



**SRM**

INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

**M. Sc VISUAL COMMUNICATION**  
**(For Students admitted from the academic year 2018-2019)**  
**CURRICULAM AND SYLLABUS**

**UNDER CHOICE BASED CREDIT SYSTEM**

**DEPARTMENT OF VISUAL COMMUNICATION**  
**FACULTY OF SCIENCE AND HUMANITIES**  
**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**SRM NAGAR, KATTANKULATHUR - 603203**

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**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF VISUAL COMMUNICATION**

**M Sc Visual Communication**

**Structure of the Course**

*(for students admitted from the academic year 2018-2019 onwards)*

**SEMESTER - I**

<b>COURSE</b>	<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
Major Core Theory	PVC18101	Dynamics of Communication	4	1	0	5	4
Major Core Theory	PVC18102	Culture & Entertainment Media	4	1	0	5	4
Major Core Practical	PVC18103	TV News Production	0	2	4	6	3
Major Core Practical	PVC18104	2D Animations	0	2	4	6	3
Major Core Practical	PVC18105	Sound Designing	0	2	4	6	3
Supportive Course	PVC18106	Basic Photography	0	0	2	2	1
<b>Total</b>			<b>8</b>	<b>8</b>	<b>14</b>	<b>30</b>	<b>18</b>

**SEMESTER - II**

COURSE	SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
Major Core Theory	PVC18201	Theories of Visual Analysis	4	1	0	5	4
Major Core Theory	PVC18202	World Cinema	4	1	0	5	4
Major Core Practical	PVC18203	Reality Show	0	2	4	6	3
Major Mini Project	PVC18204	3D Animations	0	2	4	6	4
Skilled Based Elective- I	PVC18E51	Advanced Photography	0	2	4	6	3
	PVC18E52	Radio Jockey & Video Jockey					
Non Major Elective- I	Open Elective- I		0	0	2	2	2
Total			8	8	14	30	20

### SEMESTER - III

COURSE	SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
Major Core Theory	PVC18301	Media Research Methodology	4	1	0	5	4
Major Core Theory	PVC18302	Film Production Techniques	4	1	0	5	4
Major Mini Project	PVC18303	Short Film Making	0	2	4	6	4
Major Core Practical	PVC18304	Game Designing Basics	0	2	4	6	3
Skilled Based Elective- II	PVC18E53	Visual Editing- AVID	0	2	4	6	3
	PVC18E54	Visual Editing - FCP					
Non Major Elective- II	Open Elective- II		0	0	2	2	2
Total			8	8	14	30	20

### SEMESTER - IV

COURSE	SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
Major Mini Project	PVC18401	VFX Basics	0	2	4	6	4
Career Comprehensive Course	PVC18402	Film Appreciation	0	0	0	0	2
Major Core Project	PVC18403	Industrial Project	0	0	0	0	16
<b>Total</b>			<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>22</b>

**Total Credits: 80**

#### Program Educational Objectives (PEOs)

- PEO1: Graduates will have skills and knowledge to excel in their professional career in Visual Communication and related disciplines

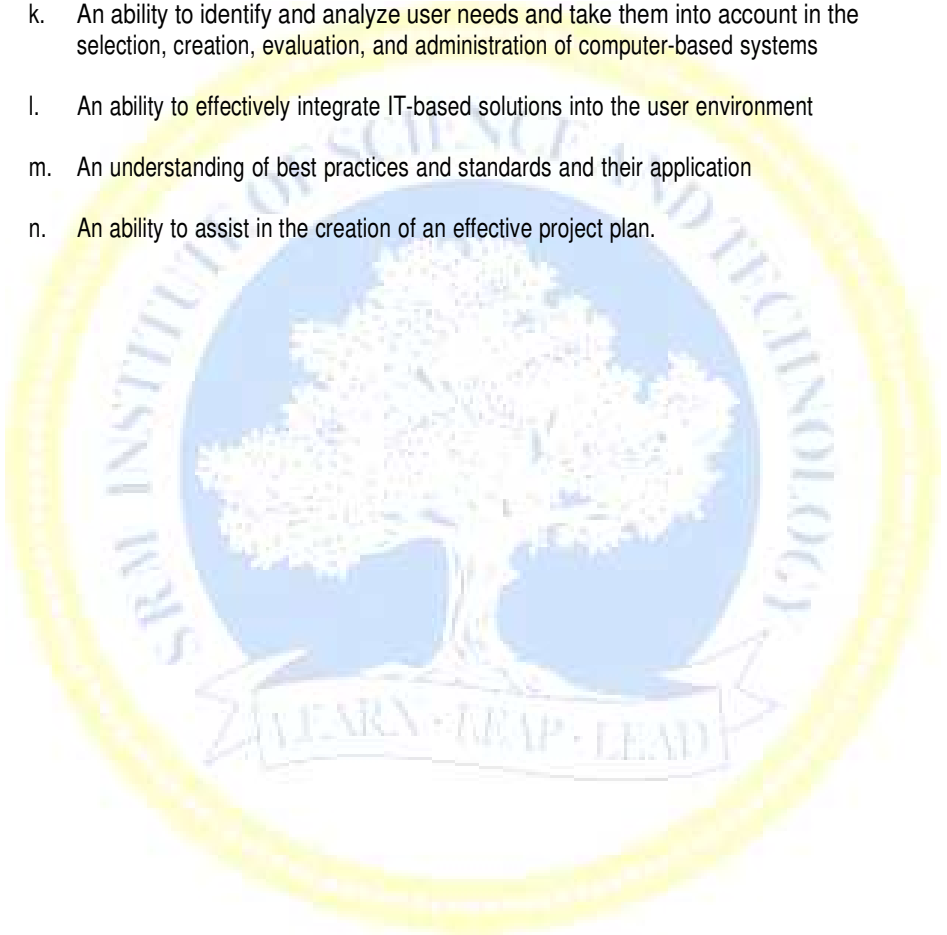
- PEO2: Graduates will contribute and communicate effectively within the team to grow into leaders
- PEO3: Graduates will practice lifelong learning for continuing professional development
- PEO4: Graduates will have the capability to continue their formal education and successfully complete an advanced degree
- PEO5: Graduates will contribute to the growth of the nation and society by applying acquired knowledge in technical, computing and managerial skills.

### **Student outcomes (SOs)**

The curriculum and syllabus for Bachelor degrees (2018) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES (a-n) have been identified and the curriculum and syllabus have been structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

- a. An ability to apply knowledge of computing, mathematics, and basic sciences appropriate to the discipline
- b. An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution
- c. An ability to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs
- d. An ability to function effectively on teams to accomplish a common goal
- e. An understanding of professional, ethical, legal, security and social issues and responsibilities
- f. An ability to communicate effectively with a range of audiences
- g. An ability to analyze the local and global impact of computing on individuals, organizations, and society
- h. Recognition of the need for and an ability to engage in continuing professional development

- i. An ability to use current techniques, skills, and tools necessary for computing practice.
- j. An ability to use and apply current technical concepts and practices in the core information technologies
- k. An ability to identify and analyze user needs and take them into account in the selection, creation, evaluation, and administration of computer-based systems
- l. An ability to effectively integrate IT-based solutions into the user environment
- m. An understanding of best practices and standards and their application
- n. An ability to assist in the creation of an effective project plan.



## SEMESTER – I

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18101	DYNAMICS OF COMMUNICATION	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Communication	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Communication	e	f	h		
3.	To develop content using the features in Communication	e	f			

### UNIT I

Communication- Definition; History of Communication- earlier communication, First wave, Second wave, third wave & fourth wave; Communication- need, nature & characteristics; Functions of communication; Elements of Communication; Process of Communication; Models of Communication; Types of Communication.

### UNIT II

Human Communication; Understanding Human communication: History of Human Communication; Human Communication- content & form; Classification & process of Human Communication; Elements & process of Human Communication; Types of Human Communication- verbal, non verbal & visual communication; Barriers of Human Communication- physical, psychological, Linguistic, Cultural & Mechanical Barriers.

### UNIT III

Non verbal communication; Importance of Non- Verbal Communication; Significance & aspects of Non- Verbal Communication; Functions of Non- Verbal Communication; Channels of Non- Verbal Communication- body movement, body appearance, facial, eye, space, colour, touch, silence, smell & time; Types of Nonverbal Communications; Difference between Non-Verbal & Verbal Communication; Culture and Non Verbal Communication.

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### UNIT IV

Mass communication; Characteristics of Mass Communication; Functions of Mass Communication; Forms of Mass Communication; Elements of Mass Communication; Types of Mass Communication; Communication Theory- classical theories, Magic bullet theory, Uses and Gratification Theory, Spiral of Silence Theory, Consistency Theories, Two-Step Flow Theory, Gatekeeper Theory, Agenda-Setting Theory, Media Dependency Theory & Cultivation Theory.

### UNIT V

Information Technology; growth of information technology- first wave, second wave, third wave & fourth wave; information technology and Society- in India; scope, features, characteristics & development of ICT; Types of ICT- Computer Network, voice communication, tele-text, radio text, video text, cable distribution system; Assessment of ICT; Social and Culture Implications of ICT, Impact & future trends of ICT.

### BOOKS FOR TEXT AND REFERENCE

1. Julia T. Wood (2011). Communication Mosaics, First Edition, Wadsworth Learning, UK
2. Denis McQuail (2010). McQuail's Mass Communication Theory, Seventh Edition, Sage Publications, New Delhi
3. Keval J. Kumar (2009). Mass communication in India, Fifth Edition, Jaico Publications, New Delhi

Course Nature: Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18102	CULTURE AND ENTERTAINMENT MEDIA	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Entertainment Media	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Entertainment Media	e	f	h		
3.	To develop content using the features in Entertainment Media	e	f			

## **UNIT I**

Culture- Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Dalit & Tribal Culture in India; Challenges of Indian Culture; Statues of Women in India.

## **UNIT II**

Music- Definition & Concept; History of Indian Music; Types of Indian Music- Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.

## **UNIT III**

Theatre- Definition & Concept; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama- Definition & Concept; Different forms of Drama; Difference between Theatre & Drama; Introduction to English & Persian Theatres; Traditional & Modern Theatres.

## **UNIT- IV**

Newspaper Industry- Definition & Concept; Growth of Newspaper Industry in India- Freedom movement, Post Independence, Emergency & Post Emergency; Growth of Regional Newspapers; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional; Publication Industry- Novel & Education.

## **UNIT V:**

Radio Industry- Definition & Concept; Growth of Radio Industry in India- All India Radio- National & Regional; Arrival of FM & its impact; Community Radio & Society Development; Television Industry- Definition & Concept; Growth of Television in India- Doordarshan- National & Regional; Emergence of Cable Television & Satellite Television- Private & Pay Channel; Recent Growth- DTH & CAS System; Television & Cinema.

## **BOOKS FOR TEXT AND REFERENCE**

1. Michael J. Hupert (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. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK

<b>Course Nature: Theory</b>
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Assessment Method (Max. Marks: 100)						
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance
	Marks	10	10	20	5	5
End Semester Weightage						50%
Total						100%

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18103	TV NEWS PRODUCTION	0	2	4	6	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about News Production	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of News Production	d	e			
3.	To develop content using the features in News Production	d	e			

### **CLASS EXERCISE**

(Students has to practices all TEN exercises) (Each exercise carries 4 marks)

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

1. Standard Shot & Camera Angle
2. Camera Movements
3. Multi Camera Setup
4. Understanding Lighting Equipments
5. Practicing Lighting Techniques
6. Shooting in the Outdoor
7. Understanding White Balance
8. Controlling the Natural Lights
9. Practicing with Light Meter
10. Practicing with Character Movements

### **RECORD WORK**

1. News Bulletin (3 mins)
2. News Bytes from an Event (2 mins)

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

## MANUALS FOR PRACTICALS

1. Emma Hemmingway (2008). Into the Newsroom, First Edition, Routledge, USA
2. Bradley Schultz (2005). Broadcast News Producing, First Edition, Sage Publications, New Delhi
3. Eric K. Gormly (2004). Writing and Producing Television News, First Edition, Blackwell Publishing, USA

Course Nature: Practical				
Assessment Method (Max. Marks: 100)				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18104	2D ANIMATIONS	0	2	4	6	3

INSTRUCTIONAL OBJECTIVES			Student Outcomes				
At the end of this course the learner is expected:							
1.	To acquire knowledge about 2D Animations		d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Animations		d	e			
3.	To develop content using the features in 2D Animations		d	e			

## CLASS EXERCISE

(Students has to practices all TEN exercises) (Each exercise carries 4 marks)

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

1. Exploring the Flash
2. Exploring the Drawing and Painting Tools
3. Manipulating Objects
4. Creating an Animation
5. Basics of Action Script
6. Creating a New Document in Dreamweaver
7. Understanding Objects

8. Creating a Table
9. Understanding Links
10. Understanding Text Formatting Options

### **RECORD WORK**

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

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

### **MANUALS FOR PRACTICALS**

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

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Exam	Record Work	Total
	Marks	30	20	50
Total				100

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18105	SOUND DESIGNING	0	2	4	6	3

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To acquire knowledge about Sound Designing	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Sound	d	e			
3.	To develop content using the features in Sound Designing	d	e			

### **CLASS EXERCISE**

(Students has to practices all TEN exercises) (Each exercise carries 4 marks)

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

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

### **RECORD WORK:**

1. Dubbing Practice- Voice Modulation Sync, Lip Sync & Voice over
2. Song Practice- Vocal Practice & Karaoke with Voice Sync

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

### **MANUALS FOR PRACTICALS**

1. Robert Campbell (2013). Pro Tools 10 Advanced Music Production Techniques, First Edition, Cengage Learning, USA

- Frank D. Cook (2012). Pro Tools 101- An Introduction to Pro Tools 10, First Edition, Cengage Learning, USA
- Tomlinson Holman (2010). Sound for Film and Television, First Edition, Focal Press, UK

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18106	BASIC PHOTOGRAPHY	0	0	2	2	1

<b>INSTRUCTIONAL OBJECTIVES</b>			<b>Student Outcomes</b>			
At the end of this course the learner is expected:						
1.	To acquire knowledge about Basic Photography		d	e	i	m
2.	To strengthen the knowledge on concept, model and theories of Photography		d	e		
3.	To develop content using the features in Photography		d	e		

### **CLASS EXERCISE**

(Students has to practices all TEN exercises) (Each exercise carries 4 marks)

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

- Still Life
- Portrait
- Tradition/ Cultural
- Silhouette
- Product- Indoor and Outdoor
- Architecture- Interior and Exterior
- Photographs on Foods and Beverage
- Wild Life Photography
- Multiple Exposures
- Photo Essay on Developmental activities

### **RECORD WORK**

1. Designing Brochure, Newsletter, Magazines & Posters using your own photos (Each 3 excises)
2. Designing Newspapers, Corporate merchandising, Product packaging using your own photos (Each 3 excises)
3. Designing Print PSA with your own strip of photos (Each 3 excises)

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

### **MANUALS FOR PRACTICALS**

1. Michael Langford (2012). Advanced Photography, First Edition, Focal Press, UK
2. Tony Northrup (2012). How to Create Stunning Digital Photography, First Edition, Mason Press, USA
3. Boyd Norton (2001). The Art of Outdoor Photography, Third Edition, Voyageur Press, USA

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

## SEMESTER – II

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18201	THEORIES OF VISUAL ANALYSIS	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To acquire knowledge about Visual Analysis	e	f	h	m	n	
2.	To strengthen the knowledge on concept, model and theories of Visual Analysis	e	f	h			
3.	To develop content using the features in Visual Analysis	e	f				

### UNIT I

Semiotics- definition & concept; History & development of Semiotics; Pioneers of Semiotics; The Sign- Saussure's Model & Peirce's Model; Semantics and its types; Syntactic Analysis- Text & Audio-visual; Codes- Typologies of codes & Visual Codes; Subfields in Semiotics.

### UNIT II

Psychoanalysis- definition & concept; historical development of psychoanalysis; Techniques & process of psychoanalytic; Psychoanalysis as a Cultural Theory- Freud theory, Lacan theory & Mulvey's film theory; The Gaze- definition & forms of gaze; Psychoanalysis- Television & Film Studies; Psychoanalytic film theorist.

### UNIT III

Feminism- definition & concept; historical context of feminism; Characteristics of Feminism; Feminism & Diversity of Women; Feminism as Anti-Sexism; Feminist Film Theory; Different approach to Feminist film theory; Scopophilia; Postmodern, Postcolonial & Third-World Feminism.

### UNIT IV

Modernism- definition & concept; Modern & Modernity; History & facts of Modernism; Characteristics of Modernism; Postmodernism- History & rise of postmodernism; types of postmodernism; Impact of Postmodernism; Postmodernism- Art & Film; Modernism Vs Postmodernism; Colonialism Vs Post colonial.

### UNIT V

Marxism- definition & concept; History & Criticisms of Marx's Theory; Marx's Understanding of Globalization; Marxist Media Theory- Liberal Pluralism, Capitalist Society & Ideology; Differences within Marxism; Limitations & Strengths of Marxist analysis; Apparatus theory & Screen theory.

### BOOKS FOR TEXT AND REFERENCE

1. Thomas B. Moeslund (2011). Visual Analysis of Humans: Looking at People, First Edition, Springer, UK

2. Theo Van Leeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi
3. Roland Barthes (1999). Elements of Semiology, Hill and Wang, Fifth Edition, New York

<b>Course Nature: Theory</b>							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18202	WORLD CINEMA	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about World Cinema	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Cinema	e	f	h		
3.	To develop content using the features in World Cinema	e	f			

### UNIT I

The Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin, Classical Hollywood Cinema.

### UNIT II

Development of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

### UNIT III

German Expressionism- Style & Characteristics- Fritz Lang & The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevolod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development, Japanese Cinema, Iranian Cinema; Third world Cinema.



#### UNIT IV

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System, New Indian Cinema- Satyajit Ray & Mrinal Sen; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTIL & Film Society.

#### UNIT V

Tamil cinema- origin & growth; Pioneers of Tamil Cinema; Tamil Talkies- Original & development; Talkie Studios, Golden era of Tamil cinema, New Dimension of Tamil Cinema- Marketing & Distribution; Recent trends in Tamil cinema.

#### BOOKS FOR TEXT AND REFERENCE

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

Course Nature: Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18203	REALITY SHOW	0	2	4	6	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Reality Show	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of TV Shows	d	e			
3.	To develop content using the features in Reality Show	d	e			

### **CLASS EXERCISE**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline; Total-50 Marks)

1. Identifying Concept, Target audience & Sponsorship
2. Deciding the Duration of the Show with sponsor
3. Developing the Treatment
4. Preparing the Running Order
5. Finalizing the Production Team, Anchor & Budget

### **RECORD WORK**

1. Super Singer (30 mins with break)
2. Super Dancer (30 mins with break)
3. Super Comedy (30 mins with break)

**(The Students have to submit any one exercises as Group Work (minimum 5 in a group) in the digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

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

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18204	3D ANIMATIONS	0	2	4	6	4

INSTRUCTIONAL OBJECTIVES			Student Outcomes				
At the end of this course the learner is expected:							
1.	To acquire knowledge about 3D Animations		d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Animations		d	e			
3.	To develop content using the features in 3D Animations		d	e			

### **CLASS EXERCISE:**

(Students has to practices all TEN exercises) (Each exercise carries 4 marks)

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

1. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
2. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
3. Material Editor- Applying on Objects & Giving Effects
4. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
5. Modeling- Logo, Architecture & Titling
6. Special Effect- Bomb & Particles
7. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
8. Lighting- Photometric & Standard Lighting
9. Camera- Target & Free
10. Animation- Rendering in Photocopy & Rendering Setup

## **RECORD WORK**

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

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

## **MANUALS FOR PRACTICALS**

1. Dariush Derakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA
2. Jeffrey Harper (2013). Mastering Autodesk 3ds Max 2013, First Edition, John Wiley & Sons, USA
3. Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Exam	Record Work	Total
	Marks	30	20	50
Total				100

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC18E51</b>	<b>ADVANCED PHOTOGRAPHY</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Advanced Photography	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Photography	d	e			
3.	To develop content using the features in Photography	d	e			

## **CLASS EXERCISE**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

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

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

### **MANUALS FOR PRACTICALS**

1. Roger Watson (2013). Capturing the Light, First Edition, Macmillan Publishers, UK
2. Don Giannatti (2013). Professional Photography, First Edition, Amherst Media, USA
3. Martin Evening (2012). Adobe Photoshop CS6 for Photographers, First Edition, Focal Press, UK

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC18E52</b>	<b>RADIO JOCKEY AND VIDEO JOCKEY</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about RJ and VJ	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of RJ and VJ	d	e			
3.	To develop content using the features in RJ and VJ	d	e			

### **CLASS EXERCISES**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. On Screen Qualities

2. Communication Skills
3. Body Language
4. Presentation
5. Spontaneity

### **RECORD WORK:**

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

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

### **MANUALS FOR PRACTICALS**

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

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

### SEMESTER – III

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18301	MEDIA RESEARCH METHODOLOGY	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To acquire knowledge about Media Research	e	f	h	m	n	
2.	To strengthen the knowledge on concept, model and theories of Research Methodology	e	f	h			
3.	To develop content using the features in Media Research	e	f				

#### UNIT I

Research- Definition & Concept; Development of Media Research around the World; Phases of Media Research; Mass Communication research in India; Thrust areas in Media Research; Evolution of New Media and the audiences; Need for Media Analysis; Concepts and Theories in Media studies.

#### UNIT II

Research Procedure; Steps in doing Research; Media Research Problems; Review of Media Studies; Sources of Secondary Data; Research Questions & Hypothesis; Types of Hypothesis; Sampling Procedure, Sample Size & Sampling Error.

#### UNIT III

Primary Data; Types of Data- Nominal, Ordinal, Interval & Ratio; Data Collection Methods & Tools; Questionnaire- Types of Questions & Construction of Questionnaire; Interview Schedule & Techniques; Focus Group & Observation Techniques.

#### UNIT IV

Research Design- Experimental & Non- Experimental Research Methods & Procedures; Qualitative & Quantitative Studies; Descriptive & Analytical Research; Content Analysis- Procedure & Methods; Case Study approach.

#### UNIT V

Data Analysis- Data Classification, Coding & Tabulation; Graphic Representation of Data; Basic Elements of Statistics; Application of Parametric & Non Parametric Statistics in Hypothesis Testing; Thesis Writing Method; Thesis Writing Format & Style; Ethics in Conducting Research.

### BOOKS FOR TEXT AND REFERENCE

1. Arthur Asa Berger (2011). Media and Communication Research Methods, First Edition, Sage Publications, New Delhi
2. Roger D. Wimmer (2010). Mass Media Research: An Introduction, First Edition, Wadsworth Learning, UK
3. Glenn G. Sparks (2010). Media Effects Research: A Basic Overview, First Edition, Wadsworth Learning, UK

Course Nature: Theory							
Assessment Method (Max. Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18302	FILM PRODUCTION TECHNIQUES	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Film Production	e	f	h	m	n
2.	To strengthen the knowledge on concept, model and theories of Film Production	e	f	h		
3.	To develop content using the features in Film Production	e	f			

### UNIT I

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



## **UNIT II**

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

## **UNIT III**

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

## **UNIT IV**

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

## **UNIT V**

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

## **BOOKS FOR TEXT AND REFERENCE**

1. Sonja Schenk (2012). The Digital Filmmaking Handbook, First Edition, Cengage Learning, USA
2. Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA
3. Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK

<b>Course Nature: Theory</b>
<b>Assessment Method (Max. Marks: 100)</b>

In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18303	SHORT FILM MAKING	0	2	4	6	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To acquire knowledge about Short Film Making	d	e	i	m	n	
2.	To strengthen the knowledge on concept, model and theories of Film Making	d	e				
3.	To develop content using the features in Film Making	d	e				

### **CLASS EXERCISE**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)  
(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Students should write original script for Short film (Five excises)
2. Students should prepare Production Team & Budget
3. Student should get trained in handling camera and shoot scene and shot.
4. Students should handle non-linear editing with AVID/ FCP Software
5. Students should handle dubbing, Sound Effects & Mixing using the Audio Software

### **RECORD WORK**

1. Short Film on any concept (maximum 10 mins)
2. Documentary on any social issues (maximum 10 mins)

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

### **MANUALS FOR PRACTICALS**

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

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

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<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC18304</b>	<b>GAME DESIGNING BASICS</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Game Designing	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Game Designing	d	e			
3.	To develop content using the features in Game Designing	d	e			

### **CLASS EXERCISE**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)  
(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Basic game framework- State Loop, Game timer & Event model
2. Interface- Graphics, Sound & Settings
3. Collision- Initializing the game loop, Movement of the Object & Testing Collision
4. Balloon saw game- Balloon game play, breaking down the code, Balloon animation & Game constructor
5. Frame work- Basic screen class & simple blit button, Scoreboard script & ending the game

### **RECORD WORK**

1. Car Race Game
2. Balloon Saw
3. Shooting game

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

## MANUALS FOR PRACTICALS

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

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Exam	Record Work	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18E53	VISUAL EDITING- AVID	0	2	4	6	3

<b>INSTRUCTIONAL OBJECTIVES</b>			<b>Student Outcomes</b>				
At the end of this course the learner is expected:							
1.	To acquire knowledge about Avid Editing		d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Visual Editing		d	e			
3.	To develop content using the features in Avid Editing		d	e			

## CLASS EXERCISE

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)  
 (5 exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Batch Capturing Video in Avid
2. Logging videos in Avid
3. Creation of bin and working in a bin
4. Transitions and effects in Avid
5. Audio recording & syncing in AVID

## RECORD WORK

1. News Bytes on Current Issues (2 mins) (1 exercises)
2. Human Interest Stories (2 mins) (1 exercises)

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

**MANUALS FOR PRACTICALS**

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

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18E54	VISUAL EDITING- FCP	0	2	4	6	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>					
At the end of this course the learner is expected:							
1.	To acquire knowledge about FCP Editing	d	e	i	m	n	
2.	To strengthen the knowledge on concept, model and theories of Visual Editing	d	e				
3.	To develop content using the features in Visual Editing	d	e				

### **CLASS EXERCISE**

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)  
(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Capturing video in FCP
2. Logging of video in FCP
3. Insert & Replace editing FCP
4. Transitions and effects FCP
5. Multi camera Editing with FCP

### **RECORD WORK**

1. News Bytes on Current Issues (2 mins) (1 exercises)
2. Human Interest Stories (2 mins) (1 exercises)

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

### **MANUALS FOR PRACTICALS**

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

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

## SEMESTER – IV

SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18401	VFX BASICS	0	2	4	6	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Visual Effects	d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Visual Effects	d	e			
3.	To develop content using the features in Visual Effects	d	e			

### CLASS EXERCISE

(Students has to practices all EIGHT exercises) (Each exercise carries 5 marks)  
(Eight exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Introduction to Tools and interface
2. How to input different types of files into the file and sequence
3. How to Edit and mix 2D and 3D image with the background
4. How to add text and titling
5. Using of camera and lighting in the view and Editing it
6. Exporting file formats
7. Mixing of 2D Image & 3D work with movie
8. Roto and color correction

### RECORD WORK

1. Student's Personal Portfolio compiling all his record work from First Semester (one exercise)

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

### MANUALS FOR PRACTICALS

1. Chris Meyer (2013). After Effects Apprentice: Real World Skills for the Aspiring Motion Graphics Artist, Third Edition, Focal Press, UK
2. Adobe Creative Team (2012). Adobe After Effects CS6 Classroom in a Book, First Edition, Peachpit, USA
3. Chris Meyer (2010). Creating Motion Graphics for After Effects, Fifth Edition, Focal Press, UK



<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Exam	Record Work	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18402	FILM APPRECIATION	0	0	0	0	2

INSTRUCTIONAL OBJECTIVES			Student Outcomes				
At the end of this course the learner is expected:							
1.	To acquire knowledge about Film Appreciation		d	e	i	m	n
2.	To strengthen the knowledge on concept, model and theories of Film Appreciation		d	e			
3.	To develop content using the features in Film Appreciation		d	e			

### **CLASS EXERCISE**

(Students has to view all FOUR screenings) (Each exercise carries 10 marks)

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

1. International award winning movies will be screened (once in a week/ 4 Movies)
2. National award winning movies will be screened (once in a week/ 4 Movies)
3. Student will be trained in reviewing and analyzing the movies
4. Students will be encouraged to participate and visit the film festivals.

### **RECORD WORK:**

1. Should write review for all screened movies

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

### **MANUALS FOR PRACTICALS**

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



2. Terry Bolas (2009). Screen Education: From Film Appreciation to Media Studies, First Edition, Intellect Books, UK
3. V. F. Perkins (1993). Film As Film: Understanding And Judging Movies, Third Edition, Da Capo Press, USA

<b>Course Nature: Practical</b>				
<b>Assessment Method (Max. Marks: 100)</b>				
In Semester	Assessment Tool	Studio/ Lab	Regularity and Discipline	Total
	Marks	40	10	50
End Semester	Assessment Tool	Record Work	Viva	Total
	Marks	30	20	50
Total				100

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SUBJECT CODE	COURSE TITLE	L	T	P	L+T+P	C
PVC18403	Industrial Project	0	0	0	0	16

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about Industrial Project	a	c			
2.	To strengthen the knowledge on concept, model and theories of Media Industry	a	b	i		
3.	To develop content using the features in Media Industry	a	c	i		

The student will undergo three month training in any media organization and has to submit project report. The student will be monitored by the Faculty and will be guided by the media organization in completing project.

## METHODOLOGY

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the project will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio. The project presentation and viva voce will complete the process of evaluation.

The Project work can be either carried out in any Media House/Print Media/Advertising Agency/Media Professional/Film Industry for a period of three months.

Course Nature: Project					
Assessment Method (Max. Marks: 100)					
In Semester	Assessment Tool	Review 1	Review 2	Review 3	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	Record Work		Viva	Total
	Marks	30		20	50
Total					100

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