**B. Sc. Visual Media Syllabus**

**18CUR211 CURRENT AFFAIRS I 0 0 1 1**

Choosing topics: Using the Library, internet and research studies
Writing leads differently: going beyond the inverted pyramid
Writing of Hard core story, Article, Features and Infographics
Editing Relevance of stylebook. Editing for consistency, accuracy and structure.
Interviews
Analysis of coverage of Social inequality in newspapers and magazines: Poverty, Caste, Race, Education, Ethnicity, Prejudice, Gender Stereotypes, Feminism, Power Relations, Health, Substance Abuse, Economic Policies, White Collar jobs, alcohol consumption, Corruption, Urban and Rural Life, Social issues- crime, Environmental Issues...Politics, Business and Sports, Positive and depth reporting

Assignment:
a) Individual presentation of weekly News.
b) Maintenance of record book – Students report with paper clipping the actual news item.

**18CUR301 CURRENT AFFAIRS II 0 0 1 1**

Analysis of significant conflict reports in national and international media – Group discussion on News bulletins and News based programmes in TV and their relevance in today's context. Critical analysis of news and its social relevance- In-depth analysis on India’s economic and political Analysis of coverage of Social inequality in TV channels and online media: Poverty, Caste, Race, Education, Ethnicity, Prejudice, Gender Stereotypes, Feminism, Power Relations, Health, Substance Abuse, Economic Policies, White Collar jobs, alcohol consumption, Corruption, Urban and Rural Life, Social issues- crime, Environmental Issues... Politics, Business and Sports, Positive and depth reporting

Assignment:
a) Individual presentation of weekly News.

**18ELL234 TECHNICAL AND PROFESSIONAL WRITING 2 1 0 3**

**Objectives**

Produce workspace documents, including memos/letters, instructions, and proposals; create usable, readable, and attractive documents; prepare and deliver oral presentations; collaborate with others; write coherent, concise and correct sentence; dit for clarity.

**UNIT 1**


**UNIT 2**

UNIT 3

UNIT 4
Resume (cover letter, resume, and vitae) Memorandums (regarding weekly reading) Interview a Professional Business letters (letters of apology, customer response, and persuasion) Writing Instructions & Directions.

UNIT 5
Editing and proofreading, Portfolio, Participation, Meetings – Minutes, agenda, Chair. Conferences (Two conference) Mock interview, Conduct Meetings. Presenting a technical paper.

REFERENCE BOOKS:
1. McNair, “New Technologies and Your Resume”
5. Technical Communication, “Desk Top Type: Traditional and Technology”

18FNA101 MASS COMMUNICATION - THEORIES AND MODELS 2103

Objective: To introduce students to the concepts of communication.

Unit I
Conceptual framework of Communication: Definition of communication- need for communication- Communication and Language- Communication and Information- Types of Communication-Intrapersonal, Interpersonal, Group and Mass Communication- Elements of Communication-Barriers to communication

Unit II
Functions of Mass Media -7 Cs of Communication -Diffusion and Adoption Process. Stages of Adoption

Unit III
Models of Communication; Aristotle’s Model, Lasswell’s Model, Shannon and Weaver’s Mathematical Model, Osgood and Schramm’s Model, New comb’s Model, Westley and Mac Lean’s Model, Gerbner’s Model

Unit IV
Mass Communication theories- Normative theories of Mass media- Media effects theories

Unit V
Origin and development of Print media in India- Origin and Development of radio and television in India- 
Introduction to Folk and Traditional media

**Texts**
Keval J. Kumar- Mass Communication in India, Jaico, 2010

**References**
John Fiske-Introduction to Communication Studies- Routledge (2010)
VirBala Aggarwal and V.S. Gupta-A Handbook of Journalism and Mass Communication - Concept Publication Co. New Delhi - 110 059

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**18FNA102 MULTIMEDIA, GRAPHICS AND ANIMATION 3 0 0 3**

**Objective**
This is a course about the basic part of Multimedia as much as about how to sew these parts together with 
current technologies and tools and that shows you how to use the text, image, sound and video to delivering 
your message and content in meaningful ways.

**Unit 1**
Introduction: What is Multimedia? – Introduction to making Multimedia- Media Skills – Macintosh and 
Windows Platforms – Basic software tools

**Unit 2**
Making instant Multimedia – Multimedia Authoring tools

**Unit 3**
Multimedia Building Blocks: Text – Sound – Images

**Unit 4**
Multimedia Building Blocks: Animation – Video

**Unit 5**
Multimedia and the Internet: The Internet and how it works – Tools for World Wide Web – Designing for the 
World Wide Web

**Textbook:**

**Reference:**

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**18FNA103 PRINT JOURNALISM AND FEATURE WRITING 2 1 0 3**

**Objective:** To equip students to write well-constructed news stories. 
To impart relevant skills for finding and creating story ideas, locating news sources and gathering news.
Unit 1
Concept of news- news values-need for news values- making of a newspaper-bureau, desk-major responsibilities of reporters and editors

Unit 2
Speed Vs accuracy, objectivity, and credibility - challenges posed by new media to newspapers.

Unit 3
Writing for newspapers - inverted pyramid structure– other news writing techniques – formatting lead, body, and conclusion – different types of lead -Practical exercises to construct news story - newspaper layout – photo journalism.

Unit 4
Types of interview – Different Interviewing styles and techniques – interview writing methods -do’s and don'ts.

Unit 5
Magazine journalism-difference between writing for magazines and newspapers – Trends in reporting - Genres of journalism

Texts

References
3. F. Fedler - Reporting for the Print Media, Oxford University Press, USA; 9 edition (March 24, 2008)
4. P. N. Williams - Investigative Reporting and Editing, McGraw Hill,USA

18FNA105 INTRODUCTION TO PHOTOGRAPHY

Objective
The course intends to make the students to observe and describe visual qualities that characterize the photographic image; solve visual art problems; communicate ideas visually; develop proficiency in handling tools related to the photographic print; interpret the meanings of artistic works in photography; identify historical influences on photography; and investigate the role of the photographer in the community. Overall the students will improve their picture taking skills by taking photographs and techniques required to understand and operate the camera

Unit 1
History of photography- Pinhole Camera, Camera Obscura, Normal Human Eye and Process of Seeing-Human eye and camera
Unit 2
Camera principles- Compact cameras and SLR’s - Working of SLR camera- Different image sensors-CCD and CMOS

Unit 3
Different parts of SLR camera-Creative mode and basic modes in SLR camera-Basic features of SLR camera- Focusing- Aperture-shutter speed-slow and fast shutter speeds, applications of slow and fast shutter speeds, ISO, when to use ISO function.

Unit 4
Angle of view- Different types of lenses-normal lens, wide angle lens, fish eye lens, prime lens, telephoto lens. Depth of Field-Shallow depth of field, large depth of field, Depth of focus - circles of confusion

Unit 5
Different Image capturing formats-RAW, TIFF, JPEG, Storage Devices- SD card CF card, etc. Different camera accessories

18FNA111    INTRODUCTION TO VISUAL ARTS    1102

Objective
Introduce the students to the world of Visual Arts so as to be enabling them competent and proficient in acquiring the knowledge about Visual Arts and Mass Communication.

Unit 1
History of Western Art: Principles of Composition-Prehistoric Art-Egyptian Art-Greek Art-Roman-Byzantine-Gothic Art-Renaissance-Baroque Art-Romanticism

Unit 2
Modernist Movements: Impressionism - Expressionism - Dadaism and Surrealism - History of Indian Art : Indus Valley to Vedic Art - Buddhist Art - Medieval Hindu Art - Mughal Art - Indian Miniature Tradition

Unit 3
Indian Art in the 20th century-Raja Ravi Varma, Amrita Shergil-Rabindra Nath Tagore and the Bengal School - Modernist Movements in Indian Art

Unit 4
Principles of Composition: Perspective - Space (Negative and Positive)

Unit 5
Directional lines-Golden Section and Rule of the Third, Colour Theory

Texts
1. Art & Visual Culture 1100-1600: Medieval to Renaissance edited by Kim W. Woods
2. Art History: The Basics By Diana Newall, Grant Pooke

Reference
1. Art and Illusion in The Winter's Tale By B. J. Sokol
2. A World History of Art By Hugh Honour, John Fleming
3. Art History: A Very Short Introduction By Dana Arnold
Objective
The course intends to make the students to observe and describe visual qualities that characterize the photographic image; solve visual art problems; communicate ideas visually; develop proficiency in handling tools related to the photographic print; interpret the meanings of artistic works in photography; identify historical influences on photography; and investigate the role of the photographer in the community. Overall the students will improve their picture taking skills by taking photographs and techniques required to understand and operate the camera.

Unit 1
Composition principles-vertical framing, horizontal framing, diagonal framing- symmetry, perspective, balance, background and foreground, Rule of Thirds, frame balancing, leading lines, frame within a frame

Unit 2
different types of shots, ECU, CU, MCU, MLS, MS, LS, ELS different camera angles- High angle, low angle, eyelevel, birds eye, worms eye. Different camera movements-tilting-panning

Unit 3
Tackling different photographic subjects- People, places animal portraits, landscapes, close up subjects, action and sports photographs

Unit 4
Introduction to Lighting-natural lights, outdoor lighting, studio lighting, still life Photography-Three Point Lighting-Key light, fill light, back light, light meters and their working, different lighting instruments, lighting accessories used- soft box, reflector, umbrella reflector, snoot, trigger, diffusers- working under different lighting conditions

Unit 5
Genres of Photography

Texts
1. The Basic Book of Photography by Tom Grimm and Michele Grimm, 4th Edition

References
1. The Basic Photography, 1973, Focal press
2. Advanced Digital Photography by Tom Ang, Mitchell Beazley

Objective
The course provides an insight to the students about the basic optics used in Visual Media.

Unit 1
Fundamentals of Optics – Dual nature of light. Optical phenomena

Unit 2
Lenses – types, properties, aberrations.
Unit 3
Photographic Optics – camera lenses – technical development

Unit 4
SLR camera – structure and working

Unit 5
Anatomy of human eye and camera

Texts
2. Basic optics and optical instruments, by Fred A. Carson

References
1. Optics in Photography (SPIE Press Book) Author(s): Rudolf Kingslake

Objective
This course was designed to provide students with introductory skills and knowledge about Videography and video editing.

Unit 1
Normal Human Eye and Process of Seeing, Basic Principles of motion picture-Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and, Differences between video and film medium

Unit 2
Editing-introduction to editing, different functions of editing-Grammar of editing, different transitions and their meanings-Cut, dissolve, fade and wipe, Introduction to editing theories.

Unit 3
Parts of Video Camera, main features of video camera, Different techniques- depth of field, deep focus, rack focusing, Camera support systems

Unit 4
Linear editing and nonlinear editing - Work flow, on line and off line editing

Unit 5
Principles of Visual Grammar, Composition principles, Concept of shots, Different types of shots

Texts
1. VasukiBelavadi, Video Production, Oxford University

References
1. Technique of Film Editing-Karel Reiz and Gavin Millar- Focal Press
4. Five Cs of Cinematography : Joseph V. Mascelli
5. Television Production: Allen Wartz

**18FNA181  MULTIMEDIA GRAPHICS AND ANIMATION LAB I**  0132


**18FNA183  PHOTOGRAPHY LAB**  0122

Introduction to different types of cameras
Working with compact cameras
Introduction to DSLR
Focusing
Framing
Experimenting with different shutter speed
Aperture and depth of field
Usage of ISO function
Studio Lighting
Different photography assignments
Image editing using software's

**18FNA184  MULTIMEDIA GRAPHICS AND ANIMATION LAB II**  0122

Vector Drawing - Draw basic shapes, Draw objects, Create vector images, then edit those vector images quickly and easily. Add colour to your work, Use blends, gradients, and patterns, Create symbols to place into your work to save time, Create layers and masks, Draw landscapes such as buildings and houses with ease using perspective, Add graphs to your documents, Add text to your documents – and even to your objects and shapes, Create drawings, business cards, brochures.

**18FNA185  VIDEOGRAPHY AND VIDEO EDITING LAB I**  0122

Familiarizing Video Camera and accessories
Different types of Tapes
Working with Tapeless systems
Familiarising interface of editing software
Introduction to editing workflow
Basic tools of editing software
Basics of audio editing
Exporting media from editing software
DSLR cinematography Introduction
Different types of Shots
Working under different Light Sources
Capturing Video using capturing devices
Objectives: To develop news packages complete with voice overs, SOTs, Wrap ups etc and to provide insight to students on ENG techniques and news room functioning

Unit 1

Unit 2
Structure and functioning of newsroom-presenting techniques - do's & dont's (TV / Radio) - Types of news programme, SCP & MCP, CCU - Breaking news

Unit 3
Radio station- writing for radio, radio journalism, functions of radio commentators, editors, radio dramas and documentaries.

Unit 4
Television station –news sources, different formats of news, Planning and production of TV programs: writing scripts – voice overs, sound bytes, sound on tapes, wrap ups etc., filing news stories.

Unit 5
Electronic news gathering methods, OBVans, DSNG, Production of news packages PCR, role and importance of production control room, delivery pattern of live reports, - interviewing – types of interview – how to plan an interview -do's and don’ts

Texts

References
2. Techniques to TV Production – Rudy Bretz (McGraw Hill)

Objective
The students are introduced to the various domains of professional practice in the process of developing an advertisement in all the formats like print, broadcast and new digital media. They are also taken through a thorough understanding of the function of an advertisement agency and the career profile of practitioners.

Unit 1

Unit 2

Types of Advertising :: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising , Co-operative advertising. Introduction to advertising agency- Structure and functions of an agency - Leading agencies in India- Diversification and competition – full service agencies – multinational clients – challenges and opportunities.

Unit 3


Unit 4

Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget. career path in the Advertising industry - Research for Advertising and Promotion

Unit 5

Professional ethics in advertising- cases of ethical violations - Advertising Standards Council – Social and cultural issues – Global regulations Practical component.

Students should create advertisements related to - Classified advertisements- visual dominant advertisement - public service advertisement - testimonial advertisement - ad. with emotional appeal – Ad with humour as appeal

Text


References

Unit 1

Unit 2
Adding Text - Formatting Text - Adding Images - Adding Links - Working with Tables
Creating Forms

Unit 3
Creating Style Sheets - Formatting Text with Style Sheets - Controlling Layout with Style Sheets

Unit 4
Adding Multimedia and Other Features - Publishing Your Web

Unit 5
Text Format-Importance of Fonts in a Web site - Differences between Serif and Sans-serif - Image maps-
Privacy and Security

Texts
1. Microsoft Web Publishing: Illustrated guide to web design techniques using FrontPage
2. Philip and Alex's Guide to Web Publishing by Philip Greenspun

Reference
1. CREATING WEB PAGES Simplified by Mike Wooldridge Wiley Publishing, Inc

Objective
After the completion of this course students are expected to acquire a thorough understanding about Videography and editing.

Unit 1
Lighting Principles-goals of good lighting in video, properties of light, colour temperature-Three point Lighting,
-Lighting ratio-hard and soft Lighting, high key lighting and low key lighting, available natural light, bounce
light, practical lighting, lighting through the window Lighting for HD video, Lighting instruments, Lighting
accessories

Unit 2
History of Editing-Editing in Silent films, the beginning of continuity editing, Editing in early films of Edwin S
Porter and D.W Griffith, Dramatic emphasis in Griffith’s films,Kuleshov Effect, Soviet montage theory,
Pudovkin and constructive editing, Eisenstein's contributions, Methods of Montage-Metric, rhythmic, tonal,
over tonal, intellectual montages, Editing in the sound films, editing techniques in modern cinema,
development of alternate editing methods

Unit 3
History and development of video recording-Different video tape formats

Unit 4
Different theories of editing, continuity editing, Major Issues in continuity, 180 degree rule-breaking 180
degree, cut in shots and cut away shots, screen direction and action axis, the 20% and 30 Degree Rules,
jump cuts, Moving shots, cross cutting or parallel cutting, cutting in action, different types of cuts. Sound editing principles.

Unit 5
Media distribution and storage, - difference between interlaced and progressive scanning techniques, Broadcasting standards-Analogue and digital, Transmission Technologies- terrestrial transmission, satellite and cable broadcasting, DTH, CAS, IPTV, SMATV

Texts
VasukiBelavadi, Video Production, Oxford University

References
4. Technique of Film Editing-KarelReiz and Gavin Millar- Focal Press
6. Film Theory - Siegfried Karacauer
7. The Montage of Film Aesthetics - S. Eisenstein

18FNA211 FILM STUDIES AND ANALYSIS 2103

Objective
To introduce the students to the world of cinema and study its different aspects thereby enabling him to develop the analysing culture. Students will also expose to the different approaches in understanding of film studies that students develop in the classroom to professional experience in the workplace.

Unit 1
Film studies-Introduction- Basic Aspects of Film Language- Concepts, Techniques,-Relationship between time and space - Types of shots and movements.

Unit 2
History of world cinema and Indian cinema -

Unit 3
Introduction to miss-en-scène – Lighting – Cinematography – Settings – Pros – acting - makeup

Unit 4
German Expressionism - Expressionist mise-en-scène: Robert Wiene’s The Cabinet of Dr.Caligari/ Murnau’s The Last Laugh /Fritz Lang’s Metropolis. - Soviet Montage - Constructivist Approaches to Cinema-Battleship Potemkin/Strike/Mother.- Italian Neo-realist Cinema- An ‘Aesthetics of Reality’ Outside the Studio: Vittorio De Sica’s The Bicycle Thieves. - Indian ‘New Wave’ - Characterizing the Indian ‘New Wave’ (A Representative Film of any one of the Directors: Mrinal Sen, Mani Kaul, Kumar Shahani, Ketan Mehta, AdoorGopalakrishnan)

Unit 5
Film analysis- analysis of specific film texts
Objective

To provide insight to students on different aspects of web journalism. Equip them to write online news stories and to use keywords while developing content.

Unit 1

Introduction to online journalism-Newsrooms going online - Basic concepts/unique principles of web content writing - interactivity, hypertexts, multimedia features - Shift in the taste of the audience - peculiarities of online audience

Unit 2

Unsubstantiated opinions - bloggers as journalists - Blogger's ethics - Citizen Journalism initiatives in online medium - managing user-generated content

Unit 3

The impact of effective online research on web content development - Search engine optimization – SEO techniques - Importance of keywords in web content development - how to boost online traffic

Unit 4

Writing for the web – techniques of crafting online story-knowing your audience - online conversations - traditional media Vs new media

Unit 5

Importance of accuracy and verification –how to develop content effectively -Evaluating different online sites

Texts

1. Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
2. Digital Newsroom, BalakrishnaAiyar, Authors Press Publishers
References

1. Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd
2. Journalism Online, Mike Wart, Elsevier Publications

18FNA231 DEVELOPMENT COMMUNICATION 2103

Objective
To make the students understand the development and the role of communication and media in development.

Unit I
Development: Definition, nature and scope- Development indicators- Development studies

Unit II
Development Communication- Definition and significance- Development Communicators- Dominant Paradigm of development. Various models of development. Alternative paradigms of Development and Development Communication

Unit III
Development Journalism- Definition-health, nutrition, social issues, resource use. Literacy, agriculture and environment. SITE and Kheda Projects- Development Support Communication- Participatory approaches

Unit IV
Media and Development- Role of media in development- use of print, radio, TV, Film, Video-Traditional and interpersonal communication methods-field publicity- National Communication policies

Unit V

18FNA232 INTRODUCTION TO BRAND MANAGEMENT 2103

Objective
To comprehend the contemporary concepts of professional practice in branding, brand equity and strategic brand management, design and implementation techniques for all the presentable formats like print, broadcast and new digital media.
To understand the concepts through case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).

Unit 1
Meaning, Brand vs product, Process of branding, Brand building blocks (obstacles to/difficulties in building strong brands) - Brand vision with respect to generic brand status. Product vs corporate branding

**Unit 2**
Branding strategies - Manufacturer branding (national brand) and distributor branding (private/store brand) – Multi product branding strategy - Multi branding strategy- Mixed branding, Brand licensing, Co-branding, Composite co-branding, Ingredient co-brandingBrand product matrix, Brand hierarchy

**Unit 3**
Brand Promotion and Strategic Brand Management - Building a Strong Brand : FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch, Media Selection, Trade Promotion and Selling, CRM, Personal Selling, Web Marketing.

**Unit 4**

**Unit 5**
CASE STUDIES IN BUSINESS SECTORS : Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc.


**References:**
1. Strategic Brand Management, Kevin Lane Keller, M.G. Parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.

** Objective**
Effective Web Design introduces basic methods for the creation and design of user-centric web sites using the XHTML language in Dreamweaver.

**Unit 1**
Starting with a Plan - Defining the Audience - Gathering Content - Choosing the Right Tools
Defining the Look and Feel - Mocking Up the Design

**Unit 2**
Slicing and Optimizing Web Graphics - Organizing Content with Tables and Lists - Creating Web Layouts - Designing Web Forms - Making Your Pages Interactive
Objective
The students are exposed to the art of creative thinking, planning and executing involved in the production of an advertisement for formats like print, broadcast and new digital media. From a professional standpoint they also get exposure to the important role of copy writing and its quality, consistency and value in the marketing. They will understand the key concepts through case studies from the creative segment of the advertisement industry.

Unit 1

Unit 2

Unit 3

Unit 4
Ways to Market on Radio and TV - Buying Time for Commercials, Mistakes in Copy Writing - Strength and Weaknesses of Print, Radio and TV media, Quality Control and Ethical Issues, Advertising and its Effects on Societal Economy, Life Style and Value Systems.

Unit 5
CASE STUDIES of Copy Writing for live Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc., for different formats of production.
Text

References:

18FNA242 INTRODUCTION TO NICHE JOURNALISM 2103

Objective
The course is intended to make the student aware of the history, development and current status of magazines in India and also introducing them to specialized journalistic writing.

Unit 1
Definition and types of magazines - news, special interest, general, lifestyle, glamour, gossip-Brief history of the development of magazines, reasons for its success in and outside India, the magazines that boom in India and the glorious years of the news magazine

Unit 2
Magazine formats and their difference from other media, magazine formats within a genre - unique features of different magazines

Unit 3
Overview of English and other Indian language magazines today

Unit 4
Writing for a magazine-Editing for a magazine-Scope of ‘niche’ journalism

Unit 5
Sports-Media vehicles used for the niche-Most dominant sports and some background about them-Pre-contest coverage-Preparation of complete game story-Watching the game-Vital aspects to cover using significant statistics-Columns-speculation, post-contest analysis, personal reflections-Covering a game for TV / Radio-Comparing coverage in different media-Health as a niche-areas usually covered-Different media vehicles-Entertainment and lifestyle-Examining different kinds of magazines in this wide category-Importance of style and kinds of matter that makes stories-Travel-Developmental-Civic journalism-Public journalism-Alternative media and people’s issues

Texts
1. Convergence Journalism: Writing and Reporting Across the News Media by Janet Kolodzy
2. An Introduction to Journalism by Richard Rudin and Trevor Ibbotson

Reference
1. Journalism Writing Techniques by M H Syed
18FNA281  BROADCAST JOURNALISM PRACTICE  0 0 2 1

Writing for radio - different narrative techniques - tips, dos and don'ts-Practical exercises-Writing for television - different narrative techniques – patterns of news delivery- Writing features, other special audience programs; Sponsored programs, radio and television commercials. Practical exercises

18FNA282  MULTIMEDIA, GRAPICS AND ANIMATION LAB III  0 1 2 2

Animation Basics, Creating 2D Animations, Flash Websites, Basic Action Scripting.

18FNA283  VIDEOGRAPHY AND VIDEO EDITING LAB 2  0 1 2 2

Practising with lights (Additional lights and Natural lights)
Working with different video cameras
Working with DSLR cameras and different accessories
Track and Trolley
Studio Visit and Crane Operations
Video production Assignments
Shot division and planning of projects
Advanced areas of Video editing using software

18FNA284  WEB PUBLISHING LAB  0 0 2 1

Designing and Publishing web sites.

18FNA285  ANCHORING AND MEDIA PRESENTATION SKILLS  0 0 2 1

Training in Anchoring, Television Programs including Reality Shows.
Training in co-ordinating Talk Shows and News Programs.
Training in conducting interviews.

18FNA286  AUDIOGRAPHY LAB  0 0 2 1

Working with different microphones, and audio mixers
Introduction to editing software
Audio recording and editing in studio
Advanced audio editing techniques

18FNA287  CRITICAL VIEWING AND READING ANALYSIS LAB  0 0 2 1

Comparison and analysis of various trends in media

18FNA288  INTRODUCTION TO AUDIO  0 1 2 2

Unit 1
History of sound recording

Unit 2
Introduction to basics of sound - properties of sound

Unit 3
Different equipment - Mixers, microphones, basic principles of microphones, loud speakers, amplifiers

Unit 4
Different types of sound in video and film - Diegetic and Non-diegetic sound, SFX, dialogue, Background music, Sync sound, Art of folleying

Unit 5
Sound Editing Techniques - Transitions, Sound Bridge, off-screen sound, sonic flashbacks

18FNA289 VIDEO PRODUCTION LAB 0 0 2 1

Working in the studio
Television programme production
Documentary production
Short film (fiction) production
Introduction to Multicamera set up
Making ad films

18FNA301 CONSTITUTION AND MEDIA ETHICS 2 1 0 3

Objective
The course aims to provide the students an understanding of Indian Constitution and Press Laws.

Unit 1

Unit 2
Mass media ethics - Social commitment of media - Norms of journalistic conduct: Principles and ethics - Accuracy and fairness - Pre-publication verification - Right of the Press to comment on the acts and conduct of public officials - Conjecture, comment and fact – Corrections - Right to reply - Letters to editor

Unit 3
Obscenity and vulgarity – Right to privacy Vs right to expression – How to cover communal disputes/clashes – How to cover court proceedings - Plagiarism

**Unit 4**

Role of Press Council of India as watchdog of the press-PCI guidelines – PCI norms of conduct for media professionals - The Code of Advertising Practise of the Advertising Standards Council of India

**Unit 5**

Media ethics – Case Studies and discussion of practical cases

**Texts**


**References**

1. “Press Laws of India”

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**INTRODUCTION TO MEDIA ORGANISATION**

**Objective**

To provide an understanding of media organisation, ownership structure.

**Unit 1**

Principles of management. Management as a process. Functions of management.

**Unit 2**

Theories of management. Media as business and social institution. Greiner’s development model of a company.

**Unit 3**

Electronic Media Management: Organisation-structures and functions. Responsibilities and duties of different media organisations- Audience Ratings- Methods of TRP rating

**Unit 4**

Project management-Production Project Cycle, Pre production, Production process, production strategies. Risk and impact assessment. Contracts and legal arrangements

**Unit 5**

Evolution of Media Economics-Traditions in Media Economic Scholarship-Contemporary and Future Issues Defining Media Consolidation- Media Consolidation in the context of Economics

**Texts**

1. Block et al, Managing in the Media. Focal Press
References

18FNA331 ART DIRECTION FOR ADVERTISING 1133

Objective
To show light to the aspiring art directors towards the basic principles of advertising through visual media along with demonstrating the principles of graphic design, layout and production of advertisements for various medias. The course also ensures an understanding of the importance of cost control in all areas of art direction.

Unit 1
Art Direction in Advertising: an introduction- roles and tools of the art director, Graphic Conceptualization: visual metaphor, languages- meaningful full lettering, Logo Designing

Unit 2
Graphic basis: Typography, colour, visual composition, techniques and technologies, Tracing and transfer techniques

Unit 3
Strategy and creativity: Art Direction in Advertising, visual corporate identity, study of packaging, Art direction fields: deconstruction of successful advertisements, layout techniques

Unit 4
Photographic techniques, photography with characters, still-life photography, illumination, the photographic montage, type photography, the photographic finishing touch, illustration techniques

Unit 5
Illustration techniques using the grid system, traditional techniques of image reproduction and enlargement- Designing illustrations from photographs

Texts

References
1. Advertising Concept Book by Pete Barry
2. Advertising Layout and Art Direction (Marketing) by Stephen Baker

18FNA332 PUBLIC RELATIONS AND CORPORATE COMMUNICATION 2103

Objective
To make the students aware of the importance of Public Relations in Corporate Communications. This course needs to be detailed out. One-liners don’t offer clarity about the depth to which the concepts need to be penetrated. The course should serve as an introduction and should offer scope for comprehensive understanding.
Unit 1
Definition of PR, its scope and significance, PR as a Two-way Communications, PR as an Industry, Need for Public Relations PR as a management discipline, PR as a marketing communication tool: 4 Ps, IMC and PR, Publicity, Propaganda, Advertising and Public Relations.

Unit 2

Unit 3
Publics: Internal Publics and External Publics, nature and type of publics, factors about Public that affects a PR activity. Steps in Organising a PR activity, Significance of research in PR: PEST, SWOT analysis, Communication and Social Audits, the various Communication tools for effective PR.

Unit 4
Functions of Public Relations: Employee Relations, Customer Relations, Community Relations, Government Relations, Investor Relations, Media Relations. Skill set for PR personnel: Qualities of an effective PR person and Ethics in PR.

Unit 5
Speeches, Visits, Personal Calls, Tours, Conventions, Conferences, Meetings, Educational Courses and Training Programs, Community and Corporate Social Responsibility Projects and Special Events, Welcome Letters and Offers to New Shareholders and Investors, Annual Reports, Annual Meetings, Digital PR, press kit, Event Management, Crisis Management: Kinds of Crises, Public Relations in Crisis Management, Ten Commandments of Crisis Management

Text

18FNA333 RESEARCH METHODS FOR MEDIA STUDIES 2103

Objective
To introduce the students to media research. It aims to enable the students to critically analyse media content and expose them to tools and techniques of analysis for media studies.

Unit 1
Research: Definition and Characteristics. Types of research-Social science research-

Unit 2
Research process - Elements of research- concept, variables etc. -

Unit 3
Research Approaches: Qualitative and Quantitative approaches- Survey Research, Content Analysis, Textual Analysis- Focus group

Unit 4
Research Ethics

Unit 5
Research in Media Effects

Texts

References
2. Renjit Kumar- Research Methodology: A Step by Step guide to Beginners

Objectives
To familiarize the students with the evolving of an advertising concept and copy from the creative brief and to guide them in writing successful advertising copies

UNIT 1
From the marketing brief to the creative brief – creative brief to creative strategy – strategy formulation – concept – concept development – from concept to copy - Brainstorming - big idea – development of headline – body copy – tagline – visual – merging of copy and visuals

UNIT 2
Introduction to different types and categories of advertisements – brochures, outdoors, posters, direct mails, sales promotion, sales literature, POP, content .Appeals and approaches used-ways of treatment given.

UNIT 3
UNIT 4
Writing for television ads, Radio ads, online ads and multimedia

UNIT 5
Ethics to be maintained while writing copy

Reference:

Objective
To familiarize the students with the online marketing aspects.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Texts
Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Mar 2012 by Calvin Jones (Author), Damian Ryan (Author)
18FNA343    SHORT FILM MAKING    1133

Objectives
To impart training in producing and directing short films and documentaries.

UNIT 1
Finding inspiration for stories; Building real life situation; Searching for literary sources.

UNIT 2
Learning the mechanics of story constructions; Building up story units.

UNIT 3
Preparation of shooting scripts; Film direction.

UNIT 4
Combining various elements of films production

UNIT 5
Editing the film.

Texts
1. Writing the short film by Cooper, Ken Dancyger

References
1. Producing and directing the Short Film and Video By David K. Irving, Peter W.

18FNA390    MINOR PROJECT    4

Minor Project(Optional) leading to Paper Publication

To enable the students to produce a fiction / non-fiction film of 3 minutes’ duration using the different multimedia tools such as video camera and its accessories with the application of video and audio editing software’s.

- Video Production and Photography
  To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.

- Animation
  To enable the students to produce various Graphic and Web Design models.

- Graphic / Web Designing / Advertising
Students must undertake internship for one month in the industry. At the end of the semester the portfolio (various streams) should be exhibited in public platform.

To enable the students to produce a fiction / non-fiction film.
To enable the students to produce various Graphic and Web Design models. Graphic / Web Designing / Advertising