1. Dr. S Preeti. Associate Professor & Head, SRMIST.*
		2. Dr. Md. S. Islam Assistant Professor, SRMIST.
		3. Dr. S. Razia Begum, Assistant Professor, SRMIST.
		4. Dr. Nisha Murlidharan Assistant Professor, VDP, SRMIST.

Course Code	ULF23G02J	Course Name	French- II	Course Category	G	Generic Elective Course	L	T	P	O	C
							2	0	2	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*French*	Data Book / Codes/Standards	Nil				

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	Strengthen the language of the students both in oral and written																			
CLR-2:	Express their sentiments, emotions, and opinions, reacting to information, situations		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	Make them learn the basic rules of French Grammar.																			
CLR-4:	Develop strategies of comprehension of texts of different origin																			
CLR-5:	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French																			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1:	To acquire knowledge about French language		2	75	80	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-2:	To strengthen the knowledge on concept, culture, civilization, and translation of French		2	80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3:	To develop content using the features in French language		2	75	80	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4:	To interpret the French language into other language		2	75	90	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5:	To improve the communication, intercultural elements in French language		2	80	75	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	*Temps libre*	*Le pronom indéfini on*	*Vendre*	*Il faut*	*Les gallicismes*
	SLO-2	*Les activités quotidiennes*	*Les activités*	*Les exemples*	*C'est / Il est*	*Les activités*
S-2	SLO-1	*Les exemples*	*Les adjectifs interrogatifs*	*Acheter*	*Le verbe devoir*	*Les pronoms personnels COI*

		SLO-2	Les activités	Les activités	Les exemples	Les activités	Les exemples
S-3		SLO-1	Les moments de la journée	Les prépositions avec les noms géographiques	Les aliments	Le verbe pouvoir	Le pronom y
		SLO-2	Les exemples	Les activités	Les exemples	Le verbe savoir	Les exemples
S-4		SLO-1	Les matières scolaires	Les verbes prendre et sortir	Les emballages	Le verbe vouloir	Des pronoms compléments
		SLO-2	Les exemples	Les activités	Les exemples	Les sons	Les activités
S-5		SLO-1	Les activités	Les sons	Les quantités	Demander et dire le prix	Les nombres ordinaux
		SLO-2	Les loisirs	Les activités	Les exemples	Les activités	Les exemples
S-6		SLO-1	Les exemples	Parler de ses gouts	Les commerces	Faire des achats	Les verbes écrire et voir
		SLO-2	Les activités	Les activités	Les activités	Expliquer une recette de cuisine	Les activités
S-7		SLO-1	La fréquence	Parler de ses préférences	Les commerçants	Les activités	Le E caduc ou instable
		SLO-2	Les exemples	Les activités	Les exemples	Les courses	Les exemples
S-8		SLO-1	Les activités	Parler de sa routine	L'impératif	Les activités	Présenter ses vœux
		SLO-2	Les verbes pronominaux	Les activités	Les activités	Vendre et acheter	Présenter ses souhaits
S-9		SLO-1	Les exemples	A la recherche d'un cadeau –.	Les articles partitifs	Mots et expressions	Présenter ses félicitations

	SLO-2	*Les activités*	*Les activités*	*Les exemples*	*Grammaire*	*Inviter à une invitation*
S-10	**SLO-1**	*Les pronoms personnels COD*	*Temps libre*	*Très ou beaucoup (de)*	*Communication*	*Répondre à une invitation*
	SLO-2	*Les exemples*	*Les activités*	*Les exemples*	*Tout le monde s'amuse*	*Les exemples*
S-11	**SLO-1**	*Les activités*	*Mots et expressions*	*Le pronom en (la quantité)*	*Les sorties*	*Écrire un message amical*
	SLO-2	*Les adjectifs démonstratifs*	*Les activités*	*Les exemples*	*Les saisons*	*Les exemples*
S-12	**SLO-1**	*Les exemples*	*Grammaire– Communication*	*La phrase négative (2*	*Les fêtes*	*Parler au téléphone*
	SLO-2	*Les activités*	*Les activités*	*Les exemples*	*Les messages*	*Un coup de fil*

Learning Resources	***Theory:*** 1. *"La Nouvelle Génération-AI" Méthode de français, Marie-Noëlle COCTON, P. DAUDA, L. GIACHINO, C. BARACCO, Les éditions Didier, Paris, 2018.* 2. *Cahier d'activités avec deux discs compacts.* 3. *https://www.fluentu.com/blog/french/french-grammar* 4. *https://www.elearningfrench.com/learn-french-grammar-online-free.html* 5. *https://www.lawlessfrench.com/grammar* 6. *https://blog.gymglish.com/2022/12/15/basic-french-grammar*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	40%	50%	50%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	30%	20%	20%	30%	30%	30%	30%	20%	-
	Create										

	Total	100 %	100 %	100 %	100 %	100 %

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Expert from Higher Technical Institutions**	**Internal Experts**
1. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2. Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigalai Assistant Professor, SRMIST, VDP

SEMESTER - II

Course Code	UES23AE1T	Course Name	Environmental Studies	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							3	0	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To create awareness on Environment and Renewable and Non-renewable resources	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-2:	To understand about ecosystem and Biodiversity																		
CLR-3:	To understand the natural and anthropogenic impact of the environmental pollution																		
CLR-4:	To create awareness on different environmental problems																		
CLR-5:	To create awareness on various Environment Protection acts and the impact of human population on environment																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Applying knowledge on Renewable and Non-renewable resources	2	80	65	L	H	L	M	L	H	L	L	L	H	L	M	-	-	M
CLO-2:	Understanding about ecosystem and Biodiversity	2	80	70	M	H	L	M	L	H	L	L	L	H	L	M	-	-	M
CLO-3:	Gathering knowledge on impact of environmental pollution	2	80	70	L	H	L	M	L	H	M	M	M	H	L	M	-	-	M
CLO-4:	Understanding of different environmental problems	2	80	70	M	H	L	M	L	H	M	M	M	H	L	M	-	-	M
CLO-5:	Having knowledge on various Environment Protection acts and the impact of human population on environment problems	2	80	65	M	H	L	M	L	H	L	M	L	H	L	M	-	-	M

Duration (hour)		9	9	9	9	9
S-1	**SLO-1**	Multidisciplinary nature of environmental studies	Energy flow in the ecosystem	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity	Disaster management- Nature Floods, Earthquakes	Environment Protection Act
	SLO-2	Definition, Scope and Importance of Environmental Studies	Energy flow in the ecosystem	Environmental Pollution- Definition		Air (Prevention and Control of Pollution) Act
S-2	**SLO-1**	Need for public awareness.	Ecological succession	Causes, Effects and Control Measures of Air Pollution	Cyclones Landslides	Water (Prevention and control of Pollution) Act
	SLO-2	Institutions in Environment	Food chains, Food webs and Ecological pyramids			Wildlife Protection Act
S-3	**SLO-1**	People in Environment	Ecosystem, Introduction, Types, Characteristic features, Structure and functions	Causes, Effects and Control Measures of Water Pollution	Social Issues and the Environment: From Unsustainable to Sustainable Development	Forest Conservation Act
	SLO-2	Introduction to natural resources- Associated Problems	Forest ecosystem			Issues involved in enforcement of environmental legislation
S-4	**SLO-1**	Renewable and Nonrenewable resources	Grassland ecosystem	Causes, Effects and Control Measures of Soil Pollution	Urban problems related to energy	Public awareness
	SLO-2	Forest resources	Desert ecosystem		Water Conservation	
S-5	**SLO-1**	Water Resources	Aquatic ecosystems (ponds, lakes, streams)	Causes, Effects and Control Measures of Marine pollution	Rain Water Harvesting, Watershed	Human Population and the Environment: Population growth, variation among nations
	SLO-2	Mineral Resources	Aquatic ecosystems (rivers, estuaries, oceans)			
S-6	**SLO-1**	Food Resources	Biodiversity and its conservation- genetic, species and ecosystem diversity	Causes, Effects and Control Measures of Noise Pollution	Environmental Ethics: Issues and Possible Solutions	Population explosion – Family Welfare Programme
	SLO-2	Energy Resources	Biogeographical classification of India			Environment and human health
S-7	**SLO-1**	Land Resources	Value of Biodiversity	Causes, Effects and Control Measures of Thermal Pollution	Climate change & Global warming	Human Rights

	SLO-2	Role of an individual in conservation of natural resources	Biodiversity at Global, National and Local Levels				Value Education
S-8	SLO-1	Equitable use of resoureces for sustainable lifestyles	India as a Mega Diversity Nation	Causes, Effects and Control Measures of Nuclear hazards	Acid rain & Ozone layer depletion	HIV / AIDS
	SLO-2	Concept of an ecosystem	Hot-spots of biodiversity			
S-9	SLO-1	Structure and Functions of an ecosystem	Threats to biodiversity: habitat loss, poaching of wildlife man-wildlife conflicts	Solid Waste Management Causes, Effects and Control Measures of Urban and Industrial Waste	Nuclear Accidents and Nuclear Holocaust	Women and Child Welfare
	SLO-2	Producers, consumers and decomposers	Endangered and endemic species of India	Role of Individuals In Pollution Prevention	Wasteland Reclamation	Role of Information Technology in Environment and human health

Learning Resources	*Theory:* 1. *Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.* 2. *Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press* 3. *Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email: mapin@icenet.net (R)*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	40%	-	40%	-	40%	-	40%	-
	Understand										
Level 2	Apply	30%	-	30%	-	30%	-	30%	-	30%	-
	Analyze										
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. Arumugam Perumal, Director ARMATS BIOTEK	*1. Dr. N. Banu, Assistant Professor*	*1. Dr. P. Parthipan, Assistant Professor, Department of Biotechnology,*

Training and Research Institute, Chennai	Bharathi Womens College (Autonomous), Chennai	FSH, SRMIST
		2. Dr. D. Sankari, Professor and Head, Department of Biotechnology, FSH, SRMIST

SEMESTER - II

Course Code	UVC23201T	Course Name	Advertising	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department	Visual Communication		Data Book / Codes/Standards	Nil				

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1:	To provide the mastery of elements of visual communication	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the difference of communication and visual communication process and tools																		
CLR-3:	To understand the purpose of communication models and theories	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-4:	To impart the fundamentals of visual communication tools																		
CLR-5:	To learn the creativity and ideation																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Advertising	2	75	60	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Marketing	2	80	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Brand Management	2	70	65	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Creativity & Copywriting	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Online Advertising	2	80	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Advertising- concept	Marketing- Concept	Branding Management- Concept	Creativity- Concepts	Online Advertising- Concept
	SLO-2	Advertising basics	Marketing basics	Branding Management basics	Creativity basics	Online advertising basics

S-2	**SLO-1**	*Role & Importance of Advertising- I*	*Needs & Importance of Marketing- I*	*Brand Image & Personality- Concept*	*Role & Elements of Creative Advertising- I*	*Objectives & Role of Online Advertising- I*
	SLO-2	*Role & Importance of Advertising- II*	*Needs & Importance of Marketing- II*	*Brand Image & Personality basics*	*Role & Elements of Creative Advertising- II*	*Objectives & Role of Online Advertising- II*
S-3	**SLO-1**	*History of Advertising- I*	*Wants & Demands- Concept*	*Brand Awareness, Extension & Equity- Concept*	*Client Brief- Concept*	*Importance & Types of Online Advertising- I*
	SLO-2	*History of Advertising- II*	*Wants & Demands basics*	*Brand Awareness, Extension & Equity basics*	*Client Brief basics*	*Importance & Types of Online Advertising- II*
S-4	**SLO-1**	*Classification of Advertising- I*	*Marketing process- I*	*Brand Positioning Strategies- Concept*	*Planning & Creative Strategy Process- I*	*Challenges & Impact of Online Advertising- I*
	SLO-2	*Classification of Advertising- II*	*Marketing process- II*	*Brand Positioning Strategies basics*	*Planning & Creative Strategy Process- II*	*Challenges & Impact of Online Advertising- II*
S-5	**SLO-1**	*Types of Advertising- I*	*Product life cycle- SWOT analysis- I*	*Unique Selling Proposition (USP)- Concept*	*Style & Appeals of Advertising- I*	*Growth of Online Advertising- I*
	SLO-2	*Types of Advertising- II*	*Product life cycle- SWOT analysis- II*	*Unique Selling Proposition (USP) basics*	*Style & Appeals of Advertising- II*	*Growth of Online Advertising- II*
S-6	**SLO-1**	*Impact of Advertising- I*	*Marketing Mix- Concept & Types- I*	*Media Strategy- Concept*	*Conceptualization & Ideation- Concept*	*Advertising Media- Concept*
	SLO-2	*Impact of Advertising- II*	*Marketing Mix- Concept & Types- II*	*Media Strategy basics*	*Conceptualization & Ideation basics*	*Advertising Media basics*
S-7	**SLO-1**	*Advertising Agency- concept*	*Product- Concept & Types- I*	*Media Mix- Concept*	*Copywriting- Concept*	*Types of Advertising Media- I*
	SLO-2	*Advertising agency basics*	*Product- Concept & Types- II*	*Types of Media mix*	*Copywriting basics*	*Types of Advertising Media- II*
S-8	**SLO-1**	*Functions of Advertising Agency- I*	*Consumer- Concept & Types- I*	*Advertising Research- Concept*	*Role & Functions of Copywriting- I*	*Advertising Media- Newspaper & Magazine- I*
	SLO-2	*Functions of Advertising Agency- II*	*Consumer- Concept & Types- II*	*Advertising research basics*	*Role & Functions of Copywriting- II*	*Advertising Media- Newspaper & Magazine- II*

S-9	**SLO-1**	*Structure of Advertising Agency- I*	*Understanding & Accepting Consumers- I*	*Objectives & Purpose of Advertising Research- I*	*Layouts- Concept*	*Advertising Media- Directory & Yellow page- I*
	SLO-2	*Structure of Advertising Agency- II*	*Understanding & Accepting Consumers- II*	*Objectives & Purpose of Advertising Research- II*	*Layouts basics*	*Advertising Media- Directory & Yellow page- II*
S-10	**SLO-1**	*Types of Advertising Agency- I*	*Buying behavior of the Consumer- I*	*Advertising Campaign- Concept*	*Stages & Types of Layouts- I*	*Advertising Media- Direct Mail & Outdoor- I*
	SLO-2	*Types of Advertising Agency- II*	*Buying behavior of the Consumer- II*	*Advertising campaign basics*	*Stages & Types of Layouts- II*	*Advertising Media- Direct Mail & Outdoor- II*
S-11	**SLO-1**	*Legal & ethical issues of Advertising Agencies- I*	*Target audience- Concept*	*Advertising Campaign- Generating Idea- I*	*Importance & Types of Headlines- I*	*Advertising Media- Transit & Radio- I*
	SLO-2	*Legal & ethical issues of Advertising Agencies- II*	*Target audience basics*	*Advertising Campaign- Generating Idea- II*	*Importance & Types of Headlines- II*	*Advertising Media- Transit & Radio- II*
S-12	**SLO-1**	*Leading Advertising Agencies in India & Abroad- I*	*Target audience- Segmentation- I*	*Advertising Campaign- Generating Conception- I*	*Writing Style- Scripting & Storyboard- I*	*Advertising Media- Television & New Media- I*
	SLO-2	*Leading Advertising Agencies in India & Abroad- II*	*Target audience- Segmentation- II*	*Advertising Campaign- Generating Conception- II*	*Writing Style- Scripting & Storyboard- II*	*Advertising Media- Television & New Media- II*

UNIT- I: Advertising- definition, nature & scope; role & importance of advertising; history of advertising; classification of advertising; advertising pyramid; functions of advertising; types of advertising- the impact of advertising; ethics in advertising; Advertising Agency- functions of the advertising agency; structure of small, medium & big agencies; types of an 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- a 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; the 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- the role of copywriting; layouts- stages of layout & types of layouts; components of print advertising; headlines- importance & types of headlines; writing style- typography, scripting & storyboard.

UNIT- V: Online advertising- definition & concepts; objectives of online advertising; the 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.

Learning Resources	**Theory:** 1. George E Belch (2010). *Advertising and Promotion, First Edition*, Tata McGraw Hill company Ltd., New Delhi 2. Rajeev Batra (2009). *Advertising Management, First Edition*, Jain Books, New Delhi 3. William F Arens (2010). *Contemporary Advertising, First Edition*, Jain Books, New Delhi 4. J.V. Vilanilam (2004). *Advertising Basics A Resource Guide for Beginners, Second Edition*, Jain Books, New Delhi 5. David Ogilvy (1985). *Ogilvy on Advertising, Sixth* Edition, Random House, USA.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR 2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR 3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR 4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - II

Course Code	UVC23202J	Course Name	Theatre Art Basics	Course	C	Discipline Specific Core	L	T	P	O	C

					Category		Courses		3	0	2	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil					
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards	Nil							

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery of Theatres																		
CLR-2:	To know the difference of Acting	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO-3
CLR-3:	To understand the purpose of about Body Movement & Expressions																		
CLR-4:	To impart the fundamentals of Vocal & Speech																		
CLR-5:	To learn the process of Make-up & Costume																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Theatre	3	80	75	H	H	M	L	L	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Acting	3	75	75	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Body Movement & Expressions	3	80	80	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Vocal & Speech	3	75	75	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Make-up & Costume	3	75	75	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		9	9	9	9	9
S-1	SLO-1	*Theatre- Concept*	*Acting- Concept*	*Movements- Concept*	*Voice- Active & Passive Voices- I*	*Makeup- Concept*
	SLO-2	*Theatre basics*	*Acting- basics*	*Movements basics*	*Voice- Active & Passive Voices- II*	*Makeup basics*
S-2	SLO-1	*Concept & History of Indian Theatre- I*	*Role of an Actor and his body- I*	*Basics of Human Anatomy- I*	*Elements of Vocal- I*	*Nature & Role of Makeup- I*
	SLO-2	*Concept & History of Indian Theatre- II*	*Role of an Actor and his body- II*	*Basics of Human Anatomy- II*	*Elements of Vocal- II*	*Nature & Role of Makeup- II*
S-3	SLO-1	*Concept & History of Greek Theatre- I*	*Bharat Muni & Rasa Siddhant- Theory of acting- I*	*Body Senses- I*	*Developing Effective Voice- I*	*Types of Makeup- I*

	SLO-2	*Concept & History of Greek Theatre- II*	*Bharat Muni & Rasa Siddhant- Theory of acting- II*	*Body Senses- II*	*Developing Effective Voice- II*	*Types of Makeup- II*
S-4	**SLO-1**	*Concept & History of Japanese Theatre- I*	*Stanislavsky & Berthold Brecht Method of Acting- I*	*Body Movements- I*	*Diction- Concept*	*Makeup & Hair Dressing Materials- I*
	SLO-2	*Concept & History of Japanese Theatre- II*	*Stanislavsky & Berthold Brecht Method of Acting- II*	*Body Movements- II*	*Diction basics*	*Makeup & Hair Dressing Materials- II*
S-5	**SLO-1**	*Concept & History of Chinese Theatre- I*	*Rasas- Bhavas & Vibhavas- I*	*Postures & Gestures- I*	*Concept & Elements of Speech- I*	*Makeup in Film, Theatre & TV- I*
	SLO-2	*Concept & History of Chinese Theatre- II*	*Rasas- Bhavas & Vibhavas- II*	*Postures & Gestures- II*	*Concept & Elements of Speech- II*	*Makeup in Film, Theatre & TV- II*
S-6	**SLO-1**	*Characteristic & Elements of Theatre- I*	*Acting- Concentration, Attention & Focus- I*	*Emotional & Expression- I*	*Building Speech- I*	*Costume & Costume Design- Concept*
	SLO-2	*Characteristic & Elements of Theatre- II*	*Acting- Concentration, Attention & Focus- II*	*Emotional & Expression- II*	*Building Speech- II*	*Costume & Costume Design basics*
S-7	**SLO-1**	*Theatre Stage- Concept*	*Warmups- Observation, Inspiration & Imagination- I*	*Movements & Organic Movements- I*	*Music Instruments- I*	*Costume Design- Measurement & Colour Matching- I*
	SLO-2	*Theatre Stage basics*	*Warmups- Observation, Inspiration & Imagination- II*	*Movements & Organic Movements- II*	*Music Instruments- II*	*Costume Design- Measurement & Colour Matching- II*
S-8	**SLO-1**	*Types of Theatre Stage- I*	*Use of Space- External Objects & Props- I*	*Imagination: Mirror & Mime- I*	*Concept & Types of Dubbing- I*	*Costume Accessories & Properties- I*
	SLO-2	*Types of Theatre Stage- II*	*Use of Space- External Objects & Props- II*	*Imagination: Mirror & Mime- II*	*Concept & Types of Dubbing- II*	*Costume Accessories & Properties- II*
S-9	**SLO-1**	*Types of Theatre Stage- III*	*Internal Sense- Emotional, Memory, Recall & Imagery- I*	*Understanding Animals- I*	*News Reading & Radio Jockey- Concept*	*Costume Chart- I*
	SLO-2	*Types of Theatre Stage- IV*	*Internal Sense- Emotional, Memory, Recall & Imagery- II*	*Understanding Animals- II*	*News Reading & Radio Jockey basics*	*Costume Chart- II*

Duration (hour)	**6**

S-1 & S-2	SLO-1	*Character makeup with Descriptive*
S-3 & S-4	SLO-1	*Character makeup photo- I*
S-5 & S-6	SLO-1	*Character makeup photo- II*
S-7 & S-8	SLO-1	*Acting Navarasa Descriptive*
S-9 7 S-10	SLO-1	*Acting Navarasa Video- I*
S-11 & S-12	SLO-1	*Acting Navarasa Video- II*
S-11 & S-14	SLO-1	*Audition Descriptive*
S-11 & S-16	SLO-1	*Audition Video- I*
S-11 & S-18	SLO-1	*Audition Video- II*
S-11 & S-20	SLO-1	*Recreation Movie Scene Descriptive*
S-11 & S-22	SLO-1	*Recreation Movie Scene Video- I*
S-11 & S-24	SLO-1	*Recreation Movie Scene Video- II*
S-11 & S-26	SLO-1	*Costume Chart Descriptive*
S-11 & S-28	SLO-1	*Costume Chart Photo- I*
S-11 & S-30	SLO-1	*Costume Chart Photo- II*

UNIT- I: Theatre- Definition and Concept; History of Theatre- Indian Theatre, Greek Theatre, Japanese Theatre, Chinese Theatre; Characteristic of Theatre; Elements of Theatre- Sets, Lights, Costumes, Properties, and Makeup; Theatre Stage- Definition; Types of Theatre Stage- Proscenium Stages, Thrust Stages, Theatres in-the-round, Arena theatres, Black-box theatres, Traverse Stage, Platform stages, Hippodromes, Open air theatres, Site-specific theatre, Promenade theatre.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries TWO marks)
(FOUR exercises x 02 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1. Character makeup with Descriptive   : 1 Weeks
    Minimum 2 class works   : Record works- 1 no.
2. Character makeup photo   : 2 Weeks
    Minimum 2 class works   : Record works- 1 no.

UNIT- II: Acting- Definition and Concept; Actor and his body; Role of an Actor; Theory of acting- Bharat Muni and Rasa Siddhant, Stanislavsky Method of Acting, Alienation theory of Berthold Brecht; Rasas- Bhavas and Vibhavas; Acting- Concentration, Attention and Focus; Warmups- Observation and Inspiration and Imagination; Use of Space- External Objects and Props; Internal Sense- Emotional, Memory, Recall, and Imagery.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries FOUR marks)
(TWO exercises x 04 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1. Acting Navarasa Descriptive   : 1 Weeks
   Minimum 1 class works   : Record works- 1 no.
2. Acting Navarasa Video   : 2 Weeks
   Minimum 1 class works   : Record works- 1 no.

UNIT- III: Movements- Definition and Concept; Basics of Human Anatomy; Body Senses- Touch, Smell, Sight, Hearing, Taste, and Sixth Sense; Body Movements- Hand, Body, and Head; Postures and Gestures; Emotional and Expression; Movements- Actor's space, Organic Movements, Improvisation, and Stylization; Imagination: Mirror, mime; Understanding Animals- Behavior and imitation; Auditions.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries FOUR marks)
(TWO exercises x 04 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1. Audition Descriptive   : 1 Weeks
   Minimum 1 class works   : Record works- 1 no.
2. Audition Video   : 2 Weeks
   Minimum 1 class works   : Record works- 1 no.

UNIT- IV: Voice- Definition and Concept; Voice- Active and Passive Voices; Elements of Vocal- Accent, Tone, Trembling and Fluency; Developing Effective Voice- Relaxation, Breath Control, and Pause; Diction- Vowel Sound, Consonant Sound, and Pronunciation; Speech- Definition and Concept; Elements of Speech; Types of Speech- Monologue and Dialogue; Building Speech- Using Dramatic Texts & Story Telling; Fundamentals of Music- Pitch, Volume, Modulation, and Tempo; Music Instruments- Creating Mood and Atmosphere; Dubbing- Definition and Concept; Dubbing- Film, Television, and Radio; Radio drama; News reading and Radio Jockey.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries FOUR marks)
(TWO exercises x 04 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1. Recreation Movie Scene Descriptive   : 1 Weeks
   Minimum 1 class works   : Record works- 1 no.
2. Recreation Movie Scene Video   : 2 Weeks
   Minimum 1 class works   : Record works- 1 no.

UNIT- V: Makeup- Definition and Concept; Makeup- Nature and Role; Types of Makeup- Straight Makeup, Character Makeup, Sculpture Makeup, Mosaic Makeup; Makeup Materials and Hair Dressing; Makeup in Film; Theatre and TV; Makeup application; Costume- Definition and Concept; Costume Design- Fabric, Measurement, Colour matching; Costume Accessories, and Costume Properties; Costume Chart- Photo Project, Sketches, and Schedule.

<u>**CLASS EXERCISE**</u>:
(Students must practice all exercises) (Each exercise carries 2 marks)
(Four exercises x 02 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1. Costume Chart Descriptive   : 1 Weeks
   Minimum 1 class works   : Record works- 1 no.
2. Costume Chart Photo   : 2 Weeks
   Minimum 1 class works   : Record works- 1 no.

<u>**Record Works**</u>:
1. Street Play (Maximum 5 mins)
2. Mime (Maximum 5 mins)

(The students must submit ONE exercises as Group Work (maximum 5 students in a group) for Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Theory:* 1. *Awasthi, Suresh (2001). Performance Tradition in India, First Edition, National Book Trust, New Delhi* 2. *Uta Hagen (2008). Respect for Acting, Second Edition, Wiley Publishing, New York* 3. *Balwant Gargi (1992). Folk theatre of India, First Edition, South Asia Books, New Delhi* 4. *Konstantin Stanislavsky (2003). An Actor Prepares, A Theatre Arts Book, Routledge, New York* 5. *Sivathambi Karthikesu (2010). The Dramatic Art in Greece and Tamil Nadu, New Century Book House, Chennai.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practical
Level 1	Remember	30%	30%	30%	30%	20%	30%	20%	30%	30%	30%
	Understand										
Level 2	Apply	40%	40%	50%	40%	50%	40%	50%	40%	50%	40%
	Analyze										
Level 3	Evaluate	30%	30%	20%	30%	30%	30%	30%	30%	20%	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai.	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR* *2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR*

| Email: muralisarang@gmail.com | Priya University, Salem Email: nandakumar.su@gmail.com | 3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR |
| | | 4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR |

SEMESTER - II

Course Code	UVC23203L	Course Name	Art Direction	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in Perspective	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	To know the difference of concept of Ground Planning																		
CLR-3:	To understand the purpose of Texture Making																		
CLR-4:	To impart the fundamentals of Interior Design																		
CLR-5:	To learn the process of Exterior Design																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Perspective	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Ground Planning	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Texture Making	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Interior Design	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Exterior Design	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	SLO-1	One Point Perspective
S-9 to S-16	SLO-1	Two Point Perspective
S-17 to S-24	SLO-1	Three Point Perspective

S-23 to S-32	SLO-1	*Ground Planning- Individual House*
S-33 to S-40	SLO-1	*Ground Planning- Villa*
S-41 to S-48	SLO-1	*Ground Planning- School*
S-49 to S-56	SLO-1	*Visual Texture Making*
S-57 to S-64	SLO-1	*Physical Texture Making- I*
S-65 to S-72	SLO-1	*Physical Texture Making- II*
S-73 to S-80	SLO-1	*Interior Design- Furniture Making- I*
S-81 to S-88	SLO-1	*Interior Design- Furniture Making- II*
S-89 to S-96	SLO-1	*Interior Design- Furniture Making- III*
S-97 to S-104	SLO-1	*Exterior Design- Wall Decoration- I*
S-105 to S-112	SLO-1	*Exterior Design- Wall Decoration- II*
S-113 to S-120	SLO-1	*Exterior Design- Wall Decoration- III*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries FIVE marks)
(TEN exercises x 05 marks = 10 Marks)
1. One Point Perspective   : 1 Week
    Minimum 8 class works   : Record works- Nil.
2. Two Point Perspective   : 1 Week
    Minimum 8 class works   : Record works- Nil.
3. Three Point Perspective   : 1 Week
    Minimum 8 class works   : Record works- Nil.
4. Ground Planning- Individual House   : 1 Week
    Minimum 8 class works   : Record works- Nil.
5. Ground Planning- Villa   : 1 Week
    Minimum 8 class works   : Record works- Nil.
6. Ground Planning- School   : 1 Week
    Minimum 8 class works   : Record works- Nil.
7. Visual Texture Making   : 1 Week

	Minimum 12 class works	: Record works- Nil.
8.	Physical Texture Making	: 2 Weeks
	Minimum 12 class works	: Record works- Nil.
9.	Interior Design- Furniture Making	: 3 Weeks
	Minimum 24 class works	: Record works- 1 no.
10.	Exterior Design- Wall Decoration	: 3 Weeks
	Minimum 24 class works	: Record works- 1 no.

Record Works:

(The students must submit ONE Miniature Work (that includes Interior and Exterior design) as a group work (maximum 5 students in a group) for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Practical:* 1. *Michael Rizzo (2013). The Art Direction Handbook for Film, Focal Press, Second Edition, UK* 2. *Lucy Fischer (Ed.) (2015). Art Direction and Production Design, Rutgers University Press, First Edition, USA* 3. *Robert L. Olson (1999), Art Direction for Film and Video, Focal Press, Second Edition, UK* 4. *John Montague. (2013). Basic Perspective Drawing- A Visual Approach. 1st Ed. New Jersey: John Wiley & Sons* 5. *Michael Rizzo (2014). The Art Direction Handbook for Film & Television, Routledge, New YorkRose Edin (1990). Color Harmonies- Paint Watercolors Filled.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
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		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR

Email: muralisarang@gmail.com	Priya University, Salem Email: nandakumar.su@gmail.com	3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - II

Course Code	UCD23S02T	Course Name	Verbal Ability and Skill Development	Course Category	S	Skill Enhancement Course	L	T	P	O	C
							2	0	0	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department		Visual Communication	Data Book / Codes/Standards		Nil						

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	Critically evaluate basic mathematical concepts related to mixtures and alligations, Numbers, time, and work	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Use their logical thinking and analytical abilities to solve reasoning problems																		
CLR-3:	Develop soft skills relating to the need for job recruitment																		
CLR-4:	Provide students with the necessary skills to generate and interpret data sufficiency, problems on Chain Rule, Pipes and Cisterns, Boats, and streams,																		
CLR-5:	Enable students to understand problems on graphs and increase their ability in language skills																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:	Understand the concepts of mixtures and allegations, Numbers, time, and work and to approach questions in a simpler and innovative method	3	80	70	M	H	-	L	-	M	-	M	M	H	-	H	-	-	-
CLO-2:	Establish a student's interest and awareness in seating arrangements, mathematical operations, logical reasoning	3	80	75	M	H	-	L	-	M	-	M	M	H	-	H	-	-	-
CLO-3:	Acquire soft skills that will help for applying jobs	3	85	70	-	-	M	H	M	-	L	-	-	-	H	-	M	M	H
CLO-4:	Demonstrate various principles involved in aptitude problems	3	85	80	-	-	-	-	M	-	L	H	-	H	-	H	-	-	L

		6	6	6	6	6
CLO-5:	*Ability to solve problems on reasoning and to interpret English language*	3	85	75	- H - L - H - M M - H -- M - M	

		6	**6**	**6**	**6**	**6**
Duration (hour)		6	6	6	6	6
S-1	SLO-1	Time and Distance – Introduction	Seating Arrangements (Circular and table) Introduction	Resume Building - Introduction	Chain Rule, Pipes and Cistern – Introduction	Functions and Graphs Introduction
	SLO-2	Time and Distance – Problems	Seating Arrangements (Circular and table) – Problems	Resume Building	Chain Rule, Pipes and Cistern – Problems	Functions and Graphs – Problems
S-2	SLO-1	Time & Work- Introduction	Mathematical Operations – Basic Problems	Group Discussions - Introduction	Data Sufficiency – Introduction	Comprehension
	SLO-2	Time & Work – Problems	Mathematical Operations – Tricky Problems	Group Discussions – Mock GD	Data Sufficiency – Problems	Comprehension – Practise session
S-3	SLO-1	Alligation or Mixture – Introduction	Data Arrangements - Introduction	Group Discussions - Activity 1	Logarithms – Introduction	Idioms and Idiomatic Expressions – Introduction
	SLO-2	Alligation or Mixture – Problems	Data Arrangements – Problems	Group Discussions - Activity 1	Logarithms – Problems	Idioms and Idiomatic Expressions – Practise Session
S-4	SLO-1	Numbers – Basic Problems	Logical Deductions – Introduction	Group Discussions - Activity 2	Boats and Streams – Basic Problems	Cause and Effect - Introduction
	SLO-2	Numbers – Tricky Problems	Logical Deductions – Problems	Group Discussions - Activity 2	Boats and Streams – Tricky Problems	Cause and Effect – Practise Session
S-5	SLO-1	Problems on Trains – Introduction	Letter and Symbol Series – Basic Problems	Leadership Skills Introduction	True Discount – Introduction	Theme detection – Introduction
	SLO-2	Problems on Trains – Problems	Letter and Symbol Series – Tricky Problems	Leadership Skills	True Discount – Problems	Theme detection – Activity
S-6	SLO-1	Races and Games – Basic Problems	Input Output Tracing Introduction	How to Handle Criticism and Feedback	Geometry and Mensuration Introduction	Ordering of words _ Introduction
	SLO-2	Races and Games – Tricky Problems	Input Output Tracing – Problems	How to Handle Criticism and Feedback	Geometry and Mensuration – Problems	Ordering of words – Practise Session

Learning	*Theory:*

Resources	1. James Barrett & Tom Barrett - Ultimate aptitude tests: over 1000 practice questions for abstract visual, numerical, verbal, physical, spatial and systems tests, Kogan Page, London, 2018. Fourth edition
	2. Kathy A. Zahler & Over Drive, Inc (Distributor) Conquering GRE verbal reasoning and analytical writing, McGraw-Hill Education, New York, 2020 Second Edition
	3. Archana Ram, Place Mentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018.
	4. David Bartlett, the art of general practice: soft skills to survive and thrive, Scion, Banbury, 2018, eBook, 2018
	5. Zsolt Nagy, Soft skills to advance your developer career: actionable steps to help maximize your potential, A press, Berkeley, CA, 2019, eBook, 2022.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%) #
		Practice	Practice	Practice	Practice
Level 1	Remember	30%	30%	30%	10%
	Understand				
Level 2	Apply	30%	30%	30%	50%
	Analyze				
Level 3	Evaluate	40%	40%	40%	40%
	Create				
	Total	100 %	100%	100%	100%

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Extempore, etc.
CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidhyapeedam, Coimbatore	Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST
		Ms. Deepalakshmi S, Assistant Professor, Department of Career Guidance, FSH, SRMIST

SEMESTER - II

Course Code	UEN23V01L	Course Name	Communication Skills	Course Category	V	Value Addition Course	L	T	P	O	C
							0	0	4	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	English	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	Develop fluency in spoken English by practicing and engaging in various speaking activities.																		
CLR-2:	Improve pronunciation and intonation to enhance clarity and effectiveness in oral communication.																		
CLR-3:	Expand vocabulary and idiomatic expressions to communicate more accurately and expressively.																		
CLR-4:	Enhance listening skills to understand and respond appropriately to spoken English in different situations.																		
CLR-5:	Employ effective communication strategies, such as active listening, summarizing, paraphrasing, and asking clarifying questions, to enhance interpersonal and intercultural communication.																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLO-1:	Demonstrate improved fluency in spoken English by expressing ideas and thoughts confidently and coherently.	2	75	60	H	M	M	L	-	M	-	M	H	L	H	L	-	-	-
CLO-2:	Pronounce English words and phrases accurately, using appropriate intonation and stress patterns.	2	80	70	M	H	L	-	-	-	-	M	M	H	H	M	-	-	-
CLO-3:	Expand and effectively use a range of vocabulary and idiomatic expressions to enhance communication.	2	70	65	M	M	M	-	L	L	-	H	M	H	H	L	-	-	-
CLO-4:	Understand and comprehend spoken English in various contexts, including informal conversations, lectures, and presentations.	2	70	70	H	M	L	-	M	H	-	-	-	-	H	L	-	-	-
CLO-5:	Deliver well-structured and engaging oral presentations, incorporating effective body language and visual aids.	2	80	70	H	H	-	M	-	M	-	L	L	M	H	M	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to Listening Skills.	Introduction to Reading Skills. Discussion of techniques of Reading Skill	Introduction to Speaking Skills. Explaining the importance of phonetics and vocabulary	Introduction to Writing Skills Importance of writing skills	Introduction to appreciation of texts.
	SLO-2	Exploring Effective Ways of Listening. Barriers of Listening. Active and Passive Listening.	Identifying common reading problems in students after making them read a few passages.	Explaining the usage of the Oxford Learner's Dictionary to learn phonetics of the words at the fundamental level.	Explaining various forms of writing with examples:	Encouraging the students to share a few of their favourite lines from any sources they have read or sharing a few lines from paditthadhil piditthadhu.
S-2	SLO-1	Introduction to Digital language lab/ usage of mobile applications	Learners are enabled to record their speech and listen to it in order to correct their problematic areas	The right enunciation of certain words to be taught through phonetic representation and decoding the phonetic symbols by learning to use the dictionary.	Introduction to letter writing. Types of letters- Formal and Informal letters with examples. Learning E-mail etiquette.	Explaining why appreciating texts creates a good reader.

		SLO-2	Equipping the listening skill of the learners	repetitive practices of reading select paragraphs from web resources, their standard will be measured.	Observe and repeat and learn the phonetic pronunciation of words by practicing continuously.	Class Assignment - write a formal letter and informal letter and check for e-mail etiquettes in writing.	Enabling the students to reflect in the classroom about any of their favourite books/ articles or magazines.
S-3 & S-4	SLO-1		Introducing google podcasts.	The speed, fluency, pronunciation, comprehension of the words in the paragraph	Teaching the usage of Thesaurus to understand and develop various words and improve vocabulary.	Enabling the students to unleash their potentials in creative writing through writing transcripts for advertisements of any product.	Introducing the text of Letters by Mathrubootham published in the Hindu.
		SLO-2	Task to write down the words from the audio they have listened to. This activity should be done in two steps. 1. Jotting down the words simultaneously as they listen to the speaker. 2. Writing the transcript of the audio through repetitive play and pause.	hints and tricks to follow where the pauses are to be followed.	Identifying common errors in concord, preposition, direct speech, and indirect speech.	write a review of any book or a movie or an interview or a debate.	Reading and recitation of the text of the first letter-Enjoy within limits, says Mr. Mathrubootham

Understanding characters by analyzing the usage of their style of language |
S-5	SLO-1		Imitating the speakers by listening to them and attempting to learn the pronunciation of the words uttered in the audio.	Students group 1- reads – group 2 identifies the flaws in reading.	Identifying common errors in tenses, punctuation, and syntactical errors.	Mechanics of writing like capitalization, punctuation, spelling, correct pronoun, preposition, concord usage can be taught.	Reading of the second letter-Nobel? What Nobel, asks Mr. Mathrubootham.
		SLO-2	Repetitive listening to enhance pronunciation skills	The roles must be exchanged between the two groups and the activity should be practiced.	Rectifying the common errors and instructing the learners about the right usage in order to avoid common errors.	meachnaics of writing - assessed and evaluated.	Mathrubootham's humour and the language of code switching from Tamil to English and vice –versa.
S-6	SLO-1		Introducing to the audios of TED TALK American Speakers. Listening to the native speakers of English Language through TED TALKS.	Identify the key arguments in a passage -introductory point, lead point, supportive argument statement, concluding point and the common connecting word between all the key words in the passage.	Practicing how to avoid common errors.	Teaching effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Reading of the third letter -Mr. Mathrubootham is fully supporting all new technologies
		SLO-2	Introducing to the audios of TED TALK British Speakers. Listening to the native speakers of English Language through TED TALKS.	encouraged to identify the key arguments in other passages on their own.	The learners are introduced to collocations for quick choice of learning how to speak in short time and how to speak effectively.	Practicing effective writing by learning to avoid common errors in concord, preposition, conjunction, relative pronouns, question tags.	Mathrubootham's frustration over the failure of technologies and the language that he positively uses to denote hopelessness over technologies.
S-7 & S-8	SLO-1		American and British styles can be differentiated.	Guiding the act of reading through scanning and skimming by model reading of the passages by the instructor.	Practice collocations	common errors in tenses, direct and indirect speech and syntax structure.	Reading of the fourth letter in the classroom and discussion Pizza maavu: Welcome to Mr. Mathrubootham food recipe website,

	SLO-2	*The recognition of different accents should be practiced by speaking after listening.*	*scanning and skimming activities*	*Idioms and phrases*	*Practicing effective writing by learning to avoid common errors in tenses, direct and indirect speech and syntax structure.*	*Mathrubootham's love for food and the miscommunication about food.*
S-9	SLO-1	*Learning advanced pronunciation and vocabulary through various computer applications like Woodpecker.*	*Loud reading and slow mind reading*	*A speaking task to learn-collocations, idioms and phrases, vocabulary, and phonetic pronunciation*	*Teaching how to write statement of purpose for admission to higher educations, and practicing the same.*	*Analyisng the text for regional relevance and National significance.*
	SLO-2	*imitate the different sounds and accents - repeat it after listening to any of the videos from the library based on individual interest.*	*Pauses, pronunciation, comprehension, and fluency can be checked for improvement at this stage through repetitive practices.*	*Their speaking activity is to be recorded and played again to rectify the errors and highlight the problematic areas in speaking.*	*Teaching how to write a story by looking at a picture.* *Developing the writing skill through word ladders.*	*Appreciating the aesthetics of the comic element and the embodiment of humour in the narrative in the letter*
S-10	SLO-1	*Repeat listening to the same time frames and move from 02.01 to 03.00*	*Students -groups -checking the comprehension skills. Analyse the text of a passage.*	*Automating vocabulary through engaging the students in various activity games like solving crossword puzzle and playing scattergories.*	*Introduction to blog writing and steps to become an effective blog writer.*	*importance of bringing in the Indianized way of speaking the English Language in order to depict the character called Mathrubootham.*
	SLO-2	*Choosing any particular time frame and practicing it.*	*Brainstorming the comprehension skills-questioning the key points in the passage.*	*Engaging the students to play the games in order to learn the vocabulary.*	*Encourage the readers to create their own blogs and post articles on a regular basis.*	*relatable characters of both formal and informal everyday life experiences.*
S-11 & S-12	SLO-1	*Interested students can complete listening and reflecting the complete audio listening practice and speaking.*	*Cross check with misunderstanding if any and rectify- match the question and answers.*	*Spur of the moment speech.:*	*Selecting any news article and learning the writing style in it.*	*Talk about their favourite letter from the letters of Mathrubootham by recollecting the appreciation of the text according to their perception and understanding.*
	SLO-2	*Group activities and games can be conducted to test the listening skills by responding to the speech given by other students*	*Passages for reading comprehension are to be given for practice that tests their reading skills.*	*Prepared speech: Giving a speaking task to the students to speak on their own choice*	*Students are given chances to write reports on various topics.*	*Enabling the students to share their appreciation of any of their favourite lines form the books they have read.*

Learning Resources	*Theory:* 1. *Horizon- English Text Book – Compiled and Edited by the faculty of English Department, FSH, SRMIST, 2020* 2. *English Grammar in Use by Raymond Murphy* 3. *Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007* 4. *R.P. Bhatnagar, English for Competitive Examinations, Trinity Press, 3rd Edition,2016* 5. *http://www.aptitudetests.org/verbal-reasoning-test* 6. *https://www.assessmentday.co.uk/aptitudetests_verbal.htm.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)

		CLA – 1 (20%)	CLA – 2 (20%)	CLA – 3 (30%)	CLA – 4 (30%) #
		Practice	Practice	Practice	Practice
Level 1	Remember	10%	10%	30%	15%
	Understand				
Level 2	Apply	50%	50%	40%	50%
	Analyze				
Level 3	Evaluate	40%	40%	30%	35%
	Create				
	Total	100 %	100%	100%	100%

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Krishna Raj Sutherland Krishna.Raj1@sutherlandglobal.com	Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English Ethiraj College for Women, Chennai jmbwilson97@gmail.com	1. Dr. Shanthichitra, Professor, & Head, Department of English, FSH, SRMIST
Ann Mariya Thomson RA2232105010015 ll M.A English Literature CSH, SRM IST az1160@srmist.edu.in	Dr. K S Antonysamy Associate Professor and Head, Dept. of English Loyola College, Chennai antonysamyks@loyolacollege.edu	2. Dr. Pushpanjali Sampathkumar, Assistant Professor, Department of English, FSH, SRMIST

SEMESTER - II

Course Code	UNS23M01L/ UNC23M01L/ UNO23M01L/ UYG23M01L	Course Name	NSS/ NCC/ NSO/ Yoga	Course Category	M	Mandatory Courses	L	T	P	O	C
							-	-	-	2	-

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	NSS/ NCC/ NSO/ Yoga	Data Book / Codes/Standards		Nil	

Learning Assessment (Fully Internal)

Assessment Tools	Marks
Continuous Learning Assessment- I (CLA-I)	20 Marks
Continuous Learning Assessment- II (CLA-II)	30 Marks
Continuous Learning Assessment- III (CLA-III)	30 Marks
Continuous Learning Assessment- IV (CLA-IV)	20 Marks
Total Marks	**100 Marks**

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SEMESTER - III

Course Code	UVC23301T	Course Name	Media, Culture and Society	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	*To provide the mastery of Mass Media*	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	*To know the difference of Media Audience*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-3:	*To understand the purpose of Media and Popular Culture*																		
CLR-4:	*To impart the fundamentals of Psychoanalysis, Modernism, Feminism & Marxism*																		
CLR-5:	*To learn the process of Audience Analysis & Rating*																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	*Students would learn the basics of Mass Media*	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	*Students would know the concept of Media Audience*	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-

CLO-3:	*Students would gain knowledge about Media and Popular Culture*	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	*Students would learn fundamentals of Psychoanalysis, Modernism, Feminism & Marxism*	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	*Students would learn to process of Audience Analysis & Rating*	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		**12**	**12**	**12**	**12**	**12**
S-1	**SLO-1**	Mass Media- concept	Media Audiences- Concept	Media & Popular Culture- I	Psychoanalysis- Concept	Audience Analysis- Concept
	SLO-2	Nature of Mass Media	Media audience basics	Media & Popular Culture- II	Psychoanalysis basics	Audience analysis basics
S-2	**SLO-1**	Nature & Scopes of Mass Media- I	Media Audiences- Interpretation & Resistance- I	Popular Texts & Discrimination- I	Psychoanalytic Techniques & Process- I	Ratings in Advertising & Programs- I
	SLO-2	Nature & Scopes of Mass Media- II	Media Audiences- Interpretation & Resistance- II	Popular Texts & Discrimination- II	Psychoanalytic Techniques & Process- II	Ratings in Advertising & Programs- II
S-3	**SLO-1**	Functions & Historical Development of Mass Media- I	Media Audiences Analysis- I	Politics & Popular Culture- I	Feminism- Concept	Audience Rating- Concept
	SLO-2	Functions & Historical Development of Mass Media- II	Media Audiences Analysis- II	Politics & Popular Culture- II	Feminism basics	Audience rating basics
S-4	**SLO-1**	Understanding & Characteristics of Mass Media- I	Public & Public Opinion- Concept	Acquisition & Transformation of Popular Culture- I	Historical development of Feminism- I	Rating Points- GRPs & TRPs- I
	SLO-2	Understanding & Characteristics of Mass Media- II	Public & Public Opinion basics	Acquisition & Transformation of Popular Culture- II	Historical development of Feminism- II	Rating Points- GRPs & TRPs- II
S-5	**SLO-1**	Impact of Mass Media on Individual, Society & Culture- I	Public Opinion & Media- I	Celebrity Culture- Concept	Characteristics of Feminism- I	Rating Points- Reach & GRP- I
	SLO-2	Impact of Mass Media on Individual, Society & Culture- II	Public Opinion & Media- II	Celebrity Culture basics	Characteristics of Feminism- II	Rating Points- Reach & GRP- II
S-6	**SLO-1**	Power & Control of Mass Media- I	Effects & Impact of Mass Media- I	Film Industry & Personality of Celebrity Culture- I	Modernism & Modern & Modernity- Concept	Average Audience Rating- I
	SLO-2	Power & Control of Mass Media- II	Effects & Impact of Mass Media- II	Film Industry & Personality of Celebrity Culture- II	Modernism & Modern & Modernity basics	Average Audience Rating- II

S-7	**SLO-1**	*Types of Mass Media- Traditional & Print- I*	*Mass Media- Indian Family & Women- I*	*Hero-Worship- Concept*	*Historical & Characteristics of Modernism- I*	*Standard Audience Rating- I*
	SLO-2	*Types of Mass Media- Traditional & Print- II*	*Mass Media- Indian Family & Women- II*	*Hero-Worship basics*	*Historical & Characteristics of Modernism- II*	*Standard Audience Rating- II*
S-8	**SLO-1**	*Types of Mass Media- Electronic & New Media- I*	*Media World Vs Native Culture- I*	*Hero-worship in Film & Television- I*	*Post- Modernism- Concept*	*Cumulative Audience Rating- I*
	SLO-2	*Types of Mass Media- Electronic & New Media- II*	*Media World Vs Native Culture- II*	*Hero-worship in Film & Television- II*	*Post- Modernism basics*	*Cumulative Audience Rating- II*
S-9	**SLO-1**	*Media and Social Institutions- I*	*Audience Making- Active & Passive- I*	*Hero-worship- Visual Culture- I*	*Modernism Vs Postmodernism- I*	*CPM & CPP- Concept*
	SLO-2	*Media and Social Institutions- II*	*Audience Making- Active & Passive- II*	*Hero-worship- Visual Culture- II*	*Modernism Vs Postmodernism- II*	*CPM & CPP basics*
S-10	**SLO-1**	*Sociology of Mass Media- Concept*	*Theories of audience- Concept*	*Advertising & Commercial Culture*	*Marxism- Concept*	*Ratings Data Collection Methods- I*
	SLO-2	*Sociology of Mass Media- basics*	*Theories of audience basics*	*Commercial culture*	*Marxism basics*	*Ratings Data Collection Methods- II*
S-11	**SLO-1**	*Sociology of Mass Media- Multiculturalism- I*	*Uses and Gratification theory- Concept*	*Literacy & Media Literacy*	*History & Criticisms of Marx's Theory- I*	*Audience & Marketing Trends- I*
	SLO-2	*Sociology of Mass Media- Multiculturalism- II*	*Uses and Gratification theory basics*	*Importance of Media Literacy*	*History & Criticisms of Marx's Theory- II*	*Audience & Marketing Trends- II*
S-12	**SLO-1**	*Sociology of Mass Media- Media Culture- I*	*Uses & Effects theory- Concept*	*Significant of media literacy*	*Marx's Understanding of Globalization- I*	*Selling Space & Time- I*
	SLO-2	*Sociology of Mass Media- Media Culture- II*	*Uses & Effects theory basics*	*Youth, Television & Socialization*	*Marx's Understanding of Globalization- II*	*Selling Space & Time- II*

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 Programs & Rating 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.

Learning Resources	*Theory:* 1. *Ravi Sundaram (2012). Media Studies: No Limits, First Edition, Oxford University Press, UK* 2. *Dictionary of Media and Communication (2011). Oxford University Press, UK* 3. *Asa Berger (1998). Media Analysis Technique, Second Edition, Sage Publications, India* 4. *Lawrence Grossberg (1998). Media-Making: Mass Media in a popular culture, First Edition, Sage Publications, India* 5. *Richard Collins (1986). Media, Culture & Society- A Critical Reader, Second Edition, Sage Publications Ltd, India.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information	*1. Dr. S Nandakumar, Professor and Head*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*

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		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - III

Course Code	UVC23302J	Course Name	Digital Photography	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							2	0	4	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):		*The purpose of learning this course is to:*	Learning			Program Learning Outcomes (PLO)														
CLR-1:		*To provide the mastery in basics of Photography*	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:		*To know the difference of Lens and Filters*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:		*To understand the purpose of Digital Storage*																		
CLR-4:		*To impart the fundamentals of Light and Lighting*																		
CLR-5:		*To learn the Framing and Composition*																		

Course Learning Outcomes (CLO):		*At the end of this course, learners will be able to:*																		
CLO-1:		*Students would learn the basics of Photography*	3	80	75	H	H	M	L	L	M	H	H	M	M	H	M	-	-	-
CLO-2:		*Students would know the concept of Lens and Filters*	3	75	75	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:		*Students would gain knowledge about Digital Storage*	3	80	80	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:		*Students would learn fundamentals of Light and Lighting*	3	75	75	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:		*Students would learn to process of Framing and Composition*	3	75	75	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		6	6	6	6	6
S-1	SLO-1	*Nature, scope & functions of Photography- I*	*Concept & Characteristics of Lens- I*	*Digital Storage- Concept*	*Concept & Characteristics of Light- I*	*Concept & Characteristics of Framing- I*
	SLO-2	*Nature, scope & functions of Photography- II*	*Concept & Characteristics of Lens- II*	*Digital storage basics*	*Concept & Characteristics of Light- II*	*Concept & Characteristics of Framing- II*

S-2	**SLO-1**	*Origin & Growth of Photography- I*	*Types of Lenses & Focus- I*	*Digital Storage Process- I*	*Electromagnetic Spectrum & Light sources- I*	*Concept & Characteristics of Compositions- I*
	SLO-2	*Origin & Growth of Photography- II*	*Types of Lenses & Focus- II*	*Digital Storage Process- II*	*Electromagnetic Spectrum & Light sources- II*	*Concept & Characteristics of Compositions- II*
S-3	**SLO-1**	*Camera & Human Eye- Concept*	*Concept & Types of Focal Length- II*	*Types of Digital Storage- I*	*Lighting Techniques- Natural & Artificial Light- I*	*Rule of Third & Frame within Frame Composition- I*
	SLO-2	*Camera & Human Eye basics*	*Concept & Types of Focal Length- I*	*Types of Digital Storage- II*	*Lighting Techniques- Natural & Artificial Light- II*	*Rule of Third & Frame within Frame Composition- II*
S-4	**SLO-1**	*Types of Cameras- I*	*Depth of Field- Concept*	*Digital Developing Process- I*	*Lighting Equipment- I*	*Photo Journalism & Advertising Photography- I*
	SLO-2	*Types of Cameras- II*	*Depth of Field basics*	*Digital Developing Process- II*	*Lighting Equipment- II*	*Photo Journalism & Advertising Photography- II*
S-5	**SLO-1**	*Parts of Camera- I*	*Optical & Digital Filters- Concept*	*Photo Editing- Concept*	*Photo Lighting Accessories- I*	*Industrial Photography & Natural Photography- I*
	SLO-2	*Parts of Camera- II*	*Optical & Digital Filters basics*	*Photo Editing basics*	*Photo Lighting Accessories- II*	*Industrial Photography & Natural Photography- II*
S-6	**SLO-1**	*Camera Accessories & Tripod- Basics*	*Characteristics & Types of Filters- I*	*Photo Manipulation- Concept*	*Concept & Types of Flash Lighting- I*	*Wild life Photography & Fashion Photography- I*
	SLO-2	*Camera Accessories & Tripod basics*	*Characteristics & Types of Filters- II*	*Photo Manipulation basics*	*Concept & Types of Flash Lighting- II*	*Wild life Photography & Fashion Photography- II*

Duration (hour)		12
S-1 to S-4	**SLO-1**	*Different aperture shots*
S-5 to S-8	**SLO-1**	*Different shutter shots Operation*
S-8 to S-12	**SLO-1**	*Use different lens and shots*
S-13 to S-16	**SLO-1**	*Types of focal length shots*
S-17 to S-20	**SLO-1**	*Photo Manipulation- I*

S-21 to S-24	SLO-1	*Photo Manipulation- II*
S-25 to S-28	SLO-1	*Studio Lighting techniques- I*
S-29 to S-32	SLO-1	*Studio Lighting techniques- II*
S-33 to S-36	SLO-1	*Outdoor Lighting techniques- I*
S-37 to S-40	SLO-1	*Outdoor Lighting techniques- II*
S-41 to S-44	SLO-1	*Framing techniques*
S-45 to S-48	SLO-1	*Composition techniques*

UNIT- I: Photography- Definition & Concept; Nature of Photography; Scope of Photography; Functions of Photography; Photography- Origin & Development; Camera- Definition & Concept; Human Eye- Definition & Concept; Visual Perception- Definition & Concept; Types of Cameras- box, TLR, SLR & Digital; Parts of Camera; Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries TWO marks)
(FOUR exercises x 02 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1. Different aperture shots : 1 Week
   Minimum 2 class works : Record works- 1 no.
2. Different shutter shots Operation : 1 Week
   Minimum 2 class works : Record works- 1 no.

UNIT- II: Lens- Definition & Concept; Characteristics of Lens; Types of Lenses- Wide Angle, Normal & Tele; Special Lens- Zoom, Fish Eye & Macro Lens; Focus- Definition & Concept; Focal Length- Definition & Concept; Types of Focal Length- Short, Long & Variable Focal Length; Depth of Field- Definition & Concept; Components of Depth of Filed- Aperture Priority & Shutter Priority; Filter- Definition & Concept; Characteristics of Filters; Types of Filters.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries TWO marks)
(FOUR exercises x 02 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1. Use different lens and shots : 1 Week
   Minimum 2 class works : Record works- 1 no.
2. Types of focal length shots : 1 Week
   Minimum 2 class works : Record works- 1 no.

UNIT- III: Digital Storage- Definition & Concept; Digital Storage Process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD; Digital Printing Process; Photo Editing- Definition & Concept; Photo Manipulation- Definition & Concept.

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries TWO marks)
(FOUR exercises x 02 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1.   Photo Manipulation   : 2 Weeks
     Minimum 4 class works   : Record works- 2 nos.

UNIT- IV: Light- Definition & Concept; Characteristics of Light; Electromagnetic Spectrum- Definition & Concept; Light sources- Incandescent & Luminescent; Lighting Techniques- Natural & Artificial Lighting; Photo Lighting Equipment- Softbox, Monolight, On-Camera LED, Color LED Panel, Daylight LED, Aputure Light Dome, Fluorescent Lights; Photo Lighting Accessories- Light Modifiers, Light Stands & Mounting; Flash Lighting- Definition & Concept; Functions of Flash Lighting; Types of Flash Lighting; Difference between Flash & Continuous Lighting.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries TWO marks)
(FOUR exercises x 02 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1.   Studio Lighting techniques   : 2 Weeks
     Minimum 2 class works   : Record works- 1 no.
2.   Outdoor Lighting techniques   : 2 Weeks
     Minimum 2 class works   : Record works- 1 no.

UNIT- V: Aesthetics of Photography; Framing- Definition & Concept; Characteristics of Framing; Composition- Definition & Concept; Characteristics of Compositions; Types of Composition- Rule of Third, Frame within Frame; Types of Photography Field- Photo Journalism, Ad Photography, Natural Photography, Wildlife Photography, Fashion Photography & Industrial Photography.

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries TWO marks)
(FOUR exercises x 02 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1.   Framing techniques   : 1 Week
     Minimum 2 class works   : Record works- 1 no.
2.   Composition techniques   : 1 Week
     Minimum 2 class works   : Record works- 1 no.

Record Works:
(**The students must submit all the exercises as Record Work for Practical exam, which will be evaluated by the External Examiner**)

Learning Resources	*Theory:* 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* 4. *Ian Jeffrey (2000). The Photography Book, First Edition, Focal Press, UK* 5. *Michael Langford (2000). Basic Photography, First Edition, Focal Press, UK.*

Learning Assessment					
Level	**Bloom's Level of Thinking**	**Continuous Learning Assessment (50% weightage)**			**Final Examination (50% weightage)**
		CLA – 1 (10%)	**CLA – 2 (10%)**	**CLA – 3 (20%)**	**CLA – 4 (10%) #**	

		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practical
Level 1	Remember	30%	30%	30%	30%	20%	30%	20%	30%	30%	30%
	Understand										
Level 2	Apply	40%	40%	50%	40%	50%	40%	50%	40%	50%	40%
	Analyze										
Level 3	Evaluate	30%	30%	20%	30%	30%	30%	30%	30%	20%	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
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		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - III

Course Code	UVC23303L	Course Name	Computer Graphics	Course Category	C	Computer Graphics	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery of Exploring & Manipulating Effect																		
CLR-2:	To know the difference of Managing Shapes & Drawing																		
CLR-3:	To understand the purpose of Creating Objects																		
CLR-4:	To impart the fundamentals of Creating & Manipulating- Path																		
CLR-5:	To learn the process of Working with Text & Arranging Objects																		
Course Learning Outcomes	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3

(CLO):																	
CLO-1:	*Students would learn the basics of Exploring & Manipulating Effect*	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	*Students would know the concept of Managing Shapes & Drawing*	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	*Students would gain knowledge about Creating Objects*	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	*Students would learn fundamentals of Creating & Manipulating- Path*	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	*Students would learn to process of Working with Text & Arranging Objects*	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	**SLO-1**	*Exploring Effects*
S-9 to S-16	**SLO-1**	*Manipulating Effect*
S-17 to S-24	**SLO-1**	*Managing Shapes & Drawing- I*
S-23 to S-32	**SLO-1**	*Managing Shapes & Drawing- II*
S-33 to S-40	**SLO-1**	*Creating Objects- I*
S-41 to S-48	**SLO-1**	*Creating Objects- II*
S-49 to S-56	**SLO-1**	*Creating & Manipulating- Path- I*
S-57 to S-64	**SLO-1**	*Creating & Manipulating- Path- II*
S-65 to S-72	**SLO-1**	*Working with Color*
S-73 to S-80	**SLO-1**	*Manipulating Objects*
S-81 to S-88	**SLO-1**	*Changing Bitmaps Attributes*
S-89 to S-96	**SLO-1**	*Working With Text- I*
S-97 to S-104	**SLO-1**	*Working With Text- II*
S-105 to S-112	**SLO-1**	*Arranging Objects- I*
S-113 to S-120	**SLO-1**	*Arranging Objects- II*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries FOUR marks)
(TEN exercises x 04 marks = 40 marks & 10 marks for Regularity & Discipline = Total- 50 Marks)

1. Exploring Effects : 1 Week
   Minimum 2 class works : Record works- 2 no.
2. Manipulating Effect : 1 Week
   Minimum 2 class works : Record works- 2 no.
3. Managing Shapes & Drawing : 2 Weeks
   Minimum 2 class works : Record works- 2 no.
4. Creating Objects : 2 Weeks
   Minimum 2 class works : Record works- 2 no.
5. Creating & Manipulating- Path : 2 Weeks
   Minimum 2 class works : Record works- 2 no.
6. Working with Color : 1 Week
   Minimum 2 class works : Record works- 2 no.
7. Manipulating Objects : 1 Weeks
   Minimum 2 class works : Record works- 2 no.
8. Changing Bitmaps Attributes : 1 Weeks
   Minimum 2 class works : Record works- 2 no.
9. Working With Text : 2 Weeks
   Minimum 2 class works : Record works- 2 no.
10. Arranging Objects : 2 Weeks
    Minimum 2 class works : Record works- 2 no.

RECORD WORK:

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

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

Learning Resources	*Practical:* *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. Marschner (2015). Fundamentals of Computer Graphics, Fourth edition, Taylor & Francis Group, India.* *4. Debra Keller (2013). Creating 2D Animation with the Adobe Creative Suite, Delmar Cengage Learning, UK* *5. Chanchal Dass (2021). 2D Modelling and Animation: Learn mathematical and scientific concepts through modelling and animation in MS-Excel, First Edition, Notion Press, New*

Delhi.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - III

Course Code	ULT23AE1J	Course Name	Applied Tamil- I	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Tamil*	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):		*The purpose of learning this course is to:*	Learning			Program Learning Outcomes (PLO)														
CLR-1:	தமிழின் எழுத்து, சொல் வளர்ச்சி வரலாற்றை அறியச் செய்தல்		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	மொழியைப் பிழையின்றி எழுதும் ஆற்றலை அடையச் செய்தல்																			
CLR-3:	வாய்மொழி வழக்காறுகளின் நுட்பங்களைத் தெரியச் செய்தல்		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-4:	கடிதம் எழுதும் முறை, கட்டுரை வரையும் முறை அறியச் செய்தல்																			
CLR-5:	படைப்பாற்றல் திறனை வளரச் செய்தல்																			

Course Learning Outcomes (CLO):		*At the end of this course, learners will be able to:*																		
CLO-1:	சொற்களைச் சரியான பொருண்மையில் பயன்படுத்தும் திறன் பெறுதல்		2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	-	-	-
CLO-2:	மொழியைப் பிழையின்றி எழுதுவதன் வழி மொழி ஆளுமை பெறுதல்		2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-
CLO-3:	வாய்மொழி மரபின் கூறுகள் வழி, மக்களின் வாழ்வியல் விழுமியங்களை அறிந்துகொள்ளுதல்		2	70	65	H	L	H	M	H	M	M	H	L	H	M	H	-	-	-
CLO-4:	அலுவலகப் பயன்பாடு, திறன் மேம்பாடு ஆகியவற்றை நுட்பமாகத் தெரிந்துகொள்ளுதல்		2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-
CLO-5:	கவிதை, கதை படைக்கும் ஆற்றலை அறிந்துகொள்ளுதல்		2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-

Duration (hour)		9	9	9	9	9
S-1	**SLO-1**	*தமிழின் தொன்மை*	*மெய்யெழுத்துகளின் வகைகள்*	*வாய்மொழி மரபு, எழுத்து மரபு*	*தொடர் அமைப்பு*	*காலந்தோறும் கவிதை*
	SLO-2	*தமிழின் சிறப்புகள்*	*மூவினம்*	*வாய்மொழி மரபில் அனுபவம்*	*எளிய தொடர்*	*கவிதை வடிவம்*
S-2	**SLO-1**	*கருத்து – பரிமாற்றம்*	*ஒற்று இடுதல்*	*வாழ்வியல் தத்துவம்*	*நெடுந்தொடர்*	*மரபுக்கவிதை*
	SLO-2	*பயன்பாட்டுத்தமிழ்*	*வல்லினம் மிகும் இடங்கள்*	*பழமொழிகள்*	*பத்தி எழுதுதல்*	*வசனகவிதை*

S-3	SLO-1	காலந்தோறும் தமிழ்	வல்லினம் மிகா இடங்கள்	பழமொழியும் மனித வாழ்வியலும்	ஒரு பொருளை மையமாகக் கொண்டு எழுதுதல்	புதுக்கவிதை/ புதிய வடிவக் கவிதைகள்
	SLO-2	எழுத்துகள் - அறிமுகம்	எழுத்துப்பிழை நீக்கம்	பழமொழியின் வடிவம்	காலந்தோறும் கடிதங்கள்	கவிதைக் களங்கள்
S-4	SLO-1	தமிழ் எழுத்து வரலாறு	பிழை நீக்கி எழுதுதலின் அவசியம்	வட்டார மொழி	தமிழில் கடித இலக்கியம்	கவிதை உள்ளடக்கம்
	SLO-2	எழுத்துகளின் வரிவடிவம்	பிழைகளும் மொழிச் சிக்கல்களும்	வட்டார மொழியில் சொலவடை	கடித வகைகள்	கவிதை எழுதும் முறை
S-5	SLO-1	எழுத்துகளின் பிறப்பு	எதிர்ச்சொல் வரலாறு	பழமொழியும் சொலவடையும்	கடிதம் எழுதும்முறை	தன்னுணர்ச்சிக் கவிதை
	SLO-2	உயிர் எழுத்துப் பிறப்பு	எதிர்ச்சொல்லின் உருவாக்கம்	பேச்சுநடையும் சொலவடையும்	அலுவல் கடிதம்	இயற்கை/ சமூகம் - கவிதை
S-6	SLO-1	மெய்யெழுத்துப் பிறப்பு	இணைச்சொல்லும் எதிர்ச்சொல்லும்	மரபுத்தொடர்	வாழ்த்து/ பாராட்டுக்/ நட்புக் கடிதம்	காலந்தோறும் கதைகள்
	SLO-2	மொழி முதல் எழுத்துகள்	தமிழில் எதிர்ச்சொற்கள்	பழமொழி மரபுத் தொடர் வேறுபாடு	கட்டுரை வகைகள்	கதைகளில் கற்பனையும் உண்மையும்
S-7	SLO-1	மொழி இறுதி எழுத்துகள்	ஒரெழுத்து ஒருமொழி– அறிமுகம்	தமிழில் மரபுத்தொடர்	கட்டுரை எழுதும் முறை	வாய்மொழிக் கதை
	SLO-2	எழுத்து வேறுபாடும் பொருளும்	ஒரெழுத்து ஒருமொழியும் பொருளும்	விடுகதை	கட்டுரைக் களங்கள்	ஒரு பக்கக் கதை
S-8	SLO-1	ணகர - னகர - நகர வேறுபாடு	சொற்களின் தன்மைகள்	நுண்ணறிவு வெளிப்படுதல்	போட்டிக் கட்டுரை	சிறுகதை
	SLO-2	லகர – ளகர - ழகர வேறுபாடு	ஒரு சொல் பல பொருள்	கதை மரபில் நாட்டுப்புறக் கதைகள்	அனுபவக் கட்டுரை	கதை எழுதும் முறை
S-9	SLO-1	சொல்லும் பொருளும்	ஒரு பொருள் பல சொல்	தமிழில் நாட்டுப்புறக் கதைகள்	பயணக் கட்டுரை	சமூக உணர்வின் வெளிப்பாடு

| | SLO-2 | காலந்தோறும் சொற்கள் | சொல் உருவாக்கத்தின் பயன்கள் | *நாட்டுப்புறக் கதைகளும் சமூக வரலாறும்* | இதழியல் கட்டுரைகள் | நிகழ்வைக் கதை வழியே வெளியிடல் |

| Learning Resources | *Theory:*
1. அடிப்படைத் தமிழ் இலக்கணம், எம். ஏ.நுஃமான், அடையாளம் பதிப்பகம், 2007.
2. நாட்டுப்புற இயல் ஆய்வு, சு. சக்திவேல், மணிவாசகர் பதிப்பகம், சென்னை, 2006.
3. கட்டுரைகள், கடிதங்கள், யோகி, தெய்வப் புலவர், தமிழ் இயல்பியல் ஆராய்ச்சிக் கூடம், 2021.
4. படைப்புக்கலை, மு. சுதந்திரமுத்து, அறிவுப் பதிப்பகம், சென்னை, 2008.
5. கவிதையியல், க. பூரணச்சந்திரன், உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை, 2008.
6. கதையியல், க. பூரணச்சந்திரன், அடையாளம் பதிப்பகம், சென்னை, 2012.
7. இணைய வழித் தரவுகள் : https://www.tamilvu.org/
8. இணைய வழித் தரவுகள் : https://tamilheritage.org/ |

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

 # CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1**.** Dr. P. R. Subramanian, Director, Mozhi Trust, Thiruvanmiyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. *Dr. B. Jaiganesh, Associate Professor & Head, Dept. of Tamil, CSH, SRMIST, KTR.* 2. *Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, CSH, SRMIST, VDP.* 3. *Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, CSH, SRMIST, RMP.* 4. *Dr. T. R. Hebzibah Beulah Suganthi, Assistant Professor, Dept. of Tamil, CSH, SRMIST, KTR.* 5. *Dr. S. Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.*

SEMESTER - III

Course Code	ULH23AE1J	Course Name	Applied Hindi- I	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department	*Hindi*	Data Book / Codes/Standards		Nil							

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	Explain and appreciate the Constant moral values of India	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Focus on Evaluating the social changes through prose																		
CLR-3:	To Display moral and social values in the field of religion and communal Unity																		
CLR-4:	To make translation of good literature and any relevant document from the Hindi Language to English and vice –versa																		
CLR-5:	To help the learners to tackle administrative terminology																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLO-1:	Understand the various forms of Prose and different aspects of social issues	2	75	80	H	H	H	M	L	H	L	M	L	L	H	M	-	-	-
CLO-2:	To create an awareness on Ramayana	2	80	90	H	H	H	M	L	H	H	M	L	L	H	M	-	-	-
CLO-3:	To Examine the accuracy in Translation	2	75	95	H	H	M	L	H	H	M	H	M	M	H	H	-	-	-
CLO-4:	To Provide technical writing skills	2	80	90	H	H	L	H	M	H	L	H	H	M	H	H	-	-	-
CLO-5:	To evaluate the nuance in essays	2	85	90	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-

Duration (hour)		9	9	9	9	9
S-1	SLO-1	*KAHANI*	*NIBANDH*	*BAL RAMAYAN*	*ANUVAD*	*PARIBHASHIK SHABDAVALI*
	SLO-2	*AVDHARNA*	*AVDHARNA*	*KHATHA VASHTU*	*AVDHARNA*	*ARTH*
S-2	SLO-1	*ARTH*	*ARTH*	*AVADHPURI MEN RAM*	*ARTH*	*PARIBHASHA*

	SLO-2	*SWARUP*	*SWARUP*	*RAM KE ADARSH KE PRATI PRERIT KARNA*	*SWARUP*	*SWARUP*
S-3	SLO-1	*PARIBHASHA*	*PARIBHASHA*	*RAMAYAN KE PRATI RUCHI JAGANA*	*PARIBHASHA*	*PRAKAR*
	SLO-2	*KAHANI KE TATVA*	*MAHABHARAT KE SAMAY KA BHARAT- BHALKRISHNA BHATT*	*RAMAYAN KA SAMAJ MEN MAHATVA*	*PRAKAR*	*AVADHARNA*
S-4	SLO-1	*UDDESHYA*	*LEKHAK PARICHAYA*	*LOKJEEVAN KE PRATI JAGRUP KARNA*	*MAHATVA*	*PRAYOJAN*
	SLO-2	*UDDESHYA*	*PATH KA VISLESHAN*	*JANGAL AUR JANKPUR*	*UDDESHYA*	*UDDESHYA*
S-5	SLO-1	*ANTASH MAN KI JAGRITI*	*UDDESHYA*	*GURU KE PRATI ADAR BHAV*	*ANUBAD PRAKRIYA*	*MAHATVA*
	SLO-2	*EIDGAH – KAHANI PREMCHAND*	*SAMAJIK SAMRASTA*	*VIRTA KE BHAV KO JAGANA*	*VIVIDH PRAYOG*	*PRAYOG*
S-6	SLO-1	*KAHANI KA PARICHAYA*	*PAURANIK KAHANIYO SE AVAGAT KARANA*	*VIDHARM KA PRATIFAL*	*HINDI SE ANGREZI ANUVAD*	*UDDESHYA*
	SLO-2	*KAHANI VISLESHAN*	*MAHABHARAT EVAM RAMAYAN KE SAMAJ KI TULNA*	*VAN JEVAN SE AVAGAT KARANA*	*ANGREZI SE HINDI ANUVAD*	*TAKANIKI SHABDAVALI KA MHATVA*
S-7	SLO-1	*BAL MANOVIGYAN*	*BABUL AUR KAKTASH- RAMDARASH MISHRA*	*SITA KE ADARSH CHARITRA SE AVAGAT KARANA*	*ANUVAD KA PRAYOJAN*	*HINDI SE ANGREZI SHABD*
	SLO-2	*ASMANTA KA CHITRAN*	*LEKHAK PARICHAY*	*RAM KE CHARITRA SE AVAGAT KARANA*	*ANUVAD KA PRAYOG*	*ANGREZI SE HINDI SHABD*
S-8	SLO-1	*DIP SE DIP JALE- USHA YADAV*	*PATH KA VISLESHAN*	*VIRTA KE BHAV JAGANA*	*SHROT BHASHA KA GYAN*	*EK DIN EK SHABD*
	SLO-2	*SAPNE KE LIYE SANGHARSH*	*MANVATA KO JIVIT RAKHANE KI PRERNA*	*PATH KA VISLESHAN*	*LAKSHYA BHASHA KA GYAN*	*SHABDON KA VISLESHAN*
S-9	SLO-1	*SAMASYA KA SMADHAN JAD MEN HOTA HAI*	*AAJ KE SANDARBH ME MAHABHARAT KI UPYOGITA*	*PATH PRICHARCHA*	*ANUVAD KA DAYITVA*	*PATH PRICHARCHA*

	SLO-2	*PRASHNABHAYASH*	*PRASHNABHAYASH*	*PRASHNABHAYASH*	*ANUVAD KA ABHYASH*	*PRASHNABHAYASH*

Learning Resources	*Theory*: *Edited Book: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi* 1. *Srijanlok Literary Magazine, Ara (Bihar – 802301)* 2. *https://hindisamay.com/* 3. *https://ncert.nic.in/textbook.php?fhbr1=0-12* 4. *Prayojan mulak Hindi, Dr. Sontakke* 5. *https://rajbhasha.gov.in/hi/ol_clause*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Shri. Santosh Kumar, Editor- Srijanlok Magazine, Vashishth Nagar, Agra- 802301.	*1. Prof. (Dr.) S. Narayan Raju, Head, Department of Hindi, CUTN, Tamil Nadu*	*1. Dr. S Preeti. Associate Professor & Head, SRMIST.* *2. Dr. Md. S. Islam Assistant Professor, SRMIST.* *3. Dr. S. Razia Begum, Assistant Professor, SRMIST.* *4. Dr. Nisha Murlidharan Assistant Professor, VDP, SRMIST.*

SEMESTER - III

Course Code	ULF23AE1J	Course Name	French for Specific purpose-I	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil
Course Offering Department		*French*	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):		*The purpose of learning this course is to:*	Learning			Program Learning Outcomes (PLO)														
CLR-1:	*Strengthen the language of the students both in oral and written*		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	*Express their sentiments, emotions, and opinions, reacting to information, situations*																			
CLR-3:	*Make them learn the basic rules of French Grammar.*																			
CLR-4:	*Develop strategies of comprehension of texts of different origin*																			
CLR-5:	*Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French*																			

Course Learning Outcomes (CLO):		*At the end of this course, learners will be able to:*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLO-1:	*To acquire knowledge about French language*		2	75	80	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-2:	*To strengthen the knowledge on concept, culture, civilization, and translation of French*		2	80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3:	*To develop content using the features in French language*		2	75	80	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4:	*To interpret & Translate the French language into other language*		2	75	90	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5:	*To improve the communication, intercultural elements in French language*		2	80	75	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

	Duration (hour)	9	9	9	9	9
S-1	SLO-1	*TP de chimie*	*Le jour des examens*	*L'impératif négatif*	*Comprendre une lettre de motivation*	*Comprendre la structure d'un rapport de stage*
	SLO-2	*Les exemples*	*Les activités*	*-Le passé composé avec être*	*Les exemples*	*Trouver des mots clés-*
S-2	SLO-1	*- Un TP au laboratoire-*	*Le sms à la française -*	*Les exemples*	*Repérer le présent*	*Les activités*
	SLO-2	*Les exemples*	*Les activités*	*Le passé composé des verbes pronominaux*	*Les activités*	*Comprendre un texte technique-*
S-3	SLO-1	*Comprendre un TP*	*Les examens*	*-La recherche de stage -*	*, le passé composé et*	*Les activités*

	SLO-2	*Les exemples*	*Les activités*	*Les exemples*	*Les activités*	*Les exemples*
S-4	**SLO-1**	*-Suivre un protocole expérimental -*	*-Donner des conseils*	*Les activités*	*le futur dans un texte*	*Relever des arguments dans un texte-*
	SLO-2	*Les activités*	*Les exemples*	*Le stage en France*	*Les exemples*	*Les activités*
S-5	**SLO-1**	*Lire des équations chimiques -*	*-Écrire et comprendre un sms -*	*Les activités*	*- Le rapport de stage et le domaine des carburants -*	*Les exemples*
	SLO-2	*Les activités*	*Comprendre une interdiction*	*Le CV français*	*Les activités*	*Les activités*
S-6	**SLO-1**	*Identifier des formules chimiques à l'oral*	*Les activités*	*Les exemples*	*Le stage*	*Les activités*
	SLO-2	*Les exemples*	*-Donnez des consignes -*	*La lettre de motivation-*	*Les exemples*	*Les pronoms COI*
S-7	**SLO-1**	*- L'infinitif pour exprimer un ordre ou*	*Les exemples*	*Comprendre une offre de stage*	*La méthode du plan détaillé-*	*Les exemples*
	SLO-2	*Les activités*	*Comprendre*	*Les exemples*	*Les activités*	*Les exemples*
S-8	**SLO-1**	*un conseil (dans les consignes) -*	*Les exemples*	*Les activités*	*Les exemples*	*Les activités*
	SLO-2	*Les exemples*	*et parler d'actions passées-*	*Comprendre et réaliser un CV*	*Le contenu du rapport de stage*	*Quelques verbes et leur préposition*
S-9	**SLO-1**	*La nominalisation*	*Les exemples*	*Les activités*	*Les exemples*	*Les activités*
	SLO-2	*Les exemples*	*L'impératif des verbes pronominaux*	*Les exemples*	*Les activités*	*Les exemples*

Learning Resources	***T*heory:** 1. "Tech French" French for Science and Technology, Ingrid Le Gargasson, Shariva Naik, Claire chaize, Les éditions Didier, India, 2011 2. https://www.fluentu.com/blog/french/french-grammar

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Expert from Higher Technical Institutions	Internal Experts
1. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2. Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigalai Assistant Professor, SRMIST, VDP

SEMESTER - III

Course Code	UVC23G01T	Course Name	Introduction to Hollywood Cinema	Course Category	G	Generic Elective Course	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil		Progressive Courses	Nil												
Course Offering Department	*Visual Communication*	Data Book / Codes/ Standards			Nil													

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*		Learning			Program Learning Outcomes (PLO)														
CLR-1:	*To provide the mastery of Cinema*		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	To know the difference of Silent era																			
CLR-3:	To understand the growth of Studio era																			
CLR-4:	To impart the fundamentals of Classical Hollywood																			
CLR-5:	To learn the Current Hollywood																			
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																			
CLO-1:	Students would learn the basics of Cinema		2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Silent era		2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Studio era		2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Classical Hollywood		2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn Current Hollywood		2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Advent of Cinema- I	Birth & Development of Silent era- I	Birth & Development of Talkies- I	Origin of Classical Hollywood- I	Current status of Hollywood- I
	SLO-2	Advent of Cinema- II	Birth & Development of Silent era- II	Birth & Development of Talkies- II	Origin of Classical Hollywood- II	Current status of Hollywood- II
S-2	SLO-1	Eadweard Muybridge & Etienne- Jules Marey- I	David Wark Griffith- The Birth of a Nation- I	Sound-on-Disc- Concept	Hollywood as Film Industry- I	Hollywood- Streaming Wars- I
	SLO-2	Eadweard Muybridge & Etienne- Jules Marey- II	David Wark Griffith- The Birth of a Nation- II	Sound-on-Disc- basics	Hollywood as Film Industry- II	Hollywood- Streaming Wars- II
S-3	SLO-1	Le Prince & George Eastman- I	David Wark Griffith- Intolerance & Broken Blossoms- I	Sound-on-Film- Concept	Golden age of Hollywood- I	Hollywood- Diversity and Representation- I
	SLO-2	Le Prince & George Eastman- II	David Wark Griffith- Intolerance & Broken Blossoms- II	Sound-on-Film- basics	Golden age of Hollywood- II	Hollywood- Diversity and Representation- II
S-4	SLO-1	Thomas Alva Edison & W. K. L. Dickson- I	Charlie Chaplin- The Tramp & The Kid- I	Use of Colour Film- I	The Great Depression Era (1930s)- I	Hollywood- Franchise and Cinematic Universes- I
	SLO-2	Thomas Alva Edison & W. K. L. Dickson- II	Charlie Chaplin- The Tramp & The Kid- II	Use of Colour Film- II	The Great Depression Era (1930s)- II	Hollywood- Franchise and Cinematic Universes- II

S-5	SLO-1	*Kinetograph & Kinetoscope- I*	*Charlie Chaplin- The Gold Rush & The Circus- I*	*Big Five Hollywood Studios- Paramount Pictures- I*	*Second World War Era (1940s)- I*	*Hollywood- Remakes and Reboots- I*
	SLO-2	*Kinetograph & Kinetoscope- II*	*Charlie Chaplin- The Gold Rush & The Circus- II*	*Big Five Hollywood Studios- Paramount Pictures- II*	*Second World War Era (1940s)- II*	*Hollywood- Remakes and Reboots- II*
S-6	SLO-1	*Lumiere Brothers & Cinematographe- I*	*Charlie Chaplin- City Lights & Modern Times- I*	*Big Five Hollywood Studios- Warner Bros.- I*	*Western Era (1950s)- I*	*Hollywood- Technology and Visual Effects- I*
	SLO-2	*Lumiere Brothers & Cinematographe- II*	*Charlie Chaplin- City Lights & Modern Times- I*	*Big Five Hollywood Studios- Warner Bros.- II*	*Western Era (1950s)- II*	*Hollywood- Technology and Visual Effects- II*
S-7	SLO-1	*Georges Melies & Trip to the Moon- I*	*Charlie Chaplin- The Great Dictator & Limelight- I*	*Big Five Hollywood Studios- Metro Goldwyn Mayer (MGM)- I*	*Cold War Era (1960s)- I*	*Hollywood & Globalization- I*
	SLO-2	*Georges Melies & Trip to the Moon- II*	*Charlie Chaplin- The Great Dictator & Limelight- II*	*Big Five Hollywood Studios- Metro Goldwyn Mayer (MGM)- II*	*Cold War Era (1960s)- II*	*Hollywood & Globalization- II*
S-8	SLO-1	*Edwin S. Porter & Great Train Robbery- I*	*Iconic Actors of the Silent Era- Laurel and Hardy- I*	*Big Five Hollywood Studios- RKO Pictures & 20th Century Fox- I*	*Box- Office Era (1970s)- I*	*Hollywood- Shorter Attention Spans- I*
	SLO-2	*Edwin S. Porter & Great Train Robbery- II*	*Iconic Actors of the Silent Era- Laurel and Hardy- II*	*Big Five Hollywood Studios- RKO Pictures & 20th Century Fox- II*	*Box- Office Era (1970s)- II*	*Hollywood- Shorter Attention Spans- II*
S-9	SLO-1	*Nickelodeon & Expanded Film Exhibition- I*	*Iconic Actors of the Silent Era- Wallace Reid & Buster Keaton- I*	*Little Three Hollywood Studio- Universal Pictures- I*	*New Technologies Era (1980s)- I*	*Hollywood Best Actors- I*
	SLO-2	*Nickelodeon & Expanded Film Exhibition- II*	*Iconic Actors of the Silent Era- Wallace Reid & Buster Keaton- II*	*Little Three Hollywood Studio- Universal Pictures- II*	*New Technologies Era (1980s)- II*	*Hollywood Best Actors- II*
S-10	SLO-1	*MPPC- Production & Distribution- I*	*Iconic Actors of the Silent Era- Douglas Fairbanks & Rudolph Valentino- I*	*Little Three Hollywood Studio- United Artists & Columbia Pictures- I*	*Special Effects Era (1990s)- I*	*Hollywood Best Actors- III*
	SLO-2	*MPPC- Production & Distribution- II*	*Iconic Actors of the Silent Era- Douglas Fairbanks & Rudolph Valentino- II*	*Little Three Hollywood Studio- United Artists & Columbia Pictures- II*	*Special Effects Era (1990s)- II*	*Hollywood Best Actors- IV*
S-11	SLO-1	*MPPC- Exhibition & Impact- I*	*Iconic Actors of the Silent Era- John Gilbert & Louise Brooks- I*	*Walt Disney Productions & Monogram Picture Corporation- I*	*Digital Era (2000s)- I*	*Hollywood Best Movies- I*
	SLO-2	*MPPC- Exhibition & Impact- II*	*Iconic Actors of the Silent Era- John Gilbert & Louise Brooks- II*	*Walt Disney Productions & Monogram Picture Corporation- II*	*Digital Era (2000s)- II*	*Hollywood Best Movies- II*

S-12	SLO-1	*Downfall of Motion Picture Patent Company- I*	*Iconic Actors of the Silent Era- Mary Pickford & Maude Fealy- I*	*Selznick International Pictures & Republic Pictures- I*	*High Definition (HD) Era (2010s)- I*	*Hollywood Best Technicians- I*
	SLO-2	*Downfall of Motion Picture Patent Company- II*	*Iconic Actors of the Silent Era- Mary Pickford & Maude Fealy- II*	*Selznick International Pictures & Republic Pictures- II*	*High Definition (HD) Era (2010s)- II*	*Hollywood Best Technicians- II*

UNIT- I: Advent of Cinema- Zeotrope, and Photography; Pioneers of Cinema- Eadweard Muybridge, Etienne- Jules Marey, Le Prince, and George Eastman; Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson- Kinetograph, Lumiere Brothers- Cinematographe, and Georges Melies- Trip to the Moon; Pre-Hollywood Cinema- Edwin S. Porter- The Great Train Robbery, Nickelodeon- Expanded Film Exhibition, and Motion Picture Patent Company- Production, Distribution, and Exhibition.

UNIT- II: Silent Era; David Wark Griffith- The Birth of a Nation, Intolerance, and Broken Blossoms; Charlie Chaplin- The Tramp, The Kid, The Gold Rush, The Circus, City Lights, Modern Times, The Great Dictator, Limelight, and A Countess from Hong Kong; Iconic Actors of the Silent Era- Laurel and Hardy, Wallace Reid, Buster Keaton, Douglas Fairbanks, Rudolph Valentino, John Gilbert, Louise Brooks, Mary Pickford, and Maude Fealy.

UNIT- III: Birth of Talkie; Sound-on-Disc & Sound-on-Film; Use of Colour Film; Big Five Hollywood Studios- Paramount Pictures, Warner Bros., Metro Goldwyn Mayer (MGM), RKO Pictures, and 20th Century Fox; Little Three Hollywood Studio- Universal Pictures, United Artists, and Columbia Pictures; Independent Studios- Walt Disney Productions, Monogram Picture Corporation, Selznick International Pictures, and Republic Pictures.

UNIT- IV: Classical Hollywood- Origin; Hollywood as Film Industry; Golden age of Hollywood; Modern Hollywood; Birth of the Talkies; The Great Depression Era (1930s), Second World War Era (1940s), Western Era (1950s), Cold War Era (1960s), Box- Office Era (1970s), New Technologies Era (1980s), Special Effects Era (1990s), Digital Era (2000s), High Definition (HD) Era (2010s).

UNIT- V: Trends in Hollywood; Streaming Wars, Diversity and Representation, Franchise and Cinematic Universes, Remakes and Reboots, Technology and Visual Effects, Globalization, Shorter Attention Spans; Hollywood- Best Actors, Best Directors, Best Movies and Best Technicians.

Learning Resources	***Theory:*** 1. *David Thomson (2006). The Whole Equation: A History of Hollywood, First edition, Abacus Publication, UK* 2. *Gregory Paul Williams (2011). Story of Hollywood: An Illustrated History, B L Press, USA* 3. *Carla Valderrama (2020). This was Hollywood: Forgotten Stars and Stories, Running Press Adult, USA* 4. *Geoffrey Nowell-Smith (1997). The Oxford History of World Cinema, Oxford press, UK* 5. *Lester D. Friedman (2007). American Cinema of the 1970s: Themes and Variations (Screen Decades: American Culture/American Cinema), Rutgers University Press, USA.*

Learning Assessment										
Level	**Bloom's Level of Thinking**	**Continuous Learning Assessment (50% weightage)**								**Final Examination (50% weightage)**	
		CLA – 1 (10%)		**CLA – 2 (10%)**		**CLA – 3 (20%)**		**CLA – 4 (10%) #**			
		Theory	**Practice**	**Theory**	**Practice**	**Theory**	**Practice**	**Theory**	**Practice**	**Theory**	**Practice**
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										

Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - III

Course Code	UVC23S01L	Course Name	Printing and Package Design	Course Category	G	Generic Elective Course	L	T	P	O	C
							0	0	3	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses			Nil	
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards			Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1:	To provide the mastery of Exploring & Manipulating Effect	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the difference of Managing Shapes & Drawing				Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	To understand the purpose of Creating Objects																		
CLR-4:	To impart the fundamentals of Creating & Manipulating- Path																		
CLR-5:	To learn the process of Working with Text & Arranging Objects	At the end of this course,	Expected Proficiency (%)	Expected Attainment (%)															

Course Learning Outcomes (CLO):	Course Learning Outcomes (CLO):																		
CLO-1:	Students would learn the basics of Exploring & Manipulating Effect	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Managing Shapes & Drawing	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Creating Objects	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Creating & Manipulating- Path	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

| CLO-5: | Students would learn to process of Working with Text & Arranging Objects | 3 | 80 | 80 | H | L | L | H | H | H | L | M | M | M | L | L | - | - | - |

Duration (hour)		12	
S-1 & S-2	SLO-1	*Exploring Effects*
S-3 to S-4	SLO-1	*Manipulating Effect*
S-5 to S-6	SLO-1	*Managing Shapes & Drawing- I*
S-7 to S-8	SLO-1	*Managing Shapes & Drawing- II*
S-9 to S-10	SLO-1	*Creating Objects- I*
S-11 to S-12	SLO-1	*Creating Objects- II*
S-13 to S-14	SLO-1	*Creating & Manipulating- Path- I*
S-15 to S-16	SLO-1	*Creating & Manipulating- Path- II*
S-17 to S-18	SLO-1	*Working with Color*
S-19 to S-20	SLO-1	*Manipulating Objects*
S-21 to S-22	SLO-1	*Changing Bitmaps Attributes*
S-23 to S-24	SLO-1	*Working With Text- I*
S-25 to S-26	SLO-1	*Working With Text- II*
S-27 to S-28	SLO-1	*Arranging Objects- I*
S-29 to S-30	SLO-1	*Arranging Objects- II*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries FOUR marks)
(TEN exercises x 04 marks = 40 marks & 10 marks for Regularity & Discipline = Total- 50 Marks)
1. Exploring Effects   : 1 Week
   Minimum 2 class works   : Record works- Nil.
2. Manipulating Effect   : 1 Week
   Minimum 2 class works   : Record works- Nil.

3. Managing Shapes & Drawing : 2 Weeks
   Minimum 2 class works : Record works- Nil.
4. Creating objects : 2 Weeks
   Minimum 2 class works : Record works- Nil.
5. Creating & Manipulating- Path : 2 Weeks
   Minimum 2 class works : Record works- Nil.
6. Working with Color : 1 Week
   Minimum 2 class works : Record works- Nil.
7. Manipulating Objects : 1 Week
   Minimum 2 class works : Record works- Nil.
8. Changing Bitmaps Attributes : 1 Week
   Minimum 2 class works : Record works- Nil.
9. Working With Text : 2 Weeks
   Minimum 2 class works : Record works- Nil.
10. Arranging Objects : 2 Weeks
    Minimum 2 class works : Record works- Nil.

Record Works:

1. Package for Food Product (minimum TWO excises)
2. Cartoon box cover for Cosmetic Products (minimum TWO excises)

(The students must submit all the exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Practical:* 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. *Marschner (2015). Fundamentals of Computer Graphics, Fourth edition, Taylor & Francis Group, India.* 4. *Debra Keller (2013). Creating 2D Animation with the Adobe Creative Suite, Delmar Cengage Learning, UK* 5. *Chanchal Dass (2021). 2D Modelling and Animation: Learn mathematical and scientific concepts through modelling and animation in MS-Excel, First Edition, Notion Press, New Delhi*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										

Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - III

Course Code	UVC23P01L	Course Name	Internship - I	Course Category	P	Internship/Apprenticeship / Project/Community Outreach	L	T	P	O	C
							0	0	0	0	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil					
Course Offering Department		***Visual Communication***	Data Book / Codes/Standards			Nil					

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To acquire the basic knowledge of media industry	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	To understand the working atmosphere of media industry																		
CLR-3:	To know and practice field works in various designations of various media setup																		
CLR-4:	To train in the film& TV industry as an intern in various field																		
CLR-5:	To get the mastery skills from the media field through intern training																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the media industry practically	3	90	90	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-2:	Students would gain knowledge of media field circumstances	3	85	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-3:	Students would know various designations and various media setup	3	90	90	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-4:	Students would gain knowledge about film & TV industry	3	85	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-

CLO-5:	*Students would be proficient in the media field*	3	80	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-

The student will undergo a two-week internship during the summer vacation after the end of the II Semester in any media organization and must submit an activity report. The student will be monitored by the faculty and will be guided by the media organization in completing the internship.

Methodology:

Students are expected to do an internship of professional nature within the stipulated time during the summer vacation for a period of a minimum of 15 days after the end the of II Semester. Criteria for selecting the internship will be based on the area of specialization by the student in the media industry. Emphasis will be given to get trained of professional quality that will help students to enter the media industry with an evaluated portfolio. The internship training activities will be presented by the students and the viva voce will complete the process of evaluation for awarding grades.

The training work can be carried out in any Media House/ Print Media/ Advertising Agency/ Media Professional/ Film Industry for three months.

Record Work:
Students must prepare the Day-to-Day activities of their internship training period, that will be monitored by Internship Coordinator of the Media organization.
(The students must submit the Internship report in the Record form for Practical Exam, which will be evaluated by the External Examiner)

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

Course Code	UCD23V03T	Course Name	Industry Oriented Employability Skills for Arts	Course Category	V	Value Addition Course	L	T	P	O	C
							2	0	0	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Career Guidance Cell*	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	*Demonstrate various principles involved in solving mathematical concepts related to permutation and combination and probability and interpret data*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	*Learn the basic mechanics of Grammar*																		
CLR-3:	*Develop resume-building practice and presentation skills in students*																		
CLR-4:	*Prepare students for job interviews*																		
CLR-5:	*Instill confidence in students and develop the necessary skills to face interview*																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	*Understand the concepts of permutation and combinations, probability, and approach questions in a simpler and innovative method*	3	80	70	M	M	-	M	-	H	-	M	H	M	-	H	-	-	-
CLO-2:	*Understand the different parts of speech and use them in sentences appropriately*	3	85	75	M	-	-	M	-	H	-	-	-	-	H	-	-	L	H
CLO-3:	*Understand the importance of resume preparation and building a resume*	3	85	80	H	M	M	M	M	H	L	-	-	-	-	-	M	-	H
CLO-4:	*Face interviews confidently*	3	85	80	M	M	H	M	M	H	L	-	-	-	-	-	M	-	H
CLO-5:	*Develop their domain skills*	3	85	80	M	M	H	M	M	H	L	-	-	-	-	-	M	-	H

Duration (hour)		12	12	12	12	12
S-1	SLO-1	*Permutation and Combination – Introduction*	*Puzzles Selections – Introduction*	*Resume Writing – Introduction*	*Negotiation Skills - Introduction*	*Blog & Business – Writing – Introduction*
	SLO-2	*Permutation and Combination – Problems*	*Puzzles Selections – Problems*	*Resume Writing – Formats*	*Negotiation Skills – Practise Session*	*Blog & Business – Writing – Steps to follow*
S-2	SLO-1	*Probability – Introduction*	*Puzzles Distribution – Introduction*	*Resume Writing – Practise Session I*	*Negotiation Skills - Activity*	*Marketing Writing – Introduction*

	SLO-2	*Probability – Problems*	*Puzzles Distribution – Problems*	*Resume Writing – Practise Session II*	*Negotiation Skills – Feedback Session*	*Marketing Writing – Tips and Resources*
S-3	**SLO-1**	*Data Sufficiency – Introduction*	*Change of Voice – Introduction*	*Presentation – Introduction*	*Prioritising Activities for a Productive Work Day*	*Content Strategy – Introduction*
	SLO-2	*Data Sufficiency – Problems*	*Change of Voice – Rules and conversion*	*Presentation - Do's and Don'ts*	*Prioritising Activities for a Productive Work Day – Feedback Session*	*Content Strategy – How to write and order different types of Content*
S-4	**SLO-1**	*Escalator Problems – Introduction*	*Change of Speech – Introduction*	*Presentation – Types and Rules*	*How to collect, analyse and share Feedback*	*Creative Writing – Introduction*
	SLO-2	*Escalator Problem –Tricky Problems*	*Change of Speech – Rules and Exercises*	*Presentation – Using Visual Elements*	*How to collect, analyse and share Feedback*	*Creative Writing – Elements and Examples*
S-5	**SLO-1**	*Surds and Indices– Introduction*	*Attention to Details – Introduction*	*Presentations – Oral & PPT – Mock Presentation*	*Content Writing - Language Skills – Introduction*	*Copy Writing – Introduction*
	SLO-2	*Surds and Indices – Problems*	*Attention to Details – Benefits and its Importance*	*Suggestions and Tips to improve*	*Language Skills – Importance and Practise Session*	*Copy Writing – Techniques to improve*
S-6	**SLO-1**	*Cubes & Cuboids – Introduction*	*Completing Statements – Introduction*	*Types of Interviews - Group / Stress / HR – Introduction*	*Internet Skills – Introduction*	*Plagiarism - Introduction*
	SLO-2	*Cubes & Cuboid – Problems*	*Completing Statements – Types and Rules*	*Types of Interviews - Mock Interview*	*Internet Skills – Process of Writing, Editing and Publishing in a digital Format*	*Plagiarism – Types and Legal Aspects*

Learning Resources	***Theory:*** *1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition* *2. Scott Bennett, The Elements of Resume Style: Essential Rules for Writing Resumes and Cover Letters That Work, AMACOM, 2014* *3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007* *4. Robert W. Bly, The Copywriter's Handbook, St. Martin's Griffin Press, 3rd Edition.*

Learning Assessment						
			Continuous Learning Assessment (100% weightage)			
Level		**Bloom's Level of Thinking**	**CLA-1 (20%)**	**CLA-2 (20%)**	**CLA-3 (30%)**	**CLA-4 (30%) #**
			Theory	**Theory**	**Theory**	**Theory**
Level 1		Remember	10%	10%	30%	30%
		Understand				
Level 2		Apply	50%	50%	40%	40%

	Analyze					
Level 3	Evaluate	40%	40%	30%	30%
	Create					
	Total	**100 %**	**100 %**	**100 %**	**100 %**

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.

#CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai	*Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidhyapeedam, Coimbatore*	*Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST*
		Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance, FSH, SRMIST

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Course Code	UVC23401T	Course Name	Film Studies	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department		Visual Communication	Data Book / Codes/Standards		Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	To provide the mastery in Film Studies	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the different concept of Film Theory																		
CLR-3:	To understand the purpose of Mise-en-Scene																		
CLR-4:	To impart the fundamentals of Montage	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-5:	To learn the Narrative & Non-Narrative Cinema																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Film Studies	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Film Theory	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Mise-en-Scene	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Montage	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Narrative & Non-Narrative Cinema	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Film studies- Concept	Film Theory- Concept	Mise-en-scene- Concept	Montage- Concept	Narrative Cinema- Concept
	SLO-2	Film studies basics	Film theory basics	Mise-en-scene basics	Montage basics	Narrative cinema basics
S-2	SLO-1	Why Film Studies- Culture & Art- I	Auteur Theory- Concept & Examples- I	Why to study Mise-en-scene- I	Origin & Importance of Montage- I	History of Narrative Cinema- I

	SLO-2	*Why Film Studies- Culture & Art-II*	*Auteur Theory- Concept & Examples- II*	*Why to study Mise-en-scene- II*	*Origin & Importance of Montage- II*	*History of Narrative Cinema- II*
S-3	**SLO-1**	*How to study the film- I*	*Apparatus Theory- Concept & Examples- I*	*Need for Mise-en-scene- I*	*Types of Montage- I*	*Structure of Narrative Cinema- I*
	SLO-2	*How to study the film- II*	*Apparatus Theory- Concept & Examples- II*	*Need for Mise-en-scene- II*	*Types of Montage- II*	*Structure of Narrative Cinema- II*
S-4	**SLO-1**	*Characteristic of Film Studies- I*	*Feminist Film Theory- Concept & Examples- I*	*Four Ps of Mise-en-scene- Point of View & Posture- I*	*Montage Film Techniques- I*	*Non-Narrative Cinema- Concept*
	SLO-2	*Characteristic of Film Studies- II*	*Feminist Film Theory- Concept & Examples- II*	*Four Ps of Mise-en-scene- Point of View & Posture- II*	*Montage Film Techniques- II*	*Non-narrative cinema basics*
S-5	**SLO-1**	*Types of Films- I*	*Queer Theory- Concept & Examples- I*	*Four Ps of Mise-en-scene- Props & Position- I*	*Soviet Montage Theory- Concept*	*Types of Non-Narrative Cinema- I*
	SLO-2	*Types of Films- II*	*Queer Theory- Concept & Examples- II*	*Four Ps of Mise-en-scene- Props & Position- II*	*Soviet montage theory basics*	*Types of Non-Narrative Cinema- II*
S-6	**SLO-1**	*Film Semiotics- Concept*	*Structuralism Film Theory- Concept & Examples- I*	*Elements of Mise-en-scene- Set Design & Lighting- I*	*Types of Soviet Montage- Metric & Rhythmic- I*	*Difference between Narrative & Non-Narrative Cinema- I*
	SLO-2	*Film semiotics basics*	*Structuralism Film Theory- Concept & Examples- II*	*Elements of Mise-en-scene- Set Design & Lighting- II*	*Types of Soviet Montage- Metric & Rhythmic- II*	*Difference between Narrative & Non-Narrative Cinema- II*
S-7	**SLO-1**	*Film & Psychoanalysis- Concept*	*Film Language- Concept*	*Elements of Mise-en-scene- Costume & Makeup- I*	*Types of Soviet Montage- Tonal, Overtonal & Intellectual- I*	*Film Form- Concept*
	SLO-2	*Film & psychoanalysis basics*	*Film language basics*	*Elements of Mise-en-scene- Costume & Makeup- II*	*Types of Soviet Montage- Tonal, Overtonal & Intellectual- II*	*Film form basics*
S-8	**SLO-1**	*Film & Modernism- Concept*	*Film Genre- Concept*	*Elements of Mise-en-scene- Character Movement & Expression- I*	*Film Editing- Concept*	*Principles & Significance of Film Form- I*
	SLO-2	*Film & modernism basics*	*Film genre basics*	*Elements of Mise-en-scene- Character Movement & Expression- II*	*Film editing basics*	*Principles & Significance of Film Form- II*
S-9	**SLO-1**	*Film & Marxism- Concept*	*Types of Film Genres- Main Film Genres- I*	*Mise-en-shot- Concept*	*History of Film Editing- I*	*Elements of Film Form- I*

	SLO-2	*Film & Marxism basics*	*Types of Film Genres- Main Film Genres- II*	*Mise-en-shot basics*	*History of Film Editing- II*	*Elements of Film Form- II*
S-10	**SLO-1**	*Film & Cultural Identity- Concept*	*Types of Film Genres- Sub Film & Hybrid Genres- I*	*Aspects of Mise-en-Shot- I*	*Continuity Editing- Concept*	*Importance of Film Form- Form & Expectation- I*
	SLO-2	*Film & cultural identity basics*	*Types of Film Genres- Sub Film & Hybrid Genres- II*	*Aspects of Mise-en-Shot- II*	*Continuity editing basics*	*Importance of Film Form- Form & Expectation- II*
S-11	**SLO-1**	*Film & Aesthetics- Concept*	*Woody Allen & Comedy; Arthur Freed & Musical- I*	*Effect of Mise-en-shot Technique- I*	*Parallel Editing- Concept*	*Importance of Film Form- Convention & Emotion- I*
	SLO-2	*Film & Aesthetics basics*	*Woody Allen & Comedy; Arthur Freed & Musical- II*	*Effect of Mise-en-shot Technique- II*	*Parallel Editing basics*	*Importance of Film Form- Convention & Emotion- II*
S-12	**SLO-1**	*Film interpretation- Concept*	*Alfred Hitchcock & Suspense; John Ford & Westerns- I*	*Cinematographer Properties- I*	*Montage Vs Parallel Editing- I*	*Importance of Film Form- Meaning & Evaluation- I*
	SLO-2	*Film interpretation basics*	*Alfred Hitchcock & Suspense; John Ford & Westerns- II*	*Cinematographer Properties- II*	*Montage Vs Parallel Editing- II*	*Importance of Film Form- Meaning & Evaluation- II*

UNIT- I: Film studies- definition & Concept; Why Film Studies- Culture & Art; How to study film; Characteristic of Film Studies; Types of Films- Realism, Classical, Formalism; Film Semiotics- Definition & Concept; Film & Psychoanalysis- Definition & Concept; Film & Modernism- Definition & Concept; Film & Marxism- Definition & Concept; Film & Cultural Identity- Concept; Aesthetics & Film interpretation- Concept.

UNIT- II: Film Theory- Definition & Concept; Different Film Theory- Apparatus Theory, Auteur Theory, Feminist Film Theory, Queer Theory; Film Language- Definition & Concept; Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Woody Allen & Comedy- Concept; Arthur Freed & Musical- Concept; Alfred Hitchcock & Suspense- Concept; John Ford & Westerns- Concept.

UNIT- III: Mise-en-scene- Definition & Concept; Why to study Mise-en-scene; Four P's of Mise-en-scene- Point of View, Posture, Props & Position; Elements of Mise-en-scene- Set Design, Lighting, Costume, Makeup, Character Movement & Expression; Who Determines Mise en Scene; Mise-en-shot- Definition & Concept; Aspects of Mise-en-Shot- Camera Position, Camera Movement, Shot Size, Length of Shot & Pace of Editing; Effect of Mise-en-shot Technique; Cinematographer Properties- Photographic Image, Duration of Image & Framing.

UNIT- IV: Montage- Definition & Concept; Origin of Montage; Use of Montage; Importance of Montage; Types of Montage- Musical, Narrated & Photo Montage; Montage Film Techniques- Quick cuts, No dialogue, Voiceover narration, Music, Superimpose; Soviet Montage Theory- Definition & Concept; Development of Soviet Montage; Types of Soviet Montage- Metric, Rhythmic, Tonal, Overtonal, Intellectual; Film Editing- Definition & Concept; History of Film Editing; Continuity Editing- Definition & Concept; Parallel Editing- Definition & Concept; Use of Parallel Editing; Montage Vs Parallel Editing.

UNIT- V: Narrative Cinema- Definition & Concept; History of Narrative Cinema; Structure of Narrative Cinema- Content of Story (Story) & Form of Story (Plot); Non Narrative Cinema- Definition & Concept; Types of Non Narrative Cinema- Art film, Experimental film & Documentary film; Difference between Narrative & Non Narrative Cinema; Film Form- Definition & Concept; Principles of Film Form; Significance of Film Form; Elements of Film Form- Literary Design, Visual Design, Cinematography, Editing & Sound Design; Importance of Film Form- Form and Expectation, Form & Convention, Form & Emotion, Form & Meaning and Form & Evaluation.

Learning Resources	Theory: 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 4. Sarah Casey Benyahia (2008). As Film Studies, First Edition, Routledge, USA 5. Richard Dyer (2000). Film Studies: Critical Approaches, First Edition, Oxford University Press, UK.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%		20%		20%		30%	-
	Understand										
Level 2	Apply	40%		50%		50%		50%		50%	-
	Analyze										
Level 3	Evaluate	30%		20%		30%		30%		20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - IV

Course Code	UVC23402T	Course Name	Screenplay Writing	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	2		4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Visual Communication		Data Book / Codes/Standards	Nil			

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in Script writing		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	To know the different Story and Story Telling																			
CLR-3:	To understand the purpose of Script Breakdown																			
CLR-4:	To impart the fundamentals of Scene and Sequency																			
CLR-5:	To learn the Dialogue and Shooting script																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Script writing		2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Story and Story Telling		2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Script Breakdown		2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Scene and Sequency		2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Dialogue and Shooting script		2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)			12	12	12	12	12
S-1	SLO-1		Observation- Concept	Story- Concept	Script Breakdown- Concept	Scene- Concept	Dialogue- Concept
	SLO-2		Observation basics	Story basics	Script Breakdown basics	Scene basics	Dialogue basics
S-2	SLO-1		Imagination- Concept	Fiction & Non-fiction Stories- I	Importance of a Script Breakdown- I	How to create & Write a Scene- I	Types of Dialogue- I
	SLO-2		Imagination basics	Fiction & Non-fiction Stories- II	Importance of a Script Breakdown- II	How to create & Write a Scene- II	Types of Dialogue- II
S-3	SLO-1		Idea- Concept	Storytelling- Concept	Script Breakdown Sheet- Cast Members, Props & Costumes- I	Structure of Scene- I	Function of Dialogue- I
	SLO-2		Idea basics	Storytelling basics	Script Breakdown Sheet- Cast Members, Props & Costumes- II	Structure of Scene- II	Function of Dialogue- II

S-4	**SLO-1**	*Generating & Source for Idea- I*	*Nature of Storytelling & Planning a Story- I*	*Script Breakdown Sheet- Makeup & Special Equipment- I*	*Sequence- Concept*	*Format & Significance of Dialogue- I*
	SLO-2	*Generating & Source for Idea- II*	*Nature of Storytelling & Planning a Story- II*	*Script Breakdown Sheet- Makeup & Special Equipment- II*	*Sequence- Concept*	*Format & Significance of Dialogue- II*
S-5	**SLO-1**	*Visualization- Concept*	*Identifying a Story & Eight Basic Stories- I*	*Three-act-structure- I*	*Important of the Sequence- I*	*Shooting Script- Concept*
	SLO-2	*Visualization basics*	*Identifying a Story & Eight Basic Stories- II*	*Three-act-structure- II*	*Important of the Sequence- II*	*Shooting Script basics*
S-6	**SLO-1**	*Language & Unique Writing Style- I*	*Elements of Story- Characters & Setting- I*	*Plot- Concept*	*Creating a Sequence- I*	*Importance of Shooting Script- I*
	SLO-2	*Language & Unique Writing Style- II*	*Elements of Story- Characters & Setting- II*	*Plot basics*	*Creating a Sequence- II*	*Importance of Shooting Script- II*
S-7	**SLO-1**	*Creative Writing- Concept*	*Elements of Story- Plot, Conflict & Resolution- I*	*Elements & Function of Plot- I*	*Character- Concept*	*How to write Shooting Script- I*
	SLO-2	*Creative Writing basics*	*Elements of Story- Plot, Conflict & Resolution- II*	*Elements & Function of Plot- II*	*Character basics*	*How to write Shooting Script- II*
S-8	**SLO-1**	*Visual Writing- Character Appearance & Action- I*	*Characteristics of Story Telling- I*	*Types of Plots- I*	*Know the Character- I*	*Shooting Script Template- I*
	SLO-2	*Visual Writing- Character Appearance & Action- II*	*Characteristics of Story Telling- II*	*Types of Plots- II*	*Know the Character- II*	*Shooting Script Template- II*
S-9	**SLO-1**	*Visual Writing- Location Appearance & Scene Action- I*	*Stages of Story Development- I*	*Screenplay- Concept*	*Character Categories- I*	*Elements of Shooting Script- I*
	SLO-2	*Visual Writing- Location Appearance & Scene Action- II*	*Stages of Story Development- II*	*Screenplay basics*	*Character Categories- II*	*Elements of Shooting Script- II*
S-10	**SLO-1**	*Script Writing- Concept*	*Theme, Concept & Tagline- Concept*	*Types of Screenplays- I*	*Creating Characters- I*	*Fundamentals of Storyboard- I*
	SLO-2	*Script Writing basics*	*Theme, Concept & Tagline- Concept*	*Types of Screenplays- II*	*Creating Characters- II*	*Fundamentals of Storyboard- II*

S-11	**SLO-1**	*Principles of Script Writing- I*	*Treatment- Title, Logline & Synopsis- I*	*Screenplay Format- I*	*Character Biography- I*	*Speculating Script Vs Shooting Script- I*
	SLO-2	*Principles of Script Writing- II*	*Treatment- Title, Logline & Synopsis- II*	*Screenplay Format- II*	*Character Biography- II*	*Speculating Script Vs Shooting Script- II*
S-12	**SLO-1**	*Different Script Format- I*	*Elements of Loglines- I*	*First Draft- I*	*Concept & Types of Conflict- I*	*Screenplay Writing Software- I*
	SLO-2	*Different Script Format- II*	*Elements of Loglines- II*	*First Draft- II*	*Concept & Types of Conflict- II*	*Screenplay Writing Software- II*

UNIT I: Observation- Definition & Concept; Imagination- Definition & Concept; Idea- Definition & Concept; Generating Idea; Source for Idea; Visualization- Definition & Concept; Language Skills; Unique Writing Style; Creative Writing- Definition & Concept; Visual Writing- Character Appearance, Character Action, Location Appearance, Scene Action; Script Writing- Definition & Concept; Principles of Script Writing- Explore & Resources; Different Script Format.

UNIT II: Story- Definition & Concept; Types of Story- Fiction & Non-fiction Stories; Importance of Story; Storytelling- Definition & Concept; Nature of Storytelling- Potential Donors & Target Audience; Planning a Story; Identifying a Story; Eight Basic Stories; Elements of Story- Characters, Setting, Plot, Conflict & Resolution; Characteristics of Story; Stages of Story Development- Inspiration, Development, Exposition; Theme, Concept & Tagline- Definition & Concept; Treatment- Title, Logline, Synopsis; Elements of Loglines- Protagonist, Antagonist & Goal.

UNIT III: Script Breakdown- Definition & Concept; Importance of a Script Breakdown; Script Breakdown Sheet- Cast Members, Props, Costumes, Makeup, Special Equipment; Special Effects; Three-act-structure- Beginning, Middle & End; Plot- Definition & Concept; Elements in a Plot- Exposition, Rising Action, Climax, Falling Action, Resolution; Function of Plot; Types of Plot- Main Plot & Sub Plot; Screenplay- Definition & Concept; Types of Screenplay- Original & Adapted; Screenplay Format- Scene, Sequence, Character, Dialogue, Parenthetical; First Draft.

UNIT IV: Scene- Definition & Concept; Scene Slug line; How to create a Scene; How to write a Scene; Structure of Scene- Context & Content; Sequence- Definition & Concept; Important of the Sequence; Creating a Sequence- Beginning, Middle & End; Character- Definition & Concept; Know the Character- Interior & Exterior; Character Categories- Main, Secondary & Minor; Creating Characters- Professional, Personal & Private; Character Biography; Character Conflict- Definition & Concept; Types of Conflict- Interior, Relationship, Situational, Social & Spiritual conflict.

UNIT V: Dialogue- Definition & Concept; Types of Dialogue- Inner Dialogue & Outer Dialogue; Function of Dialogue; Dialogue Format; Significance of Dialogue; Shooting Script- Definition & Concept; Importance of Shooting Script; How to write Shooting Script; Shooting Script Template; Elements of Shooting Script- Camera Movements & Camera Techniques; Fundamentals of Storyboard; Speculating Script Vs Shooting Script; Screenplay Writing Software- Final Draft, Celtx, WriterDuet, Movie Magic Screenwriter, Fade In, Highland, Scrivener, Screenplay Formatter.

Learning Resources	***Theory:*** 1. *Syd Field (2005). Screenplay: The Foundations of Screenwriting, Bantam Dell, New York.* 2. *Joan Denise Humphries (2018). The Ultimate Course Book on How to Write a Screenplay, JNR Publishing Group, New Delhi.* 3. *Trevor Meyer (2018). Screenwriting: A Screenwriter's Guide to Mastering Story Craft and Writing a Successful Screenplay, Routledge, New York.* 4. *Jennifer Chase (2009). How to Write a Screenplay - A Step by Step Process, JEC Press, USA.* 5. *Richard Walter (2010). Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing, Penguin Book, USA.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - IV

Course Code	UVC23403L	Course Name	2D Animations	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							0	0	9	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in Drawing & Painting Tools																		
CLR-2:	To know the different in Manipulating Animation																		
CLR-3:	To understand the purpose Basics of ActionScript																		
CLR-4:	To impart the fundamentals of Understanding Text Formatting Options																		
CLR-5:	To learn the process of Understanding Links																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Drawing & Painting Tools	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Manipulating Animation	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Basics of ActionScript	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Understanding Text Formatting Options	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Understanding Links	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)			15
S-1 to S-8	SLO-1	Exploring the Drawing	
S-9 to S-16	SLO-1	Exploring Painting Tools	
S-17 to S-24	SLO-1	Manipulating Objects	
S-23 to S-32	SLO-1	Manipulating Animation- I	
S-33 to S-40	SLO-1	Manipulating Animation- II	
S-41 to S-48	SLO-1	Basics of ActionScript- I	
S-49 to S-56	SLO-1	Basics of ActionScript- II	
S-57 to S-64	SLO-1	Basics of ActionScript- III	
S-65 to S-72	SLO-1	Basics of ActionScript- IV	
S-73 to S-80	SLO-1	Understanding Text Formatting Options- I	
S-81 to S-88	SLO-1	Understanding Text Formatting Options- II	
S-89 to S-96	SLO-1	Creating a Table- I	
S-97 to S-104	SLO-1	Creating a Table- II	
S-105 to S-112	SLO-1	Understanding Links- I	
S-113 to S-120	SLO-1	Understanding Links- II	

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries TWO marks)
(FOUR exercises x 02 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)

1. Exploring the Drawing   : 1 Week
    Minimum 01 class works   : Record works- 1 no.
2. Exploring Painting Tools   : 1 Week
    Minimum 01 class works   : Record works- 1 no.
3. Manipulating Objects   : 1 Week
    Minimum 01 class works   : Record works- 1 no.
4. Manipulating Animation   : 2 Weeks
    Minimum 01 class works   : Record works- 1 no.
5. Basics of ActionScript   : 4 Weeks
    Minimum 01 class works   : Record works- 1 no.
6. Understanding Text Formatting Options   : 2 Weeks
    Minimum 01 class works   : Record works -1 no.
7. Creating a Table   : 2 Weeks
    Minimum 01 class works   : Record works -1 no.
8. Understanding Links   : 2 Weeks
    Minimum 01 class works   : Record works -1 no.

Record Works:

1. Create Commercial advertisement (THREE Exercises)
2. Create Title Animation for Production house (ONE Exercise)
3. Create Greeting Card (GIF format) (ONE Exercise)
4. Character animation for 30 sec (ONE Exercise)

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

Learning Resources	***Practical:*** 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. *Marschner (2015). Fundamentals of Computer Graphics, Fourth edition, Taylor & Francis Group, India.* 4. *Debra Keller (2013). Creating 2D Animation with the Adobe Creative Suite, Delmar Cengage Learning, UK* 5. *Chanchal Dass (2021). 2D Modelling and Animation: Learn mathematical and scientific concepts through modelling and animation in MS-Excel, First Edition, Notion Press, New Delhi*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)				Final Examination (50% weightage)
		CLA – 1 (10%)	CLA – 2 (10%)	CLA – 3 (20%)	CLA – 4 (10%) #	

		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

\# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - IV

Course Code	ULT23AE2J	Course Name	Applied Tamil- II	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil	
Course Offering Department		Tamil	Data Book / Codes/Standards			Nil	

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	அகராதி, கலைச்சொல் குறித்த நுட்பங்களை அறியச் செய்தல்		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO-3
CLR-2:	நேர்காணல் செய்யும் திறனும் செய்தி வாசிப்பு முறைகளையும் தெரியச் செய்தல்																			
CLR-3:	விமர்சனத்தின் தன்மைகளும் செய்தியறிக்கை தயாரிக்கும் முறையையும் அறியச் செய்தல்																			
CLR-4:	பேச்சுக்கலையின் தனித்துவங்களைப் புரியச் செய்தல்																			

CLR-5:	கணினித்தமிழின் பல்வேறு நுட்பங்களைத் தெரியச் செய்தல்																	

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																	
CLO-1:	அகராதித்துறை, கலைச்சொல்லாக்கத் துறையைத் தெரிந்துகொள்ளுதல்	2	75	60	H	L	H	M	H	H	L	M	H	M	L	H	-	-	-
CLO-2:	ஊடகங்களில் மொழி ஆளுமையோடு செயல்படும் திறன் பெறுதல்	2	80	70	H	M	H	L	M	H	L	H	M	L	H	H	-	-	-
CLO-3:	கலை, இலக்கிய விமர்சன முறைகளையும், செய்தியறிக்கை தயாரிக்கும் நுட்பங்களையும் தெரிந்துகொள்ளுதல்	2	70	65	H	L	H	M	H	H	M	H	L	H	M	H	-	-	-
CLO-4:	பல்வேறு வடிவங்களைக் கொண்ட பேச்சுக்கலையை அறிவதன்வழி, சிறந்த மேடைப் பேச்சாளராக உருவாகும் தகுதியைப் பெறுதல்	2	70	70	H	M	H	L	H	M	M	H	H	L	H	H	-	-	-
CLO-5:	தமிழைக் கணினி வழி, இணையம் வழி கொண்டுசேர்க்கும் உலகளாவிய செயல்பாடுகளை அறிந்துகொள்ளுதல்	2	80	70	H	M	H	H	M	H	L	M	H	L	H	H	-	-	-

	Duration (hour)	9	9	9	9	9
S-1	SLO-1	தமிழில் அகராதிகள்	நேர்காணல் அறிமுகம்	விமர்சனம் – அறிமுகம்	பேச்சுக்கலை	கணினித்தமிழ்
	SLO-2	ஒரு மொழி/ இருமொழி அகராதி	ஆளுமைத்திறன்	விமர்சனத்தின் நோக்கம்	பேச்சின் அடிப்படைகள்	கணினி வழித் தட்டச்சு
S-2	SLO-1	பன்மொழி அகராதி	நோக்கம் – கண்டறிதல்	விமர்சன வகைகள்	தன்னம்பிக்கையும் பேச்சும்	தட்டச்சு செய்யும் மென்பொருட்கள்
	SLO-2	உயிர்/ மெய் எழுத்துகள்	நேர்காணல் முறைகள்	இலக்கிய விமர்சனம்	பேச்சின் வகைகள்	எழுத்துருக்கள்
S-3	SLO-1	உயிர்மெய் எழுத்துகள்	இனிய சொற்கள் பயன்பாடு	திரை விமர்சனம்	மேடைப் பேச்சு	யூனிகோடு எழுத்துருக்கள்/ பிற எழுத்துருக்கள்
	SLO-2	அகராதிக்கான அடிப்படைகள்	நேர்காணல் வகைகள்	கலை விமர்சனம்	பட்டிமன்றப் பேச்சு	குரல் வழி தட்டச்சு

S-4	SLO-1	அகராதி உருவாக்கப் பயிற்சி	நேரடியாக வினா விடை	விமர்சகர் தகுதிகள்	சொற்பொழிவு முறை	எழுத்து வழி தட்டச்சு
	SLO-2	அகராதி உருவாக்கப் பயிற்சி	அச்சு ஊடக நேர்காணல்	தேர்ந்த புலமை	பேச்சின் நுட்பங்கள்	தட்டச்சு செய்யும் பயிற்சி
S-5	SLO-1	கலைச்சொல் அறிமுகம்	காட்சி ஊடக நேர்காணல்	எழுத்துவடிவ விமர்சனம்	பேச்சாளர்களும் பேசும் முறைகளும்	தட்டச்சு செய்யும் பயிற்சி
	SLO-2	பிறமொழிச் சொற்களும் தமிழில் கலைச் சொற்களும்	கேட்பு ஊடக நேர்காணல்	காட்சி வடிவ விமர்சனம்	பேச்சு - எடுத்துரைப்பும் உடல்மொழியும்	பிழை திருத்திகள்
S-6	SLO-1	கலைச்சொல்லாக்க நெறிமுறைகள்	கள ஆய்வில் நேர்காணல்	விமர்சனம் செய்யும் பயிற்சி	நவீன தொழில்நுட்பங்களில் பேச்சு முறைகள்	தமிழில் பிழை திருத்தம் செய்யும் மென்பொருட்கள்
	SLO-2	கலைச்சொல் உருவாக்க உத்திகள்	நேர்காணல் செய்யும் பயிற்சி	விமர்சனம் செய்யும் பயிற்சி	பேச்சாளர்க்குரிய தகுதிகள்	வலைப்பூ உருவாக்கம்
S-7	SLO-1	துறைசார் சொற்கள்	நேர்காணல் செய்யும் பயிற்சி	செய்தியறிக்கை	பேச்சுப் பயிற்சி	வலைப்பூவில் எழுதும் முறைகள்
	SLO-2	புதிய கண்டுபிடிப்புகளும் கலைச்சொற்களும்	செய்தி வாசிப்பு முறைகள்	சமூக நிகழ்வை எழுதுதல்	பேச்சுப் பயிற்சி	வலைப்பூவின் பயன்கள்
S-8	SLO-1	பயன்பாட்டுச் சொற்கள்	செய்தி வாசிப்பு நுட்பங்கள்	செய்தியாளர்க்குரிய தகுதிகள்	கலந்துரையாடலின் நோக்கம்	தமிழ் இணைய நூலகங்கள்
	SLO-2	கலைச்சொல்லாக்கப் பயன்பாடுகள்	உச்சரித்தல்	உற்றுநோக்குதல்	கலந்துரையாடலின் தனித்தன்மைகள்	இணைய நூலகப் பயன்பாடுகள்
S-9	SLO-1	கலைச்சொல் உருவாக்கப் பயிற்சி	பிழையின்றி வாசித்தல்	சமநிலையில் எழுதுதல்	தம் கருத்தைத் தெளிவாக உரைத்தல்	தமிழ்த் தொடரடைவுகள்
	SLO-2	கலைச்சொல் உருவாக்கப் பயிற்சி	வாசித்தலும் உணர்வும்	செய்தியறிக்கை தயாரித்தல்	கலந்துரையாடல் பயிற்சி	தொடரடைவின் பயன்பாடுகள்

Learning Resources	*Theory:* 1. அகராதியியல், பெ. மாதையன், தமிழ்ப் பல்கலைக்கழகம், தஞ்சாவூர், 1997. 2. பேச்சுக்கலை, ம. திருமலை, மீனாட்சி புத்தக நிலையம், மயூராவளாகம், மதுரை, 2009.

3. பேச்சாளராக, அ.கி.பரந்தாமனார், பாரி நிலையம், சென்னை, 1961
4. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியன், சந்திரோதயம் பதிப்பகம், மதுரை, 2020.
5. நேர்காணல், மின்னூலகம், தமிழ் இணையக் கல்விக் கழகம், https://www.tamilvu.org/

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. P. R. Subramanian, Director, Mozhi Trust, Thiruvanmiyur, Chennai – 600 041.	1. Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1. Dr. B. Jaiganesh, Associate Professor & Head, Dept. of Tamil, CSH, SRMIST, KTR.
		2. Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, CSH, SRMIST, VDP.
		3. Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, CSH, SRMIST, RMP.
		4. Dr. T. R. Hebzibah Beulah Suganthi, Assistant Professor, Dept. of Tamil, CSH, SRMIST, KTR.
		5. Dr. S. Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.

SEMESTER - IV

Course Code	ULH23AE2J	Course Name	Applied Hindi- II	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department	*Hindi*	Data Book / Codes/Standards		Nil							

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To find and analyze different types of Cinemas	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO-3
CLR-2:	To Discover the print Media in the present World																		
CLR-3:	Writing report for Employability																		
CLR-4:	Writing Reviews and Create Job Oriented learning																		
CLR-5:	To Acquire technical words for various job Prospects																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	To Understand the History and Documentary in Hindi Cinema	2	75	80	H	H	H	M	L	H	L	M	L	L	H	M	-	-	-
CLO-2:	To Comprehend Media Studies	2	80	90	H	H	H	M	L	H	H	M	L	L	H	M	-	-	-
CLO-3:	To Evaluate report Writing	2	75	95	H	H	M	L	H	H	M	H	M	M	H	H	-	-	-
CLO-4:	Enhance their Writing Skills in Media Studies	2	80	90	H	H	L	H	M	H	L	H	H	M	H	H	-	-	-
CLO-5:	To Understand and usage of technical words in Hindi	2	85	90	M	H	M	H	L	H	H	L	H	M	H	H	-	-	-

Duration (hour)		9	9	9	9	9
S-1	SLO-1	HINDI CINEMA	MEDIA AUR HINDI BHASHA	REPORTARJ LEKHAN	FILM REVIEW& VIGYAPAN	PARIBHASHIK SHABDAVALI
	SLO-2	CINEMA KI AVDHARNA	AVDHARNA	AVDHARNA	ARTH	ARTH
S-2	SLO-1	UDBHAV	SWARUP	SWARUP	PARIBHASHA	PARIBHASHA
	SLO-2	VIKASH	MAHATVA	UDDESHYA	SWARUP	SWARUP
S-3	SLO-1	DOCUMENTRI MOVE KI AVDHARNA	MEDIA MEN BHASHA KA PRAYOG	MAHATVA	AWADHARNA	PRAKAR
	SLO-2	COMERCIAL MOVE KI AVDHARNA	UTTARDAYITVA	REPORTARJ LEKHAN KE PRATI RUCHI JAGANA	FILM REVIEW KA MAHATTVA	AVADHARNA
S-4	SLO-1	PRAYOJAN	PRINT MEDIA	REPORTAJ KI BHUMIKA	VIGYAPAN AUR BAZAR	PRAYOJAN

	SLO-2	*UDDESHYA*	*ELECTRONIC MEDIA*	*PRAYOJAN*	*VIGYAPAN AUR ROZGAR*	*UDDESHYA*
S-5	**SLO-1**	*MAHATVA*	*MEDIA KI JIMMEDARI*	*PRAYOG*	*PRINT VIGYAPAN*	*MAHATVA*
	SLO-2	*PRAKAR*	*SMACHAR LEKHAN*	*UTTARDAYITVA*	*VIGYAPAN KI BHASHA*	*PRAYOG*
S-6	**SLO-1**	*PRISHTHBHUMI*	*REPORTER KE GUN*	*RIPOTARJ LEKHAN*	*AWADHARNA*	*UDDESHYA*
	SLO-2	*KARYASHALA*	*SAHAJTA*	*PUNRIKSHAN*	*ARTH*	*TAKANIKI SHABDAVALI KA MHATVA*
S-7	**SLO-1**	*DOCUMENTRY KI VIDHI*	*NISPAKSHTA*	*LEKHAN VIDHI*	*PARIBHASHA*	*HINDI SE ANGREZI SHABD*
	SLO-2	*DOCUMENTRY AUR COMERCIAL MOVE MEN ANTAR*	*PEET PATRAKARITA*	*SAMAJIK DAYRA*	*SWARUP*	*ANGREZI SE HINDI SHABD*
S-8	**SLO-1**	*COMERCIAL KI VIDHI*	*UTTARDAYITVA*	*SAHITYA ME RIPOTARJ LEKHAN*	*VIGYAPAN KE PRAKAR*	*EK DIN EK SHABD*
	SLO-2	*MOVE VISLESHAN*	*BHASHA GYAN*	*PARIYOJNA KARYA*	*VIGYAPAN KI VISHESHTAYEN*	*SHABDON KA VISLESHAN*
S-9	**SLO-1**	*PARICHARCHA*	*PARICHARCHA*	*PARICHARCHA*	*VIGYAPAN MANG*	*PATH PRICHARCHA*
	SLO-2	*PRASHNABHYASH*	*PRASHNABHYASH*	*PRASHNABHYASH*	*VIGYAPAN KA PRABHAV*	*PRASHNABHAYASH*

Learning Resources	*Theory:*
	*Edited **B**ook: "PRAYOJAN MULOK HINDI", SRIJONLOK PUBLICATION, 2023, New Delhi*
	  1. *Srijanlok Literary Magazine, Ara (Bihar – 802301)*
	  2. *https://hindisamay.com/*
	  3. *https://ncert.nic.in/textbook.php?fhbr1=0-12*
	  4. *Prayojan mulak Hindi, Dr. Sontakke*
	  5. *https://rajbhasha.gov.in/hi/ol_clause*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Shri. Santosh Kumar, Editor- Srijanlok Magazine, Vashishth Nagar, Agra- 802301.	1. Prof. (Dr.) S. Narayan Raju, Head, Department of Hindi, CUTN, Tamil Nadu	1. Dr. S Preeti. Associate Professor & Head, SRMIST. 2. Dr. Md. S. Islam Assistant Professor, SRMIST. 3. Dr. S. Razia Begum, Assistant Professor, SRMIST. 4. Dr. Nisha Murlidharan Assistant Professor, VDP, SRMIST.

SEMESTER - IV

Course Code	ULF23AE2J	Course Name	French for Specific purpose- II	Course Category	AE	Ability Enhancement Courses	L	T	P	O	C
							1	0	2	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	French		Data Book / Codes/Standards	Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	Strengthen the language of the students both in oral and written	Thinking	Proficiency	Attainment		Application of	Link with Related	Procedural Knowledge	Specializati	Ability to Utilize	Skills in Modeling	Analyze, Interpret	Investigativ e Skills	Solving	Communic ation Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	Express their sentiments, emotions, and opinions, reacting to information, situations																		
CLR-3:	Make them learn the basic rules of French Grammar.																		
CLR-4:	Develop strategies of comprehension of texts of different origin																		

| CLR-5: | Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French | | | | | | | | | | | | | | | | | |

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																	
CLO-1:	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French	2	75	80	H	M	H	H	M	H	H	L	M	M	H	L	-	-	-
CLO-2:	To strengthen the knowledge on concept, culture, civilization, and translation of French	2	80	90	M	H	L	H	H	M	H	M	L	L	H	M	-	-	-
CLO-3:	To develop content using the features in French language	2	75	80	H	H	L	M	H	M	L	H	M	M	H	H	-	-	-
CLO-4:	To interpret the French language into other language	2	75	90	H	L	M	H	M	H	H	M	L	H	M	L	-	-	-
CLO-5:	To improve the communication, intercultural elements in French language	2	80	75	M	H	H	L	M	M	H	H	M	L	H	M	-	-	-

Duration (hour)		9	9	9	9	9
S-1	SLO-1	TOEIC	Les quantificateurs	Les prépositions de lieu	Les verbes irréguliers	La négation
	SLO-2	Qu'est-ce que c'est/	le génitif	Les activités	le futur et	l'interrogation
S-2	SLO-1	À qui est-il destiné ?	Les adjectifs	Les prépositions de temps -	le conditionnel	Les activités
	SLO-2	Les compétences évaluées	et pronoms possessifs	Les activités	les modaux	l'exclamation
S-3	SLO-1	Le nom	les pronoms	les temps et	La suggestion	Les activités
	SLO-2	Le pluriel des noms	Les pronoms personnels	Les activités	le conseil	l'emphase
S-4	SLO-1	Les indénombrables	les pronoms compléments	les aspects-	Les exemples	Les exemples
	SLO-2	Les noms composés	Les activités	Les activités	le reproche	Les activités
S-5	SLO-1	L'adjectif	pronoms réfléchis	Le présent simple	Les activités	l'impératif

	SLO-2	Les comparatifs	Les activités	Les activités	L'obligation	Les activités
S-6	**SLO-1**	les superlatifs	les adverbes	Le présent be+ing	la permission	la voix passive
	SLO-2	les articles définis (the)	Les activités	Les activités	l'interdiction	Les exemples
S-7	**SLO-1**	les articles indéfinis (a, an)	La place de l'adverbe dans la phrase	*Les exemples*	La capacité	les subordonnées relatives
	SLO-2	Les exemples	Les activités	Le prétérit simple - Le prétérit be+ V-ing	l'incapacité	Les activités
S-8	**SLO-1**	Les adjectifs	L'ordre des adverbes	Les exemples	les verbes à particule	Les subordonnées circonstancielles
	SLO-2	Les exemples	Les activités	- Le présent perfect be+ing	les verbes suivis de V-ing	Les activités
S-9	**SLO-1**	pronoms possessifs (this et that)	les prépositions-	Le past perfect simple -	d'un infinitif avec sans to	A ne pas confondre
	SLO-2	Les activités	Les exemples	Le past perfect be + ving -	Les exemples	Les activités

Learning Resources	*Theory*: 1. ''*Réussir le noueau TOEIC*'' Détails des épreuves, méthodologie, grammaire, et vocabulaire, Studyrama. 2. *https://www.fluentu.com/blog/french/french-grammar* 3. *https://www.elearningfrench.com/learn-french-grammar-online-free.html* 4. *https://www.lawlessfrench.com/grammar* 5. *https://blog.gymglish.com/2022/12/15/basic-french-grammar*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	30%	30%	20%	20%	20%	20%	30%	-
	Understand										

Level 2	Apply	40%	50%	50%	40%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	30%	20%	20%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Expert from Higher Technical Institutions**	**Internal Experts**
1. Mr. Kavaskar Danasegarane Process Expert Maersk Global Service Center Pvt. Ltd	1. Dr. C.Thirumurugan Professor, Department of French, Pondicherry University	1. Mr. Kumaravel K. Assistant Professor & Head, SRMIST, KTR
2. Mr. Sharath Raam Prasad Character Designer, Animaker Company Pvt.		2. Mrs. Abigalai Assistant Professor, SRMIST, VDP

SEMESTER - III

Course Code	UVC23G02T	Course Name	European and Latin American Cinema	Course Category	G	Generic Elective Course	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil					
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards	Nil							

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	*To provide the mastery in German Cinema*	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	*To know the different concept of Soviet Cinema*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	*To understand the purpose of French Cinema*																		
CLR-4:	*To impart the fundamentals of Italian Cinema*																		
CLR-5:	*To learn the process Latin American Cinema*																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	*Students would learn the basics of German Cinema*	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	*Students would know the concept of Soviet Cinema*	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-

CLO-3:	*Students would gain knowledge about French Cinema*	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	*Students would learn fundamentals of Italian Cinema*	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	*Students would learn to process of Latin American Cinema*	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	**SLO-1**	German Expressionism- Style & Characteristics- I	Soviet Cinema- Arrival & early films- I	French Cinema- Beginning	Italian Cinema- Beginning	Latin American Cinemas- Origin
	SLO-2	German Expressionism- Style & Characteristics- II	Soviet Cinema- Arrival & early films- II	French yearly cinema	Italian early cinema	Beginning of Latin American Cinemas
S-2	**SLO-1**	The Cabinet of Dr. Caligari & Metropolis- I	Cinema of the Russian Empire- I	The Age of Silence & Giants- I	Golden Age of Italian Cinema- I	Brazilian Cinema- Beginning
	SLO-2	The Cabinet of Dr. Caligari & Metropolis- II	Cinema of the Russian Empire- II	The Age of Silence & Giants- II	Golden Age of Italian Cinema- II	Brazilian early cinema
S-3	**SLO-1**	Golden Age of German Film- I	Soviet Union & Russian Revolution films- I	French Impressionism & Surrealism- I	Great crisis of Italian Cinema- I	Golden Age of Brazilian Cinema- I
	SLO-2	Golden Age of German Film- II	Soviet Union & Russian Revolution films- II	French Impressionism & Surrealism- II	Great crisis of Italian Cinema- II	Golden Age of Brazilian Cinema- II
S-4	**SLO-1**	Third Reich Films- I	Soviet Montage- Lev Kuleshov- I	French New Wave- I	Golden Era of Italian Surrealism- I	Pivotal Moment & Brazilian Novo Cinema- I
	SLO-2	Third Reich Films- II	Soviet Montage- Lev Kuleshov- II	French New Wave- II	Golden Era of Italian Surrealism- II	Pivotal Moment & Brazilian Novo Cinema- II
S-5	**SLO-1**	Post World War & New German Cinema- I	Soviet Montage- Vsevelod Pudovkin- I	Perfect Shade of Grey & Polars and Politics- I	Post-modern Italian Film- I	Argentine Cinema- Beginning
	SLO-2	Post World War & New German Cinema- II	Soviet Montage- Vsevelod Pudovkin- II	Perfect Shade of Grey & Polars and Politics- II	Post-modern Italian Film- II	Argentine early cinema
S-6	**SLO-1**	Great Personalities of German Cinema- I	Soviet Montage- Sergei Eisenstein- I	Fall and rise of French Cinema- I	Great Personalities of Italian Cinema- I	Argentine Cinema of the 60's and 70's- I
	SLO-2	Great Personalities of German Cinema- II	Soviet Montage- Sergei Eisenstein- II	Fall and rise of French Cinema- II	Great Personalities of Italian Cinema- II	Argentine Cinema of the 60's and 70's- II

S-7	**SLO-1**	*Berlin International Film Festival- I*	*Great Personalities of Soviet Cinema- I*	*The Age of Auteur- I*	*Iranian Cinema- Beginning*	*Golden Age of Argentine Cinema- I*
	SLO-2	*Berlin International Film Festival- II*	*Great Personalities of Soviet Cinema- II*	*The Age of Auteur- II*	*Iranian early cinema*	*Golden Age of Argentine Cinema- II*
S-8	**SLO-1**	*British Cinema- Early Period & Government Support- I*	*Late Soviet & New Russian Cinema- I*	*Great Personalities of French Cinema- I*	*Early Persian & Pre- Iranian Revolution Cinema- I*	*Mexican Cinema- Beginning*
	SLO-2	*British Cinema- Early Period & Government Support- II*	*Late Soviet & New Russian Cinema- II*	*Great Personalities of French Cinema- II*	*Early Persian & Pre- Iranian Revolution Cinema- II*	*Mexican early cinema*
S-9	**SLO-1**	*American Export Film & Post-World War Boom- I*	*Spanish Cinema- Early & Silent films- I*	*Cannes International Film Festival- I*	*Islamic Republic of Iran Cinema- I*	*Mexican Golden Age of Cinema- I*
	SLO-2	*American Export Film & Post-World War Boom- II*	*Spanish Cinema- Early & Silent films- II*	*Cannes International Film Festival- II*	*Islamic Republic of Iran Cinema- II*	*Mexican Golden Age of Cinema- II*
S-10	**SLO-1**	*American Intervention and Current Status of British Cinema- I*	*Spanish Cinema- Spanish Cinema & Spanish Civil War- I*	*Hungarian Cinema- Beginning*	*Iranian Commercial & New Wave Cinema- I*	*Beginning & Post Revolutionary cinema in Cuba- I*
	SLO-2	*American Intervention and Current Status of British Cinema- II*	*Spanish Cinema- Spanish Cinema & Spanish Civil War- I*	*Hungarian early cinema*	*Iranian Commercial & New Wave Cinema- II*	*Beginning & Post Revolutionary cinema in Cuba- II*
S-11	**SLO-1**	*Great Personalities of British Cinema- I*	*Films Under Franco & Democratic Period- I*	*Rebirth of Popular Hungarian Cinema- I*	*Iranian Women's Cinema- I*	*International Co-productions of Cuba Cinema- I*
	SLO-2	*Great Personalities of British Cinema- II*	*Films Under Franco & Democratic Period- II*	*Rebirth of Popular Hungarian Cinema- II*	*Iranian Women's Cinema- II*	*International Co-productions of Cuba Cinema- II*
S-12	**SLO-1**	*British Academy Film Awards- I*	*Great Personalities of Spanish Cinema- I*	*Great Personalities of Hungarian Cinema- I*	*Great Personalities of Iranian Cinema- I*	*Cinema in the Caribbean Basin- I*
	SLO-2	*British Academy Film Awards- II*	*Great Personalities of Spanish Cinema- II*	*Great Personalities of Hungarian Cinema- II*	*Great Personalities of Iranian Cinema- II*	*Cinema in the Caribbean Basin- II*

UNIT I: German Expressionism- Style & Characteristics, The Cabinet of Dr. Caligari & Metropolis; Golden Age of German Film; Third Reich Films; Post World War Films; The New German Cinema- Fritz Lang; Great Personalities of German Cinema, Berlin International Film Festival; British Cinema- Early Period; Government Support; American Export Film; Post-World War Boom; American Threat and Intervention; Current Status of British Cinema; Great Personalities of British Cinema; British Academy Film Awards.

UNIT II: Soviet Cinema- Cinema of the Russian Empire; Cinema of the Soviet Union; Russian Revolution; Soviet Montage- Lev Kuleshov, Vsevelod Pudovkin, Sergei Eisenstein; Late Soviet Cinema; Great Personalities of Soviet Cinema; New Russian Cinema; Spanish Cinema- Early films; Silent Movies; Arrival of Sound; Spanish Civil War; Films Under Franco; Democratic Period; Great Personalities of Spanish Cinema.

UNIT II: French Cinema- The Beginning; The Age of Silence; The Age of Giants; Years of Darkness; French Impressionism & Surrealism; The French New; A Perfect Shade of Grey; The New Wave; Polars and Politics; Fall and rise of French Cinema; The Age of Auteur; Great Personalities of French Cinema; Cannes International Film Festival; Hungarian Cinema- Beginning; Rebirth of Popular Hungarian Cinema; Great Personalities of Hungarian Cinema.

UNIT IV: Italian Cinema- Beginning; Golden Age of Italian Cinema; Great crisis of Italian Cinema; Golden Era of Italian Surrealism; Post-modern Italian Film; Great Personalities of Italian Cinema; Venice Film Festival; Iranian Cinema- Beginning; Early Persian Cinema; Pre & Post- Iranian Revolution Cinema; Islamic Republic of Iran Cinema; Commercial Iranian Cinema; Iranian New Wave Cinema; Iranian Women's Cinema; Great Personalities of Iranian Cinema.

UNIT V: Latin American Cinemas; Brazilian Cinema- Beginning; Golden Age of Brazilian Cinema; Pivotal Moment for Brazilian Cinema; Cinema Novo; Recent Brazilian Cinemas; Argentine Cinema- Beginning; Cinema of the 60's and 70's; Spring Argentine Cinema; Golden Age of Argentine Cinema; Mexican Cinema- Beginning; Mexican Golden Age of Cinema; Cinema in Cuba; Post Revolutionary cinema in Cuba; Cuban Institute of Cinematographic Art and Industry (ICAIC); International Co-productions of Cuba Cinema; Cinema in the Caribbean Basin.

Learning Resources	*Theory:* 1. *Thomas Elsaesser (1989). New German Cinema: A History, First Edition, Rutgers University Press, UK.* 2. *Birgit Beumers (2008). A History of Russian Cinema, First Edition, Berg Publishers, UK.* 3. *Peter Bondanella & Federico Pacchioni (2017). A History of Italian Cinema, Second Edition, Bloomsbury Academic, UK.* 4. *Hamid Reza Sadr (2006). Iranian Cinema: A Political History, First Edition, I.B. Tauris, USA* 5. *Geoffrey Nowell-Smith (1997). The Oxford History of World Cinema, Oxford press, UK.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

\# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information	*1. Dr. S Nandakumar, Professor and Head*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*

Bureau, Chennai. *Email: muralisarang@gmail.com*	*Department of Journalism & Mass Communication* *Priya University, Salem* *Email: nandakumar.su@gmail.com*	*2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR*
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - IV

Course Code	UVC23S02L	Course Name	Professional Photography	Course Category	S	Skill Enhancement Courses	L	T	P	O	C
							0	0	4	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards			Nil						

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:		*To provide the mastery in basics of Photo Manipulation*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:		*To know the different concept of Studio Lighting Techniques*																		
CLR-3:		*To understand the purpose of Outdoor Lighting Techniques*																		
CLR-4:		*To impart the fundamentals of Framing Techniques*																		
CLR-5:		*To learn the process of Composition Techniques*																		
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1:		*Students would learn the basics of Photo Manipulation*	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:		*Students would know the concept of Studio Lighting Techniques*	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:		*Students would gain knowledge about Outdoor Lighting Techniques*	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:		*Students would learn fundamentals of Framing Techniques*	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:		*Students would learn to process of Composition Techniques*	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-4	SLO-1	*Different aperture shots*
S-5 to S-8	SLO-1	*Different shutter shots Operation*
S-8 to S-12	SLO-1	*Different lens and shots*

S-13 to S-16	SLO-1	*Different Focal Length Shots*
S-17 to S-20	SLO-1	*Photo Manipulation- I*
S-21 to S-24	SLO-1	*Photo Manipulation- II*
S-25 to S-28	SLO-1	*Photo Manipulation- III*
S-29 to S-32	SLO-1	*Studio Lighting Techniques- I*
S-33 to S-36	SLO-1	*Studio Lighting Techniques- II*
S-37 to S-40	SLO-1	*Studio Lighting Techniques- III*
S-41 to S-44	SLO-1	*Outdoor Lighting Techniques- I*
S-45 to S-48	SLO-1	*Outdoor Lighting Techniques- II*
S-49 to S-52	SLO-1	*Outdoor Lighting Techniques- III*
S-53 to S-56	SLO-1	*Framing Techniques*
S-57 to S-60	SLO-1	*Composition Techniques*

CLASS EXERCISE:

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

1. Different aperture shots : 1 Week
   Minimum 2 class works : Record works- 1 no.
2. Different shutter shots Operation : 1 Week
   Minimum 2 class works : Record works- 1 no.
3. Different lens and shots : 1 Week
   Minimum 2 class works : Record works- 1 no.
4. Different Focal Length Shots : 1 Week
   Minimum 2 class works : Record works- 1 no.
5. Photo Manipulation : 3 Weeks
   Minimum 4 class works : Record works- 2 nos.
6. Studio Lighting Techniques : 3 Weeks
   Minimum 2 class works : Record works- 1 no.
7. Outdoor Lighting Techniques : 3 Weeks

Minimum 2 class works   : Record works- 1 no.
8.   Framing Techniques   : 1 Week

Minimum 2 class works   : Record works- 1 no.
9.   Composition Techniques   : 1 Week

Minimum 2 class works   : Record works- 1 no.

Record Works:

1. Product Photography (Three Exercise)
2. Photo- Journalism (Three Exercise)
3. Food Photography (Three Exercise)
4. Model Photography (Three Exercise)
5. Sports Photography (Three Exercise)

(The students must submit all the exercises as Record Work for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Practical:* 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* 4. *Ian Jeffrey (2000). The Photography Book, First Edition, Focal Press, UK* 5. *Michael Langford (2000). Basic Photography, First Edition, Focal Press, UK.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information	*1. Dr. S Nandakumar, Professor and Head*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*

Bureau, Chennai. Email: muralisarang@gmail.com	Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - IV

Course Code	UCD23V06T	Course Name	Career Readiness and Leadership Management	Course Category	V	Value Addition Course	L	T	P	O	C
							2	0	0	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil				
Course Offering Department	Career Guidance Cell		Data Book / Codes/Standards		Nil				

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	Enable students to understand reasoning skills and mathematical concepts	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Prepare students for job interviews																		
CLR-3:	Help learners to develop the vocabulary of a general kind by developing their reading skill				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-4:	Nurture a creative and professional mindset																		
CLR-5:	Develop life-long skills students can use to seek jobs, internships and make career changes																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:	Solve the problems on reasoning	3	80	75	H	M	-	-	-	M	-	H	-	H	-	H	M	-	-
CLO-2:	Face interviews confidently	3	80	75	-	-	M	-	M	-	-	-	L	-	H	-	-	H	H
CLO-3:	Develop comprehension and interpretation skills	3	75	70	H	M	-	M	H	-	M	-	-	-	-	M	-	H	M
CLO-4:	Use design thinking as a strategy	3	75	70	H	-	M	M	-	H	-	-	-	M	-	H	-	H	M
CLO-5:	Assist students in choosing a career path during their course	3	75	70	-	M	M	-	H	-	M	-	-	-	H	-	-	H	H

Duration	12	12	12	12	12

		(hour)				
S-1	SLO-1	*Partnership*	*Self-Image and Self-Presentation*	*Extempore Practice Session*	*Entrepreneurship - Introduction*	*Decision Making*
	SLO-2	*Partnership related solving problems*	*Etiquettes*	*Extempore Practice Session*	*Entrepreneurship - Vision, Value Proposition*	*Decision Making – Activity*
S-2	SLO-1	*Cryptarithmetic*	*Interview Skills – Introduction*	*How to approach Virtual & In Person Interviews*	*Entrepreneurship - Business Model*	*Leadership Skills - Ethics & Ethical Decision Making*
	SLO-2	*Cryptarithmetic – solving problems*	*Do's and Don'ts During Interview*	*Tips & Tricks to Crash Interview*	*Entrepreneurship – Revenue Streams*	*Leadership Skills -Decision Making – Case Study*
S-3	SLO-1	*Ordering, Ranking*	*Mock Interview – Session 1*	*Types of Paragraphs*	*Entrepreneurship - Sales*	*Management – Definition*
	SLO-2	*Grouping*	*Mock Interview – Session 2*	*Paragraph Forming Questions*	*Entrepreneurship - Marketing Channels*	*Manager – Traits*
S-4	SLO-1	*Venn Diagrams*	*Mock Interview – Session 3*	*Types of Sentences*	*Entrepreneurship - Quality Control*	*Leadership Skills - Management Challenges*
	SLO-2	*Venn Diagrams solved questions*	*Mock Interview – Session 4*	*Ordering of Sentences*	*Entrepreneurship - Customer Feedback*	*Change Management*
S-5	SLO-1	*Races and Games*	*HR Round – Practice Session*	*Skimming & Scanning*	*Leadership Skills*	*Novel Ways to Manage Energy in Work Place – activity*
	SLO-2	*Problems on Ages*	*HR personal Interview -Session*	*Reading Comprehension*	*Leadership Skills Strategy*	*Energy Management*
S-6	SLO-1	*Clocks & Calendars*	*Email Etiquettes*	*Restatement*	*Leadership Skills – Planning*	*Work Force management*
	SLO-2	*Identification of Cross Variable Relation*	*Email Drafting – Do's and Don'ts*	*Most Appropriate Restatement*	*Types of Leadership*	*Grievance Redressal Policy in Organizations*

Learning Resources	*Theory:* 1. *Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition* 2. *Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition* 3. *Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition*

4. *Bhatnagar R P, English for Competitive Examinations, Trinity Press, 2016.*
5. *Craig E Johnson, Meeting the ethical challenges of leadership, Sage publications, 2018*
6. *Allan R Cohen, David L Bradford, Influence without authority, Wiley, 2018*
7. *T V Rao, Managers who make a difference: Sharpening your management skill, Random House India, 2016.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)	CLA-4 (30%) #
		Theory	Theory	Theory	Theory
Level 1	Remember	10%	10%	30%	30%
	Understand				
Level 2	Apply	50%	50%	40%	40%
	Analyze				
Level 3	Evaluate	40%	40%	30%	30%
	Create				
	Total	100 %	100 %	100 %	100 %

CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.

#CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. M. Ponmurugan, Executive PMOSS, Cognizant Technology Solutions India Pvt. Limited, Chennai	*Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidhyapeedam, Coimbatore*	*Dr. Sathish K, HOD, Department of Career Guidance, FSH, SRMIST*
		Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance, FSH, SRMIST

SEMESTER - IV

Course Code	UMI23M01L	Course Name	My India Project	Course Category	G	Generic Elective Course	L	T	P	O	C
							0	0	0	2	0

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil				

Assessment Tools (Fully Internal)	Marks
Review – I (Activities)	*50*

Review – II (Project report and Presentation)	50
Total	100

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SEMESTER - V

Course Code	UVC23501T	Course Name	Indian Constitution and Media Laws	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil					
Course Offering Department		*Visual Communication*	Data Book / Codes/Standards			Nil					

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	*To provide the mastery in Constitution*	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	*To know the different concept of Union Government*																		
CLR-3:	*To understand the purpose of Indian Judiciary System*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-4:	*To impart the fundamentals of Media Laws*																		
CLR-5:	*To learn the process of Regulating the Media Industry*																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	*Students would learn the basics of Constitution*	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	*Students would know the concept of Union Government*	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	*Students would gain knowledge about Indian Judiciary System*	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	*Students would learn fundamentals of Media Laws*	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	*Students would learn to process of Regulating the Media Industry*	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Constitution- Structure & Principle	President- Election & Powers- I	Features of judicial system in India- I	Media Laws- Concept	Regulating the Media Industry- Concept
	SLO-2	Constitution basics	President- Election & Powers- II	Features of judicial system in India- I	Media laws basics	Regulating the Media Industry basics
S-2	SLO-1	Making of Indian Constitution- I	Vice President of India- Election & Powers- I	Supreme Court- Structure and jurisdiction- I	Press and Registration of Books Act 1867- I	Cinematography Act 1952- I
	SLO-2	Making of Indian Constitution- II	Vice President of India- Election & Powers- II	Supreme Court- Structure and jurisdiction- I	Press and Registration of Books Act 1867- II	Cinematography Act 1952- II
S-3	SLO-1	Government of India Act, 1935- I	Prime Minister- Election & Powers- I	High Court- Structure and jurisdiction- I	Indian Press Act 1910- I	Cinematography Act 1952- III
	SLO-2	Government of India Act, 1935- II	Prime Minister- Election & Powers- II	High Court- Structure and jurisdiction- II	Indian Press Act 1910- II	Cinematography Act 1952- IV
S-4	SLO-1	Indian Independence Act, 1947- I	Union Council of Ministers- Election & Powers- I	District Court- Structure and jurisdiction- I	Vernacular Press Act- I	Cine-workers and Cinema Theatre Workers Act 1981- I
	SLO-2	Indian Independence Act, 1947- II	Union Council of Ministers- Election & Powers- II	District Court- Structure and jurisdiction- II	Vernacular Press Act- II	Cine-workers and Cinema Theatre Workers Act 1981- I
S-5	SLO-1	Indian Constitution- Salient Features- I	Lok Sabha- Formation & Powers- I	Session Court - Structure and jurisdiction- I	Working Journalists and Newspaper Employees Act 1955- I	Prasar Bharati Act 1990- I
	SLO-2	Indian Constitution- Salient Features- II	Lok Sabha- Formation & Powers- II	Session Court - Structure and jurisdiction- II	Working Journalists and Newspaper Employees Act 1955- II	Prasar Bharati Act 1990- II
S-6	SLO-1	Indian Constitution- Preamble- I	Rajya Sabha- Formation & Powers- I	Citizen Oriented Measures- Right to Information- I	Working Journalists and Newspaper Employees Act 1955- III	Prasar Bharati Act 1990- III
	SLO-2	Indian Constitution- Preamble- II	Rajya Sabha- Formation & Powers- II	Citizen Oriented Measures- Right to Information- II	Working Journalists and Newspaper Employees Act 1955- IV	Prasar Bharati Act 1990- IV
S-7	SLO-1	Fundamental of Rights- I	Parliamentary Committees & Nomination of Members- I	Citizen Oriented Measures- Public Interest Litigation- I	Copyright Act 1957- I	Television Network (Regulation) Act 1995- I

	SLO-2	*Fundamental of Rights- II*	*Parliamentary Committees & Nomination of Members- II*	*Citizen Oriented Measures- Public Interest Litigation- II*	*Copyright Act 1957- II*	*Television Network (Regulation) Act 1995- II*
S-8	SLO-1	*Fundamental of Duties- I*	*Governor- Nomination & Powers- I*	*Secretariat & Directorate- Structure & Functions- I*	*Copyright Act 1957- III*	*Cable Television Networks (Regulation) Act 1995- I*
	SLO-2	*Fundamental of Duties- II*	*Governor- Nomination & Powers- II*	*Secretariat & Directorate- Structure & Functions- II*	*Copyright Act 1957- IV*	*Cable Television Networks (Regulation) Act 1995- II*
S-9	SLO-1	*Directive Principles of State Policy- I*	*Chief Minister & Council of Ministers- Election & Powers- I*	*Collectorate- Structure & Functions- I*	*Press Council Act 1978- I*	*Radio, Television and Video Cassette Recorder Sets Rules 1997- I*
	SLO-2	*Directive Principles of State Policy- II*	*Chief Minister & Council of Ministers- Election & Powers- II*	*Collectorate- Structure & Functions- II*	*Press Council Act 1978- II*	*Radio, Television and Video Cassette Recorder Sets Rules 1997- II*
S-10	SLO-1	*Article 19 (1) (a)- I*	*Legislative Assembly- Formation & powers- I*	*Zila Panchayat (District)- I*	*Law of Defamation- I*	*Information Technology Act 2000- I*
	SLO-2	*Article 19 (1) (a)- II*	*Legislative Council- Formation & powers- II*	*Zila Panchayat (District)- II*	*Law of Defamation- II*	*Information Technology Act 2000- II*
S-11	SLO-1	*Article 19 (2)- I*	*Indian Administrative & Police Services- I*	*Panchayat Samiti (Block)- I*	*Contempt of Courts Act 1971- I*	*Information Technology Act 2000- III*
	SLO-2	*Article 19 (2)- II*	*Indian Administrative & Police Services- II*	*Panchayat Samiti (Block)- II*	*Contempt of Courts Act 1971- II*	*Information Technology Act 2000- IV*
S-12	SLO-1	*Provisions of Amending the Constitution- I*	*Election Commission- Powers and Functions- I*	*Gram Panchayat (Village)- I*	*Contempt of Courts Act 2005- I*	*Cyber Laws- Concept*
	SLO-2	*Provisions of Amending the Constitution- II*	*Election Commission- Powers and Functions- II*	*Gram Panchayat (Village)- II*	*Contempt of Courts Act 2005- II*	*Cyber laws basics*

UNIT- I: Constitution- Structure & Principle; Making of Indian Constitution; Historical Background- Government of India Act, 1935 & Indian Independence Act, 1947; Indian Constitution- Salient Features & Preamble; Fundamental of Rights & Duties; Directive Principles of State Policy; Freedom of Speech & Expression; Features of Article 19 (1)(a) & Article 19 (2) of Indian Constitution; Provisions of Amending the Constitution.

UNIT- II: Government of the Union; President & Vice President of India- Election and Powers; Political Executive- Prime Minister & Council of Ministers; Legislature of the Union- Lok Sabha & Rajya Sabha- Formation & Powers; Parliamentary Committees; Nomination of Members of Parliament; Government of the States; Governor- Nomination & Powers; Chief Minister & Council of Ministers; Legislative Assembly- Formation & powers; Legislative Council- Formation & powers; Indian Public Services; Election Commission- Powers and Functions.

UNIT- III: Judiciary; Features of judicial system in India; Supreme Court- Structure and jurisdiction; High Court- Structure and jurisdiction; District & Session Court- Structure and jurisdiction; Citizen Oriented Measures- Right to Information & Public Interest Litigation; Secretariat, Directorate and Collectorate- Structure & Functions; Local Government- Zila Panchayat (District), Panchayat Samiti (Block), Gram Panchayat (Village)- Powers & Functions.

UNIT- IV: Media Laws- Definition & Concept; History of Media Laws in India- Press and Registration of Books Act 1867, Indian Press Act 1910, Vernacular Press Act; Post Independent Media Laws- Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955, Copyright Act 1957, Press Council Act 1978; Specified Press Laws- Law of Defamation, Contempt of Courts Act 1971 & Act 2005.

UNIT- V: 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 Cyber laws.

Learning Resources	***Theory:*** 1. *Durga Das Basu (2019). Introduction to the Constitution of India, 24th Edition, Lexis Nexis, New Delhi* 2. *Valerian Rodrigues & B.L. Shankar (2014). The Indian Parliament: A Democracy at Work, Reprint edition, Oxford University Press, UK.* 3. *Austin Granville (2003). Working in a Democratic Constitution: A History of the Indian Experience, First Edition, Oxford University Press, UK.* 4. *Vishnoo Bhagwan (2011). Indian Administration, First Edition, S Chand & Company.* 5. *Devesh Kapur & Pratap Bhanu Mehta (2007). Public Institutions in India: Performance and Design, First Edition, Oxford University Press, UK.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR* *2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR* *3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR* *4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR*

Course Code	UVC23502T	Course Name	Digital Film Making	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in Film Production																		
CLR-2:	To know the different concept of Digital Camera	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	To understand the purpose of Tripod and Camera Accessories																		
CLR-4:	To impart the fundamentals of Film Editing and Techniques																		
CLR-5:	To learn the process of Sound and Sound Techniques																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Film Production	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Digital Camera	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Tripod and Camera Accessories	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Film Editing and Techniques	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Sound and Sound Techniques	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Film Production- Stages Film Production- Concept	Digital Camera- Concept	Tripod- Concept	Film Editing- Concept	Sound & Noise- Concept
	SLO-2	Film production- Stages Film Production basics	Digital Camera basics	Tripod basics	Film editing basics	Sound & Noise basics
S-2	SLO-1	Pre-Production- Film Scripting- I	Types of Digital Camera- I	Types of Tripods- I	Techniques of Film Editing- I	Sound & Human Ear- Concept

	SLO-2	*Pre-Production- Film Scripting- II*	*Types of Digital Camera- II*	*Types of Tripods- II*	*Techniques of Film Editing- II*	*Human Ear basics*
S-3	SLO-1	*Pre-Production- Film Production Team- I*	*Parts of Digital Camcorde- I*	*Tripod Heads & its types- I*	*Linear Video Editing- Concept*	*Sound Wave & Properties of Sound Wave- I*
	SLO-2	*Pre-Production- Film Production Team- II*	*Parts of Digital Camcorde- I*	*Tripod Heads & its types- II*	*Linear video editing basics*	*Sound Wave & Properties of Sound Wave- II*
S-4	SLO-1	*Pre-Production- Film Location Scouting- I*	*Camera Image Senor- Concept*	*Tripod Accessories- Concept*	*Principles of Linear Video Editing- I*	*Cinema Sound & its elements- I*
	SLO-2	*Pre-Production- Film Location Scouting- II*	*Camera Image Sensor basics*	*Tripod accessories basics*	*Principles of Linear Video Editing- I*	*Cinema Sound & its elements- II*
S-5	SLO-1	*Pre-Production- Film Budgeting- I*	*Types of Camera Image Sensor- I*	*Jib Crane- Concept*	*Non-Linear Editing- Concept*	*Sound Recording & its types- I*
	SLO-2	*Pre-Production- Film Budgeting- II*	*Types of Camera Image Sensor- II*	*Jib Crane basics*	*Non-linear editing basics*	*Sound Recording & its types- II*
S-6	SLO-1	*Production- Shooting Script- I*	*Image Resolution & its types- I*	*Types of Jib Crane- I*	*Principles of Non-Linear Editing- I*	*Monaural & Stereo Sound- I*
	SLO-2	*Production- Shooting Script- II*	*Image Resolution & its types- II*	*Types of Jib Crane- II*	*Principles of Non-Linear Editing- II*	*Monaural & Stereo Sound- II*
S-7	SLO-1	*Production- Call Sheet- I*	*Digital Video File Formats- Concept*	*Dolly Device & its types- I*	*Film Splicing Editing- Concept*	*Dolby Digital Surround & Digital Theatre Systems (DTS)- I*
	SLO-2	*Production- Call Sheet- II*	*Digital Video File Formats basics*	*Dolly Device & its types- I*	*Film splicing editing basics*	*Dolby Digital Surround & Digital Theatre Systems (DTS)- II*
S-8	SLO-1	*Post-Production- Editing & Special Effects- I*	*Codec & its types- I*	*Non-Traditional Dolly Device- I*	*Principles of Film Splicing Editing- I*	*Audio File & its types- I*
	SLO-2	*Post-Production- Editing & Special Effects- II*	*Codec & its types- II*	*Non-Traditional Dolly Device- II*	*Principles of Film Splicing Editing- II*	*Audio File & its types- II*
S-9	SLO-1	*Post-Production- Music & Sound Effects- I*	*Video Compression & its types- I*	*Camera Stabilizer- Concept*	*Computer Animation & its types- I*	*Studio Acoustic- Concept*

	SLO-2	Post-Production- Music & Sound Effects- II	Video Compression & its types- II	Camera stabilizer basics	Computer Animation & its types- II	Studio acoustic basics
S-10	**SLO-1**	Film Distribution- Concept	Aspect Ratio- Concept	Steadicam- Concept	Color Correction & Color Grading- I	Microphones & its types- I
	SLO-2	Film distribution basics	Aspect Ratio basics	Steadicam basics	Color Correction & Color Grading- II	Microphones & its types- II
S-11	**SLO-1**	Film Distribution Areas- India & Tamil Nadu- I	Types of Aspect Ratio- I	Drone Camera & its types- I	Computer-Generated Imagery (CGI) & Special Effects (SFX)- II	Dubbing: On-Screen & Off-Screen Sound effects- I
	SLO-2	Film Distribution Areas- India & Tamil Nadu- II	Types of Aspect Ratio- II	Drone Camera & its types- II	Computer-Generated Imagery (CGI) & Special Effects (SFX)- II	Dubbing: On-Screen & Off-Screen Sound effects- II
S-12	**SLO-1**	Film Exhibition- Concept	Camera Accessories- Concept	Spidercam- Concept	Compositing & Rotoscoping- I	Sound Editing & Sound Mixing- I
	SLO-2	Film exhibition basics	Camera accessories basics	Spidercam basics	Compositing & Rotoscoping- II	Sound Editing & Sound Mixing- II

UNIT- I: Film Production- Definition & Concept; Stages Film Production- Pre-Production, Production, Post-Production; Stages of Film Pre Production- Scripting, Production Team & Budgeting; Film Scripting- Definition & Concept; Film Production Team- Definition & Concept; Types of Film Production Team- Talent, Technician, Production & Administrative; Film Location Scouting- Definition & Concept; Film Budgeting- Definition & Concept; Production- Call Sheet & Shooting; Post Production- Definition & Concept; Film Distribution- Definition & Concept; Film Exhibition- Definition & Concept.

UNIT- II: Digital Camera- Definition & Concept; Types of Digital Camera- Mini-DV Camcorders, DVD Camcorders, Hard Disk Drive (HDD) Camcorders, Flash Memory Camcorders, Combo Models; Parts of Digital Camcorder; Camera Image Sensor- Definition & Concept; Types of Camera Image Sensor- CCD & CMOS Sensor; Image Resolution- Definition & Concept; Types of Image Resolution- UHD, SD, HD; Digital Video File Formats- Definition & Concept; Video Compression- Definition & Concept; Types of Video Compression- Lossy Files, Lossless Files; Aspect Ratio- Definition & Concept; Types of Aspect Ratio; Camera Accessories- Definition & Concept; Different Camera Accessories.

UNIT- III: Tripod- Definition & Concept; Types of Tripod; Tripod Heads- Definition & Concept; Types of Tripod Heads; Tripod Accessories- Definition & Concept; Jib Crane- Definition & Concept; Types of Jib Cranes- Simple Action Rectangular Jibs, Remote Head Cranes, Cable Assist Cranes; Dolly Device- Definition & Concept; Types of Dolly Device- Cinema Platform Dolly, Doorway Dolly, Slider, Tripod Dolly, Table Top Dolly; Non-Traditional Dolly Device; Camera stabilizer- Definition & Concept; Types of Camera Stabilizers; Steadicam- Definition & Concept; Drone Camera- Definition & Concept; Types of Drone Cameras.

UNIT- IV: Film Editing- Definition & Concept; Stages of Film Editing; Techniques of Film Editing; Types of Film Editing- Linear Video Editing, Non-Linear Video Editing, Film Splicing Editing; Linear Video Editing- Definition & Concept; Non-Linear Editing- Definition & Concept; Film Splicing Editing- Definition & Concept; Color Correction- Definition & Concept; Color Grading- Definition & Concept; Computer Animation- Definition & Concept; Computer-Generated Imagery (CGI)- Definition & Concept; Special Effects (SFX)- Definition & Concept; Compositing - Definition & Concept; Rotoscoping- Definition & Concept.

UNIT- V: Sound- Definition & Concept; Sound & Human Ear; Sound Wave- Definition & Concept; Types of Sound Wave; Characteristics of Sound Wave; Properties of Sound Wave; Cinema Sound-Definition & Concept; Sound Recording- Definition & Concept; Monaural Sound- Definition & Concept; Stereo Sound- Definition & Concept; Dolby Digital; Definition & Concept; Audio File- Definition & Concept; Types of Audio File; Studio Acoustic- Definition & Concept; Microphones- Definition & Concept; Types of Microphones; Sound Effects- Definition & Concept; Dubbing- Definition & Concept; Sound Editing & Mixing.

Learning Resources	**Theory:** 1. Herbert Zettl (2012). Television Production Handbook, First Edition, Wadsworth Learning, UK 2. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK 3. Jim Owens (2012). Television Production, First Edition, Focal Press, UK 4. Andrew Utterback (2007). Studio Television Production and Directing, First Edition, Focal Press, UK. 5. Sonja Schenk and Ben Long (2021). The Digital Filmmaking Handbook, Foreing Films Publishing, USA

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR 2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR 3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR 4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - V

Course Code	UVC23503L	Course Name	Documentary Film Making	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil																
Course Offering Department		*Visual Communication*	Data Book / Codes/Standards		Nil																

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																
CLR-1:	To provide the mastery in Documentary & Docu-drama	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2:	To know the different concept of Theme of Documentary & Docu-drama																				
CLR-3:	To understand the purpose of Basic Research																				
CLR-4:	To impart the fundamentals of Preparing Proposal & Synopsis																				
CLR-5:	To learn the process of Working with Editing & Sound																				

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:	Students would learn the basics of Documentary & Docu-drama	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Theme of Documentary & Docu-drama	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Basic Research	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Preparing Proposal & Synopsis	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Working with Editing & Sound	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	SLO-1	*Understanding Documentary & Docu-drama- I*
S-9 to S-16	SLO-1	*Understanding Documentary & Docu-drama- II*
S-17 to S-24	SLO-1	*Understanding Documentary & Docu-drama- III*
S-23 to S-32	SLO-1	*Documentary & Docu-drama- Theme/ Concept- I*
S-33 to S-40	SLO-1	*Documentary & Docu-drama- Theme/ Concept- II*
S-41 to S-48	SLO-1	*Documentary & Docu-drama- Theme/ Concept- III*
S-49 to S-56	SLO-1	*Understanding Basic Research- I*
S-57 to S-64	SLO-1	*Understanding Basic Research- II*

S-65 to S-72	SLO-1	*Understanding Basic Research- III*
S-73 to S-80	SLO-1	*Preparing Proposal & Synopsis- I*
S-81 to S-88	SLO-1	*Preparing Proposal & Synopsis- II*
S-89 to S-96	SLO-1	*Preparing Proposal & Synopsis- III*
S-97 to S-104	SLO-1	*Working with Editing & Sound- I*
S-105 to S-112	SLO-1	*Working with Editing & Sound- II*
S-113 to S-120	SLO-1	*Working with Editing & Sound- III*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries FOUR marks)
(TEN exercises x 04 marks = 08 marks & 02 marks for Regularity & Discipline = Total- 10 Marks)
1. Understanding Documentary & Docu-drama : 3 Weeks
   Minimum 2 class Works : Record works-1 nos.
2. Documentary & Docu-drama- Theme/ Concept : 3 Weeks
   Minimum 2 class works : Record works-1 nos.
3. Understanding Basic Research : 3 Weeks
   Minimum 2 class works : Record works-1 nos.
4. Preparing Proposal & Synopsis : 3 Weeks
   Minimum 2 class works : Record works -1 nos.
5. Working with Editing & Sound : 3 Weeks
   Minimum 2 class works : Record works -1 nos.

RECORD WORK:

1. Documentary on any social issues (maximum 5 mins)
2. Docu-drama on any social issues (maximum 5 mins)

(The students must submit any ONE exercise in the Digital Record form for Practical exam, which will be evaluated by the External Examiner)

<table>
<tr><td rowspan="6">Learning Resources</td><td colspan="2"><i>Practical:</i></td></tr>
</table>

Learning Resources	*Practical:* 1. *Barry Hampe (2007). Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries, Second Edition, Holt Paperback, New York.* 2. *Betsy Chasse (2019). Documentary Filmmaking Master Class: Tell Your Story from Concept to Distribution, First Edition, Allworth Press, New York* 3. *Rustin Thompson (2019). Get Close: Lean Team Documentary Filmmaking, Illustrated Edition, Oxford University Press, New York.* 4. *Sheila Curran Bernard (2007). Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films, Second Edition, Focal Press, UK* 5. *Genevieve Jolliffe and Andrew Zinnes (2012). The Documentary Film Makers Handbook: The Ultimate Guide to Documentary Filmmaking, Second Edition, Continuum International Publishing, New York.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR* *2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR* *3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR* *4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR*

SEMESTER - V

Course Code	UVC23D01L	Course Name	3D Animation	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil

Course Offering Department		Visual Communication	Data Book / Codes/Standards		Nil		

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:		To provide the mastery in Standard & Extended Primitives	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:		To know the different concept of Editable Poly & Material Editor	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:		To understand the purpose of Modifier & Modeling																		
CLR-4:		To impart the fundamentals of Lighting, Camera & Animation																		
CLR-5:		To learn the process of V-Ray- Lighting & Texturing																		

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1:		Students would learn the basics of Standard & Extended Primitives	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:		Students would know the concept of Editable Poly & Material Editor	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:		Students would gain knowledge about Modifier & Modeling	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:		Students would learn fundamentals of Lighting, Camera & Animation	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:		Students would learn to process of V-Ray- Lighting & Texturing	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)			15
S-1 to S-8	SLO-1	Standard & Extended Primitives- I	
S-9 to S-16	SLO-1	Standard & Extended Primitives- II	
S-17 to S-24	SLO-1	Standard & Extended Primitives- III	
S-23 to S-32	SLO-1	Editable Poly & Material Editor- I	
S-33 to S-40	SLO-1	Editable Poly & Material Editor- II	
S-41 to S-48	SLO-1	Editable Poly & Material Editor- III	
S-49 to S-56	SLO-1	Modifier & Modeling- I	
S-57 to S-64	SLO-1	Modifier & Modeling- II	
S-65 to S-72	SLO-1	Modifier & Modeling- III	

S-73 to S-80	SLO-1	*Lighting, Camera & Animation- I*
S-81 to S-88	SLO-1	*Lighting, Camera & Animation- II*
S-89 to S-96	SLO-1	*Lighting, Camera & Animation- III*
S-97 to S-104	SLO-1	*V-Ray- Lighting & Texturing- I*
S-105 to S-112	SLO-1	*V-Ray- Lighting & Texturing- II*
S-113 to S-120	SLO-1	*V-Ray- Lighting & Texturing- III*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries EIGHT marks)
(FIVE exercises x 08 marks = 40 marks & Regularity & Discipline = Total- 10 Marks)
1. Standard & Extended Primitives   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
2. Editable Poly & Material Editor   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
3. Modifier & Modeling   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
4. Lighting, Camera & Animation   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
5. V-Ray- Lighting & Texturing   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.

Record Works:
1. Architecture (Walk through) (one exercise)
2. Consumer Product Animation (two exercises)
3. House Exterior (Snap shots from different angles) (one exercise)
4. Interior Design (one exercise)
5. Jewellery Design (two exercises)

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

Learning Resources	Practical: 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. 4. Magesh Chandramouli (2021). 3D Modeling & Animation: A Primer, First Edition, CRC Press, New York 5. Roger King (2019). 3D Animation for the Raw Beginner Using Autodesk Maya, Second Edition, CRC Press, New York.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR 2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR 3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR 4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - V

Course Code	UVC23D02L	Course Name	3D Modeling	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Visual Communication	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in Standard & Extended Primitives	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	To know the different concept of Editable Poly & Material Editor																		
CLR-3:	To understand the purpose of Modifier & Modeling																		
CLR-4:	To impart the fundamentals of Lighting, Camera & Animation																		
CLR-5:	To learn the process of V-Ray- Lighting & Texturing																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Standard & Extended Primitives	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Editable Poly & Material Editor	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Modifier & Modeling	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Lighting, Camera & Animation	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of V-Ray- Lighting & Texturing	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	SLO-1	Standard & Extended Primitives- I
S-9 to S-16	SLO-1	Standard & Extended Primitives- II
S-17 to S-24	SLO-1	Standard & Extended Primitives- III
S-23 to S-32	SLO-1	Editable Poly & Material Editor- I
S-33 to S-40	SLO-1	Editable Poly & Material Editor- II
S-41 to S-48	SLO-1	Editable Poly & Material Editor- III
S-49 to S-56	SLO-1	Modifier & Modeling- I
S-57 to S-64	SLO-1	Modifier & Modeling- II
S-65 to S-72	SLO-1	Modifier & Modeling- III
S-73 to S-80	SLO-1	Lighting, Camera & Animation- I

S-81 to S-88	SLO-1	*Lighting, Camera & Animation- II*
S-89 to S-96	SLO-1	*Lighting, Camera & Animation- III*
S-97 to S-104	SLO-1	*V-Ray- Lighting & Texturing- I*
S-105 to S-112	SLO-1	*V-Ray- Lighting & Texturing- II*
S-113 to S-120	SLO-1	*V-Ray- Lighting & Texturing- III*

CLASS EXERCISE:
(Students must practice all exercises) (Each exercise carries EIGHT marks)
(FIVE exercises x 08 marks = 40 marks & 10 marks for Regularity & Discipline = Total- 50 Marks)
1. Standard & Extended Primitives   : 3 Weeks
    Minimum 1 class works   : Record works- 1 nos.
2. Editable Poly & Texturing   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
3. Sculpting   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
4. Lighting, UV Mapping & Animation   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
5. V-Ray – Lighting, Texturing & Rendering   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.

Record Works:
1. Title Animation (Two exercise)
2. Toy Animation (Two exercises)

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

Learning Resources	*Practical:* *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.* *4. Magesh Chandramouli (2021). 3D Modeling & Animation: A Primer, First Edition, CRC Press, New York* *5. Roger King (2019). 3D Animation for the Raw Beginner Using Autodesk Maya, Second Edition, CRC Press, New York.*

Learning Assessment						
Level	**Bloom's Level of Thinking**	**Continuous Learning Assessment (50% weightage)**				**Final Examination (50% weightage)**
		CLA – 1 (10%)	**CLA – 2 (10%)**	**CLA – 3 (20%)**	**CLA – 4 (10%) #**	

		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - V

Course Code	UVC23G03T	Course Name	Asian and Oceania Cinema	Course Category	G	Generic Elective Course	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards	Nil				

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in Japanese Cinema																		
CLR-2:	To know the different concept of Chinese and Hong Kong Cinema																		
CLR-3:	To understand the purpose of South Korea and Taiwan Cinema	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-4:	To impart the fundamentals of Bangladeshi, Nepali and Pakistani Cinema																		
CLR-5:	To learn the process of Australia and New Zealand Cinema																		
Course Learning Outcomes	At the end of this course, learners will be able to:																		

(CLO):																						
CLO-1:	*Students would learn the basics of Japanese Cinema*	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	*Students would know the concept of Chinese and Hong Kong Cinema*	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	*Students would gain knowledge about South Korea and Taiwan Cinema*	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	*Students would learn fundamentals of Bangladeshi, Nepali and Pakistani Cinema*	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	*Students would learn to process of Australia and New Zealand Cinema*	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Japanese Cinema- Early Silent Era- I	Chinese Cinema- Origin- I	South Korea Cinema- Origin- I	Bangladeshi Cinema- Beginning- I	Oceanian Films- Origin- I
	SLO-2	Japanese Cinema- Early Silent Era- II	Chinese Cinema- Origin- II	South Korea Cinema- Origin- II	Bangladeshi Cinema- Beginning- II	Oceanian Films- Origin- II
S-2	SLO-1	New Studios of Japanese Cinema- I	Golden Age of Chinese Cinema- I	South Korea Cinema Under Japanese Rule- I	Bangladeshi Cinema and Liberation War- I	Australia Cinema- Beginning- I
	SLO-2	New Studios of Japanese Cinema- II	Golden Age of Chinese Cinema- II	South Korea Cinema Under Japanese Rule- II	Bangladeshi Cinema and Liberation War- II	Australia Cinema – Beginning- II
S-3	SLO-1	Government and Japanese Cinema- I	Second Golden Age of Chinese Cinema- I	South Korea Cinema- Decade of Struggle- I	Vibrant Industry of Bangladeshi Cinema- I	Boom and bust of Australia Cinema- I
	SLO-2	Government and Japanese Cinema- II	Second Golden Age of Chinese Cinema- II	South Korea Cinema- Decade of Struggle- II	Vibrant Industry of Bangladeshi Cinema- II	Boom and bust of Australia Cinema- II
S-4	SLO-1	Wartime Movies of Japanese Cinema- I	Communist Era of Chinese Cinema- I	Growth of Korean Cinema- I	Emergence of Independent Bangladeshi Cinema- I	Renaissance & Star Making of Australia Cinema- I
	SLO-2	Wartime Movies of Japanese Cinema- II	Communist Era of Chinese Cinema- II	Growth of Korean Cinema- II	Emergence of Independent Bangladeshi Cinema- II	Renaissance & Star Making of Australia Cinema- II
S-5	SLO-1	American Occupation Japanese Cinema- I	Cultural Revolution and its Aftermath of Chinese Cinema- I	Increase in South Korea Government Censorship- I	Teenage and Ultra-Violent Films of Bangladeshi Cinema- I	Golden Age of Australia Cinema- I
	SLO-2	American Occupation Japanese Cinema- II	Cultural Revolution and its Aftermath of Chinese Cinema- II	Increase in South Korea Government Censorship- II	Teenage and Ultra-Violent Films of Bangladeshi Cinema- II	Golden Age of Australia Cinema- II
S-6	SLO-1	Golden Age of Japanese Cinema- I	Fifth & Sixth Generation of Chinese Cinema- I	International Recognition of South Korea Cinema- I	Millennium and beyond of Bangladeshi Cinema- I	Recent Trends of Australia Cinema- I

	SLO-2	*Golden Age of Japanese Cinema- I*	*Fifth & Sixth Generation of Chinese Cinema- II*	*International Recognition of South Korea Cinema- II*	*Millennium and beyond of Bangladeshi Cinema- II*	*Recent Trends of Australia Cinema- II*
S-7	SLO-1	*B-movie of Japanese Cinema- I*	*2000's and Beyond of Chinese Cinema- I*	*Global Appeal of South Korea Cinema- I*	*Nepali Cinema- Beginning- I*	*New Zealand Cinema- Beginning- I*
	SLO-2	*B-movie of Japanese Cinema- II*	*2000's and Beyond of Chinese Cinema- II*	*Global Appeal of South Korea Cinema- II*	*Nepali Cinema- Beginning- II*	*New Zealand Cinema- Beginning- II*
S-8	SLO-1	*Spread of Television in Japanese Cinema- I*	*Hong Kong Cinema- Birth of Cinema- I*	*Taiwan Cinema- Origin- I*	*Golden Era of Nepali Film- I*	*Classical Era of New Zealand Cinema- I*
	SLO-2	*Spread of Television in Japanese Cinema- II*	*Hong Kong Cinema- Birth of Cinema- II*	*Taiwan Cinema- Origin- II*	*Golden Era of Nepali Film- II*	*Classical Era of New Zealand Cinema- II*
S-9	SLO-1	*Decline of Studios in Japanese Cinema- I*	*Talking Pictures & War of Hong Kong Cinema- I*	*Political Propaganda & New Movement of Taiwan Cinema- I*	*Greatest Downfall of Nepali Cinema- I*	*Film Commission of New Zealand Cinema- I*
	SLO-2	*Decline of Studios in Japanese Cinema- II*	*Talking Pictures & War of Hong Kong Cinema- II*	*Political Propaganda & New Movement of Taiwan Cinema- II*	*Greatest Downfall of Nepali Cinema- II*	*Film Commission of New Zealand Cinema- II*
S-10	SLO-1	*Multiplex Era of Japanese Cinema- I*	*Cantonese Bounce Back of Hong Kong Cinema- I*	*Primitive Stage of Sinhala Cinema- I*	*Pakistani Cinema- Birth of Cinema- I*	*International breakthrough- Sir Peter Robert Jackson- I*
	SLO-2	*Multiplex Era of Japanese Cinema- II*	*Cantonese Bounce Back of Hong Kong Cinema- II*	*Primitive Stage of Sinhala Cinema- II*	*Pakistani Cinema- Birth of Cinema- II*	*International breakthrough- Sir Peter Robert Jackson- II*
S-11	SLO-1	*Second Golden Age of Japanese Cinema- I*	*Golden Years of Hong Kong Cinema- I*	*Path of Rekava & Artistic Boom of Sinhala Cinema- I*	*Partition and Pakistani Cinema- I*	*New Millennium of New Zealand Cinema- I*
	SLO-2	*Second Golden Age of Japanese Cinema- II*	*Golden Years of Hong Kong Cinema- II*	*Path of Rekava & Artistic Boom of Sinhala Cinema- II*	*Partition and Pakistani Cinema- II*	*New Millennium of New Zealand Cinema- II*
S-12	SLO-1	*Great Personalities of Japanese Cinema- I*	*New Wave & Modern Trends of Hong Kong Cinema- I*	*Decline & Rise of Independent Sinhala Cinema- I*	*Islamization and downfall of Pakistani cinema- I*	*Fiji Cinema- Past & Present- I*
	SLO-2	*Great Personalities of Japanese Cinema- II*	*New Wave & Modern Trends of Hong Kong Cinema- II*	*Decline & Rise of Independent Sinhala Cinema- II*	*Islamization and downfall of Pakistani cinema- II*	*Fiji Cinema- Past & Present- II*

UNIT I: Japanese Cinema- Early Silent Era; New Studios of Japanese Cinema; Government and Japanese Cinema; Wartime Movies of Japanese Cinema; American Occupation Japanese Cinema; Golden Age of Japanese Cinema; B-movie of Japanese Cinema; Spread of Television in Japanese Cinema; Decline of Studios in Japanese Cinema; Multiplex Era of Japanese Cinema; Second Golden Age of Japanese Cinema; Great Personalities of Japanese Cinema- Yasujiro Ozu, Kenji Mizoguchi, Akira Kurosawa, Kaneto Shindo, Koji Wakamatsu & Nagisa Oshima.

UNIT II: Chinese Cinema- Origin; Golden Age of Chinese Cinema; Second Golden Age of Chinese Cinema; Communist Era and Chinese Cinema; Cultural Revolution and its Aftermath in Chinese Cinema; Fifth Generation of Chinese Cinema; Sixth Generation and New Directions of Chinese Cinema; The 2000's and Beyond of Chinese Cinema; Hong Kong Cinema- Birth of Cinema; Talking Pictures & War of Hong Kong Cinema; Cantonese Bounce Back and Hong Kong Cinema; Golden Years of Hong Kong Cinema; New Wave of Hong Kong Cinema; Modern Trends of Hong Kong Cinema.

UNIT III: South Korea Cinema- Origin; South Korea Cinema Under Japanese Rule; South Korea Cinema- Decade of Struggle; Growth of Korean Cinema; Increase in South Korea Government Censorship; International Recognition of South Korea Cinema; Chaebols Enter the Market of South Korea Cinema; Global Appeal of South Korea Cinema; Taiwan Cinema- Origin; Political Propaganda Films of Taiwan Cinema; New Movement of Taiwan Cinema; Sinhala Cinema- Early Development; Primitive Stage of Sinhala Cinema; Path of Rekava of Sinhala Cinema; Artistic Boom of Sinhala Cinema; Decline of Sinhala Cinema; Rise of Independent Sinhala Cinema; Modern Era of Sinhala Cinema.

UNIT IV: Bangladeshi Cinema- Beginning; Bangladeshi Cinema and Liberation War; Vibrant Industry of Bangladeshi Cinema; Emergence of Independent Bangladeshi Cinema; Teenage and Ultra-Violent Films of Bangladeshi Cinema; Millennium and Beyond of Bangladeshi Cinema; Nepali Cinema- Beginning; Golden Era of Nepali Film; Greatest Downfall of Nepali Cinema; Pakistani Cinema- Birth of Cinema; Partition and Pakistani Cinema; Islamization and downfall of Pakistani Cinema; Present and Future of Pakistani Cinema.

UNIT V: Oceanian Films; Australia Cinema- Beginning; Boom and Bust of Australia Cinema; Renaissance of Australia Cinema; Star Making of Australia Cinema; Golden Age of Australia Cinema; Recent Trends of Australia Cinema; New Zealand Cinema- Beginning; Classical Era of New Zealand Cinema; Film Commission of New Zealand Cinema; International Breakthrough of New Zealand Cinema- Sir Peter Robert Jackson; New Millennium of New Zealand Cinema; Fiji Cinema- Past & Present.

Learning Resources	*Theory:*
	1. Yomota Inuhiko (2019). *What Is Japanese Cinema? A History, Illustrated edition, Columbia University Press, New York.*
	2. Carlos Rojas (2013). *The Oxford Handbook of Chinese Cinemas, Illustrated Edition, Oxford University Press, New York.*
	3. Dal Yong Jin (2019). *Transnational Korean Cinema: Cultural Politics, Film Genres, and Digital Technologies, Illustrated Edition, Rutgers University Press, UK.*
	4. Sara Dickey and Rajinder Dudrah (2014). *South Asian Cinemas: Widening the Lens, First Edition, Routledge, New York.*
	5. Geoffrey Nowell-Smith (1997). *The Oxford History of World Cinema, Oxford press, UK.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
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		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - V

Course Code	UVC23S03L	Course Name	Travel Photography	Course Category	S	Skill Enhancement Courses	L	T	P	O	C
							0	0	2	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil	

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in Colour Photography																		
CLR-2:	To know the different concept of Landscape Photography																		
CLR-3:	To understand the purpose of Heritage Building Photography	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-4:	To impart the fundamentals of Culture Photography																		
CLR-5:	To learn the process of Street Photography																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Colour Photography	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Landscape Photography	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Heritage Building Photography	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Culture Photography	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Street Photography	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-2	SLO-1	People Photography
S-3 to S-4	SLO-1	Color Photography- I

S-5 to S-6	SLO-1	Color Photography- II
S-7 to S-8	SLO-1	Landscape Photography- I
S-9 to S-10	SLO-1	Landscape Photography- II
S-11 to S-12	SLO-1	Heritage Building Photography- I
S-13 to S-14	SLO-1	Heritage Building Photography- II
S-15 to S-16	SLO-1	Culture Photography- I
S-17 to S-18	SLO-1	Culture Photography- II
S-19 to S-20	SLO-1	Street Photography- I
S-21 to S-22	SLO-1	Street Photography- II
S-23 to S-24	SLO-1	Pet Photography- I
S-25 to S-26	SLO-1	Pet Photography- II
S-27 to S-28	SLO-1	Tourist Spot Photography- I
S-29 to S-30	SLO-1	Tourist Spot Photography- II

CLASS EXERCISE:

(Students must practices all exercises) (Each exercise carries FIVE marks)
(EIGHT exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)
1. People Photography   : 1 Week
   Minimum 2 class works   : Record Works- 1 no.
2. Colors Photography   : 2 Weeks
   Minimum 2 class works   : Record Works- 1 no.
3. Landscape Photography   : 2 Weeks
   Minimum 2 class works   : Record Works- 1 no.
4. Heritage Building Photography   : 2 Weeks
   Minimum 2 class works   : Record Works- 1 no.
5. Culture Photography   : 2 Weeks
   Minimum 2 class works   : Record Works- 1 no.
6. Street Photography   : 2 Weeks

Minimum 2 class works : Record Works- 1 no.
7. Pet Photography : 2 Weeks
   Minimum 2 class works : Record Works- 1 no.
8. Tourist spot Photography : 2 Weeks
   Minimum 2 class works : Record Works- 1 no.

Record Works:
1. Create a photo- documentary (One Exercise)
2. Create a travel album (One Exercise)

(The students must submit any ONE exercises as Record Work for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Practical:* 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* 4. *Ian Jeffrey (2000). The Photography Book, First Edition, Focal Press, UK* 5. *Michael Langford (2000). Basic Photography, First Edition, Focal Press, UK.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - V

Course Code	UVC23P02L	Course Name	Internship - II	Course Category	IAPC	Internship/Apprenticeship / Project/Community Outreach	L	T	P	O	C
							0	0	0	0	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department	Visual Communication		Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	To acquire the basic knowledge of media industry	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the working atmosphere of media industry																		
CLR-3:	To know and practice field works in various designations of various media setup																		
CLR-4:	To train in the film& TV industry as an intern in various field																		
CLR-5:	To get the mastery skills from the media field through intern training																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:	Students would learn the media industry practically	3	90	90	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-2:	Students would gain knowledge of media field circumstances	3	85	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-3:	Students would know various designations and various media setup	3	90	90	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-4:	Students would gain knowledge about film & TV industry	3	85	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-5:	Students would be proficient in the media field	3	80	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-

The student will undergo a two-week internship during the summer vacation after the end of the IV Semester in any media organization and must submit an activity report. The student will be monitored by the faculty and will be guided by the media organization in completing the internship.

Methodology:

Students are expected to do an internship of professional nature within the stipulated time during the summer vacation for a period of a minimum of 15 days after the end the of IV Semester. Criteria for selecting the internship will be based on the area of specialization by the student in the media industry. Emphasis will be given to get trained of professional quality that will help students to enter the media industry with an evaluated portfolio. The internship training activities will be presented by the students and the viva voce will complete the process of evaluation for awarding grades.

The training work can be carried out in any Media House/ Print Media/ Advertising Agency/ Media Professional/ Film Industry for three months.

Record Work
Students must prepare the Day-to-Day activities of their internship training period, that will be monitored by Internship Coordinator of the Media organization.
(The students must submit the Internship report in the Record form for Practical Exam, which will be evaluated by the External Examiner)

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

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Course Code	UVC23601T	Course Name	Communication Models and Theories	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil			
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil					

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	To provide the mastery of elements of visual communication	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the difference of communication and visual communication process and tools	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	To understand the purpose of communication models and theories																		
CLR-4:	To impart the fundamentals of visual communication tools																		
CLR-5:	To learn the creativity and ideation																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Communication Theories	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Normative Theories	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-

CLO-3:	Students would gain knowledge about Cultural Theories	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Interpersonal Communication Theories	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Information and general theories	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Concept & Understanding Communication Models- I	Communication Theories- Concept	Interpersonal Communication Theories- Concept	Mass Communication Theories- Concept	Cultural Theories- Concept
	SLO-2	Concept & Understanding Communication Models- I	Communication Theories basics	Interpersonal Communication Theories basics	Mass Communication Theories basics	Cultural Theories basics
S-2	SLO-1	Linear Model of Communication- I	Communication Theory Framework- Mechanical- I	Types of Interpersonal Communication Theories- I	Magic Bullet Theory- I	Action Assembly Theory- I
	SLO-2	Linear Model of Communication- II	Communication Theory Framework- Mechanical- II	Types of Interpersonal Communication Theories- II	Magic Bullet Theory- II	Action Assembly Theory- II
S-3	SLO-1	Aristotle Model of Communication- I	Communication Theory Framework- Psychological & Social- I	Expectancy Violation Theory- I	Agenda Setting Theory- I	Semiotics Theory- I
	SLO-2	Aristotle Model of Communication- II	Communication Theory Framework- Psychological & Social- II	Expectancy Violation Theory- II	Agenda Setting Theory- II	Semiotics Theory- II
S-4	SLO-1	Lasswell's Model of Communication- I	Communication Theory Framework- Systemic & Critical- I	Interactional View Theory- I	Cultivation Theory- I	Television Violence Theories- I
	SLO-2	Lasswell's Model of Communication- II	Communication Theory Framework- Systemic & Critical- II	Interactional View Theory- II	Cultivation Theory- II	Television Violence Theories- II
S-5	SLO-1	Shannon and Weaver Model of Communication- I	Theories of Communication- Normative Theories- I	Relational Dialectics Theory- I	Cultural Imperialism Theory- I	Observational Learning Theory- I
	SLO-2	Shannon and Weaver Model of Communication- II	Theories of Communication- Normative Theories- II	Relational Dialectics Theory- II	Cultural Imperialism Theory- II	Observational Learning Theory- II
S-6	SLO-1	Berlo's SMCR Model of Communication- I	Authoritarian Theory- I	Interpersonal Deception Theory- I	Media Dependency Theory- I	Persuasion and Attitude Change Theories- I
	SLO-2	Berlo's SMCR Model of Communication- II	Authoritarian Theory- II	Interpersonal Deception Theory- II	Media Dependency Theory- II	Persuasion and Attitude Change Theories- II

S-7	**SLO-1**	*Interactive Model of Communication- I*	*Free Press or Libertarian Theory- I*	*Social Information Processing Theory- I*	*Spiral of Silence Theory- I*	*Geert Hofstede's & Fons Trompenaars' Theory- I*
	SLO-2	*Interactive Model of Communication- II*	*Free Press or Libertarian Theory- II*	*Social Information Processing Theory- II*	*Spiral of Silence Theory- II*	*Geert Hofstede's & Fons Trompenaars' Theory- II*
S-8	**SLO-1**	*Osgood-Schramm's Model of Communication- I*	*Social Responsibility Theory- I*	*Uncertainty Reduction Theory- I*	*Uses and Gratifications Theory- I*	*Edward T. Hall's Theory- I*
	SLO-2	*Osgood-Schramm's Model of Communication- II*	*Social Responsibility Theory- II*	*Uncertainty Reduction Theory- II*	*Uses and Gratifications Theory- II*	*Edward T. Hall's Theory- II*
S-9	**SLO-1**	*Westley and Maclean's Model of Communication- I*	*Communist Media Theory- I*	*Social Exchange Theory- I*	*One–Step, Two- Flow & Multistep Flow Theory- I*	*Jeanne M. Brett's Theory- I*
	SLO-2	*Westley and Maclean's Model of Communication- II*	*Communist Media Theory- II*	*Social Exchange Theory- II*	*One–Step, Two- Flow & Multistep Flow Theory- II*	*Jeanne M. Brett's Theory- II*
S-10	**SLO-1**	*Transaction Model of Communication- I*	*Theories of Media Organization and Media Work- I*	*Social Penetration Theory- I*	*Diffusion Innovation & Social Judgement Theory- I*	*Face Negotiation Theory- I*
	SLO-2	*Transaction Model of Communication- II*	*Theories of Media Organization and Media Work- II*	*Social Penetration Theory- II*	*Diffusion Innovation & Social Judgement Theory- II*	*Face Negotiation Theory- II*
S-11	**SLO-1**	*Barnlund's Transactional Model of Communication- I*	*Social and Culturalist Theory- I*	*Communication Privacy Management Theory- I*	*Actor-network & Adaptive Structuration Theory- I*	*Media Imperialism Theory- I*
	SLO-2	*Barnlund's Transactional Model of Communication- II*	*Social and Culturalist Theory- II*	*Communication Privacy Management Theory- II*	*Actor-network & Adaptive Structuration Theory- II*	*Media Imperialism Theory- II*
S-12	**SLO-1**	*Dance's Helical Model of Communication- I*	*Psychoanalytic Theory of Communication- I*	*Communication Accommodation Theory- I*	*Cognitive Dissonance & Knowledge Gap Theory- I*	*Technological Determinism Theory- I*
	SLO-2	*Dance's Helical Model of Communication- II*	*Psychoanalytic Theory of Communication- II*	*Communication Accommodation Theory- II*	*Cognitive Dissonance & Knowledge Gap Theory- II*	*Technological Determinism Theory- II*

UNIT I: Communication Models- Definition & Concept; Understanding Communication Models; Types of Communication Models- Linear Model of Communication- Aristotle Model of Communication, Lasswell's Model of Communication; Shannon and Weaver Model of Communication, Berlo's SMCR Model of Communication; Interactive Model of Communication- Osgood-Schramm's Model of Communication, Westley and Maclean's Model of Communication; Transaction Model of Communication- Barnlund's Transactional Model of Communication, Dance's Helical Model of Communication.

UNIT II: Communication Theories- Definition & Concept; Communication Theory Framework- Mechanical, Psychological, Social, Systemic & Critical; Theories of Communication- Normative Theories- Authoritarian Theory, Free Press or Libertarian Theory, Social Responsibility Theory, Communist Media Theory; Theories of Media Organization and Media Work- Social and Culturalist Theory,

Psychoanalytic Theory of Communication.

UNIT III: Interpersonal Communication Theories- Definition & Concept; Types of Interpersonal Communication Theories- Expectancy Violation Theory, Interactional View Theory, Relational Dialectics Theory, Interpersonal Deception Theory, Social Information Processing Theory, Uncertainty Reduction Theory, Social Exchange Theory, Coordinated Management of Meaning Theory, Social Penetration Theory, Communication Privacy Management Theory, Attribution Theory, Communication Accommodation Theory.

UNIT IV: Mass Communication Theories- Definition & Concept: Mass Communication Theories- Magic Bullet Theory, Agenda Setting Theory, Cultivation Theory, Cultural Imperialism Theory, Media Dependency Theory, Spiral of Silence Theory, Uses and Gratifications Theory, Communication Step Flow Theories- One–Step Flow Theory, Two-Step Flow Theory, Multistep Flow Theory; Diffusion Innovation theory, Social Judgement Theory, Actor-network Theory, Adaptive Structuration Theory, Cognitive Dissonance Theory, Knowledge Gap Theory.

UNIT V: Cultural Theories- Definition & Concept; Types of Cultural Theories- Action Assembly Theory, Semiotics Theory, Television Violence Theories, Observational Learning Theory, Persuasion and Attitude Change Theories; Cross-cultural Communication Theories- Geert Hofstede' Theory, Fons Trompenaars' Theory, Edward T. Hall' Theory & Jeanne M. Brett's Theory; Information and general theories: Face Negotiation Theory, Media Imperialism Theory, Technological Determinism Theory.

Learning Resources	**Theory:** 1. *Stanley J. Baran and Dennis K. Davis (2014). Mass Communication Theory: Foundations, Ferment, and Future, Seventh Edition, Cengage Learning, USA.* 2. *John R Bittner (1986). Mass communication, an Introduction, Fourth Edition, Prentice-Hall, USA.* 3. *Reed H. Blake and Edwin O. Haroldsen. (1975). A Taxonomy of Concepts in Communication, Hastings House Book Publishers, USA.* 4. *Judy Pearson and Paul Nelson (2020). Human Communication, Seventh Edition, McGraw-Hill Education, New Delhi.* 5. *Ruth Anne Clark (1991). Studying Interpersonal Communication: The Research Experience, Series Edition, SAGE Publications, Inc., New Delhi.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai.	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR

| Email: muralisarang@gmail.com | Priya University, Salem
Email: nandakumar.su@gmail.com | 3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR |
| | | 4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR |

SEMESTER - VI

Course Code	UVC23602T	Course Name	Media Research Methodology	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department	Visual Communication		Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1:	To provide the mastery in Media Research Methodology		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the different concept of Sampling Techniques																			
CLR-3:	To understand the purpose of gaining knowledge about Data																			
CLR-4:	To impart the fundamentals of Research Design																			
CLR-5:	To learn the process of Data Analysis																			

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO - 3
CLO-1:	Students would learn the basics of Media Research Methodology	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Sampling Techniques	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Data	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Research Design	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Data Analysis	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Research- Concept & Sources of Knowledge- I	Research Procedure- Concept	Concept & Types of Data- I	Research Design- Concept	Data Analysis- Concept
	SLO-2	Research- Concept & Sources of Knowledge- II	Research Procedure basics	Concept & Types of Data- II	Research Design basics	Data analysis basics

S-2	**SLO-1**	*Objective & Characteristics of Research- I*	*Research Questions- Concept*	*Measurement of variables- Concept*	*Need & Importance of Research Design- I*	*Data Classification, Coding & Tabulation- I*
	SLO-2	*Objective & Characteristics of Research- II*	*Research Question basics*	*Measurement of variables basics*	*Need & Importance of Research Design- II*	*Data Classification, Coding & Tabulation- II*
S-3	**SLO-1**	*Media Research- Concept*	*Hypothesis- Concept*	*Levels of Measurement- Categorical Variables- I*	*Experimental Research- Concept*	*Graphic Representation of Data- Concept*
	SLO-2	*Media research basics*	*Hypothesis basics*	*Levels of Measurement- Categorical Variables- II*	*Experimental Research basics*	*Graphic representation of data basics*
S-4	**SLO-1**	*Types of Research- Descriptive Vs Analytical- I*	*Importance & Functions of Hypothesis- I*	*Levels of Measurement- Continuous Variables- I*	*Non- Experimental Research- Concept*	*Statistics- Concept*
	SLO-2	*Types of Research- Descriptive Vs Analytical- II*	*Importance & Functions of Hypothesis- II*	*Levels of Measurement- Continuous Variables- II*	*Non- Experimental research basics*	*Statistics basics*
S-5	**SLO-1**	*Types of Research- Applied Vs Fundamental- I*	*Constructing Hypotheses- I*	*Methods & Tools of Data Collection- I*	*Quantitative Research- Concept*	*SPSS- Concept*
	SLO-2	*Types of Research- Applied Vs Fundamental- II*	*Constructing Hypotheses- II*	*Methods & Tools of Data Collection- II*	*Quantitative Research basics*	*SPSS basics*
S-6	**SLO-1**	*Types of Research- Quantitative Vs Qualitative- I*	*Types of Hypothesis- I*	*Questionnaire- Concept*	*Qualitative Research- Concept*	*Thesis Writing- Concept*
	SLO-2	*Types of Research- Quantitative Vs Qualitative- II*	*Types of Hypothesis- II*	*Questionnaire basics*	*Qualitative Research basics*	*Thesis Writing basics*
S-7	**SLO-1**	*Types of Research- Conceptual Vs Empirical- I*	*Sampling- Procedure & Sampling Size- I*	*Types of Questions- Open-ended & Closed-ended- I*	*Descriptive Research- Concept*	*Thesis Writing Method- Title, Abstract & Acknowledgements- I*
	SLO-2	*Types of Research- Conceptual Vs Empirical- II*	*Sampling- Procedure & Sampling Size- II*	*Types of Questions- Open-ended & Closed-ended- II*	*Descriptive Research basics*	*Thesis Writing Method- Title, Abstract & Acknowledgements- II*
S-8	**SLO-1**	*Research Methodology- Positivistic Methodology- I*	*Probability Sampling- Simple, Stratified & Systematic Random Sampling- I*	*Advantages and Disadvantages of Questionnaires- I*	*Analytical Research- Concept*	*Thesis Writing Method- Table of Contents, List of tables/figures & Abbreviations- I*
	SLO-2	*Research Methodology- Positivistic Methodology- II*	*Probability Sampling- Simple, Stratified & Systematic Random Sampling- II*	*Questions to be Avoided- Avoiding negative questions*	*Analytical Research basics*	*Thesis Writing Method- Table of Contents, List of tables/figures & Abbreviations- II*

S-9	**SLO-1**	*Research Methodology- Phenomenological Methodology- I*	*Probability Sampling- Cluster, Disproportional & Multi-Stage Random Sampling- I*	*Construction of Questionnaire- I*	*Cross Sectional Research- Concept*	*Thesis Writing Method- Introduction, Literature of Review & Methodology- I*
	SLO-2	*Research Methodology- Phenomenological Methodology- II*	*Probability Sampling- Cluster, Disproportional & Multi-Stage Random Sampling- II*	*Construction of Questionnaire- II*	*Cross sectional Research basics*	*Thesis Writing Method- Introduction, Literature of Review & Methodology- II*
S-10	**SLO-1**	*Qualities of a Researcher- I*	*Non- Probability Sampling- Convenience, Sequential & Quota Sampling- I*	*Concept & Types of Interview- I*	*Longitudinal Research- Concept*	*Thesis Writing Method- Data Analysis, Results & Findings- I*
	SLO-2	*Qualities of a Researcher- II*	*Non- Probability Sampling- Convenience, Sequential & Quota Sampling- II*	*Concept & Types of Interview- II*	*Longitudinal Research basics*	*Thesis Writing Method- Data Analysis, Results & Findings- II*
S-11	**SLO-1**	*Growth of media research- world & India- I*	*Non- Probability Sampling- Judgmental & Snowball Sampling- I*	*Focus Group- Concept*	*Content Analysis- Concept*	*Thesis Writing Method- Bibliography (Reference) & Appendix- I*
	SLO-2	*Growth of media research- world & India- II*	*Non- Probability Sampling- Judgmental & Snowball Sampling- II*	*Focus Group basics*	*Content analysis basics*	*Thesis Writing Method- Bibliography (Reference) & Appendix- II*
S-12	**SLO-1**	*Thrust areas in Media Research- I*	*Sampling- Problems & Error- I*	*Observation Techniques- Concept*	*Case Study- Concept*	*Thesis Writing- Writing Format & Style- I*
	SLO-2	*Thrust areas in Media Research- II*	*Sampling- Problems & Error- II*	*Observation Techniques basics*	*Case study basics*	*Thesis Writing- Writing Format & Style- II*

UNIT I: Research- Definition & Concept; Knowledge- Definition & Concept; Sources of Knowledge; Research- Objective & Motivation; Characteristics for Research; Media Research- Definition & Concept; Types of Research- Descriptive Vs Analytical, Applied Vs Fundamental, Quantitative Vs Qualitative, Conceptual Vs Empirical; Research Approaches- Quantitative/Qualitative, Basic / Applied Research, Deductive / Inductive Research; Research Methodology- Positivistic Methodology & Phenomenological; Phases of Research; Qualities of a Researcher; Development of Media Research around the World; Media research in India; Thrust areas in Media Research; Concepts and Theories in Media studies.

UNIT II: Research Procedure- Concept; Steps involved in Research; Research Questions- Concept; Hypothesis- Definition & Concept; Importance of Hypothesis; Functions of Hypothesis; Constructing Hypotheses; Types of Hypothesis- Null Hypothesis & Alternative Hypothesis; Sample- Definition & Concept; Sampling Procedure; Sampling Size; Types of Sampling- Probability Sampling- Simple Random Sampling, Stratified Random Sampling, Systematic Random Sampling, Cluster Random Sampling, Disproportional Random Sampling, Mixed/Multi-Stage Random Sampling; Non Probability Sampling- Convenience Sampling, Sequential Sampling, Quota Sampling, Judgmental Sampling, Snowball Sampling; Merits & Demerits of Sampling Techniques; Sampling Problems; Sampling Error.

UNIT III: Data- Definition & Concept; Data- Primary & Secondary; Measurement of variables- Concept; Levels of Measurement- Categorical Variables- Nominal & Ordinal; Continuous Variables- Interval & Ratio; Data Collection- Methods & Tools; Questionnaire- Definition & Concept; Types of Questions- Open-ended & Closed-ended; Questions to be Avoided; Advantages and Disadvantages of Questionnaires; Construction of Questionnaire; Interview- Definition & Concept; Types of Interview- Face to Face Interview, Phone Interview, Computer Assisted Interviewing; Focus Group- Definition & Concept; Characteristics of Focus Group; Advantage & Disadvantage of Focus Group; Observation Techniques- Definition & Concept; Types of Observation; Advantage & Disadvantage of Observation.

UNIT IV: Research Design- Definition & Concept; Need for Research Design; Experimental Research- Definition & Concept; Types of Experimental Research; Non Experimental Research- Definition & Concept; Quantitative Research- Definition & Concept; Qualitative Research- Definition & Concept; Descriptive Research- Definition & Concept; Analytical Research- Definition & Concept; Cross

Sectional Research- Definition & Concept; Cross Sectional Research- Definition & Concept; Longitudinal Research- Definition & Concept; Content Analysis- Definition & Concept; Why do Content Analysis; Conducting a Content Analysis; Areas involved in Content Analysis; Case Study- Definition & Concept; Types of Case Studies; Designing a Case Study.

UNIT V: Data Analysis- Definition & Concept; Data Analysis- Data Classification, Coding & Tabulation; Graphic Representation of Data- Concept; Various Graphic Representation- Pie Charts, Bar Graphs, Statistical Maps, Histograms, Frequency Polygons; Statistics- Definition & Concept; Basic Elements of Statistics; SPSS- Definition & Concept; Thesis Writing- Concept; Thesis Writing Method- Title, Abstract (Summary), Acknowledgements, Table of Contents, List of tables/figures, List of Abbreviations, Introduction, Literature of Review, Methodology, Data Analysis, Results & Findings, Bibliography (Reference), Appendix; Thesis- Writing Format & Writing Style; Ethics in Conducting Research..

Learning Resources	**Theory:** 1. *James A. Anderson (2012), Media Research Methods, SAGE Publications, USA.* 2. *Dominick and Wimmer (2011), Mass media research, Belmont, CA: Thomson Wadsworth Publishing.* 3. *Mike Allen (2017), The Sage Encyclopedia of Communication Research Methods, SAGE Publications, USA.* 4. *David and Jefferson (2008), The History of Media Communication Research, Peter Lang, New York.* 5. *Kothari & Gaurav Garg (2019). Research Methodology: Methods and Techniques, Fourth Edition, New Age International Publishers, New Delhi.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR* *2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR* *3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR* *4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR*

SEMESTER - VI

Course Code	UVC23603L	Course Name	Short Filmmaking		Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
								0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	To provide the mastery in Story & Scene for Short Film		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the different concept of Budget for Short Film																			
CLR-3:	To understand the purpose of Shooting Script for Short Film																			
CLR-4:	To impart the fundamentals of Non-linear Video Editing																			
CLR-5:	To learn the process of Dubbing, Sound Effects & Mixing																			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLO-1:	Students would learn the basics of Story & Scene for Short Film		3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Budget for Short Film		3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Shooting Script for Short Film		3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Non-linear Video Editing		3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Dubbing, Sound Effects & Mixing		3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15	
S-1 to S-8	SLO-1	Writing a Synopsis for Short Film	
S-9 to S-16	SLO-1	Create your own understanding for a short film story- I	
S-17 to S-24	SLO-1	Create your own understanding for a short film story- II	
S-23 to S-32	SLO-1	Writing Scene for Short Film- I	
S-33 to S-40	SLO-1	Writing Scene for Short Film- II	
S-41 to S-48	SLO-1	Preparing with Final Budget for Short Film- I	
S-49 to S-56	SLO-1	Preparing with Final Budget for Short Film- II	

S-57 to S-64	SLO-1	*Draft a Dialogue for Short Film- I*
S-65 to S-72	SLO-1	*Draft a Dialogue for Short Film- II*
S-73 to S-80	SLO-1	*Write an original shooting script for short film- I*
S-81 to S-88	SLO-1	*Write an original shooting script for short film- II*
S-89 to S-96	SLO-1	*Working with the Non-linear Video Editing- I*
S-97 to S-104	SLO-1	*Working with the Non-linear Video Editing- II*
S-105 to S-112	SLO-1	*Write a draft on Dubbing, Sound Effects & Mixing- I*
S-113 to S-120	SLO-1	*Write a draft on Dubbing, Sound Effects & Mixing- II*

CLASS EXERCISE:

(Students must practices all exercises) (Each exercise carries FIVE marks)
(EIGHT exercises x 05 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)
1. Writing a Synopsis for Short Film : 1 Weeks
    Minimum 1 class Works : Record works- 1 no.
2. Create your own understanding for a short film story : 2 Weeks
    Minimum 1 class Works : Record works- 1 no.
3. Writing Scene for Short Film : 2 Weeks
    Minimum 1 class Works : Record works- 1 no.
4. Preparing with Final Budget for Short Film : 2 Weeks
    Minimum 1 class Works : Record works- 1 no.
5. Draft a Dialogue for Short Film : 2 Weeks
    Minimum 1 class Works : Record works- 1 no.
6. Write a original shooting script for short film : 2 Weeks
    Minimum 1 class Works : Record works- 1 no.
7. Working with the Non-linear Video Editing : 2 Weeks
    Minimum 1 class Works : Record works- 1 no.
8. Write a draft on Dubbing, Sound Effects & Mixing : 2 Weeks
    Minimum 1 class Works : Record works- 1 no.

Record Works:
1. Students must make ONE Short Film on any concept of their choice (Maximum 20 min)

(The students must submit the exercise as a group project (maximum 5 in a group) in the digital form for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	Practical:
	1. Kim Adelman (2017). Making it Big in Shorts: Shorter, Faster, Cheaper: The Ultimate Filmmaker's Guide to Short Films, Third Edition, Michael Wiese Productions, USA
	2. Clifford Thurlow and Max Thurlow (2013). Making Short Films: The Complete Guide from Script to Screen, Third Edition, Bloomsbury Academic, USA
	3. Sonja Schenk and Ben Long (2021). The Digital Filmmaking Handbook: Seventh Edition, Seventh Edition, Foreing Films Publishing, USA
	4. Edmond Levy (1994). Making a Winning Short: How to Write, Direct, Edit, and Produce a Short Film, First Edition, Holt Paperbacks, New York
	5. Steven Ascher and Edward Pincus (2012). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Fifth Edition, Plume, USA.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
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		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VI

Course Code	UVC23D03L	Course Name	UI and UX Design	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering	Visual Communication	Data Book / Codes/Standards		Nil			

		Department			

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-1:		To provide the mastery in Drawing and Painting Tools	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3	
CLR-2:		To know the different concept of Manipulating Objects and Animation																			
CLR-3:		To understand the purpose of Layout and Formats																			
CLR-4:		To impart the fundamentals of Visual Design Specification, Wireframe & Platform																			
CLR-5:		To learn the process of Basics of Prototype																			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																			
CLO-1:		Students would learn the basics of Drawing and Painting Tools	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-	
CLO-2:		Students would know the concept of Manipulating Objects and Animation	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-	
CLO-3:		Students would gain knowledge about Layout and Formats	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-	
CLO-4:		Students would learn fundamentals of Visual Design Specification, Wireframe & Platform	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-	
CLO-5:		Students would learn to process of Basics of Prototype	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-	

Duration (hour)		15
S-1 to S-8	SLO-1	Exploring the Drawing and Painting Tools- I
S-9 to S-16	SLO-1	Exploring the Drawing and Painting Tools- II
S-17 to S-24	SLO-1	Exploring the Drawing and Painting Tools- III
S-23 to S-32	SLO-1	Manipulating Objects and Animation- I
S-33 to S-40	SLO-1	Manipulating Objects and Animation- II
S-41 to S-48	SLO-1	Manipulating Objects and Animation- III
S-49 to S-56	SLO-1	Basics of Layout and Formats- I
S-57 to S-64	SLO-1	Basics of Layout and Formats- II
S-65 to S-72	SLO-1	Basics of Layout and Formats- III

S-73 to S-80	**SLO-1**	*Visual Design Specification, Wireframe, Platform- I*
S-81 to S-88	**SLO-1**	*Visual Design Specification, Wireframe, Platform- II*
S-89 to S-96	**SLO-1**	*Visual Design Specification, Wireframe, Platform- III*
S-97 to S-104	**SLO-1**	*Basics of Prototype- I*
S-105 to S-112	**SLO-1**	*Basics of Prototype- II*
S-113 to S-120	**SLO-1**	*Basics of Prototype- III*

CLASS EXERCISE:

(Students must practice FIVE exercises) (Each exercise carries EIGHT marks)
(FIVE exercises x 08 marks = 40 marks & Regularity & Discipline = Total- 10 Marks)
1. Exploring the Drawing and Painting Tools   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
2. Manipulating Objects and Animation   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
3. Basics of Layout and Formats   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
4. Visual Design Specification, Wireframe, Platform   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
5. Basics of Prototype   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.

Record Works:
1. Develop Mobile Application with 10 Pages (Three exercise)

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

Learning Resources	*Practical:* 1. *Joel Marsh (2016). UX for Beginners: A Crash Course in 100 Short Lessons, First Edition, O'Reilly Media, Canada.* 2. *Donald Chestnut and Kevin P. Nichols (2014). UX For Dummies, First Edition, For Dummies, UK.* 3. *Jon Yablonski (2020). Laws of UX: Using Psychology to Design Better Products & Services, First Edition, O'Reilly Media, Canada.* 4. *Jenifer Tidwell, Charles Brewer and Aynne Valencia (2020). Designing Interfaces: Patterns for Effective Interaction Design, Third Edition, O'Reilly Media, Canada.* 5. *Everett N McKay (2013). UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication, First Edition, Morgan Kaufmann, UK.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VI

Course Code	UVC23D04L	Course Name	Web Page Development and Publishing	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil				
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil					

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in Drawing and Painting Tools																		
CLR-2:	To know the different concept of Manipulating Objects and Animation																		
CLR-3:	To understand the purpose of Layout and Formats																		
CLR-4:	To impart the fundamentals of Dynamics web designing																		
CLR-5:	To learn the process of Static web designing																		

Thinking, Expected Proficiency (%), Expected Attainment (%); Fundamental Knowledge, Application of Concepts, Link with Related, Procedural Knowledge, Skills in Specialization, Ability to Utilize Knowledge, Skills in Modeling, Analyze, Interpret Data, Investigative Skills, Problem Solving Skills, Communication Skills, Analytical Skills, PSO -1, PSO -2, PSO-3.

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																			
CLO-1:	Students would learn the basics of Drawing and Painting Tools	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Manipulating and Working with Graphics	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Layout and Formats	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Dynamics web designing	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Static web designing	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	SLO-1	Exploring the Drawing and Objects Tools- I
S-9 to S-16	SLO-1	Exploring the Drawing and Objects Tools- II
S-17 to S-24	SLO-1	Exploring the Drawing and Objects Tools- III
S-23 to S-32	SLO-1	Manipulating and Working with Graphics- I
S-33 to S-40	SLO-1	Manipulating and Working with Graphics- II
S-41 to S-48	SLO-1	Manipulating and Working with Graphics- III
S-49 to S-56	SLO-1	Basics of Layout and Formats- I
S-57 to S-64	SLO-1	Basics of Layout and Formats- II
S-65 to S-72	SLO-1	Basics of Layout and Formats- III
S-73 to S-80	SLO-1	Basics of Dynamics web designing- I
S-81 to S-88	SLO-1	Basics of Dynamics web designing- II
S-89 to S-96	SLO-1	Basics of Dynamics web designing- III
S-97 to S-104	SLO-1	Basics of Static web designing- I
S-105 to S-112	SLO-1	Basics of Static web designing- II
S-113 to S-120	SLO-1	Basics of Static web designing- III

CLASS EXERCISE:

(Students must practice all FIVE exercises) (Each exercise carries EIGHT marks)
(FIVE exercises x 08 marks = 40 marks & Regularity & Discipline = Total- 10 Marks)

1. Exploring the Drawing and Objects Tools   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.
2. Manipulating and Working with Graphics   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.
3. Basics of Layout and Formats   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.
4. Basics of Dynamics web designing   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.
5. Basics of Static web designing   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.

Record Works:

1. Develop Mobile Application with 10 Pages (Three exercise)

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

Learning Resources	*Practical:* 1. *Jason Beaird and James George (2014). The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science, Third Edition, SitePoint, USA* 2. *Jon Duckett (2014). Web Design with HTML, CSS, JavaScript and jQuery Set, First Edition, John Wiley & Sons, USA* 3. *Paul McFedries (2019). Web Design Playground: HTML & CSS the Interactive Way, First Edition, Manning Shelter Island, New York* 4. *Jennifer Robbins (2018). Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, Fifth Edition, O'Reilly Media, Canada* 5. *Steve Krug (2013). Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability, Third Edition, New Riders, USA.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										

	Total	100 %	100 %	100 %	100 %	100 %

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VI

Course Code	UVC23G04T	Course Name	History of Indian Cinema	Course Category	G	Generic Elective Course	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department		***Visual Communication***	Data Book / Codes/Standards		Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
			1	**2**	**3**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**
CLR-1:	*To provide the mastery in Indian Cinema*		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	*To know the different concept of New Wave Indian Cinema*																			
CLR-3:	*To understand the purpose of Bengali Cinema*																			
CLR-4:	*To impart the fundamentals of Marathi Cinema*																			
CLR-5:	*To learn the process of National Film Awards*																			

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																			
CLO-1:	*Students would learn the basics of Indian Cinema*		2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	*Students would know the concept of New Wave Indian Cinema*		2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	*Students would gain knowledge about Bengali Cinema*		2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	*Students would learn fundamentals of Marathi Cinema*		2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	*Students would learn to process of National Film Awards*		2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration	12	12	12	12	12

	(hour)				
S-1	**SLO-1**	*Indian Cinema- Arrival of the Cinema- I*	*New Wave Indian Cinema- Satyajit Ray- I*	*Bengali Cinema- Origin & Advent of Talkies- I*	*Origin & Growth of Marathi Cinema- I*	*National Film Awards- I*
	SLO-2	*Indian Cinema- Arrival of the Cinema- II*	*New Wave Indian Cinema- Satyajit Ray- II*	*Bengali Cinema- Origin & Advent of Talkies- II*	*Origin & Growth of Marathi Cinema- II*	*National Film Awards- II*
S-2	**SLO-1**	*Pioneers of Indian Cinema- Sakharam Bhatavdekar- I*	*New Wave Indian Cinema- Mrinal Sen & Bimal Roy- I*	*Evolution of New Bengali Cinema- I*	*Marathi Cinema- Pioneers & Kolhapur School- I*	*Tamil Nadu State Film Awards- I*
	SLO-2	*Pioneers of Indian Cinema- Sakharam Bhatavdekar- II*	*New Wave Indian Cinema- Mrinal Sen & Bimal Roy- II*	*Evolution of New Bengali Cinema- II*	*Marathi Cinema- Pioneers & Kolhapur School- II*	*Tamil Nadu State Film Awards- II*
S-3	**SLO-1**	*Pioneers of Indian Cinema- Dada Saheb Phalke- I*	*Dynasty of Actors and Director- Mehboob & Raj Kapoor- I*	*Golden era of Bengali Cinema- I*	*Marathi Cinema- Prabat Films and Contemporaries- I*	*Andhra Pradesh State Film Awards- I*
	SLO-2	*Pioneers of Indian Cinema- Dada Saheb Phalke- II*	*Dynasty of Actors and Director- Mehboob & Raj Kapoor- II*	*Golden era of Bengali Cinema- II*	*Marathi Cinema- Prabat Films and Contemporaries- II*	*Andhra Pradesh State Film Awards- II*
S-4	**SLO-1**	*Dada Saheb Phalke- Raja Harishchandra & other Films- I*	*Dynasty of Actors and Director- Guru Dutt & Dilip Kumar- I*	*Ray and Bengali Cinema- I*	*Advent of sound & Golden era of Marathi Cinema- I*	*Kerala State Film Awards- I*
	SLO-2	*Dada Saheb Phalke- Raja Harishchandra & other Films- II*	*Dynasty of Actors and Director- Guru Dutt & Dilip Kumar- II*	*Ray and Bengali Cinema- II*	*Advent of sound & Golden era of Marathi Cinema- II*	*Kerala State Film Awards- II*
S-5	**SLO-1**	*Dada Saheb Phalke- Other Films & Short Films- I*	*Golden Fifties of Indian Cinema- I*	*Punjabi Cinema- Birth of Punjabi Cinema- I*	*Decline of Marathi Cinema- I*	*Odisha State Film Awards- I*
	SLO-2	*Dada Saheb Phalke- Other Films & Short Films- II*	*Golden Fifties of Indian Cinema- II*	*Punjabi Cinema- Birth of Punjabi Cinema- II*	*Decline of Marathi Cinema- II*	*Odisha State Film Awards- II*
S-6	**SLO-1**	*Pioneers of Indian Cinema- Hiralal Sen- I*	*Government and Indian Cinema- CBFC- I*	*Punjabi Sound Films- I*	*Marathi Cinema- Post-war Transformations- I*	*Maharashtra State Film Awards- I*
	SLO-2	*Pioneers of Indian Cinema- Hiralal Sen- II*	*Government and Indian Cinema- CBFC- II*	*Punjabi Sound Films- II*	*Marathi Cinema- Post-war Transformations- II*	*Maharashtra State Film Awards- II*
S-7	**SLO-1**	*Pioneers of Indian Cinema- Jameshedji Framji Madan- I*	*Government and Indian Cinema- Film Division & NFDC- I*	*Punjabi Cinema- Pre & Post Partition Era- I*	*Marathi New Wave Cinema- I*	*Assam State Film Awards- I*

	SLO-2	*Pioneers of Indian Cinema- Jameshedji Framji Madan- II*	*Government and Indian Cinema- Film Division & NFDC- II*	*Punjabi Cinema- Pre & Post Partition Era- II*	*Marathi New Wave Cinema- II*	*Assam State Film Awards- II*
S-8	SLO-1	*Beginning of Bollywood- I*	*Government and Indian Cinema- National Film Awards & NFAI- I*	*Punjabi Cinema- After Partition- I*	*Contemporary Marathi Cinema- I*	*Bhojpuri Film Awards- I*
	SLO-2	*Beginning of Bollywood- II*	*Government and Indian Cinema- National Film Awards & NFAI- II*	*Punjabi Cinema- After Partition- II*	*Contemporary Marathi Cinema- II*	*Bhojpuri Film Awards- II*
S-9	SLO-1	*Beginning of the Talkies- Ardeshir Irani- I*	*Government and Indian Cinema- FTII & Film Society- I*	*Punjabi Cinema- Era of Diasporic Films- I*	*Bhojpuri Cinema- Origin & Growth- I*	*Gujarat State Film Awards- I*
	SLO-2	*Beginning of the Talkies- Ardeshir Irani- II*	*Government and Indian Cinema- FTII & Film Society- II*	*Punjabi Cinema- Era of Diasporic Films- II*	*Bhojpuri Cinema- Origin & Growth- II*	*Gujarat State Film Awards- II*
S-10	SLO-1	*Beginning of the Talkies- Nadia & Wadia- I*	*Mega Stars & Mega Movies- Amitabh Bachchan to Khans- I*	*Gujarati Cinema- Silent films & Early Talkies- I*	*Challenges & Future of Bhojpuri Cinema- I*	*International Indian Film Academy Awards (IIFA Awards)- I*
	SLO-2	*Beginning of the Talkies- Nadia & Wadia- II*	*Mega Stars & Mega Movies- Amitabh Bachchan to Khans- II*	*Gujarati Cinema- Silent films & Early Talkies- II*	*Challenges & Future of Bhojpuri Cinema- II*	*International Indian Film Academy Awards (IIFA Awards)- II*
S-11	SLO-1	*Studio System- P.C. Barua- I*	*Indian women directors- I*	*Gujarat Cinema- After Independence- I*	*Odia Cinema- Birth & Golden Era- I*	*South Indian International Movie Awards (SIIMA)- I*
	SLO-2	*Studio System- P.C. Barua- II*	*Indian women directors- II*	*Gujarat Cinema- After Independence- II*	*Odia Cinema- Birth & Golden Era- II*	*South Indian International Movie Awards (SIIMA)- II*
S-12	SLO-1	*Studio System- V. Shantaram- I*	*Multiplex & recent trends in Indian Cinema- I*	*Decline and Revival of Gujarat Cinema- I*	*Assamese Cinema- Birth & Golden Era- I*	*Filmfare Awards- I*
	SLO-2	*Studio System- V. Shantaram- II*	*Multiplex & recent trends in Indian Cinema- II*	*Decline and Revival of Gujarat Cinema- II*	*Assamese Cinema- Birth & Golden Era- II*	*Filmfare Awards- II*

UNIT I: Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Sakharam Bhatavdekar, Dada Saheb Phalke- Raja Harishchandra, Phalke's other Films & Short Films, Hiralal Sen, and Jameshedji Framji Madan; Beginning of Bollywood; Beginning of the Talkies- Ardeshir Irani, Nadia & Wadia; Studio System- P.C. Barua & V. Shantaram.

UNIT II: New Wave Indian Cinema- Satyajit Ray- Apu Trilogy, Mrinal Sen & Bimal Roy; Dynasty of Actors and Director- Mehboob, Raj Kapoor, Guru Dutt & Dilip Kumar; Golden Fifties of Indian Cinema; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society; Mega Stars and Mega Movies- Amitabh Bachchan to Khans; Indian women directors; Multiplex & recent trends.

UNIT III: Bengali Cinema- Origin of Bengali Cinema; Advent of Talkies, Evolution of New Bengali Cinema, Pioneers of Bengali Cinema; Golden era of Bengali Cinema; Ray and Bengali Cinema; Punjabi Cinema- Birth of Punjabi Cinema, Punjabi Sound Films; Pre & Post Partition Era; Punjabi Films after Partition; Era of Diasporic Films; Gujarati Cinema- Silent films in Gujarat; Early Talkies of Gujarat; Gujarat Cinema- After Independence; Decline and Revival.

UNIT IV: Marathi Cinema- Evolution of Marathi Cinema; The Pioneers of Marathi Cinema; The Kolhapur School- Baburao Painter; Prabat Films and Contemporaries; Advent of sound; Golden era; Decline of Marathi Cinema; The Post-war Transformations; Marathi New Wave; Contemporary Marathi Cinema; Bhojpuri Cinema; Growth of Bhojpuri Cinema; Challenges of Bhojpuri Cinema; Future of Bhojpuri Cinema; Odia Cinema- Early Struggles; Odia Cinema After 60s; Assamese Cinema- Birth of Assamese Cinema; Golden Era of Assamese Cinema; Trends of Assamese Cinema.

UNIT V: National Film Awards; Dadasaheb Phalke Award; Tamil Nadu State Film Awards; Andhra Pradesh State Film Awards; Kerala State Film Awards; Karnataka State Film Awards; Odisha State Film Awards; West Bengal Film Journalists' Association Awards; Maharashtra State Film Awards; Assam State Film Awards; Bhojpuri Film Awards; Gujarat State Film Awards; International Indian Film Academy Awards (IIFA Awards); South Indian International Movie Awards (SIIMA); Filmfare Awards.

Learning Resources	**Theory:** 1. *Debashree Mukherjee (2023). Bombay Talkies: An Unseen History of Indian Cinema, First Edition, Mapin Publishing Gp Pty Ltd. New Delhi* 2. *Renu Saran (2012). History of Indian Cinema, First Editing, Diamond Pocket Books (P) Ltd., New Delhi* 3. *K. Gokulsing and Wimal Dissanayake (2018). Handbook of Indian Cinemas, First Edition, Routledge, USA* 4. *Ashvin Immanuel Devasundaram (2020). Indian Cinema Beyond Bollywood: The New Independent Cinema Revolution, First Edition, Routledge, USA.* 5. *Ulka Anjaria (2021). Understanding Bollywood: The Grammar of Hindi Cinema, First Edition, Routledge, USA.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

Course Code	UVC23P03L	Course Name	Film Appreciation	Course Category	IAPC	Mini Project	L	T	P	O	C
							0	2	0	2	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil		
Course Offering Department		*Visual Communication*	Data Book / Codes/Standards			Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	To provide the mastery in basics of International Classical Films	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the different concept of National Classical Films																		
CLR-3:	To understand the purpose of Understanding Film Appreciation and Reviews				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills
CLR-4:	To impart the fundamentals of Writing Film Reviews																		
CLR-5:	To learn the process of Understanding Industrial Visit and Film Festivals																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																PSO -1	PSO -2	PSO -3
CLO-1:	Students would learn the basics of International Classical Films	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of National Classical Films	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Understanding Film Appreciation and Reviews	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Writing Film Reviews	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Understanding Industrial Visit and Film Festivals	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-2	SLO-1	*Screening- International Classical Films- I*
S-3 to S-4	SLO-1	*Screening- International Classical Films- II*
S-5 to S-6	SLO-1	*Screening- International Classical Films- III*
S-7 to S-8	SLO-1	*Screening- National Classical Films- I*

S-9 to S-10	**SLO-1**	*Screening- National Classical Films- II*
S-11 to S-12	**SLO-1**	*Screening- National Classical Films- III*
S-13 to S-14	**SLO-1**	*Understanding Film Appreciation and Reviews- I*
S-15 to S-16	**SLO-1**	*Understanding Film Appreciation and Reviews- II*
S-17 to S-18	**SLO-1**	*Understanding Film Appreciation and Reviews- III*
S-19 to S-20	**SLO-1**	*Writing Film Reviews- I*
S-21 to S-22	**SLO-1**	*Writing Film Reviews- II*
S-23 to S-24	**SLO-1**	*Writing Film Reviews- III*
S-25 to S-26	**SLO-1**	*Understanding Industrial Visit and Film Festivals- I*
S-27 to S-28	**SLO-1**	*Understanding Industrial Visit and Film Festivals- II*
S-29 to S-30	**SLO-1**	*Understanding Industrial Visit and Film Festivals- III*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries FOUR marks)
(TEN exercises x 04 marks = 40 marks & 10 marks for Regularity & Discipline = Total- 50 Marks)

1. Screening- International Classical Films   : 3 Weeks
   Minimum 2 class Works   : Record works- 1 no.
2. Screening- National Classical Films   : 3 Weeks
   Minimum 2 class works   : Record works- 1 no.
3. Understanding Film Appreciation and Reviews   : 3 Weeks
   Minimum 2 class works   : Record works- 1 no.
4. Writing Film Reviews   : 3 Weeks
   Minimum 2 class works   : Record works- 1 no.
5. Understanding Industrial Visit and Film Festivals   : 3 Weeks
   Minimum 2 class works   : Record works- 1 no.

Record Works:

1. Should write review for all screened movies

(The students must submit the exercise in the Record form for Practical exam, which will be evaluated by the External Examiner)

Learning Resources	Practical:
	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.
	4. Jim Piper (2014). The Film Appreciation Book: The Film Course You Always Wanted to Take, First Edition, Allworth Press, New York.
	5. Michael Patrick Gillespie (2019). Film Appreciation through Genres, First Edition, McFarland Publishers, USA.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

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Course Code	UVC23701T	Course Name	Media Management	Course Category	C	Discipline Specific Core Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1:	To provide the mastery in basics of Management	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the different concept of Media Management																		
CLR-3:	To understand the purpose of Media Organization																		
CLR-4:	To impart the fundamentals of Ownership																		
CLR-5:	To learn the process of Media Economics																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:	Students would learn the basics of Management	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Media Management	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Media Organization	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Ownership	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Media Economics	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	*Management- Concept*	*Media Management- Concept*	*Media Organization- Concept*	*Ownership- Concept*	*Media Economics- Concept*
	SLO-2	*Management basics*	*Media Management basics*	*Media Organization basics*	*Ownership basics*	*Media Economics basics*
S-2	SLO-1	*Nature & Characteristics of Management- I*	*Nature & Objectives of Media Management- I*	*Structure of Media Organization- I*	*Licensing & Franchising- Concept*	*Economics of Print & Electronic Media- I*

	SLO-2	Nature & Characteristics of Management- II	Nature & Objectives of Media Management- II	Structure of Media Organization- II	Licensing & Franchising basics	Economics of Print & Electronic Media- II
S-3	**SLO-1**	Scope & Objectives of Management- I	Need & Scope of Media Management- I	Functions of Media Organization- I	Ownership Rules & Regulations- Monopolies & Oligopolies- I	Media Business- Concept
	SLO-2	Scope & Objectives of Management- II	Need & Scope of Media Management- II	Functions of Media Organization- II	Ownership Rules & Regulations- Monopolies & Oligopolies- II	Media Business basics
S-4	**SLO-1**	Functions of Management- I	Structure of Media Management- Pyramid Structures- I	Organizational Behavior- Concept	Ownership Rules & Regulations- Conglomerates, Mergers & Acquisitions- I	Legal Issues in Media Business- I
	SLO-2	Functions of Management- II	Structure of Media Management- Pyramid Structures- II	Organizational Behavior basics	Ownership Rules & Regulations- Conglomerates, Mergers & Acquisitions- II	Legal Issues in Media Business- II
S-5	**SLO-1**	Hierarchy of Management- Top Level Management- I	Structure of Media Management- Pyramid Structures- I	Nature of Organizational Behavior- I	Media Ownership- Concept	Financial Issues in Media Business- I
	SLO-2	Hierarchy of Management- Top Level Management- II	Structure of Media Management- Pyramid Structures- II	Nature of Organizational Behavior- II	Media Ownership basics	Financial Issues in Media Business- II
S-6	**SLO-1**	Hierarchy of Management- Middle Level Management- I	Structure of Media Management- 'Hub-and-spokes' structure- I	Elements of Organizational Behavior- People & Structure- I	Structures of Media Ownership- Sole Proprietorship, Partnership & Private Limited Company- I	Media Revenues- Concept
	SLO-2	Hierarchy of Management- Middle Level Management- II	Structure of Media Management- 'Hub-and-spokes' structure- II	Elements of Organizational Behavior- People & Structure- II	Structures of Media Ownership- Sole Proprietorship, Partnership & Private Limited Company- II	Media Revenues basics
S-7	**SLO-1**	Hierarchy of Management- Supervisory Level Management- I	Structure of Media Management- Matrix Management- I	Elements of Organizational Behavior- Technology & External Environment- I	Structures of Media Ownership- Public Limited Companies, Trusts & Cooperatives- I	Types of Media Revenues- I
	SLO-2	Hierarchy of Management- Supervisory Level Management- II	Structure of Media Management- Matrix Management- II	Elements of Organizational Behavior- Technology & External Environment- II	Structures of Media Ownership- Public Limited Companies, Trusts & Cooperatives- II	Types of Media Revenues- II
S-8	**SLO-1**	Structure of Management- I	Functions of Media Departments- Administration, Finance & Circulation- I	Theories of Organizational Behavior- Concept	Types of Media Ownership- Chain & Cross Media Ownership- I	Sponsorship- Concept
	SLO-2	Structure of Management- II	Functions of Media Departments- Administration, Finance & Circulation- II	Theories of Organizational Behavior basics	Types of Media Ownership- Chain & Cross Media Ownership- II	Sponsorship basics
S-9	**SLO-1**	Structure of Management- I	Functions of Media Departments- Marketing, Personnel & Production- I	Theories of Organizational Behavior- Classical Theory- I	Types of Media Ownership- Conglomerate & Vertical Integration- III	Principles & Need of Sponsorship- I

		UNIT-I	UNIT-II	UNIT-III	UNIT-IV	
	SLO-2	Structure of Management- II	Functions of Media Departments- Marketing, Personnel & Production- II	Theories of Organizational Behavior- Classical Theory- II	Types of Media Ownership- Conglomerate & Vertical Integration- IV	Principles & Need of Sponsorship- II
S-10	SLO-1	Principles of Management- I	Media as an Industry & Profession- I	Theories of Organizational Behavior- Neoclassical Organization Theory- III	Leadership- Concepts	Elements of Sponsorship- I
	SLO-2	Principles of Management- II	Media as an Industry & Profession- II	Theories of Organizational Behavior- Neoclassical Organization Theory- IV	Leadership basics	Elements of Sponsorship- II
S-11	SLO-1	Types of Management- I	Theories of Media Management- Historical Theories- I	Theories of Organizational Behavior- Contingency Theory- V	Leadership Qualities- Empathy, Consistency, Honesty & Direction- I	Identifying Appropriate Sponsors- I
	SLO-2	Types of Management- II	Theories of Media Management- Historical Theories- II	Theories of Organizational Behavior- Contingency Theory- VI	Leadership Qualities- Empathy, Consistency, Honesty & Direction- II	Identifying Appropriate Sponsors- II
S-12	SLO-1	Basics of Management Theories- I	Theories of Media Management- Classical Theories- I	Theories of Organizational Behavior- Systems Theory- I	Leadership Qualities- Communication, Flexibility & Conviction- III	Managing Sponsorship Relationships- I
	SLO-2	Basics of Management Theories- II	Theories of Media Management- Classical Theories- II	Theories of Organizational Behavior- Systems Theory- II	Leadership Qualities- Communication, Flexibility & Conviction- IV	Managing Sponsorship Relationships- II

UNIT- I: Management- Definition & Concept; Nature of Management; Characteristics of Management; Scope of Management; Objectives of Management; Functions of Management- Planning, Organizing, Staffing, Directing, Communication, Controlling; Hierarchy of Management- Top, Middle, Supervisory Level Management; Structure of Management- Flat, Functional & Product Organizational Structure; Principles of Management; Types of Management- Strategic, Sales, Marketing, Operations, Financial & Accounting Management; Basics of Management Theories.

UNIT- II: Media Management- Definition & Concept; Nature of Media Management; Objectives of Media Management; Need for Media Management; Scope of Media Management; Structure of Media Management- Pyramid Structures, 'Hub-and-spokes' structure, Matrix Management; Functions of Media Departments- Administration, Finance, Circulation, Marketing, Personnel, Production Department; Media as an Industry; Media as a Profession; Theories of Media Management- Concept; Historical Theories- Trail & Error theory, Conventional theory; Classical Theories- Scientific, Bureaucratic & Administrative Theory.

UNIT III: Media Organization- Definition & Concept; Structure of Media Organization- Advertising, Sales, Assignment Desk, Audience Research, Editorial, News Collection & Reporting, News Production, Online Community Development, Web Content; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution, Documentation; Organizational Behavior- Definition & Concept; Nature of Organizational Behavior; Elements of Organizational Behavior- People, Structure, Technology, External Environment; Theories of Organizational Behavior- Classical Organization Theory, Neoclassical Organization Theory, Contingency Theory, Systems Theory.

UNIT- IV: Ownership- Definition & Concept; Characteristics of Ownership; Licensing & Franchising- Concept; Ownership Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media Ownership- Definition & Concept; Structures of Media Ownership- Sole Proprietorship, Partnership, Private Limited Company, Public Limited Companies, Trusts, Cooperatives; Types of Media Ownership- Chain Ownership, Cross Media Ownership, Conglomerate Ownership, Vertical Integration; Leadership- Definition & Concepts; Leadership Qualities- Empathy, Consistency, Honesty, Direction, Communication, Flexibility, Conviction.

UNIT- V: Media Economics- Definition & Concept; Economics of Print Media- Industry Projections, Demographic Dividend, Value-creation, Strategic Importance; Economics of Electronic Media- Radio, Television, Cinema; Media Business- Definition & Concept; Legal Issues in Media Business- Dissatisfied Employees, Discrimination Cases, Harassment Cases, Copyright and Patent Issues, Dissatisfied Customers, Other Legal Issues; Financial Issues in Media Business- Cash Flow, Legal Challenges, Growing Pains, Economic Cycles, Over-Expansion; Media Revenues- Definition & Concept; Types of Media Revenues- Advertising, Subscription, Pay-per-item, Merchandizing; Sponsorship- Definition & Concept; Principles of Sponsorship, Need for Sponsor; Elements of Sponsorship; Identifying Appropriate Sponsors; Managing Sponsorship Relationships.

Learning Resources	*Theory:* 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. *Jerrold Greenberg (2008), Comprehensive Stress Management (10thEdition), McGraw-Hill, New York* 4. *Lucy Keung (2008). Strategic Management in the Media, First Edition. Sage Publications. New Delhi.* 5. *Peter K. Pringle, Michael F. Starr (2006). Electronic Media Management, Fifth Edition. Elsevier.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VII

Course Code	UVC23D05L	Course Name	VFX and SFX	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil													
Course Offering Department		*Visual Communication*	Data Book / Codes/Standards	Nil														

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																	
CLR-1:	To provide the mastery in basics of Tools and Composition	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the different concept of Manipulating and Working with Layers																		
CLR-3:	To understand the purpose of Transition and Filters																		
CLR-4:	To impart the fundamentals of Manipulating and Working Sound Technics																		
CLR-5:	To learn the process of Basics of Polygon Modeling																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:	Students would learn the basics of Tools and Composition	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Manipulating and Working with Layers	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Basics of Transition and Filters	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Manipulating and Working Sound Technics	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Basics of Polygon Modeling	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	**SLO-1**	*Exploring the Tools and Composition- I*
S-9 to S-16	**SLO-1**	*Exploring the Tools and Composition- II*
S-17 to S-24	**SLO-1**	*Exploring the Tools and Composition- III*
S-23 to S-32	**SLO-1**	*Manipulating and Working with Layers- I*
S-33 to S-40	**SLO-1**	*Manipulating and Working with Layers- II*
S-41 to S-48	**SLO-1**	*Manipulating and Working with Layers- III*
S-49 to S-56	**SLO-1**	*Basics of Transition and Filters- I*
S-57 to S-64	**SLO-1**	*Basics of Transition and Filters- II*

S-65 to S-72	SLO-1	*Basics of Transition and Filters- III*
S-73 to S-80	SLO-1	*Manipulating and Working Sound Technics- I*
S-81 to S-88	SLO-1	*Manipulating and Working Sound Technics- II*
S-89 to S-96	SLO-1	*Manipulating and Working Sound Technics- III*
S-97 to S-104	SLO-1	*Basics of Polygon Modeling- I*
S-105 to S-112	SLO-1	*Basics of Polygon Modeling- II*
S-113 to S-120	SLO-1	*Basics of Polygon Modeling- III*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries EIGHT marks)
(FIVE exercises x 08 marks = 40 marks & Regularity & Discipline = Total- 10 Marks)
1. Exploring the Tools and Composition   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.
2. Manipulating and Working with Layers   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.
3. Basics of Transition and Filters   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.
4. Manipulating and Working Sound Technics   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.
5. Basics of Polygon Modeling   : 3 Weeks
   Minimum 1 class works   : Record works- 1 no.

Record Works:
1. Students must Shoot Live Action Footage and make a complete Story using Visual Effects (Minimum THREE Visual Effects) (Maximum 3 min)
2. Add Sound Effects to the Project work of their Live taken footage (Minimum THREE Sound Effects and Sound Mixing) (Maximum 3 min)

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

Learning Resources	*Practical:* 1. *Abhishek Kange (2021). VFX: How They Do It, First Edition, Notion Press, India* 2. *Eran Dinur (2017). The Filmmaker's Guide to Visual Effects: The Art and Techniques of Vfx for Directors, Producers, Editors and Cinematographers, First Edition, Routledge, UK* 3. *Wallace Jackson (2016). VFX Fundamentals: Visual Special Effects Using Fusion 8.0, First Edition, Apress, India* 4. *Abhishek Kumar (2021). Beginning VFX with Autodesk Maya: Create Industry-Standard Visual Effects from Scratch, First Edition, APress, India* 5. *Lee Lanier (2017). Advanced Visual Effects Compositing: Techniques for Working with Problematic Footage, First Edition, Routledge, India*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VI

Course Code	UVC23D06L	Course Name	Compositing Techniques	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:		To provide the mastery in basics of Tools and Composition																		
CLR-2:		To know the different concept of Manipulating and Working with Layers	Thinking	Proficien ed	Attainm ed	mental Knowle	tion of Concept	Relate d	ural Knowle	Special in	Utilize in	Modeli e,	Interpr in	gative	m Solving	unicati	Analy cal	PSO -1	PSO -2	PSO -3	
CLR-3:		To understand the purpose of Transition and Filters																		

CLR-4:	To impart the fundamentals of Manipulating and Working Sound Technics																		
CLR-5:	To learn the process of Basics of Polygon Modeling																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Tools and Composition	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Manipulating and Working with Layers	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Basics of Transition and Filters	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Manipulating and Working Sound Technics	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Basics of Polygon Modeling	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	SLO-1	Exploring the Tools and Composition- I
S-9 to S-16	SLO-1	Exploring the Tools and Composition- II
S-17 to S-24	SLO-1	Exploring the Tools and Composition- III
S-23 to S-32	SLO-1	Manipulating and Working with Layers- I
S-33 to S-40	SLO-1	Manipulating and Working with Layers- II
S-41 to S-48	SLO-1	Manipulating and Working with Layers- III
S-49 to S-56	SLO-1	Basics of Transition and Filters- I
S-57 to S-64	SLO-1	Basics of Transition and Filters- II
S-65 to S-72	SLO-1	Basics of Transition and Filters- III
S-73 to S-80	SLO-1	Manipulating and Working Sound Technics- I
S-81 to S-88	SLO-1	Manipulating and Working Sound Technics- II
S-89 to S-96	SLO-1	Manipulating and Working Sound Technics- III
S-97 to S-104	SLO-1	Basics of Polygon Modeling- I
S-105 to S-112	SLO-1	Basics of Polygon Modeling- II

S-113 to S-120	SLO-1	*Basics of Polygon Modeling- III*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries EIGHT marks)
(FIVE exercises x 08 marks = 40 marks & Regularity & Discipline = Total- 10 Marks)

1. Exploring the Tools and Composition : 3 Weeks
   Minimum 1 class works : Record works- 1 no.
2. Manipulating and Working with Layers : 3 Weeks
   Minimum 1 class works : Record works- 1 no.
3. Basics of Transition and Filters : 3 Weeks
   Minimum 1 class works : Record works- 1 no.
4. Manipulating and Working Sound Technics : 3 Weeks
   Minimum 1 class works : Record works- 1 no.
5. Basics of Polygon Modeling : 3 Weeks
   Minimum 1 class works : Record works- 1 no.

Record Works:
1. Students must Shoot Live Action Footage and make a complete Story using Visual Effects (Minimum THREE Visual Effects) (Maximum 3 min)
2. Add Sound Effects to the Project work of their Live taken footage (Minimum THREE Sound Effects and Sound Mixing) (Maximum 3 min)

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

Learning Resources	*Practical:* 1. *Abhishek Kange (2021). VFX: How They Do It, First Edition, Notion Press, India* 2. *Eran Dinur (2017). The Filmmaker's Guide to Visual Effects: The Art and Techniques of Vfx for Directors, Producers, Editors and Cinematographers, First Edition, Routledge, UK* 3. *Wallace Jackson (2016). VFX Fundamentals: Visual Special Effects Using Fusion 8.0, First Edition, Apress, India* 4. *Abhishek Kumar (2021). Beginning VFX with Autodesk Maya: Create Industry-Standard Visual Effects from Scratch, First Edition, APress, India* 5. *Lee Lanier (2017). Advanced Visual Effects Compositing: Techniques for Working with Problematic Footage, First Edition, Routledge, India*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										

Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VII

Course Code	UVC23G05T	Course Name	History of South Indian Cinema	Course Category	G	Generic Elective Course	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards	Nil				

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning				Program Learning Outcomes (PLO)													
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	*To provide the mastery in basics of Telugu Cinema*																		
CLR-2:	*To know the different concept of Neo Tollywood*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	*To understand the purpose of Malayalam Cinema*																		
CLR-4:	*To impart the fundamentals of Golden Age of Malayalam Cinema*																		
CLR-5:	*To learn the development of Kannada Cinema*																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	*Students would learn the basics of Telugu Cinema*	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-

CLO-2:	*Students would know the concept of Neo Tollywood*	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	*Students would gain knowledge about Malayalam Cinema*	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	*Students would learn fundamentals of Golden Age of Malayalam Cinema*	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	*Students would learn to development of Kannada Cinema*	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		**12**	**12**	**12**	**12**	**12**
S-1	**SLO-1**	Telugu Cinema- Early development- I	Neo Tollywood- I	Malayalam Cinema- Beginning- I	Golden Age of Malayalam Cinema- I	Kannada Cinema- Origin - I
	SLO-2	Telugu Cinema- Early development- II	Neo Tollywood- II	Malayalam Cinema- Beginning- II	Golden Age of Malayalam Cinema- II	Kannada Cinema- Origin - II
S-2	**SLO-1**	Telugu Mythological Cinema- I	Technological Evolution of Telugu Cinema- I	Early period- J. C. Daniel- I	Commercialization of Malayalam Cinema- I	Kannada Cinema- Subbaiah Naidu- I
	SLO-2	Telugu Mythological Cinema- II	Technological Evolution of Telugu Cinema- II	Early period- J. C. Daniel- II	Commercialization of Malayalam Cinema- II	Kannada Cinema- Subbaiah Naidu- II
S-3	**SLO-1**	Pioneers of Telugu Cinema- I	Sub-genres & Off Beat Telugu Cinema- I	Early period- Madras Malayali Association & Udaya Studio- I	Malayalam Cinema in the Millennium- I	Kannada Cinema- talkies- I
	SLO-2	Pioneers of Telugu Cinema- II	Sub-genres & Off Beat Telugu Cinema- II	Early period- Madras Malayali Association & Udaya Studio- II	Malayalam Cinema in the Millennium- II	Kannada Cinema- talkies- II
S-4	**SLO-1**	Rise of Telugu talkies- I	Spread to World Markets- I	Malayalam Realistic Movies- Sathyan & Prem Naseer- I	Recent Malayalam Cinema Personalities- Mammootty- I	Kumar trios of Kanada Cinema- I
	SLO-2	Rise of Telugu talkies- II	Spread to World Markets- II	Malayalam Realistic Movies- Sathyan & Prem Naseer- II	Recent Malayalam Cinema Personalities- Mammootty- II	Kumar trios of Kanada Cinema- II
S-5	**SLO-1**	Golden Age of Telugu Cinema- I	Early Telugu Cinema Personalities- K Viswanath & Raghavendra Rao- I	Malayalam Realistic Movies- Chemmeen Era- I	Recent Malayalam Cinema Personalities- Mohanlal- I	Golden Age of Kannada cinema- I
	SLO-2	Golden Age of Telugu Cinema- II	Early Telugu Cinema Personalities- K Viswanath & Raghavendra Rao- II	Malayalam Realistic Movies- Chemmeen Era- II	Recent Malayalam Cinema Personalities- Mohanlal- II	Golden Age of Kannada cinema- II
S-6	**SLO-1**	Rise of Tollywood- I	Early Telugu Cinema Personalities- Ramoji Rao & Dasari Narayana Rao- I	Malayalam New Wave- I	Recent Malayalam Cinema Personalities- Sreenivasan- I	Kanada Cinema- Issue of Limited Market- I

	SLO-2	*Rise of Tollywood- II*	*Early Telugu Cinema Personalities-Ramoji Rao & Dasari Narayana Rao- II*	*Malayalam New Wave- II*	*Recent Malayalam Cinema Personalities- Sreenivasan- II*	*Kanada Cinema- Issue of Limited Market- II*
S-7	SLO-1	*Politics & Telugu Cinema- I*	*Early Telugu Cinema Personalities-Singeetam Srinivasa Rao & S S Rajamouli- I*	*Chitralekha Film Society- I*	*Recent Malayalam Cinema Personalities- Priyadarshan- I*	*Issue of the Star System in Kanada Cinema- I*
	SLO-2	*Politics & Telugu Cinema- II*	*Early Telugu Cinema Personalities-Singeetam Srinivasa Rao & S S Rajamouli- II*	*Chitralekha Film Society- II*	*Recent Malayalam Cinema Personalities- Priyadarshan- II*	*Issue of the Star System in Kanada Cinema- II*
S-8	SLO-1	*Early Telugu Cinema Personalities- H M Reddy & B N Reddy- I*	*Early Telugu Cinema Personalities-Chiranjeevi & Venkatesh- I*	*Early Malayalam Cinema Personalities- Adoor Gopalakrishnan & I V Sasi- I*	*Recent Malayalam Cinema Personalities- Fazil- I*	*New Millennium of Kanada Cinema- I*
	SLO-2	*Early Telugu Cinema Personalities- H M Reddy & B N Reddy- II*	*Early Telugu Cinema Personalities-Chiranjeevi & Venkatesh- II*	*Early Malayalam Cinema Personalities- Adoor Gopalakrishnan & I V Sasi- II*	*Recent Malayalam Cinema Personalities- Fazil- II*	*New Millennium of Kanada Cinema- II*
S-9	SLO-1	*Early Telugu Cinema Personalities- L V Prasad & B Vittalacharya- I*	*Early Telugu Cinema Personalities-Nagarjuna & Pawan Kalyan- I*	*Early Malayalam Cinema Personalities- Bharathan & Padmarajan- I*	*Recent Malayalam Cinema Personalities- Suresh Gopi- I*	*Kanada Cinema Personalities-Vishnuvardhan- I*
	SLO-2	*Early Telugu Cinema Personalities- L V Prasad & B Vittalacharya- II*	*Early Telugu Cinema Personalities-Nagarjuna & Pawan Kalyan- II*	*Early Malayalam Cinema Personalities- Bharathan & Padmarajan- II*	*Recent Malayalam Cinema Personalities- Suresh Gopi- II*	*Kanada Cinema Personalities-Vishnuvardhan- II*
S-10	SLO-1	*Early Telugu Cinema Personalities- N T Rama Rao- I*	*Telugu Cinema and Global Market-*	*Early Malayalam Cinema Personalities- K G George & G Aravindan- I*	*Recent Malayalam Cinema Personalities- Dileep- I*	*Kanada Cinema Personalities-Ambarish & Shankarnag- I*
	SLO-2	*Early Telugu Cinema Personalities- N T Rama Rao- I*	*Telugu Cinema and Global Market-*	*Early Malayalam Cinema Personalities- K G George & G Aravindan- I*	*Recent Malayalam Cinema Personalities- Dileep- I*	*Kanada Cinema Personalities-Ambarish & Shankarnag- I*
S-11	SLO-1	*Early Telugu Cinema Personalities- Akkineni Nageswara Rao- I*	*Recent Trends in Telugu Cinema- I*	*Early Malayalam Cinema Personalities- Thilakan & Bharat Gopi- I*	*Recent Malayalam Cinema Personalities- Kalabhavan Mani- I*	*Kanada Cinema Personalities-Girish Kasaravalli & Girish Karnad- I*
	SLO-2	*Early Telugu Cinema Personalities- Akkineni Nageswara Rao- II*	*Recent Trends in Telugu Cinema- II*	*Early Malayalam Cinema Personalities- Thilakan & Bharat Gopi- II*	*Recent Malayalam Cinema Personalities- Kalabhavan Mani- II*	*Kanada Cinema Personalities-Girish Kasaravalli & Girish Karnad- II*
S-12	SLO-1	*Early Telugu Cinema Personalities- S V Ranga Rao & Krishna- I*	*Pan India Telugu Cinema Personalities- I*	*Early Malayalam Cinema Personalities- Madhu & K J Yesudas- I*	*Recent Malayalam Cinema Personalities- Prithviraj Sukumaran- I*	*Konkani Cinema- Origin & Development- I*
	SLO-2	*Early Telugu Cinema Personalities- S V Ranga Rao & Krishna- II*	*Pan India Telugu Cinema Personalities- II*	*Early Malayalam Cinema Personalities- Madhu & K J Yesudas- II*	*Recent Malayalam Cinema Personalities- Prithviraj Sukumaran- II*	*Konkani Cinema- Origin & Development- II*

UNIT- I: Telugu Cinema- Early development; Telugu Mythological Cinema; Pioneers of Telugu Cinema; Rise of Telugu talkies; Golden Age of Telugu Cinema; Rise of Tollywood; Politics & Telugu Cinema; Early Telugu Cinema Personalities- H M Reddy, B N Reddy, L V Prasad, B Vittalacharya, D. Ramanaidu, N T Rama Rao, Akkineni Nageswara Rao, S V Ranga Rao & Krishna.

UNIT- II: Neo Tollywood; Technological Evolution of Telugu Cinema, Sub-genres & Off Beat Telugu Cinema; Spread to World Markets; Early Telugu Cinema Personalities- K Viswanath, K Raghavendra Rao, Ramoji Rao, Dasari Narayana Rao, Singeetam Srinivasa Rao, S S Rajamouli, Chiranjeevi, Venkatesh, Nagarjuna, Pawan Kalyan & Brahmanandam; Telugu Cinema and Global Market; Recent Trends in Telugu Cinema; Pan India Telugu Cinema Personalities.

UNIT- III: Malayalam Cinema- Beginning & Early period- J. C. Daniel, Madras Malayali Association & Udaya Studio; Malayalam Realistic Movies- Sathyan & Prem Naseer, Chemmeen Era; Malayalam New Wave & Chitralekha Film Society; Early Malayalam Cinema Personalities- Adoor Gopalakrishnan, I V Sasi, Bharathan, Padmarajan, K G George, G Aravindan, Thilakan, Bharat Gopy, Madhu & K J Yesudas.

UNIT- IV: Golden Age of Malayalam Cinema; Commercialization of Malayalam Cinema; Malayalam Cinema in the Millennium; Recent Malayalam Cinema Personalities- Mammootty, Mohanlal, Sreenivasan, Priyadarshan, Fazil, Suresh Gopi, Dileep, Kalabhavan Mani, Prithviraj Sukumaran.

UNIT- V: Kannada Cinema- Origin & Subbaiah Naidu Kannada talkies; Kumar trios; Golden Age of Kannada cinema; Issue of Limited Market; Issue of the Star System; New Millennium; Vishnuvardhan, Ambarish, Shankarnag, Girish Kasaravalli & Girish Karnad; Konkani Cinema- Origin & Development.

Learning Resources	*Theory:* 1. *Renu Saran (2012). History of Indian Cinema, First Editing, Diamond Pocket Books (P) Ltd., New Delhi* 2. *K. Gokulsing and Wimal Dissanayake (2018). Handbook of Indian Cinemas, First Edition, Routledge, USA* 3. *Ashvin Immanuel Devasundaram (2020). Indian Cinema Beyond Bollywood: The New Independent Cinema Revolution, First Edition, Routledge, USA* 4. *S.V.Srinivas (2018). Politics as Performance (PB), First Edition, The Orient Blackswan, New Delhi* 5. *Reji A.L (2021). Contemporary Popular Malayalam Cinema: A Spatial Dynamical Study, First Edition, Atlantic Publishers & Distributors, India.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

\# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information	*1. Dr. S Nandakumar, Professor and Head*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*

Bureau, Chennai. Email: muralisarang@gmail.com	Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VII

Course Code	UVC23G06L	Course Name	Digital Content Creation	Course Category	G	Generic Elective Course	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department		Visual Communication	Data Book / Codes/Standards		Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in basics of Digital Content	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO-3
CLR-2:	To know the different concept of Digital Text Content Creation																		
CLR-3:	To understand the purpose of Audio Content Creation																		
CLR-4:	To impart the fundamentals of Video Content Creation																		
CLR-5:	To learn the process of Infographics Content Creation																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Digital Content	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Digital Text Content Creation	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Audio Content Creation	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Video Content Creation	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Infographics Content Creation	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	SLO-1	Understanding Digital Content
S-9 to S-16	SLO-1	Digital Text Content Creation- I
S-17 to S-24	SLO-1	Digital Text Content Creation- II

S-23 to S-32	SLO-1	*Audio Content Creation- I*
S-33 to S-40	SLO-1	*Audio Content Creation- II*
S-41 to S-48	SLO-1	*Video Content Creation- III*
S-49 to S-56	SLO-1	*Video Content Creation*
S-57 to S-64	SLO-1	*Online Magazine- I*
S-65 to S-72	SLO-1	*Online Magazine- II*
S-73 to S-80	SLO-1	*Infographics Content Creation- I*
S-81 to S-88	SLO-1	*Infographics Content Creation- II*
S-89 to S-96	SLO-1	*Interviews- Audio Based Interview- I*
S-97 to S-104	SLO-1	*Interviews- Audio Based Interview- I*
S-105 to S-112	SLO-1	*Interview- Video Based Interview- I*
S-113 to S-120	SLO-1	*Interview- Video Based Interview- II*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries FIVE marks)
(EIGHT exercises x 05 marks = 40 marks & 10 marks for Regularity & Discipline = Total- 50 Marks)

1. Understanding Digital Content : 1 Week
   Minimum 1 class Works : Record works- 1 no.
2. Digital Text Content Creation : 2 Weeks
   Minimum 1 class works : Record works- 1 no.
3. Audio Content Creation : 2 Weeks
   Minimum 1 class works : Record works- 1 no.
4. Video Content Creation : 2 Weeks
   Minimum 1 class works : Record works- 1 no.
5. Online Magazine : 2 Weeks
   Minimum 1 class works : Record works- 1 no.
6. Infographics Content Creation : 2 Weeks
   Minimum 1 class works : Record works- 1 no.
7. Interviews- Audio Based Interview : 2 Weeks

| | | : Record works- 1 no. |

Minimum 1 class works   : Record works- 1 no.
8. Interview- Video Based Interview   : 2 Weeks
  Minimum 1 class works   : Record works- 1 no.

Record Works:

1. Students must make ONE Digital Content on any concept (Maximum 20 min)

(The students must submit the exercise in the Record form for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Practical:* 1. *Brian McKernan and John Rice (2001). Creating Digital Content: A Video Production Guide for Web, Broadcast and Cinema, First Edition, McGraw-Hill Education, UK* 2. *MS Blackwell (2021). The ABCs & 123s of Creating Digital Content, First Edition, Ground Floor Publishing, UK* 3. *J. Elizabeth Mills (2011). Creating Content: Maximizing Wikis, Widgets, Blogs, and More (Digital and Information Literacy), First Edition, Rosen Central UK* 4. *Susan Gunelius (2011). Content Marketing for Dummies, First Edition, For Dummies, New Delhi* 5. *Gerardus Blokdyk (2019), Content Creation a Complete Guide, First Edition, 5STARCooks Publisher, Australia.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR* *2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR* *3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR* *4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR*

SEMESTER - VII

Course Code	UVC23P04L	Course Name	Internship - III	Course Category	IAPC	Internship/Apprenticeship / Project/Community Outreach	L	T	P	O	C
							0	0	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	To acquire the basic knowledge of media industry	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the working atmosphere of media industry																		
CLR-3:	To know and practice field works in various designations of various media setup	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-4:	To train in the film& TV industry as an intern in various field																		
CLR-5:	To get the mastery skills from the media field through intern training																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the media industry practically	3	90	90	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-2:	Students would gain knowledge of media field circumstances	3	85	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-3:	Students would know various designations and various media setup	3	90	90	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-4:	Students would gain knowledge about film & TV industry	3	85	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-
CLO-5:	Students would be proficient in the media field	3	80	80	H	M	H	M	H	H	M	M	L	H	M	L	-	-	-

The student will undergo a two-week internship during the summer vacation after the end of the VI Semester in any media organization and must submit an activity report. The student will be monitored by the faculty and will be guided by the media organization in completing the internship.

Methodology:

Students are expected to do an internship of professional nature within the stipulated time during the summer vacation for a period of a minimum of 15 days after the end the of VI Semester. Criteria for selecting the internship will be based on the area of specialization by the student in the media industry. Emphasis will be given to get trained of professional quality that will help students to enter the media industry with an evaluated portfolio. The internship training activities will be presented by the students and the viva voce will complete the process of evaluation for awarding grades.

The training work can be carried out in any Media House/ Print Media/ Advertising Agency/ Media Professional/ Film Industry for three months.

Record Work:
Students must prepare the Day-to-Day activities of their internship training period, that will be monitored by Internship Coordinator of the Media organization.

(The students must submit the Internship report in the Record form for Practical Exam, which will be evaluated by the External Examiner)

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VII

Course Code	UVC23P05L	Course Name	Ad Film Making	Course Category	IAPC	Project Phase- I	L	T	P	O	C
							0	2	4	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards	Nil				

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in basics of Ad Film																		
CLR-2:	To know the different concept of Visual Communication																		

CLR-3:	To understand the purpose of Perception and Illusion																				
CLR-4:	To impart the fundamentals of Semiotics and Semantics																				
CLR-5:	To learn the process of Ideation, Creativity, and Innovation																				

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																				
CLO-1:	Students would learn the basics of Ad Film	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Visual Communication	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Perception and Illusion	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Semiotics and Semantics	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Ideation, Creativity, and Innovation	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-8	SLO-1	Writing a concept for Ad Film
S-9 to S-16	SLO-1	Create your own understanding for a short film story- I
S-17 to S-24	SLO-1	Create your own understanding for a short film story- II
S-23 to S-32	SLO-1	Writing Scene for Short Film- I
S-33 to S-40	SLO-1	Writing Scene for Short Film- II
S-41 to S-48	SLO-1	Preparing with Final Budget for Short Film- I
S-49 to S-56	SLO-1	Preparing with Final Budget for Short Film- II
S-57 to S-64	SLO-1	Draft a Dialogue for Short Film- I
S-65 to S-72	SLO-1	Draft a Dialogue for Short Film- II
S-73 to S-80	SLO-1	Write an original shooting script for short film- I
S-81 to S-88	SLO-1	Write an original shooting script for short film- II
S-89 to S-96	SLO-1	Working with the Non-linear Video Editing- I
S-97 to S-104	SLO-1	Working with the Non-linear Video Editing- II

S-105 to S-112	SLO-1	*Write a draft on Dubbing, Sound Effects & Mixing- I*
S-113 to S-90	SLO-1	*Write a draft on Dubbing, Sound Effects & Mixing- II*

CLASS EXERCISE:

(Students must practices all exercises) (Each exercise carries FIVE marks)
(EIGHT exercises x 05 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)
1. Writing a Synopsis for Short Film   : 1 Week
   Minimum 1 class Works   : Record works- 1 no.
2. Create your own understanding for a short film story   : 2 Weeks
   Minimum 1 class Works   : Record works- 1 no.
3. Writing Scene for Short Film   : 2 Weeks
   Minimum 1 class Works   : Record works- 1 no.
4. Preparing with Final Budget for Short Film   : 2 Weeks
   Minimum 1 class Works   : Record works- 1 no.
5. Draft a Dialogue for Short Film   : 2 Weeks
   Minimum 1 class Works   : Record works- 1 no.
6. Write an original shooting script for short film   : 2 Weeks
   Minimum 1 class Works   : Record works- 1 no.
7. Working with the Non-linear Video Editing   : 2 Weeks
   Minimum 1 class Works   : Record works- 1 no.
8. Write a draft on Dubbing, Sound Effects & Mixing   : 2 Weeks
   Minimum 1 class Works   : Record works- 1 no.

Record Works:

1. Students must make ONE Short Film on any concept of their choice (Maximum 20 min)

(The students must submit the exercise as a group project (maximum 5 in a group) in the digital form for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	***Practical:*** 1. *Kim Adelman (2017). Making it Big in Shorts: Shorter, Faster, Cheaper: The Ultimate Filmmaker's Guide to Short Films, Third Edition, Michael Wiese Productions, USA* 2. *Clifford Thurlow and Max Thurlow (2013). Making Short Films: The Complete Guide from Script to Screen, Third Edition, Bloomsbury Academic, USA* 3. *Sonja Schenk and Ben Long (2021). The Digital Filmmaking Handbook: Seventh Edition, Seventh Edition, Foreing Films Publishing, USA* 4. *Edmond Levy (1994). Making a Winning Short: How to Write, Direct, Edit, and Produce a Short Film, First Edition, Holt Paperbacks, New York* 5. *Steven Ascher and Edward Pincus (2012). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Fifth Edition, Plume, USA.*

Learning Assessment			
Level	**Bloom's Level of**	**Continuous Learning Assessment (50% weightage)**	**Final Examination (50% weightage)**

Thinking		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%		30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

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SEMESTER - VIII

Course Code	UVC23801T	Course Name	Media and Social Psychology	Course Category	C	*Discipline Specific Core Courses*	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil

Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	To provide the mastery in basics of Social Psychology & Self	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the different concept of Socialization	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	To understand the purpose of Attitude & Public Opinion																		
CLR-4:	To impart the fundamentals of Group & Group Behaviour																		
CLR-5:	To learn the process of Mass Psychology & Social Movement																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of Social Psychology & Self	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Socialization	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Attitude & Public Opinion	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Group & Group Behaviour	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Mass Psychology & Social Movement	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)			12	12	12	12	12
S-1	SLO-1	Social Psychology- Concept	Socialization- Concept	Attitude- Concept	Group- Concept	Mass Psychology- Concept
	SLO-2	Social Psychology basics	Socialization basics	Attitude basics	Group basics	Mass Psychology basics
S-2	SLO-1	History of Social Psychology- I	Nature & Characteristics of Socialization- I	Functions & Structure of an Attitude- I	Nature & Characteristics of Group- I	Characteristics & Types of Mass Psychology- I
	SLO-2	History of Social Psychology- II	Nature & Characteristics of Socialization- II	Functions & Structure of an Attitude- II	Nature & Characteristics of Group- II	Characteristics & Types of Mass Psychology- II
S-3	SLO-1	Characteristics of Social Psychology- I	Process of Socialization- I	Types of Attitudes- I	Importance & Role of Groups- I	Concept & Characteristics of Social Movements- I
	SLO-2	Characteristics of Social Psychology- II	Process of Socialization- II	Types of Attitudes- II	Importance & Role of Groups- II	Concept & Characteristics of Social Movements- II

S-4	**SLO-1**	*Social Psychology Vs Sociology- I*	*Elements of Socialization- I*	*Components & Formation of Attitude- I*	*Types & Process of a Group- I*	*Social movements and Social Change- I*
	SLO-2	*Social Psychology Vs Sociology- II*	*Elements of Socialization- II*	*Components & Formation of Attitude- II*	*Types & Process of a Group- II*	*Social movements and Social Change- II*
S-5	**SLO-1**	*Social Psychology Vs Psychology- I*	*Different Forms of Socialization- I*	*Public Opinion- Concept*	*Structure & Performance of a Group- I*	*Types & Stages of Social Movements- I*
	SLO-2	*Social Psychology Vs Psychology- II*	*Different Forms of Socialization- II*	*Public Opinion basics*	*Structure & Performance of a Group- II*	*Types & Stages of Social Movements- II*
S-6	**SLO-1**	*Social Psychology Theories- I*	*Factor Affecting Socialization- I*	*Historical background of Public Opinion- I*	*Concept & Characteristics of Group Behavior- I*	*Dynamics & Causes of Social Movements- I*
	SLO-2	*Social Psychology Theories- II*	*Factor Affecting Socialization- II*	*Historical background of Public Opinion- II*	*Concept & Characteristics of Group Behavior- II*	*Dynamics & Causes of Social Movements- II*
S-7	**SLO-1**	*Social Psychology Theories- III*	*Methods of Socialization- I*	*Characteristics & Importance of Public Opinion- I*	*Types & Impacts of Group Behavior- I*	*Crowd- Concept*
	SLO-2	*Social Psychology Theories- IV*	*Methods of Socialization- II*	*Characteristics & Importance of Public Opinion- II*	*Types & Impacts of Group Behavior- II*	*Crowd basics*
S-8	**SLO-1**	*Self- Concept*	*Theories of Socialization- Development of Self- I*	*Formation and Change of Public Opinion- I*	*Concept & Nature of Leadership- I*	*Characteristics & Types of Crowds- I*
	SLO-2	*Basics of Self*	*Theories of Socialization- Development of Self- II*	*Formation and Change of Public Opinion- II*	*Concept & Nature of Leadership- II*	*Characteristics & Types of Crowds- II*
S-9	**SLO-1**	*Development of the Self- I*	*Freud's theory of Psychoanalysis- I*	*Components of Public Opinion- I*	*Functions & Qualities of Good Leader- I*	*Concept & Theories of Crowd Behaviour- I*
	SLO-2	*Development of the Self- II*	*Freud's theory of Psychoanalysis- II*	*Components of Public Opinion- II*	*Functions & Qualities of Good Leader- II*	*Concept & Theories of Crowd Behaviour- II*
S-10	**SLO-1**	*Stages of Self- I*	*Cooley's theory of the 'Looking-glass self'- I*	*Factors influencing Public Opinion- I*	*Styles & Process of Leadership- I*	*Concept & Characteristics of Motivation- I*
	SLO-2	*Stages of Self- II*	*Cooley's theory of the 'Looking-glass self'- II*	*Factors influencing Public Opinion- II*	*Styles & Process of Leadership- II*	*Concept & Characteristics of Motivation- II*

S-11	**SLO-1**	*Aspects of Self- I*	*Theory of G.H. Mead (I and me)- I*	*Public opinion & Government- I*	*Types of Leadership- I*	*Classification & Sources of Motivation- I*
	SLO-2	*Aspects of Self- II*	*Theory of G.H. Mead (I and me)- II*	*Public opinion & Government- II*	*Types of Leadership- II*	*Classification & Sources of Motivation- II*
S-12	**SLO-1**	*Components of Self Concept- I*	*Durkheim's theory of collective representation- I*	*Role of Mass Communication in Public Opinion- I*	*Theories of Leadership- I*	*Types & Approaches to Motivation- I*
	SLO-2	*Components of Self Concept- II*	*Durkheim's theory of collective representation- II*	*Role of Mass Communication in Public Opinion- II*	*Theories of Leadership- II*	*Types & Approaches to Motivation- II*

UNIT- I: Social Psychology- Definition & Concept; History of Social Psychology; Characteristics of Social Psychology; Social Psychology Vs Sociology & Social Psychology Vs. Psychology; Social Psychology Theories- Social Facilitation Theory, Social Learning Theory, Cognitive Dissonance, Social Identity Theory & Attribution Theory; Self- Definition & Concept; Development of the Self; Stages of Self- Play stage & Game stage; Aspects of Self- Existential Self & Categorical Self; Components of Self Concept- Self-Image, Self-Esteem & Ideal Self.

UNIT- II: Socialization- Definition & Concept; Nature of Socialization; Characteristics of Socialization; Process of Socialization; Elements of Socialization; Different Forms of Socialization; Factor affecting of Socialization; Methods of Socialization- Affective Method, Operant Methods, Observational Methods, Cognitive Method, Sociocultural Methods, Apprenticeship Methods of Socialization; Theories of Socialization- Development of Self, Freud's theory of Psychoanalysis, Cooley's theory of the 'Looking-glass self,' Theory of G.H. Mead (I and me), Durkheim's theory of collective representation.

UNIT- III: Attitude- Definition & Concept; Characteristics of Attitude; Structure of an Attitude; Function of an Attitude; Types of Attitudes- Explicit & Implicit Attitudes; Components of Attitude- Affective, Cognitive, Behavioral Component; Formation of Attitude- Experience, Social Factors, Learning, Conditioning & Observation; Attitudes and Behavior; Public Opinion- Definition & Concept; Historical background of Public Opinion; Characteristics of Public Opinion; Importance of Public Opinion; Formation and Change of Public Opinion; Components of Public Opinion; Factors influencing Public Opinion; Public opinion & Government; Role of Mass Communication in Public Opinion.

UNIT- IV: Group- Definition & Concept; Nature of a Group; Characteristics of Group; Importance of a Group; Role of Groups; Types of groups- Primary & Secondary, Formal & Informal, and Ingroup & Outgroup; Process of a Group; Structure of a Group; Performance of a Group; Group Behavior- Definition & Concept; Characteristics of Group Behavior; Types of Group Behavior; Impacts of Group Behavior; Leadership- Definition & Concept; Nature of Leadership; Functions of Leadership; Qualities of Good Leader; Styles of Leadership; Process of Leadership; Types of Leadership; Theories of Leadership- "Great Man" Theories, Trait Theories, Contingency, Situational Theories, Behavioral Theories, Participative Theories, Management Theories, Relationship Theories.

UNIT- V: Mass Psychology- Definition & Concept; Characteristics of Mass Psychology; Types of Mass Psychology- Rumors, Gossip, Mass Hysteria, Public Opinion, Fashions & Trends; Social Movements- Definition & Concept; Characteristics of Social Movements; Social movements and Social Change; Types of Social Movements; Stages of Social Movements; Dynamics of Social Movements; Causes of Social Movements; Consequences of Social Movements; Crowd- Definition & Concept; Characteristics of Crowd; Types of Crowds; Crowd Behaviour- Definition & Concept; Crowd Behaviour- Crowd Mind Theory, Induced Emotion Theory, Social Facilitation Theory & Unconscious Induction Theory; Motivation- Definition & Concept; Characteristics of Motivation; Classification of Motivation; Sources of Motivation; Types of Motivation; Approaches to Motivation.

Learning Resources	***Theory:*** *1. Brehm,S.S and Kassin,S.N (1996). Social Psychology, 3rd edition. Boston: Houghton Mifflin Company* *2. Crisp, R.J and Turner, R.N (2007). Essential Social Psychology, Sage Publications India Pvt Ltd., New Delhi* *3. Myers, D.G (2002). Social Psychology, Seventh edition, McGraw Hill, New York* *4. Taylor, S. E, Peplau, L.A and Sears, D.O (2006). Social Psychology, Twelfth edition, Prentice-Hall, New Delhi*

	5. Baron, Robert A and Byrne, D (2001). Social Psychology, Eighth edition, Prentice-Hall, New Delhi.

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VIII

Course Code	UVC23D07T	Course Name	Media Aesthetics	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Visual Communication	Data Book / Codes/Standards	Nil				

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in basics of Aesthetics																		
CLR-2:	To know the different concept of Beauty																		

CLR-3:	To understand the purpose of Media Aesthetics																	
CLR-4:	To impart the fundamentals of Two Dimension Space																	
CLR-5:	To learn the process Fourth Dimension Space & Staging																	

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																	
CLO-1:	Students would learn the basics of Aesthetics	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Beauty	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Media Aesthetics	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Two Dimension Space	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process Fourth Dimension Space & Staging	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	**SLO-1**	Aesthetics- Definition	Beauty- Concept	Media Aesthetics- Concept	Two Dimension Space- Concept	Fourth Dimension Space- Concept
	SLO-2	Aesthetics basics	Beauty basics	Media Aesthetics basics	Two Dimension Space basics	Fourth Dimension Space basics
S-2	**SLO-1**	Concept of the Aesthetic- I	Nature & Characteristics of Beauty- I	Elements of Media Aesthetics- I	Framing- Definition & Concept	Staging- Definition & Concept
	SLO-2	Concept of the Aesthetic- II	Nature & Characteristics of Beauty- II	Elements of Media Aesthetics- II	Framing basics	Staging basics
S-3	**SLO-1**	Nature of Aesthetics- I	Types of Beauty- I	Concept & Characteristics of Light- I	Characteristics of Framing- I	Staging style & Visualizing- I
	SLO-2	Nature of Aesthetics- II	Types of Beauty- II	Concept & Characteristics of Light- II	Characteristics of Framing- II	Staging style & Visualizing- II
S-4	**SLO-1**	Scope of Aesthetics- I	Appearing beautiful Vs Staying beautiful- I	Shadow- Concept	Importance of framing in Design- I	Approach of Staging- I
	SLO-2	Scope of Aesthetics- II	Appearing beautiful Vs Staying beautiful- II	Shadow basics	Importance of framing in Design- II	Approach of Staging- II

S-5	**SLO-1**	*History of Aesthetics- I*	*Taste- Concept*	*Types of Shadow- I*	*Types of Framing in Design- I*	*Staging System- Letter patterns & Position- I*
	SLO-2	*History of Aesthetics- II*	*Taste basics*	*Types of Shadow- II*	*Types of Framing in Design- II*	*Staging System- Letter patterns & Position- II*
S-6	**SLO-1**	*Aesthetic Theories- I*	*Characteristics of Taste- I*	*Concept & Nature of Colour- I*	*Framing in photography- I*	*Staging System for Two Characters- I*
	SLO-2	*Aesthetic Theories- II*	*Characteristics of Taste- II*	*Concept & Nature of Colour- II*	*Framing in photography- II*	*Staging System for Two Characters- II*
S-7	**SLO-1**	*Types of Aesthetics- I*	*Qualities of Taste- Saltiness & Sourness- I*	*Characteristics & Functions of Colours- I*	*Types of Framing in Photography- I*	*Staging System for Three Characters- I*
	SLO-2	*Types of Aesthetics- II*	*Qualities of Taste- Saltiness & Sourness- II*	*Characteristics & Functions of Colours- II*	*Types of Framing in Photography- II*	*Staging System for Three Characters- II*
S-8	**SLO-1**	*Nāṭyaśāstra- Origin and Concept- I*	*Qualities of Taste- Sweetness & Bitterness- I*	*Psychology of Colour- I*	*Composition- Concept*	*Movement & Space- Character Movement- I*
	SLO-2	*Nāṭyaśāstra- Origin and Concept- II*	*Qualities of Taste- Sweetness & Bitterness- II*	*Psychology of Colour- II*	*Composition basics*	*Movement & Space- Character Movement- II*
S-9	**SLO-1**	*Abhināya in the Nāṭyaśāstra- I*	*Sense- Concept*	*Space- Concept*	*Types of Composition- I*	*Directing Two Characters- I*
	SLO-2	*Abhināya in the Nāṭyaśāstra- II*	*Sense basics*	*Space basics*	*Types of Composition- II*	*Directing Two Characters- II*
S-10	**SLO-1**	*Eastern Aesthetics- China- I*	*Human Sense & Sense Organs- I*	*Characteristics & Types of Space- I*	*Three Dimension Space- Concept- I*	*Directing Three Characters- I*
	SLO-2	*Eastern Aesthetics- China- II*	*Human Sense & Sense Organs- II*	*Characteristics & Types of Space- II*	*Three Dimension Space- Concept- II*	*Directing Three Characters- II*
S-11	**SLO-1**	*Eastern Aesthetics- Japan- I*	*Types of Human Senses- I*	*White Space- Concept*	*Rule of Thirds- Concept*	*Camera Movement- I*
	SLO-2	*Eastern Aesthetics- Japan- II*	*Types of Human Senses- II*	*White Space basics*	*Rule of Thirds basics*	*Camera Movement- II*

S-12	SLO-1	*Western Aesthetics- I*	*Types of Sense Organs- I*	*Negative Space- Concept*	*Golden Ratio- Concept*	*Slow Motion & Fast Motion- I*
	SLO-2	*Western Aesthetics- II*	*Types of Sense Organs- II*	*Negative Space basics*	*Golden Ratio basics*	*Slow Motion & Fast Motion- II*

UNIT- I: Aesthetics- Definition; Concept of the Aesthetic- Aesthetic Objects, Aesthetic Judgment, Aesthetic Attitude, Aesthetic Experience & Aesthetic Value; Nature of Aesthetics; Scope of Aesthetics; History of Aesthetics; Aesthetic Theories- Objective, Subjective & Instrumental Theory; Types of Aesthetics- Imitationalism, Formalism & Emotionalism; Indian Aesthetics; Nāṭyaśāstra- Origin and Concept; Abhināya in the Nāṭyaśāstra; Eastern Aesthetics- China & Japan; Western Aesthetics- Ancient Greeks, Medieval & Modern Aesthetics.

UNIT- II: Beauty- Definition and Concept; Nature of Beauty; Characteristics of Beauty; Types of Beauty- Extravagant, Transgressive, Emergent, Transformative, Ethereal, Intricate & Elemental; Appearing beautiful Vs Staying beautiful; Taste- Definition; Concept of Taste; Characteristics of Taste; Qualities of Taste- Saltiness, Sourness, Sweetness & Bitterness; Sense- Definition and Concept; Human Sense & Sense Organs; Types of Human Senses- Special & General Senses; Types of Sense Organs.

UNIT- III: Media Aesthetics- Definition & Concept; Elements of Media Aesthetics- Light, Colour, Space, Time & Sound; Light - Definition & Concept; Characteristics of Light; Shadow- Definition & Concept; Types of Shadow; Colour- Definition & Concept; Nature of Colour; Characteristics of Colour; Functions of colours; Psychology of colour; Space- Definition & Concept; Characteristics of Space; Types of Space- White & Negative Space; White Space- Micro & Macro White Space; Negative Space.

UNIT- IV: Two Dimension Space; Framing- Definition & Concept; Characteristics of Framing; Importance of framing in Design; Types of Framing in Design- Margins, Bleeds & Partial bleeds; Framing in photography; Types of Framing in Photography- Architectural, Natural, Geometric Shapes, Light & Shadow Framing; Composition- Definition & Concept; Types of Composition; Three Dimension Space; Depth- Definition & Concept; Rule of Thirds- Definition & Concept; Golden Ratio- Definition & Concept.

UNIT- V: Fourth Dimension Space; Staging- Definition & Concept; Staging- Narrative, Dramatic & Pictorial style; Visualizing Staging; Approach of Staging; Staging System- Letter patterns & Position; Staging System for Two Characters; Staging System for Three Characters; Movement & Space- Character Movement- Directing Two & Three Characters; Camera Movement- Shot Size, Angle & Camera Movement; Slow Motion & Fast Motion.

Learning Resources	*Theory:* 1. *Jill Bennett (2012). Practical Aesthetics, First Edition, I B Tauris & Co Ltd, USA* 2. *Jean Mitry (2011). The Aesthetics and Psychology of the Cinema, Third Edition, Indiana University Press, USA* 3. *Herbert Zettl (2009). Sight, Sound, Motion: Applied Media Aesthetics, Fifth Edition, Wadsworth, USA* 4. *Liv Hausken (2013). Thinking Media Aesthetics: Media Studies, Film Studies and the Arts, Spl. Edition, Peter Lang AG, USA* 5. *Helen Grace (2017). Culture, Aesthetics and Affect in Ubiquitous Media: The Prosaic Image (Media, Culture and Social Change in Asia), First Edition, Routledge, India*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-

	Analyze									
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VIII

Course Code	UVC23D08T	Course Name	New Media and AI	Course Category	D	*Discipline Specific Elective Courses*	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards			Nil	

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	To provide the mastery in basics of New Media	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the different concept of Social Media				Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-3:	To understand the purpose of Podcasting	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)															
CLR-4:	To impart the fundamentals of Mobile Technology																		
CLR-5:	To learn the process of Artificial Intelligence																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the basics of New Media	2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the concept of Social Media	2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Podcasting	2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-

CLO-4:	Students would learn fundamentals of Mobile Technology	2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn to process of Artificial Intelligence	2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Concept & Evolution of New Media- I	Social Media- Concept	Podcasting- Concept	Mobile Technology- Concept	Artificial Intelligence- Concept
	SLO-2	Concept & Evolution of New Media- II	Social Media basics	Podcasting basics	Mobile Technology basics	Artificial Intelligence basics
S-2	SLO-1	Scope & Characteristics of New Media- I	Evaluation of Social Media- I	History of Podcast- I	Importance & Use of Mobile Technology- I	History of Artificial Intelligence- I
	SLO-2	Scope & Characteristics of New Media- II	Evaluation of Social Media- II	History of Podcast- II	Importance & Use of Mobile Technology- II	History of Artificial Intelligence- II
S-3	SLO-1	Elements & Functions of New Media- I	Role & Purpose of New Media- I	Characteristics & Elements of Podcast- I	Types of Mobile Technologies- I	Characteristics & Types of Artificial Intelligence- I
	SLO-2	Elements & Functions of New Media- II	Role & Purpose of New Media- II	Characteristics & Elements of Podcast- II	Types of Mobile Technologies- II	Characteristics & Types of Artificial Intelligence- II
S-4	SLO-1	Types of New Media- I	Types of Social Media- Social Networks- I	Types of Podcasts- Interview & Monologue Podcast- I	Advantages & Disadvantages of Mobile Technology- I	Weak AI Vs Strong AI- I
	SLO-2	Types of New Media- II	Types of Social Media- Social Networks- II	Types of Podcasts- Interview & Monologue Podcast- II	Advantages & Disadvantages of Mobile Technology- II	Weak AI Vs Strong AI- II
S-5	SLO-1	Advantages & Disadvantages of New Media- I	Types of Social Media- Media Sharing Networks- I	Types of Podcasts- Conversational & Panel podcast- I	Streaming & Types of streaming services- I	Deep Learning Vs Machine Learning- I
	SLO-2	Advantages & Disadvantages of New Media- II	Types of Social Media- Media Sharing Networks- II	Types of Podcasts- Conversational & Panel podcast- II	Streaming & Types of streaming services- II	Deep Learning Vs Machine Learning- II
S-6	SLO-1	New Media Vs Traditional Media- I	Types of Social Media- Discussion Forums- I	Types of Podcasts- Storytelling & Theater Podcast- I	Streaming Vs Broadcasting- I	Advantages and Disadvantages of Artificial Intelligence- I
	SLO-2	New Media Vs Traditional Media- II	Types of Social Media- Discussion Forums- II	Types of Podcasts- Storytelling & Theater Podcast- II	Streaming Vs Broadcasting- II	Advantages and Disadvantages of Artificial Intelligence- II

S-7	**SLO-1**	*Information Technology- Concept*	*Types of Social Media- Bookmarking & Content Curation Networks- I*	*Types of Podcasts- Repurposed Content & Hybrid Podcast- I*	*Buffering- Concept*	*Applications of Artificial Intelligence- I*
	SLO-2	*Information Technology basics*	*Types of Social Media- Bookmarking & Content Curation Networks- II*	*Types of Podcasts- Repurposed Content & Hybrid Podcast- II*	*Buffering basics*	*Applications of Artificial Intelligence- II*
S-8	**SLO-1**	*Types & Services of Information Technology- I*	*Types of Social Media- Review Networks- I*	*Types of Podcasts- Creating and Publishing a Podcast- I*	*OTT Platforms (Over-the-Top)- Concept*	*Virtual Reality- Concept*
	SLO-2	*Types & Services of Information Technology- II*	*Types of Social Media- Review Networks- II*	*Types of Podcasts- Creating and Publishing a Podcast- II*	*OTT Platforms (Over-the-Top) basics*	*Virtual Reality basics*
S-9	**SLO-1**	*Computer Network- Concept*	*Types of Social Media- Blogging & Publishing Networks- I*	*Structure of Podcast- I*	*Types of OTT Platforms- I*	*Types & Applications of Virtual Reality- I*
	SLO-2	*Computer Network basics*	*Types of Social Media- Blogging & Publishing Networks- II*	*Structure of Podcast- II*	*Types of OTT Platforms- II*	*Types & Applications of Virtual Reality- II*
S-10	**SLO-1**	*Components of Computer Network- I*	*Benefits & Challenges of Social Media- I*	*How to Start a Podcast- I*	*OTT App Development- Concept*	*Advantages & Disadvantages of VR- I*
	SLO-2	*Components of Computer Network- II*	*Benefits & Challenges of Social Media- II*	*How to Start a Podcast- II*	*OTT App Development basics*	*Advantages & Disadvantages of VR- II*
S-11	**SLO-1**	*Types of Computer Networks- I*	*Social Media Marketing- I*	*Choosing Podcast Software- I*	*Types & Benefits of OTT Apps- I*	*Difference Between VR and AR- I*
	SLO-2	*Types of Computer Networks- II*	*Social Media Marketing- II*	*Choosing Podcast Software- II*	*Types & Benefits of OTT Apps- II*	*Difference Between VR and AR- II*
S-12	**SLO-1**	*Classification of Networks- I*	*Attributes of Social Media- I*	*Podcast Equipment- I*	*Developing an OTT App- I*	*Future of Virtual Reality- I*
	SLO-2	*Classification of Networks- II*	*Attributes of Social Media- II*	*Podcast Equipment- II*	*Developing an OTT App- II*	*Future of Virtual Reality- II*

UNIT I: New Media- Definition & Concept; Evolution of New Media; Scope of New Media; Characteristics of New Media; Elements of New Media; Functions of New Media; Types of New Media- Social Networking, Blogging, Email, Music & Television Streaming Services, Virtual & Augmented Reality, Websites; New Media Vehicles; Advantages of New Media; Disadvantages of New Media; New Media Vs Traditional Media; Careers in New Media; Information Technology- Definition & Concept; Information Technology Services; Types of Information Technology; Computer Network- Definition & Concept; Components of Computer Network; Types of Computer Networks; Classification of Networks.

UNIT II: Social Media- Definition & Concept; Evaluation of Social Media; Role of Social Media; Purpose of New Media; Types of Social Media- Social Networks: Facebook, Twitter, LinkedIn- Media Sharing Networks: Instagram, Snapchat, YouTube- Discussion Forums: Reddit, Quora, Digg- Bookmarking & Content Curation Networks: Pinterest, Flipboard- Review Networks: Yelp, Glassdoor, Google Business Profile- Blogging & Publishing Networks: WordPress, Tumblr, Medium- Interest-Based Networks: Goodreads, Houzz, Last.fm; Benefits of Social Media; Challenges of Social Media; Social Media Marketing; Attributes of Social Media.

UNIT III: Podcasting- Definition & Concept; History of Podcast; Characteristics of Podcast; Elements of Podcast; Types of Podcasts- Interview Podcast, Monologue Podcast, Conversational Podcast, Panel podcast, Storytelling Podcast, Theater Podcast, Repurposed Content Podcast & Hybrid Podcast; Purpose of Podcast; Advantages of Podcast; Creating and Publishing a Podcast; Structure of Podcast; How to Start a Podcast; Choose Podcast Software; Podcast Equipment.

UNIT IV: Mobile Technology- Definition & Concept; Importance of Mobile Technology; Types of Mobile Technologies; Use of Mobile Technology; Advantages of Mobile Technology; Disadvantages of Mobile Technology; Streaming- Definition & Concept; Types of streaming services- Live Streaming, Video Streaming, Music Streaming, Streaming Games & Streaming Apps; Streaming vs. Broadcasting; Benefits of Streaming; Problems with Streaming; Buffering- Definition & Concept; OTT Platforms (Over-the-Top)- Definition & Concept; Types of OTT Platforms; OTT App Development- Definition & Concept; Types of OTT Apps; Benefits of OTT Apps; Developing an OTT App.

UNIT V: Artificial Intelligence- Definition & Concept; History of Artificial Intelligence; Characteristics of Artificial Intelligence; Types of Artificial Intelligence; Weak AI Vs Strong AI; Deep Learning Vs Machine Learning; Goals of Artificial Intelligence; Advantages and Disadvantages of Artificial Intelligence; Applications of Artificial Intelligence; Artificial Intelligence in E-Commerce, Education, Lifestyle, Robotics, Agriculture, Gaming, Automotive Industry & Data Security; Virtual Reality- Definition & Concept; Types of Virtual Reality; Need for Virtual Reality; Applications of Virtual Reality; Accessories of Virtual Reality; Advantages and Disadvantages of VR; Difference Between VR and AR; Future of Virtual Reality.

Learning Resources	*Theory:* 1. *Andrew Dewdney and Peter Ride (2006). The New Media Handbook, First Edition, Routledge, India* 2. *Guy Kawasaki and Peg Fitzpatrick (2014). Art of Social Media: Power Tips for Pow, First Edition, Penguin Books Ltd, UK* 3. *Bhargavi Swami and Cyrus Broacha (2021). P for Podcast: Learn A to P of Podcasting, First Edition, Write Order Publications, India* 4. *Lavika Goel (2021). Artificial Intelligence: Concepts and Applications, First Edition, Wiley India Pvt Ltd., India* 5. *Allison Druin (2009). Mobile Technology for Children: Designing for Interaction and Learning, Illustrated Edition, India*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

\# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VIII

Course Code	UVC23D09L	Course Name	Reality Show	Course Category	D	Discipline Specific Elective Courses	L	T	P	O	C
							0	2	4	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil				
Course Offering Department	Visual Communication		Data Book / Codes/Standards			Nil				

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:		To provide the mastery in basics of Target audience & Sponsorship	**1**	**2**	**3**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**
CLR-2:		To know the different concept of Deciding the Duration of the Show																		
CLR-3:		To understand the purpose of Developing the Treatment																		
CLR-4:		To impart the fundamentals of Preparing the Running Order																		
CLR-5:		To learn the process of Finalizing the Production Team, Anchor & Budget																		
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1:		Students would learn the basics of Target audience & Sponsorship	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:		Students would know the concept of Deciding the Duration of the Show	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:		Students would gain knowledge about Developing the Treatment	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:		Students would learn fundamentals of Preparing the Running Order	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:		Students would learn to process of Finalizing the Production Team, Anchor & Budget	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15	
S-1 to S-8	**SLO-1**	Identifying Concept, Target audience & Sponsorship- I	

S-9 to S-16	SLO-1	*Identifying Concept, Target audience & Sponsorship- II*
S-17 to S-24	SLO-1	*Identifying Concept, Target audience & Sponsorship- III*
S-23 to S-32	SLO-1	*Deciding the Duration of the Show with sponsor- I*
S-33 to S-40	SLO-1	*Deciding the Duration of the Show with sponsor- II*
S-41 to S-48	SLO-1	*Deciding the Duration of the Show with sponsor- III*
S-49 to S-56	SLO-1	*Developing the Treatment- I*
S-57 to S-64	SLO-1	*Developing the Treatment- II*
S-65 to S-72	SLO-1	*Developing the Treatment- III*
S-73 to S-80	SLO-1	*Preparing the Running Order- I*
S-81 to S-88	SLO-1	*Preparing the Running Order- II*
S-89 to S-96	SLO-1	*Preparing the Running Order- III*
S-97 to S-104	SLO-1	*Finalizing the Production Team, Anchor & Budget- I*
S-105 to S-112	SLO-1	*Finalizing the Production Team, Anchor & Budget- II*
S-113 to S-120	SLO-1	*Finalizing the Production Team, Anchor & Budget- III*

CLASS EXERCISE:

(Students must practice all exercises) (Each exercise carries FOUR marks)
(TEN exercises x 04 marks = 40 marks & 10 marks for Regularity & Discipline = Total- 50 Marks)
1. Identifying Concept, Target audience & Sponsorship   : 3 Weeks
    Minimum 2 class Works   : Record works- 1 no.
2. Deciding the Duration of the Show with sponsor   : 3 Weeks
    Minimum 2 class works   : Record works- 1 no.
3. Developing the Treatment   : 3 Weeks
    Minimum 2 class works   : Record works- 1 no.
4. Preparing the Running Order   : 3 Weeks
    Minimum 2 class works   : Record works- 1 no.
5. Finalizing the Production Team, Anchor & Budget   : 3 Weeks

Minimum 2 class works : Record works- 1 no.

Record Works:

1. Super Singer (30 mins with break)
2. Super Dancer (30 mins with break)
3. Super Comedy (30 mins with break)

(The students must submit any one exercises as Group Work (maximum 5 in a group) in the digital form for Practical exam, which will be evaluated by the External Examiner)

Learning Resources	*Practical:* 1. *Dr. Melissa Caudle (2011). The Reality of Reality TV: Reality Show Business Plans, First Edition, The Lot Productions, USA* 2. *Brianna Ruelas (2020). Make Reality TV Your Reality: Crush Your Reality Singing Show Audition and Ignite Your Music Career, First Edition, Ruelas Music Group, India* 3. *Colin Hart (2016). Television Program Making: Everything you need to know to get started, First Edition, Routledge, India* 4. *Yvonne Cappé (2006). Broadcast Basics: A Beginner's Guide to Television News Reporting and Production, Illustrated edition, Marion Street Press Inc., UK* 5. *Emma Hemmingway (2007). Into the Newsroom: Exploring the Digital Production of Regional Television News, First Edition, Routledge, UK*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR*
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

Course Code	UVC23D10L	Course Name	News Production	Course Category	D	*Discipline Specific Elective Courses*	L	T	P	O	C
							0	2	4	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil							

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1:		*To provide the mastery in basics of Pulling the bites*	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:		*To know the different concept of Recreate the live reporting story*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:		*To understand the purpose of Creating a voice over for news documentary*																		
CLR-4:		*To impart the fundamentals of Create a news script for podcasting*																		
CLR-5:		*To learn the process of Create a social media reel for news*																		

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																		
CLO-1:		*Students would learn the basics of Pulling the bites*	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:		*Students would know the concept of Recreate the live reporting story*	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:		*Students would gain knowledge about Creating a voice over for news documentary*	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:		*Students would learn fundamentals of Create a news script for podcasting*	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:		*Students would learn to process of Create a social media reel for news*	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)			15
S-1 to S-8	**SLO-1**	*Pulling the bites*	
S-9 to S-16	**SLO-1**	*Create interview questions on political activities*	
S-17 to S-24	**SLO-1**	*Create a five parts of news stories*	
S-23 to S-32	**SLO-1**	*Create a step to the VO Story*	
S-33 to S-40	**SLO-1**	*Recreate the live reporting story- I*	
S-41 to S-48	**SLO-1**	*Recreate the live reporting story- II*	

S-49 to S-56	SLO-1	*Recreate the live reporting story- III*
S-57 to S-64	SLO-1	*Creating a voice over for news documentary- I*
S-65 to S-72	SLO-1	*Creating a voice over for news documentary- II*
S-73 to S-80	SLO-1	*Creating a voice over for news documentary- III*
S-81 to S-88	SLO-1	*Create a news script for podcasting- I*
S-89 to S-96	SLO-1	*Create a news script for podcasting- II*
S-97 to S-104	SLO-1	*Create a news script for podcasting- III*
S-105 to S-112	SLO-1	*Create a social media reel for news- I*
S-113 to S-120	SLO-1	*Create a social media reel for news- II*

CLASS EXERCISE:

(Students must practices all exercises) (Each exercise carries FIVE marks)
(EIGHT exercises x 05 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)
1. Pulling the bites   : 1 Week
    Minimum 1 class Works   : Record works- 1 no.
2. Create interview questions on political activities   : 1 Week
    Minimum 1 class works   : Record works- 1 no.
3. Create a five parts of news stories   : 1 Week
    Minimum 1 class Works   : Record works- 1 no.
4. Create a step to the VO Story   : 1 Week
    Minimum 1 class Works   : Record works- 1 no.
5. Recreate the live reporting story   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
6. Creating a voice over for news documentary   : 3 Weeks
    Minimum 1 class works   : Record works- 1 no.
7. Create a news script for podcasting   : 3 Weeks
    Minimum 1 class Works   : Record works- 1 no.
8. Create a social media reel for news   : 2 Weeks
    Minimum 1 class works   : Record works- 1 no.

Record Works:
1.   News Bulletin (3 mins)

2. News Bytes from an Event (2 mins)

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

Learning Resources	*Practical:* 1. *Dr. Melissa Caudle (2011). The Reality of Reality TV: Reality Show Business Plans, First Edition, The Lot Productions, USA* 2. *Brianna Ruelas (2020). Make Reality TV Your Reality: Crush Your Reality Singing Show Audition and Ignite Your Music Career, First Edition, Ruelas Music Group, India* 3. *Colin Hart (2016). Television Program Making: Everything you need to know to get started, First Edition, Routledge, India* 4. *Yvonne Cappé (2006). Broadcast Basics: A Beginner's Guide to Television News Reporting and Production, Illustrated edition, Marion Street Press Inc., UK* 5. *Emma Hemmingway (2007). Into the Newsroom: Exploring the Digital Production of Regional Television News, First Edition, Routledge, UK.*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers

Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. *Email: muralisarang@gmail.com*	*1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem* *Email: nandakumar.su@gmail.com*	*1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR* *2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR* *3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR* *4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR*

SEMESTER - VIII

Course Code	UVC23G07T	Course Name	History of Tamil Cinema	Course Category	G	Generic Elective Course	L	T	P	O	C
							4	0	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil
Course Offering Department		*Visual Communication*	Data Book / Codes/Standards		Nil	

Course Learning Rationale (CLR):		The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	To provide the mastery in basics of Tamil Cinema		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-2:	To know the different growth of Tamil Cinema																			
CLR-3:	To understand the purpose of Writer's era of Tamil Cinema																			
CLR-4:	To impart the fundamentals of Super Star's era of Tamil Cinema																			
CLR-5:	To learn the development of Film Institute's era of Tamil Cinema																			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1:	Students would learn the basics of Tamil Cinema		2	75	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-2:	Students would know the growth of Tamil Cinema		2	70	70	H	M	L	L	H	M	H	H	M	M	H	M	-	-	-
CLO-3:	Students would gain knowledge about Writer's era of Tamil Cinema		2	75	75	H	L	M	M	H	H	H	H	M	M	M	H	-	-	-
CLO-4:	Students would learn fundamentals of Super Star's era of Tamil Cinema		2	70	70	H	L	M	H	H	M	H	H	M	M	M	H	-	-	-
CLO-5:	Students would learn the development of Film Institute's era of Tamil Cinema		2	70	70	H	L	M	H	H	H	L	H	M	H	M	H	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Cinema came to Madras- Du Pont & Electric Theatre- I	Growth of Tamil Talkie- I	Writer's Era- C N Annadurai & M Karunanidhi- I	Super Star's Era (70s & 80s)- Kamal Hassan- I	Film Institute Era (90s & Present)- I
	SLO-2	Cinema came to Madras- Du Pont & Electric Theatre- II	Growth of Tamil Talkie- II	Writer's Era- C N Annadurai & M Karunanidhi- II	Super Star's Era (70s & 80s)- Kamal Hassan- II	Film Institute Era (90s & Present)- II
S-2	SLO-1	Pioneers of Tamil Cinema- Samikannu Vincent- I	Tamil Talkie era- Hanumappa Muniappa Reddy- I	Great Actors (50s & 60s)- Thyagaraja Bagavathar, P U Chinnappa & N S Krishnan- I	Super Star's Era (70s & 80s)- Rajinikanth- I	MGR Government Film Institute- I
	SLO-2	Pioneers of Tamil Cinema- Samikannu Vincent- II	Tamil Talkie era- Hanumappa Muniappa Reddy- II	Great Actors (50s & 60s)- Thyagaraja Bagavathar, P U Chinnappa & N S Krishnan- II	Super Star's Era (70s & 80s)- Rajinikanth- II	MGR Government Film Institute- II
S-3	SLO-1	Samikannu Vincent & Tent Theatres- I	Tamil Talkie era- Kalidas & Galavarishi- I	Great Actors (50s & 60s)- M S Subbulakshmi & K B Sundarambal- I	Super Star's Era (70s & 80s)- Vijayakanth- I	Great Directors (New Millenium)- Mani Ratnam, S. Shankar- I

	SLO-2	*Samikannu Vincent & Tent Theatres- II*	*Tamil Talkie era- Kalidas & Galavarishi- II*	*Great Actors (50s & 60s)- M S Subbulakshmi & K B Sundarambal- II*	*Super Star's Era (70s & 80s)- Vijayakanth- II*	*Great Directors (New Millenium)- Mani Ratnam, S. Shankar- II*
S-4	SLO-1	*Pioneers of Tamil Cinema- Nataraja Mudaliyar- I*	*Tamil Talkie era- K Subramanyam- I*	*Great Actors (50s & 60s)- MGR & Sivaji Ganesan- I*	*Great Directors (70s & 80s)- S P Muthuraman- I*	*Great Directors (New Millenium)- Aabavanan & Bala- I*
	SLO-2	*Pioneers of Tamil Cinema- Nataraja Mudaliyar- II*	*Tamil Talkie era- K Subramanyam- II*	*Great Actors (50s & 60s)- MGR & Sivaji Ganesan- II*	*Great Directors (70s & 80s)- S P Muthuraman- II*	*Great Directors (New Millenium)- Aabavanan & Bala- II*
S-5	SLO-1	*Nataraja Mudaliyar & 'Keechaka Vadham'- I*	*Tamil Talkie era- Yaragudipati Varada Rao & P V Rao- I*	*Great Actors (50s & 60s)- Gemini Ganesan & S S Rajendren- I*	*Great Directors (70s & 80s)- Bharathiraaja- I*	*Great Actors (New Millenium)- Vijay- I*
	SLO-2	*Nataraja Mudaliyar & 'Keechaka Vadham'- II*	*Tamil Talkie era- Yaragudipati Varada Rao & P V Rao- II*	*Great Actors (50s & 60s)- Gemini Ganesan & S S Rajendren- II*	*Great Directors (70s & 80s)- Bharathiraaja- II*	*Great Actors (New Millenium)- Vijay- II*
S-6	SLO-1	*Pioneers of Tamil Cinema- Raghupathy Venkiah- I*	*Tamil Talkie era- B N Rao & Sundar Rao Nadkarni- I*	*Great Actors (50s & 60s)- Bhanumathy & K Savithri- I*	*Great Directors (70s & 80s)- K Bhagyaraj & Manivannan- I*	*Great Actors (New Millenium)- Ajith Kumar- I*
	SLO-2	*Pioneers of Tamil Cinema- Raghupathy Venkiah- II*	*Tamil Talkie era- B N Rao & Sundar Rao Nadkarni- II*	*Great Actors (50s & 60s)- Bhanumathy & K Savithri- II*	*Great Directors (70s & 80s)- K Bhagyaraj & Manivannan- II*	*Great Actors (New Millenium)- Ajith Kumar- II*
S-7	SLO-1	*Raghupathy Venkiah & Gaiety Theatre- I*	*Tamil Talkie era- M L Tandon & Ellis R Dungan- I*	*Great Actors (50s & 60s)- Nagesh & Manorama- I*	*Great Directors (70s & 80s)- Balu Mahendra- I*	*Great Actors (New Millenium)- Suriya & Vadivelu- I*
	SLO-2	*Raghupathy Venkiah & Gaiety Theatre- II*	*Tamil Talkie era- M L Tandon & Ellis R Dungan- II*	*Great Actors (50s & 60s)- Nagesh & Manorama- II*	*Great Directors (70s & 80s)- Balu Mahendra- II*	*Great Actors (New Millenium)- Suriya & Vadivelu- II*
S-8	SLO-1	*Pioneers of Tamil Cinema- Raghupathy S. Prakash- I*	*Studio era- Modern Theatres- I*	*Great Directors (50s & 60s)- A Bhimsingh & C V Sridhar- I*	*Great Music Directors (70s & 80s)- Shankar-Ganesh- I*	*Great Music Directors (New Millenium)- A R Rahman & Deva- I*
	SLO-2	*Pioneers of Tamil Cinema- Raghupathy S. Prakash- II*	*Studio era- Modern Theatres- II*	*Great Directors (50s & 60s)- A Bhimsingh & C V Sridhar- II*	*Great Music Directors (70s & 80s)- Shankar-Ganesh- II*	*Great Music Directors (New Millenium)- A R Rahman & Deva- II*
S-9	SLO-1	*Pioneers of Tamil Cinema- Sivagangai A. Narayanan- I*	*Studio era- Jupiter Pictures- I*	*Great Directors (50s & 60s)- J Mahendran & K Balachander- I*	*Great Music Directors (70s & 80s)- Ilayaraja- I*	*Great Lyricists (New Millenium)- Pa Vijay & Na Muthukumar- I*
	SLO-2	*Pioneers of Tamil Cinema- Sivagangai A. Narayanan- II*	*Studio era- Jupiter Pictures- II*	*Great Directors (50s & 60s)- J Mahendran & K Balachander- II*	*Great Music Directors (70s & 80s)- Ilayaraja- II*	*Great Lyricists (New Millenium)- Pa Vijay & Na Muthukumar- II*
S-10	SLO-1	*Pioneers of Tamil Cinema- R. Padmanabhan- I*	*Studio era- AVM Studio- I*	*Great Music Directors (50s & 60s)- G Ramanathan & K V Mahadevan- I*	*Great Singers (70s & 80s)- S P Balasubrahmanyam & S Janaki- I*	*Great Technicians (New Millenium)- P C Sreeram & Thota Tharani- I*

	SLO-2	*Pioneers of Tamil Cinema- R. Padmanabhan- II*	*Studio era- AVM Studio- II*	*Great Music Directors (50s & 60s)- G Ramanathan & K V Mahadevan- II*	*Great Singers (70s & 80s)- S P Balasubrahmanyam & S Janaki- II*	*Great Technicians (New Millenium)- P C Sreeram & Thota Tharani- II*
S-11	SLO-1	*Pioneers of Tamil Cinema- Raja Sandow- I*	*Studio era- Gemini studio- I*	*Great Music Directors (50s & 60s)- M S Viswanathan & A M Rajah- I*	*Great Lyricists (70s & 80s)- 'Panchu' Arunachalam & Vairamuthu- I*	*Great Technicians (New Millenium)- Anthony & H Sridhar- I*
	SLO-2	*Pioneers of Tamil Cinema- Raja Sandow- II*	*Studio era- Gemini studio- II*	*Great Music Directors (50s & 60s)- M S Viswanathan & A M Rajah- II*	*Great Lyricists (70s & 80s)- 'Panchu' Arunachalam & Vairamuthu- II*	*Great Technicians (New Millenium)- Anthony & H Sridhar- II*
S-12	SLO-1	*End of Silent Era- I*	*Studio era- Vahini & Prasad Studio- I*	*Great Lyricists (50s & 60s)- Kannadasan & Vaali- I*	*Great Technicians (70s & 80s)- B Kannan, Ashok Kumar & B Lenin- I*	*New Dimension of Tamil Cinema- I*
	SLO-2	*End of Silent Era- II*	*Studio era- Vahini & Prasad Studio- II*	*Great Lyricists (50s & 60s)- Kannadasan & Vaali- II*	*Great Technicians (70s & 80s)- B Kannan, Ashok Kumar & B Lenin- II*	*New Dimension of Tamil Cinema- II*

UNIT I: Cinema came to Madras- Du Pont & Electric Theatre; Pioneers of Tamil Cinema- Samikannu Vincent & Tent Theatres; Nataraja Mudaliyar- 'Keechaka Vadham'; Raghupathy Venkiah- Gaiety Theatre; Raghupathy S. Prakash- 'Meenakshi Kalayanam'; Sivagangai A. Narayanan; R. Padmanabhan; Raja Sandow; End of Silent Era.

UNIT II: Tamil Talkie- Hanumappa Muniappa Reddy, Kalidas & Galavarishi; Papanasam Sivan; Sankaradas Swamigal; T P Rajalakshmi; K Subramanyam; Yaragudipati Varada Rao; P V Rao; B N Rao; Sundar Rao Nadkarni; M L Tandon; Michael Omalov; Ellis R Dungan; Tamil Talkie Studios era- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, L.V. Prasad.

UNIT III: Writer's Era of 50s & 60s- C N Annadurai & M Karunanidhi; Great Actors of 50s & 60s- M K Thyagaraja Bagavathar, P U Chinnappa, N S Krishnan, M S Subbulakshmi, K B Sundarambal, Bhanumathy, MGR, Sivaji Ganesan, Gemini Ganesan, S S Rajendren, M R Radha, K Savithri, Nagesh, & Manorama; Great Directors of 50s & 60s- A Bhimsingh, C V Sridhar, J Mahendran & K Balachander; Great Music Directors of 50s & 60s- G Ramanathan, K V Mahadevan, M S Viswanathan & A M Rajah; Great Lyricists of 50s & 60s- Kannadasan & Vaali.

UNIT IV: Super Star's Era of 70s & 80s- Kamal Hassan, Rajinikanth, Vijayakanth; Great Directors of 70s & 80s- S P Muthuraman, Bharathiraaja, K Bhagyaraj, Manivannan, Balu Mahendra & T Rajendar; Great Music Directors of 70s & 80s- Shankar-Ganesh & Ilayaraja, & Great Lyricists of 70s & 80s- Panchanathan Arunachalam & Vairamuthu; Great Singers of 70s & 80s- S P Balasubramanyam & S Janaki; Great Technicians of 70s & 80s- B Kannan, Ashok Kumar & B Lenin.

UNIT V: Film Institute Era (90s & Present)- MGR Government Film Institute; Great Directors of New Millenium- Mani Ratnam, S. Shankar, Aabavanan, Bala; Great Actors of New Millenium- Vijay, Ajith Kumar, Suriya & Vadivelu; Great Music Directors & Lyricists of New Millenium- A R Rahman, Deva, Pa Vijay, Na Muthukumar; Great Technicians of New Millenium- P C Sreeram Thota Tharani, Anthony, H Sridhar; New Dimension of Tamil Cinema.

Learning Resources	*Theory:* 1. *Renu Saran (2012). History of Indian Cinema, First Editing, Diamond Pocket Books (P) Ltd., New Delhi* 2. *K. Gokulsing and Wimal Dissanayake (2018). Handbook of Indian Cinemas, First Edition, Routledge, USA* 3. *Ashvin Immanuel Devasundaram (2020). Indian Cinema Beyond Bollywood: The New Independent Cinema Revolution, First Edition, Routledge, USA* 4. *Randor Guy and T S Gopal (2023). Evolution of Tamil Cinema, First Edition, Creative Workshop, India* 5. *Sundararaj Theodore Baskaran (2013). The Eye of the Serpent: An Introduction to Tamil Cinema, First Edition, Tranquebar, India*

Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	40%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

SEMESTER - VIII

Course Code	UVC23P06L	Course Name	Tele Film	Course Category	IAPC	Project Phase- II	L	T	P	O	C
							0	0	12	2	6

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-1:	To provide the mastery in basics of Synopsis for Tele Film																			
CLR-2:	To know the different concept of Writing Scene for Tele Film																			
CLR-3:	To understand the purpose of Budget for Tele Film																			
CLR-4:	To impart the fundamentals of Video Editing																			
CLR-5:	To learn the process of Sound & Sound Effects																			

Learning column headers: Thinking, Expected Proficiency (%), Expected Attainment (%)

PLO headers: 1 Fundamental Knowledge, 2 Application of Concepts, 3 Link with Related, 4 Procedural Knowledge, 5 Skills in Specialization, 6 Ability to Utilize Knowledge, 7 Skills in Modeling, 8 Analyze, 9 Interpret Data, 10 Investigative Skills, 11 Problem Solving Skills, 12 Communication Skills, 13 Analytical Skills, PSO-1, PSO-2, PSO-3

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																				
CLO-1:	Students would learn the basics of Synopsis for Tele Film	3	85	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-2:	Students would know the concept of Writing Scene for Tele Film	3	80	80	H	L	L	M	H	M	M	M	M	H	L	M	-	-	-
CLO-3:	Students would gain knowledge about Budget for Tele Film	3	85	85	H	L	L	M	H	H	M	M	M	H	L	L	-	-	-
CLO-4:	Students would learn fundamentals of Video Editing	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-
CLO-5:	Students would learn to process of Sound & Sound Effects	3	80	80	H	L	L	H	H	H	L	M	M	M	L	L	-	-	-

Duration (hour)		15
S-1 to S-12	SLO-1	Writing a Synopsis for Tele Film
S-13 to S-24	SLO-1	Create your own understanding for a Tele film story- I
S-25 to S-36	SLO-1	Create your own understanding for a Tele film story- II
S-37 to S-48	SLO-1	Writing Scene for Tele Film- I
S-49 to S-60	SLO-1	Writing Scene for Tele Film- II
S-61 to S-72	SLO-1	Preparing with Final Budget for Tele Film- I
S-73 to S-84	SLO-1	Preparing with Final Budget for Tele Film- II
S-85 to S-96	SLO-1	Draft a Dialogue for Tele Film- I
S-97 to S-108	SLO-1	Draft a Dialogue for Tele Film- II
S-109 to S-120	SLO-1	Write an original shooting script for Tele film- I
S-121 to S-132	SLO-1	Write an original shooting script for Tele film- II
S-133 to S-144	SLO-1	Working with the Non-linear Video Editing- I
S-145 to S-156	SLO-1	Working with the Non-linear Video Editing- II
S-157 to S-168	SLO-1	Write a draft on Dubbing, Sound Effects & Mixing- I
S-169 to S-180	SLO-1	Write a draft on Dubbing, Sound Effects & Mixing- II

CLASS EXERCISE:

(Students must practices all exercises) (Each exercise carries FIVE marks)
(EIGHT exercises x 05 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Writing a Synopsis for Tele Film : 1 Week
   Minimum 1 class Works : Record works- 1 no.
2. Create your own understanding for a Tele film story : 2 Weeks
   Minimum 1 class Works : Record works- 1 no.
3. Writing Scene for Tele Film : 2 Weeks
   Minimum 1 class Works : Record works- 1 no.
4. Preparing with Final Budget for Tele Film : 2 Weeks
   Minimum 1 class Works : Record works- 1 no.
5. Draft a Dialogue for Tele Film : 2 Weeks
   Minimum 1 class Works : Record works- 1 no.
6. Write an original shooting script for Tele film : 2 Weeks
   Minimum 1 class Works : Record works- 1 no.
7. Working with the Non-linear Video Editing : 2 Weeks
   Minimum 1 class Works : Record works- 1 no.
8. Write a draft on Dubbing, Sound Effects & Mixing : 2 Weeks
   Minimum 1 class Works : Record works- 1 no.

Record Works:

1 Students must make ONE Tele Film on any concept of their choice (Maximum 20 min)
2. Students must make ONE Web Series on any concept of their choice (Maximum 20 min)

(The students must submit ONE exercise as a group work (maximum 5 students in a group) in the digital form for the Practical exam, which will be evaluated by the External Examiner)

Learning Resources	***Practical:*** *1. Kim Adelman (2017). Making it Big in Shorts: Shorter, Faster, Cheaper: The Ultimate Filmmaker's Guide to Short Films, Third Edition, Michael Wiese Productions, USA* *2. Clifford Thurlow and Max Thurlow (2013). Making Short Films: The Complete Guide from Script to Screen, Third Edition, Bloomsbury Academic, USA* *3. Sonja Schenk and Ben Long (2021). The Digital Filmmaking Handbook: Seventh Edition, Seventh Edition, Foreing Films Publishing, USA* *4. Edmond Levy (1994). Making a Winning Short: How to Write, Direct, Edit, and Produce a Short Film, First Edition, Holt Paperbacks, New York* *5. Steven Ascher and Edward Pincus (2012). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Fifth Edition, Plume, USA.*

Learning Assessment										
Level	**Bloom's Level of Thinking**	**Continuous Learning Assessment (50% weightage)**								**Final Examination (50% weightage)**	
		CLA – 1 (10%)		**CLA – 2 (10%)**		**CLA – 3 (20%)**		**CLA – 4 (10%) #**			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice

		-	30%	-	30%	-	30%	-	30%	-	30%
Level 1	Remember										
	Understand										
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	40%
	Analyze										
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	30%
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

\# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Murali S, Publicity Officer, CBC Press Information Bureau, Chennai. Email: muralisarang@gmail.com	1. Dr. S Nandakumar, Professor and Head Department of Journalism & Mass Communication Priya University, Salem Email: nandakumar.su@gmail.com	1. Dr. Rajesh R, Associate Prof. & Head, Viscom, FSH, SRMIST, KTR
		2. Dr. Padmanabhan T, Assistant Professor, Viscom, FSH, SRMIST, KTR
		3. Dr. Saravanakumar T K, Assistant Professor, Viscom, FSH, SRMIST, KTR
		4. Dr. Harie Karthikeyan M, Assistant Professor, Viscom, FSH, SRMIST, KTR

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COURSES FOR EARNING ADDITIONAL CREDITS

Course Code	UCD23P01L	Course Name	Internship Report - I	Course Category	IAPC	Internship/ Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil				
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil					

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	Demonstrate skills learnt in the real time environment.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Explore the different industries that are using IT																		
CLR-3:	Enhance the skills in the system aspects																		
CLR-4:	Understanding the professional connections with the knowledge learnt																		
CLR-5:	Applying the skills in problem solving																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLO-1:	To get an inside view of an industry and organization/company	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2:	To gain valuable skills and knowledge	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3:	To make professional connections and enhance networking	3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4:	To get experience in a field to allow the student to make a career transition	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5:	To get an inside view of an industry and organization/company	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

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Learning Assessment				
Internship	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %

Course Code	UCD23P02L	Course Name	Project Work - I	Course Category	IAPC	Internship/ Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil						
Course Offering Department	Visual Communication	Data Book / Codes/Standards		Nil							

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	Demonstrate skills learnt in the real time environment.																		
CLR-2:	Explore the different industries that are using IT																		
CLR-3:	Enhance the skills in the system aspects	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO - 3
CLR-4:	Understanding the professional connections with the knowledge learnt																		
CLR-5:	Applying the skills in problem solving																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	To get an inside view of an industry and organization/company	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2:	To gain valuable skills and knowledge	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3:	To make professional connections and enhance networking	3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4:	To get experience in a field to allow the student to make a career transition	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5:	To get an inside view of an industry and organization/company	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

Note: The students must submit all exercises related to Camera/ Editing/ Sound/ Photography/ Graphics/ Drawing as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner.

Learning Assessment				
	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
Internship	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %

Course Code	UCD23P03L	Course Name	Apprenticeship - I	Course Category	IAPC	Internship/ Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil				

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	Demonstrate skills learnt in the real time environment.																		
CLR-2:	Explore the different industries that are using IT	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO - 3
CLR-3:	Enhance the skills in the system aspects																		
CLR-4:	Understanding the professional connections with the knowledge learnt																		
CLR-5:	Applying the skills in problem solving																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	To get an inside view of an industry and organization/company	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2:	To gain valuable skills and knowledge	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3:	To make professional connections and enhance networking	3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4:	To get experience in a field to allow the student to make a career transition	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5:	To get an inside view of an industry and organization/company	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

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Learning Assessment				
	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
Internship	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %

Course Code	UCD23P04L	Course Name	Internship Report - II	Course Category	IAPC	Internship/ Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil		
Course Offering Department		*Visual Communication*	Data Book / Codes/Standards		Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	*Demonstrate skills learnt in the real time environment.*	**1**	**2**	**3**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**
CLR-2:	*Explore the different industries that are using IT*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3:	*Enhance the skills in the system aspects*																		
CLR-4:	*Understanding the professional connections with the knowledge learnt*																		
CLR-5:	*Applying the skills in problem solving*																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	*To get an inside view of an industry and organization/company*	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2:	*To gain valuable skills and knowledge*	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3:	*To make professional connections and enhance networking*	3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4:	*To get experience in a field to allow the student to make a career transition*	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5:	*To get an inside view of an industry and organization/company*	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

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Learning Assessment				
	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
Internship	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %

Course Code	UCD23P05L	Course Name	Project Work - II	Course Category	IAPC	Internship/ Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil				
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil					

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)																
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-1:	Demonstrate skills learnt in the real time environment.																			
CLR-2:	Explore the different industries that are using IT	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO - 1	PSO - 2	PSO - 3
CLR-3:	Enhance the skills in the system aspects																			
CLR-4:	Understanding the professional connections with the knowledge learnt																			
CLR-5:	Applying the skills in problem solving																			

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																			
CLO-1:	To get an inside view of an industry and organization/company	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2:	To gain valuable skills and knowledge	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
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CLO-4:	To get experience in a field to allow the student to make a career transition	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	L	L	L
CLO-5:	To get an inside view of an industry and organization/company	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

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Learning Assessment				
	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
Internship	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %

Course Code	UCD23P06L	Course Name	Apprenticeship - II	Course Category	IAPC	Internship/ Apprenticeship / Project/ Community Outreach	L	T	P	O	C
							0	0	8	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department	*Visual Communication*	Data Book / Codes/Standards		Nil				

Course Learning Rationale (CLR):	The purpose of learning this course is to:				Learning			Program Learning Outcomes (PLO)															
					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1:	*Demonstrate skills learnt in the real time environment.*				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLR-2:	*Explore the different industries that are using IT*																					
CLR-3:	*Enhance the skills in the system aspects*																					
CLR-4:	*Understanding the professional connections with the knowledge learnt*																					
CLR-5:	*Applying the skills in problem solving*																					

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1:	To get an inside view of an industry and organization/company	3	80	70	L	H	M	H	L	M	L	L	L	L	L	H	M	L	L
CLO-2:	To gain valuable skills and knowledge	3	85	75	M	H	H	M	L	M	L	L	M	L	L	H	M	L	L
CLO-3:	To make professional connections and enhance networking	3	75	70	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-4:	To get experience in a field to allow the student to make a career transition	3	85	80	M	H	M	H	L	M	M	L	M	L	M	H	M	L	L
CLO-5:	To get an inside view of an industry and organization/company	3	85	75	H	H	M	H	L	M	M	M	M	L	M	M	M	L	L

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Learning Assessment				
	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
Internship	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %

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