ACADEMIC CURRICULA

POSTGRADUATE DEGREE PROGRAMME

MASTER OF SCIENCE IN
VISUAL COMMUNICATION

Two Years (Full-Time)

Learning Outcome Based Education

Choice Based Flexible Credit System

Academic Year

2021 - 2022

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

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

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

DEPARTMENT OF VISUAL COMMUNICATION

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. 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

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

	Program Learning Outcomes (PLO)														
	1 Disciplinary Knowledge	**2** Critical Thinking	**3** Problem Solving	**4** Analytical Reasoning	**5** Research Skills	**6** Team Work	**7** Scientific Reasoning	**8** Reflective Thinking	**9** Self-Directed Learning	**10** Multicultural Competence	**11** Ethical Reasoning	**12** Community Engagement	**13** ICT Skills	**14** Leadership Skills	**15** 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	M	H	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

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

6. PG Programme Structure (Total Credits:80)

1. Professional Core Courses (C) (8 Courses)

Course Code	Course Title	L	T	P	C
PVC21101T	Dynamics of Communication	4	1	0	5
PVC21102T	Culture and Entertainment Media	4	1	0	5
PVC21103L	2D Animation	0	0	4	2
PVC21104T	Theories of Visual Analysis	4	1	0	5
PVC21105T	Indian and World Cinema	4	1	0	5
PVC21106L	3D Animation	0	0	5	2
PVC21107T	Media Research Methodology	4	1	0	5
PVC21108T	Indian Constitution and Media Laws	2	1	0	3
Total Learning Credits					**32**

2. Discipline Elective Courses (D) (3 Courses)

Course Code	Course Title	L	T	P	C
PVC21D01L	Camera Techniques	0	0	8	4
PVC21D02L	Lighting Techniques				
PVC21D03L	Sound Design				
PVC21D04L	Documentary Film Making	0	0	6	3
PVC21D05L	Ad Film Making				
PVC21D06L	Reality Show				
PVC21D07L	Event Photography	0	0	6	3
PVC21D08L	Product Photography				
PVC21D09L	Fashion Photography				
Total Learning Credits					**10**

3. Generic Elective Courses (G) (Any ONE Course)

Course Code	Course Title	L	T	P	C
PVC21G01L	Game Design Basics	0	0	6	3
PVC21G02L	VFX Basics				
PVC21G03L	Title Animation				
Total Learning Credits					**3**

4. Skill Enhancement Courses (S) (3 Courses)

Course Code	Course Title	L	T	P	C
PVC21S01T	Digital Photography	2	1	0	3
PVC21S02T	Film Production Techniques	3	1	0	4
PVC21S03L	Short Film Making	0	0	5	3
Total Learning Credits					**10**

5. Project Work, Internship In Industry / Higher Technical Institutions (P)

Course Code	Course Title	L	T	P	C
PVC21P01L	Massive Open Online Courses (MOOC)	0	0	0	2
PVC21P02L	Industrial Project	0	0	28	14
Total Learning Credits					**16**

6. Ability Enhancement Courses (AE) (3 Courses)

Course Code	Course Title	L	T	P	C
PVC21AE1L	Radio Jockey	0	0	4	2
PVC21AE2L	Editing Techniques	0	0	4	2
PVC21AE3L	Film Appreciation	0	0	4	2
PCD21AE1T	Professional Skills and Problem Solving	1	0	0	1
PCD21AE2T	General Aptitude for Competitive Examination	1	0	0	1
PCD21AE3T	Employability Skills	1	0	0	1
Total Learning Credits					**9**

7. Course Structure								
Semester	Professional Core Courses (PCC)	Discipline Electives Courses (DEC)	Generic Electives Courses (GEC)	Skill Enhancement Courses (SEC)	Ability Enhancement Courses (AEC)	Project Work, Internship (P)	Total Credits	Total Hours
Sem I	PCC-1 (5) PCC-2 (5) PCC-3 (2)	DEC-1 (4)	-	SEC-1 (3)	AEC-1 (2) AED-1 (1)	-	22	30
Sem II	PCC-4 (5) PCC-5 (5) PCC-6 (2)	DEC-2 (3)	-	SEC-2 (4)	AEC-2 (2) AED-2 (1)	-	22	30
Sem III	PCC-7 (5) PCC-8 (3)	DEC-3 (3)	GEC-1 (3)	SEC-3 (3)	AEC-3 (2) AED-3 (1)	P-1 (2)	22	30
Sem IV	-	-	-	-	-	P-2 (14)	14	-
Total Credits	32	10	3	10	9	16	80	90

8. Implementation Plan

Semester - I

Course Code	Course Title	L	T	P	C
PVC21101T	Dynamics of Communication	4	1	0	5
PVC21102T	Culture and Entertainment Media	4	1	0	5
PVC21103L	2D Animation	0	0	4	2
PVC21D01L	Camera Techniques				
PVC21D02L	Lighting Techniques	0	0	8	4
PVC21D03L	Sound Design				
PVC21S01T	Digital Photography	2	1	0	3
PVC21AE1L	Radio Jockey	0	0	4	2
PCD21AE1T	Professional Skills and Problem Solving	1	0	0	1
Total Hours		**11**	**3**	**16**	**30**
Total Learning Credits					**22**

Semester - II

Course Code	Course Title	L	T	P	C
PVC21104T	Theories of Visual Analysis	4	1	0	5
PVC21105T	Indian and World Cinema	4	1	0	5
PVC21106L	3D Animation	0	0	5	2
PVC21D04L	Documentary Film Making				
PVC21D05L	Ad Film Making	0	0	6	3
PVC21D06L	Reality Show				
PVC21S02T	Film Production Techniques	3	1	0	4
PVC21AE2L	Editing Techniques	0	0	4	2
PCD21AE2T	General Aptitude for Competitive Examination	1	0	0	1
Total Hours		**12**	**3**	**15**	**30**
Total Learning Credits					**22**

Semester – III

Course Code	Course Title	L	T	P	C
PVC21107T	Media Research Methodology	4	1	0	5
PVC21108T	Indian Constitution and Media Laws	2	1	0	3
PVC21D07L	Event Photography				
PVC21D08L	Product Photography	0	0	6	3
PVC21D09L	Fashion Photography				
PVC21G01L	Game Design Basics				
PVC21G02L	VFX Basics	0	0	6	3
PVC21G03L	Title Animation				
PVC21P01L	Massive Open Online Courses (MOOC)	0	0	0	2
PVC21S03L	Short Film Making	0	0	5	3
PVC21AE3L	Film Appreciation	0	0	4	2
PCD21AE3T	Employability Skills	1	0	0	1
Total Hours		**7**	**2**	**21**	**30**
Total Learning Credits					**22**

Semester - IV

Course Code	Course Title	L	T	P	C
PVC21P02L	Industrial Project	0	0	28	14
Total Learning Credits					**14**

Total Learning Credits: 80

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9. Program Articulation Matrix																
		Programme Learning Outcomes														
Course Code	Course Name	Disciplinary Knowledge	Critical Thinking	Problem Solving	Analytical Reasoning	Research Skills	Team Work	Scientific Reasoning	Reflective Thinking	Self-Directed Learning	Multicultural Competence	Ethical Reasoning	Community Engagement	ICT Skills	Leadership Skills	Life Long Learning
PVC21101T	Dynamics of Communication	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21102T	Culture and Entertainment Media	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21103L	2D Animation	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21104T	Theories of Visual Analysis	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21105T	Indian and World Cinema	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21106L	3D Animation	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21107T	Media Research Methodology	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21108T	Indian Constitution and Media Laws	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21D01L	Camera Techniques	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
PVC21D02L	Lighting Techniques	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
PVC21D03L	Sound Design	H	H	H	H	H	M	H	M	M	H	H	H	H	M	M
PVC21D04L	Documentary Film Making	H	H	H	H	H	M	H	M	M	H	H	H	H	M	M
PVC21D05L	Ad Film Making	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
PVC21D06L	Reality Show	H	H	H	H	H	M	H	M	M	H	H	H	H	M	M
PVC21D07L	Event Photography	H	H	H	H	H	M	H	M	M	M	H	H	H	H	M
PVC21D08L	Product Photography	H	H	H	H	H	M	H	M	M	M	H	H	H	H	M
PVC21D09L	Fashion Photography	H	H	H	H	H	M	H	M	M	M	H	H	H	H	M
PVC21G01L	Game Design Basics	H	H	H	H	H	L	M	L	M	H	M	M	H	H	M
PVC21G02L	VFX Basics	H	H	H	H	H	L	M	L	M	H	H	M	M	H	M
PVC21G03T	Title Animation	H	H	H	H	H	L	M	L	M	H	M	M	M	H	M
PVC21S01T	Digital Photography	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
PVC21S02T	Film Production Techniques	H	H	H	H	H	L	M	L	M	H	M	M	H	H	H
PVC21S03L	Short Film Making	H	H	H	H	H	M	H	M	M	M	H	H	H	H	M
PVC21P01L	Massive Open Online Courses (MOOC)	M	M	H	H	M	H	M	H	H	H	M	M	H	M	M
PVC21P02L	Project Work	H	H	H	H	H	L	M	L	M	M	M	H	H	H	H
PVC21AE1L	Radio Jockey	H	H	H	H	H	M	H	M	M	M	M	H	H	H	H
PVC21AE2L	Editing Techniques	H	H	H	H	H	M	H	M	M	M	M	H	H	H	H
PVC21AE3L	Film Appreciation	H	H	H	H	H	M	H	M	M	M	H	H	H	H	M
PCD21AE1T	Professional Skills and Problem Solving	H	H	H	H	H	H	H	H	H	H	H	H	M	H	H
PCD21AE2T	General Aptitude for Competitive Examination	H	H	H	H	H	H	H	H	H	H	H	H	M	H	H
PCD21AE3T	Employability Skills	H	H	H	H	H	H	H	H	H	H	H	H	M	H	H
	Program Average	H	H	H	H	H	M	M	M	M	M	M	M	H	H	H

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

Course Code	PVC21101T	Course Name	Dynamics of Communication	Course Category	C	Professional Core Course	L	T	P	C
							4	1	0	5

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 communication																		
CLR-2:	To know the difference of communication, communication process and tools																		
CLR-3:	To understand the purpose of communication models and theories																		
CLR-4:	To impart the fundamentals of communication tools																		
CLR-5:	To learn the IT and ICT																		

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 about the elements of communication	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the difference of communication and visual communication process and tools	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge about the purpose of communication models and theories	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn fundamentals of Mass communication tools	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would learn to process ICT	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Communication- Concept	Human Communication- Concept	Verbal Communication- Concept	Mass communication- Concept	Information Technology- Concept
	SLO-2	Communication basics	Human communication basics	Verbal communication basics	Mass communication basics	Information technology basics
S-2	SLO-1	History of Communication- 1	Understanding Human communication	Characteristics of Verbal Communication	Characteristics of Mass Communication	Growth of Information Technology
	SLO-2	Earlier communication	Communication perceptive	Verbal communication features	Mass communication features	Information technology development
S-3	SLO-1	History of Communication- 2	History of Human Communication- 1	Effectiveness of Verbal Communication	Functions of Mass Communication	Information Technology in India
	SLO-2	Four Waves	Speech & Symbols	Verbal communication success	Mass communication roles	IT growth in India
S-4	SLO-1	Need for Communication	History of Human Communication- 2	Functions of Verbal Communication	Forms of Mass Communication	Information and Communication Technology- Concept
	SLO-2	Communication purpose	Pictograms & Ideograms	Verbal communication role	Mass communication structure	ICT basics
S-5	SLO-1	Characteristics of Communication	History of Human Communication- 3	Advantage of Verbal Communication	Elements of Mass Communication	Why ICT
	SLO-2	Communication features	Writing, Logographic & Alphabetic	Verbal communication benefits	Mass communication essentials	Need for ICT
S-6	SLO-1	Functions of Communication	Classification of Human Communication- 1	Disadvantages of Verbal Communication	Types of Mass Communication- 1	Scope of ICT
	SLO-2	Communication role	As Individual	Verbal communication weakness	Traditional & Print Media	ICT possibilities
S-7	SLO-1	Elements of Communication	Classification of Human Communication- 2	Non Verbal communication- Concept	Types of Mass Communication- 2	Features of ICT
	SLO-2	Communication essentials	Participants in Social Relationship	Non verbal communication basics	Electronic & New Media	ICT qualities
S-8	SLO-1	Process of Communication	Classification of Human Communication- 3	Importance of Non Verbal Communication	Communication Theory- 1	Characteristics of ICT

		15	15	15	15	15
Duration (hour)						
	SLO-2	Communication procedure	Members of Cultural Communities	Values of Non verbal communication	Normative/ Classical Theory	ICT uniqueness
S-9	SLO-1	Models of Communication- 1	Elements of Human Communication	Significance of Non- Verbal Communication	Communication Theory- 2	Types of ICT- 1
	SLO-2	Aristotelian, and Shannon & Weaver Model	Communication essentials	Impacts of non verbal communication	Magic Bullet/ Hypodermic Needle Theory	Computer Network
S-10	SLO-1	Models of Communication- 2	Types of Human Communication- 1	Aspects of Non Verbal Communication	Communication Theory- 3	Types of ICT- 2
	SLO-2	Wilbur Schramm Model	Verbal Communication	Features of non verbal communication	Uses and Gratification Theory	Voice Communication & Tele-Text,
S-11	SLO-1	Models of Communication- 3	Types of Human Communication- 2	Functions of Non Verbal Communication	Communication Theory- 4	Types of ICT- 3
	SLO-2	George Gerbner's Model	Non verbal Communication	Role of non verbal communication	Spiral of Silence Theory	Radio Text & Video Text
S-12	SLO-1	Models of Communication- 4	Types of Human Communication- 3	Channels of Non Verbal Communication	Communication Theory- 5	Types of ICT- 4
	SLO-2	Theodore M. Newcomb's Model	Visual communication	Guiding to non verbal communication	Two-Step Flow Theory	Cable Distribution System
S-13	SLO-1	Models of Communication- 5	Barriers of Human Communication- 1	Types of Nonverbal Communications	Communication Theory- 6	Assessment of ICT
	SLO-2	Westley & Maclean Model	Physical & Psychological	Non verbal communication categories	Gatekeeper Theory	Achievements & Limitations of ICT
S-14	SLO-1	Types of Communication- 1	Barriers of Human Communication- 2	Difference between Verbal & Non Verbal Communication	Communication Theory- 7	Impact of ICT
	SLO-2	Intrapersonal & Interpersonal Communication	Linguistic & Cultural	Verbal & non verbal variation	Agenda-Setting Theory	ICT effects
S-15	SLO-1	Types of Communication- 2	Barriers of Human Communication- 3	Culture and Non Verbal Communication	Communication Theory- 8	Future Trends of ICT
	SLO-2	Group & Mass Communication	Mechanical Barriers	Costumes of non verbal communication	Media Dependency & Cultivation Theory	ICT opportunities

Learning Resources	*Theory*: 1. Julia T. Wood (2016). Communication Mosaics: An Introduction to the Field of Communication. 8th Ed. USA: Wadsworth Publisher. 2. Stephen M. Croucher (2016). Understanding Communication Theory: A Beginner's Guide, 1st Ed, New York: Routledge. 3. Denis McQuail. (2010). McQuail's Mass Communication Theory, 6th Ed. London: SAGE Publications. 4. Denis McQuail & Mark Deuze (2020). McQuail's Media and Mass Communication Theory. 7th Ed. London: SAGE Publications. 5. Stanley J. Baran & Dennis K. Davis (2015). Mass Communication Theory: Foundations, Ferment, and Future, 7th Ed. USA: Cengage Learning.

UNIT I: Communication- Definition and Concept; History of Communication- earlier communication, First wave, Second wave, third wave & fourth wave; Need for Communication; Characteristics of Communication; Functions of Communication; Elements of Communication; Process of Communication; Models of Communication; Types of Communication- Aristotelian Model, Shannon and Weaver Model, Wilbur Schramm Model, George Gerbner's Model, Theodore M. Newcomb's Model, Westley & Maclean Model; Types of Communication- Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication.

UNIT II: Human Communication- Definition and Concept; Understanding Human communication; History of Human Communication- Speech, Symbols, Pictograms, Ideograms, Writing, Logographic, Alphabetic; Classification of Human Communication- Individual, Participants in Social Relationship, Members of Cultural Communities; Elements of Human Communication; Types of Human Communication- verbal, non verbal & visual communication; Barriers of Human Communication- physical, psychological, Linguistic, Cultural & Mechanical Barriers.

UNIT III: Verbal Communication- Definition & Concept; Characteristics of Verbal Communication; Effectiveness of Verbal Communication; Functions of Verbal Communication; Advantage & Disadvantages of Verbal Communication; Non Verbal communication- Definition & Concept; Importance of Non Verbal Communication; Significance of Non- Verbal Communication; Aspects of Non Verbal Communication; Functions of Non Verbal Communication; Channels of Non Verbal Communication; Types of Nonverbal Communications; Difference between Verbal & Non Verbal & Verbal Communication; Culture and Non Verbal Communication.

UNIT IV: Mass communication- Definition & Concept; Characteristics of Mass Communication; Functions of Mass Communication; Forms of Mass Communication; Elements of Mass Communication; Types of Mass Communication- Traditional Media, Print Media, Electronic Media, New Media; Communication Theory- Normative/ Classical Theory, Magic Bullet/ Hypodermic Needle Theory, Uses and Gratification Theory, Spiral of Silence Theory, Two-Step Flow Theory, Gatekeeper Theory, Agenda-Setting Theory, Media Dependency Theory & Cultivation Theory.

UNIT V: Information Technology- Definition & Concept; Growth of Information Technology; Information Technology in India; Information and Communication Technology- Definition & Concept; Why ICT; Scope of ICT; Features of ICT; Characteristics of ICT; Types of ICT- Computer Network, Voice Communication, Tele-Text, Radio Text, Video Text, Cable Distribution System; Assessment of ICT- Achievements & Limitations; Social & Culture Implications of ICT; Impact of ICT; Future Trends of ICT.

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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21102T	Course Name	Culture and Entertainment Media	Course Category	C	Professional Core Course	L	T	P	C
							4	1	0	5

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 an overview of culture																		
CLR-2:	To know the various media																		
CLR-3:	To understand the purpose of Media																		
CLR-4:	To impart the fundamentals of new media																		
CLR-5:	To learn about Music																		

PLO column headers: 1 Fundamental Knowledge; 2 Application of Concepts; 3 Link with Related Disciplines; 4 Procedural Knowledge; 5 Skills in Specialization; 6 Ability to Utilize Knowledge; 7 Skills in Modeling; 8 Analyze, Interpret Data; 9 Investigative Skills; 10 Problem Solving Skills; 11 Communication Skills; 12 Analytical Skills; 13 PSO-1; 14 PSO-2; 15 PSO-3.

Learning column headers: 1 Level of Thinking (Bloom); 2 Expected Proficiency (%); 3 Expected Attainment (%).

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 about culture	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know about various media	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge about the purpose of media	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn fundamentals of new media	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would learn about music	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Culture- Concept	Music- Concept	Print Media- Concept, Origin & Development	Electronic Media- Concept	New Media- Concept
	SLO-2	Culture basics	Music basics	Print media basics	Electronic media basics	New Media basics
S-2	SLO-1	Culture- 1	Music- 1	Indian Print Media Development- 1	Radio- Concept	Characteristics of New Media
	SLO-2	Civilization, Heritage, Ethnic & Ethnicity	Elements & Types of Musical Instruments	Printing Press & Bengal Gazette,	Radio basics	New media uniqueness
S-3	SLO-1	Culture- 2	Indian Music- Concept	Indian Print Media Development- 2	Radio in India- AIR	Types of New Media- 1
	SLO-2	Characteristics, Importance, Elements	Basics & origin of Indian Music	Serampore Missionaries & Raja Ram Mohan Roy	Growth & Development	Internet & Virtual Reality
S-4	SLO-1	Types of Culture-1	Types of Indian Music-1	Print Media & Indian Freedom Movement- 1	AIR Services- 1	Types of New Media- 2
	SLO-2	High & Sub culture	Classical, Folk & Modern Music	Vernacular Press Act, Indian National Congress	National Service	Social Media & Digital Games
S-5	SLO-1	Types of Culture-2	Indian Film Music- Concept	Print Media & Indian Freedom Movement- 2	AIR Services- 2	New Vs Old Media
	SLO-2	Popular & Global Culture	Indian film music basics	Modern Indian Journalism & Swadeshi Movement	Regional Service	Media impact
S-6	SLO-1	Culture & Communication	Indian Film Music- 1	Print Media & Indian Freedom Movement- 3	AIR Services- 3	Digital Divide- Concept
	SLO-2	Culture & Communication basics	Growth & Development	Dr. Annie Besant, Mahatma Gandhi	External Service	Digital divide basics
S-7	SLO-1	Indian Culture- Concept	Theatre- Concept	Print Media & Post Indian Independence- 1	FM Radio in India	E-Governance- Concept
	SLO-2	Indian culture basics	Theatre basics	Chain of Publications & Paper Industry	Growth & Development	E-Government basics
S-8	SLO-1	Indian Culture-1	Theatre- 1	Print Media & Post Indian Independence- 2	Community Radio- Concept	E-Governance- 1
	SLO-2	Characteristics & Aspects	Origin & Development	Audit Bureau of Circulation, News Agencies & PCI	Community basics	E-Governance process
S-9	SLO-1	Religion- Concept	Theatre- 2	Newspaper during Emergency	Television in India- Doordarshan	E-Governance- 2
	SLO-2	Religion basics	Characteristics & Elements of Theatre	Impact of Emergency	Growth & Development	Social & Legal Frameworks
S-10	SLO-1	Religion in India	Indian Theatre- Concept	Regional Newspapers	Doordarshan Services- 1	Social Media- Concept
	SLO-2	Major & Minorities	Origin & Development	Growth & Development	National Service	Social media basics
S-11	SLO-1	Caste- Concept	Types of Indian Theatre- 1	Publication Industry- Concept	Doordarshan Services- 2	Evolution of Social Media

		15	15	15	15	15
Duration (hour)						
	SLO-2	Caste basics	Indian Classic Theatres	Publication industry basics	Regional Service	Growth & development
S-12	**SLO-1**	Caste in India- 1	Types of Indian Theatre- 2	Types of Publication Industry- 1	Cable Television- Concept	Characteristics of Social Media
	SLO-2	Origin, Development & Characteristics	Indian Traditional & Modern Theatres	Newspaper	Cable television basics	Social media uniqueness
S-13	**SLO-1**	Caste in India- 2	English & Persian Theatre- Concept	Types of Publication Industry- 2	Satellite Television- Concept	Types of Social Media- 1
	SLO-2	Anti-Caste Movement in India	English & Persian Theatre basics	Journal	Satellite television basics	Blog, Social Networks & Wikis
S-14	**SLO-1**	Tribal society- Concept	Drama- Concept & forms	Types of Publication Industry- 3	Satellite Television- 1	Types of Social Media- 2
	SLO-2	Tribal society basics	Drama basics	Book	Private & Pay Channel	Tweeters & Podcasts
S-15	**SLO-1**	Tribal society in India	Difference between Theatre & Drama	E-Publication- Concept	Indian Television and Cinema	Social Media- 1
	SLO-2	Characteristics, Locations & Problems	Theatre & drama variation	E-publication basics	Impact of cinema on television	Impact & effects

Learning Resources	*Theory*: 1. Michael J. Haupert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA 2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK 3. B. Chaitanya Deva (2015). An Introduction to Indian Music, Publications Division, Government of India 4. Ralph Yarrow (2000). Indian Theatre: Theatre of Origin, Theatre of Freedom, New York: Routledge 5. Pooja Gupta and Rakesh Gupta (2019). Indian Culture-Basis and Basics. New Delhi: Independently published.

UNIT I: Culture- Definition & Concept; Culture and Civilization; Culture and Heritage; Ethnic Culture and Ethnicity; Characteristics of Culture; Importance of Culture; Types of Culture- High Culture, Sub culture, Popular Culture, Global Culture; Elements of Culture; Culture & Communication; Indian Culture- Definition & Concept; Characteristics of Indian culture; Aspects of Indian culture; Religion- Definition & Concept; Religion in India- Major & Minorities; Caste- Definition & Concept; Origin of Caste in India; Development of Caste system in India; Characteristics of Caste system; Anti-Caste Movement in India; Tribal society- Definition & Concept; Characteristics of Tribes; Geographical location of Tribes in India; Problems of Tribes.

UNIT II: Music- Definition & Concept; Elements of Music; Types of Musical Instruments; Indian Music- Definition & Concept; Origin of Indian Music; Types of Indian Music- Indian Classical Music, Folk music, Modern Music; Indian Film Music- Definition & Concept; Indian Film Music- Growth & Development; Theatre- Definition & Concept; Theatre- Origin & Development; Characteristics of Theatre; Elements of Theatre; Indian Theatre- Definition & Concept; Indian Theatre- Origin & Development; Types of Indian Theatre- Classic Theatres, Traditional Theatres, Modern Theatres; English Theatre- Definition & Concept; Persian Theatre- Definition & Concept; Drama- Definition & Concept; Drama- Different forms; Difference between Theatre & Drama.

UNIT III: Print Media- Definition & Concept; Print Media- Origin & Development; Indian Print Media- Definition & Concept; Indian Print Media- Growth & Development- Printing Press, The Bengal Gazette, Serampore Missionaries, Raja Ram Mohan Roy; Print Media & Indian Freedom Movement- Vernacular Press Act, Indian National Congress, Modern Indian Journalism, Swadeshi Movement, Dr. Annie Besant, Mahatma Gandhi; Print Media & Post Indian Independence- Chain of Publications, Paper Industry, Audit Bureau of Circulation; News Agencies, Press Council of India; Newspaper during Emergency; Growth of Regional Newspapers; Print Media- Technological Development; Publication Industry- Definition & Concept; Types of Publication Industry- Newspaper, Journal, Book; E-Publication- Definition & Concept.

UNIT IV: Electronic Media- Definition & Concept; Radio- Definition & Concept; Radio- Growth & Development; Radio in India- Definition & Concept; All India Radio- Growth & Development; AIR Services- National Service, Regional Service, External Service; Frequency Modulation (FM)- Definition & Concept; FM Radio in India- Government & Private; Community Radio- Definition & Concept; Television- Definition & Concept; Television- Growth & Development; Television in India- Definition & Concept; Doordarshan- Growth & Development; Doordarshan Services- National Service & Regional Service; Cable Television- Definition & Concept; Satellite Television- Definition & Concept; Satellite Television in India; Satellite Television- Private & Pay Channel; Satellite Television & Technical Development; Indian Television and Cinema.

UNIT V: New Media- Definition & Concept; Characteristics of New Media; Types of New Media; New Media Vs Old Media; Digital Divide- Definition & Concept; E-Governance- Definition & Concept; E-Governance- Process, Social & Legal Frameworks; Social Media- Definition & Concept; Evolution of Social Media; Characteristics of Social Media; Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis, Tweeters & Podcasts; Impact of Social Media.

Learning Assessment										
		Continuous Learning Assessment (50% weightage)								**Final Examination (50% weightage)**
Level	**Bloom's Level of 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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21103L	Course Name	2D Animation	Course Category	C	Professional Core Course	L	T	P	C
							0	0	4	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 learn the animation skills	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2:	To know the visualization																				
CLR-3:	To understand the elements of animation																				
CLR-4:	To gain knowledge on tools																				
CLR-5:	To learn the process of animation																				

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 animation skills	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students know the visualization	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would understand the elements of animation	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain knowledge on tools	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would gain knowledge on animation	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		12	
S-1 to S-5	SLO-1	Exploring the Flash	
	SLO-2	Flash Software basics	
S-5 to S-10	SLO-1	Exploring the Drawing Tools	
	SLO-2	Drawing Tools	
S-11 to S-15	SLO-1	Exploring the Painting Tools	
	SLO-2	Painting Tools	
S-16 to S-20	SLO-1	Manipulating Objects	
	SLO-2	Manipulating Tools	
S-21 to S-25	SLO-1	Creating an Animation	
	SLO-2	Animation Tools	
S-26 to S-30	SLO-1	Basics of ActionScript- I	
	SLO-2	ActionScript- I	
S-31 to S-35	SLO-1	Basics of ActionScript- II	
	SLO-2	ActionScript- II	
S-36 to S-40	SLO-1	Understanding Objects	
	SLO-2	Image Tool	
S-41 to S-45	SLO-1	Creating a Table	
	SLO-2	Table Tool	
S-45 to S-50	SLO-1	Understanding Links- I	
	SLO-2	Link Tool- I	
S-51 to S-55	SLO-1	Understanding Links- II	

Duration (hour)			12
	SLO-2	*Link Tool- II*	
S-56 to S-60	SLO-1	*Understanding Text Formatting Options*	
	SLO-2	*Text Formatting Tool*	

RECORD WORK
1. **Create 'Product Ad' for 10 seconds (minimum 2 exercises)**
2. **Create 'Logo Design' for 10 seconds (minimum 2 exercises)**
3. **Create 'Web Banners' with different formats (minimum 10 exercises)**
4. **Create Web Pages (Home page) with link buttons for a commercial Product and Organization (minimum 3 exercises).**
5. **Create Web Site for your own portfolio / commercial product with 5 links (minimum 3 exercises)**

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

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

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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar UniversityEmail: gbs_raja@yahoo.com	1. Mr. Parthasarathy S, Head, Viscom, CSH, SRM IST, RMP
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D01L	Course Name	Camera Techniques		Course Category	D	Discipline Elective Courses	L	T	P	C
								0	0	8	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 acquire the knowledge of camera techniques																		
CLR-2:	To know the significance of camera features																		
CLR-3:	To understand the use of lens and camera movements																		
CLR-4:	To know the importance of camera handling during production																		
CLR-5:	To learn camera and lighting																		
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 gain knowledge of camera techniques	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the significance of camera features	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would learn the use of lens and camera movements	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would know the importance of camera handling during production	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would learn camera and lighting purpose for field practice	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			24
S-1 to S-5	SLO-1	Camera Focus	
	SLO-2	Focus Pull, Shallow Focus & Deep Focus	
S-5 to S-10	SLO-1	Shooting People Pattern- 1	
	SLO-2	Single, Group & Public	
S-11 to S-15	SLO-1	Shooting Interviews- Concept	
	SLO-2	Shooting interviews basics	
S-16 to S-20	SLO-1	Arranging for Interviews	
	SLO-2	Interview preparation	
S-21 to S-25	SLO-1	Shooting locations	
	SLO-2	Indoor & Outdoor	
S-26 to S-30	SLO-1	Shooting Interview Patterns- 1	
	SLO-2	Talking Head & Conversational interviews	
S-31 to S-35	SLO-1	Shooting Interview Patterns- 2	
	SLO-2	Walking & Phone Interviews	
S-36 to S-40	SLO-1	Basic Framing Spaces	
	SLO-2	Head Room, Breathing Space & Walking Space	
S-41 to S-45	SLO-1	Framing Techniques- 1	
	SLO-2	Nature, Light & Shadow	
S-45 to S-50	SLO-1	Framing Techniques- 2	
	SLO-2	Architecture, Props & Environmental Objects	
S-51 to S-55	SLO-1	Composition Techniques- 1	

Duration (hour)		24	
	SLO-2	*Simplicity, Symmetrical Balance & Rule of Thirds*	
S-56 to S-60	SLO-1	*Composition Techniques- 2*	
	SLO-2	*Leading Lines, Golden Ratio & Negative Space*	
S-61 to S-65	SLO-1	*Standard Shot Size- 1*	
	SLO-2	*Full, Medium & Close-up shot*	
S-66 to S-70	SLO-1	*Standard Shot Size- 2*	
	SLO-2	*Establishing & Extreme close shot*	
S-71 to S-75	SLO-1	*Types of Short Framing-1*	
	SLO-2	*Single & Two shot*	
S-76 to S-80	SLO-1	*Types of Short Framing-3*	
	SLO-2	*Over the Shoulder (OTS) & Point of View (POV)*	
S-81 to S-85	SLO-1	*Types of Camera Angles- 1*	
	SLO-2	*Eye Level & Low Angle Shot*	
S-86 to S-90	SLO-1	*Types of Camera Angles- 2*	
	SLO-2	*High Angle & Bird's-Eye-View or Aerial Shot*	
S-91 to S-95	SLO-1	*Camera Movements- 1*	
	SLO-2	*Static Shot*	
S-96 to S-100	SLO-1	*Camera Movements- 2*	
	SLO-2	*Pan Shot & Tilt Shot*	
S-101 to S-105	SLO-1	*Camera Movements- 3*	
	SLO-2	*Crane shot & Tracking shot*	
S-106 to S-110	SLO-1	*Camera Movements- 4*	
	SLO-2	*Dolly Shot*	
S-111 to S-115	SLO-1	*Camera Mechanisms- 1*	
	SLO-2	*Tripod Shot & Handheld Shot*	
S-116 to S-120	SLO-1	*Camera Mechanisms- 2*	
	SLO-2	*Steadicam Shot & Drone Shot*	

RECORD WORK

1. **Create a Music video for a song of your own or movie song (Max. Duration -3 minutes)**

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

Learning Resources	Practical: 1. Blain Brown (2018). Cinematography- Theory and Practice: Image making for cinematographers and Directors, Focal press, USA. 2. Joseph V. Mascelli (2005). The five C's of Cinematography, Silman James Press, USA. 3. Robert Bresson (2016). Notes on the Cinematography, NYRB Classics, 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 Understand	-	30%	-	30%	-	30%	-	30%	-	30%
Level 2	Apply Analyze	-	40%	-	40%	-	40%	-	40%	-	40%

| Level 3 | Evaluate Create | - | 30% | - | 30% | - | 30% | - | 30% | - | 30% |
| | 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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D02L	Course Name	Lighting Techniques	Course Category	D	Discipline Elective Courses	L	T	P	C
							0	0	8	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 learn the animation skills																		
CLR-2:	To know the visualization																		
CLR-3:	To understand the elements of animation																		
CLR-4:	To gain knowledge on tools																		
CLR-5:	To learn the process of animation	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
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the animation skills	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students know the visualization	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would understand the elements of animation	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain knowledge on tools	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would gain knowledge on animation	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			24
S-1 to S-5	SLO-1	Lighting- Concept	
	SLO-2	Lighting basics	
S-5 to S-10	SLO-1	Indoor Lighting- Concept	
	SLO-2	Indoor lighting basics	
S-11 to S-15	SLO-1	Outdoor Lighting- Concept	
	SLO-2	Outdoor Lighting basics	
S-16 to S-20	SLO-1	Soft & Hard Lighting- Concept	
	SLO-2	Soft & Hard Lighting basics	
S-21 to S-25	SLO-1	Three-Point-Lighting- Concept	
	SLO-2	Three-Point-Lighting basics	
S-26 to S-30	SLO-1	Three-Point-Lighting Setup- 1	
	SLO-2	Working with Key light	
S-31 to S-35	SLO-1	Three-Point-Lighting Setup- 2	
	SLO-2	Working with Fill light	
S-36 to S-40	SLO-1	Three-Point-Lighting Setup- 3	
	SLO-2	Working with Back light	
S-41 to S-45	SLO-1	Three-Point-Lighting Setup- 4	
	SLO-2	Background Light	
S-45 to S-50	SLO-1	Lighting Techniques- 1	
	SLO-2	Lighting Flat Surface	
S-51 to S-55	SLO-1	Lighting Techniques- 2	

		Duration (hour)	24
	SLO-2	Lighting Object	
S-56 to S-60	SLO-1	Lighting Techniques- 3	
	SLO-2	Lighting People	
S-61 to S-65	SLO-1	Lighting Techniques- 4	
	SLO-2	Lighting Areas	
S-66 to S-70	SLO-1	Basic Lighting Approach- 1	
	SLO-2	Subject & Camera	
S-71 to S-75	SLO-1	Basic Lighting Approach- 2	
	SLO-2	Surroundings & Atmosphere	
S-76 to S-80	SLO-1	Working with Lighting Equipments- 1	
	SLO-2	Regular Tungsten	
S-81 to S-85	SLO-1	Working with Lighting Equipments- 2	
	SLO-2	Halogen Lights	
S-86 to S-90	SLO-1	Working with Lighting Equipments- 3	
	SLO-2	Gas Discharge Lights	
S-91 to S-95	SLO-1	Working with Lighting Equipments- 4	
	SLO-2	Fluorescent Tubes & LED Panels	
S-96 to S-100	SLO-1	Working with Lighting Accessories- 1	
	SLO-2	Barn Doors & Gel Paper	
S-101 to S-105	SLO-1	Working with Lighting Accessories- 2	
	SLO-2	Diffuser & Flag	
S-106 to S-110	SLO-1	Working with Lighting Accessories- 3	
	SLO-2	Umbrella & Reflector	
S-111 to S-115	SLO-1	Understanding Lighting Equipments- 1	
	SLO-2	Lighting Check list	
S-116 to S-120	SLO-1	Understanding Lighting Equipments- 2	
	SLO-2	Safety Hazards	

RECORD WORK

1. Create a Music video for a song of your own or movie song (Max. Duration-3 minutes)

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

Learning Resources	**Practical:** 1. David Landau (2020). Lighting for Cinematography- A Practical Guide to the Art and craft of Lighting for the movie image, Bloomsbury Publication, USA. 2. Blain Brown (2018). Cinematography- Theory and Practice: Image making for cinematographers and Directors, Focal press, USA. 3. Todd Mccarthy and John Bailey (2018). Painting with light, University of California 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%	-	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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D03L	Course Name	Sound Design	Course Category	D	Discipline Elective Courses	L	T	P	C
							0	0	8	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 acquire the knowledge of sound 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-2:	To understand the significance and practicing audio recording works																		
CLR-3:	To comprehend and practicing Acoustics																		
CLR-4:	To afford the knowledge of dubbing & live recording process through equipment																		
CLR-5:	To be proficient in pro tools and audio formats																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the key concepts of sound design	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know audio recording works	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge about Acoustics	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn the dubbing & live recording process through equipment	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be ready for the position of sound engineering	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			24
S-1 to S-5	SLO-1	Recording Theatre- Concept	
	SLO-2	Recording theatre basics	
S-5 to S-10	SLO-1	Understanding audio recording theory	
	SLO-2	Frequency, Wavelength & Amplitude	
S-11 to S-15	SLO-1	Understanding acoustics- 1	
	SLO-2	Acoustics Materials & Echo	
S-16 to S-20	SLO-1	Understanding acoustics- 2	
	SLO-2	Reverberation & Controlling the noise	
S-21 to S-25	SLO-1	Audio Equipment used in Recording- 1	
	SLO-2	Cables, Connections & Mixing console	
S-26 to S-30	SLO-1	Microphones- 1	
	SLO-2	Polar Pattern	
S-31 to S-35	SLO-1	Microphones- 2	
	SLO-2	Frequency Response & Dynamic Range	
S-36 to S-40	SLO-1	Dubbing- 1	
	SLO-2	Lip Sync & Sibilance	
S-41 to S-45	SLO-1	Dubbing- 2	
	SLO-2	Over Dub & Blow	
S-45 to S-50	SLO-1	Dubbing- 3	
	SLO-2	Clipping & Pilot Track	
S-51 to S-55	SLO-1	Dubbing- 4	
	SLO-2	Proximity effect & Peak	

Duration (hour)		24
S-56 to S-60	SLO-1	Dubbing- 5
	SLO-2	White noise & Pink Noise
S-61 to S-65	SLO-1	Dubbing- 6
	SLO-2	I K Tone
S-66 to S-70	SLO-1	Live Recording- 1
	SLO-2	Working with Mic in live recording
S-71 to S-75	SLO-1	Live Recording- 2
	SLO-2	Controlling noise while recording
S-76 to S-80	SLO-1	Equalizer
	SLO-2	Working with Equalizer
S-81 to S-85	SLO-1	Audio Effects- 1
	SLO-2	Working with Audio Effects- 1
S-86 to S-90	SLO-1	Audio Effects- 2
	SLO-2	Working with Audio Effects- 2
S-91 to S-95	SLO-1	Protools Software- 1
	SLO-2	Handing Software's
S-96 to S-100	SLO-1	Protools Software- 2
	SLO-2	Shortcut Keys
S-101 to S-105	SLO-1	Protools Software- 3
	SLO-2	Practicing with Software
S-106 to S-110	SLO-1	Audio Formats- 1
	SLO-2	Photography Disc
S-111 to S-115	SLO-1	Audio Formats- 2
	SLO-2	Magnetic Tape
S-116 to S-120	SLO-1	Audio Formats- 3
	SLO-2	Software Recording (Multi Tracks)

RECORD WORK

1. Students have to make ONE Ad for Radio (commercial) of their choice (Maximum 20 sec)

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

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

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 Understand	-	30%	-	30%	-	30%	-	30%	-	30%
Level 2	Apply Analyze	-	40%	-	40%	-	40%	-	40%	-	40%
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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21S01T	Course Name	Digital Photography	Course Category	S	Skill Enhancement Course	L	T	P	C
							2	1	0	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)																
CLR-1:	To learn the 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 framing techniques																			
CLR-3:	To understand the characteristics of light																			
CLR-4:	To gain knowledge on camera																			
CLR-5:	To know the accessories																			

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 photography	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the framing techniques	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would understand the characteristics of light	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain knowledge on camera	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would know the accessories	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			9	9	9	9	9
S-1	SLO-1	Photography- Concept,	Lens- Concept	Digital Storage- Concept	Light- Concept	Framing- Concept
	SLO-2	Nature & scope of photography	Characteristics of lens	Digital storage basics	Light basics & characteristics	Framing basics
S-2	SLO-1	Functions of Photography	Types of Lens	Digital Storage Process	Electromagnetic Spectrum- Concept	Characteristics of Framing
	SLO-2	Photography purpose	Wide Angle, Normal & Tele lens	Digital Storage method	Electromagnetic spectrum basics	Framing uniqueness
S-3	SLO-1	Photography- Origin & Development	Special Lens	Types of Digital Storage- 1	Light sources	Composition- Concept
	SLO-2	History of photography	Zoom, Fish Eye & Macro lens	CompactFlash (CF)	Incandescent & Luminescent	Composition basics
S-4	SLO-1	Camera- Definition & Concept	Focus- Concept	Types of Digital Storage- 2	Lighting Techniques	Characteristics of Compositions
	SLO-2	Camera basics	Focus basics	Secure Digital Card (SD)	Natural & Artificial Light	Composition uniqueness
S-5	SLO-1	Human Eye & Camera- Concept	Focal Length- Concept	Types of Digital Storage- 3	Lighting Equipments- 1	Types of Composition
	SLO-2	Connection between Human eye & camera	Focal length basics	MiniSD Card	Softbox, Monolight, On-Camera LED, Color LED Panel	Rule of Third & Frame within Frame
S-6	SLO-1	Visual Perception- Concept	Types of Focal Length	Types of Digital Storage- 4	Lighting Equipments- 2	Types of Photography Field- 1
	SLO-2	Visual perception basics	Short, Long & Variable Focal Length	MicroSD	Daylight LED, Aputure Light Dome, Fluorescent Lights	Photo Journalism
S-7	SLO-1	Types of Camera	Depth of Field- Concept	Digital Printing Process	Photo Lighting Accessories	Types of Photography Field- 2
	SLO-2	Box, TLR, SLR & Digital	Depth of field basics	Digital printing method	Light Modifiers, Light Stands & Mounting	Advertising & Industrial Photography
S-8	SLO-1	Parts of Camera	Components of Depth of Filed	Photo Editing- Concept	Flash Lighting- Concept	Types of Photography Field- 3
	SLO-2	Aperture, Shutter, Lens & Storage	Aperture Priority & Shutter Priority	Photo editing basics	Flash lighting functions & types	Natural & Wild life Photography
S-9	SLO-1	Camera Accessories	Filter- Concept	Photo Manipulation- Concept	Flash Vs Continuous Lighting	Types of Photography Field- 4
	SLO-2	Tripod & Stands	Characteristics & Types of Filters	Photo manipulation basics	Difference between flash & continuous lighting	Fashion & Modeling Photography

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.

UNITI: 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 Camera- box, TLR, SLR & Digital; Parts of Camera; Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

UNITII: Lens- Definition & Concept; Characteristics of Lens; Types of Lens- Wide Angle, Normal & Tele; Special Lens- Zoom, Fish Eye & Macro Lens; Focus- Definition & Concept; Focal Length- 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.

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.

UNITIV: Light- Definition & Concept; Characteristics of Light; Electromagnetic Spectrum- Definition & Concept; Light sources- Incandescent & Luminescent; Lighting Techniques- Natural & Artificial Lighting; Photo Lighting Equipments- 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.

UNITV: 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, Wild life Photography, Fashion Photography & Industrial Photography.

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. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21AE1L	Course Name	Radio Jockey		Course Category	AE	Ability Enhancement Course	L	T	P	C
								0	0	4	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 acquire the knowledge of sound design																		
CLR-2:	To understand the significance and practicing audio recording works																		
CLR-3:	To comprehend and practicing Acoustics	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 afford the knowledge of dubbing & live recording process through equipment																		
CLR-5:	To be proficient in pro tools and audio formats																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the key concepts of sound design	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know audio recording works	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge about Acoustics	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn the dubbing & live recording process through equipment	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be ready for the position of sound engineering	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		12
S-1 to S-5	SLO-1	Recording Theatre- Concept
	SLO-2	Recording theatre basics
S-5 to S-10	SLO-1	Audio Recording Theory- 1
	SLO-2	Sound, Frequency, Wavelength & Amplitude
S-11 to S-15	SLO-1	Acoustics
	SLO-2	Materials, Echo, Reverberation & Controlling noise
S-16 to S-20	SLO-1	Equalizer & Audio Effect
	SLO-2	Working with Equalizer & Audio Effect
S-21 to S-25	SLO-1	ProTools Software- 1
	SLO-2	Tools & Shortcut Keys
S-26 to S-30	SLO-1	ProTools Software- 2
	SLO-2	Practicing with Software
S-31 to S-35	SLO-1	Microphones- 1
	SLO-2	Polar Pattern & Frequency Response
S-36 to S-40	SLO-1	Microphones- 2
	SLO-2	Dynamic Range
S-41 to S-45	SLO-1	Interview
	SLO-2	Celebrity & Common People
S-46 to S-50	SLO-1	Panel Discussion- 1
	SLO-2	Two people & More than two people
S-51 to S-55	SLO-1	Radio feature- 1
	SLO-2	Human interest & Biography

Duration (hour)			12
S-56 to S-60	SLO-1	*Radio Drama*	
	SLO-2	*Scripting & recording*	

RECORD WORK

1. Students have to make ONE RADIO ANNOUNCEMENT of their choice (Maximum 30 sec)
2. Students have to make ONE CELEBRITY INTERVIEW of their choice (Maximum 5 min)

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

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

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 Understand	-	30%	-	30%	-	30%	-	30%	-	30%
Level 2	Apply Analyze	-	40%	-	40%	-	40%	-	40%	-	40%
Level 3	Evaluate Create	-	30%	-	30%	-	30%	-	30%	-	30%
	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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PCD21AE1T	Course Name	Professional Skills and Problem Solving	Course Category	AE	Ability Enhancement Course	L	T	P	C
							1	0	0	1

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1:	Utilise success habits to enhance professionalism		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Enable to solve problems and to crack competitive exams.																			
CLR-3:	Understand and master the mathematical concepts to solve types of problem																			
CLR-4:	Identify a logically sound and well-reasoned argument																			
CLR-5:	Expertise in communication and problem-solving skills																			
CLR-6:	Develop problem solving skills with appropriate strategies																			

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:	Identify success habits and inculcate professional skills		2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-2:	Grasp the approaches and strategies to solve problems with speed and accuracy		2	80	70	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-3:	Collectively solve problems in teams and groups		2	75	70	H	H	H	H	H	H	H	H	M	H	M	H	H	H	H
CLO-4:	Construe and solve an argument through critical thinking		2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-5:	Acquire communication and problem- solving skills		2	80	70	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-6:	Apply problem solving techniques and skills		2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H

Duration (hour)		3	3	3	3	3
S-1	SLO-1	Personal profiling	Creative problem solving method	Case study analysis	Emotional Intelligence	Communication skills
	SLO-2	USP& Personal branding	Techniques	Case study analysis	Personal & social competence	Communication skills
S-2	SLO-1	Assumption and strengthening of an argument	Weakening and Inference of an argument	Conclusion and paradox of an argument	Main idea and structure of a passage	Tone and Style of a passage
	SLO-2	Assumption and strengthening of an argument	Weakening and Inference of an argument	Conclusion and paradox of an argument	Main idea and structure of a passage	Tone and Style of a passage
S-3	SLO-1	Arithmetic: Simple equations	Profit, Loss & Discount	Average	Percentage	Mixtures & allegation
	SLO-2	Equation 1 and equation 2	Interest calculation	Average	Percentage	Mixtures & allegation

Learning Resources	Theory: 1.Arun Sharma-Quantitative aptitude for CAT, Tata McGraw Hill 2.Dinesh Khattar-The Pearson Guide to QUANTITATIVE APTITUDE for competitive examinations.. 3.Manhatten Prep - GRE Reading Comprehension and Essays 4. Seven habits of highly effective people- Steven Covey 5. Manhattan Prep – Critical Reasoning Skills and Techniques

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, Scientific Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications etc.,

Course Designers	
Experts from Industry	**Internal Experts**
1.Mr Ajay Zenne, Career Launcher, ajay.z@careerlauncher.com	Mr. P Priyanand, SRMIST
	Mrs. Kavitha Srisarann, SRMIST
2. Mr.Pratap Iyer, Study Abroad Mentors, Mumbai, pratap.iyer30@gmail.com	Mr. Harinarayana Rao, SRMIST
	Dr. A Clement, SRMIST

Course Code	PVC21104T	Course Name	Theories of Visual Analysis	Course Category	C	Professional Core Course	L	T	P	C
							4	1	0	5

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 knowledge of visual analysis																			
CLR-2:	To understand the significance of various theories																			
CLR-3:	To comprehend and practicing visual analysis																			
CLR-4:	To afford the knowledge of various approaches to analysis		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 know about feminism and other aspects																			
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																			
CLO-1:	Students would learn the key concepts visual analysis		2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the significance of various theories		2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge visual analysis		2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn various approaches to analysis		2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would learn about feminism and other aspects		2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Semiotics- Concept	Psychoanalysis- Definition	Feminism- Concept	Modernism- Concept	Marxism- Concept
	SLO-2	Semiotics basics	Psychoanalysis basics	Feminism basics	Modernism basics	Marxism basics
S-2	SLO-1	Semiotics- Origin	Concept of Psychoanalysis- 1	Development of Feminism- 1	Modernism Era	Communism- Concept
	SLO-2	History & development	Unconscious	Ancient World, First Wave	Period of modernism	Communism basics
S-3	SLO-1	Pioneers of Semiotics	Concept of Psychoanalysis- 2	Development of Feminism- 2	Characteristics of Modernism	Capitalism- Concept
	SLO-2	Peirce, Saussure, Umberto Eco & Roland Barthes	Resistance	Second wave of feminism	Uniqueness of modernism	Capitalism basics
S-4	SLO-1	Sign- Concept	Concept of Psychoanalysis- 3	Development of Feminism- 3	Modern- Concept	Capitalism Vs Communism
	SLO-2	Sign basics	Transference	Third wave of feminism	Modern basics	Difference between Capitalism & Communism
S-5	SLO-1	Models of Sign- 1	Psychoanalysis- Origin	Development of Feminism- 4	Modernity- Concept	Socialism- Concept
	SLO-2	Saussure's Model	Historical & Development	Feminism in India	Modernity basics	Socialism basics
S-6	SLO-1	Models of Sign- 2	Psychoanalytic Techniques- 1	Characteristics of Feminism	Ideas of the Enlightenment	History of Marx's Theory
	SLO-2	Peirce's Model	Anamnesis, Free Associations Method	Uniqueness of feminism	Thought of clarification	Economics & Class Conflict Theory
S-7	SLO-1	Modes of Sign	Psychoanalytic Techniques- 2	Types of Feminism-1	Postmodernism- Concept	Criticism of Marx's Theory
	SLO-2	Symbol, Icon, Index	Freudian Slips and Mistakes, Analysis of Dreams	Liberal & Radical Feminism	Postmodernism basics	Appreciation on Marx's theory
S-8	SLO-1	Semantics- Concept	Process of Psychoanalytic	Types of Feminism-2	Characteristics of Postmodernism	Limitations of Marxist Theory
	SLO-2	Semantics basics	Psychoanalytic method	Marxist & Cultural Feminism	Uniqueness of postmodernism	Weakness of Marxist theory
S-9	SLO-1	Areas of Semantic	Psychoanalysis as a Cultural Theory- 1	Feminism- 1	Impact of Postmodernism	Strengths of Marxist Theory
	SLO-2	Various semantic	Sigmund Freud Theory	Diversity of Women	Culture, Education, Media, Cinema	Power of Marxist theory
S-10	SLO-1	Syntactic- Concept	Psychoanalysis as a Cultural Theory- 2	Feminism- 2	Modernism Vs Postmodernism	Globalization- Concept
	SLO-2	Syntactic basics	Jacques Lacan Theory,	As Anti-Sexism	Differences between modernism &	Globalization basics

Duration (hour)		15	15	15	15	15
					postmodernism	
S-11	SLO-1	*Syntagmatic Analysis*	*Psychoanalysis as a Cultural Theory- 3*	*Feminist Film Theory- 1*	*Colonialism- Concept*	*Marx Understanding of Globalization*
	SLO-2	*Text & Audio-visual*	*Mulvey's Film Theory*	*Mulvey's Film Theory*	*Colonialism basics*	*Globalization- Marx's perceptive*
S-12	SLO-1	*Codes- Concept*	*Gaze- Concept*	*Feminist Film Theory- 2*	*Imperialism Vs Colonialism*	*Marxist Media Theory*
	SLO-2	*Code basics*	*Gaze basics*	*Other Film Theories*	*Differences between imperialism & colonialism*	*Liberal Pluralism and Capitalist Society & Ideology*
S-13	SLO-1	*Codes*	*Forms of Gaze*	*Different approach to Feminist film theory- 1*	*History of Colonialism*	*Differences within Marxism Media Theory*
	SLO-2	*Gestalt Principles & Visual Codes*	*Various gaze*	*Postcolonial Feminism*	*Colonialism origin*	*Marxism Media theory variations*
S-14	SLO-1	*Typologies of codes*	*Psychoanalysis Media Studies*	*Different approach to Feminist film theory- 2*	*Types of Colonialism*	*Marxist Film Theory*
	SLO-2	*Various codes*	*Television & Film Studies*	*Third-World Feminism*	*Settler, Exploitation, Plantation, Surrogate, Internal*	*Marxist film theory basics*
S-15	SLO-1	*Subfields in Semiotics*	*Psychoanalytic Film Theory*	*Scopohilia- Definition & Concept*	*Post Colonialism- Concept*	*Other Marxist theories*
	SLO-2	*Semiotics branches*	*Film Theorist*	*Scopohilia basics*	*Post colonialism basics*	*Apparatus & Screen theory*

Learning Resources	**Theory**: 1. Theo Van Leeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi. 2. Ives Hendrick (2011). Facts and Theories of Psychoanalysis, Reprint, Routledge, USA. *3.* Walters (2006). Feminism: A Very Short Introduction, Reprint Edition, Oxford University Press, UK. 4. Brian McHale (2015). The Cambridge Introduction to Postmodernism, First Edition, Cambridge English, UK. *5.* Anna Kornbluh (2019). Marxist Film Theory and Fight Club (Film Theory in Practice), Bloomsbury Academic, USA.

UNIT I: Semiotics- Definition & Concept; Semiotics- History & development; Pioneers of Semiotics; Sign- Definition & Concept; Models of Sign- Saussure's Model & Peirce's Model; Modes of Sign- Symbol, Icon, Index; Semantics- Definition & Concept; Areas of Semantic- Symbol & Referent, Words & Lexemes, Denotation & Connotation, Implication, Pragmatics, Ambiguity, Metaphor & Simile, Synonym, Antonym & Hyponym; Syntactic- Definition & Concept; Syntagmatic Analysis- Text & Audio-visual; Codes- Definition & Concept; Codes- Gestalt Principles & Visual Codes; Typologies of codes; Subfields in Semiotics.

UNIT II: Psychoanalysis- Definition; Concept of Psychoanalysis- Unconscious, Resistance, Transference; Psychoanalysis- Historical & Development; Psychoanalytic Techniques- Anamnesis, Free Associations Method, Freudian Slips and Mistakes, Analysis of Dreams; Process of Psychoanalytic; Psychoanalysis as a Cultural Theory- Sigmund Freud Theory, Jacques Lacan Theory, Mulvey's Film Theory; Gaze- Definition & Concept; Forms of Gaze; Psychoanalysis- Television & Film Studies; Psychoanalytic- Film Theory & Theorist.

UNIT III: Feminism- Definition & Concept; Feminism- Historical & Development- Ancient World, First Wave, Second Wave, Third Wave of Feminism; Development of Feminism in India; Characteristics of Feminism; Types of Feminism- Liberal Feminism, Radical Feminism, Marxist Feminism, Cultural Feminism; Feminism & Diversity of Women; Feminism as Anti-Sexism; Feminist Film Theory; Different approach to Feminist film theory- Postcolonial Feminism, Third-World Feminism; Scopohilia- Definition & Concept.

UNIT IV: Modernism- Definition & Concept; Modernism Era; Characteristics of Modernism; Modern- Definition & Concept; Modernity- Definition & Concept; Ideas of the Enlightenment; Postmodernism- Definition & Concept; Characteristics of Postmodernism; Impact of Postmodernism- Culture, Education, Media, Cinema; Modernism Vs Postmodernism; Colonialism- Definition & Concept; Imperialism Vs Colonialism; History of Colonialism; Types of Colonialism- Settler, Exploitation, Plantation, Surrogate, Internal; Post Colonialism- Definition & Concept.

UNIT V: Marxism- Definition & Concept; Communism- Definition & Concept; Capitalism- Definition & Concept; Difference between Capitalism & Communism; Socialism- Definition & Concept; History of Marx's Theory- Marxian Economics & Marxist Class Conflict Theory; Criticism of Marx's Theory; Limitations of Marxist Theory; Strengths of Marxist Theory; Globalization- Definition & Concept; Marx Understanding of Globalization; Marxist Media Theory- Liberal Pluralism and Capitalist Society & Ideology; Differences within Marxism Media Theory; Marxist Film Theory; Other theories- Apparatus theory & Screen theory..

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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21105T	Course Name	Indian and World Cinema	Course Category	C	Professional Core Course	L	T	P	C
							4	1	0	5

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 knowledge of the arrival of 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 understand the importance of the development of World Cinema																			
CLR-3:	To gain the knowledge of the regional cinema's contribution in Indian context																			
CLR-4:	To make know-how in reality World cinema																			
CLR-5:	To learn the theoretical knowledge of film content																			
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																			
CLO-1:	Students would learn the knowledge of the arrival of Indian Cinema		2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the importance of the development of World Cinema		2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain the knowledge of the regional cinema's contribution in Indian context		2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn reality in World cinema		2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would learn the theoretical knowledge of film content		2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Motion Picture	World Cinema- Concept	Indian Cinema	Tamil Cinema	Bengali Cinema- 1
	SLO-2	Persistence of Vision & Development	World cinema basics	Arrival of the Cinema	Origin & Growth	Origin & Development
S-2	SLO-1	Pioneers of Cinema	Different Schools of World Cinema	Pioneers of Indian Cinema- 1	Pioneers of Tamil Cinema- 1	Bengali Cinema- 1
	SLO-2	Eadweard Muybridge, Etienne- Jules Marey & George Eastman	Various schools of cinema	Sakharam Bhatavdekar	Samikannu Vincent	Golden era of Bengali Cinema
S-3	SLO-1	Birth of Cinema- 1	German Expressionism- 1	Pioneers of Indian Cinema- 2	Pioneers of Tamil Cinema- 2	Telugu Cinema- 1
	SLO-2	Thomas Alva Edison, W. K. L. Dickson	Origin & Development	Dada Saheb Phalke & Hiralal Sen	Nataraja Mudaliyar	Origin & Development
S-4	SLO-1	Birth of Cinema- 2	German Expressionism- 2	Beginning of the Talkies	Development of Silent Era- 1	Telugu Cinema- 2
	SLO-2	Lumiere Brothers	Style & Characteristics	Ardeshir Irani, Nadia & Wadia	Raghupathy S. Prakash & Narayanan	Andhra Politics
S-5	SLO-1	Birth of Cinema- 3	Soviet Cinema- 1	Studio System	Development of Silent Era- 2	Malayalam Cinema- 1
	SLO-2	Georges Melies	Origin & Development	P C Barua & V Shantaram	Raja Sandow & End of Silent Era	Origin & Development
S-6	SLO-1	Pre-Hollywood Cinema- 1	Soviet Montage- 2	New Wave Indian Cinema	Tamil Talkie-	Malayalam Cinema- 1
	SLO-2	Edwin S. Porter, Nickelodeon	Style & Characteristics	Satyajit Ray, Mrinal Sen & Bimal Roy	Kalidas to M.L. Tandon	New Wave Cinema & Chitralekha Film Society
S-7	SLO-1	Pre-Hollywood Cinema- 2	French Cinema- 1	Dynasty of Actors and Director	Talkie Studios era- 1	Kannada Cinema
	SLO-2	The Motion Picture Patent Company (MPPC)	Origin & Development	Raj Kapoor, Guru Dutt & Dilip Kumar	Modern Theatres & Jupiter pictures	Origin & Development
S-8	SLO-1	Silent Era- 1	French Cinema- 2	Golden Fifties of Indian Cinema-1	Talkie Studios era- 2	Punjabi Cinema
	SLO-2	David Wark Griffith	Impressionism, Surrealism & New Wave	Great Actors & Directors	AVM Studio & Gemini studio	Origin & Development
S-9	SLO-1	Silent Era- 2	Italian Neo-realism	Golden Fifties of Indian Cinema- 2	Talkie Studios era- 3	Marathi Cinema

		15	15	15	15	15
Duration (hour)						
	SLO-2	Charlie Chaplin	Origin & Development	Great Music Directors & Singers	Vahini Studio & Prasad Studio	Origin & Development
S-10	SLO-1	Birth of the Talkies	Iranian Cinema	Government and Indian Cinema- 1	Writer's era	Bhojpuri Cinema
	SLO-2	Growth of Talkies	Origin & Development	CBFC & NFDC	C.N. Annadurai & Kalaignar Karunanidhi	Origin & Development
S-11	SLO-1	Hollywood- Origin & Growth	Japanese Cinema	Government and Indian Cinema- 2	Film Maker and Star Maker	Honors and Awards- 1
	SLO-2	Development of Hollywood	Origin & Development	NFAI & FTII	Thyagaraja Bagavathar to K Balachandar	National Film Awards & Dadasaheb Phalke Award
S-12	SLO-1	Development of Cinema- 1	Chinese Cinema	Government and Indian Cinema- 3	Super Stars and Mega Movies	Honors and Awards- 2
	SLO-2	Great Depression & Second World War era	Origin & Development	Film Division & Film Society	Kamal Hassan to Shankar	Tamil Nadu & Kerala State Film Awards
S-13	SLO-1	Development of Cinema- 2	Hong Kong Cinema	Mega Stars and Mega Movies	Film Institute Students	Honors and Awards- 3
	SLO-2	Western Era & Cold War Era	Origin & Development	Amitabh Bachchan to Khans	Development of Film Institute	Andhra Pradesh & Karnataka State Film Awards
S-14	SLO-1	Development of Cinema- 3	South Korea Cinema	Indian Women Directors	New Dimension of Tamil Cinema	Honors and Awards- 4
	SLO-2	Box Office Era & New Technology Era	Origin & Development	Growth of Indian women directors	Marketing & Distribution	IIFA & GIFA Awards
S-15	SLO-1	Development of Cinema- 4	Latin American & African Cinemas	Multiplex & Recent trends	Recent trends in Tamil cinema	Honors and Awards- 5
	SLO-2	Special Effects Era Digital Era & HD Era	Origin & Development	Dimension of Bollywood	Peak of Kollywood	SIIMA & Film Fare Award

Learning Resources	*Theory*: 1. Baskaran S. Theodore. (2013). The Eye of the Serpent: An Introduction to Tamil Cinema. 1st Ed. Chennai: Tranquebar. 2. Renu Saran. (2012). History of Indian Cinema. 1st Ed. New Delhi: Diamond Pocket Books. 3. Ashish Rajadhyaksha and Paul Willemen. (2003). Encyclopedia Indian Cinema. 2nd Ed. New York. Routledge.. 4. Geoffrey Nowell-Smith (1999). The Oxford History of World Cinema, Third Edition, Oxford University Press, UK 5. Aristides Gazetas (2008). An Introduction to World Cinema, Second Edition, McFarland, New York.

UNIT I: Motion Picture- Persistence of Vision & Development; Pioneers of Cinema- Eadweard Muybridge, Etienne- Jules Marey & George Eastman; Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC); Silent Era- David Wark Griffith & Charlie Chaplin; Birth of the Talkies; Hollywood- Origin & Growth; Development of Cinema- Great Depression era, Second World War era, Western Era, Cold War Era, Box Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD)

UNIT II: World Cinema- Definition & Concept; Different Schools of World Cinema; German Expressionism- Origin & Development; German Expressionism- Style & Characteristics; Soviet Cinema- Origin & Development; Soviet Montage- Style & Characteristics; French Cinema- Origin & Development; French Cinema- Impressionism, Surrealism & New Wave; Italian Neo-realism- Origin & Development; Iranian Cinema- Origin & Development; Japanese Cinema- Origin & Development; Chinese Cinema- Origin & Development; Hong Kong Cinema- Origin & Development; South Korea Cinema- Origin & Development; Latin American Cinemas- Origin & Development; African Cinemas- Origin & Development.

UNIT III: Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Sakharam Bhatavdekar, Dada Saheb Phalke & Hiralal Sen; Beginning of the Talkies- Ardeshir Irani, Nadia & Wadia; Studio System- P C Barua & V Shantaram; New Wave Indian Cinema- Satyajit Ray, Mrinal Sen & Bimal Roy; Dynasty of Actors and Director- 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 IV: Tamil Cinema- Origin & Growth; Pioneers of Tamil Cinema- Samikannu Vincent, Nataraja Mudaliyar; Development of Silent Era- Raghupathy S. Prakash, Narayanan, Raja Sandow, End of Silent Era; Tamil Talkie- Kalidas, Original Tamil Talkies, T P Rajalakshmi, K Subramanyam, M.L. Tandon; Talkie Studios era- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, Prasad Studio; Writer's era- C.N. Annadurai & Kalaignar Karunanidhi; Film Maker and Star Maker- Thyagaraja Bagavathar to K Balachandar; Super Stars and Mega Movies- Kamal Hassan to Shankar; Film Institute Students; New Dimension of Tamil Cinema- Marketing & Distribution; Recent trends in Tamil cinema.

UNIT V: Bengali Cinema- Origin & Development; Golden era of Bengali Cinema; Telugu Cinema- Origin & Development; Telugu Cinema and Andhra Politics; Malayalam Cinema- Origin & Development; Malayalam New Wave Cinema & Chitralekha Film Society; Kannada Cinema- Origin & Development; Punjabi Cinema- Origin & Development; Marathi Cinema- Origin & Development; Bhojpurai Cinema- Origin & Development; Honors and Awards- National Film Awards & Dadasaheb Phalke Award; Tamil Nadu State Film Awards; Andhra Pradesh State Film Awards; Kerala State Film Awards; Karnataka State Film Awards; International Indian Film Academy Awards (IIFA); Global Indian Film Awards (GIFA); South Indian International Movie Awards (SIIMA); Film Fare Award.

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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

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Course Code	PVC21106L	Course Name	3D ANIMATION		Course Category	C	Professional Core Course		L	T	P	C
									0	0	5	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 acquire the knowledge of basics of 3D animation concepts																		
CLR-2:	To capture the knowledge and practicing modeling and creating special effects																		
CLR-3:	To understand and practicing camera and lighting techniques in software																		
CLR-4:	To afford the knowledge of rendering																		
CLR-5:	To understand and practicing subject and object animation																		

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 basics of 3D animation concepts	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would be proficient in modeling and creating special effects	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would learn camera and lighting techniques in software	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain knowledge of rendering	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be capable to make subject and object animation	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			15
S-1 to S-5	SLO-1	Creating tool- 1	
	SLO-2	Editable Poly- Creating an Object & Adjusting the Segment	
S-5 to S-10	SLO-1	Creating tool- 2	
	SLO-2	Editable Poly- Logo, Architecture & Titling	
S-11 to S-15	SLO-1	Editing tool	
	SLO-2	Material Editor- Applying on Objects & Giving Effects	
S-16 to S-20	SLO-1	Bend tool	
	SLO-2	Modifier- Bend, Smooth, Special Feature	
S-21 to S-25	SLO-1	Effects tool	
	SLO-2	UV Map & Effects	
S-26 to S-30	SLO-1	Modeling tool	
	SLO-2	Modeling- Logo, Architecture & Titling	
S-31 to S-35	SLO-1	Special tool	
	SLO-2	Special Effect- Bomb & Particles	
S-36 to S-40	SLO-1	Video tool- 1	
	SLO-2	Video Posting- Special Effects in Video	
S-41 to S-45	SLO-1	Video tool- 2	
	SLO-2	Video Posting- Special Effects in Photo & Object	
S-45 to S-50	SLO-1	Lighting tool- 1	
	SLO-2	Lighting- Photometric	
S-51 to S-55	SLO-1	Lighting tool- 2	
	SLO-2	Lighting- Standard Lighting	

Duration (hour)			15	
S-56 to S-60	SLO-1	*Camera tool- 1*		
	SLO-2	*Camera- Target*		
S-61 to S-65	SLO-1	*Camera tool- 1*		
	SLO-2	*Camera- Free*		
S-66 to S-70	SLO-1	*Rendering tools- 1*		
	SLO-2	*Rendering in Photocopy*		
S-71 to S-75	SLO-1	*Rendering tools- 2*		
	SLO-2	*Rendering in Rendering Setup*		

RECORD WORK

1. **Architecture (Walk through) (one exercise)**
2. **Consumer Product Animation (one exercises)**
3. **House Exterior (Snap shots from different angles) (one exercise)**

(The Students have to submit all the exercises as Record Work in 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.

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 Understand	-	30%	-	30%	-	30%	-	30%	-	30%
Level 2	Apply Analyze	-	40%	-	40%	-	40%	-	40%	-	40%
Level 3	Evaluate Create	-	30%	-	30%	-	30%	-	30%	-	30%
	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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Mr. Parthasarathy S, Assistant Professor, Viscom, CSH, SRM IST, RMP 2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D04L	Course Name	Documentary Film Making		Course Category	S	Discipline Elective Courses		L	T	P	C
									0	0	6	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 acquire the knowledge of documentary film making																			
CLR-2:	To understand the importance and practicing pre-production works																			
CLR-3:	To comprehend and practicing the production works																			
CLR-4:	To afford the knowledge of post-production works through practicing software																			
CLR-5:	To be proficient in documentary film making process																			

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 documentary film making process	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know pre-production works	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge of production works	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn post-production works	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be proficient in all the stages of documentary film making process	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		18
S-1 to S-5	SLO-1	Documentary Film Making- Original Theme/ Concept
	SLO-2	Understanding theme / concept
S-5 to S-10	SLO-1	Documentary Film Making- Basic Research
	SLO-2	Understanding basic research
S-11 to S-15	SLO-1	Documentary Film Making- Synopsis
	SLO-2	Understanding synopsis
S-16 to S-20	SLO-1	Docu-drama- Original Theme/ Concept
	SLO-2	Understanding docu-drama theme/ concept
S-21 to S-25	SLO-1	Docu-drama- Synopsis
	SLO-2	Understanding docu-drama synopsis
S-26 to S-30	SLO-1	Docu-drama- Scene
	SLO-2	Understanding docu-drama scene
S-31 to S-35	SLO-1	Docu-drama- Dialogue
	SLO-2	Understanding docu-drama dialogue
S-36 to S-40	SLO-1	Docu-drama- Shooting script
	SLO-2	Understanding docu-drama shooting script
S-41 to S-45	SLO-1	Ethnographical Film- Original Theme/ Concept
	SLO-2	Understanding Ethnographical film
S-45 to S-50	SLO-1	Ethnographical Film - Synopsis
	SLO-2	Understanding Ethnographical film synopsis
S-51 to S-55	SLO-1	Educational Film- Original Theme/ Concept
	SLO-2	Understanding Educational film theme/ concept

Duration (hour)		18
S-56 to S-60	SLO-1	*Ethnographical Film – Synopsis*
	SLO-2	*Understanding Ethnographical film synopsis*
S-61 to S-65	SLO-1	*Mockumentary- Original Theme/ Concept*
	SLO-2	*Understanding Mockumentary theme/ concept*
S-66 to S-70	SLO-1	*Mockumentary- Synopsis*
	SLO-2	*Understanding Mockumentary synopsis*
S-71 to S-75	SLO-1	*Documentary Film Making- Production Team*
	SLO-2	*Working with Production Team*
S-76 to S-80	SLO-1	*Camera- Concept & Basics*
	SLO-2	*Understanding camera*
S-81 to S-85	SLO-1	*Editing- Concept & Basics*
	SLO-2	*Understanding editing*
S-86 to S-90	SLO-1	*Sound- Concept & Basics*
	SLO-2	*Understanding sound*

RECORD WORK

1. **Documentary on any social issues (maximum 5 mins)**

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

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

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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Course Code	PVC21D05L	Course Name	Ad Film Making	Course Category	D	Discipline Elective Courses	L	T	P	C
							0	0	6	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 acquire the knowledge of documentary film making																		
CLR-2:	To understand the importance and practicing pre-production works																		
CLR-3:	To comprehend and practicing the production works																		
CLR-4:	To afford the knowledge of post-production works through practicing software																		
CLR-5:	To be proficient in documentary film making process																		

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 documentary film making process	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know pre-production works	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge of production works	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn post-production works	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be proficient in all the stages of documentary film making process	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			18
S-1 to S-5	SLO-1	Advertising Film Making- Concept	
	SLO-2	Advertising Film Making basics	
S-5 to S-10	SLO-1	Product- Consumer Goods	
	SLO-2	Understanding consumer goods	
S-11 to S-15	SLO-1	Product- Consumer Durables	
	SLO-2	Understanding consumer durables	
S-16 to S-20	SLO-1	Product- Consumer Services	
	SLO-2	Understanding consumer services	
S-21 to S-25	SLO-1	Product Brand- Concept	
	SLO-2	Product Brand basics	
S-26 to S-30	SLO-1	Product Brand- New & Existing	
	SLO-2	Understanding new & existing product brand	
S-31 to S-35	SLO-1	Identifying Competition Product	
	SLO-2	Understanding competition product	
S-36 to S-40	SLO-1	USP- Concept	
	SLO-2	Understanding USP	
S-41 to S-45	SLO-1	Advertising Film- Original Theme/ Concept	
	SLO-2	Understanding advertising film theme/ concept	
S-45 to S-50	SLO-1	Advertising Film Script- Illustrator	
	SLO-2	Working with Illustrator	
S-51 to S-55	SLO-1	Advertising Film Script- Storyboard	
	SLO-2	Understanding storyboard	

Duration (hour)		18
S-56 to S-60	SLO-1	*Storyboard- Thumbnail Sketch*
	SLO-2	*Understanding thumbnail sketch*
S-61 to S-65	SLO-1	*Storyboard- Rough Sketch*
	SLO-2	*Understanding rough sketch*
S-66 to S-70	SLO-1	*Storyboard- Comprehensive Sketch*
	SLO-2	*Understanding comprehensive sketch*
S-71 to S-75	SLO-1	*Advertising Film Script- Production Team*
	SLO-2	*Working with Production Team*
S-76 to S-80	SLO-1	*Advertising Film Script- Final Budget*
	SLO-2	*Working with final budget*
S-81 to S-85	SLO-1	*Advertising Film Script- Shooting Script*
	SLO-2	*Working with shooting script*
S-86 to S-90	SLO-1	*Advertising Film Script- Discussion with Client*
	SLO-2	*Project submission to the client*

RECORD WORK
1. Create an ad film for a product (Maximum duration- 30 sec)
2. Create an PSA for any Social awareness (Maximum duration- 30 sec)
(The Students have to submit all the exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)

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

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. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D06L	Course Name	Reality Show		Course Category	D	Discipline Elective Courses		L	T	P	C
									0	0	6	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 acquire the knowledge of television production																		
CLR-2:	To understand the reality show production																		
CLR-3:	To comprehend and practicing the production works																		
CLR-4:	To afford the knowledge of various stages of production works																		
CLR-5:	To be proficient in script to screen conversion																		

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 about television production	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the reality show production	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge of production works	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn various stages of production works	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be proficient in script to screen conversion	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		18	
S-1 to S-5	SLO-1	Television Programs- Concept	
	SLO-2	Television Programs basics	
S-5 to S-10	SLO-1	Approaching TV Channel & Production House	
	SLO-2	Understanding how to approach TV Channels	
S-11 to S-15	SLO-1	Television Program- News Stories	
	SLO-2	Understanding News stories	
S-16 to S-20	SLO-1	Television Program- Chat Show	
	SLO-2	Understanding chat show	
S-21 to S-25	SLO-1	Television Program- Talk Show	
	SLO-2	Understanding talk show	
S-26 to S-30	SLO-1	Television Program- Reality Show	
	SLO-2	Understanding reality show	
S-31 to S-35	SLO-1	Reality Show- Theme/ Concept	
	SLO-2	Working with Reality show theme or conept	
S-36 to S-40	SLO-1	Reality Show- Basic Research	
	SLO-2	Working with basic research for reality show	
S-41 to S-45	SLO-1	Reality Show- Target Audience	
	SLO-2	Working with target audience for reality show	
S-45 to S-50	SLO-1	Reality Show- Style of Production	
	SLO-2	Working with style of production for reality show	
S-51 to S-55	SLO-1	Reality Show- Creative Approach	
	SLO-2	Working with creative approach for reality show	

Duration (hour)		18
S-56 to S-60	SLO-1	Reality Show- Structure & Content- 1
	SLO-2	Working with Running order for reality show- 1
S-61 to S-65	SLO-1	Reality Show- Structure & Content- 2
	SLO-2	Working with Running order for reality show- 2
S-66 to S-70	SLO-1	Reality Show- Structure & Content- 3
	SLO-2	Working with Running order for reality show- 3
S-71 to S-75	SLO-1	Reality Show- Set Design
	SLO-2	Working with set design for reality show
S-76 to S-80	SLO-1	Reality Show- Storyboard
	SLO-2	Working with storyboard for reality show
S-81 to S-85	SLO-1	Reality Show- Technical aspects
	SLO-2	Working with technical aspect for reality show
S-86 to S-90	SLO-1	Reality Show- Budgeting
	SLO-2	Working with budget for reality show

RECORD WORK

1. Reality show of their choice for 30 min with break (Super Singer/ Super Dancer/ Super Comedy)

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

Learning Resources	Practical: 1. Tim Tialdo (2012). Host Your Own TV Show, First Edition, WestBow Press, USA 2. Dr. Melissa Caudle (2011). The Reality of Reality TV: Reality Show Business Plans, First Edition, The Lot Productions, USA 3. Howard Kurtz (2007). Reality Show, Third Edition, Free 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

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Course Code	PVC21S02T	Course Name	Film Production Techniques	Course Category	S	Skill Enhancement Courses	L	T	P	C
							3	1	0	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 acquire the knowledge of filmmaking process																		
CLR-2:	To understand the importance of cinematography																		
CLR-3:	To understand the lighting and its importance	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 understand the sound and its importance																		
CLR-5:	To afford the knowledge on editing and its importance																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the knowledge of filmmaking process	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the importance of cinematography	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge on lighting and its importance	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn about the sound and its importance	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would learn about editing and its importance	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Film Production process- Concept	Movie Camera- Concept	Lighting- Concept	Editing- Concept	Sound- Concept
	SLO-2	Film Production process basic	Movie Camera basics	Nature & characteristics of lighting	Editing basics	Nature & Aesthetics
S-2	SLO-1	Pre Production	Parts of Movie Cameras- 1	Functions of Lighting	Editing Principles	Sound Waves- Concept
	SLO-2	Scripting, Scene Breakdown & Location Hunting	Focus, Irish, Shutter Speed, Lens, Film	Lighting purpose	Timing & Space	Basics of sound waves
S-3	SLO-1	Production Team- 1	Digital Movie Camera- Concept	The Light Source	Editing Procedure	Characteristics of Sound Waves
	SLO-2	Talents & Technicians	Digital movie camera basics	Hard light & Soft Light	Process of Editing	Uniqueness of sound waves
S-4	SLO-1	Production Team- 2	Parts of Digital Movie Cameras- 1	Lighting Technique-1	Splice Editing- 1	Sound Process
	SLO-2	Production & Administrative	Sensor, Lens, Storage	Flat Surface, Three Point & Lighting People	Editing Table, Moviolo & Flat bed	Optical & Magnetic Process
S-5	SLO-1	Budgeting- Concept	Parts of Digital Movie Cameras- 2	Lighting Equipments- 1	Splice Editing- 2	Dolby Sound-1
	SLO-2	Budgeting basics	White Balance & Colour Temperature	Tungsten & Quartz lights	Editing Equipment	Surround Sound & Dolby Stereo
S-6	SLO-1	Production- 1	Types of Digital Movie Camera- 1	Lighting Equipments- 2	Linear Editing- 1	Dolby Sound- 2
	SLO-2	Shooting Script & Call Sheet	Arri Alexa, Blackmagic, Canon Cinema EOS	Gas discharge & Fluorescent Tubes	Assemble & Insert	Digital Theatre System (DTS) & Dolby Digital
S-7	SLO-1	Production- 2	Types of Digital Movie Camera- 2	Lighting Accessories- 1	Linear Editing- 2	Types of Sound- 1
	SLO-2	Continuity Log Sheet & EDL	Red Epic, Sony CineAlta	Barn Door, Gel Paper & Diffuser	Editing Equipments	Speech & Voice-over
S-8	SLO-1	Post Production	Image sensor- 1	Lighting Accessories- 2	Non Linear Editing- 1	Types of Sound- 2
	SLO-2	Editing, Dubbing, Music & Titling	Resolution & Frame Rates	Cutter, Net & Reflector	Video Capturing, Editing & Rendering	Sound Effects
S-9	SLO-1	Film Distribution- 1	Image sensor- 2	Basic lighting approach- 1	Non Linear Editing- 2	Microphones- 1
	SLO-2	Distribution Process	Codecs, Bit Rates and Raw	Subject & camera	Editing Equipments	Carbon & Dynamic Microphones
S-10	SLO-1	Film Distribution- 2	Aspect Ratio & Framing- Concept	Basic lighting approach- 2	Adding Graphics	Microphones- 2

Duration (hour)		12	12	12	12	12
	SLO-2	Distribution Area- India & Tamil Nadu	Aspect Ratio & Framing basics	Surrounding & atmosphere	Titling & Special Effects	Ribbon & Condensor Microphones
S-11	SLO-1	Film Distribution- 3	Standard Shot Size	Lighting for different situations- 1	Compositing Techniques-1	Microphones- 3
	SLO-2	Distribution Approach	Long, Mid, Close-up shots	Interviews, indoor & outdoor	Traditional & Digital Compositing	Cordless Mic & Lapel Mic
S-12	SLO-1	Exhibition & Film Promotion	Camera Movements	Lighting- 1	Compositing Techniques- 2	Sound Mixer
	SLO-2	Exhibition & Film Promotion basics	Pan, Tilt, Trolley, Crane & Dolly	Safety Measures & check list	Rotoscopy & Colour Correction	Dubbing & Music Mixing

Learning Resources	*Theory*: 1. Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA 2. Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK.. 3. Bastian Cleve (2017). Film Production Management: How to Budget, Organize and Successfully Shoot your Film, Fourth Editing, Routledge, USA 4. Joseph Rogers (1998). Five C's of Cinematography: Motion Picture Filming Techniques, First Edition, Silman-James Press, US. 5. Daniel Arijon (1991). Grammar of the Film Language, Reprint Edition, Silman-James Press, US.

UNIT I: Film Production process- Definition & Concept; Stages of Film Production; Pre Production- Scripting, Scene Breakdown; Location Hunting; Production Team- Talents, Technicians, Production & Administrative; Budgeting; Production- Shooting Script, Call Sheet, Continuity Log Sheet, Edit Decision List (EDL); Post Production- Editing, Dubbing, Music & Titling; Film Distribution- Distribution Process, Distribution Area (India & Tamil Nadu), Distribution Approach; Exhibition; Film Promotion.

UNIT II: Movie Camera- Definition & Concept; Parts of Professional Movie Cameras- Focus, Irish, Shutter Speed, Lens, Film; Digital movie camera- Definition & Concept; Parts of Professional Movie Cameras- Sensor, Lens, Storage, White Balance & Colour Temperature; Types of Digital Movie Camera- Arri Alexa, Blackmagic, Canon Cinema EOS, Red Epic, Sony CineAlta; Image sensor- Resolution, Frame Rates, Codecs & Bit Rates and Raw; Types of Lens- Wide Angle, Normal, Tele & Zoom; Aspect Ratio & Framing- Standard Shot Size- Long, Mid, Close-up shots; Camera Movements- Pan, Tilt, Trolley, Crane & Dolly.

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

UNIT IV: Editing- Editing principles- Timing & Space; Editing procedure; Types of Editing- Splice Editing, Linear Editing & Non Linear Editing; Splice Editing- Editing Table, Moviolo & Editing Equipment; Linear Editing- Assemble, Insert & Editing Equipments; Non Linear Editing, Video Capturing, Editing Process, Rendering & Editing Equipments; Linear Vs Non-Linear Editing; Adding Graphics, Titling, Special Effects; Compositing Techniques-Traditional & Digital Compositing, Keying, Rotoscopy & Colour Correction.
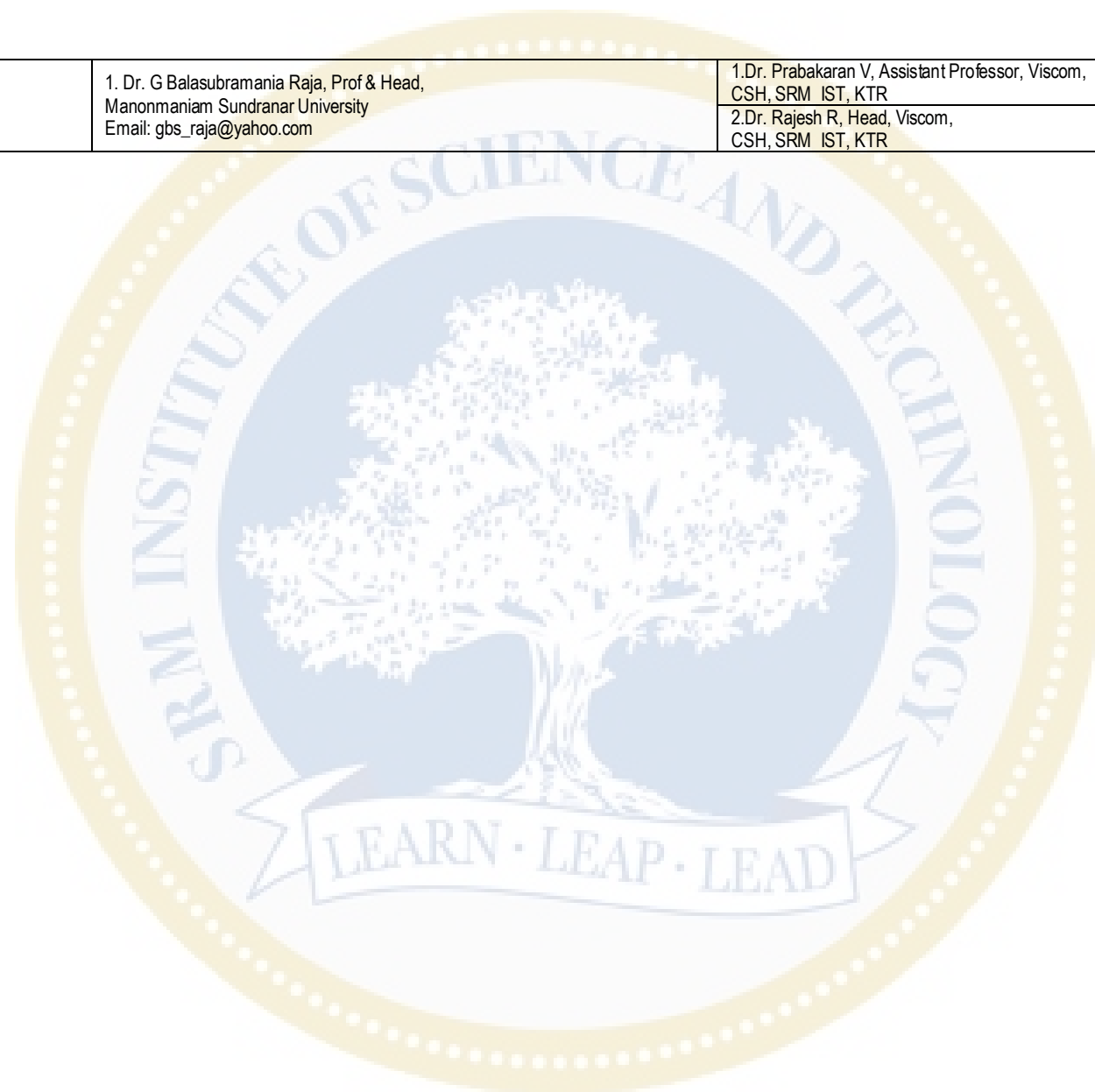
UNIT V: Sound- Nature & Aesthetics; Basics of Sound Waves; Characteristics of Sound Waves; Sound Process- Optical Process & Magnetic Process; Dolby Sound- Surround Sound, Dolby Stereo, Digital Theatre System (DTS) & Dolby Digital; Types of Sound- Speech, Voice-over & Sound Effects; Microphones- Carbon Microphones, Dynamic Microphones, Ribbon Microphones, Condensor Microphones, Cordless Mic & Lapel Mic; Sound Mixer- Dubbing & Music Mixing.

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 Understand	30%	-	30%	-	30%	-	30%	-	30%	-
Level 2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	40%	-
Level 3	Evaluate Create	30%	-	30%	-	30%	-	30%	-	30%	-
	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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2.Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21AE2L	Course Name	Editing Techniques		Course Category	AE	Ability Enhancement Course	L	T	P	C
								0	0	4	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 give the knowledge about key concepts of editing techniques	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the importance of learning Avid and FCP																		
CLR-3:	To understand and practicing Avid and FCP																		
CLR-4:	To practicing the basics of videos in Avid & FCP – capturing, transition, inserting & Multi Camera editing																		
CLR-5:	To acquire the complete knowledge of basic editing techniques																		
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 key concepts of editing techniques	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know Logging videos, transition and inserting effects in Avid	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge about Capturing video, insert & replace and transition in FCP	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn the concept of multi camera editing in FCP	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be ready for editing field	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			12
S-1 to S-5	SLO-1	Avid- Batch Capturing Video	
	SLO-2	Working with batch capture video	
S-5 to S-10	SLO-1	Avid- Logging videos	
	SLO-2	Working with logging videos	
S-11 to S-15	SLO-1	Avid- Creation of Bin	
	SLO-2	Working with Bin	
S-16 to S-20	SLO-1	Avid- Transitions and Effects	
	SLO-2	Working with transitions and effects	
S-21 to S-25	SLO-1	Avid- Audio Recording & Syncing	
	SLO-2	Working with Audio recording & syncing	
S-26 to S-30	SLO-1	FCP- Batch Capturing Video	
	SLO-2	Working with batch capture video	
S-31 to S-35	SLO-1	FCP- Logging videos	
	SLO-2	Working with logging videos	
S-36 to S-40	SLO-1	FCP- Creation of Bin	
	SLO-2	Working with Bin	
S-41 to S-45	SLO-1	FCP- Insert & Replace Editing	
	SLO-2	Working with Insert & Replace editing	
S-45 to S-50	SLO-1	FCP- Transitions	
	SLO-2	Working with Transitions	

Duration (hour)		12								
S-51 to S-55	SLO-1	*FCP- Special Effects*								
	SLO-2	*Working with special effects*								
S-56 to S-60	SLO-1	*FCP- Multi Camera Editing*								
	SLO-2	*Working with Multi camera editing*								

RECORD WORK

1. **Students have to make ONE News Bytes on Current issues of their choice (Maximum 2 min)**
2. **Students have to make ONE Human Interest Stories of their choice (Maximum 2 min)**

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

Learning Resources	**Practical:** 1. Gael Chandler (2012). Cut by Cut: Editing Your Film or Video, Second Edition, Michael Wiese, USA 2. Diana Weynand (2010). Apple Pro Training Series: Final Cut Pro 7, First Edition, Peachpit Press, USA 3. Jaime Fowler (2005). Avid Made Easy, Second Edition, Wiley 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%	-	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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Mr. Parthasarathy S, Assistant Professor, Viscom, CSH, SRM IST, RMP
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PCD21AE2T	Course Name	General Aptitude for Competitive Examinations	Course Category	AE	Ability Enhancement Course	L	T	P	C
							1	0	0	1

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
CLR-1:	Recapitulate fundamental mathematical concepts and skills		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Provide context - based vocabulary enhancement																			
CLR-3:	Sharpen logical reasoning through skilful conceptualization		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:	Familiarize with basic grammatical and syntactical rules																			
CLR-5:	Enable to solve problems and to crack competitive exams																			
CLR-6:	Develop new strategies to enhance reading comprehension																			

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																			
CLO-1:	Build a strong base in the fundamental mathematical concepts		2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-2:	Acquire strategies to build vocabulary		2	80	70	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-3:	Apply the learn conditions towards solving problems analytically		2	75	70	H	H	H	H	H	H	H	M	H	H	M	H	H	H	H
CLO-4:	Learn grammatical and syntactical rules		2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-5:	Grasp the approaches and strategies to solve problems with speed and accuracy		2	80	70	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-6:	Improve reading comprehension strategies		2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H

Duration (hour)		3	3	3	3	3
S-1	SLO-1	Logical Reasoning I	Vocabulary from inference to meaning	Numbers - I	Error Identification - I	Data Sufficiency
	SLO-2	Solving Problems	Vocabulary from inference to meaning	Numbers - I	Error Identification - I	Data sufficiency
S-2	SLO-1	Logical Reasoning - I	Cloze passage	Numbers - II	Error Identification - II	Data Interpretation
	SLO-2	Solving Problems	Cloze passage	Numbers - II	Error Identification - II	Data Interpretation
S-3	SLO-1	Logical Reasoning - I	Sentence Completion	Numbers - III	Sentence Correction - I	Sentence Correction - II
	SLO-2	Solving problems	Sentence Completion	Numbers - III	Sentence Correction - I	Sentence Correction - II

Learning Resources	Theory: 1. Quantitative aptitude – r s agarwal 2. Quantitative aptitude – ARUN SARMA 3. ManhattanPrepGMAT Sentence Correction Guide–Avi Gutman 4. GRE Contextual.Vocabulary–Ken Springer

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, Scientific Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications etc.,

Course Designers	
Experts from Industry	**Internal Experts**
1. Mr Nishith Sinha, dueNorth India Academics LLP,Dehradun,nsinha.alexander@gmail.com	Dr.P.Madhusoodhanan, SRMIST
	Dr.M.Snehalatha, SRMIST
2.Mr Ajay Zenne, Career Launcher, ajay.z@careerlauncher.com	Dr. A Clement, SRMIST
	Dr. J Jayapragash, SRMIST

Course Code	PVC21107T	Course Name	Media Research Methodology	Course Category	C	Professional Core Course	L	T	P	C
							4	1	0	5

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 give the knowledge about Research																		
CLR-2:	To know the importance of research in media																		
CLR-3:	To understand various research methods																		
CLR-4:	To know about data and its importance																		
CLR-5:	To acquire the complete knowledge of research processes	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
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn about Research	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the importance of research in media	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would understand various research methods	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students wouldknow about data and its importance	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would acquire the complete knowledge of research processes	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Research- Concept	Research Procedure- Concept	Data- Concept	Research Design- Concept	Data Analysis- Concept
	SLO-2	Research basics	Research procedure basics	Data basics	Research design basics	Data analysis basics
S-2	SLO-1	Knowledge- Concept	Steps involved in Research	Types of Data	Need for Research Design	Data Analysis
	SLO-2	Sources of Knowledge	Stages of research	Primary & Secondary Data	Importance of research design	Data Classification, Coding & Tabulation
S-3	SLO-1	Research- Objective & Motivation	Research Questions- Concept	Measurement of variables- Concept	Experimental Research- Concept	Graphic Representation of Data- Concept
	SLO-2	Characteristics for Research	Research question basics	Measurement of variables basics	Types of experimental research	Graphic representation of data basics
S-4	SLO-1	Media Research- Concept	Hypothesis- 1	Levels of Measurement- 1	Non Experimental Research- Concept	Graphic Representation-1
	SLO-2	Media research basics	Hypothesis basics	Categorical Variables- Nominal & Ordinal	Non Experimental research basics	Pie Charts & Bar Graphs
S-5	SLO-1	Types of Research- 1	Hypothesis- 2	Levels of Measurement- 2	Quantitative Research- Concept	Graphic Representation-2
	SLO-2	Descriptive Vs Analytical & Applied Vs Fundamental	Importance & Functions	Continuous Variables- Interval & Ratio	Quantitative research basics	Statistical Maps, Histograms & Frequency Polygons
S-6	SLO-1	Types of Research- 2	Constructing Hypotheses	Data Collection	Qualitative Research- Concept	Statistics- Concept
	SLO-2	Quantitative Vs Qualitative & Conceptual Vs Empirical	Development of hypothesis	Methods & Tools	Qualitative research basics	Statistics basics
S-7	SLO-1	Research Approaches	Types of Hypothesis	Questionnaire- Concept	Descriptive Research- Concept	SPSS- Concept
	SLO-2	Various research approaches	Null & Alternative Hypothesis	Questionnaire basics	Descriptive research basics	SPSS basics
S-8	SLO-1	Research Methodology- 1	Sample- 1	Types of Questions	Analytical Research- Concept	Thesis Writing- Concept
	SLO-2	Positivistic Methodology	Sample basics	Open-ended & Closed-ended	Analytical research basics	Thesis writing basics
S-9	SLO-1	Research Methodology- 2	Sampling -2	Questions to be Avoided	Cross Sectional Research- Concept	Thesis Writing Method-1

Duration (hour)		15	15	15	15	15
	SLO-2	Phenomenological Methodology	Procedure & Sampling Size	Avoiding negative questions	Cross sectional research basics	Title, Abstract & Acknowledgements
S-10	SLO-1	Phases of Research	Types of Sampling- Probability Sampling- 1	Questionnaires	Longitudinal Research- Concept	Thesis Writing Method-2
	SLO-2	Stages of research	Simple, Stratified & Systematic Random Sampling	Advantages and Disadvantages	Longitudinal research basics	Table of Contents, List of tables/figures & Abbreviations
S-11	SLO-1	Qualities of a Researcher	Types of Sampling- Probability Sampling- 2	Construction of Questionnaire	Content Analysis- Concept	Thesis Writing Method-3
	SLO-2	Good researcher	Cluster, Disproportional & Multi-Stage Random Sampling	Developing questionnaire	Content analysis basics	Introduction, Literature of Review & Methodology
S-12	SLO-1	Development of Media Research around the World	Types of Sampling- Non Probability Sampling- 1	Interview- Concept	Why & How to Content Analysis	Thesis Writing Method-3
	SLO-2	Growth of media research- world	Convenience, Sequential & Quota Sampling	Interview basics	Areas involved in Content Analysis	Data Analysis, Results & Findings
S-13	SLO-1	Media research in India	Types of Sampling- Non Probability Sampling- 2	Types of Interview	Case Study- Concept	Thesis Writing Method-4
	SLO-2	Growth of media research- India	Judgmental & Snowball Sampling	Face to Face, Phone, Computer Assisted Interviewing	Case study basics	Bibliography (Reference) & Appendix
S-14	SLO-1	Thrust areas in Media Research	Sampling Techniques- Merits & Demerits	Focus Group- Concept	Case Studies- 1	Thesis Writing
	SLO-2	Various field of media research	Advantages & Disadvantages of Sampling techniques	Characteristics, advantage & disadvantage of focus group	Types of case studies	Writing Format & Style
S-15	SLO-1	Theories in Media studies- Concepts	Sampling- Problems & Error	Observation Techniques- Concept	Case Studies- 2	Ethics in Conducting Research
	SLO-2	Basics of media theories	Troubles in sampling	Types, advantage & disadvantage of observation	Designing a case study	Norms of conducting research

Learning Resources

Theory:
1. Arthur Asa Berger (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Third Edition, SAGE Publications, New Delhi.
2. Kothari & Gaurav Garg (2019). Research Methodology: Methods and Techniques, Fourth Edition, New Age International Publishers, New Delhi.
3. Graham Mytton (2015). Media Audience Research: A Guide for Professionals, Third Edition, SAGE Publications, New Delhi.
4. Stephen M. Croucher & Daniel Cronn-Mills (2021). Understanding Communication Research Methods: A Theoretical and Practical Approach, Third Edition, Routledge, New York.
5. Roger D. Wimmer & Joseph R. Dominick (2002). Mass Media Research: An Introduction (Wadsworth Series in Mass Communication and Journalism, Seventh Edition, Wadsworth Publishing Co., UK..

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 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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR 2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21108T	Course Name	Indian Constitution and Media Laws	Course Category	C	Professional Core Course	L	T	P	C
							2	1	0	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 give the knowledge about Indian Constitution																		
CLR-2:	To know the importance of Indian Constitution																		
CLR-3:	To understand various Media laws																		
CLR-4:	To know about judicial system in India																		
CLR-5:	To acquire the knowledge of importance of regulating the media industry																		

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 about Indian Constitution	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the importance of Indian Constitution	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would understand various Media laws	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students wouldknow about judicial system in India	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would acquire the importance of regulating the media industry	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Constitution- Structure & Principle	Government of the Union	Judiciary	Media Laws- Concept	Regulating the Media Industry- Concept
	SLO-2	Constitution basics	President & Vice President of India- Election and Powers	Features of judicial system in India	Media laws basics	Regulating the Media Industry basics
S-2	SLO-1	Making of Indian Constitution	Political Executive	Supreme Court	History of Media Laws in India-1	Regulating the Media Industry- 1
	SLO-2	Indian Constitution basics	Prime Minister & Council of Ministers	Structure and jurisdiction	Press and Registration of Books Act 1867	Cinematography Act 1952
S-3	SLO-1	Historical Background-1	Legislature of the Union- 1	High Court	History of Media Laws in India-2	Regulating the Media Industry- 2
	SLO-2	Government of India Act, 1935	Lok Sabha & Rajya Sabha- Formation & Powers	Structure and jurisdiction	Indian Press Act 1910	Cine-workers and Cinema Theatre Workers Act 1981
S-4	SLO-1	Historical Background-2	Legislature of the Union- 2	District & Session Court	History of Media Laws in India-3	Regulating the Media Industry- 3
	SLO-2	Indian Independence Act, 1947	Parliamentary Committees & Nomination of Members	Structure and jurisdiction	Vernacular Press Act,	Prasar Bharati Act 1990
S-5	SLO-1	Indian Constitution- 1	Public Services	Citizen Oriented Measures	Post Independent Media Laws- 1	Regulating the Media Industry- 4
	SLO-2	Salient Features & Preamble	Administrative & Police	Right to Information & Public Interest Litigation	Working Journalists and Newspaper Employees Act 1955	Television Network (Regulation) Act 1995
S-6	SLO-1	Indian Constitution- 2	Government of the States- 1	Secretariat, Directorate and Collectorate	Post Independent Media Laws- 2	Regulating the Media Industry- 5
	SLO-2	Fundamental of Rights & Duties	Governor- Nomination & Powers	Structure & Functions	Copyright Act 1957	Cable Television Networks (Regulation) Act 1995
S-7	SLO-1	Indian Constitution- 3	Government of the States- 2	Local Government-1	Post Independent Media Laws- 3	Regulating the Media Industry- 6
	SLO-2	Directive Principles of State Policy	Chief Minister & Council of Ministers	Zila Panchayat (District)	Press Council Act 1978	Radio, Television and Video Cassette Recorder Sets Rules 1997

		9	9	9	9	9
Duration (hour)		9	9	9	9	9
S-8	SLO-1	Indian Constitution- 4	Legislative Assembly- Formation & powers	Local Government-2	Specified Media Laws- 1	Regulating the Media Industry- 7
	SLO-2	Provisions of Amending the Constitution	Legislative Council- Formation & powers	Panchayat Samiti (Block)	Law of Defamation	Information Technology Act 2000
S-9	SLO-1	Freedom of Speech & Expression	Election Commission	Local Government-3	Specified Press Laws- 2	Cyber Laws- Concept
	SLO-2	Article 19 (1) (a) & Article 19 (2)	Powers and Functions	Gram Panchayat (Village)	Contempt of Courts Act 1971 & 2005	Cyber laws basics

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.

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.

UnitII: 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; Public Services; Government of the States; Governor- Nomination & Powers; Chief Minister & Council of Ministers; Legislative Assembly- Formation & powers; Legislative Council- Formation & powers; Election Commission- Powers and Functions.

UnitIII: 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.

UNITIV: 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 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. Suresh S, Program Head, Hello FM, Chennai.	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR

Email: suresh@hellofm.in	Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR
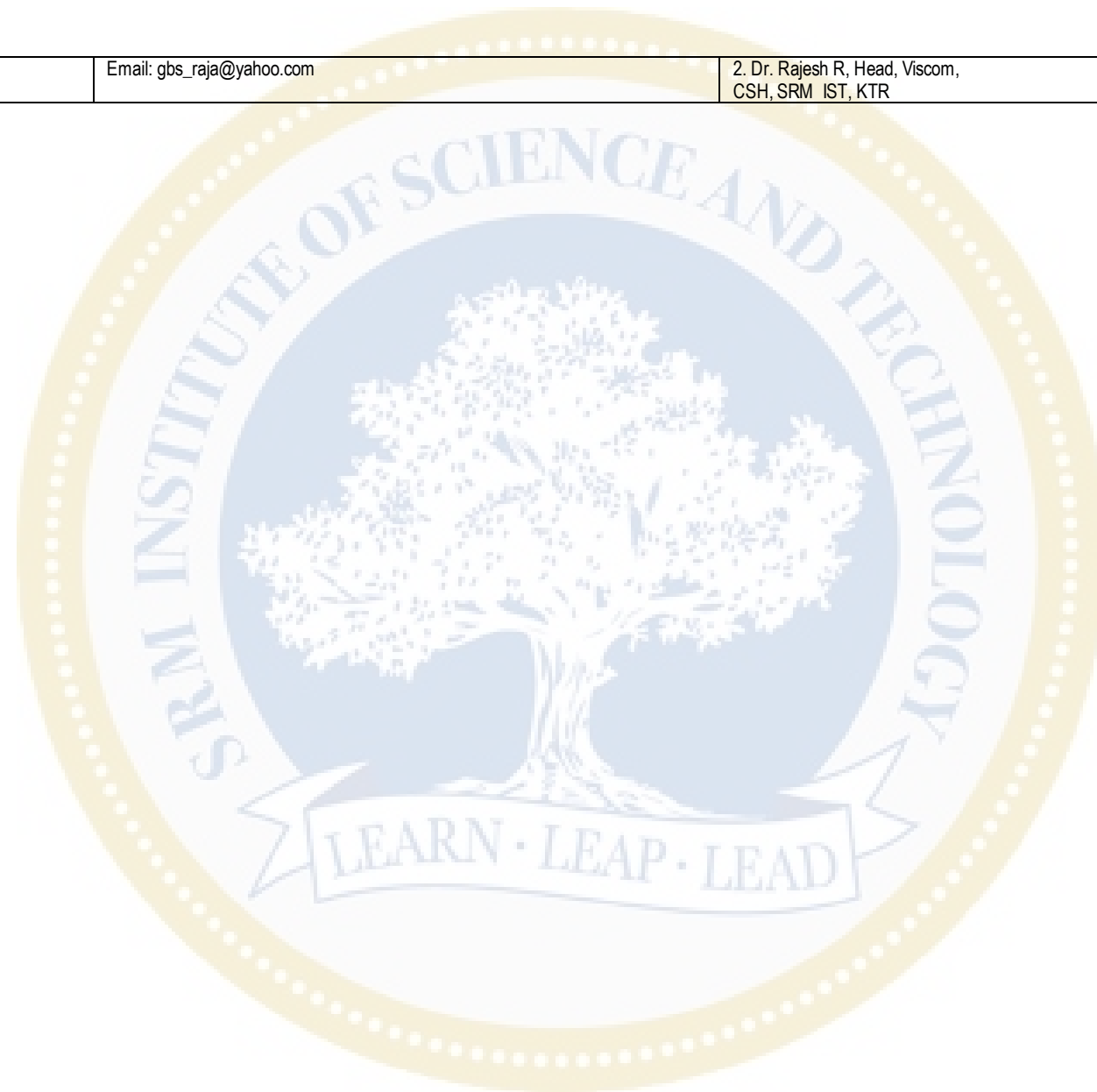
Course Code	PVC21D07L	Course Name		Event Photography		Course Category	D		Discipline Elective Courses			L	T	P	C
												0	0	6	3

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)																
CLR-1:	To learn the Event photography			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2:	To know the various lighting techniques																						
CLR-3:	To understand the characteristics of light			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 gain knowledge on camera and accessories																						
CLR-5:	To know the various types of events																						
Course Learning Outcomes (CLO):		*At the end of this course, learners will be able to:*																					
CLO-1:	Students would learn the Event photography			2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the various lighting techniques			2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would understand the characteristics of light			2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would get knowledge on camera and accessories			2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would know the various types of events			2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			18			
S-1 to S-5	SLO-1	Choosing Perfect Camera for Event Photography
	SLO-2	Understanding camera
S-5 to S-10	SLO-1	Choosing Best Lenses for Event Photography
	SLO-2	Understanding lens
S-11 to S-15	SLO-1	Best Camera Settings for Event Photography
	SLO-2	Understanding camera settings
S-16 to S-20	SLO-1	Working with Camera Storage
	SLO-2	Understanding camera storage
S-21 to S-25	SLO-1	Lighting Patterns for Event Photography- 1
	SLO-2	Knowing lighting patterns- 1
S-26 to S-30	SLO-1	Lighting Patterns for Event Photography- 2
	SLO-2	Knowing lighting patterns- 2
S-31 to S-35	SLO-1	Lighting Patterns for Event Photography- 3
	SLO-2	Knowing lighting patterns- 3
S-36 to S-40	SLO-1	Working with Flash light
	SLO-2	Understanding flash light
S-41 to S-45	SLO-1	Working with Framing
	SLO-2	Understanding framing
S-45 to S-50	SLO-1	Working with Composition
	SLO-2	Understanding composition
S-51 to S-55	SLO-1	Identifying and Reading the Surroundings
	SLO-2	Understand surroundings

Duration (hour)		18
S-56 to S-60	SLO-1	*Working with Human Expressions*
	SLO-2	*Understanding expressions*
S-61 to S-65	SLO-1	*Working with Candid Photography*
	SLO-2	*Understanding candid photography*
S-66 to S-70	SLO-1	*Working with Key Photos*
	SLO-2	*Understanding key photos*
S-71 to S-75	SLO-1	*Working with Posed Event Photography*
	SLO-2	*Understanding poses*
S-76 to S-80	SLO-1	*Working with Stiff Shots*
	SLO-2	*Understanding stiff shots*
S-81 to S-85	SLO-1	*Picture Processing with Photoshop*
	SLO-2	*Understanding Photoshop*
S-86 to S-90	SLO-1	*Creating Best Event Photography Team*
	SLO-2	*Understanding Event Team*

RECORD WORK

1. Candid Photography minimum ONE exercise (Indoor/ Outdoor)
2. Festival or Celebration Photography minimum THREE exercises (Indoor / Outdoor)
3. Rally or Public Gathering Photography minimum THREE exercises (Indoor / Outdoor)
4. Award or Graduation Photography minimum THREE exercises (Outdoor)

(The Students have to submit all the exercises in Record Book format for Practical exam, which will be evaluated by the External Examiner)

Learning Resources	**Practical:** 1. John Berger and Geoff Dyer (2013). Understanding a Photograph, Penguin Books, New York. 2. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA 3. 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 Understand	-	30%	-	30%	-	30%	-	30%	-	30%
Level 2	Apply Analyze	-	40%	-	40%	-	40%	-	40%	-	40%
Level 3	Evaluate Create	-	30%	-	30%	-	30%	-	30%	-	30%
	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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR 2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D08L	Course Name	Product Photography		Course Category	D	Discipline Elective Courses		L	T	P	C
									0	0	6	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 learn the Product photography																		
CLR-2:	To know the various lighting techniques																		
CLR-3:	To understand the characteristics of light	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 gain knowledge on camera and accessories																		
CLR-5:	To know the various types of product photography																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the Product photography	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the various lighting techniques	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would understand the characteristics of light	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would get knowledge on camera and accessories	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would know the various types of product photography	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		18						
S-1 to S-5	SLO-1	Choosing Perfect Camera for Product Photography
	SLO-2	Understanding camera
S-5 to S-10	SLO-1	Choosing Best Lenses for Product Photography
	SLO-2	Understanding lens
S-11 to S-15	SLO-1	Best Camera Settings for Product Photography
	SLO-2	Understanding camera settings
S-16 to S-20	SLO-1	Working with Camera Exposure Settings
	SLO-2	Understanding exposure
S-21 to S-25	SLO-1	Lighting Patterns for Product Photography
	SLO-2	Knowing lighting patterns
S-26 to S-30	SLO-1	Working with Props for Product Photography
	SLO-2	Understanding props
S-31 to S-35	SLO-1	Working with Materials for Product Photography
	SLO-2	Understanding materials
S-36 to S-40	SLO-1	Working with Table Setting for Product Photography
	SLO-2	Understanding table setting
S-41 to S-45	SLO-1	Working with White & Plain Background
	SLO-2	Understanding white & plain background
S-45 to S-50	SLO-1	Working with Framing for Product Photography
	SLO-2	Understanding framing
S-51 to S-55	SLO-1	Working with Composition for Product Photography
	SLO-2	Understanding composition

Duration (hour)		18
S-56 to S-60	SLO-1	Working with Multiple Shots
	SLO-2	Understanding multiple shots
S-61 to S-65	SLO-1	Working with Different Angles of Product
	SLO-2	Understanding angles of product
S-66 to S-70	SLO-1	Working with Different Products
	SLO-2	Understanding Products
S-71 to S-75	SLO-1	Working with Product Context
	SLO-2	Understanding product context
S-76 to S-80	SLO-1	Working with Touch up Software
	SLO-2	Understanding touch-up software
S-81 to S-85	SLO-1	Working with Editing Software
	SLO-2	Understanding editing software
S-86 to S-90	SLO-1	Creating Best Product Photography Team
	SLO-2	Understanding Product Team

RECORD WORK

1. Product Photography with Before & After Touchup minimum ONE exercise (Indoor / Outdoor)
2. Product Photography with Plain Background minimum THREE exercises (Indoor)
3. Product Photography with Props minimum THREE exercises (Indoor)
4. Product Photography with Model minimum THREE exercises (Indoor / Outdoor)

(The Students have to submit all the exercises in Record Book format for Practical exam, which will be evaluated by the External Examiner)

Learning Resources	Practical: 1. John Berger and Geoff Dyer (2013). Understanding a Photograph, Penguin Books, New York. 2. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA 3. 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 Understand	-	30%	-	30%	-	30%	-	30%	-	30%
Level 2	Apply Analyze	-	40%	-	40%	-	40%	-	40%	-	40%
Level 3	Evaluate Create	-	30%	-	30%	-	30%	-	30%	-	30%
	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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D09L	Course Name	Fashion Photography		Course Category	D	Discipline Elective Courses		L	T	P	C
									0	0	6	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 learn the fashion photography																		
CLR-2:	To know the lighting techniques																		
CLR-3:	To understand the characteristics of light	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 gain knowledge on camera																		
CLR-5:	To know the various types of photography																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1:	Students would learn the fashion photography	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students know the lighting techniques	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would understand the characteristics of light	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain knowledge on camera	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would know the various types of photography	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		18	
S-1 to S-5	SLO-1	Choosing Perfect Camera for Fashion Photography	
	SLO-2	Understanding camera	
S-5 to S-10	SLO-1	Choosing Best Lenses for Fashion Photography	
	SLO-2	Understanding lens	
S-11 to S-15	SLO-1	Best Camera Settings for Fashion Photography	
	SLO-2	Understanding camera settings	
S-16 to S-20	SLO-1	Portrait Lighting Patterns- 1	
	SLO-2	Knowing lighting patterns- 1	
S-21 to S-25	SLO-1	Portrait Lighting Patterns- 2	
	SLO-2	Knowing lighting patterns- 2	
S-26 to S-30	SLO-1	Working with Low Key Lighting	
	SLO-2	Understanding low key lighting	
S-31 to S-35	SLO-1	Working with Photography Reflector	
	SLO-2	Understanding photography reflector	
S-36 to S-40	SLO-1	Choosing Right Fashion Models	
	SLO-2	Understanding models	
S-41 to S-45	SLO-1	Working with Best Poses- 1	
	SLO-2	Understanding fashion poses- 1	
S-45 to S-50	SLO-1	Working with Best Poses- 2	
	SLO-2	Understanding fashion poses- 2	
S-51 to S-55	SLO-1	Working with High Fashion Photography	
	SLO-2	Understanding high fashion photography	

Duration (hour)		18	
S-56 to S-60	SLO-1	*Working with Street Fashion Photography*	
	SLO-2	*Understanding street fashion photography*	
S-61 to S-65	SLO-1	*Working with Catalog Photography- 1*	
	SLO-2	*Understanding catalog photography- 1*	
S-66 to S-70	SLO-1	*Picture Processing with Photoshop*	
	SLO-2	*Understanding Photoshop*	
S-71 to S-75	SLO-1	*Working with Smooth Skin in Photoshop- 1*	
	SLO-2	*Understanding Smooth skin in Photoshop- 1*	
S-76 to S-80	SLO-1	*Working with Smooth Skin in Photoshop- 2*	
	SLO-2	*Understanding Smooth skin in Photoshop- 2*	
S-81 to S-85	SLO-1	*Creating Best Fashion Photography Team*	
	SLO-2	*Understanding Fashion Team*	
S-86 to S-90	SLO-1	*Setting-Up Own Studio*	
	SLO-2	*Understanding studio*	

RECORD WORK

1. **Profile Photography minimum ONE exercise (Indoor/ Outdoor)**
2. **High Fashion Photography minimum THREE exercises (Indoor / Outdoor)**
3. **Street Fashion Photography minimum THREE exercises (Outdoor)**

(The Students have to submit all the exercises in Record Book format for Practical exam, which will be evaluated by the External Examiner)

Learning Resources	**Practical:** 1. Bruce Smith (2008). Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade, AMPHOTO Books, New York. 2. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA 3. 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 Understand	-	30%	-	30%	-	30%	-	30%	-	30%
Level 2	Apply Analyze	-	40%	-	40%	-	40%	-	40%	-	40%
Level 3	Evaluate Create	-	30%	-	30%	-	30%	-	30%	-	30%
	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.

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Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR 2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21G01L	Course Name	Game Design Basics		Course Category	G	Generic Elective Courses		L	T	P	C
									0	0	6	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 acquire the knowledge of animation tools and action script																			
CLR-2:	To capture the knowledge and practicing and creating special effects																			
CLR-3:	To understand and practicing camera and lighting techniques in software																			
CLR-4:	To afford the knowledge of rendering																			
CLR-5:	To understand and practicing Game designing																			

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:	Student would gain the knowledge of animation tools and action script	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Student would get the knowledge and practicing creating special effects	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Student would understand and practicing camera and lighting techniques in software	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Student would afford the knowledge of rendering	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Student would understand and practicing Game designing	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			18
S-1 to S-5	SLO-1	Exploring the Flash	
	SLO-2	Flash Software basics	
S-5 to S-10	SLO-1	Creating an Animation	
	SLO-2	Animation Tools	
S-11 to S-15	SLO-1	Basics of ActionScript	
	SLO-2	ActionScript	
S-16 to S-20	SLO-1	Game Framework- 1	
	SLO-2	Basic & State Loop	
S-21 to S-25	SLO-1	Game Framework- 2	
	SLO-2	Game timer & Event model	
S-26 to S-30	SLO-1	Interface- 1	
	SLO-2	Graphics Settings	
S-31 to S-35	SLO-1	Interface- 2	
	SLO-2	Sound Settings	
S-36 to S-40	SLO-1	Collision- 1	
	SLO-2	Initializing the game loop	
S-41 to S-45	SLO-1	Collision- 2	
	SLO-2	Movement of the Object	
S-45 to S-50	SLO-1	Collision- 3	
	SLO-2	Testing Collision	
S-51 to S-55	SLO-1	Balloon Saw Game- 1	

Duration (hour)			**18**
	SLO-2	*Game play*	
S-56 to S-60	**SLO-1**	*Balloon Saw Game- 2*	
	SLO-2	*Breaking down the code*	
S-61 to S-65	**SLO-1**	*Balloon Saw Game- 3*	
	SLO-2	*Animation*	
S-66 to S-70	**SLO-1**	*Balloon Saw Game- 4*	
	SLO-2	*Game constructor*	
S-71 to S-75	**SLO-1**	*Frame work- 1*	
	SLO-2	*Basic screen class*	
S-76 to S-80	**SLO-1**	*Frame work- 2*	
	SLO-2	*Simple blit button*	
S-81 to S-85	**SLO-1**	*Frame work- 3*	
	SLO-2	*Scoreboard script*	
S-86 to S-90	**SLO-1**	*Frame work- 4*	
	SLO-2	*Ending the game*	

RECORD WORK

1. **Car Race Game (One exercise)**
2. **Balloon Saw (One exercise)**
3. **Shooting Game (One exercise)**

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

Learning Resources	**Practical:** 1. Glen Rhodes (2013). Flash CS5 Game Development, First Edition, Cengage Learning, USA 2. Andy Harris (2006). Beginning Flash Game Programming For Dummies, First Edition, Wiley Publishing, USA 3. Lewis Moronta (2004). Game Development with ActionScript, Second Edition, Premier 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%	-	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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Mr. Parthasarathy S, Assistant Professor, Viscom, CSH, SRM IST, RMP
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21G02L	Course Name	VFX Basics	Course Category	G	Generic Elective Courses	L	T	P	C
							0	0	6	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)														
CLR-1:	To acquire the basic knowledge of visual effects	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the prominence and practicing Animating Composition																		
CLR-3:	To comprehend and practicing the editing effects																		
CLR-4:	To provide the basics and practicing basic transitions and Polygon Modeling																		
CLR-5:	To acquire the basic knowledge of visual effects for professions																		

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 visual effects	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know Animating Composition	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge about editing effects	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn the concept of basic transitions and Polygon Modeling	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would learn visual effects for professions	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		18	
S-1 to S-5	SLO-1	Working with Tools & Other Working Windows	
	SLO-2	Understanding tools	
S-5 to S-10	SLO-1	Working with Scaling & Rotating Layer	
	SLO-2	Understanding scaling & rotating	
S-11 to S-15	SLO-1	Working with Duplicate Layer	
	SLO-2	Understanding duplicate layer	
S-16 to S-20	SLO-1	Working with Adjustment Layer	
	SLO-2	Understanding adjustment layer	
S-21 to S-25	SLO-1	Working with Motion Path	
	SLO-2	Understanding motion path	
S-26 to S-30	SLO-1	Working with Masking Tools	
	SLO-2	Understanding masking	
S-31 to S-35	SLO-1	Working with Transparency Tools	
	SLO-2	Understanding transparency	
S-36 to S-40	SLO-1	Working with Composition Window	
	SLO-2	Understanding composition window	
S-41 to S-45	SLO-1	Working with Editing Effects	
	SLO-2	Understanding editing effects	
S-45 to S-50	SLO-1	Working with Basic transitions: Cut & Dissolve	
	SLO-2	Understanding basic transitions- 1	
S-51 to S-55	SLO-1	Working with Basic transitions: Wipe & Fade	
	SLO-2	Understanding basic transitions- 2	

Duration (hour)		18	
S-56 to S-60	SLO-1	*Working with Video Filter: Blur, Border, Distort*	
	SLO-2	*Understanding video filter- 1*	
S-61 to S-65	SLO-1	*Working with Video Filter: Image Control*	
	SLO-2	*Understanding video filter- 2*	
S-66 to S-70	SLO-1	*Working with Polygon Modeling*	
	SLO-2	*Understanding polygon modeling*	
S-71 to S-75	SLO-1	*Working with Shading*	
	SLO-2	*Understanding shading*	
S-76 to S-80	SLO-1	*Working with Texturing*	
	SLO-2	*Understanding texture*	
S-81 to S-85	SLO-1	*Working with Lighting*	
	SLO-2	*Understanding lighting*	
S-86 to S-90	SLO-1	*Working with Animation*	
	SLO-2	*Understanding animation*	

RECORD WORK

1. **Students have to Shoot Live Action Footage and make a complete Story using Visual Effects (Minimum THREE Visual Effects) (Maximum 3 min)**

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

Learning Resources	**Practical:** 1. Susan Zwerman and Jeffrey A. Okun (2015). The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures, Focal Press, UK. 2. Jeff Foster (2010). The Green Screen Handbook: Real–World Production Techniques, Sybex, USA. 3. Ron Brinkmann (2008). The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion, Morgan Kaufmann, 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

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		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21G03L	Course Name	Title Animation	Course Category	G	Generic Elective Courses	L	T	P	C
							0	0	6	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)															
CLR-1:	To give the knowledge about key concepts of title animation	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the importance of text formatting and practicing																		
CLR-3:	To understand and practicing the font selection and special effects																		
CLR-4:	To convey the basics and practicing the character formatting																		
CLR-5:	To acquire the complete knowledge of title animation for professional jobs																		

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 key concepts of title animation	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know the text formatting and practicing	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge about font selection and special effects	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn character formatting	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would learn title animation for professional jobs	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		18	
S-1 to S-5	SLO-1	Working with Creating Text	
	SLO-2	Understanding text- 1	
S-5 to S-10	SLO-1	Working with Formatting Point Text	
	SLO-2	Understanding text- 2	
S-11 to S-15	SLO-1	Working with Artistic and Paragraph text	
	SLO-2	Understanding text- 3	
S-16 to S-20	SLO-1	Working with Fir text to Path	
	SLO-2	Understanding text- 4	
S-21 to S-25	SLO-1	Working with Converting Text to Curves	
	SLO-2	Understanding text- 5	
S-26 to S-30	SLO-1	Working with Linking Text to Objects	
	SLO-2	Understanding text- 6	
S-31 to S-35	SLO-1	Working with Aligning	
	SLO-2	Understanding text- 7	
S-36 to S-40	SLO-1	Working with Spacing Text	
	SLO-2	Understanding text- 8	
S-41 to S-45	SLO-1	Working with Font Identification	
	SLO-2	Understanding font	
S-45 to S-50	SLO-1	Working with Special Effects	
	SLO-2	Understanding special effects	
S-51 to S-55	SLO-1	Working with Scale Key Frames	
	SLO-2	Understanding scale	

Duration (hour)		18
S-56 to S-60	SLO-1	*Working with Threading Text*
	SLO-2	*Understanding threading text*
S-61 to S-65	SLO-1	*Working with Modifying Text Frames*
	SLO-2	*Understanding modifying text*
S-66 to S-70	SLO-1	*Working with Formatting Character*
	SLO-2	*Understanding character- 1*
S-71 to S-75	SLO-1	*Working with Character Panel Menu*
	SLO-2	*Understanding character- 2*
S-76 to S-80	SLO-1	*Working with Paragraph Formatting*
	SLO-2	*Understanding paragraph formatting*
S-81 to S-85	SLO-1	*Working with Alignments*
	SLO-2	*Understanding alignments*
S-86 to S-90	SLO-1	*Working with Indents*
	SLO-2	*Understanding indents*

RECORD WORK

1. **Students have to create ONE Titling Animation for a Production Company (Maximum 30 sec)**
2. **Students have to create ONE Titling Animation for a Movie (Maximum 30 sec)**
3. **Students have to create ONE Titling Animation for Crew Members (Maximum 1 min)**

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

Learning Resources	**Practical:** 1. Richard Williams (2009). The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators, Faber, USA. 2. Yael Braha& Bill Byrne (2010). Creative Motion Graphic Titling for Film, Video, and the Web: Dynamic Motion Graphic Title Design, Routledge, USA. 3. Gemma Solana (2013). Uncredited: Graphic Design & Opening Titles, Gingko Pr Inc, 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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Mr. Parthasarathy S, Assistant Professor, Viscom, CSH, SRM IST, RMP 2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21P01L	Course Name	Massive Open Online Courses (MOOC)	Course Category	P	Project Work/ Internship in Industry	L	T	P	C
							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 from online recourses		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 self learners																			
CLR-3:	To know and practice field works in various knowledge and skills																			
CLR-4:	To train in the development of common interest																			
CLR-5:	To get the mastery skills from the various fields																			
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 direct impact on higher education		2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would gain knowledge of Interactive courses		2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would know various concept and development of relevant subject		2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain a taster experience in relevant subject		2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be proficient in the interested field		2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		
S-1	**SLO-1**	Undergo any one of the MOOC (Massive Open Online Courses) in any platform available at that time, which is relevant to the core subject.
	SLO-2	Students are expected to do one MOOC (Massive Open Online Courses) in their relevant field.

		Final Evaluation (100% weightage)
MOOC		**100% Internal Continuous Assessment**

Course Designers		
Experts from Industry	**Experts from Academic**	**Internal Experts**
1. Mr. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Prabakaran V, Assistant Professor, Viscom, FSH, SRM IST 2. Dr. Rajesh R, Head, Viscom, FSH, SRM IST

Course Code	PVC21S03L	Course Name	Short Film Making	Course Category	S	Skill Enhancement Courses	L	T	P	C
							0	0	5	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)															
CLR-1:	To acquire the knowledge of short film making	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the importance and practicing pre-production works																		
CLR-3:	To comprehend and practicing the production works																		
CLR-4:	To afford the knowledge of post-production works through practicing software																		
CLR-5:	To be proficient in film making process																		

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 short film making process	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would know pre-production works	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would gain knowledge of production works	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn post-production works	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be proficient in all the stages of short film making process	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)			15
S-1 to S-5	SLO-1	Writing Original Theme/ Concept for Short Film	
	SLO-2	Understanding original theme/ concept	
S-5 to S-10	SLO-1	Writing Original Synopsis for Short Film	
	SLO-2	Understanding original synopsis	
S-11 to S-15	SLO-1	Writing Original Story for Short film	
	SLO-2	Understanding original story	
S-16 to S-20	SLO-1	Writing Original Screenplay for Short film	
	SLO-2	Understanding original screenplay	
S-21 to S-25	SLO-1	Writing Scene for Short Film	
	SLO-2	Understanding scene	
S-26 to S-30	SLO-1	Writing Original Sequence for Short Film	
	SLO-2	Understanding sequence	
S-31 to S-35	SLO-1	Writing Original Dialogue for Short Film	
	SLO-2	Understanding dialogue	
S-36 to S-40	SLO-1	Working with Production Team	
	SLO-2	Understanding production team	
S-41 to S-45	SLO-1	Preparing with Final Budget for Short Film	
	SLO-2	Understanding final budget	
S-45 to S-50	SLO-1	Writing Original Shooting Script	
	SLO-2	Understanding shooting script	
S-51 to S-55	SLO-1	Non-linear Video Editing- Rough Cut	
	SLO-2	Understanding rough cut	

Duration (hour)			15
S-56 to S-60	SLO-1	*Non-linear Video Editing- Final Cut*	
	SLO-2	*Understanding final cut*	
S-61 to S-65	SLO-1	*Working with Dubbing*	
	SLO-2	*Understanding dubbing*	
S-66 to S-70	SLO-1	*Working with Sound Effects*	
	SLO-2	*Understanding sound effects*	
S-71 to S-75	SLO-1	*Working with Final Mixing*	
	SLO-2	*Understanding Final Mixing*	

RECORD WORK

1. Students have to make ONE Short Film on any concept (Maximum 5 min)

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

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

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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21AE3L	Course Name	Film Appreciation	Course Category	AE	Ability Enhancement Courses	L	T	P	C
							0	0	4	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 knowledge of film theories & aesthetics	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand film nuances																		
CLR-3:	To know and practice to appreciate a film with the concept of film analysis methods																		
CLR-4:	To practice in mise-en-scene concept and comparison with society																		
CLR-5:	To get the mastery skills of film language to appreciate a film																		

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 film theories& aesthetics	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would gain knowledge of film nuances	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would know to appreciate a film with the concept of film analysis methods	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain knowledge of mise-en-scene concept and comparison with society	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be expert in appreciate a film	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		12	
S-1 to S-5	SLO-1	Film Appreciation- Concept	
	SLO-2	Film Appreciation basics	
S-5 to S-10	SLO-1	Film Watching- Concept	
	SLO-2	Film Watching basics	
S-11 to S-15	SLO-1	Film Analyzing- Concept	
	SLO-2	Film Analyzing basics	
S-16 to S-20	SLO-1	Film Review Writing- Concept	
	SLO-2	Film Review Writing basics	
S-21 to S-25	SLO-1	Film Review Writing Pattern	
	SLO-2	Film Review writing structure	
S-26 to S-30	SLO-1	Screening International Award Winning Movie- 1	
	SLO-2	Watching & writing review for international film- 1	
S-31 to S-35	SLO-1	Screening International Award Winning Movie- 2	
	SLO-2	Watching & writing review for international film- 2	
S-36 to S-40	SLO-1	Screening International Award Winning Movie- 3	
	SLO-2	Watching & writing review for international film- 3	
S-41 to S-45	SLO-1	Screening International Award Winning Movie- 4	
	SLO-2	Watching & writing review for international film- 4	
S-45 to S-50	SLO-1	Screening International Award Winning Movie- 5	
	SLO-2	Watching & writing review for international film- 5	
S-51 to S-55	SLO-1	Screening National Award Winning Movie- 1	
	SLO-2	Watching & writing review for national film- 1	

Duration (hour)			12
S-56 to S-60	SLO-1	*Screening National Award Winning Movie- 2*	
	SLO-2	*Watching & writing review for national film- 2*	

RECORD WORK

1. **Students have to write Review for selected Indian Movies listed by Subject Coordinator (Maximum 5 Movies)**
2. **Students have to write Review for Selected International Movies listed by Subject Coordinator (Maximum 5 Movies)**

(The Students have to submit all 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.

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. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1.Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
		2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PCD21AE3T	Course Name	Employability Skills		Course Category	AE	Ability Enhancement Course	L	T	P	C
								1	0	0	1

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

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
CLR-1:	Develop contextual approach to acquire new vocabulary	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	Establish clear relationship between words																		
CLR-3:	Identify problems																		
CLR-4:	Learn the fundamental skills to solve problems																		
CLR-5:	Acquire experience of attending group discussion and personal interview																		
CLR-6:	Equipping students with necessary employability 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:	Determine the accurate meanings of words	2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-2:	Recognize parallel relationship between words	2	80	70	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-3:	Learn to solve problems	2	75	70	H	H	H	H	H	H	H	H	M	H	M	H	H	H	H
CLO-4:	Understand and applies problem solving skills learned.	2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-5:	Inculcate professional communication through Interviews & Group Discussions	2	80	70	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H
CLO-6:	Acquire necessary skills for successful career	2	80	75	H	H	H	H	H	H	H	H	H	H	M	H	H	H	H

Duration (hour)		3	3	3	3	3
S-1	SLO-1	Time & work	Time, speed, distance	Permutation and combination	Probability	Geometry and Menstruation
	SLO-2	Solving problems	Solving problems	Solving problems	Solving problems	Solving problems
S-2	SLO-1	Perspective on Issues	Critical Reasoning	Synonyms	Antonyms	Word Analogy
	SLO-2	Perspective on Issues	Critical Reasoning	Synonyms	Antonyms	Word Analogy
S-3	SLO-1	Resume preparation	Group Discussion	Mock GD	Interview Techniques	Mock PI
	SLO-2	Resume preparation	Group Discussion	Mock GD	Interview Techniques	Mock PI

Learning Resources	Theory: 1. Quantitative aptitude by Dinesh Khattar 2. Ramachandran and Karthik, From Campus to Corporate, India, PEARSON Publication, 2016 3. Verbal Advantage – Ten Easy Steps to a Powerful Vocabulary – Charles Harrington Elster 4. Barron's GRE

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 Understand	30 %	-	30 %	-	30 %	-	30 %	-	30 %	-
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, Scientific Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications etc.,

Course Designers	
Experts from Industry	**Internal Experts**
1. Mr Nishith Sinha, dueNorth India Academics LLP,Dehradun,nsinha.alexander@gmail.com	1. Dr.P.Madhusoodhanan, SRMIST
	2. Dr. A Clement, SRMIST
	3. Dr.M.Snehalatha, SRMIST
2.Mr Ajay Zenne, Career Launcher, ajay.z@careerlauncher.com	4. Dr. J Jayapragash, SRMIST
	5. Mr. Harinarayana Rao, SRMIST
	6. Mr. P Priyanand, SRMIST
	7. Mrs. Kavitha Srisarann, SRMIST

Course Code	PVC21P02L	Course Name	Industrial Project	Course Category	P	Project Work/ Internship in Industry	L	T	P	C
							0	0	28	14

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	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2:	Students would gain knowledge of media field circumstances	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students would know various designations and various media setup	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain knowledge about film & TV industry	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be proficient in the media field	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		
S-1	SLO-1	Undergo Industrial Training in any one of the Media Organization (Media House/ Print Media/ Advertising Agency/ Media Professional/ Film Industry/ Television Channel/ FM Radio Station (Maximum THREE Months)
	SLO-2	Students are expected to do a project of professional nature within the stipulated time at reputed Media Organization.

RECORD WORK

1. Students have to prepare the Day to Day activities of their training as Project monitored by Projector Coordinator

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

Learning Assessment				
	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
	Review – 1	Review – 2	Project Report	Viva-Voce
Project Work / Internship	20%	30 %	30 %	20 %

Course Designers		
Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	1. Dr. Prabakaran V, Assistant Professor, Viscom, FSH, SRM IST 2. Dr. Rajesh R, Head, Viscom, FSH, SRM IST

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