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



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

DEPARTMENT OF VISUAL COMMUNICATION

1. Depar	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. Depart	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	Cultiva <mark>ting the Media</mark> 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. Progra	m 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. Consist	ency of PEO's with Mis	sion of the Department			
	Mission Stmt 1	Mission Stmt 2	Mission Stmt 3	Mission Stmt 4	Mission Stmt 5
PEO - 1	Н	М	H	Si Le di	М
PEO - 2	H	H.	H	М	М
PEO - 3	H	M	Н	Н	Н
PEO - 4	Н	L	Н	М	Н
PEO - 5	Н	М	Н	Н	Н

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

5. Consi	stency o	f PEO's	with Prog	gram Lea	rning O	utcomes	(PLO)								
	Program Learning Outcomes (PLO)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	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
PEO - 1	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н	Н	Н
PEO - 2	Н	М	Н	Н	Н	Н	Н	Н	Н	Н	L	Н	Н	Н	Н
PEO - 3	Н	Н	Н	L	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н
PEO - 4	Н	Н	Н	Н	Н	М	Н	Н	Н	Н	Н	Н	L	Н	Н
PEO - 5	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н

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		ou / Vee T	С							
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 Week				С				
Code	ritie	L	T	P					
PVC21D01L	Camera Techniques								
PVC21D02L	Lighting Techniques	0	0	8	4				
PVC21D03L	Sound Design								
PVC21D04L	Documentary Film Making								
PVC21D05L	Ad Film Making	0	0	6	3				
PVC21D06L	Reality Show								
PVC21D07L	Event Photography								
PVC21D08L	Product Photography	0	0	6	3				
PVC21D09L	Fashion Photography								
	Total Learning Credits				10				

3. Generic Elective Courses (G) (Any ONE Course)									
Course Code	Course		Hours/ Week				С		
Code	Title	L	Т	Р					
PVC21G01L	Game Design Basics								
PVC21G02L	VFX Basics	0	0	6	3				
PVC21G03L	Title Animation								
Total Learning Credits									

	624					ı			
5. Project Work, Internship In Industry / Higher Technical Institutions (P)									
Course Code	WAAK I								
Code	Title	L	Τ	Р					
PVC21P01L	Massive Open Online Courses (MOOC)	0	0	0	2				
PVC21P02L	Industrial Project	0	0	28	14				
	Total Learning Credits				16				

4. Skill Enhancement Courses (S) (3 Courses)											
Course	Course		Hours/ Week								
Code	Title	L	Т	Р							
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										

6. Ability Enhancement Courses (AE) (3 Courses)											
Course	Course Course Week Title				С						
Code	ritie	L	T	Р							
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										
	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)	SC	SEC-1 (3)	AEC-1 (2) AED-1 (1)	0	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	T N					P-2 (14)	14				
Total Credits	32	10	3	10	9	16	80	90			
	Z LEARN · LEAP · LEAD										

8. Implementation Plan

Semester - I													
Course Code	Course Title	_	lou We	ek	С								
		L	T	Р									
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	PCD21AE1T Professional Skills and Problem Solving												
	Total Hours	11	3	16	30								
	Total Learning Credits				22								

	Semester - II				
Course	Course Title	Hou	ırs/ V	Veek	С
Code	Course ride	L	T	Р	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

					31		
	Semester – III						
Course Code	Course Title		lour Wee		С		
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	CD21AE3T Employability Skills						
	Total Hours	7	2	21	30		
	Total Learning Credits				22		

Semester - IV											
Course Code		С									
		L	T	Р							
PVC21P02L	Industrial Project	0	0	28	14						
	Total Learning Credits				14						

Total Learning Credits: 80

						Pro	gramı	ne Le	arnin	g Out	come	S				
Course Code	Course Name	Discipl <mark>inary Kno</mark> wledge	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	Н	Н	Н	Н	Н	L	М	L	М	М	Н	Н	М	Н	Н
PVC21102T	Culture and Entertainment Media	Н	Н	Н	Н	Н	Ĺ	М	L	М	М	Н	Н	М	Н	Н
PVC21103L	2D Animation	Н	Н	Н	Н	Н	L	М	L	М	М	Н	Н	М	Н	Н
PVC21104T	Theories of Visual Analysis	Н	Н	Н	Н	Н	L	М	L	М	М	Н	Н	М	Н	Н
PVC21105T	Indian and World Cinema	Н	Н	Н	Н	Н	L	М	L	М	М	Н	Н	М	Н	Н
PVC21106L	3D Animation	Н	Н	Н	Н	Н	L	М	L	М	М	Н	Н	М	Н	Н
PVC21107T	Media Research Methodology	Н	Н	Н	Н	Н	L	М	L	М	М	Н	Н	М	Н	Н
PVC21108T	Indian Constitution and Media Laws	Н	Н	Н	Н	Н	L	М	L	М	М	Н	Н	М	Н	Н
PVC21D01L	Camera Techniques	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21D02L	Lighting Techniques	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21D03L	Sound Design	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21D04L	Documentary Film Making	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21D05L	Ad Film Making	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21D06L	Reality Show	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21D07L	Event Photography	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21D08L	Product Photography	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21D09L	Fashion Photography	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21G01L	Game Design Basics	Н	Н	Н	Н	Н	L	М	L	М	Н	М	М	Н	Н	М
PVC21G02L	VFX Basics	Н	Н	Н	Н	Н	L	М	L	М	Н	М	М	Н	Н	М
PVC21G03T	Title Animation	Н	Н	Н	Н	Н	L	М	L	М	Н	М	М	Н	Н	М
PVC21S01T	Digital Photography	Н	Н	Н	Н	Н	L	М	L	М	М	Н	Н	М	Н	Н
PVC21S02T	Film Production Techniques	Н	Н	Н	Н	Н	L	М	L	М	Н	М	М	Н	Н	М
PVC21S03L	Short Film Making	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21P01L	Massive Open Online Courses (MOOC)	М	М	Н	Н	М	Н	М	Н	Н	Н	М	М	Н	М	М
PVC21P02L	Project Work	Н	Н	Н	Н	Н	L	М	L	М	М	М	Н	М	Н	Н
PVC21AE1L	Radio Jockey	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21AE2L	Editing Techniques	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PVC21AE3L	Film Appreciation	Н	Н	Н	Н	Н	М	Н	М	М	М	Н	Н	Н	М	М
PCD21AE1T	Professional Skills and Problem Solving	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н
PCD21AE2T	General Aptitude for Competitive Examination	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н
PCD21AE3T	Employability Skills	Н	Н	Н	H H	Н	H M	Н	Н	Н	Н	Н	М	Н	H	H

 $H-High\ Correlation,\ M-Medium\ Correlation,\ L-Low\ Correlation$

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Course Co	ie P	/C21101T	Course Name	Dynamics of	of Communication			di.	Catego	ry	С			Pro	fessio	nai Co	re Col	urse			4 1	0	5
Pre-	requisite (Courses	Nil	Co-requisite Courses	S Ni	-				ressiv urses		15.						Nil					
Course	Offering l	Department	Visua	/ Communication	Data Book / Coo	es/Sta	andards	5			74	1/2				Nil							
Course La	auniau Da	tionala (CLD).	The	numana of languing this saw	ren in to.						_	**	_	Duanu			Outon	/[οι ο\				
		ationale (CLR):		purpose of learning this coul	rse is to:		earnin	_	-	_					am Lea					40	40	44	45
CLR-1:			of elements of co <mark>m</mark>			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know	w the difference	of communicati <mark>on,</mark>	communication process and	tools		100	348.			Se			a)									
CLR-3:	To und	erstand the purp		Ê	(%	(%	e e	S	Link with Related Disciplines			Ability to Utilize Knowledge	2										
CI R-4	CLR-4: To impart the fundamentals of communication tools							Expected Attainment (%)	Fundamental Knowledge	Concepts	isci	Procedural Knowledge	.ie	wo		Analyze, Interpret Data		Problem Solving Skills	<u>s</u>				
	R-2: Lo learn the IL and ICL									고	<u>D</u>	et [Investigative Skills	gSl	Communication Skills								
CLR-5:	I o lear	n the II and IC I			20	evel of Thinking (Bloom)	offic	ttair	을 소		elate	Α̈́	<u>8</u>	llize	deli	erpi	S	- <u>N</u>	ation	Skills			
		T.				Ē	В	ΑÞ	ent	. <u>E</u>	J.R.	<u>a</u>	Spe	Ę	9	i,	ativ	Sc	ie ie	al S			
Course Learning Outcomes At the end of this course, learners will be able to:							ecte	ecte	dam	g	× i	ed	.Ľ	ty to	.U	yze	stig	Jen	חשו	ytic	-1	-5	ကို
	(CLO):		At the end	or triis course, learners will be	e able to.	-eve	Expected Proficiency (%)	ά	Ė	Application of	羊	Po	Skills in Specialization	Abili	Skills in Modeling	Ana	nve	Prof	Sol	Analytical	PSO	PSO	PS0-3
CLO-1:	Studen	ts would learn a	about the e <mark>lements o</mark>	of communication	3	2	75	60	Н	Н	Н	17	÷	-	-	-	-	-	-	-	٠.	-	-
CLO-2:	Studen tools	ts would know t	he differen <mark>ce of con</mark>	nmunication and visual comm	nunication process and	2	80	70	7.3	Н	1	Н	3 .	_			-	-	-	-	-	-	-
CLO-3:		ts would gain kr	nowledge about the	purpose of communication m	nodels and theories	2	70	65	Н				_				-		_	_	_		_
CLO-4:				ss communication tools	iodolo dira tricorico	2	70	70	Н		Н	Н	Н										_
	_			ss communication tools		1			П	-	П		П	-	7	-		Ī	-	-	-	-	-
CLO-5:	Studen	ts would learn to	o process ICT			2	80	70	-	Н	-	Н		-		-	-	-	-	-	-	-	-
		1												1									
Duration		0	15	11	15	17.	1.10		15		,			4	15					·	15	0	
S-1	SLO-1 SLO-2	Communication		Human Communica			bal Cor				<u> </u>				ation- (OT					/- Conce	ept
	SLO-2	Communication History of Con		Human communica	man communication		bal con aracteri:				unicatio				ation b		munico.				hnology	Dasics Technolo	
S-2	SLO-1	Earlier commu		Communication per	1 17 17 17 17		bal con				uriicalio				ation fe							develop	J)
	SLO-1		nmunication- 2	History of Human C			ectivene				nication				ss Con							in India	
S-3	SLO-2	Four Waves	Timariication 2	Speech & Symbols			bal con				ilcution				ation re		ation	17	arowt	h in Ind	lia	, III III ala	
		1		'							tion											unication	1
S-4	SLO-1	Need for Com	imunication	History of Human C			nctions (tion	FC	orms of	Mass	Commu	nicatio	on			ogy- Co			
	SLO-2	Communication		Pictograms & Ideog			bal con			-					ation s				CT basi				
S-5	S-5 SLO-1 Characteristics of Communication History of Human Communication						<i>r</i> antage				ation				ss Com				Vhy IC1				
	SLO-2	Communication		Writing, Logograph			bal con								ation e				leed for				
S-6	S-6 SLO-1 Functions of Communication Classification of Human Communication						advanta						1		Commu		n- 1		cope o				
	SLO-2 Communication role As Individual						bal con								nt Med		ICT possibilities						
S-7	SLO-1	Elements of C			ıman Communication- 2	_	n Verba								Commu		n- 2	Features of ICT					
	SLO-2	Communication		Participants in Soci			n verbal								v Media			ICT qualities Characteristics of ICT					
S-8	SLO-1	Process of Co	ıman Communication- 3	Imp	ortance	of Nor	verba	Comn	nunicat	ion C	ommun	ication	rneory	- 7		C	naracte	eristics	of ICT				

Duration	on (hour)	15	15	15	15	15
	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
3-9	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
3-10	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
3-11	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
3-12	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
3-13	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
J-14	SLO-2	Intrapersonal & Interpersonal Communication	Linguistic & Cultural	Verbal & non verbal variation	Agenda-Setting Theory	ICT effects
	SLO-1	Types of Communication- 2	Barriers of Human Communication- 3	Culture and Non Verbal Communication	Communication Theory- 8	Future Trends of ICT
S-15	SLO-2	Group & Mass Commun <mark>ication</mark>	Mechanical Barriers	Costumes of non verbal communication	Media Dependency & Cultivation Theory	ICT opportunities

Theory:

Learning Resources

- 1. Julia T. Wood (2016), Communication Mosaics: An Introduction to the Field of Communication, 8th Ed. USA: Wadsworth Publisher.
- 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, 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 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, 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; 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 Ass	sessment				and the same of th			77.				
				Continuo	us Learning Ass	essment (50% v	weightage)			Final Examination (5	(00/ woightaga)	
Level	Bloom's Level of Thinking	CLA -	- 1 (10%)	CLA – 2 (10%)		CLA – 3 (20%)		CLA -	- 4 (10%)#	Final Examination (o /o weiginage)	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Laural 4	Remember	30%		30%	2.5	200/		200/		200/		
Level 1	Understand	30%	5-4	30%	1 1 12 FM	30%	(d)	30%		30%	-	
Level 2	Apply	40%		40%	10.00	40%		40%	4	40%		
Level Z	Analyze	40%	- /	40%	C 4 16 17 17	40%	344.7	40%		40%	-	
Level 3	Evaluate	30%		30%	- A 1800	30%	- 10	30%		30%		
Level 3	Create	30%		30%	100	30%	7.0	30%		30%	-	
	Total	1	00 %	10	0 %	10	00 %	7 - 1	00 %	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	The 12th of 12	
Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	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 E	ntertainment Media	Course Category	C	Professional Core Course	4	T 1	P 0	C 5
Pre-req	uisite Courses	Nil	Co-requisite Courses	Nil	Progressiv Courses		Nil				
Course Off	ering Department	Visual	/ Communication	Data Book / Codes/Standards		7	Nil				

Course Lea	arning Rationale (CLR):	The purpose of learning this course is to:		Learnir	ıg				
CLR-1:	To provide an overview of	of culture	1	2	3	1	2	3	4
CLR-2:	To know the various med	dia dia	100		(%)	e	ts		40
CLR-3:	To understand the purpo	se of Media		5		9	9		dge
CLR-4:	To impart the fundament	als of new m <mark>edia</mark>	D	roficiency	ment	Knowledge	Concepts	g	<u>«</u>
CLR-5:	To learn about Music		linking	မြိ	Attain		ф Б	ate	Çuo
	•	(C) (C)	į	<u>а</u>		anta		Relati	<u>100</u>
Course Lea Outcomes (At the end of this course, learners will be able to:	Level of (Bloom)	Expected (%)	Expected	Fundamental	Application	Link with F Disciplines	Procedur
CLO-1:	Students would learn about	out cultu <mark>re</mark>	2	75	60	H	H	Н	

CLO-2:

CLO-3: CLO-4:

CLO-5:

Students would know about various media

Students would learn about music

Students would learn fundamentals of new media

Students would gain knowledge about the purpose of media

1				_	Due			04	/[<u>π ον</u>					
					Pro	gram Le	arning	Outcor	nes (F	LO)					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigati ve Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
М	Н	Η	Н	-	-	-	-	-	-	-	-	-	-	-	-
h	7	Н	1	Н	-	-	-		-	-	-	-	-	-	•
1	H				-	-	-		-	-	-	-	-	-	-
4	Н		Н	Н	Н	L-	-		-	-	-	-	-	-	-
		Н	1.0	Н	-		-		-	-	-	-	-	-	-

Duratio	on (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
3-1	SLO-2	Culture basics	Music basics	Print media basics	Electronic media basics	New Media basics
S-2		Culture- 1	Music- 1	Indian Print Media Development- 1	Radio- Concept	Characteristics of New Media
3-2	SLO-2	Civilization, Heritage, Ethnic & Ethnicity	Elements & Types of Musical Instruments	Printing Press & Bengal Gazette,	Radio basics	New media uniqueness
S-3		Culture- 2	Indian Music- Concept	Indian Print Media Development- 2	Radio in India- AIR	Types of New Media- 1
3-3	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
3-4	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
3-3	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
3-0	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
3-1	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
3-0	SLO-2	Characteristics & Aspects	Origin & Development	Audit Bureau of Circulation, News Agencies & PCI	Community basics	E-Governance process
S-9		Religion- Concept	Theatre- 2	Newspaper during Emergency	Television in India- Doordarshan	E-Governance- 2
3-9	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
3-10	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

70

Duratio	on (hour)	15	15	15	15	15
	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
3-12	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
3-13	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
3-14	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
3-13	SLO-2	Characteristics, Locations & Problems	Theatre & drama variation	E-publication basics	Impact of cinema on television	Impact & effects

Theory:

Learning Resources

- 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. Pooia 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 in India; Problems of Tribes

UNIT II: Music- Definition & Concept, Elements of Music, Types of Music, Types of Music, Indian Music- Definition & Concept, Origin of Indian Music- Indian Music- Indian Music- Indian Music- Indian Music, Folk music, Modern Music, Indian Film Music- Definition & Concept, Indian Film Music- Growth & Development, Theatre- Definition & Concept, Indian Theatre- Definition & Concept, Drama- 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, AlR 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, Satellite Television- Definition & Concept, Satellite 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; 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 & Pod casts; Impact of Social Media.

Learning Assess	sment										
				Continuo	us Learning Ass	sessment (50% v	veightage)			Final Evamination /	500/ waightaga)
Level	Bloom's Level of Thinking	CLA – 1 (10%) CLA – 2 (10%) CLA – 3 (20%) CLA – 4 (10%)#				– 4 (10%)#	Final Examination (50% weightage)				
		Theory Practice Theory Practice Theory Practice					Theory	Practice			
Level 1	Remember	30%	-	- 30% - 30% - 30% - 30%				30%	-		

	Understand										
Level 2	Apply	40%		40%		40%		40%		40%	
Level 2	Analyze	40 /0	-	40 /0	-	40 /0	-	40 /0		40 /0	-
Level 3	Evaluate	30%		30%	CIT	30%	3000	30%		30%	
Level 3	Create	30 /6		30%		30 /6		30 /6		30 /6	-
	Total	1	00 %	10	0 %	10	0 %		100 %	100 %	0

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. Curach C. Dragram Hand	1 Dr. C Deleguistromania Deia Drof 8 Haad	1. Dr. Prabakaran V, Assistant Professor, Viscom,
1. Mr. Suresh S, Program Head,	1. Dr. G Balasubramania Raja, Prof & Head,	CSH, SRM IST, KTR
Hello FM, Chennai.	Manonmaniam Sundranar University	2. Dr. Rajesh R, Head, Viscom,
Email: suresh@hellofm.in	Email: gbs_raja@yahoo.com	CSH, SRM IST, KTR



					SEN	MESTE	RI															
Course Code	PVC2110	3L Course Name	2D Ar	nimation				Course		С	7.0		Profes	siona	Core	Cours	Δ		L	T	Р	С
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-	uisite Course		C <mark>o-requisite Cou</mark> rses	N				Progre Cour		A.						Ni	il					
Course Off	ering Departr	nent Visua	/ Communication	Data Book / Co	des/St	andard	ds				£.				Nil							
								1				_										
Course Learni			<mark>purpose of l</mark> earning this course	is to:		Learn		 									es (PLC		40	40		T 4=
CLR-1:		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					>	40				ge	5	-7		ata		<u>s</u>	<u>s</u>				
		nd the elements of anim <mark>ation</mark>			12.00	Suc	neu			_	Knowledge	zati			t D	<u>s</u>	SKi	Skil				
		rledge on tools		i)	ĘĊ.	j.E			ate (ě	<u>ai:</u>	e i	i.j.	pre	Skil	ing	on (<u>8</u>				
CLK-3:	To learn the	Evaperation Concept Stills in Modeling Skills Problem Solving Skills Problem Solving Skills Problem Solving Skills Ski							cati	Skills												
					Ę	ed .	8	adg seg	ation	ines	dura	S	to L	Σ Σ	e, l	gati	E	iun	cal	-	-5	
Course Le		At the end	of this course, learners will be a	ble to:	evel of) ect) ec	Fundamental Knowledge	olic	k w	Procedural	<u></u>	Ability to Utili Knowledge	S	alyz	esti	plq	шш	Analytical	- 0	0	PSO-3
Outcomes	, ,		7 4		Je E			ŢŽ	Sol	Lin	Pro	SK	Ā Š	SKi	An	<u>N</u>	Prc	Ö	An	PSO	PSO	PS
		uld learn the anim <mark>ation skill</mark> s		100 100	2	75	60	Н	Н	Н	f		- 1	-	-		-	-	-	-	-	-
		w the visualizatio <mark>n</mark>	100	T. Charles	2	80			H		H	<i>-</i>	- [-		-	-	-	-	-	-
			d understand th <mark>e elements</mark> of animation 2 70 65 H							-	-	-	-									
			ld gain knowledg <mark>e on tool</mark> s 2 70 70 H - H H H							-	-	-	-	-								
CLO-5:	Students wo	uld gain knowledg <mark>e on anim</mark>	ation		2	80	70		Н	1	Н	-	- 1	-	-	-	-	-	-	-	-	-
	<i>a</i> \ 1		4	T 4.20	_																	
Duration		Francisco de Flank						12						_	_	-						
S-1 to S-5	SLO-1 SLO-2	Exploring the Flash Flash Software basics		All the second		-4	10.0					_	-		_							
	SLO-2 SLO-1		olo .				9,4					_	-	_	_							
S-5 to S-10	SLO-1	Exploring the Drawing To	OIS									+	-		_							
-	SLO-2 SLO-1	Drawing Tools Exploring the Painting To	a la								_		4									
S-11 to S-15	SLO-1	Painting Tools	ois				-					1			-							
 	SLO-2 SLO-1	Manipulating Objects			_		-7					$-\epsilon$				_						
S-16 to S-20	SLO-1	Manipulating Tools		- 17	4.4							1-	-	-								
+	SLO-2	Creating an Animation		TRAK	-14			177		_		1	-									
S-21 to S-25	SLO-1	Animation Tools		HILL PLA		-	-4.1			- 4	++		-									
 	SLO-2	Basics of ActionScript- I																				
S-26 to S-30	SLO-1	ActionScript- I																				
	SLO-1	Basics of ActionScript- II																				
S-31 to S-35	SLO-2	ActionScript- II																				
0.004 0.45	SLO-1	Understanding Objects																				
S-36 to S-40	SLO-2	Image Tool																				
0.444.0.45	SLO-1	Creating a Table																				
S-41 to S-45	SLO-2	Table Tool																				
0.454-0.50	SLO-1	Understanding Links- I																				
S-45 to S-50	SLO-2	Link Tool- I																				
S-51 to S-55	SLO-1	Understanding Links- II																				

Duration	n (hour)	12
	SLO-2	Link Tool- II
S-56 to S-60	SLO-1	Understanding Text Formatting Options
3-30 10 3-00	SLO-2	Text Formatting Tool

RECORD WORK

- 1. Create 'Product Ad' for 10 seconds (minimum 2 exercises)
- Create 'Logo Design' for 10 seconds (minimum 2 exercises)
 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).

Create Web Pages (Home page) with link buttons for a commercial Product with 5 links (minimum 3 exercises).

 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)

	Practical:
Learning	1. Adobe Creative Team (2012). Adobe Flash Professional CS6 Classroom in a Book, First Edition, Adobe Systems Incorporation, USA
Resources	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 Ass	sessment			10 mg/m	1.0311	and Na. St.	10 1 15		10				
	Bloom's Level of		-	Final Evamination	Final Framination (500/ weighters)								
1 0/01		CLA -	1 (10%)	CLA –	2 (10%)	CLA -	3 (20%)	CLA -	- 4 (10%)#	Final Examination (50% weightage)			
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		30%	E 33 % /	30%	to the first	30%		30%		30%		
Level I	Understand		30%	LA 31 170	30%	46.7	30%	10000	30%		30%		
Level 2	Apply		40%	17.	40%		40%	The sales	40%		40%		
Level 2	Analyze		40%	100 Sec. 100	40%	NI .	40%	-	40%		40%		
Level 3	Evaluate		30%		30%	1177757	30%		30%	7	30%		
Level 3	Create	-	30%	-	30%	1777.0	30%	-	30%		30%		
	Total	10	0 %	100) %	10	0 %	1	00 %	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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Mr. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	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

Pre-requisi	PVC21D01L	Course Name	Camera																		
•	site Courses			Techniques		ETAT.	Catego		D			Disci	pline l	Electiv	e Cou	rses			L T 0 0	P 8	C 4
•	ita Courses			0.6																	
	nic oourses	Nil	Co-requisite Courses	Ni	1			ressiv urses								Nil					
Course Offerin	ing Department	Visual	Communication	Data Book / Coo	des/Sta	andards			M	7				Nil							
Course Learning	Rationale (CLR)· The	ourpose of learning this course	is to:		Learning	1			-	P	rogra	m l ea	rnina	Outco	mes (P	ol O)				
		rledge of camera tech <mark>r</mark>		, 13 to.	1	2 3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		ance of camera feature			<i>-</i>			 -	+ -			Ò									
		se of lens and ca <mark>mera</mark>		out or				gpe	tio			Dat		.≅	dils				1		
		ance of camera h <mark>andli</mark> r			б	oje Jime	100	т.,	8	N N	liza		ng	ret	Kills	g S	St				1
CLR-5: To I	learn camera and	d lighting		P. M. S. C.	i <u>ş</u>	rofi	ਰ	o	elat	Ϋ́	ecia	1	deli	terp	e S	lvin	atior	紧			1
		al S S attivities S S Late of the late of								al S			1								
Course Learning	Outcomes (CLC	At the e	nd of this course, learners will	be able to:	evel of Thinking Bloom)	Expected Proficiency (%) Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Knowledge	Skills in Modeling	Analyze, Interpret Data	nvestigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PS0 -2	PSO-3
		knowledge <mark>of camer</mark> a		SEC. 135.	2	75 60	H	H	H		-	-	-	-	-	-	-	-	-	-	-
		w the signifi <mark>cance of c</mark> a		Transfer of	2	80 70	1	Н	1/35	Н	-	-	-	-	-	-	-	-	-	-	-
		arn the use of <mark>lens and</mark> camera movements 2 70 65 H																			
		now the import <mark>ance of c</mark> amera handling during production 2 70 70 H - H H H																			
CLO-5: Stu	udents would leari	n camera an <mark>d lighting</mark> _l	ourpose for field practice	-3-2	2	80 70		Н	100	Н	-	- 1	-	-	-	-	-	-	-	-	-
Duration (ho	our)		111		_		24	25-					-	-							
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		oting People Pattern- 1				7.77					_	-	_								
	SLO-2 Singl	le, Group & Public				-///					7		$\overline{}$								
		oting Interviews- Conce	ept			TACK N				3.0	1	7									
S-11 to S-15	SLO-2 Shoo	oting interviews basics					-														
		nging for Interviews									- 4										
		view preparation		- DAD	N	T TO						7									
		oting locations		LEAR	LY	: L.E.	4 D			AT)	100										
		or & Outdoor		7.2			1.1														
		oting Interview Patterns									-										
		ng Head & Conversati																			
		oting Interview Patterns																			
		ing & Phone Interview	S																		
		c Framing Spaces d Room, Breathing Spa	200 & Walking Space																		
		ning Techniques- 1	ace a walking space																		
		re, Light & Shadow																			
	SLO-1 Fram	ning Techniques- 2																			
		itecture, Props & Envir	onmental Objects																		
		position Techniques- 1																			

Duration	(hour)	24
	SLO-2	Simplicity, Symmetrical Balance & Rule of Thirds
0.504.000	SLO-1	Composition Techniques- 2
S-56 to S-60	SLO-2	Leading Lines, Golden Ratio & Negative Space
C 64 to C 65	SLO-1	Standard Shot Size- 1
S-61 to S-65	SLO-2	Full, Medium & Close-up shot
C 66 to C 70	SLO-1	Standard Shot Size- 2
S-66 to S-70	SLO-2	Establishing & Extreme close shot
S-71 to S-75	SLO-1	Types of Short Framing-1
3-71 10 3-73	SLO-2	Single & Two shot
S-76 to S-80	SLO-1	Types of Short Framing-3
3-70 10 3-00	SLO-2	Over the Shoulder (OTS) & Point of View (POV)
S-81 to S-85	SLO-1	Types of Camera Angles- 1
3-01 10 3-03	SLO-2	Eye Level & Low An <mark>gle Shot</mark>
S-86 to S-90	SLO-1	Types of Camera A <mark>ngles- 2</mark>
3-00 10 3-90	SLO-2	High Angle & Bird's-Eye-View or Aerial Shot
S-91 to S-95	SLO-1	Camera Movements- 1
0-31 10 0-33	SLO-2	Static Shot
S-96 to S-100	SLO-1	Camera Moveme <mark>nts- 2</mark>
	SLO-2	Pan Shot & Tilt Shot
S-101 to S-	SLO-1	Camera Movements- 3
105	SLO-2	Crane shot & Tracking shot
S-106 to S-	SLO-1	Camera Movements- 4
110	SLO-2	Dolly Shot
S-111 to S-	SLO-1	Camera Mechanis <mark>ms- 1</mark>
115	SLO-2	Tripod Shot & Handheld Shot
S-116 to S-	SLO-1	Camera Mechanis <mark>ms- 2</mark>
120	SLO-2	Steadicam Shot & D <mark>rone Shot</mark>

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)

	Practica
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Learning Resources

- Blain Brown (2018). Cinematography- Theory and Practice: Image making for cinematographers and Directors, Focal press, USA.
 Joseph V. Mascelli (2005). The five C's of Cinematography, Silman James Press, USA.
 Robert Bresson (2016). Notes on the Cinematography, NYRB Classics, USA.

Learning Asse	Learning Assessment																							
	Bloom's Level of			Continuous		Final Examination (50% weightage)																		
Level	Thinking CL/		CLA – 1 (10%)		CLA – 2 (10%)				CLA – 3 (20%)		- 4 (10 %)#													
	minking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice													
Level 1	Remember		30%		20%		20%		300/		30%													
Level I	Understand	-	-	-	- 1	-	-	-	-	-	-	-	-	-	-	30%	-	30%		30%	-	30%	-	30%
Level 2	Apply		40%		40%		40%		40%		40%													
LEVEI Z	Analyze	_	40%	-	40%	-	40%	-	40%	_	40 /0													

Level 3	Evaluate Create	-	30%	·	30%	-	30%		30%	-	30%
	Total	100 %		100) %	100		1	00 %	10	0 %

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,	1. Dr. G Balasubramania Raja, Prof & Head,	1. Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR								
Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH. SRM_IST, KTR								



Course Code	PVC21D02L	Course Name	Lighting	Techniques .	-1			Course Categor		D		٠.,	Discip	oline E	lectiv	e Cou	rses			0 () 8	4
Pre-req	uisite Courses	Nil	Co-requisite Courses	16 S	Nil				ressive urses	9	1						Nil					
Course Of	fering Department	Visual	Communication	Data Book / C	odes/S	tandard	s			M					Nil							
Course Learn	ning Rationale (CLR)	: The	ourpose of learning this course	is to:	1	Learni	ng				**		Progra	m Lear	ning	Outco	mes (l	PLO)				
CLR-1:	To learn the animation	n skills			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the visualize	ation			100		10.00				ge	<u>_</u>			ata		S	Ø				

CLR-5:	To learn the process of animation	Ė	W.	Pro	4tta
	1975 N	Ė		 	ed
Course Lea	At the end of this course, learners will be able to:	Levelo	(Bloom	Expect (%)	Expect (%)
CLO-1:	Students would learn the animation skills		2	75	60
CLO-2:	Students know the visualization		2	80	70
CLO-3:	Students would understand the elements of animation		2	70	65
CLO-4:	Students would gain knowledge on tools		2	70	70
CLO-5:	Students would gain knowledge on animation		2	80	70

To understand the elements of animation

To gain knowledge on tools

CLR-3: CLR-4:

	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	iı
of animation	bu	Proficiency	Attainment	ŧ,	۲.	peq	Knowledge	Specialization	0	deling	oret Data	Skills	ng Skills	n Skills	S				1
ntion	f Thinking)	ed Prof	ed Atta	nental dge	cation of epts	th Related nes	cedural Kn	Specia	to Utilize edge	M	e, Interpret	Q.	n Solving	mmunication	cal Skills		2		Ī
At the end of this course, learners will be able to:	Level of (Bloom)	Expect (%)	Expected (%)	Fundam Knowle	Applica Concep	Link with F Disciplines	Proced	Skills in	Ability t Knowle	Skills in	Analyze,	Investigativ	Problem	Comm	Analytical)- OSd	7- OSd	PSO-3	Ī
nat <mark>ion skills</mark>	2	75	60	Н	Н	H	15	- 4	-	-	-	-	-	-	-	-	-	-	i
on	2	80	70	1	Н	100	Н	11.54	-	-	-	-	-	-	-	-	-	-	ì
ne <mark>elements</mark> of animation	2	70	65	H		100			-	-		-	-	-	-	-	-	-	i
lge <mark> on tools</mark>	2	70	70	Н	-	• H	Н	Н	-	-	-	-	-	-	-	-	-	-	ì
ge <mark>on anima</mark> tion	2	80	70	113	Н		Н	-	-	-	-	-	-	-	-	-	-	-	i

Duration	(hour)			Carlot March 1 and 1	24		
S-1 to S-5	SLO-1	Lighting- Concept		Market Street			
3-1 10 3-3	SLO-2	Lighting basics			17/105	/ 4 /	
S-5 to S-10	SLO-1	Indoor Lighting- Concept	PCA V		11,17		
3-3 10 3-10	SLO-2	Indoor lighting basics			1/11/4		
S-11 to S-15	SLO-1	Outdoor Lighting- Concept			446	1 21 1	
0-11 10 0-13	SLO-2	Outdoor Lighting basics	0		ALVER		
S-16 to S-20	SLO-1	Soft & Hard Lighting- Concept					
0-10 to 0-20	SLO-2	Soft & Hard Lighting basics		L TI 3.1			
S-21 to S-25	SLO-1	Three-Point-Lighting- Concept	<u> </u>	TEARN	· LEAD 7	DID	
0-21 10 0-20	SLO-2	Three-Point-Lighting basics		A PILL TO I	LILLY .	HAII A	
S-26 to S-30	SLO-1	Three-Point-Lighting Setup- 1			-	TELL SEP	
0 20 10 0 00	SLO-2	Working with Key light					
S-31 to S-35	SLO-1	Three-Point-Lighting Setup- 2					
0 01 10 0 00	SLO-2	Working with Fill light					
S-36 to S-40	SLO-1	Three-Point-Lighting Setup- 3					
0 00 10 0 40	SLO-2	Working with Back light					
S-41 to S-45	SLO-1	Three-Point-Lighting Setup- 4					
0 41 10 0 40	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	
	SLO-1	Lighting Techniques- 3	
S-56 to S-60	SLO-2	Lighting People	
0.044.0.05	SLO-1	Lighting Techniques- 4	
S-61 to S-65	SLO-2	Lighting Areas	
C 66 to C 70	SLO-1	Basic Lighting Approach- 1	
S-66 to S-70	SLO-2	Subject & Camera	
S-71 to S-75	SLO-1	Basic Lighting Approach- 2	
3-71 10 3-73	SLO-2	Surroundings & Atmosphere	
S-76 to S-80	SLO-1	Working with Lighting Equipments- 1	
0-70 to 0-00	SLO-2	Regular Tungsten	
S-81 to S-85	SLO-1	Working with Lighting Equipments- 2	
0-01 to 0-03	SLO-2	Halogen Lights	
S-86 to S-90	SLO-1	Working with Lighting Equipments- 3	
0-00 10 0-30	SLO-2	Gas Discharge Lights	
S-91 to S-95	SLO-1	Working with Light <mark>ing Equip</mark> ments- 4	
0 01 10 0 00	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-	SLO-1	Working with Lighting Accessories- 2	
105	SLO-2	Diffuser & Flag	
S-106 to S-	SLO-1	Working with Lighting Accessories- 3	
110	SLO-2	Umbrella & Reflector	
S-111 to S-	SLO-1	Understanding Lighting Equipments- 1	
115	SLO-2	Lighting Check list	
S-116 to S-	SLO-1	Understanding Lighting Equipments- 2	
120	SLO-2	Safety Hazards	

RECORD WORK

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:

- David Landau (2020). Lighting for Cinematography- A Practical Guide to the Art and craft of Lighting for the movie image, Bloomsbury Publication, USA.
 Blain Brown (2018). Cinematography- Theory and Practice: Image making for cinematographers and Directors, Focal press, USA.
 Todd Mccarthy and John Bailey (2018). Painting with light, University of California Press, USA.

Learning Asse	Learning Assessment													
	Bloom's Level of			Continuous	s Learning Asse	essment (50% we	Final Evamination (FOV/ waighters)							
Level		CLA –	CLA – 1 (10%)		1 (10%) CLA – 2 (10%		2 (10%) CLA – 3 (20%)		3 (20%)	CLA-	- 4 (10%)#	Final Examination (50% weightage)		
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember		30%		30%		30%		30%		30%			
Level I	Understand	-	30 /6	-	30 /0		30%	-	30%	-	30 %			
Level 2	Apply		40%		40%		40%		40%		40%			
Level 2	Analyze	-	40 /0	-	40 /0	_	40 /0	Ī -	40 /0	=	40 /6			
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	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	Soun	d Design	Course Category	D	Discipline Elective Courses	s <u>L</u>	. 1	8 8	4	
Pre-req	uisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	е	Nil					
Course Off	ering Department	Visu	ual Communication	Data Book / Codes/Standards		A. I	Nil					1

Course one	ing Department	Visual Communication Data Book / C	,0ues/31	lanuaru	3		_		_				IVII							
	ng Rationale (CLR):	The purpose of learning this course is to:		Learni	ng 3	1	2	3	1	5	Progr	ram Le	arning	Outco	omes (I	PLO)	12	13	14	15
		icance and practicing audio recording works		> -	±	÷	_	Ť				<u> </u>	Ť			<u>s</u>		-10		-10
	To comprehend and prac		5	Proficienc	mer			g				D	ē	S		SKi			ĺ	
CLR-4: T	To afford the knowledge	of dubbing & live recording process through equipment	돌	olic	Attain	-	5	late		8	ize.	i i	arp.	Skill	ving	tion	Skills		1	
CLR-5: T	To be proficient in pro to	ols and au <mark>dio format</mark> s		<u> </u>	A At	e ants	on 6	Re Se	је <u>а</u>	atic	e C	9	<u>li</u>	ative	Sol	ication		<u>'</u>	1	
		0200		ctec	ctec	damental	icati	with	ned v	ializ	y to	.⊑ 	yze,	vestiga	oblem	mur	alytical	-	-5	က္
Course Learnin	ng Outcomes (CLO):	At the end of this course, learners will be able to:	eve		(%)	in S	Appl	Jisc	Sro S	Skills	Ap S	Skills	Analy Data	nve	Skilk	Som	Anal	Sc	080	SC
CLO-1 : S	Students would learn the	e key co <mark>ncepts of</mark> sound design	2	75	60	H	Н	Н	15	-	-	-	1 -	-	-	-	-	-	-	-
CLO-2 : S	Students would know au	dio reco <mark>rding wor</mark> ks	2	80	70	T.F	Н		Н	1	-	-	N -	-	-	-	-	-	-	-
CLO-3 : S	Students would gain kno	wledge about Acoustics	2	70	65	Н	16-2	130		-	-	-	7 -	-	-	-	-	-	-	-
CLO-4 : S	Students would learn the	e dubbin <mark>g & live r</mark> ecording process through equipment	2	70	70	Н	1.0	Н	Н	Н	-	-	-	-	-	-	-	-	-	-
CLO-5 : S	Students would be ready	for the position of sound engineering	2	80	70	-1	Н	-	H	-	-	-	-	-	-	-	-	- '	-	-

Duration	n (hour)			24		
S-1 to S-5	SLO-1	Recording Theatre- Concept	100	A STATE OF		
3-110 3-3	SLO-2	Recording theatre basics	A STATE OF THE STA	1100		
S-5 to S-10	SLO-1	Understanding audio recording theory		1017		
3-3 10 3-10	SLO-2	Frequency, Wavelength & Amplitude		1/10//		
S-11 to S-15	SLO-1	Understanding acoustics- 1				
3-11 10 3-13	SLO-2	Acoustics Materials & Echo		1,210.2		
S-16 to S-20	SLO-1	Understanding acoustics- 2		2 2 74 74		
3-10 10 3-20	SLO-2	Reverberation & Controlling the noise	<			
S-21 to S-25	SLO-1	Audio Equipment used in Recording-1	7 LT DADA	. I Day	7 /8-01	
0-21 10 0-20	SLO-2	Cables, Connections & Mixing console	/ II FIGHTY	LEAP. IT	ATT	
S-26 to S-30	SLO-1	Microphones- 1			AU	
0-20 10 0-30	SLO-2	Polar Pattern				
S-31 to S-35	SLO-1	Microphones- 2				
0-01 10 0-00	SLO-2	Frequency Response & Dynamic Range				
S-36 to S-40	SLO-1	Dubbing- 1				
0 00 10 0 10	SLO-2	Lip Sync & Sibilance				
S-41 to S-45	SLO-1	Dubbing- 2				
0 11 10 0 10	SLO-2	Over Dub & Blow				
S-45 to S-50	SLO-1	Dubbing- 3		LALLAND		
0 40 10 0-00	SLO-2	Clipping & Pilot Track				
S-51 to S-55	SLO-1	Dubbing- 4				
0 01 10 0-00	SLO-2	Proximity effect & Peak				

Duration	(hour)	24
	SLO-1	Dubbing- 5
S-56 to S-60	SLO-2	White noise & Pink Noise
S-61 to S-65	SLO-1	Dubbing- 6
3-01 (0 3-03	SLO-2	I K Tone
S-66 to S-70	SLO-1	Live Recording- 1
3-00 10 3-70	SLO-2	Working with Mic in live recording
S-71 to S-75	SLO-1	Live Recording- 2
3-71 10 3-73	SLO-2	Controlling noise while recording
S-76 to S-80	SLO-1	Equalizer
3-70 10 3-00	SLO-2	Working with Equalizer
S-81 to S-85	SLO-1	Audio Effects- 1
0-01 10 0-00	SLO-2	Working with Audio Effects- 1
S-86 to S-90	SLO-1	Audio Effects- 2
0-00 10 0-30	SLO-2	Working with Audio Effects- 2
S-91 to S-95	SLO-1	Protools Software- 1
0 01 10 0 00	SLO-2	Handing Software's
S-96 to S-100	SLO-1	Protools Software- 2
	SLO-2	Shortcut Keys
S-101 to S-	SLO-1	Protools Software- 3
105	SLO-2	Practicing with Software
S-106 to S-	SLO-1	Audio Formats- 1
110	SLO-2	Photography Disc
S-111 to S-	SLO-1	Audio Formats- 2
115	SLO-2	Magnetic Tape
S-116 to S-	SLO-1	Audio Formats- 3
120	SLO-2	Software Recordin <mark>g (Multi Tr</mark> acks)

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:

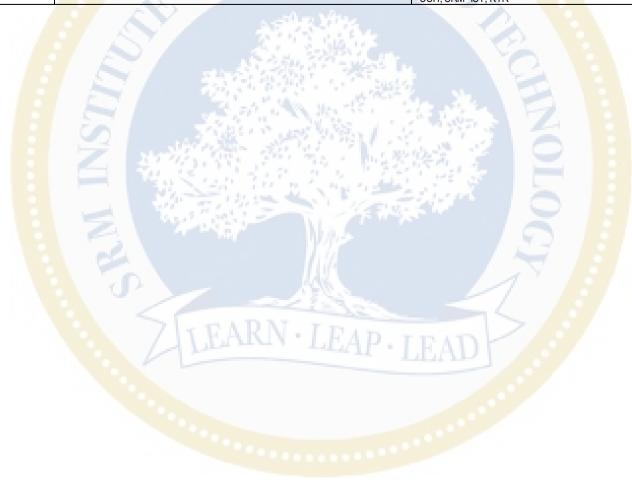
- Mike Senior (2011). Mixing Secrets for the Small Studio, First Edition, Focal Press, UK
 Tomlinson Holman (2010). Sound for Film and Television, First Edition, Focal Press, UK
 Ric Viers (2008). The Sound Effects Bible, First Edition, Michael Wiese Productions, USA.

Learning Ass	essment										
	Bloom's Level of			Continuous	s Learning Asse	essment (50% w	eightage)			Final Evaminatio	n (50% weightage)
Level	Thinking	CLA –	1 (10%)	CLA -	2 (10%)	CLA –	3 (20%)	CLA-	- 4 (10%)#	Filiai Examinatio	ii (50 % weightage)
	Illiikiiig	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember		30%		30%		30%		30%		30%
Level I	Understand	-	30 /0		30 /6		30 /0	_	30 /6	=	30 /6
Level 2	Apply		40%	_	40%		40%		40%		40%
Level 2	Analyze	-		-		-		_		<u>-</u>	
Level 3		Evaluate	-	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,	1. Dr. G Balasubramania Raja, Prof & Head,	1. Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR
Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR



Course Co	ode P\	VC21S01T	Course Name	Digital P	hotography	-	F	M	Course Catego		S		٠,	Skill	Enhai	nceme	nt Co	urse			L T 2 1	P 0	C 3
Pre	-requisite	Courses	Nil	Co-requisite Courses	100	lil	-			ressiv urses		120						Nil					
Cours	e Offering	Department	Visua	/ Communication	Data Book / Co	odes/S	tandard	ds		Nil													
Course	aarnina Da	ationale (CLR):	The	purpose of learning this course	o in to:	_	Loorni	in a			_	-	_	Drogr	om Loo	rnina	Outon	mes (F	υ Ο\				
CLR-1:		rn the basics of		purpose of learning this course	e is to:	1	Learni 2	ing 3	1	2	3	4	5	6	am Lea	rning 8	9	10	11	12	13	14	15
CLR-2:	To kno	ow the framing i	Pechniques		_	-			<u> </u>		-		_	-					•••	12	10		10
CLR-3:			aracteristics of light			α,	5	Ħ				gp	ţi			Date		ZIIS	SIIIS				
CLR-4:		in knowledge or				g	ien	me	Ma-Alt . 3		g	<u>w</u>	Za	1/	<u>D</u>	et	SIIIS	S	Sk				
CLR-5:					A 10 10 10 10 10 10 10 10 10 10 10 10 10	Thinking d Proficie		- 5		late	ŝ	ecial	ize	eli	g	Š	vin	tion	kills				
OLIV O.	101410	ow the deceded	100		200.37	Ē	Ę.	I At	ge ante	uc «	မွ ဇွ	a	Spe	Util ge	JON I	벌	tive	Sol	ica	S			
Course L	urse Learning Outcomes (CLO): At the end of this course, learners will be able to: LO-1: Students would learn the basics of photography					Level of	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	nvestigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	30 -1	PSO -2	PSO-3
CI O-1:	LO-1: Students would learn the basics of photography LO-2: Students would know the framing techniques LO-3: Students would understand the characteristics of light			100	2	75	60	H	H	Н	1	-	- 4 X	-	٩_	-	-	-	٩.	-	-	-	
CLO-2:					TOTAL DESIGNATION OF THE PARTY	2			<u> '</u> -	Н	1	Н		_	-	1	-	_	-	-	-	_	_
CLO-3:					77. YY.	2			Н	75	100			_		-	-	-	-	-	-	_	-
CLO-4:			knowledge on came			2			Н		Н	Н	Н	_		-	-	-	-	-	-	-	-
CLO-5:			the accessories		7.20	2			100	Н	25-7	Н	-	_	-	-	-	-	-	-	-	-	-
	l .			177	10 1 500		-		7														
Duratio	n (hour)		9	9	at men i			9	-					9							9		
S-1	SLO-1	Photography-	- Concept,	Lens- Concept	Di	igital St	torage-	Concept		Lig	ght- Co	ncept						Frami	ng- Co	ncept			
3-1	SLO-2		pe of photog <mark>raphy</mark>	Characteristics of lens			orage b				ght basi				1 -1				ng bas				
S-2	SLO-1	Functions of		Types of Lens			torage F			El	ectroma	agnetic	Specti	rum- Co	oncept			Chara	acteristi	ics of F	raming		
3-2	SLO-2	Photography		Wide Angle, Normal & 7			torage n				ectroma		spectr	um bas	ics					quenes			
S-3	SLO-1		- Origin & Devel <mark>opm</mark>					Storage-	1		ght soui			7						- Conc			
3-3	SLO-2	History of pho		Zoom, Fish Eye & Macr			Flash (0				candes			escent						basics			
S-4	SLO-1		inition & Concept	Focus- Concept				Storage-			ghting 1										omposi	tions	
0-4	SLO-2	Camera basi		Focus basics				ard (SD)			atural &									unique			
S-5	SLO-1		& Camera- Concept etween Human eye	& Focal Length- Concept				Storage-	3		ghting E oftbox, I				ra LED	, Colo	LED	1		mpositio		·	
	SLO-2	camera	ŕ	Focal length basics	M	iniSD (Jara				anel							Rule (ot i niro	i & Frai	me withi	in Frame	9
	SLO-1	Visual Perce	otion- Concept	Types of Focal Length	Ty	pes of	Digital 3	Storage-	4		ghting E							Types	of Pho	otograp	hy Field	I- 1	
S-6	SLO-2	Visual percep	tion basics	Short, Long & Variable	Focal Length M	icroSD		-			aylight L ghts	.ED, Ap	uture	Light D	ome, F	luores	cent	Photo	Journa	alism			
6.7	SLO-1	Types of Can	nera	Depth of Field- Concept	Di	gital Pi	rinting P	rocess			hoto Lig	hting A	cesso	ories				Types	of Pho	otograp	hy Field	I- 2	
S-7	SLO-2	Box, TLR, SL		Depth of field basics	Di		inting m				ght Mod				Moun	ting		Adver	tising &	& Indus	trial Pho	otograph	ny
C 0	SLO-1	Parts of Cam		Components of Depth o			liting- C				ash Ligi									& Industrial Photography otography Field- 3			-
S-8	SLO-2		utter, Lens & Storag				liting ba						Natural & Wild life Photography										
	SLO-1	Camera Acce		Filter- Concept				ion- Con					Types of Photography Field- 4										
S-9	SLO-2	Tripod & Star		Characteristics & Types				ion basic			ifference				ntinuou	ıs light	ing				Photog		

	Theory:
	1. James Curran (2013). The Photography Handbook, First Edition, Routledge, USA
Learning	2. Ben Long (2010). Complete Digital Photography, First E <mark>dition, Course Tec</mark> hnology PTR, USA
Resources	3. Linda Good (2009). Teaching and Learning With Digital Photography, First Edition, Sage Publications, New Delhi
	4. lan Jeffrey (2000). The Photography Book, First Edition, Focal Press, UK
	5. Michael Langford (2000). Basic Photography <mark>, First Edition, F</mark> ocal 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 Field- 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 Ass	sessment			12	to have the	V. B	200				
				Continuo	us Learning Ass	essment (50% v	veightage)			Final Framination (F	:00/a!alataaa)
Level	Bloom's Level of Thinking	CLA	– 1 (10%)	CLA –	2 (10%)	CLA -	3 (20%)	CLA – 4 (10%)#		Final Examination (5	0% weightage)
Level 1 Remember Understand		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Laurald	Remember	200/		30%		200/		200/	7 -	200/	
Level 1	Understand	30%	661	30%	-	30%	-	30%		30%	-
Level 2	Apply	40%		40%		40%		40%	7 4	40%	
Level 2	Analyze	40%	1 1	40%	-	40%	-	40%		40%	-
Level 3	Evaluate	30%	-	30%	-	30%		30%	/	30%	
Level 3	Create	30%		30%	-	30%		30%		30%	-
	Total	1	00 %	10	0 %	10	0 %	1	00 %	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,	1. Dr. G Balasubramania Raja, Prof & Head,	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21AE1L	Course Name	Padie	Jockey	Course	ΛE	Ability Enhancement Course	L	T	P	С
Course code	FVGZIALIL	Course Marile	Nauk	Jockey	Category	AE	Ability Etilialicement Course	0	0	4	2
Pre-req	uisite Courses	Nil	Co-requisite Courses	Nil	Progressiv Courses	е	Nil				
Course Off	foring Donartment	Vier	val Communication	Data Book / Codes/Standards		-	Nil				

Course Of	ffering Department	Visual Communication	Data Book / Co	des/Sta	ndards	3			74	7				Nil							
Course Learning Rationale (CLR): The purpose of learning this course is to:						g				-		Progra	am Le	arning	Outco	omes (l	PLO)				
CLR-1:	To acquire the knowledge	of sound design		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the signification	ance and pra <mark>cticing aud</mark> io recording works			Ś	Ţ.						76.5					Skills				
CLR-3:	To comprehend and pract	icing Acous <mark>tics</mark>		nking	g.	me	7		g				D	et	Skills		χ				İ
CLR-4:	R-4: To afford the knowledge of dubbing & live recording process through equipment					tain	-	ф	late		6	ize	deling	Interpre		ving	<u>ig</u>	Skills			1
CLR-5:	CLR-5: To be proficient in pro tools and audio formats				d Proficiency	At	ents ge	uc «	Related	ge ag		Util	Noc	Inte	tive	Sol	nication	S			1
	Course Learning Outcomes (CLO): At the end of this course, learners will be able to:			Level of Gallon (Bloom)	Expecter (%)		Fundamental Knowledge	Application Concepts	Link with F Disciplines	Procedural Knowledge	Skills in Specializ	Ability to Knowled	Skills in I	Analyze, Data	Investigative	Problem Skills	Commur	Analytical	PSO -1	PSO -2	PSO-3
		key con <mark>cepts of s</mark> ound design	500,000	2	75	60	Н	Н	Н	1787	ï	-		-	-	-	-	-	-		-
CLO-2:	Students would know audi	io reco <mark>rding wor</mark> ks	A 1977 A 1978	2	80	70	1.1-	Н		Н		-	-	-	-		-	-	-		-
CLO-3:					70	65	Н	No.	100		-	-	-	7 -	-	-	-	-	-	-	-
CLO-4:	Students would learn the dubbing & live recording process through equipment				70	70	Н	150	Н	_H	Н	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be ready for the position of sound engineering					70	4	Н	-	H		-	-	-	-	-	-	-	-	-	-

		Vi in the second of the sec
Duration	(hour)	12
S-1 to S-5	SLO-1	Recording Theatre- Concept
3-110 3-3	SLO-2	Recording theatre basics
S-5 to S-10	SLO-1	Audio Recording Theory- 1
3-3 10 3-10	SLO-2	Sound, Frequency, Wavelength & Amplitude
S-11 to S-15	SLO-1	Acoustics
3-11 (0 3-13	SLO-2	Materials, Echo, Reverberation & Controlling noise
S-16 to S-20	SLO-1	Equalizer & Audio Effect
3-10 10 3-20	SLO-2	Working with Equalizer & Audio Effect
S-21 to S-25	SLO-1	ProTools Software- 1
3-21 10 3-23	SLO-2	Tools & Shortcut Keys
S-26 to S-30	SLO-1	ProTools Software- 2
3-20 10 3-30	SLO-2	Practicing with Software
S-31 to S-35	SLO-1	Microphones- 1
3-31 10 3-33	SLO-2	Polar Pattern & Frequency Response
S-36 to S-40	SLO-1	Microphones- 2
0-30 to 0-40	SLO-2	Dynamic Range
S-41 to S-45	SLO-1	Interview
0-41 10 0-43	SLO-2	Celebrity & Common People
S-46 to S-50	SLO-1	Panel Discussion- 1
0-40 10 3-30	SLO-2	Two people & More than two people
S-51 to S-55	SLO-1	Radio feature- 1
0-01 10 0-00	SLO-2	Human interest & Biography

Duration	(hour)	12
S-56 to S-60	SLO-1	Radio Drama
3-30 10 3-00	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:

- Mike Senior (2011). Mixing Secrets for the Small Studio, First Edition, Focal Press, UK
 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.

_earning Ass	sessment				MARKET AND	W29 1	THE WALLS		N. Total				
	Bloom's Level of			Continuous	Learning Asse	essment (50% w	eightage)	10.0	100	Final Evamination	n (E00/ weightege)		
Level		CLA - 1 (10%)		CLA –	2 (10%)	CLA -	3 (20%)	CLA -	- 4 (10%)#	Final Examination (50% weightage)			
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
1 1 4	Remember		200/		200/	2007 To 752	200/		200/		200/		
Level 1	Understand		30%	1797	30%	2007.14	30%		30%		30%		
Level 2	Apply		40%	77/25	40%	1 75 2 4	40%	SE 31.	40%		40%		
Level 2	Analyze		40%	41 36	40%	4 6 6	40%	1 113 1 1	40%		40%		
Level 3	Evaluate		30%	EN N.	30%	The Contract of the State of th	30%		30%		30%		
Level 3	Create		30%	14 11	30%	Aller Control	30%	100	30%		30%		
	Total	10	0 %	100	%	10	0 %	10	00 %	10	00 %		

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Course Designers		
Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Suresh S, Program Head,	1. Dr. G Balasubramania Raja, Prof & Head,	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	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	1	0	P 0	<u> </u>
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses		Nil				
Course Offering Department	Career De	evelopment Centre	Data Book / Codes/Standards		70	Nil				

Course Lea	arning Rationale (CLR):	The purpose of learning this course is to:		Learni	ng						Progra	am Lea	rning	Outco	mes (F	PLO)				
CLR-1:	Utilise success habits to enhance professionalism				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.				10.5				e	U			ata		S					
CLR-3:	Understand and master the ma	thematical concepts to solve types of problem	100	ည	ent				Knowledge	Specialization				"	Skills	Skills				
CLR-4:	Identify a logically sound and well-reasoned argument			Proficiency	Attainme			8	owl	alize	0	Modeling	Interpret	Skills	g g	_	S			
CLR-5:	Expertise in communication and problem-solving skills				ıttai	<u>0</u>	ф	Related	Ā	90;	Utilize ge	del	terp		Solving	icatio	N N			
CLR-6:	: Develop problem solving skills with appropriate strategies				φ	dament	cation		dural	Sp		₩ W		aţi	Sc	l ië	<u>m</u>			
					ected	yer Vec	icatio	with	edu	.⊑	<u>a</u>	.⊑	ıalyze,	stig	roblem	E E)ţi		-5	က္
Course L	ourse Learning Outcomes (CLO): At the end of this course, learners will be able to:			Expe (%)	Expe (%)	Fundamental Knowledge	Appl	Link	Proc	Skills	Ability to Knowled	Skills	Anal	Investigative	Prob	Com	Anal	PSC	PSO	PSC
CLO-1:	Identify success habits and incul <mark>cate profe</mark> ssional skills			80	75	H	Н	Н	Н	Н	Н	Н	H	Н	Н	М	H	Н	Н	Н
CLO-2:	Grasp the approaches and stra	tegies to solve problems with speed and accuracy	2	80	70	Н	Н	H	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н
CLO-3:	Collectively solve problems in t	e <mark>ams and g</mark> roups	2	75	70	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	М	Н	Н	Н	Н
CLO-4:	Construe and solve an argumen <mark>t through c</mark> ritical thinking			80	75	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н
CLO-5:	Acquire communication and prob <mark>lem- solvi</mark> ng skills			80	70	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н
CLO-6:	Apply problem solving technique	e <mark>s and skill</mark> s	2	80	75	Н	Н	H	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н

Duratio	n (hour)	3	3	3	3	3
S-1	SLO-1	Personal profiling	Creative problem solving method	Case study analysis	Emotional Intelligence	Communication skills
3-1	SLO-2	USP& Personal branding	Techniques	Case study analysis	Personal & social competence	Communication skills
S-2	3LU-1	Assumption and strengthening of an argument	argument	Conclusion and paradox of an argument	Main idea and structure of a passage	Tone and Style of a passage
3-2	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
3-3	SLO-2	Equation 1 and equation 2	Interest calculation	Average	Percentage	Mixtures & allegation

	Theory:
	1.Arun Sharma-Quantitative aptitude for CAT, Tata McGraw Hill
Learnir	g 2.Dinesh Khattar-The Pearson Guide to QUANTITATIVE APTITUDE for competitive examinations
Resour	ces 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

	Bloom's Level of			Continuou	<mark>s Learning A</mark> sse	ssment (50% v	veightage)			Final Evamination	(500/ woightogo)	
Level	Thinking	CLA – 1 (10%)		CLA – 2 (10%)		CLA -	3 (20%)	CLA -	4 (10%)#	Final Examination (50% weightage)		
	Illinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember	30 %		30 %		30 %		30 %		30 %		
Level I	Understand	30 %		30 %		30 %	4	30 %		30 %	-	
Level 2	Apply	40 %		40 %		40 %		40 %		40 %		
Level 2	Analyze	40 %		40 %	-	40 %	-	40 %		40 %	-	
Level 3	Evaluate	30 %		30 %		30 %		30 %		30 %		
Level 3	Create	30 %		30 %		30 %	-	30 %		JU 7/0	-	
	Total	10	0 %	100) %	10	0 %	10	00 %	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	A TOTAL PORT OF THE PARTY OF TH
Experts from Industry	Internal Experts
1.Mr Ajay Zenne, Career Launcher,	Mr. P Priyanand, SRMIST
ajay.z@careerlauncher.com	Mrs. Kavitha Srisarann, SRMIST
2. Mr. Dreton high Childy Abroad Manters, Myrakai nyatan iyay20@amail.com	Mr. Harinarayana Rao, SRMIST
2. Mr.Pratap lyer, Study Abroad Mentors, Mumbai, pratap.iyer30@gmail.com	Dr. A Clement, SRMIST

Course Code	PVC21104T	Course Name	Theories of	f <mark>Visual Analysis</mark>	4	-	NT.	Cours Catego	-	С		٠.,	Prof	essio	nal Co	re Co	urse			L T 4 1	P 0	5
Pre-re	quisite Courses	Nil	Co-requisite Courses	N.	il				ressiv ourses		١,						Nil					
Course O	ffering Departmen	t Vi	sual Co <mark>mmunicati</mark> on	Data Book / Co	des/Sta	andard	S			74					Nil							
Course Lear	ning Rationale (C		he purpose of learning this course	e is to:		_earnir	ng 3	1	1 2	2	_		Progra	ım Le	arning	Outco	, , ,	PLO)	12	13	14	15
CLR-1:		owledge of visual and significance of various			-	>		-		3	4	5	0		0	9	10	<u>8</u>	12	13	14	13
CLR-3:	To comprehend a	nd practicing visual <mark>a</mark>	<mark>analysis </mark>		Бu	icienc	nmen	16		pe			0	- Bu	oret	Skills	<u>D</u>	n Skills	S			
CLR-4: CLR-5:	To know about fe	minism and other asp	proaches to analysis pects	21-12-1 72-13-1	l of Thinking	ected Profi	Expected Attainment (%)	-undamental Knowledge	Application of Concepts	Link with Relat Disciplines	edural vledge	Skills in Specialization	Ability to Utilize Knowledge	s in Modeling	yze, Interpret	nvestigative S	Problem Solving Skills	Sommunication	Analytical Skills	1-0	7-0	-3
	earning Outcomes		At the end of this course, learners	s will be able to:	Level	Exp (%)	(%)	Func		Link	Proc Kno	Skills	A P	Skills in	Analyze, Data	Inve	Proble Skills	Com	Anal	PSO	PSO	PSO
CLO-1:		arn the key con <mark>cepts</mark>		- C. D.C.	2	/5	60	Н	Н	Н	75.	1-4	-		-	-	-	-	-		-	-
CLO-2:		now the significance		17 / Silver	2	80	70	l	Н	1-	Н	الت	-	-	-		-	-	-	⊢ ⊢	-	-
CLO-3:		ain knowledge <mark>visual</mark>		42 - 15 - 1	2	70	65 70	H	150	-		- 11		-	-	-	-	-	-		-	-
CLO-4: CLO-5:		arn various ap <mark>proacl</mark> arn about femi <mark>nism</mark> a			2	70 80	70	H	Н	Н	П	Н		-	_	_	-	-	-		-	-
CLO-J.	Students would le	ani about leminism d	and other aspects			00	70	-	- 11		-11		-		- 1	-		-	-		-	
Duration (h	our)	15	1	5				15	100					15						15		
S-1	SLO-1 Semiotics	- Concept	Psychoanalysis- Definition	on	Fen	ninism-	Conce	ot			Мо	dernisn	- Cond	cept			٨	1arxisn	n- Cond	æpt		
3-1 S	SLO-2 Semiotics	basics	Psychoanalysis basics			ninism b					Мо	dernisn	basic	S			٨	1arxisn	n basics	3		
S-7	SLO-1 Semiotics		Concept of Psychoanalys	sis-1				eminism				dernisn					C	Commu	nism- (Concept		
· S	SLO-2 History & development Unconscious							st Wave				riod of n		_					nism ba			
	I O-1 Diamore	of Cominting	Concept of Developmely	oio 2	Day	Monmo	ant of E	ominiem	2		Ch	aractori	otion of	Mode	rniom			anitali	cm Co	noont		

Duratio	on (nour)	10	10	13	13	10
S-1	SLO-1	Semiotics- Concept	Psychoanalysis- Definition	Feminism- Concept	Modernism- Concept	Marxism- Concept
3-1	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
3-2	SLO-2	History & development	Unconscious	Ancient World, First Wave	Period of modernism	Communism basics
	SLO-1	Pioneers of Semiotics	Concept of Psychoanalysis- 2	Development of Feminism- 2	Characteristics of Modernism	Capitalism- Concept
S-3	SLO-2	Peirce, Saussure, Umberto Eco & Roland Barthes	Resistance	Second wave of feminism	Uniqueness of modernism	Capitalism basics
	SLO-1	Sign- Concept	Concept of Psychoanalysis- 3	Development of Feminism- 3	Modern- Concept	Capitalism Vs Communism
S-4	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
3-3	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
3-0	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		Types of Feminism-1	Postmodernism- Concept	Criticism of Marx's Theory
3-1	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
3-0	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
3-9	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
3-10	SLO-2	Syntactic basics	Jacques Lacan Theory,	As Anti-Sexism	Differences between modernism &	Globalization basics

Duratio	on (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
3-11	SLO-2	Text & Audio-visual	Mulvey's Film Theory	Mulvey's Film Theory	Colonialism basics	Globalization- Marx's perceptive
	SLO-1	Codes- Concept	Gaze- Concept	Feminist Film Theory- 2	Imperialism Vs Colonialism	Marxist Media Theory
S-12	SLO-2	Code basics Gaze basics Codes Forms of Gaze		I Jither 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-	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-	Types of Colonialism	Marxist Film Theory
3- 14	SLO-2	Various codes	Television & Film Studies		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
3-13	SLO-2	Semiotics branches	Film Theorist	Scopohilia basics	Post colonialism basics	Apparatus & Screen theory

Theory:

Learning Resources

- 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 & Concept, Areas of Semantic- Symbol & Referent, Words & Lexemes, Denotation, Implication, Pragmatics, Ambiguity, Metaphor & Simile, Synonym, Antonym & Hyponym; Syntactic- Definition & Concept, Syntagmatic Analysis- Text & Audio-visual; Codes- Definition & Concept, Syntagmatic Analysis- Text & Audio-visual; Codes- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Semantics- Definition & Concept, Models of Sign- Symbol, Icon, Index; Sign- Definition & Concept, Models of Sign- Symbol, Icon, Index; Sign- Definition & Concept, Models of Sign- Symbol, Icon, Index; Sign- Definition & Concept, Models of Sign- Symbol, Icon, Index; Sign- Definition & Concept, Models of Sign- Symbol, Icon, Index; Sign- Definition & Concept, Icon, Index; Sign- Definition & Concept, Icon, I

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 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, Marxist Feminism, Cultural Feminism; Feminism & Diversity of Women; Feminism as Anti-Sexism; Feminist Film Theory; Different approach to Feminism; theory- Postcolonial Feminism, Third-World Feminism; Scopohilia- Definition & Concept.

UNIT IV: Modernism- Definition & Concept, Modernism Era; Characteristics of Modernism; Modern- Definition & Concept; Modernism- Definition & Concept, Characteristics of Postmodernism- Definition & Concept, 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; Con

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

		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Lough	Remember	200/		30%		200/		200/		200/	
Level 1	Understand	30%	-	30%	-	30%	-	30%		30%	-
Level 2	Apply	40%		40%		40%	B	40%		40%	
Level Z	Analyze	40 /0		40 /0		40 /0		40 /0		40 /0	-
Level 3	Evaluate	30%		30%		30%		30%		200/	
LEVEI 3	Create	30%		30%		30%	/	30%		- 30% - 40% - 30%	-
	Total	100 %		10	00 %		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	A CONTRACTOR	
Experts from Industry	Experts from Academic	Internal Experts
1 Mr. Curach C. Drawrow Hand	1 Dr. C Deleguistamente Deia Dref 9 Hood	1. Dr. Prabakaran V, Assistant Professor, Viscom,
1. Mr. Suresh S, Program Head,	1. Dr. G Balasubramania Raja, Prof & Head,	CSH, SRM IST, KTR
Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University	2. Dr. Rajesh R, Head, Viscom,
Email. Suresn@neiloim.ln	Email: gbs_raja@yahoo.com	CSH, SRM IST, KTR



Course Co	de P	/C21105T	Course Name	Indian and World Cinema					Course Catego		С		٠.,	Pro	fessio	nal Co	ore Co	urse			L T 4 1	P 0	5
Pre	-requisite	Courses	Nil	Co-requisite Courses	N	il				ressi urses		١,						Nil					
Cours	Offering	Department	Visual	/ Communication	Data Book / Co	des/Sta	ndards	;			74	11				Nil							
			_									*	٠.				<u> </u>						
		ationale (CLR):		<mark>purpose of</mark> learning this cours	se is to:		earnin.							Progr	am Lea								
CLR-1:	To acq	uire the knowled	dge of the arrival o <mark>f I</mark> r	<mark>ndian Ci</mark> nema		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:				opment of World Cinema		Ē	(%	(%	ge	ts				-									
CLR-3:				<mark>ma's c</mark> ontribution in Indian co	ntext	8	<u>></u>) t (9	g		dge	.G	4	-	ate		SE SE	<u>s</u>				
CLR-4:			reality World c <mark>inema</mark>			evel of Thinking (Bloom)	enc	mer	o No No	Concepts	ъ	Knowledge	zat		g	et 🗆	<u>s</u>	Š	SKi				
CLR-5:	To lear	n the theoretica	l knowledge o <mark>f film c</mark> o	<u>on</u> tent	0.0334	·Ē	ofic	a⊔	조	5	ate	, no	<u>ai</u>	Ze	elin	ق	SK	-Š	.o	<u>s</u>			
					147717	<u>;</u>	Pr	Att	nta	0	Rel	조	<u>B</u>	Je Je	lod	胆	Ke	Sol	cat	χ			
Course Le	ourse Learning Outcomes (CLO): At the end of this course, learners will be able to:						Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of	Link with Related Disciplines	Procedural	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PS0 -1	PS0 -2	PSO-3
CLO-1:					Treating .	2	75	60	Н	Н	Н	-	454	-	-	-	-	-	-	-	-	-	-
CLO-2:						2	80	70	7-1	Н	150	Н	-	-	-	•	-	-	-	-	-	-	-
CLO-3:	CLO-3: Students would gain the knowledge of the regional cinema				n in Indian context	2	70	65	Н		1 - 1	-51		-	-	-	-	.	-	-	-	-	-
CLO-4:	CLO-4: Students would learn reality in World cinema				3000	2	70	70	Н		Н	Н	Н	-	-	-	-	- 1	-	-	-	-	-
CLO-5:	Studen	ts would learn t	he theoreti <mark>cal knowl</mark> e	edge of film content	The second of the Second	2	80	70	مسترارا	Н	1	Η	-	-	-	-	-	-	-	-	-	-	-
Dti.a	. // \	1	15		15				15	ж.					15						45		
Duratio		Matian Distru		Warld Cinaria C		la dia a									15								
S-1	SLO-1 SLO-2	Motion Picture	f Vision & De <mark>velo</mark> pme	World Cinema- Co			Arrival of the Cinema Origin & Growth								Bengali Cinema- 1 Origin & Development								
	SLO-2	Pioneers of C		Different Schools					a Sinema-	1				of Tami	il Cinor	20 1	_		Bengali				
S-2			ybridge, Etienn <mark>e- Jul</mark>	la a Mauro						<u> </u>			_	27		ıa- ı							
3-2	SLO-2	& George Eas	ybriuge, ⊑ueririe- Jui stman	Various schools of	f cinema	Sakha	ram Bh	atavde	ekar			San	nikann	u Vince	ent			G	Golden	era of E	Bengali	Cinema	
	SLO-1	Birth of Cinem		German Expression	onism- 1	Pione	ers of Ir	dian C	inema-	2		Pio	neers	of Tami	il Ciner	na- 2		7	elugu (Cinema	ı- 1		
S-3	SLO-2		Edison, W. K. L. Dick						& Hirala					Mudaliy							pment		
0.4	SLO-1	Birth of Cinem		German Expression			ning of t				-			ent of		ra- 1	7		elugu (
S-4	SLO-2	Lumiere Broth		Style & Character					& Wad	ia	- 14"			hy S. F			rayana		Indhra				
0.5	SLO-1	Birth of Cinem	na- 3	Soviet Cinema- 1			Systen				-11.71			ent of					Malayala	am Cin	ema- 1		
S-5	SLO-2	Georges Melie	es	Origin & Developn	ment		arua &		ntaram					dow & I			Era				pment		
	SLO-1	Pre-Hollywoo		Soviet Montage- 2		New V	Vave In	dian C	inema				nil Tall					٨	/lalayala	am Cin	ema- 1		
S-6	SLO-2 Edwin S. Porter, Nickelodeon Style & Characteristics					1 -	-		Sen & B		Roy	Kali	idas to	M.L. T	andon			S	Society			Chitralek	kha Film
	SLO-1 Pre-Hollywood Cinema- 2 French Cinema- 1					Dynas	ty of Ac	tors a	nd Direc	tor		Tall	kie Stu	dios er	a- 1			K	Kannada	a Ciner	na		
S-7	SLO-2 The Motion Picture Patent Company (MPPC) Origin & Development								utt & Dill		nar			heatres		iter pic	ctures		Ū		opment		
S-8	SLO-1 Silent Éra- 1 French Cinema- 2						Golden Fifties of Indian Cinema-1 Talkie St					Talkie Studios era- 2 Punjabi											
3-0	SLO-2 David Wark Griffith Impressionism, Surrealism & New						Actors	& Dire	ctors					lio & G		tudio		C	Origin & Development				
S-9	SLO-1								lian Cine	ma- 2		Tall	kie Stu	dios er	a- 3			Marathi Cinema					

Duratio	on (hour)	15	15	15	15	15
	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	Bhojpurai Cinema
3-10	SLO-2	Growth of Talkies	Origin & Development	CBFC & NFDC	C.N. Annadurai & Kalaignar Karunanidhi	Origin & Development
	SLO-1	Hollywood- Origin & Growth	Ja <mark>panese Cinema</mark>	Government and Indian Cinema- 2	Film Maker and Star Maker	Honors and Awards- 1
S-11	SLO-2	Development of Hollywood	Origin & Development	NFAI & FTII	Thyagaraja Bagavathar to K Balachandar	National Film Awards & Dadasaheb Phalke Award
	SLO-1	Development of Cinema- 1	Chinese Cinema	Government and Indian Cinema- 3	Super Stars and Mega Movies	Honors and Awards- 2
S-12	SLO-2	Great Depression & Second World War era	Origin & Development	Film Division & Film Society	Kamal Hassan to Shankar	Tamil Nadu & Kerala State Film Awards
	SLO-1	Development of Cinema- 2	Hong Kong Cinema	Mega Stars and Mega Movies	Film Institute Students	Honors and Awards- 3
S-13	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
3-14	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
3-13	SLO-2	Special Effects Era Digital Era & HD Era	Origin & Development	Dimension of Bollywood	Peak of Kollywood	SIIMA & Film Fare Award

Theory:

Learning Resources

- 1. Baskaran S. Theodore. (2013). The Eve 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- Edweard 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, 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, African Cinemas- Origin & Develop

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, 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.

		Continuous Learning Assessment (50% weight				veightage)			Final Examination (50% woightaga)	
Level	Bloom's Level of Thinking	CLA -	- 1 (10%)	CLA -	2 (10%)	CLA –	3 (20%)	CLA -	4 (10%)#	Filiai Examination (ou /o weiginage)
	_	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%		30%		200/		200/		200/	
Lever	Understand	30%		30%		30%	U 7)	30%		30%	-
Level 2	Apply	40%		40%		400/	4 1 /	400/		400/	
Levei Z	Analyze	40%	-	40%		40%		40%		40%	-
l aval 2	Evaluate	30%	- 6	30%		30%		30%		200/	
Level 3	Create	30%		30%	- A	30%	-	30%		30%	-
	Total	10	00 %	10	0 %	10	0 %	10	00 %	100 %	, 0

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

Course Code	PVC21106L	Course Name	3D AN	IIMATION	TIN	Course Category	С		Pro	ofession	al Cor	re Cou	ırse			L T	9 5	C 2
Pre-requ	uisite Courses	Nil	Co-requisite Courses	16 m	Vil	Progressive Courses	•	1					Nil					
Course Offe	ering Department	Visual	Communication	Data Book / C	odes/Standards		W)	7/0			Nil							
		. T						1										
	ing Rationale (CLR		<mark>urpose of</mark> learning this course	e is to:	Learning	Program Learning Outcomes (PLO)												
CLR-1: To acquire the knowledge of basics of 3D animation concepts						1 2	3	4	5 6	7	8	9	10	11	12	13	14	15

OLIX-1.	To acquire the knowledg	c of basics of ob animation concepts		-			_			•	U		0	3	10		12	10	17	10
CLR-2:	To capture the knowledg	e and practicin <mark>g modeling</mark> and creating special effects	100	ς	ent					-	(C)					ills				
CLR-3:	To understand and pract	icing camera <mark>and lightin</mark> g techniques in software	D D	ĕ	E E			g				_D	et	dills	C	Ş				
CLR-4:	To afford the knowledge		출	olio	Attain	-	-	late		5	ize	ile i	g.	Š	vin	tion	kills			
CLR-5:	To understand and pract	icing subje <mark>ct and obj</mark> ect animation	Ē	<u>~</u>	Ψ	ental	u «	မွ ဇွ	ge .al	atic	ge C≣	JO	interpretation in the second i	tive	Sol	ica	S			
		10 mm	± €) <u>ğ</u>	ge	ed all	atic	1 € .≝	dur	in aliz	eg 9	<u></u>	ze,	iga	me	n	tica	<u>_</u>	-2	က
Course Lea	rning Outcomes (CLO):	At the end of this course, learners will be able to:	evel Bloo	Expec (%)	Expec (%)	Fund	Applic	Link v Discip	Proce Know	Skills	Ability Know	Skills	Analy. Data	nvest	Proble Skills	Somr	Analy	DSO.	PSO	PSO-
CLO-1:	Students would learn ba	sics of 3 <mark>D animati</mark> on concepts	2	75	60	Н	Н	Н	15.		-		H -	-	-	-	-	-	-	-
CLO-2:	Students would be profic	ient in modeling and creating special effects	2	80	70		Н	1	Н	- 1	-		h	-	-	-	-	-	-	-
CLO-3:	Students would learn car	mera an <mark>d lighting</mark> techniques in software	2	70	65	Н	16-0	100			-	-	<i>y</i> -	-	-	-	-	-	-	-
CLO-4:	Students would gain kno	wledge <mark>of render</mark> ing	2	70	70	Н	15.0	Н	H	Н	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be capai	ble to m <mark>ake subje</mark> ct and object animation	2	80	70		Н	-	Н	-	_	-	-	-	-	-	-	-	-	-

		No. and the second seco
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

1		
Duration (hour)		15
S-56 to S-60	SLO-1	Camera tool- 1
3-30 10 3-00	SLO-2	Camera- Target
S-61 to S-65	SLO-1	Camera tool- 1
3-01 10 3-03	SLO-2	Camera- Free
S-66 to S-70	SLO-1	Rendering tools- 1
3-00 10 3-70	SLO-2	Rendering in Photocopy
S-71 to S-75	SLO-1	Rendering tools- 2
3-11 10 3-13	SLO-2	Rendering in Rendering Setup

- Architecture (Walk through) (one exercise)
 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)

	A ± A . 3 A . 10. 515
	Practical:
Learning	1. Dariush Derakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA
Resources	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.

	Bloom's Level of			Continuous	Learning Asse	ssment (50% w	eightage)	1000		Final Examination (50% weightage)			
Level		CLA – 1 (10%)		CLA -	2 (10%)	CLA – 3 (20%)		CLA -	4 (10%)#	Final Examination (50% weightage)			
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		30%	-	30%	10//00	30%		30%		30%		
Level I	Understand					I.///	30%	-	30%		30%		
Level 2	Apply		40%		40%	11111	40%		40%		40%		
Level 2	Analyze		40%			UAL N	40 /0	-	40 /6		40 /0		
Level 3	Evaluate		30%		30%	A PAGE	30%		30%	/ • /	30%		
LEVEL 3	Create		30%	1	30%	1 1 1 1 1 1	30%		30 /0		30%		
	Total	10	0 %	100	100 %		100 %		00 %	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		- LLIAD
Experts from Industry	Experts from Academic	Internal Experts
Mr. Suresh S, Program Head, Hello FM, Chennai.	1. Dr. G Balasubramania Raja, Prof & Head,	Mr. Parthasara <mark>thy S, Assist</mark> ant Professor, Viscom, CSH, SRM_IST, RMP
Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

C	ourse Code	PVC21D04L	Course Name	Documenta	ry Film Making	Course Category	S	Discipline Elective Courses	s	L	T 0	P 6	C 3
	Pre-req	uisite Courses	Nil	Co-requisite Courses	Nil	Progressiv Courses		Nil					
Course Offering Department		Vis	sual Communication	Data Book / Codes/Standards		4	Nil						

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Course Lea	rning Rationale (CLR):	The purpose of learning this course is to:		Le	arnin	g				-		Progr	am Le	arning	Outco	omes (I	PLO)				
CLR-1:						3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the import	ance and prac <mark>ticing pre-</mark> production works		1 1	ें	t											Skills				
CLR-3:	To comprehend and prac	ticing the pro <mark>duction w</mark> orks	0		ĕ	me			g				g	et	Skills		쏬				
CLR-4:	To afford the knowledge	of post-prod <mark>uction wo</mark> rks through practicing software	hinking	4	Protidenc	tain	-	J o	Related		5	İZe	deling	Interpret	Š	Solving	nication	kills			
CLR-5:	To be proficient in docum	entary film <mark> making p</mark> rocess	غ	Ċ	<u> </u>	Ι¥	anta ge		Re Si	e 9	atic	ge U	90	Inte	tive	Sol	<u> </u>	S			
		170	of.	E :	<u> </u>	cted Attainment	led bal	cation	븕	le du	<u>≅</u> ⊒.	은 일	.⊑	ze,	estigativ	E	mmun	tical	<u>-</u>	-2	က္
Course Le	arning Outcomes (CLO):	At the end of this course, learners will be able to:	eve	Bloo	xbec %	Φ	-undamental	Applic	ink v Discip	Proce	Skills	Ability	Skills	Analy Data	nves	Problem	Comr	Analy	08c	08c	-08c
CLO-1:	Students would learn doo	rumenta <mark>ry film ma</mark> king process	100	2	75	60	Н	Н	H	175	-	-	-	H -	-	-	-	-	-	-	-
CLO-2:	Students would know pre	-production works		2	80	70	-	Н	l	Н	-	-		-	-	-	-	-	-	-	-
CLO-3:	Students would gain know	vledge <mark>of product</mark> ion works		2	70	65	Н	14-0	100		-	-	-	7 -	-		-	-	-	-	-
CLO-4:	Students would learn pos	t-produ <mark>ction wor</mark> ks		2	70	70	Н	100	Н	Н	Н	-	-	-	-	-	-	-	-	-	-
CLO-5:		ent in a <mark>ll the stag</mark> es of documentary film making process	1 7 10	2	80	70	- 1	Н		H	7-	-	-	-	-		-	-	-	1	-
		A,	Se com	44					20	e 60											

Duration	ı (hour)		18	
S-1 to S-5	SLO-1	Documentary Film Making- Original Theme/ Concept	A STATE OF THE STA	
3-1 10 3-3	SLO-2	Understanding theme / concept	NI III.A	
S-5 to S-10	SLO-1	Documentary Film Making- Basic Research	107	
3-3 10 3-10	SLO-2	Understanding basic research	100	
S-11 to S-15	SLO-1	Documentary Film Making- Synopsis	17.00	
3-11 10 3-13	SLO-2	Understanding synopsis		
S-16 to S-20	SLO-1	Docu-drama- Original Theme/ Concept		
3-10 10 3-20	SLO-2	Understanding docu-drama theme/ concept		
S-21 to S-25	SLO-1	Docu-drama- Synopsis	M. I Dan	7 /
0-21 10 0-23	SLO-2	Understanding docu-drama synopsis	IN LEAP, I DAIN	
S-26 to S-30	SLO-1	Docu-drama- Scene	TEAD	
0-20 10 0-30	SLO-2	Understanding docu-drama scene		
S-31 to S-35	SLO-1	Docu-drama- Dialogue		
0-31 10 0-33	SLO-2	Understanding docu-drama dialogue		
S-36 to S-40	SLO-1	Docu-drama- Shooting script		
0 00 10 0 40	SLO-2	Understanding docu-drama shooting script		
S-41 to S-45	SLO-1	Ethnographical Film- Original Theme/ Concept		
0 41 10 0 40	SLO-2	Understanding Ethnographical film		
S-45 to S-50	SLO-1	Ethnographical Film - Synopsis		
0-40 10 0-00	SLO-2	Understanding Ethnographical film synopsis		
S-51 to S-55	SLO-1	Educational Film- Original Theme/ Concept		
0-01 10 0-00	SLO-2	Understanding Educational film theme/ concept		

Duration	(hour)	18
S-56 to S-60	SLO-1	Ethnographical Film – Synopsis
3-30 10 3-00	SLO-2	Understanding Ethnographical film synopsis
S-61 to S-65	SLO-1	Mockumentary- Original Theme/ Concept
0-01 10 0-03	SLO-2	Understanding Mockumentary theme/ concept
S-66 to S-70	SLO-1	Mockumentary- Synopsis Mockumentary- Synopsis
3-00 10 3-70	SLO-2	Understanding Mockumentary synopsis
S-71 to S-75	SLO-1	Documentary Film Making- Production Team
3-71103-73	SLO-2	Working with Production Team
S-76 to S-80	SLO-1	Camera- Concept & Basics
3-70 10 3-00	SLO-2	Understanding camera
S-81 to S-85	SLO-1	Editing- Concept & Basics
3-01 10 3-03	SLO-2	Understanding editing
S-86 to S-90	SLO-1	Sound- Concept & Basics
3-00 10 3-90	SLO-2	Understanding sound

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)

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

earning Ass	sessment		7.4	100 A 27 Carlot	s Learning Asse							
	Bloom's Level of			Final Evamination	Final Eventination (FOO(weightons)							
Level		CLA - 1 (10%)		CLA –	2 (10%)	CLA –	3 (20%)	CLA-	- 4 (10%)#	Final Examination (50% weightage)		
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember		30%		30%	147	30%		30%		30%	
Level I	Understand		30%		30 /0	AT 100 T	30%		30%	/ 6 /	30%	
Level 2	Apply		40%	/ /	40%	15	40%	-	40%		40%	
Level 2	Analyze	-	40%				40%		40%		40%	
Level 3	Evaluate		30%	7111	30%	. 1 17	30%		30%		30%	
Level 3	Create	-	30%	1-11	30%	Lili	30%	$F \wedge V$	30%		30%	
	Total	10	0 %	100	0 %	100) %		00 %	10	0 %	

[#] 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
Mr. Suresh S, Program Head, Hello FM, Chennai.	Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University	1.Dr. Saravanakumar T K, 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	PVC21D05L	Course Name	Ad Fili	m Making	Course Category	D	Discipline Elective Courses	L T P 0 0 6	C 3
Pre-req	uisite Courses	Nil	Co-requisite Courses	Nil	Progressiv Courses	re e	Nil		
Cauras Off	faring Danastmant	\/:e	al Cammunication	Data Dack / Cadaa/Ctandarda			Al:I		

Course C	Offering Department	Visual Communication	Data Book / Co	des/Sta	ındards	s			7	17				Nil							
Course Lea	arning Rationale (CLR):	The purpose of learning this cours	se is to:		.earnin	ng			٠.	-	-	Progr	am Le	arning	Outco	omes (I	PLO)				
CLR-1:	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2:	J. T. S. T.			J. 11	cy	Ħ											Skills				
CLR-3:			g	ķ	me m	7		g			1	D	et	Skills	D						
CLR-4:	To afford the knowledge of	f post-pro <mark>duction wo</mark> rks through practicing so	oftware	돌	ofic	tai	-	of	Related S		5	ize Ize	deling	Interpret	Š	- Vi	ţi	Skills			
CLR-5:	To be proficient in docume	ntary film making process	N 16.25	Thinking	P.	Υ	nenta			ge a	atic	e C B	POO	Inte	tive	Sol	ig.	S			
Course Lea	arning Outcomes (CLO):	At the end of this course, learners w	will be able to:	Level of (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	8 8	Link with Discipline	Procedura Knowledg	Skills in Specializ	Ability to Knowlec	Skills in	Analyze, Data	Investigative	Problem Solving Skills	Communication	Analytical	PSO -1	PS0 -2	PSO-3
CLO-1:	Students would learn docu	menta <mark>ry film ma</mark> king process	50000	2	75	60	Н	Н	Н	757	1	-	ŧ	-	-	-	-	-	-	·	-
CLO-2:			2	80	70	1.1-	Н	1	Н	- 1	-	-	-	-	- 1	-	-	-	•	-	
CLO-3:	CLO-3: Students would gain knowledge of production works		2	70	65	Н	14-0	100		-	-	ı	-	-	- 1	-	-	-	•	-	
CLO-4:	CLO-4: Students would learn post-production works		2	70	70	Н	150	Н	Н	Н	-	-	-	-	-	-	-	-	-	-	
CLO-5:	Students would be proficie	nt in a <mark>ll the sta</mark> ges of documentary film maki	ing process	2	80	70	-1	Н	- 1	Н		-	-	-	-	- 1	-	-	-	-	-

Duration	(hour)			18		
S-1 to S-5	SLO-1	Advertising Film Making-Concept		A PRINTED		
3-110 3-3	SLO-2	Advertising Film Making basics	A Park Control	11.0.4		
S-5 to S-10	SLO-1	Product- Consume <mark>r Goods</mark>		1017		
3-3 10 3-10	SLO-2	Understanding cons <mark>umer goo</mark> ds		(////		
S-11 to S-15	SLO-1	Product- Consumer Durables				
3-11 10 3-13	SLO-2	Understanding consumer durables		1,2/10 2		
S-16 to S-20	SLO-1	Product- Consumer Services		2 7 No. 70		
3-10 10 3-20	SLO-2	Understanding consumer services				
S-21 to S-25	SLO-1	Product Brand- Concept	7 LT TADAL	IDian	7	
0 21 10 0 20	SLO-2	Product Brand basics	V I LEMMY	LEAP. II		
S-26 to S-30	SLO-1	Product Brand- New & Existing				
0 20 10 0 00	SLO-2	Understanding new & existing product brand				
S-31 to S-35	SLO-1	Identifying Competition Product				
0 01 10 0 00	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		ALALAN		
	SLO-2	Working with Illustrator				
S-51 to S-55	SLO-1	Advertising Film Script- Storyboard				
2 0 1 10 0 00	SLO-2	Understanding storyboard				

Duration	(hour)	18
S-56 to S-60	SLO-1	Storyboard- Thumbnail Sketch
3-30 10 3-00	SLO-2	Understanding thumbnail sketch
S-61 to S-65	SLO-1	Storyboard- Rough Sketch
3-01 10 3-03	SLO-2	Understanding rough sketch
S-66 to S-70	SLO-1	Storyboard- Comprehensive Sketch
3-00 10 3-70	SLO-2	Understanding comprehensive sketch
S-71 to S-75	SLO-1	Advertising Film Script- Production Team
3-11103-13	SLO-2	Working with Production Team
S-76 to S-80	SLO-1	Advertising Film Script- Final Budget
3-70 10 3-00	SLO-2	Working with final budget
S-81 to S-85	SLO-1	Advertising Film Script- Shooting Script
0-01 10 0-03	SLO-2	Working with shooting script
S-86 to S-90	SLO-1	Advertising Film Scri <mark>pt- Discuss</mark> ion with Client
3-00 10 3-90	SLO-2	Project submission to the client

- 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
Learning
Resources

Practical:

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

Learning Ass	sessment				1.11	10.057							
	Bloom's Level of			Final Evamination	n (50% woightaga)								
Level	Thinking	CLA - 1 (10%)		CLA –	CLA – 2 (10%)		CLA - 3 (20%)		- 4 (10%)#	Final Examination (50% weightage)			
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		30%		30%	11000	30%		30%		30%		
Level I	Understand		30%	1	30 /8	20 1 2 3	30 /6	-	30%		30%		
Level 2	Apply		40%	-	40%		40%		40%		40%		
Level 2	Analyze	-	40%	7 1 7 1	40%	. T D	40%	-	40%		40%		
l ovol 3	Evaluate		30%	/ 1 1 1	30%	LIL	30%	DAT	30%		30%		
1 6//61.3	Create	-	30%	La Marie	30%		30%	$E/\Lambda L$	30%		30%		
	Total	10	0 %	100	100 %		0 %	1	00 %	100 %			

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Course Designers		
Experts from Industry	Experts from Academic	Internal Experts
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Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D0	6L Course Name	Reali	ity Show	4	EN	7	Course Categor		D		٠.,	Disc	ipline	Electiv	ve Cou	urses			L T	P 6	C
	quisite Course		Co-requisite Courses		Nil				Progressive Courses								Nil					
Course Of	fering Departn	nent Vis	ual Co <mark>mmunicati</mark> on	Data Book / Co	des/Standards Nil																	
								1			1											
	ning Rationale	(CLR): TI	he <mark>purpose of</mark> learning this course	e is to:		Learning		<u> </u>						am Le			omes (l					
		knowledge of television p			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		the reality show production				ις Σ	<u> </u>						5-7					三				
		d and practicing the produ			Б	Ge.	<u> </u>	4.60		eq			0	ng	ret	Skills	g	N S	S			
		nowledge of various s <mark>tag</mark>			X	lo li	<u>a</u>	<u>07</u>	ф	elat		e E	ilize	de	terp	e S	N.	afio	Ϊ́Ξ			
CLR-5:	To be proficien	t in script to screen c <mark>onve</mark>	ersion	2000	F	D 7	5	age	ion	es S	lra ge	zati	of Offi	9	<u>_</u>	ati≤	S	ni Si	a S			
				14/11/2		ge	e S	lam	cat	E E	se ed.	ä ä	y to	.⊑	yze	stig	len (E	ytic	-	-5	ကို
Course Lea	arning Outcon	nes (CLO):	<mark>t the</mark> end of this course, learners	will be able to:	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	ldd,	ink	Procedural Knowledge	Skills in Specialization	Ability to Util Knowledge	Skills in Modeling	Analyze, Interpret Data	nvestigative	Problem Solving Skills	Communication Skills	Analytical Skills	PSO.	08c	50-3
CLO-1:	Students would	l learn about television pr	roduction	100	2	75 L	60	H	₹ O	H	- 	<u>ဟ ဟ</u> -	- 4 X	S	∀ □	-	_ N	-	- ⋖		<u> </u>	<u>a</u>
		know the reality show p		- 30X	2	80	70		Н	-	Н	-				_	-	-	-	-	_	_
		gain knowledge <mark>of produ</mark>		777	2	70	65	Н	10.5	100	-				<i>-</i>	-	-	-	-	-	_	-
		l learn various sta <mark>ges</mark> of		771111	2	70	70	Н	7.0	Н	Н	Н	_		_	-		-	-	_	_	-
		be proficient in script to		V 13 15 7	2	80	70		Н		Н		_	-	-	-	T -	-	-	-	-	-
			N/S			U 7	Ť	-														
Duration	n (hour)		177	27 / 27				18	10.0													
S-1 to S-5	SLO-1	Television Programs- Co	oncept																			
3-1 to 3-3	SLO-2	Television Programs bas	sics .																			
S-5 to S-10	SLO-1	Approaching TV Channe	el & Production House	<u> </u>		- 117								7								
5-5 to 5-10	SLO-2	Understanding how to a	pproach TV Channels			-///																
S-11 to S-15	SLO-1	Television Program- Ne	ws Stories			- 1777						7	- 1	7								
3-11 to 3-13	SLO-2	Understanding News sto	ories			ANN						1	7									
S-16 to S-20	SLO-1	Television Program- Cha	at Show			F 7	4						/									
3-10 to 3-20	SLO-2	Understanding chat show					-						-									
S-21 to S-25	SLO-1	Television Program- Tal		TUAD	M			1 700					1									
3-21 (0 3-23	SLO-2	Understanding talk show		LEAD	17						AT	N Fr	-									
S-26 to S-30	SLO-1	Television Program- Rea		1				44		ıL.												
3-20 10 3-30	SLO-2	Understanding reality sh																				
S-31 to S-35	SLO-1	Reality Show- Theme/ C		-																		
3-31 (0 3-33	SLO-2	Working with Reality sho												, T							-	
S-36 to S-40	SLO-1	Reality Show- Basic Res																				
J-30 to J-40	SLO-2	Working with basic resea	arch for reality show																			

Working with basic research for reality show

Reality Show- Target Audience
Working with target audience for reality show

Working with style of production for reality show

Working with creative approach for reality show

Reality Show- Style of Production

Reality Show- Creative Approach

SLO-2

SLO-1

SLO-2

SLO-1

SLO-2 SLO-1

SLO-2

S-41 to S-45

S-45 to S-50

S-51 to S-55

Duration	n (hour)	18
S-56 to S-60	SLO-1	Reality Show- Structure & Content- 1
3-30 10 3-00	SLO-2	Working with Running order for reality show- 1
S-61 to S-65	SLO-1	Reality Show- Structure & Content- 2
3-01 10 3-03	SLO-2	Working with Running order for reality show- 2
S-66 to S-70	SLO-1	Reality Show- Structure & Content- 3
3-00 10 3-70	SLO-2	Working with Running order for reality show- 3
S-71 to S-75	SLO-1	Reality Show- Set Design
3-71103-73	SLO-2	Working with set design for reality show
S-76 to S-80	SLO-1	Reality Show- Storyboard
3-76 10 3-60	SLO-2	Working with storyboard for reality show
S-81 to S-85	SLO-1	Reality Show- Technical aspects
3-01 10 3-03	SLO-2	Working with technical aspect for reality show
S-86 to S-90	SLO-1	Reality Show- Budgeting
3-00 10 3-90	SLO-2	Working with budget for reality show

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)

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

Learning Ass	sessment		77.	100	No. of the last	N							
	Bloom's Level of				s Learning Asse				144004	Final Examination	on (50% weightage)		
Level	Thinking	CLA –	1 (10%)	CLA – 2 (10%)		CLA –	CLA – 3 (20%)		- 4 (10%)#	(**************************************			
<u> </u>		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Lovel 1	Remember		30%		30%	7.44	30%		30%		30%		
Level 1	Understand		30%		30%	ATTOR	30%	_	30%		30%		
Level 2	Apply		40%	/ /	40%	27.5	40%	-	40%		40%		
Level 2	Analyze	-	40 /0	-	40 /0	_	40 /0		40 /0		40 /6		
Level 3	Evaluate		30%	/ 17	30%	. / 17	30%		30%		30%		
Level 3	Create	-	30 /6	1 1	30 /	Late 1	30 /6	$H \cap A \setminus A$	30 /6	• /	30 %		
•	Total	10	100 %		0 %	10	0 %	THE PIPE	00 %	100 %			

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Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21S02T	Course Name	Film Produc	tion Techniques	Course Category	S	Skill Enhancement Courses	<u>L</u>	1 1	P 0	C 4
Pre-req	uisite Courses	Nil	Co-requisite Courses	Nil	Progressiv Courses		Nil				
Course Off	ering Department	Vis	sual Co <mark>mmunicatio</mark> n	Data Book / Codes/Standards		74	Nil	•	•		•

Course Offering Department Visual Communication Data Book / Codes		es/Sta	ndards	S			H	10				Nil									
			<u> </u>							*	4										
Course Lear	rning Rationale (CLR):	The <mark>purpose of l</mark> earning this coul	rse is to:	L	earnin	g						Progra	am Le	arning	Outco	omes (F	PLO)				
CLR-1:	CLR-1: To acquire the knowledge of filmmaking process				2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the impo	rtance of cinem <mark>atography</mark>	/ //		cy	Ħ						1					Skills				
CLR-3:	To understand the lighti	ng and its imp <mark>ortance</mark>		D	gen	eu.			ğ			1	Б	et	Skills	D				, ,	1
CLR-4:					Proficiency	cted Attainment	-	of O	elated		5	ize	deling	Interpret		Solving	mmunication	kills		, ,	1
CLR-5:	To afford the knowledge	e on editing <mark>and its im</mark> portance	5 47.27 5	Phinki	<u>-</u>	Ψ	nenta	_	C (0	ge a	atic	ge U	Moc	Inte	tive	Sol	ica	SI			İ
			100000	<u>ع</u> م	ec Sec	ge	led an	6 2	with Reiplines	dur	i⊒ i	e c	.⊑	ze,	iga	든	ng l	ytica	-	?	က
Course Lea	rning Outcomes (CLO):	At the end of this course, learners	will be able to:	Level (Bloor	Expec (%)	Φ	Fundamental Knowledge	Applic Conce	Link with F Discipline	Proce Know	Skills in Specializati	Ability Know	Skills	Analy. Data	Investigativ	Problem Skills	Comn	Analy	PSO.	PSO.	PSO-
CLO-1:	Students would learn th	e knowle <mark>dge of film</mark> making process	E 15 10 1 1 1	2	75	60	Н	Н	Н	750	77	-		-	-	-	-	-	-	-	-
CLO-2:	Students would know th	e import <mark>ance of c</mark> inematography	100 1000	2	80	70	-	- H	1 - 1	Н	-	-	-		-	-	-	-	-	-	-
CLO-3:	LO-3: Students would gain knowledge on lighting and its importance				70	65	Н	14-1-	100			-	-	-	-	-	-	-	-	-	-
CLO-4:	0-4: Students would learn about the sound and its importance				70	70	Н	150	Н	Н	. H	-	-	-	-	-	-	-	-	-	-
CLO-5:				2	80	70	- 4	Н		Н	272	-	-	-	-	-	-	-	-	-	-

Duratio	n (hour)	12	12	12	12	12
S-1	SLO-1	Film Production process- Concept		Lighting- Concept	Editing- Concept	Sound- Concept
3-1	SLO-2	Film Production process basic	Movie Camera basics	Nature & characteristics of lighting	Editing basics	Nature & Aesthetics
	SLO-1	Pre Production	Parts of Movie Cameras- 1	Functions of Lighting	Editing Principles	Sound Waves- Concept
S-2	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
3-3	SLO-2	Talents & Technicians	Digital movie camera basics	Hard light & Soft Light	Process of Editing	Uniqueness of sound waves
	SLO-1	Production Team- 2	Parts of Digital Movie Cameras- 1	Lighting Technique-1	Splice Editing- 1	Sound Process
S-4	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
S-3	SLO-2	Budgeting basics	White Balance & Colour Temperature	Tungsten & Quartz lights	Editing Equipment	Surround Sound & Dolby Stereo
	SLO-1	Production- 1	Types of Digital Movie Camera- 1	Lighting Equipments- 2	Linear Editing- 1	Dolby Sound- 2
S-6	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
3-1	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
5-0	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
3-3	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

Duratio	n (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
3-11	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
3-12	SLO-2	Exhibition & Film Promotion basics	Pan, Tilt, Trolley, Crane & Dolly	Safety Measures & check list	Rotoscopy & Colour Correction	Dubbing & Music Mixing

	Theory:
	1. Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA
Learning	2. Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK
Resources	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). Gramm <mark>ar of the Fi</mark> lm 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 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 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 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.

				Continuo	7 /	Final Evamination /F	(00/ waightaga)						
Level	Bloom's Level of Thinking	CLA -	<mark>- 1 (10%)</mark>	CLA -	2 (10%)	CLA –	3 (20%)	CLA -	- 4 (10%) #	Final Examination (50% weightage)			
	_	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Lovel 1	Remember	30%		30%		30%		30%		30%			
Level 1	Understand	30%		30 /6	-	30%	-	30%		30%	-		
Level 2	Apply	40%		40%		40%		40%		40%			
Level Z	Analyze	40 /0		40 /0	-	40 /0	-	40 /0	_	40 /6	-		
Level 3	Evaluate	30%		30%		30%		30%		30%			
Level 3	Create	30%	-	30%	-	30%		30%	-	30%	-		
	Total	10	00 %	10	0 %	10	0 %	1	00 %	100 %	ı		

[#] 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	PVC21AE2L	Course Name	Editing	Techniques	Course Category	AE	Ability Enhancement Course	<u>L</u>	T 0	P 4	2 2
				CCIEN	Progressive						
Pre-req	uisite Courses	Nil	Co- <mark>requisite Cou</mark> rses	Nil	Courses		Nil				
Course Off	ering Department	Visual	Communication	Data Book / Codes/Standards		W.	Nil				

Course Lea	arning Rationale (CLR):	The purpose of learning this course is to:	L	earnin	g					-	Progr	am Lea	arning	Outco	mes (l	PLO)				
CLR-1:	To give the knowledge ab	out 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	f learning Avi <mark>d and FCP</mark>	m)	(9)	()	Φ.	S													
CLR-3:	To understand and practicing Avid and FCP			6)	t (%	ည်	cepts		ge	5			ata		<u>s</u>	S				
CLR-4:	To practicing the basics of videos in Avid & FCP – capturing, transition, inserting & Multi Camera editing			roficiency (%)	Attainment (%)	Knowledge	Cono	ted	Knowledge	Specialization	Φ	Modeling	Interpret Da	Skills	Solving Skills	on Skills	<u>s</u>			
CLR-5:	To acquire the complete k	nowledg <mark>e of basic</mark> editing techniques	Ä	Pro	Λtta		Jo	Sela	국	ec.	Utilize ge	ode	nter	ve S	olvi	ätic	SK:			
Course Lea	rning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of TI	Expected	Expected	Fundamental	Application	Link with Related Disciplines	Procedural	Skills in Sp	Ability to U Knowledg	Skills in M	Analyze, lı	Investigative Skills	Problem S	Communication	Analytical	PSO -1	PSO -2	PSO-3
CLO-1:	Students would learn the	key co <mark>ncepts of</mark> editing techniques	2	75	60	Н	Н	Н	-		-	-	·	-	1	-	-	-	-	-
CLO-2:		ging vi <mark>deos, tran</mark> sition and inserting effects in Avid	2	80	70		Н	19.7	Н		-		1	-	ì	-	-	-	-	-
CLO-3:	Students would gain know	rledge about Capturing video, insert & replace and transition in FCP	2	70	65	Н	"	1 - 1.		. 7-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would learn the concept of multi camera editing in FCP		2	70	70	Н		H	Н	Н	-	-	-	-	•	-	-	-	-	-
CLO-5:	Students would be ready in	for editi <mark>ng field</mark>	2	80	70	-	Н	100	Н	-	-	-	٠.	-	-	-	-	-	-	-

Duration	n (hour)	12
S-1 to S-5	SLO-1	Avid- Batch Capturing Video
3-1 10 3-3	SLO-2	Working with batch capture video
S-5 to S-10	SLO-1	Avid- Logging videos
3-3 10 3-10	SLO-2	Working with logging videos
S-11 to S-15	SLO-1	Avid- Creation of Bin
3-11 (0 3-13	SLO-2	Working with Bin
S-16 to S-20	SLO-1	Avid- Transitions and Effects
0-10 to 0-20	SLO-2	Working with transitions and effects
S-21 to S-25	SLO-1	Avid- Audio Recording & Syncing
0-21 10 0-20	SLO-2	Working with Audio recording & syncing
S-26 to S-30	SLO-1	FCP- Batch Capturing Video
0-20 10 0-00	SLO-2	Working with batch capture video
S-31 to S-35	SLO-1	FCP- Logging videos
0 01 10 0 00	SLO-2	Working with logging videos
S-36 to S-40	SLO-1	FCP- Creation of Bin
0 00 10 0 40	SLO-2	Working with Bin
S-41 to S-45	SLO-1	FCP- Insert & Replace Editing
0 41 10 0 40	SLO-2	Working with Insert & Replace editing
S-45 to S-50	SLO-1	FCP- Transitions
3-40 to 0°00	SLO-2	Working with Transitions

Duration (hour)		12
S-51 to S-55	SLO-1	FCP- Special Effects
3-31 10 3-33	SLO-2	Working with special effects
S-56 to S-60	SLO-1	FCP- Multi Camera Editing
3-30 10 3-00	SLO-2	Working with Multi camera editing

- 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:

- Gael Chandler (2012). Cut by Cut Editing Your Film or Video, Second Edition, Michael Wiese, USA
 Diana Weynand (2010). Apple Pro Training Series: Final Cut Pro 7, First Edition, Peachpit Press, USA
 Jaime Fowler (2005). Avid Made Easy, Second Edition, Wiley Publishing, USA

Learning Ass	sessment				EA - A ".	Allen Marie	15						
	Bloom's Level of			Continuous	Learning Ass	essment (50% w	eightage)	1 1 No.		Final Fyaminatio	on (EOO)oimbtomo)		
Level		CLA -	1 (10%)	CLA – 2 (10%)		CLA -	3 (20%)	CLA -	- 4 (10%)#	Final Examination (50% weightage)			
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Laval 1	Remember		30%	7 7/2	30%	1 7 1 1	30%	在"人"	30%		30%		
Level 1	Understand		30%	11 36	30%	4 4 6	30%	1000	30%		30%		
Level 2	Apply		40%	ENN	40%	The Contract of the	40%		40%		40%		
Level 2	Analyze		40 /0	La Marian	40 /6	Aller Comments	40 /0	Carlotte Add.	40 /0		40 /0		
Level 3	Evaluate		30%	100	30%		30%		30%		30%		
Level 3	Create	-	30%	The second	30%		30%	-	30%		30%		
	Total	10	0 %	100) %	10	0 %	1	00 %	1	00 %		

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

Experts from Industry	Experts from Academic	Internal Experts
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I. Mr. Suresh S, Program Head,	Manonmaniam Sundranar University	CSH, SRM IST, RMP
Hello FM, Chennai.		2. Dr. Rajesh R, Head, Viscom,
Email: suresh@hellofm.in	Email: gbs_raja@yahoo.com	CSH, SRM IST, KTR

Course Code	PCD21AE2T	Course Name	Ganaral Antituda for Co	ompetitive Examinations	Course	ΔE	Ability Enhancement Course	L	T	P	С
Course Code	PUDZIACZI	Course Maine	General Aptitude for Co	ompetitive Examinations	Category	AL	Ability Elillancement Course	1	0	0	1
Pre-requ	uisite Courses	Nil	Co-requisite Courses	Nil	Progressiv Courses		Nil				
Course Off	ering Department	Career	Development Centre	Data Book / Codes/Standards		40	Nil				

Course Lea	arning Rationale (CLR): The purpose of learning this course is to:		Learn	ing						Progra	am Lea	rning	Outco	mes (l	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	174 7	10.75	100				e	_			ta		S					
CLR-3:	Sharpen logical reasoning through skilful conceptualization)C	eut	u –			ope	Ę.			Da	"	Skills	Skills				
CLR-4:	Familiarize with basic grammatical and syntactical rules	D D	oficiel		100	T	pe e	Knowle	alization	0	ing	ret	kills	g g		S			
CLR-5:	Enable to solve problems and to crack competitive exams	hinking	<u>Jo</u>	Attainm	<u>8</u>	o o	elat	조	Specia	Utilize ge	de	terp	e S	olving	ation	Skills			
CLR-6:	Develop new strategies to enhance reading comprehension		Р	φ	ental Ige	ion ts	es es	dural	Sp	J C d	€	'n,	ativ	S	ığ.				
		of	(E) (E)	ected	yer Vec	Sep	with	edt	.⊑	y to	.⊑	yze	stigati	plem	nmunic	alytical	-	-2	5
Course Lea	At the end of this course, learners will be able to:	e (e	EXP(BIO	% EX (%)	Func	Appl	Link	Proc	Skills	Ability Know	Skij	Anal	Inve	Prob	Com	Anal	PSC	PSO	PSC
CLO-1:	Build a strong base in the fundamental mathematical concepts	2	80	75	Н	Н	H	Н	H	Н	Н	H	Н	Н	М	Н	Н	Н	Н
CLO-2:	Acquire strategies to build vocabulary	2	80	70	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н
CLO-3:	Apply the learn conditions towards solving problems analytically	2	75	70	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	М	Н	Н	Н	Н
CLO-4:	Learn grammatical and syntactical rules	2	80	75	H	Н	H	H	Н	Н	Н	Н	Н	Н	M	Н	Н	Н	H
CLO-5:	Grasp the approaches and strategies to solve problems with speed and accuracy	2	80	70	Н	Н	Н	H	Н	Н	Н	Н	Н	Н	M	Н	Н	Н	Н
CLO-6:	Improve reading comprehension strategies	2	80	75	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н

Duration	n (hour)	3	3	3	3	3
Q 1	SLO-1	Logical Reasoning I	Vocabulary from inference to meaning	Numbers - I	Error Identification - I	Data Sufficiency
5-1	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
3-2	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
3-3	SLO-2	Solving problems	Sentence Completion	Numbers - III	Sentence Correction - I	Sentence Correction - II

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

Learning Ass	essment										
	Bloom's Level of			Continuou	s Learning Asse	essment (50% w	eightage)			Final Evamination	n (50% weightage)
Level	Thinking	CLA –	1 (10%)	CLA -	2 (10%)	CLA –	3 (20%)	CLA -	4 (10%)#	Filiai Examinatio	ii (30 % weightage)
	Tillikilig	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30 %		30 %		30 %		30 %		30 %	
Level I	Understand	30 /6	-	30 /6	-	30 /6	-	30 /6	-	30 /6	-
Level 2	Apply	40 %	-	40 %	-	40 %	-	40 %	1	40 %	ı

	Analyze										
Level 3	Evaluate	30 %	-1-1	30 %		30 %		30 %		30 %	
Level 3	Create	30 /6	-		_		_		_	JU /0	_
	Total	100) %	10	0 %	10	0 %	10	0 %	10	0 %

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
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						SEMI	ESTER	. 111															
Course Co	de P\	/C21107T	Course Name	Media Resea	rch Methodology				Course		С			Pro	fessio	nal Co	ore Co	urse		<u> </u>	LIT	P	<u> </u>
								4	Catego	ry											4 1	U	5
Pre-	requisite (Courses	Nil	Co-requisite Courses	Ni	1			_	ressiv urses								Nil					
Course	Offering	Department	Visual	Communication	Data Book / Coo	los/Sta	ndarde		CU	uises		10				Nil							
Oddisc	Oncomig	Берагинени	Visual	Communication	Data Book / Ook	103/010	iiiaai a	<u>, </u>				-	•			1111	_						
Course Le	earning Ra	tionale (CLR):	The p	urpose of learning this course	se is to:	L	earnin	a	1					Progr	am Lea	rnina	Outco	mes (l	PLO)				
CLR-1:			e about Research			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:			ce of research in med	lia		77		1.5				<u>o</u>	_			ta		S					
CLR-3:			s research methods)c	ər				edg	흪			Da		<u> </u>	Kills				
CLR-4:			nd its importan <mark>ce</mark>			g D	cie	JIII	10.00	т.,	eq) MC	iliza		ng	<u>fe</u>	N S	g	اSر	"			
CLR-5:			ete knowledge of rese	arch processes	F 10.00 F	Ę	rofi	ttaii	ਲ	ф	elati	Χn	<u>S</u>	ilize	deli	erp	S	iv	aţio	Kijk			
		,			1000	Τ̈́	d P	γp	ent	uo s	es es	<u>a</u>	Spe	ge Ct	Mo	≟	ative	Sc	. <u>S</u>	al S			
Course L	earning C	outcomes (CLC	O): At the e	end of this course, learners w	vill be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expecte (%)	Fundamental Knowledge	Applicat Concept	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:	Studer	nts would learn	about Res <mark>earch</mark>		312		70	00	Н	Н	Н		1	-	-	-	-	-	-	-	-	-	-
CLO-2:			the importance of res		Transfer .	2	80	70		Н	100	Н		-	-	<i>)</i> -	-	-	-	-	1	-	-
CLO-3:			stand vari <mark>ous resea</mark> rc		MARKET P	2	70	65	Н	3	1		-	-	-	-	-	-	-	-	1	-	-
CLO-4:			about data <mark>and its im</mark> p		St. 1. 1. 7.	2	70	70	Н		Н	Н	Н	-	-	-	-	-	-	-	-	-	-
CLO-5:	Studer	nts would acqu	iire the co <mark>mplete kn</mark> ov	vledge of research processes	S	2	80	70	110.0	H	100	Н	-	-	-	-	-	-	-	-	-	-	-
		1		1 1/1/	T 7 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2				15	-													
Duration			15		15			-	15					_	15						15		
S-1	SLO-1	Research- Co		Research Procedure			a- Conc							Design							Concep	<u>t</u>	
	SLO-2	Research bas		Research procedure			a basics							design						alysis t	asics		
	SLO-1	Knowledge- C	oncept	Steps involved in Res	search	Тур	es of Da	ata				Nee	ed for	Resear	ch Des	ign			ata Ar		<i>('</i> 0 ·	0	
S-2	SLO-2	Sources of Kr	owledge	Stages of research		Prim	nary & S	Secono	lary Data	1		Imp	ortano	ce of re	search	desigr	1	7	abulati	on	tion, Co		
S-3	SLO-1	Research- Ob	jective & Motivati <mark>on</mark>	Research Questions-	- Concept	Mea	sureme	ent of v	ariables-	Conc	ept	Ехр	perime	ntal Re	search	- Cond	cept	C	Concep	t		n of Dat	
	SLO-2	Characteristic	s for Research	Research question ba	asics				aria bles	basics	3			experin									a basics
S-4	SLO-1	Media Resear		Hypothesis- 1	DEAK				ement- 1	- 1	177			erimenta							sentatio		
3-4	SLO-2	Media researd		Hypothesis basics	Three-				oles- Nor		& Ordin			erimenta							ar Grap		
	SLO-1	Types of Rese		Hypothesis- 2		Leve	els of M	leasure	ement- 2			Qua	antitati	ive Res	earch-	Conce	ept				sentatio		
S-5	SLO-2	Descriptive Vs Fundamental	S Analytical & Applied	Vs Importance & Function	ons	Con	tinuous	Varia	oles- Inte	rval &	Ratio	Qua	antitati	ive rese	earch b	asics				al Map ncy Pol		grams &	t
	SLO-1	Types of Rese	earch- 2	Constructing Hypothe	eses	Data	a Collec	ction				Qua	alitativ	e Rese	arch- C	oncep	ot	S	Statistic	s- Con	cept		
S-6	SLO-2	Quantitative V Vs Empirical	's Qualitative & Conce	Development of hypo	othesis	Meti	hods &	Tools				Qua	alitativ	e resea	rch ba	sics				s basic			
S-7	SLO-1	Research App	roaches	Types of Hypothesis		Que	stionna	ire- Co	oncept			Des	scriptiv	re Rese	earch- (Conce	ot			Concep	ot		
3-/	SLO-2	Various resea	rch approaches	Null & Alternative Hy		Que	stionna	ire bas	sics					resea				S	SPSS b	asics			
S-8	SLO-1	Research Me		Sample- 1		Туре	es of Q	uestior	is .			Ana	alytical	Resea	rch- Co	ncept					Conce	ot	
3-0	SLO-2	Positivistic Me	thodology	Sample basics		Ope	n-ende	d & CI	osed-end	led		Ana	alytical	resear	ch basi	cs		7	hesis v	vriting l	basics		
S-9	SLO-1		hodology- 2	Sampling -2					voided				_		_		oncept		hesis V				

Duratio	n (hour)	15	15	15	15	15
	SLO-2	Phenomenological Methodology	Procedure & Sampling Size	Avoiding negative questions	Cross sectional research basics	Title, Abstract & Acknowledgements
	SLO-1	Phases of Research	Types of Sampling- Probability Sampling- 1	Questionnaires	Longitudinal Research- Concept	Thesis Writing Method-2
S-10	SLO-2	Stages of research	Simple, Stratified & Systematic Random Sampling	Advantages and Disadvantages	Longitudinal research basics	Table of Contents, List of tables/figures & Abbreviations
	SLO-1	Qualities of a Researcher	Types of Sampling- Probability Sampling- 2	Construction of Questionnaire	Content Analysis- Concept	Thesis Writing Method-3
S-11	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
3-13	SLO-2	Growth of media research- India	Judgmental & Snowball Sampling	Face to Face, Phone, Computer Assisted Interviewing	Case study basics	Bibliography (Reference) & Appendix
	SLO-1	Thrust areas in Media Research	Sampling Techniques- Merits & Demerits	Focus Group- Concept	Case Studies- 1	Thesis Writing
S-14	SLO-2	Various field of media res <mark>earch</mark>	Advantages & Disadvantages of Sampling techniques	Characteristics, advantage & disadvantage of focus group	Types of case studies	Writing Format & Style
	SLO-1	Theories in Media studies-Concepts	Sampling- Problems & Error	Observation Techniques- Concept	Case Studies- 2	Ethics in Conducting Research
S-15	SLO-2	Basics of media theories	Troubles in sampling	Types, advantage & disadvantage of observation	Designing a case study	Norms of conducting research

Theory:

Learning Resources

- 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 & Gauray 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, Conceptual Vs Empirical; Research Approaches- Quantitative, Basic / Applied Research, Deductive Research; Research Methodology- Positivistic Methodology & Phenomenological; Phases of Research; Qualitative of a 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 Procedure; 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 Questionnaire; Interview- Definition & Concept; Types of Questionnaire; Interview- 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, Descriptive Research- Definition & Concept, Cross Sectional Research- D

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..

				Continuo	us Learning Ass	essment (50% v	weightage)			Final Framination (EOO/e!abteac)	
Level	Bloom's Level of Thinking	CLA - 1 (10%)		CLA – 2 (10%)		CLA - 3 (20%)		CLA -	- 4 (10%)#	Final Examination (50% weightage)		
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember	30%	/ //	30%		30%		200/		200/		
Lever	Understand	30%		30%	0.00	30%	-	30%	4	30%	-	
Level 2	Apply	40%	A 7	40%	49.75	40%		40%		40%		
Level Z	Analyze	40%		40%	257	40%	-	40%		40%	-	
Laval 2	Evaluate	30%		30%	137 2594	200/	W 16	200/		200/		
Level 3	Create	30%		30%	THE SECTION	30%		30%	7	30%	-	
	Total	10	00 %	10	0 %	10	00 %	1	00 %	100 %	6	

#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	19 (19 to 19) and 19 (19 to 19)	
Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Suresh S, Program Head,	1. Dr. G Balasubramania Raja, Prof & Head,	1. Dr. Prabakaran V, Assistant Professor, Viscom, CSH, SRM IST, KTR
Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21108T	Course Name	Indian Constitut	ion and Media Laws	Course Category	С	Professional Core Course	<u>L</u>	1 1	P 0	3 3
Pre-req	uisite Courses	Nil	Co-requisite Courses	NII	Progressiv Courses	re l	Nil				
Course Off	fering Department	Vis	sual Communication	Data Book / Codes/Standards		74.1	Nil				

Pre-re	equisite Courses	ourses Wil Co-requisite Courses Wil						Co	urses		NII											
Course (Offering Department	Visual	Communication	Data Book / C	odes/St	andard	S			74	70				Nil							
	arning Rationale (CLR):		ourpose of learning this course	e is to:		Learni	ng						Progra	am Le	arning	Outco	omes (F	PLO)				
CLR-1:	3					2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To know the importance		100	cy	Ħ											ills						
CLR-3:	To understand various N	/ledia laws			D	e.	ae L	7		ъ				ō	₩.	Skills	_	š				
CLR-4:	To know about judicial s		king	ું	Attainment	4.70	<u>_</u>	ate		_	Ze	eling	d	Š	ving	.ou	ills					
CLR-5:			<mark>f r</mark> egulating the media industry	/] [=	d Proficient		enta	on of s	Relater es	dural	atio	ge Ctill	Mod	Interpret	ative	Sol	icat	Sk			
Course Lea	arning Outcomes (CLO):	At the	end of this course, learners wil	ll be able to:	Level of (Bloom)	9 8	Expected (%)	Fundamental Knowledge	Applicati Concept	Link with Disciplin	Procedu Knowled	Skills in Specializ	Ability to Knowled	Skills in I	Analyze, Data	Investiga	Problem Skills	Commur	Analytical	PSO -1	PSO -2	PSO-3
CLO-1:	Students would learn about Indian Constitution						60	Н	Н	Н	125		-	1-1-	-	-	- 1	-	-	-	- '	-
CLO-2:	Students would know the importance of Indian Constitution						70	LF	Н		Н	- 1	-	-	h-	-		-	-	-	-	-
CLO-3:	0-3: Students would understand various Media laws				2	70	65	Н	14.	1.4			-	-	7 -	-	-	-	-	-	-	-
CLO-4:	Students wouldknow ab	out judic <mark>ial syste</mark> m	in India		2	70	70	Н	150	Н	Н	Н	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would acquire the importance of regulating the media industry				2	80	70	- 4	Н		Н	5-12	-	-	-	_		-	-	-	-	_

Duration	on (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
3-1	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
	SLO-1	Making of Indian Constitution	Political Executive	Supreme Court	History of Media Laws in India-1	Regulating the Media Industry- 1
S-2	SLO-2	Indian Constitution basics	Prime Minister & Council of Ministers	Structure and jurisdiction	Press and Registration of Books Act 1867	Cinematography Act 1952
	SLO-1	Historical Background-1	Legislature of the Union- 1	High Court	History of Media Laws in India-2	Regulating the Media Industry- 2
S-3	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
	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
S-4	SLO-2	Indian Independence Act, 1947	Parliamentary Committees & Nomination of Members	Structure and jurisdiction	Vernacular Press Act,	Prasar Bharati Act 1990
	SLO-1	Indian Constitution- 1	Public Services	Citizen Oriented Measures	Post Independent Media Laws- 1	Regulating the Media Industry- 4
S-5	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
	SLO-1	Indian Constitution- 2	Government of the States- 1	Secretariat, Directorate and Collectorate	Post Independent Media Laws- 2	Regulating the Media Industry- 5
S-6	SLO-2	Fundamental of Rights & Duties	Governor- Nomination & Powers	Structure & Functions	Copyright Act 1957	Cable Television Networks (Regulation) Act 1995
	SLO-1	Indian Constitution- 3	Government of the States- 2	Local Government-1	Post Independent Media Laws- 3	Regulating the Media Industry- 6
S-7	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

Durati	on (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
3-0	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
3-9	SLO-2	Article 19 (1) (a) & Article 19 (2)	Powers and Functions	Gram Panchayat (Village)	Contempt of Courts Act 1971 & 2005	Cyber laws basics

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

UNIT 1: 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.

5. Devesh Kapur & Pratap Bhanu Mehta (2007), Public Institutions in India: Performance and Design, First Edition, Oxford University Press, UK.

First Edition, Oxford University Press, UK.

UnitII: Government of the Union: President & Vice President of India- Election and Powers: Political Executive- Prime Ministers. Legislature of the Union: President & Vice President of India- Election and 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.

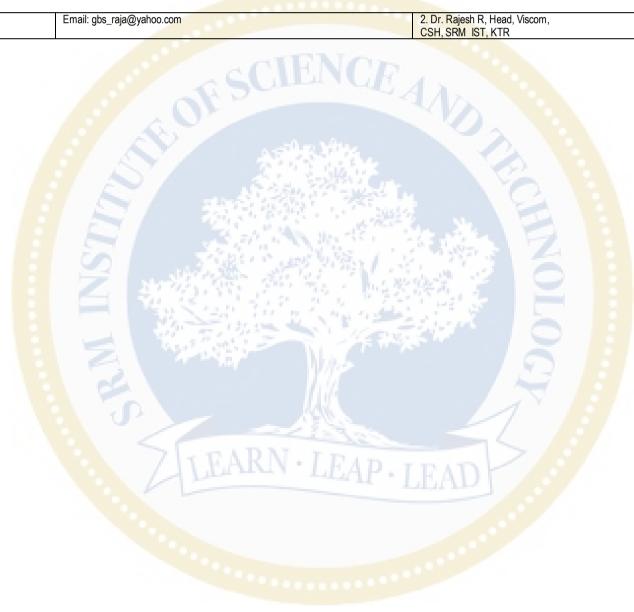
UNIT V: Regulating the Media Industry- Cinematography Act 1952, The Cine-workers and Cinema Theatre Workers (Regulation of Employment) Act 1981, The Prasar Bharati (Broadcasting Corporation of India) Act 1990, Television Network (Regulation) Act 1995. Cable Television Networks (Regulation) Act 1995. The Radio, Television and Video Cassette Recorder Sets (Exemption from Licensing Reguirements) Rules 1997. The Information Technology Act 2000. Basics Cyber laws...

Learning Ass	sessment		1 1			SALVES.			7			
			-	Continuo	ous Learning As	sessment (50% v	weightage)		/	Final Evamination //	500/ weightegs)	
Level	Bloom's Level of Thinking	CLA -	- 1 (10%)	CLA -	- 2 (10%)	CLA -	- 3 (20%)	CLA-	- 4 (10%)#	Final Examination (50% weightage)		
	_	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
Level 1	Remember	30%		30%	ZIZIVI.	30%	D. TD	30%		30%		
Level I	Understand	30%		30%	-	30%		30%		30%	-	
Level 2	Apply	40%		40%		40%		40%		40%		
Level 2	Analyze	40%		40%	-	40%	_	40%		40%	-	
Laural 2	Evaluate	30%		30%		200/		200/		200/		
Level 3	Create	30%		30%	-	30%	-	30%	-	30%	-	
Total			00 %	100 %		10	00 %	1	00 %	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		1111
Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Suresh S, Program Head,	1. Dr. G Balasubramania Raja, Prof & Head,	1. Dr. Prabakaran V, Assistant Professor, Viscom,
Hello FM, Chennai.	Manonmaniam Sundranar University	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	PVC21D0	7L	Course Name	Event	Photography Photography	ar		d.	Course Catego	-	D		٠.,	Disc	ipline	Electiv	ve Cou	irses			L T 0 0	P 6	C 3
Pre-req	quisite Course	s	Nil	Co-requisite Courses	La8	Nil	Progressive Nil																
Course Of	Codes/St	andards	S			74	11	h			Nil												
	ning Rationale		Learnir	ng				4		Progr	am Le	arning	Outco	omes (
	To learn the E				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
CLR-2:	To know the v	arious lig	hting techniques				15		14.			ge	5	10		ata		<u>v</u>	တ				
			racteristics of lig <mark>ht</mark>			4-	S	Jen J				led	atic			ţ	S	SK:	N.				
			camera and acces	ssories		i.e	ficie	in in		н.	<u>te</u>	νoί	aliz	g)	<u>ili</u>	bre	N.	ng	2	<u>s</u>			
CLR-5:	To know the v	arious ty _l	pes of events		and the state of	_] <u>₹</u>	0.0	√tta	्र खू	of	Sela	Ϋ́	ec.	E E	ge	ıter	\(\rak{\text{e}}\)	NO.	ätic	Skil			
			_			<u> </u>	- Pe	eq	<u>a</u> 8	tion Sta	th F	ura	Sc		ž	a)	yati	J S	ij	g	_	01	
Course Learn	ning Outcomes	s (CLO):	At the	e end of this course, learners w	vill be able to:	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	-undar	Applica	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	PS0 -2	PSO-3
CLO-1:	Students woul	d learn th	he Event p <mark>hotogra</mark>	phy	10.77	2	75	60	H	Н	Н	77	-	-	-	-	-	-	-	-	-	-	-
			he various lighting		Trer 1 320 -	2	80	70		Н	0	Н	17-2	-	-	-	-	-	-	-	-	-	-
CLO-3:	Students woul	d unders	inderstand the characteristics of light 2 70 6							180	140			-	-	F -	-	-	-	-	-	-	-
CLO-4:		d get knowledge o <mark>n camera</mark> and accessories 2 70 70 H - H H H								-	-	-	-	-									
CLO-5:	Students woul	d know ti	rnow the various types of events 2 80 70 - H - H																				
Duration	a (haur)	l	-		4-1-1-1	170. 1			18		-				_	-							
	SLO-1	Choosi	ing Porfect Camor	a for Event Photography	and the later				10						-								
S-1 to S-5	SLO-1		standing camera	a for Everit Photography			-																
	SLO-2			r Event Photography										_	-								
S-5 to S-10	SLO-2	Unders	standing lens	LVent i notograpny										-	-								
	SLO-1			r Event Photography										-	~								
S-11 to S-15	SLO-2	Unders	standing camera se	ettinas										-7-									
	SLO-1		g with Camera Sto				J 7.	747	-					7									
S-16 to S-20	SLO-2		standing camera st											•									
0.044.0.05	SLO-1			nt <mark>Phot</mark> ography- 1	TO A			Th						1									
S-21 to S-25	SLO-2	Knowin	ng lighting patterns	· 1	TITLE	LUT		1777	111		117	A T	TH										
S-26 to S-30	SLO-1	Lighting	g Patterns for Ever	nt Phot <mark>ography- 2</mark>									7 1										
3-20 10 3-30	SLO-2		ng lighting patterns										_			7							
S-31 to S-35	SLO-1	Lighting	g Patterns for Ever	nt Photograp <mark>hy- 3</mark>																			
3-01 10 0-00	SLO-2	Knowin	ng lighting patterns	÷ 3																			
S-36 to S-40	SLO-1																						
0 00 10 0 40	SLO-2	Unders	standing flash light																				
S-41 to S-45	SLO-1		g with Framing																				
2	SLO-2		standing framing																				
S-45 to S-50	SLO-1		g with Composition																				
SLU-2 Understanding composition																							
S-51 to S-55	SLO-1																						
	SLO-2	Unders	stand surroundings	3																			

Duration	(hour)	18
S-56 to S-60	SLO-1	Working with Human Expressions
3-30 to 3-60	SLO-2	Understanding expressions
S-61 to S-65	SLO-1	Working with Candid Photography
3-01 10 3-03	SLO-2	Understanding candid photography
S-66 to S-70	SLO-1	Working with Key Photos
3-00 10 3-70	SLO-2	Understanding key photos
S-71 to S-75	SLO-1	Working with Posed Event Photography
3-71 10 3-73	SLO-2	Understanding poses
S-76 to S-80	SLO-1	Working with Stiff Shots
3-70 10 3-60	SLO-2	Understanding stiff shots
S-81 to S-85	SLO-1	Picture Processing with Photoshop
3-01 10 3-03	SLO-2	Understanding Photoshop
S-86 to S-90	SLO-1	Creating Best Event Photography Team
0-00 10 3-90	SLO-2	Understanding Event Team

Rally or Public Gathering Photography minimum THREE exercises (Indoor / Outdoor)
 Award or Graduation Photography minimum THREE exercises (Outdoor)

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

	Practical:
Learning	1. John Berger and Geoff Dyer (2013). Understanding a Photograph, Penguin Books, New York.
Resources	2. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA
	3 Michael Langford (2000) Rasic Photography, First Edition, Focal Press LIK

Learning Ass	sessment		11	The second secon		Maria					
	Bloom's Level of			Continuous	s Learning Asse	essment (50% w	eightage)			Final Evamination	on (50% weightage)
Level	Thinking	CLA – 1 (10%)		CLA – 2 (10%)		CLA -	3 (20%)	CLA -	- 4 (10%)#	Filial Examination	on (50 % weightage)
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember		30%		30%	34/46.3	30%		30%		30%
Level I	Understand		30%		30%	ALL SALES	30%	-	30%		30%
Level 2	Apply		40%		40%	7 7 7 7	40%		40%		40%
Level 2	Analyze	-	40 /0	The same of	40 /0		40 /0	_	40 /0		40 /6
Level 3	Evaluate		30%	/ 11	30%	1 · 1 17	30%	77 4 77	30%		30%
Level 3	Create	-		1 1	30 /8	A Child	30 /6	KAL	30 /6		
	Total	10	0 %	100) %	10	0 %	1	00 %	1	00 %

#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,	1. Dr. G Balasubramania Raja, Prof & Head,	1.Dr. Saravanakumar T K, Assistant Professor, Viscom, CSH, SRM IST, KTR
Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D0	8L Course Name	Product I	Photography	<u>JLIII</u>	ESIER		Course Categor		D		٠,	Disc	ipline	Electiv	e Cou	irses			L T	P 6	C 3
Pre-rec	quisite Course	s Nil	Co-requisite Courses	Nil					ressive urses		١,				Ţ		Nil					
Course Of	fering Departn	nent Visua	/ Communication	Data Book / Coo	es/Sta	andards	3			74					Nil							
											4	۱.				L.						
Course Learn	ning Rationale	(CLR): The	<mark>purpose of</mark> learning this course	e is to:		Learnir		 						am Lea			mes (I					
		oduct photography			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		arious lighting techniques)C	eut					- 1	400			, 0		鼍				
		the characteristics of light			g.	.ej	Ē	1.0		eq			4	ng	oret	Ε	<u>D</u>	N S	S			
		edge on camera and access			녿	Ę	ttai	<u></u>	ф	əlat		o	ilize	de	erp	S	i	ığ.	Skills			
CLR-5:	To know the va	arious types of produ <mark>ct phot</mark> e	ography		드	Р	Υp	ent	on S	es es	la g	zati	g Ct	8	Ξ	ativ	Sc	. <u>S</u>	<u>8</u>			
				10/16/2017	₽ (E	g	g	Jec an	cati	vith Plin	무 의	<u>ai</u> ⊒	y to	.⊑	/ze	stigs	em em	₽	Αįς	<u>-</u>	-5	ကု
Course Learn	ning Outcomes	(CLO): At the e	end of this course, learners will	l be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	-undamental Cnowledge	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	PSO -1	PS0 -2	PSO-3
	=	d learn the Product photogra	nhy		2	<u>75</u>	<u>60</u>	H	₹ O	Н	- 조	<u>က က</u>	- ≺ ⊻	<u>၂</u>	Α.		_ S	-	< -	<u> </u>	<u> </u>	<u> </u>
		d know the various lighting to		1000	2	80	70	- ''	H	-	Н	-						-	-			-
		d understand the characteris		Property and the second	2	70	65	Н	Mary C	100	- ' '			-	2-	-	-		-			_
		d get knowledge o <mark>n camera</mark>		CHARLE !	2	70	70	H		Н	Н	Н		-	-		-		_		_	_
		d know the various types of p		15 miles 11	2	80	70	- 11	Н	- ''	H	-						-	-			-
GLO-J.	Students would	i kilow tile vallous types of p	broduct priotography			00	70	والتبال		-	-11		-1-	-						- 1	-	
Duration	n (hour)		100	100	-	-	-	18	-	-	-											
	SLO-1	Choosing Perfect Camera	for Product Photography		-				-													
S-1 to S-5	SLO-2	Understanding camera	Tor i roduct i notograpny			-																
	SLO-1	Choosing Best Lenses for	Product Photography				7						-	-								
S-5 to S-10	SLO-2	Understanding lens	Teduct Friotography			-	-					-	-	-		_						
	SLO-1	Best Camera Settings for F	Product Photography									_	-	4	-							
S-11 to S-15	SLO-2	Understanding camera sett				-84							7									
	SLO-1	Working with Camera Expo											/									
S-16 to S-20	SLO-2	Understanding exposure	osure ocumgs	_			-					-										
	SLO-1	Lighting Patterns for Produ	ct Photography	- T A D	N.T		-					-	-	-								
S-21 to S-25	SLO-2	Knowing lighting patterns	ct motography		н		+	+17-	-	-	-	-	-	_								
	SLO-1	Working with Props for Pro	oduct Photography					-	-	-	ч.	—										
S-26 to S-30	SLO-2	Understanding props	duct i notography									_		_	_							
	SLO-1	Working with Materials for I	Product Photography																			
S-31 to S-35	SLO-2	Understanding materials	Troudot Friotography																			
	SLO-1	Working with Table Setting	for Product Photography									-										
S-36 to S-40	SLO-2	Understanding table setting																				
	SLO-1	Working with White & Plain	n Background																			
S-41 to S-45	SLO-2	Understanding white & plai																				
	SLO-1	Working with Framing for F	Product Photography		-																	
S-45 to S-50	SLO-2	Understanding framing	Todast Friotography																			
	SLO-1	Working with Composition	for Product Photography																			
S-51 to S-55	SLO-2	Understanding composition																				
L	0LU-2	Chacistanding composition	1																			

Duration	(hour)	18
S-56 to S-60	SLO-1	Working with Multiple Shots
3-30 10 3-00	SLO-2	Understanding multiple shots
S-61 to S-65	SLO-1	Working with Different Angles of Product
0-01 10 0-03	SLO-2	Understanding angles of product
S-66 to S-70	SLO-1	Working with Different Products
3-00 10 3-70	SLO-2	Understanding Products
S-71 to S-75	SLO-1	Working with Product Context
3-71 10 3-73	SLO-2	Understanding product context
S-76 to S-80	SLO-1	Working with Touch up Software
3-70 10 3-00	SLO-2	Understanding touch-up software
S-81 to S-85	SLO-1	Working with Editing Software
3-01 10 3-03	SLO-2	Understanding editing software
S-86 to S-90	SLO-1	Creating Best Product Photography Team
3-00 10 3-30	SLO-2	Understanding Product Team

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

		Prac

Learning Resources

- John Berger and Geoff Dyer (2013). Understanding a Photograph, Penguin Books, New York.
 Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA
- 3. Michael Langford (2000). Basic Photography, First Edition, Focal Press, UK

earning Ass	sessment		and the second	Le ST-1		100.00										
	Bloom's Level of			Continuous	s Learning Asse	essment (50% w	eightage)			Final Evamination	Final Examination (50% weightage)					
Level	Thinking	CLA - 1 (10%)		CLA –	CLA – 2 (10%)		3 (20%)	CLA -	- 4 (10%)#	Limit Limitation (30 % weightage)						
	minking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice					
Lovel 1	Remember		30%		30%	4 1	30%		30%		30%					
Level 1	Understand		30%	1	30%	- A - 1	30%	-	30%		30%					
Level 2	Apply		40%		40%		40%		40%		40%					
Level 2	Analyze	-	40 /0	7 1 - 1	40 /0	T T	40 /0	_	40 /0		40 /0					
Level 3	Evaluate		30%	7 1 1 1	30%		30%	DAT	30%		30%					
Level 3	Create	-	30%	1-1	30%		30%	$E/\Lambda L$	30 /6	· ·	30%					
	Total	10	0 %	100) %	10) %	1	00 %	10	0 %					

[#]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
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Hello FM, Chennai. Email: suresh@hellofm.in	Manonmaniam Sundranar University Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Course Code	PVC21D09L	Course Name	Fashion	Photography Photography	Course	D		Discipline Elective Courses	0	0	6	3
Pre-req	uisite Courses	Nil	Co-requisite Courses	Nil	Progressiv Courses	е	×. 1	Nil				
Course Off	ering Department	Visua	// Communication	Data Book / Codes/Standards		4		Nil				

	earning Rationale (CLR):	The purpose of learning this course is to:	<u> </u>	earnin	ıg				7		Progr	am Le	arning	Outco	omes (I	PLO)				
CLR-1:	To learn the fashion photograp		1	2	3	1	2	3	4	5	6	- /	8	9	10	11	12	13	14	15
CLR-2:	To know the lighting technique	S	E	ें	Ħ					- 4	(,					Skills				
CLR-3:	To understand the characterist	ics of lig <mark>ht</mark>	D	ë	me	7		g				စ	ē	Skills	0	š				
CLR-4:	To gain knowledge on camera		돌	Proficiency	Attainment		of O	Related		=	ize	leling	rp		ving	ation	Skills			
CLR-5:	To know the various types of p	hotog <mark>raphy</mark>	達			nenta dge	_	Re	ge a	atic	e U⊞	90	Interpret	igative	Sol	<u>s</u>	S			
		- 100 mg/s	<u>_</u>	ected	ected	undamental	e 2	with	sedural wledge	in ialization	o	.⊑	Ze,	tiga	em	unuuo	nalytical	<u>-</u>	-2	က္
Course Le	arning Outcomes (CLO):	At the end of this course, learners will be able to:	Level (Bloo	Expe (%)	Expe (%)	Fund	Applic Cono	Link with Discipline	Proce	Skills Speci	Ability Know	Skills	Analy Data	Investi	Problem Skills	Com	Analy	PSO	PSO	PSO.
CLO-1:	Students would learn the fashi	on <mark>photogra</mark> phy	2	75	60	Н	Н	Н	7.		-	-	-	-	-	-	-	-	-	-
CLO-2:	Students know the lighting tech	nn <mark>iques</mark>	2	80	70	1.1-	Н		Н	-	-		h -	-	-	-	-	-	-	-
CLO-3:	Students would understand the	e c <mark>haracteri</mark> stics of light	2	70	65	Н	100	17-		-	-	-	/ -	-	-	-	-	-	-	-
CLO-4:	Students would gain knowledg	e <mark>on camer</mark> a	2	70	70	H	1	Н	Н	Н	-	-	-	-	-	•	-	-	-	-
CLO-5:	Students would know the vario	us types of photography	2	80	70	-	Н	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration	(hour)	18	v. Chi
S-1 to S-5	SLO-1	Choosing Perfect Camera for Fashion Photography	
3-110 3-3	SLO-2	Understanding camera	
S-5 to S-10	SLO-1	Choosing Best Len <mark>ses for Fa</mark> shion Photography	
3-3 10 3-10	SLO-2	Understanding lens	
S-11 to S-15	SLO-1	Best Camera Setting <mark>s for Fashi</mark> on Photography	
0-11 10 0-13	SLO-2	Understanding camera settings	
S-16 to S-20	SLO-1	Portrait Lighting Patterns-1	
0-10 to 0-20	SLO-2	Knowing lighting patterns- 1	
S-21 to S-25	SLO-1	Portrait Lighting Patterns- 2	
0 21 10 0 20	SLO-2	Knowing lighting patterns- 2	· [FALLE
S-26 to S-30	SLO-1	Working with Low Key Lighting	LEAP
	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
3-30 10 3-00	SLO-2	Understanding street fashion photography
S-61 to S-65	SLO-1	Working with Catalog Photography-1
3-01 10 3-03	SLO-2	Understanding catalog photography- 1
S-66 to S-70	SLO-1	Picture Processing with Photoshop
3-00 10 3-70	SLO-2	Understanding Photoshop
S-71 to S-75	SLO-1	Working with Smooth Skin in Photoshop- 1
3-11 10 3-13	SLO-2	Understanding Smooth skin in Photoshop- 1
S-76 to S-80	SLO-1	Working with Smooth Skin in Photoshop- 2
3-70 10 3-00	SLO-2	Understanding Smooth skin in Photoshop- 2
S-81 to S-85	SLO-1	Creating Best Fashion Photography Team
3-01 10 3-03	SLO-2	Understanding Fashion Team
S-86 to S-90	SLO-1	Setting-Up Own Studio
0-00 10 0-90	SLO-2	Understanding studio

- 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:

- Bruce Smith (2008). Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade, AMPHOTO Books, New York.
 Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA
- 3. Michael Langford (2000). Basic Photography, First Edition, Focal Press, UK

Learning Ass	essment					////			1 14					
	Bloom's Level of			Final Evamination	Final Examination (50% weightage)									
Level		CLA - 1 (10%)		CLA -	CLA – 2 (10%)		3 (20%)	CLA -	- 4 (10%)#	Filial Examinatio	Tiliai Examination (50 % Weightage)			
	Thinking	Theory	Practice =	Theory	Practice	Theory Practice		Theory Practice		Theory	Practice			
Level 1	Remember		30%	7 - 1	30%	TT	30%		30%		30%			
Level I	Understand	-	30 /0	/ 11/1	30 /6	1 - I H	30 /6	\mathbf{p}_{λ}	30 /6		30 /0			
Level 2	Apply	1	40%	11	40%		40%	r_A L	40%		40%			
Level 2	Analyze] -	40%		40%	-	40%		40%		40%			
Level 3	Evaluate		30%	L	30%		30%		30%		30%			
Level 3	Create	1 -	30%		30%	-	30%	_	30%	-	30%			
	Total	100	0 %	100) %	10	0 %	10	00 %	10	0 %			

[#] 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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Hello FM, Chennai.	Manonmaniam Sundranar University	2. Dr. Rajesh R, Head, Viscom,
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					SEMESTERIII									-			
Course Code	PVC21G0	1L Course Name	Gam	e Design Basics		Course	G		G	eneric Elec	tive Cou	rses			L I 0 0	Р 6	C 3
						Category									0 0	0	3
		T			1	Progress	civo										
Pre-rec	quisite Course	s Nil	Co-requisite Course	es	Nil	Course						Nil					
Course Of	fering Departr	nent V	isual Communication	Data Book	/ Codes/Standards	Course					Nil						
					, , , , , , , , , , , , , , , , , , , ,			7									
Course Lear	ning Rationale	(CLR):	The purpose of learning this co	ourse is to:	Learning				Pro	ram Learn	ing Outo	omes (F	PLO)				
CLR-1:	To acquire the	knowledge of animatio	n to <mark>ols and act</mark> ion script		1 2 3	1 2	2 3	4	5 6		8 9	10	11	12	13	14	15
	To capture the	knowledge and practici	n <mark>g and creat</mark> ing special effects	3	68 7 8 7 8 8 3			<u>o</u>	_		<u>a</u>	S					
		d and practicing camera and lighting techniques in software									kills						
		nowledge of rendering			Thinking d Proficier d Attainm	1000	pe ee	No.	ig	ng	ĕ ≅	g	٦S	(0			
CLR-5:	To understand	and practicing Game d	<mark>esigning</mark>	N 15 W.	rofi ritai	ਰ ਤ	elat	ᇫ	ecie ilize	ge	e S	lvir	atio	i 三			
				9776.5	E P P	lon de	ts es	<u>a</u>	Spirit	S S	ativ	Sc	nic	a S			
	Course Learning Outcomes (CLO): At the end of this course, learners will be able to:							ed	i y to	.⊑	ostigi	lem	mu	ytic	<u> </u>	-5	ကု
Course Lear	ning Outcome	Rills of CCOD: At the end of this connication Skills in Solution of Communication Skills in Solution of Communication Skills in Solution of Communication Skills in Solution Skills in Skills in Solution Skills in Skil										PSO	PSO-3				
CLO-1:	Student would	gain the knowledge of	animation tools and action scr	int	2 75 60	HH	<u> </u>	т.	0) 4 3			-	-	-	-	-	-
			practicing creating special eff		2 80 70		1 -	Н		1.		-	-	-	-	-	-
			nderstand and practicing camera and lighting techniques in software 2 70 65 H														
			inford the knowledge of rendering the software 2 70 70 H - H H H														
		understand and practic			2 80 70		1 -	Н					-	-	-	-	-
<u></u>		1		11 21 9		11 1000											
Duration	n (hour)			Section 1985	-	18											
S-1 to S-5	SLO-1	Exploring the Flash		A political property													
3-1 10 3-3	SLO-2	Flash Software basics			17717					7 -7							
S-5 to S-10	SLO-1	Creating an Animati <mark>on</mark>															
0-3 10 0-10	SLO-2	Animation Tools								- Y							
S-11 to S-15	SLO-1	Basics of ActionScript	1 1						11								
0 11 10 0 10	SLO-2	ActionScript			- 10	and the second											
S-16 to S-20	SLO-1	Game Framework- 1				11.00			7 6.								
0 10 10 0 20	SLO-2	Basic & State Loop		7 L - 17 A	DAL ID												
S-21 to S-25	SLO-1	Game Framework- 2			DIY LE	40		410	100								
	SLO-2	Game timer & Event n	nodel	100		- 11	بنانا	ΔL			-						
S-26 to S-30	SLO-1	Interface- 1															
	SLO-2 SLO-1	Graphics Settings Interface- 2															
S-31 to S-35	SLO-1	Sound Settings															
	SLO-2	Collision- 1															
S-36 to S-40	SLO-1	Initializing the game lo	ion														
	SLO-2	Collision- 2	υμ														
S-41 to S-45	SLO-1	Movement of the Obje	ct		*******												
	SLO-2	Collision- 3	UL .														
S-45 to S-50	SLO-2	Testing Collision															
S-51 to S-55	SLO-1	Balloon Saw Game- 1															
3 0 1 10 0-00	0L0-1	Danoon Caw Came 1															

(hour)	18
SLO-2	Game play
SLO-1	Balloon Saw Game- 2
SLO-2	Breaking down the code
SLO-1	Balloon Saw Game- 3
SLO-2	Animation
SLO-1	Balloon Saw Game- 4
SLO-2	Game constructor
SLO-1	Frame work- 1
SLO-2	Basic screen class
SLO-1	Frame work- 2
SLO-2	Simple blit button
SLO-1	Frame work- 3
SLO-2	Scoreboard script Scoreboard script
SLO-1	Frame work- 4
SLO-2	Ending the game
	SLO-1 SLO-2 SLO-1 SLO-2 SLO-1 SLO-2 SLO-1 SLO-2 SLO-1 SLO-2 SLO-1 SLO-2 SLO-1 SLO-2 SLO-1

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

(The Students have to submit any ONE exer<mark>cise in Di</mark>gital form for Practical exam, which will be evaluated by the External Examiner)

Learning Resources Practical:

- Glen Rhodes (2013). Flash CS5 Game Development, First Edition, Cengage Learning, USA
 Andy Harris (2006). Beginning Flash Game Programming For Dummies, First Edition, Wiley Publishing, USA
 Lewis Moronta (2004). Game Development with ActionScript, Second Edition, Premier Press, USA

Learning Ass	sessment					1/1/1/			11				
	Bloom's Level of			Final Evamination	Final Examination (500) weighters)								
Level	Thinking	CLA -	1 (10%)	CLA –	2 (10%)	CLA -	3 (20%)	CLA -	- 4 (10%)#	Final Examination (50% weightage)			
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Loyal 1	Remember		30%	7 1 1	30%	1 - 1 - 17	30%		30%		30%		
Level 1	Understand	-	30%	1-11	30 /6	Edin	30%	HAL	30%	• /	30%		
Level 2	Apply		40%		40%		40%		40%		40%		
Level 2	Analyze	-	40 /0	_	40 /0	-	40 /0	-	40 /0		40 /0		
Level 3	Evaluate		30%		30%		30%		30%		30%		
revel 2	Create	-	30%		30%	-	30%	-	30%	-	30%		
	Total	100 %		100) %	100) %	1	00 %	100 %			

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Course Code	PVC21G0)2L	Course Name	VF)	Basics	4	VIESTER		Course Categor		G		٠,	Gen	eric E	lective	Cour	ses			L T	P 6	C 3
	uisite Course		Nil	Co-requisite Courses	N.					ressiv urses	e	Σ.						Nil					
Course Off	fering Departı	ment	Visual	Communication	Data Book / Co	des/S	tandard	S			74					Nil							
												4					_						
Course Learn	ning Rationale	(CLR):		<mark>urpose of l</mark> earning this course	e is to:		Learnin											omes (l					
		ne basic knowledge of visual effects 1 2 3 1 2 3 4 5									5	6	7	8	9	10	11	12	13	14	15		
				ng Animating Composition			ρ	er e						4			"		≅				
			cticing the editing e			g	Sei	Ē		1	8			0	ng	Jet Jet	Ε	D C	S	w			
				ransitions and Polygon Mode	ling	녿	Jo.	ţ	<u>8</u>	φ	elat		o u	Ilize	deli	erp	e S	i	Ę.	薑			
CLR-5:	To acquire the	basic kno	owledge of visual et	ects for professions		Ε.	Ρ	∀ p	ent de	on s	8 &	la ge	zati	g Ct	8	Ξ	ativ	Sc	1.25	8			
								g	ylec am	cat	Link with Related Disciplines	ge Sel.	iäi ⊐	y to	.⊑	/ze	tig	len.	E	JĘ.	~	-2	ကု
Course Lear	rning Outcom	vill be able to:	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	-undamental Knowledge	Application of Concepts	nk isci	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PS0 -1	PSO -2	PSO-3			
CLO-1: 3	Students would	3 世 山										_ ·	-	< -		<u> </u>	-						
			pain the basics of visual effects											_	_								
			ain knowledge a <mark>bout editing effects </mark>												-								
			arn the concept of basic transitions and Polygon Modeling 2 70 70 H - H H H																				
			earn visual effects for professions 2 80 70 - H - H																				
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Duration	n (hour)			177	77.77.77				18	W.	-												
S-1 to S-5	SLO-1	Working	with Tools & Other	Working Windows	P. L. C. S. L.																		
3-1 to 3-3	SLO-2	Underst	tanding tools					11.0															
S-5 to S-10	SLO-1		with Scaling & Rot					7.0															
3-3 10 3-10	SLO-2		tanding scali <mark>ng & ro</mark> t					77						-									
S-11 to S-15	SLO-1		g with Duplica <mark>te La</mark> y				- // //						1	1	7								
3-11 10 3-13	SLO-2		tanding duplica <mark>te la</mark> y					1000					-	7									
S-16 to S-20	SLO-1		g with Adjustmen <mark>t La</mark>				20	- 74															
3-10 to 3-20	SLO-2		anding adjustment l	ayer										-									
S-21 to S-25	SLO-1		with Motion Path		TEAR	N		m	1.75					1									
5 21 10 0 20	SLO-2		anding motion path		THE PLAN	- 1		15	w		11.												
S-26 to S-30	SLO-1		with Masking Tools		-				44		الثلا												
	SLO-2		anding masking																				
S-31 to S-35	SLO-1		with Transparency																				
	SLO-2		anding transparenc																				
S-36 to S-40	SLO-1		with Composition V																				
	SLO-2		anding composition									- "											
S-41 to S-45	SLO-1		with Editing Effects																				
	SLO-2		tanding editing effec																				
S-45 to S-50	SLO-1 SLO-2		with Basic transition																				
	SLO-2 SLO-1		tanding basic transit with Basic transition																				
S-51 to S-55																							
	SLO-2	unaersi	anding basic transit	UIIS- Z																			

Duration	(haur)	18
Duration		
S-56 to S-60	SLO-1	Working with Video Filter: Blur, Border, Distort
3-30 10 3-00	SLO-2	Understanding video filter- 1
S-61 to S-65	SLO-1	Working with Video Filter: Image Control
0-01 10 0-03	SLO-2	Understanding video filter- 2
S-66 to S-70	SLO-1	Working with Polygon Modeling
3-00 10 3-70	SLO-2	Understanding polygon modeling
S-71 to S-75	SLO-1	Working with Shading
3-71 10 3-73	SLO-2	Understanding shading
S-76 to S-80	SLO-1	Working with Texturing
3-70 10 3-00	SLO-2	Understanding texture
S-81 to S-85	SLO-1	Working with Lighting
0-01 to 3-03	SLO-2	Understanding lighting
S-86 to S-90	SLO-1	Working with Animation
3-00 10 3-90	SLO-2	Understanding anim <mark>ation</mark>

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
itesources

Practical:

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

Learning Ass	essment					7.17							
	Bloom's Level of			Continuous	Final Evamination	Final Evamination (500/ weighters)							
Level Thinking		CLA -	1 (10%)	CLA -	2 (10%)	CLA –	3 (20%)	CLA -	- 4 (10%)#	Final Examination (50% weightage)			
	minking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		30%		30%		30%		30%		30%		
Level I	Understand	-	30%	7	30%	T T T	30%		30%		30%		
Level 2	Apply		40%	7 1	40%	1 · 1 H	40%	77 4 77	40%		40%		
Level 2	Analyze	-	40 /0	1 1	40 /0	E.H.M.	40 /0	H,A	40 /0	-	40 /0		
Level 3	Evaluate		30%		30%		30%	THE RES	30%		30%		
Level 3	Create	-	30%	-	30%	-	30%		30%	<u> </u>	30%		
	Total	Total 100 % 100 %) %	100) %	1	00 %	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
Mr. Suresh S, Program Head, Hello FM, Chennai. Email: suresh@hellofm.in	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

						,	SEIVIE	STER	Ш	_			-								.			
Course Code	PVC21G0	3L Course N	ame	Title A	Animation Animation					Course		G			Gen	eric E	lective	Cour	ses		L	- T	P 6	
					, A. I	_		-		Categor	у											, 0	0	J
Pre-rec	quisite Course	s	Nil	Co-requisite Courses	10.5	Nil	-				ressive urses	e							Nil					
Course Of	fering Departr	nent	Visual	Communication	Data Book /	Codes	s/Star	ndards	3	30.		4	77	V.			Nil							
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	ning Rationale			<mark>urpose of</mark> learning this cours	se is to:		L	earnin.				1			Progra	am Lea			mes (F					
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			sics and practicing the character formatting						ttai	<u>0</u>	ф	elat		o	ilize	de	terp	e S	<u>Ni</u>	atio	. <u>≅</u>			
CLR-5:	To acquire the	complete knowled	mplete knowledge <mark>of title an</mark> imation for professional jobs						φþ	dge	to us	es es	ıral dge	zati	o Ut	8	Ξ,	ativ	Sc	ni Si	<u>a</u>			
		0.7%						ecte	scte	ylec	Sep	ink with Related	edt.	i⊒ iii	ty to	.⊑	yze	stig	len.	III	ytic	-	-2	٣-
Course Lear	ning Outcome	s (CLO):	II be able to:	8	(Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental	Application of Concepts	Link with R 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	PSO	PSO-3		
CLO-1:	Students would	l learn key concep	ts of title a	imation	Extra in	- 1	2	<u>тэ</u> 75	60 60	H	A O	H	- <u>гх</u>	<i>-</i>	-	-	<u>د</u> ت	-	<u>-</u>	-	-	-	<u>-</u>	-
CLO-2:	Students would	know the text for	natting and	practicing	THE LAW.		2	80	70	1 -	H	-	Н	-	-	-	h, -	-	-	-	-	-	-	-
				election and special effects	7.00	-45	2	70	65	Н	Maria	130		-	-		7 -	-	-	-	-	-	-	-
		l learn character fo			73111	1	2	70	70	Н		Н	Н	Н	-	-	-	-	-	-	-	-	-	-
		vould learn title animation for professional jobs																						
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Duration				177	777.77					18	W													
S-1 to S-5	SLO-1	Working with Cre			Property of						700													
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S-5 to S-10	SLO-1	Working with For		nt Text											- 1									
0 0 10 0 10	SLO-2	Understanding te																						
S-11 to S-15	SLO-1	Working with Arti	stic and Pa	ragraph text											1									
	SLO-2	Understanding te							0.3					1	1									
S-16 to S-20	SLO-1	Working with Fir					-		- 7															
	SLO-2 SLO-1	Understanding te		d to Cum too		-	-								The same									
S-21 to S-25	SLO-1 SLO-2	Working with Cor		a to Curves	THA	4	٧.		-	475	-	-		-	1									
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S-26 to S-30	SLO-1	Understanding te		Onjects							-		-											
	SL0-2 SL0-1	Working with Alig														-								
S-31 to S-35	SLO-1	Understanding te																						
	SLO-2	Working with Spa												-										
S-36 to S-40	SLO-1	Understanding te	xt- 8																					
<u> </u>	SLO-1	Working with For		ion																				
S-41 to S-45	SLO-2	Understanding fo		ion.		I																		
0.454.0.55	SLO-1	Working with Spe					-																	
S-45 to S-50	SLO-2	Understanding sp	ecial effec	S																				
0.544.0.55	SLO-1	Working with Sca																						
S-51 to S-55	SLO-2	Understanding so																						

Duration	n (hour)	18
S-56 to S-60	SLO-1	Working with Threading Text
3-30 10 3-00	SLO-2	Understanding threading text
S-61 to S-65	SLO-1	Working with Modifying Text Frames
3-01 10 3-03	SLO-2	Understanding modifying text
S-66 to S-70	SLO-1	Working with Formatting Character
3-00 10 3-70	SLO-2	Understanding character- 1
S-71 to S-75	SLO-1	Working with Character Panel Menu
3-71103-73	SLO-2	Understanding character- 2
S-76 to S-80	SLO-1	Working with Paragraph Formatting
3-70 10 3-00	SLO-2	Understanding paragraph formatting
S-81 to S-85	SLO-1	Working with Alignments
3-01 10 3-03	SLO-2	Understanding alignments
S-86 to S-90	SLO-1	Working with Indents
3-00 10 3-90	SLO-2	Understanding indents

- 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 Ass	essment								7 2 Y				
Bloom's Level of			7 1	Final Examination (50% weightage)									
Level		CLA - 1 (10%)		CLA – 2 (10%)		CLA -	3 (20%)	CLA -	- 4 (10%)#	Filial Examination	Tillal Examination (30% weightage)		
	Thinking	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Laval 1	Remember		30%	7	30%	T 77	30%		30%		30%		
Level 1	Understand	-	30%	7 13 3	30%	1 * I H	30%	TART	30%	. /	30%		
Level 2	Apply		40%	1-12	40%	4-11-11	40%	P.A.L	40%		40%		
Level 2	Analyze	-	40 /0		40 /0	-	40 /0	111-11-	40 /0		40 /0		
Lovol 3	Evaluate		30%		30%		30%		30%		30%		
Level 3	Create	-	30 /6		30 /0	-	30 /0	-	30 /6	-	30 /0		
	Total	100) %	100) %	100) %	10	00 %	10	00 %		

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

Course Code	PVC21P01L	Course Name	Massive Open Onli	ne Courses (MC	OOC)		7.1	Cours	se Categ	ory	Р		Pı	oject W	ork/ l	ntern	ship in	Indus	stry		L .	Г Р) 0	C 2
Pre-requ	uisite Courses	Nil	Co-requisite Courses	TE 8	Nil	H				ressiv urses	е	·						Nil					
Course Off	ering Department	Visua	/ Communication	Data Book	/ Codes	/Star	ndards	;								Nil							
Course Learn	ing Rationale (CLR):	Tho	purpose of learning this course	is to:	— —	1,	earnin	a .				-	•	Progra	mles	rning	Outco	omoe (DI O/				
	To acquire the basic k			13 10.	- 1	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	To understand the wo					H	_		-	<u> </u>	1			~	H							1	
			s knowledge and skills		-		cy	ŧ	400			dge	ion			Dat		S S	Skills				
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	To get the mastery sk			10.00	Thinking		olic	tai	-	_	late	ŝ	cia	ize	Je je	de	Š	Ξ	Ęį	Skills			
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	ning Outcomes (CLC		e end of this course, learners wi	ill be able to:	evelof	(Bloom)	Expectec (%)	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	Analytical	PSO -1	PSO -2	PSO-3
	Students would learn			A 188		2	75	60	Н	Н	Н		- 5 1	-	-	-	-	-	-	-	-	-	-
CLO-2: S	Students would gain k	nowledge <mark>of Interac</mark>	tive courses	A CONTRACTOR	- 1	2	80	70		Н	42	Н	-	-	-	J	-	-	-	-	-	-	-
			development of relevant subject	ct	100	2	70	65	Н	73	17.7			-	-	-	-	-	-	-	-	-	-
	Students would gain a			S. 1 4 15	7.1	2	70	70	Н	-	Н	Н	Н	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would be pro	oficient in th <mark>e in</mark> teres	ted field	200		2	80	70	112	Н		H	-	-	-	-	-	-	-	-	-	-	- .
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MOOC							100	% Inte	rnal Cor	ntinuo	us Asse	essme	nt										
Course Desig	ners		7	* T /	$_{\rm Dh}$		- 1		1 70					7	-	-							
Experts from			Experts from Academic	TILLY	T.F.T.	4	1	177	7#		Inter	nal E	xperts										
	S, Program Head,			. D (011 .			_							ı V, Ass	istant	Profes	ssor. V	iscom.	FSH.	SRM I	ST		
Hello FM, Cher Email: suresh@	nnai.		Dr. G Balasubramania Ra Email: gbs_raja@yahoo.com		Manoni	mania	am Su	ndrana	r Univers	sity	2. Dr		sh R,	Head, V			, •	,	,				

						SE	EMES	TER I	II															
Course Code	PVC21S0	3L Cou	rse Name	Short Fi	<mark>lm Making</mark>	a.1	T	77		Course Categor		S		٠,	Skill	Enhar	nceme	nt Cou	ırses			L T 0	P 5	C 3
Pre-rec	quisite Course	s	Nil	Co-requisite Courses	25	Nil			+		ressiv urses	е	1						Nil					
Course Of	fering Departi	ment	Visua	Communication	Data Book / C	codes/	Stanc	dards				74	11				Nil							
													*	4.										
	ning Rationale		The	ourpose of learning this course	is to:			arning				_		-		am Lea			omes (40	40	44	45
	To acquire the				_		1	2	3	_ 1	2	3	4	5	6	1	8	9	10	11	12	13	14	15
	To unaerstana To comprehend			g pre-production works		KI.	Š	2	Expected Attainment (%)	1.5		_			100	_	+	S						
				works works works through practicing softw	voro.	of Thinking) J	₫ .	uir I	1		ink with Related Disciplines		L _	e ig	Skills in Modeling	Analyze, Interpret Jata	Investigative Skills	ing	5	<u>s</u>			
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CLK-3:	TO be proficient	l III IIIIII IIIakiii	y process			Ē	~ F	3	eq	Fundamental Knowledge	Application of Concepts	Link with R Disciplines	dura edg	Skills in Specialization	Ability to Utilize Knowledge	Σ.	e, —	gati	E	Ë	Analytical Skills	_	2	
		(21.2)	1			<u> </u>	(Bloom)	ğ _ [Sect	owle	Se Si	¢ √	Sec.	Skills in Speciali	ĕ ĕ	S	alyz ia	esti	ble Is	ll s	alyti	PS0 -1	PSO -2	6
	arning Outcon			e end of this course, learners w	vill be able to:	Lev	(Bic	(%)	(%)	Fur	App Cor	Lin Dis	Procedural Knowledge	Ski	Abi	Ski	Anal) Data	Inve	Problem Solving Skills	Communication Skills	Ans	PS	PS	PSO-3
	Students would				Edition.		2	15	60	Н	Н	Н	55.5		-	ŀ		-	-	-	-	-		-
	Students would							80	70	L.F	Н	1 - ,	Н	-	-	-		-	-	-	-	-	-	-
CLO-3:	Students would	l gain knowled	dge <mark>of product</mark> i	on works	71 LANGE -		2	70	65	Н	3650	100			-	-	-	-	-	-	-	-	-	-
	Students would				731111			70	70	Н	60	Н	Н	- H	-	-	-	-	-	-	-	-	-	-
CLO-5:	Students would	l be proficient	in all the stage	s of short film making process	S 12 14 7	1	2	80	70	غتا	Н		H	-	-	-	-	-	-	-	-	-	-	-
				- 17.			44	- 3				200	0.00											
Duration				1 100	25 / 27					15	10.0													
S-1 to S-5	SLO-1			ncept for Short Film	- Carlotte																			
	SLO-2		ng ori <mark>ginal thei</mark>																					
S-5 to S-10	SLO-1	Writing Origi	inal Sy <mark>nopsis fo</mark>	or Short Film																				
	SLO-2	Understandi	ng origin <mark>al syn</mark>	opsis																				
S-11 to S-15	SLO-1		nal Story for S												-4									
	SLO-2		ng origina <mark>l stor</mark>					367									_							
S-16 to S-20	SLO-1		inal Screen <mark>play</mark>					2		-					_									
	SLO-2		ng original scre				_			-					`									
S-21 to S-25	SLO-1		ne for Short Fili	n	TEAL	4.1%		-	р.,						1									
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S-26 to S-30	SLO-1 SLO-2		nal Sequence ng sequence	IUI SIIUIL FIIIII								4												
	SL0-2 SL0-1			or Chart Film									_				-							
S-31 to S-35	SLO-1		nal Dialogue fo	OI SHOIL FIIIII																				
	SL0-2 SL0-1	Understandi	ng alalogue n Production Te	oom																				
S-36 to S-40	SLO-1		ng production t																					
	SLO-2			t for Short Film									- "											
S-41 to S-45	SLO-1		ng final budget																					
	SLO-2		inal Shooting S																					
S-45 to S-50	SLO-1		ng shooting sc																					
	SLO-2	Mon-linear V	rig shooting sci rideo Editing- F	ouah Cut																				
S-51 to S-55	SLO-1	Understandi		lough Out																				
	JLU-Z	Uniderstandi	ny rough cut																					

Duration	(hour)	15
S-56 to S-60	SLO-1	Non-linear Video Editing- Final Cut
3-30 10 3-00	SLO-2	Understanding final cut
S-61 to S-65	SLO-1	Working with Dubbing
3-01 10 3-03	SLO-2	Understanding dubbing
S-66 to S-70	SLO-1	Working with Sound Effects
3-00 10 3-70	SLO-2	Understanding sound effects
S-71 to S-75	SLO-1	Working with Final Mixing
3-11 10 3-13	SLO-2	Understanding Final Mixing

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:

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

Learning Ass	sessment			11777	200 - 20	1707	7 1 1 11 1	July 1						
	Bloom's Level of		/ E	Final Evamination	Final Examination (50% weightage)									
Level	Thinking	CLA – 1 (10%)		CLA – 2 (10%)		CLA –	3 (20%)	CLA -	- 4 (10%)#	I IIIai Examinatio	Titlal Examination (50% weightage)			
	Thinking	Theory	Practice	Theory Practice		Theory	Practice	Theory	Practice	Theory	Practice			
Lovel 1	Remember		30%	1000	30%	The same of the sa	30%	100	30%		30%			
Level 1	Understand	-	30%	10000	30 /6		30 /6	74.	30%		30%			
Level 2	Apply		40%		40%		40%	_	40%		40%			
Level 2	Analyze		40 /0	_	40 /0	177/193	40 /0	_	40 /0	2	40 /0			
Level 3	Evaluate		30%		30%	1.17	30%		30%		30%			
Level 3	Create		30%		30%	1/11/4	30%	-	30%		30%			
	Total	10	100 %		100 %			1	00 %	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	7 71777	
Experts from Industry	Experts from Academic	Internal Experts
Mr. Suresh S, Program Head, Hello FM, Chennai.	Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University	1.Dr. Prabakaran V, Assis <mark>tant Profess</mark> or, Viscom, CSH, SRM IST, KTR
Email: suresh@hellofm.in	Email: gbs_raja@yahoo.com	2. Dr. Rajesh R, Head, Viscom, CSH, SRM IST, KTR

Pre-requisite Courses Nil Course Offering Department Visual Communication Data Book / Codes/Standards Nil Course Learning Rationale (CLR): The purpose of learning this course is to: CLR-1: To acquire the knowledge of film theories & aesthetics 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	13 14	14 15
Course Offering Department Visual Communication Data Book / Codes/Standards Nil Course Learning Rationale (CLR): The purpose of learning this course is to: CLR-1: To acquire the knowledge of film theories & aesthetics Nil Learning Learning 1 2 3 4 5 6 7 8 9 10 11 12	13 14	4 15
Course Learning Rationale (CLR): The purpose of learning this course is to: CLR-1: To acquire the knowledge of film theories & aesthetics 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	4 15
CLR-1: To acquire the knowledge of film theories & aesthetics 1 2 3 4 5 6 7 8 9 10 11 12	13 14	14 15
CLR-1: To acquire the knowledge of film theories & aesthetics 1 2 3 4 5 6 7 8 9 10 11 12	13 14	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-3: To know and practice to appreciate a film with the concept of film analysis methods	1	1
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		
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		
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: Course Learning Outcomes (CLO): At the end of this course, learners will be able to: Course Learning Outcomes (CLO): At the end of this course, learners will be able to: Course Learning Outcomes (CLO): At the end of this course, learners will be able to:	PSO -1 PSO -2	SOS OS
CLO-1: Students would learn film theories <mark>& aesthet</mark> ics 2 75 60 H 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 -		

Duration	(hour)			12		
S-1 to S-5	SLO-1	Film Appreciation- Concept	33.	N. Calletta		
3-110 3-3	SLO-2	Film Appreciation basics		1177774	/ 170	
S-5 to S-10	SLO-1	Film Watching- Concept		11/1/7		
3-3 10 3-10	SLO-2	Film Watching basics		1111/		
S-11 to S-15	SLO-1	Film Analyzing- Conc <mark>ept</mark>		1,1,3,1		
0-11 10 0-10	SLO-2	Film Analyzing basics				
S-16 to S-20	SLO-1	Film Review Writing- Concept				
0-10 10 0-20	SLO-2	Film Review Writing basics				
S-21 to S-25	SLO-1	Film Review Writing Pattern	TTEARN.	IDIA		
0-21 10 0-20	SLO-2	Film Review writing structure	THE MALL	LEAP. ITAL		
S-26 to S-30	SLO-1	Screening International Award Winning Movie- 1			/ /	
0 20 10 0 00	SLO-2	Watching & writing review for international film- 1				
S-31 to S-35	SLO-1	Screening International Award Winning Movie- 2				
0 01 10 0 00	SLO-2	Watching & writing review for international film- 2				
S-36 to S-40	SLO-1	Screening International Award Winning Movie- 3				
0 00 10 0 10	SLO-2	Watching & writing review for international film- 3				
S-41 to S-45	SLO-1	Screening International Award Winning Movie- 4				
0 11 10 0 10	SLO-2	Watching & writing review for international film- 4				
S-45 to S-50	SLO-1	Screening International Award Winning Movie- 5				
2 12 12 0	SLO-2	Watching & writing review for international film- 5				
S-51 to S-55	SLO-1	Screening National Award Winning Movie- 1				
2 2 3 0 00	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
3-30 10 3-00	SLO-2	Watching & writing review for national film- 2

- 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:

- James Monaco (2009). How to Read a Film: Movies, Media and Beyond, First Edition, Oxford University Press, UK
 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.

earning Ass	sessment				PERSONAL PROPERTY.	4239 To 102	755				
	Bloom's Level of			Final Examination (50% weightage)							
Level		CLA - 1 (10%)		CLA – 2 (10%)		CLA -	3 (20%)	CLA -	- 4 (10%)#	Filial Examinati	on (50% weightage)
	Thinking	Theory	Theory Practice Theory Practice Theory Practice Theory Practice		Practice	Theory	Practice				
1 1 4	Remember		200/		30%	and Railes	200/		200/		200/
Level 1	Understand		30%	11777	30 /6	776 7111	30%		30%		30%
LovelO	Apply		40%	7 7/20	40%	1 70 0 0	400/	SE 31	40%		40%
Level 2	Analyze		40%	11 76	40%	4 4 6	40%	1.13	40%		40%
Lovel 2	Evaluate		30%	E 33 % "	30%	The Contract of the last	30%		30%		30%
Level 3	Create		30%	1 1 miles	30%	4	30%	100	30%		30%
	Total	10	0 %	100	%	10	0 %	10	00 %	1	00 %

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

Course Code	PCD21AE3T	Course Name	Employe	bility Skills	Course	ΛE	Ability Enhancement Course	L	T	P	C	1
Course code	PUDZIAESI	Course Marrie	Employa	bility Skills	Category	AE	Ability Elillancement Course	1	0	0	1	l
Pre-requ	uisite Courses	Nil	Co-requisite Courses	Nil	Progressiv Courses	<i>r</i> e	Nil					l
Course Off	ering Denartment	Career	Development Centre	Data Book / Codes/Standards		7	Nil					1

Course Learning Rationale (CLR): The purpose of learning this course is to:			Learni	ng						Progran	ı Lear	rning Ou	utcon	nes (P	LO)				
CLR-1: Develop context	I approach to acquire n <mark>ew vocabu</mark> lary	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2: Establish clear r	ationship between wo <mark>rds</mark>		ý	+				lge	on	(17)				S	<u>s</u>				
CLR-3: Identify problem			oue	Attainment			-) 	zati		-		<u>s</u>	쏤	Skills	l l		I	
CLR-4: Learn the fundar	ental skills to solve <mark>problems</mark>	Ej	rofici	äi	ALC: N	J.	atec	ĕ	ializ	9	deling	.bre	Skills	ving		<u>s</u>		I	
CLR-5: Acquire experier	e of attending gro <mark>up discuss</mark> ion and personal interview	ie	Pro	Att	ental	Jo u	Sel Sel	al K	bec	Utilize	ode	ntei	ative	00	ication	Skills		I	
CLR-6: Equipping stude	s with necessary <mark>employab</mark> ility skills		ted	ted	adg seg	atio	E E	dura	in Sp	9 to	J Mo	е, –	tigati	E	_	<u>8</u>	_	2	
			9	9	nda	plica	scipl	ээо	Skills i	bility	i sills	ialyz ita	/esti	ople	nww	alytica	0,	- OS	30-3
Course Learning Outcomes		Le /B	3 X 8	(%)	프호	Ϋ́	ة تـ	P.	Š	ΑĀ	Š	Ar De	Ĺ	P	Ö	Ā	<u>6</u>	<u>6</u>	<u> </u>
CLO-1: Determine the a	urate meaning <mark>s of words</mark>	2	80	75	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н
CLO-2: Recognize paral	relationship b <mark>etween w</mark> ords	2	80	70	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н
CLO-3: Learn to solve pi	plems	2	75	70	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	М	Н	Н	Н	Н
CLO-4: Understand and	3 · · · · · · · · · · · · · · · · · · ·		80	75	Н	Н	Н	H	Н	Н	Н	H	Н	Н	М	Н	Н	Н	Н
CLO-5: Inculcate profes:				70	H	Н	Н	Н	Н	Н	Н	Н	Н	Н	М	Н	Н	Н	Н

Duratio	n (hour)	3	3	3	3	3
S-1	SLO-1	Time & work	Time, speed, distance	Permutation and combination	Probability	Geometry and Menstruation
3-1	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
3-2	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
3-3	SLO-2	Resume preparation	Group Discussion	Mock GD	Interview Techniques	Mock PI

Learning Resources

CLO-6:

1. Quantitative aptitude by Dinesh Khattar

Acquire necessary skills for successful career

Quantitative aptitude by binesh Mattal
 Ramachandran and Karthik, From Campus to Corporate, India, PEARSON Publication, 2016
 Verbal Advantage – Ten Easy Steps to a Powerful Vocabulary – Charles Harrington Elster
 Barron's GRE

Learning Ass	Learning Assessment										
	Bloom's Level of			Einal Evaminatio	on (50% weightage)						
Level	Thinking	CLA –	1 (10%)	CLA -	2 (10%)	CLA -	3 (20%)	CLA -	- 4 (10%)#	FIIIai Examinatio	on (50 % weightage)
	Hillikilig	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30 %		30 %		30 %		30 %		30 %	
Level I	Understand	30 %	-	30 %	-	30 %	-	30 %	-	30 %	-
Level 2	Apply	40 %	-	40 %	-	40 %	-	40 %	-	40 %	-

	Analyze										
Level 3	Evaluate	30 %		30 %		30 %		30 %		30 %	
Level 3	Create	30 /6			_	00 70				30 /6	_
	Total	100) %	10	0 %	100	0 %	10	00 %	10	0 %

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



SEMESTER IV

Course Code	PVC21P02L	Course Name	Industri	al Project	-1	F	N.	Course Category		Р		Р	roject V	Vork/	Intern	ship in	Indus	stry		L 7	P 28	14
Pre-req	uisite Courses	Nil	Co-requisite Courses	16 S	Nil	۰		Progr	essive Irses		1						Nil					
Course Of	fering Department	Visual	Communication	Data Book / C	odes/S	tandar	ds			7					Nil							
	ning Rationale (CLR)		purpose of learning this course	is to:		Learni	ing						Progra	m Le	arning	Outco	omes (PLO)				
CLR-1:	To acquire the basic	knowledge of medi <mark>a ir</mark>	ndustry		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2:	To understand the wo	orking atmosphere <mark>of r</mark>	<mark>media i</mark> ndustry		100		2.5				9	_			ta		S					
CLR-3:	To know and practice	field works in va <mark>rious</mark>	designations of various media	setup		S	in a				bpe	ţi			Da		Skills	Skills				
CLR-4:	To train in the film& 7	V industry as a <mark>n inter</mark>	<mark>n in</mark> various field		Б	icien	inment	1000		ted	owle	alize	a)	ing	oret	Skills	D S	n S	S			

CLR-5:	To get the mastery skills from	om the media field through intern training	Thinki	d Profi	d Attai	ental	on of	Relat es	ral Kn	Specia	Utilize	Model	, Interp	ative S	Solvir	nicatio	al Skill			
Course Lea	arning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of (Bloom)	Expecte (%)	Expecte (%)	Fundam Knowlec	Applicat Concept	Link with Disciplin	Procedu	Skills in	Ability to Knowlec	Skills in	Analyze	Investiga	Problem	Commu	Analytica	PSO -1	PS0 -2	PSO-3
CLO-1:	Students would learn the n	nedia i <mark>ndustry p</mark> ractically	2	75	60	Н	Н	Н		- 5 1	-	-		-	-	-	-	-	-	-
CLO-2:	Students would gain knowl	edge <mark>of media f</mark> ield circumstances	2	80	70	10-	Н	75	Н	-	-	-	<i>-</i>	-	-	-	-	-	-	-
CLO-3:	Students would know vario	us de <mark>signation</mark> s and various media setup	2	70	65	Н	75.1	14-4		-	-	-	-	-	-	-	-	-	-	-
CLO-4:	Students would gain knowl	ledge <mark>about film</mark> & TV industry	2	70	70	Н	-	Н	Н	Н	-	-	-	-	- 1	-	-	-	-	-
CLO-5:	Students would be proficier	nt in t <mark>he media f</mark> ield	2	80	70	-	Н	F .	Н	-	-	-	-	-		-	-	-	-	-
		1 100° CV 100°				1		4												

	Durat	tion (hour)	
Г	C 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)
	S-1	SLO-2	Students are expected to do a project of professional nature within the stipulated time at reputed Media Organization.

RECORD WORK

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		- DADAI ID.							
	Continuous I	_earning Assessment	Final Evalu	uation					
	(50%	6 weightage)	(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,	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University	1. Dr. Prabakaran V, Assistant Professor, Viscom, FSH, SRM IST
Hello FM, Chennai.		2. Dr. Rajesh R, Head, Viscom,
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