AMRITAVISHWA VIDYAPEETHAM
SCHOOL OF ARTS, HUMANITIES AND COMMERCE

BAHONOURS WITH RESEARCH IN DIGITAL DESIGN AND ANIMATION WITH MINO
RIN MASS COMMUNICATION

CURRICULUM AND SYLLABUS FOR THE 2024 ADMISSIONS

AMRITAVISHWA VIDYAPEETHAM
COIMBATORE
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<td>Programme Structure and allocation of courses in semesters</td>
<td>04</td>
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<td>3.</td>
<td>Curriculum Structure</td>
<td>05</td>
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Programme Educational Objectives (PEOs)

The students graduating from the BA (Hons) with Research in Digital Design and Animation with minor in Mass Communication program will be able to:

PEO1 [Critical Thinking] - Develop critical and creative thinking in the realm of media and animation, encouraging students to analyze, question, and innovate within the dynamic and evolving landscape of visual storytelling and digital creativity.

PEO2 [Effective Communication] - Proficiently employ spoken and written language, along with visual elements, to articulate narratives, descriptions, and analyses within the context of media and animation.

PEO3 [Social Interaction] - Cultivate effective and efficient team work skills with a foundation of mutual respect within the diverse and technologically advanced landscape of media, design, and animation.

PEO4 [Effective Citizenship] - Undertake responsible roles within the Media and Design domain, contributing to the greater good by serving the public interest.

PEO5 [Ethics] - Cultivate ethical awareness and values, enabling students to recognize and address ethical considerations in media creation and application.

PEO6 [Environment and Sustainability] - Foster an understanding of professional and personal responsibility, emphasizing integrity in the context of sustainability within the media and animation field and encouraging practices that contribute to environmental well-being.

PEO7 [Self-directed and Lifelong Learning] - Encourage self-directed approach to acquiring new skills, staying updated with industry trends, and fostering a commitment to continuous improvement within the ever-evolving landscape of media.

Programme Specific Outcome (PSOs)

The students of the Digital Design and Animation with Research with a Minor in Mass Communication program will be able to:

PSO1: Develop the skills to navigate and strategically manage the complexities inherent in the creative process, ensuring effective decision-making and innovation in creative design and animation production.

PSO2: Develop the skills to set that combines analytical thinking with creative problem-solving to drive innovation in the field of design and animation.

PSO3: Cultivate ethical design and animation skills, integrating principles for responsible decision-making in the dynamic and creative realm of professional and personal endeavours.
AMRITAVISHWA VIDYAPEETHAM  
BAHONOURS IN DIGITAL DESIGN AND ANIMATION WITH RESEARCH WITH MINOR IN MASS COMMUNICATION

**Programme Structure**

<table>
<thead>
<tr>
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<th>Course Type</th>
<th>Number of Courses</th>
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**Allocation of Courses in Semesters**

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<td>1(Project) *Summer Internship</td>
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</table>
Research is an intrinsic part of the programme and is spread across the VIth, VIIth and VIIIth semesters. Starting with the theory course in the VIth semester on Applied Research, students will present their research proposals in the same semester, which will be internally reviewed by a team of faculty. In the VIIth semester, students learn data analysis techniques for both quantitative and qualitative research that will aid them in data analysis for their research project. The VIIth semester will have 2 internal reviews. This will be followed by a Research Project Viva Voce conducted by an external examiner in the VIIth semester.

*Summer Internship (4 credits) is meant only for students who take the exit option after three years and not for those who proceed into the VIIth semester.

Students opting for the four-year programme will undertake a semester internship of 6 credits in the VIIth semester.

Students exiting in the 3rd year (summer internship) and students completing 4 years of UG Internship can opt for (a) for enhancing the employability - corporate internships or (b) for developing research aptitude - research internships.
### SEMESTER I

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<tr>
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<th>Course Title</th>
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**Total**

|    | 25 |

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**Total** | **28**

*Summer Internship (4credits) is meant only for students who take the exit option after three years and not for those who proceed into the VIIth semester.

*Students exiting after 3yrs will have to complete 150 credits to be eligible for a BA degree*
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**SEMMESTER VIII**

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**Students completing 4yrs of study will have to complete 180 credits to be eligible for a BA (Hons) degree**

#DSECOURSES – choice of bundles across semesters

Entrepreneurial Management – Bundles 1, 47 and 10
Sustainability Management – Bundles 2, 58 and 11
Marketing Management – Bundles 3, 69 and 12

**Evaluation Pattern**

<table>
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<tr>
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### Language

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### Summary of Elective Bundles

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<th>Elective Bundle – <strong>Animation And Motion Graphics</strong></th>
<th>Elective Bundle – <strong>Visual Design and Advertising</strong></th>
<th>Elective Bundle – <strong>UX &amp; UI Design</strong></th>
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<tr>
<td>24DDA205 – Story Board Building (DSE2)</td>
<td>24DDA207 – Typography and Layout design (DSE2)</td>
<td>24DDA209 – Fundamentals of UI Design (DSE2)</td>
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<td>24DDA213 – Animation - 3D Modelling (DSE3)</td>
<td>24DDA216 – Photography for Design (DSE3)</td>
<td>24DDA219 – Interactive Design and Colour Principles (DSE3)</td>
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</table>
Course Objective: To help students communicate fluently in English, to enable and enhance the students' skills in reading, writing, listening and speaking.

Course Outcomes: By the end of the course, the students will be able to:

1. Develop communicative competence
2. Learn the technicalities of structure, appropriate use and style of the English Language
3. Read works of criticism and theory, situating their own readings of primary and secondary texts in relation to larger critical debates.
4. Develop their speaking skills and speak fluently in real contexts
5. Demonstrate the ability to prepare, organize and deliver their work to the public

Articulation Matrix

<table>
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<tr>
<th>CO</th>
<th>PEO1</th>
<th>PEO2</th>
<th>PEO3</th>
<th>PEO4</th>
<th>PEO5</th>
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UNIT 1
Grammar and Usage -
Kinds of sentences, usage of articles and prepositions, use of adjectives, adverbs for description, Tenses, Determiners - Agreement (Subject - Verb, Pronoun - Antecedent) collocation, Phrasal Verbs, Modifiers, Linkers /, Discourse, Markers, Question Tags, Words often confused and misused, Synonyms and antonyms, Transformations of sentences

UNIT 2

Reading Comprehension -
Vocabulary and word formation from different texts & dictionary, Skimming and scanning - inference and deduction - Reading different kinds of material - Speaking: Narration of incidents/stories/anecdotes

UNIT 3
Listening & Comprehension - Interpretation of texts based on question-answer. Follow sequence of ideas (main and subordinate), facts, Grasp meaning of words and sentences, Follow simple narratives and description, Grasp substance and central idea of what is heard, developing individual perspective

UNIT 4
Spoken language: pronunciation, intonation, inflection, stress. Comprehension through listening, listing to various programmes and analyzing them for their language and presentation.
UNIT5
Presentationskills:Narratesimpleexperiencesandseriesofeventstoconveyitsessenceandintention,Putideasinpropersequence,Prepareacamerareadypiece/reportforpresentationbysynthesizingappropriateresearch

REFERENCES

Employability:LanguageEditor,Journalist,LanguageMediaAnalyst,Script&Contentwriter
Entrepreneurship:Freelancewriting/contentwriting
SkillDevelopment:Grammarandsentenceconstructionskills,spokencommunicationandpresentationskills

EvaluationPattern-80:20
CA(L)–ContinuousAssessmentLab-80
ES(L)–EndSemesterExaminationLab-20

24HIN103HINDII1022

CourseObjective:Thecoursewillenablthestudentstounderstandthebasicsofgrammarandusage,tounderstandtheintricaciesoflanguageandliterature.

CourseOutcomes:Bytheendofthecoursethestudentswillbeableto:
1. Distinguishvariousliterarygenres.
2. Exploretraditionandculturethroughliterature.
3. Applythebasicsofgrammar.

ARTICULATIONMATRIX

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UNIT1
Hindi Sahityaki Panchshresht Kahaniyam:
a. Sughmay Jeevan - Chandradhar Sharma, Guleri
b. Dhanki Bhent - Rabindranath Tagore
c. Anbola - Jayashankar Prasad
d. Swamini (Manasrovarbhagh - 1) Premchand

UNIT 2.
Hindi Kavitha:
a. ’Aarya’ – Maithilisharan Gupth
b. ’MeribhiabhaheIsmein’, ’MubarakHoNayaSaal’ - Nagarjun
c. ’NishaaKirodetaRakesh-Niharse’, ’ShoonyaMandirmeinBanoongi-SandhyaGeetse’ - Mahadevivarma
d. ’KhoobLadiMardanivahthoJhansiValiranithi’ - Subhadra Kumarichohan

UNIT 3.
Hindi Ekanki:
Mohan Rakesh: AndekeChilke
b) Vishnu Prabhakar: Sarkari Noukari

UNIT 4.

REFERENCE
Sugam Hindi Vyakarn, Prof. Vanshidhar & Dharmapal Shastri
Vyavaharik Hindi Vyakaranatha Rachana: Dr. Hardev Bahari
Shiksharthi Hindi Vyakaran: Dr. Nagappa
Hindi Sahityaki Panchshresht Kahaniyam: Edited by: Dr. Sachidanandh Shuklu
(Printed and Published by V&S publishers, Abridged, Ansari Ganj, Delhi)
.HindiSamay.com/Hindikahani.com/exoticindiaart.com

Employability: Language Editor, Journalist, Language Media Analyst, Script & Content Writer
Entrepreneurship: Know Language and can do freelance
Skill Development: Understand the grammar and its application

Evaluation Pattern - 80:20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

24MAL103 MALAYALAMI1022

Course Objectives:
To teach Malayalam for effective communication in different spheres of life:- cultural relations in society.

Course Outcomes:
1. Inculcate Philosophical Ideas and methods.
2. Understand the postmodern literary methods.
3. Understand the cultural context in literature
4. Apply the basics of grammar

**ARTICULATION MATRIX**

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**UNIT 1**
Knowledge of Malayalam Language, grammar.

**UNIT 2**
2. Kattarinrekarchil: “Edapally Raghavan Pilla”
3. Manasvni—“Changampuzhakrishnapilla.”

**UNIT 3**
1. Avanu Kittiya Nidhi—“Thakazhi Sivasankra Pillai”
2. Bharatha Paryadanam—Chapter shodaranmartamill—“Kuttikrishna Mararu”
3. Oruteruvinrekatha—“SK Pottekkatt”

**UNIT 4**
1. Adukkalayil Ninnu Arangatheykku—“V.T. Bhattathirippad”

**Textbooks/Reference:**
1) Adukkalayil Ninnu Arangatheykku—“V.T. Bhattathirippadu”
2) Bharatha Paryatanam—“Kuttikrishna Marar”
3) Complete Works including Jnanappana—“Poonthanam”
4) Keralapaniniyam—“AR Rajaraj Varma”
5) Lavanyasastrathinte Yukthisilpam—“Dr. Thomas Mathew”
6) Malayalakavitasahityacharitram—“Dr. M Leelavati”
7) Manasvni—“Changampuzhakrishnapilla”
8) Nithyakanyaka—“Thakazhi Sivasankra Pillai”
9) Oruteruvinrektha—“SK Pottekkatt”

**Employability:** Language Editor, Journalist, Language Media Analyst, Script & Content Writer

**Entrepreneurship:** Know Language and can do freelance

**Skill Development:** Understand the grammar and its application

**Evaluation Pattern:** 80:20

CA (L)—Continuous Assessment Lab—80
ES (L)—End Semester Examination Lab—20

24 TAM 103 TAMIL I 1022
Course Objectives:
To teach Tamil for effective communication in different spheres of life: cultural relations in society.

Course Outcomes:
1. Giving exposure to history of Tamil literature and introduction of select classics
2. Initiating students to the spirit of Bhakti literature
3. Encouraging creativity of students by teaching contemporary literature, poetry, modern poetry, short story, prose, novel, etc.
4. Introduction of basic grammar, letter writing, and essay writing skills of Tamil language.

Articulation Matrix

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UNIT-1

UNIT-2
Sangam MARUVIYAPERIOD– Silappathiagaram(vazhakkuraikaathai), Patinenkiizh KanakkuNuulkal. TirukkuL(Marunthu)
UNIT2 Bhakti Literature—Introduction to Panniru Thirumuraikal, Manikkavasagar (Thiruvasagam-Siva Puranam)

அலகு 3

குறியீடு:

பாதியார் (பெயர் பாதி), பாரதிதாசன் (தமிழின்இனிடம்).

அழகியதபரியவன் (வனம்மாள்)

சிறுகதை: அழகியதபரியவன் (வனம்மாள்)

Novel: Imaiyam (Peththavan)

UNIT-3 Contemporary Literature: Poetry—Bharathiar (kuyilpāṭṭu), Bharathidasan (tamilினிடம், iippattami) Pattukottai Kalyanasundaram.

Prose: G. Devaneya Bhavanar (Tamizhum Dhiravidamumsamama?), Paritimākalaiñar (paranar kettaparisu), chirbi (valluvarvakkuminbam)

ShortStory: Azhagiya Periyavan – (VanammaL)

REFERENCE

இடமயம், தபத்தவன், க்ரியாதவளியீடு 2019.

அழகியதபரியவன், அழகியதபரியவன்கடதகள், நற்றிடெபதிப்பகம் 2016

சி.பாலசுப்பிரமேியன், கை்டு-வளம், நறுமலர்ப்பதிப்பகம், பத்தாம்பதிப்பு 1994

பரிதிமாற்கடலஞர், தமிழ்தமாழியின்வரலாறு, பூம்புகார்பதிப்பகம், ஆறாம்பதிப்பு 2013.

UNIT-4 Tolkkāppiyam: Alphabet—Piṟappiyal. Punctuation marks and Letterwriting and essay writing.
Employability: Language Editor, Journalist, Language Media Analyst, Script & Content Writer
Entrepreneurship: Know Language and can do freelance
Skill Development: Understand the grammar and its application

Evaluation Pattern - 80:20
CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab – 20

Course Objective:
Develop a comprehensive understanding of design principles, proficiency in Design software, adaptability to various media platforms, creative problem-solving skills, and a foundational knowledge of graphic design theory.

Course Outcomes:
By the end of the course, the students will be able to:

1. Understand fundamental graphic design principles and their application in both online and print-based media.
2. Develop proficiency in using Design software for image editing and vector graphic creation.
3. Develop adaptability in design for various media platforms, including web and print.
4. Develop creative problem-solving skills, allowing for effective communication of ideas through design.
5. Acquire a foundational understanding of graphic design theory, enabling the application of design principles in practical scenarios.

Articulation Matrix

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</table>
UNIT 1: Defining graphic design, history, and contemporary applications. Define the fundamental principles of design. The application of colour in design. Designing for Online and Print Media: Recognizing the differences and similarities between digital and print design. The Role of Typography: Typography essentials, font selection. Design for Marketing and Communication: How graphic design influences branding, marketing, and effective communication.


UNIT 5: Understanding the difference between vector and raster graphics. Learn to use the Brush and Pencil tools for digital drawing, strokes, and brushes to create artistic effects. Develop basic drawing skills. Introduction to the Brush and Pencil tools in Adobe Illustrator. Experiment with different brush styles and settings. Creating simple illustrations or sketches using digital drawing techniques. Understand anchor points and Bezier curves. Working with anchor points and Bezier handles to create smooth curves. Learn how to select, apply, and manage colours in your illustrations. Understand basic shading techniques for depth and dimension.

Project: Creating digital Backgrounds (Environments) / Digital Drawing / Poster with a specific theme.

References:
CourseObjective: Equip students with a comprehensive understanding and practical application of fundamental design elements, principles, typography, layout strategies, colour theory, critical analysis skills, platform-specific adaptation, and the ability to create a professional portfolio.

CourseOutcomes: By the end of the course, the students will be able to:

1. Identify and explain the fundamental elements of design, including line, shape, colour, texture, and space, and apply these elements in the creation of visually compelling designs.
2. Demonstrate the ability to select and apply appropriate typefaces, establish typographic hierarchy, and use kerning, leading, and tracking effectively to enhance readability and visual impact in various design contexts.
3. Develop the skills to design layouts using grid systems, create focal points, and guide visual flow.
4. Develop the ability to analyze and critique visual designs, applying principles of design and layout learned throughout the course.
5. Develop the ability to adapt design principles to different platforms, including web, mobile, print, and environmental spaces.

ArticulationMatrix


Project: Students can choose a specific platform (web, mobile, print, or environmental) and design a layout that is tailored to the characteristics and constraints of that platform.

References:

**Employability:** Designer, Creative Director, Creative Strategist.

**Entrepreneurship:** Design Agency, Freelance Designer.

**Skill Development:** Visual Literacy, Responsive Design Skills, Professional Vocabulary.

**Evaluation Pattern**

CA(T) – Continuous Assessment Theory – 15
CA(L) – Continuous Assessment Lab - 30
MT – Mid-Term Examination - 20
ES(T) – End Semester Examination Theory – 35

**Course Objective:**

Orienting students to some of the major communication theories and models used in the media context

**Course Outcomes:**

By the end of the course, the students will be able to:

1. Understand the theoretical foundation to everyday communication with respect to basic conceptualization, categorization, and positioning of a communication theory.
2. Articulate the components of social science theory and the steps in theory building;
3. Critique the major theories that have guided mass communication research
4. Relate the theory to practical situations, especially in the media context.
5. Develop analytical and critical thinking skills related to media messages

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UNIT 1
Introduction to Mass Communication. Overview of everyday communication (verbal, non-verbal). Defining types (intrapersonal, interpersonal, group, and mass) and functions of communication. Analysis of media practices and media influence on individuals, organizations, and social levels: Communication Theory - epistemological foundations. Analysis of the scientific, critical, and cultural questions at the foundation of theory-building in communication.

UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES
Employability: Media Analyst, journalist
Entrepreneurship: news
Skill Development: Communication, presentations

Evaluation Pattern - 50:50
CA(T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES(T) – End Semester Examination Theory – 50

24DDA181 CREATIVETHINKINGFORDESIGNWORKSHOP0021

Course Objective: Foster creative problem solvers with expertise in design thinking, graphic design, and UX/UI.

Course outcomes: By the end of the course, the students will be able to:

1. Apply design thinking principles adeptly to solve complex problems, fostering innovative and effective solutions.
2. Demonstrate advanced skills in typography, colour theory, and layout, creating visually compelling and cohesive designs.
3. Develop user-centered digital experiences through wireframing, prototyping, and usability testing, ensuring optimal user engagement.
4. Create intricate 3D models and functional prototypes, utilizing cutting-edge tools for effective product development.
5. Synthesize skills across design disciplines, fostering adaptability, collaboration, and a comprehensive approach to creative problem-solving.

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UNIT 1
Foundation of Design Thinking, Understanding the design process, Ideation techniques, Case studies of successful designs, Design Research and User-Centered Design, Conducting user interviews and surveys, Creating user personas, Empathy mapping and journey mapping

UNIT 2
Fundamentals of Graphic Design, Typography and font selection, Color theory and usage, Composition and layout principles, Branding and Logo Design, Creating a brand identity, Logodesign principles, Brandstyle guides

UNIT 3
Introduction to UX Design, Principles of user experience, Wireframing and prototyping, Usability testing, Web and Mobile Design, Responsive design principles, Mobile-first design approach, UI/UX best practices for websites and mobile apps.

UNIT 4
3D Design and Product Prototyping, Introduction to 3D Design, Basics of 3D modeling, Texturing and rendering, Application of 3D design in product development, Prototyping and iterative design, Rapid prototyping techniques, Iterative design and user feedback, Tools for 3D printing and physical prototyping.

UNIT 5
Design Challenges and Competitions, Participation in design challenges, Group projects with real-world applications, Presentations and critiques, Future Trends in Design, Emerging technologies in design, Sustainable design practices, Design thinking for social impact

REFERENCES

Employability: Digital Editor, Content Strategist, UX/UI Designer
Entrepreneurship: Freelance Designer, Digital Content Creator
Skill Development: The course cultivates design thinking, graphics skills, UX/UI expertise, 3D modeling, and innovative problem-solving.

Evaluation Pattern: 80:20
CA(L) – Continuous Assessment Lab – 80
ES(L) – End Semester Examination Lab – 20

SEMESTER II

24ENG113 ENGLISH II 1022
Course Objective: This course will equip the learners with the essential vocabulary and language skills to understand media information. Students will be introduced to the specific requirements of writing for print, broadcast, and online media.

Course outcomes: By the end of the course, the students will be able to:
1. Develop a broader understanding of how different media plays in our lives, while building their vocabulary and language skills needed to analyze the news that they read and watch.
2. Critically analyze different styles of writing for print, broadcast, and internet.
3. Apply writing and news story structure concepts to write for print, broadcast, and online news media.
4. Identify common sources of news and understand how these can be incorporated in news writing.
5. Write engaging content for an audience.

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UNIT 1
Media Literacy: Media environment-changing media—multi-platform, multi-device and many-to-many communication. Types of media technologies—print, broadcast, and internet. Writing for an audience—mass vs. demassified audience. Making your writing work across media, understanding audiences.

UNIT 2
Building Body into a Story, Selecting the Right Information for a Story, Story structure—headlines, taglines, and photo captions. Analysis of topics covered in news—discussions on story angles and frames, Techniques to maintain reader interest. Lead analysis: The objective of a story lead—leads for different stories. Analyzing leads written in different newspapers—a comparison of national and international news leads.

UNIT 3
Business Writing—Instructional, informational, persuasive, and transactional. Writing cover letter, rejection letter, email, meeting agenda, business proposal, winning business plan, proofreading, memos, reports, and handbooks.

UNIT 4
Broadcast: Audiovisual writing—Visualization exercises, incorporating sound in writing. Difference between print and broadcasting—comparing news bulletins, TV and radio interviews with print articles—News Readers lead—Voice-over for visuals—Reporter’s Piece to Camera (PTC).

UNIT 5
Writing for the web - Changing audiences, onlinemediatypes, differentwaysofellingstoriesonline. Textformatting - Chunking, roleofhypertext - whattheylooklike, whattheysay, whattheydo; TextContent - styleandbrevity, multimedialityandinteractivity

REFERENCES
9. Excellence in Businesscommunicationby John V. Thilland Courtland L. Bovee

Employability: Writerforprint, online, broadcasteradvertisingorganizations, PRperson, journalist
Entrepreneurship: Asafreelancejournalist
SkillDevelopment: Differentwritingstylesfor differentplatforms, writtencommunicationskills

EvaluationPattern-80:20
CA(L) – ContinuousAssessmentLab-80
ES(L) – EndSemesterExaminationLab-20

24HIN113HINDIII1022

CourseObjective: The course will allow students to apply grammar in language structures, appreciate the literary compositions and provide them with a good command over translation techniques.

Courseoutcomes: By the end of the course the students will be able to:
1. Understand the postmodern trends of literature...
2. Explore tradition and culture through literature.
3. Apply ethical and professional translation strategies.
4. Demonstrate linguistic competence in written communication.

ARTICULATIONMATRIX

| CO | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 | PEO6 | PO7 | PSO1 | PSO2 | PSO3 |
UNIT 1
HindiLaghuUpanyas: MamathaKaliya-‘Doud’

UNIT 2
HindiNatak: SwadeshDeepak-“KortMarshal”

UNIT 3.
AdhunikHindiKavyaa.JayashankarPrasad-
(Lahar,Aah!VedhanaMiliVidayi),b.SuryakanthTripathi,,Nirala”-(Anamika-
4),c.SubadhraKumari,Chouhan-
(SwadeshKePrathi,Smruthiyam),d.GajananMadhavMuktibodh-(ekswapnaKatha)

UNIT 4.
A)Sankshepan,
B).Anuvad:
Paribhasha,Prakar,AnuvadKeLakshan,AnuvadKiAvashyakata,Passage(Translation)
c)Paragraphwriting
D)Technicalwriting

REFERENCE
1)PrayojanMulakHindiKeNayeAyam :Dr.PanditBanne
PrayojanMulakHindiKiNayiBhumika :KailashNathPandey
PrayojanMulakHindiKeVividhRoop :Dr.RajendraMishra,RakeshSharma
HindiSamay.com
“AdhunikKavyaSangraha”
Editedby.Dr.UrvashiSharma(PrintedandPublishedbyMalik&Company,Jaipur)
HindiSamay.com,Hindikahani.com/exoticindiaart.com

Employability: Writerforprint,online,broadcasteradvertisingorganizations,PRperson,journalist
Entrepreneurship: Asafreelancejournalist
SkillDevelopment: Differentwritingstylesfordifferentplatforms,writtencommunicationskills

EvaluationPattern-80:20
CA(L)–ContinuousAssessmentLab-80
ES(L)–EndSemesterExaminationLab-20
**Course Objectives:** To understand the writing competency in literature.

**Course Outcomes:**
- Accrue competing in Language Skills
- Identify the elements of modern literature.
- Explore the life worthwhile literature.
- Understand the historical dimensions of the literature.

**Articulation Matrix**

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**UNIT 1**
2. Naranattubhranthan—“Madusathanannair”
3. Ritusamhara—“Kalidasan(NPChandrashekharan)” (six Indian seasons: grisma(summer), varsa/pavas (monsoon/rains), sarat (autumn), hemanta(cool), sisira(winter), and vasanta (spring) (spring).

**UNIT 2**
2. Parayiperrapanthirukulam: “Narendranath/RajanChungath”.
3. Vishwavikhyathmayamookku— “VaikomMuhammadBasheer”

**UNIT 3**
1. Bhratan—“kovilan”

**UNIT 4**
Translation: Knowledge of translation/Different type of translation/problem of translation & Practical work. 
- a. Expansion of ideas; 
- b. Precis Writing; 
- c. Essay Writing; 
- d. Letter Writing; 
- e. Critical appreciation of literary works.

**Textbooks/Reference:**
1) Bhratan—“kovilan(Novel)”
2) D.VinayachandranKavithakal—“D.Vinayachandran”
3) KanneerumKinavum—“V.T.Bhattathirippad”
4) Kalidasahridayam—“K.P.NarayanaPisharady”
5) KunjanNambarudeThullalKririkal—“KunchanNambari”
6) Naranattubhranthan—“P.MadusathanannNair”
7) ParayiPettaPanthirukulam—“Narendranath/RajanChungath”
8) Rthusamharam—“Kalidasan(NPChandrashekharan)”
Evaluation Pattern-80:20

CA(L)--Continuous Assessment Lab-80
ES(L)--End Semester Examination Lab-20

24TAM113        TAMILL1022

Course Objective: The course will allow students to understand the writing competency in Tamil literature.

Course outcomes: By the end of the course, the students will be able to:
1. Introduction to Tamil Folklore
2. Learning the nuances of Tamil spiritual literature
3. Exposure to advanced aspects of Tamil grammar
4. Imbibing the spirit of language through familiarising with linguistics, translation and creative writing

ARTICULATION MATRIX

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Introduction to CiRRilikkyam: Kalingathupparani (Poor Padiyathu)- MukkdaRpallu35. Folklore: Definition, Folksongs- Stories-kathaip Paadal-pazhamozhi- vidukathai-kalaikaL.

அலகு 1. சிற்றிலக்கியங்கியங்கம்: கலிங்கத்துப்பரெி (பதபார்தபாடியாறு), முக்கூைற்பள்ளு 35. தநாை்டுபுறப் பதாைல்கள், கரதகள், கரத்தப்பும், பழமதாழி, விடுகரதகள், கரலகள்.


REFERENCES

Employability: Writer for print, online, broadcast or advertising organizations, PR person, journalist
Entrepreneurship: As a freelance journalist
Skill Development: Different writing styles for different platforms, written communication skills

Evaluation Pattern - 80: 20

CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

Course Objective:

Develop a comprehensive understanding of design principles, proficiency in Design software, adaptability to various media platforms, creative problem-solving skills, and a foundational knowledge of graphic design theory.

Course Outcomes:

By the end of the course, the students will be able to:

1. Develop proficiency in photo editing and manipulation techniques, showcasing the ability to select suitable images, apply advanced cropping and resizing, and make precise tonal adjustments for consistency.
2. Understand the principles of compositing and utilize advanced layer blending modes to create visually impactful collages.
3. Learn to design fonts using vector tools, explore ornamental typography, and create logo types and logos using typography effectively.
4. Develop an understanding of the role of graphic design in social media and digital marketing, also to develop graphic tailored to the specifications of various social media platforms and web banners.

5. Understand design principles for interactive media, and create concept art and matte painting for characters and environments in video games and film production.

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**UNIT 1:** Advanced photo editing and manipulation techniques. Image Selection and Preparation. Criteria for selecting suitable images. Advanced image cropping, resizing, and resolution considerations. Color correction and tonal adjustments for consistency. Advanced Selection Techniques. Mastery of selection tools (e.g., Pen Tool, Refine Edge). Techniques for precise masking and extraction. Understanding and handling complex selections.


**UNIT 4:** Introduction to Social Media and Web Graphics. Overview of the role of graphic design in social media and web marketing. Understanding the visual language of different platforms. Introduction to design principles applicable to social media and web banners. Design Specifications for Social Media Platforms. In-depth exploration of design specifications for popular social media platforms (e.g., Instagram, Facebook, Twitter). Best practices for image sizes, aspect ratios, and resolutions. Importance of consistent branding in social media marketing. Developing brand guidelines for social media graphics. Web Banner Design Principles. Understanding the purpose and principles of web banners. Different types of web banners (static, animated, interactive). Strategies for designing graphics for social media campaigns and promotions. Creating cohesive visual narratives for marketing initiatives.
UNIT5: Overview of the role of graphic design in videogame development. Introduction to design principles for interactivemedia. Concept Art for Characters and Environments. Importance of concept art in videogamedesign. Techniques for creating concept art for characters and environments. Designing and eating objects and assets for videogames. Introduction to matte paintings and their role in videogames and Film Production. Importance of storyboarding in videogame narrative development. Techniques for creating storyboards for interactive narratives.

Project: Creating concept art / matte paintings / storyboarding for games or Films.

References:


Employability: Graphic Designer, Game Designer, Character Designer
Entrepreneurship: Graphic Design Start-up, Interactive Design Start-up
Skill Development: Continuous Software Proficiency, Entrepreneurial Mindset

Evaluation Pattern: 80:20
CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

24DDA112 DESIGNERGONOMICS 3024

Course Objective: The students will learn how to create visually appealing and user-friendly designs that prioritize comfort, accessibility, and effectiveness.

Course Outcomes: By the end of the course, the students will be able to:
1. Develop Fundamental Design Proficiency
2. Gain the knowledge and skills to integrate ergonomic considerations into their designs.
3. Apply Ergonomic theory and design principles to create visually appealing and accessible designs.
4. Develop a user-centered design mindset, enabling them to empathize with users.
5. Ability to critically evaluate existing designs, identify design flaws and usability issues, and propose creative solutions to design problems

ARTICULATION MATRIX
UNIT 1

UNIT 2
Cognitive Ergonomics and User Experience, Understanding cognitive ergonomics, The psychology of design, User experience (UX) and usability considerations. Principles of UI design. Fitts’ Law and interactive design. Designing for touchscreens and different devices.

UNIT 3

UNIT 4

UNIT 5

REFERENCES
hers.

Entrepreneurship:FreelanceDesign
SkillDevelopment:Visualergonomicsequipsstudentswithrangeofvaluableskillsthatareapplicableinvariousfieldsandprofessions,particularlythosetherelatedtodesign,userexperience,,andhuman-computerinteraction.

EvaluationPattern-65:35
CA(T)–ContinuousAssessmentTheory–15
CA(L)–ContinuousAssessmentLab-30
MT–Mid-TermExamination-20
ES(T)–EndSemesterExaminationTheory–35

24MCN112POLITICALCOMMUNICATIONSTRATEGY4004

CourseObjective:Theobjectiveofthecourseistofamiliarizestudentswiththevariousaspectsofplanningcommunicationactivitiesinapoliticalenvironment.Studentswilllearntheelementssofstrategicplanningofcommunicationactivitiesthatareimportantforthedevelopmentofcriticalthoughtoncommunicationpractice.

CourseOutcomes:Bytheendofthecoursethestudentswillbeableto:
1. Understandthereproduction,dissemination,processionandeffectsofinformationthroughmedia,withinapoliticalcontext.
2. Criticallyassesstheeffectivenessandconsequencesofpoliticalcampaigncommunication
3. Analyzetheroleandfunctionofmediatedpublicinformationacrosscontemporaryglobalconcerns
4. Applyacriticalframetounderstandthearticulationofglobalcommunicatorsusingvariousmediumsascommunicationtools.
5. Evaluateandpresentmajortrendsinpoliticalcampaigning,withspecialattentiontothereoleofcommunicationintheformationofpoliticalopinionsandintheemergenceofpoliticaldiscoursesandidentities.

ARTICULATIONMATRIX
UNIT 1
Political communication: key concepts, contextualization of ‘political’, Theoretical Diversity in Political Communication, Culture and Ideology—national identities. Habermas’s Public Sphere. Political deliberation, Deliberative democracy, Public deliberation, discursive participation, and citizen engagement.

UNIT 2
Function of Political Language, Strategic uses of political language. Analyzing the nuances of political rhetoric. Inter-subjective and multi-subjective perspectives. Construction of aspirational identities. First-person plural (We) to convey ideological messages. Politics in the Media: Agenda-setting, Framing, Bias in News, Satire & Politics, Political Propaganda • Tactics & strategies

UNIT 3
Political Campaigns: Phases of Political Campaigns—Campaign planning (4 stages in a political campaign), management, strategies, and tactics (proactive, reactive, spin, crisis strategies), Communicative styles & strategies (Incumbency vs. challenge style), Political advertising, campaigning, and message strategy in the digital age.

UNIT 4
Candidate’s Authenticity & Image Formation • Authenticity, image, & Indian ideology, Political identity, Use of Narratives (Narrative paradigm theory), Negative advertising, Moving the Public through Public Relations Campaigns, Women in politics—assources and audience, voices from the margins

UNIT 5
Digital spaces for civic communication—categorization of online spaces and activities as consumption or interaction types, Social Media & Politics, Twitter, Facebook and democracy, theorizing the interrelation of interfaces and practices, using the Web and social media to create public visibility, build trust and consensus and boost political participation, Spiral of Silence and critiquing Free Speech.

REFERENCES


WEB REFERENCES
1. http://www.politicalcommunication.co.uk/

Employability: Political news analyst, Political Journalist
Entrepreneurship: Freelance Political news analyst, Political Journalist
Skill Development: Critical assessment of the effectiveness and consequences of political campaign communication and the role and function of mediated public information across contemporary global concerns

Evaluation Pattern - 50:50
CA(T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES(T) – End Semester Examination Theory – 50

24MCN113 ADVERTISING AND COMMUNICATION 4 0 0 4

Course Objective: Give a thorough working knowledge of the advertising world through projects and practical research.

Course Outcomes: By the end of the course the students will be able to:
1. Understand the principles and theories that underpin advertising and communication
2. Develop the ability to create persuasive and engaging advertising messages for various media platforms
3. Acquire skills in media planning and strategy development, including selecting appropriate advertising channels and budgets.
4. Analyze ads within the framework of ethical communication practices
5. Create, defend and execute advertising campaign strategies fit for a client presentation

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UNIT 1
Overview of the advertising industry: The development of consumersociety, Role of Integrated marketing communication in the marketing mix, Product Lifecycle stages and the Communication components in each stage. Advertising as a discipline and its role in contemporary society Evaluating Social, Ethical, & Economic Aspects of Advertising and Promotion.
UNIT 2

UNIT 3

UNIT 4
Social media advertising. Consumer motivations for using internet advertising. Web advertising metrics. Social media advertising to drive growth - ad formats, objectives, target, best practices (facebook, instagram, twitter), OTT advertising, Mobile first.

UNIT 5
IMC campaign planning: Situation analysis. Research and Survey for Ad Campaign. Steps in creating the IMC campaign. Communication vs. marketing objectives. Creative strategy and execution: Copy platform, Creative Brief, and Campaign Narrative for individual ad campaigns. Storyboarding, Mediaplanning

REFERENCES

WEB REFERENCES
1. www.agencyfaqs.com
2. www.campaignindia.in

NEWSPAPER REFERENCES
1. Economic Times - Brand Equity
2. Businessline: Catalyst

Employability: Copywriter, mediaplanner, Communication strategist
Entrepreneurship: Copywriter and advertising firm
Skill Development: Writer, radio and television scripts and develop a television storyboard. Mediaplanning
Evaluation Pattern - 50:50

CA(T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES(T) – End Semester Examination Theory – 50

24DDA182 ADVERTISING DESIGN WORKSHOP 0021

Course Objective: Develop proficiency in advertising design principles, fostering creativity and effective communication through visual campaigns.

Course Outcomes: By the end of the course, the students will be able to:

1. Apply design principles to create visually compelling advertising materials for diverse target audiences.
2. Demonstrate proficiency in utilizing industry-standard software to develop and refine advertising designs.
3. Analyze consumer behavior and integrate effective copywriting to enhance the impact of advertising campaigns.
4. Conceptualize and execute comprehensive advertising campaigns across various media platforms for real-world application.
5. Develop strong presentation skills to communicate and justify design choices in a professional advertising context.

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UNIT 1

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UNIT 5

REFERENCES

Employability: Digital Editor, Content Strategist, UX & UI designer
Entrepreneurship: Freelance Designer, Digital Content Creator
Skill Development: The course enhanced skills in visual communication, targeting audiences, and creating compelling advertising campaigns effectively.

Evaluation Pattern-80:20
CA(L)–Continuous Assessment Lab-80
ES(L)–End Semester Examination Lab-20

SEMESTER III

24DDA201 COLOUR THEORY AND DESIGN 3003

Course Objective: The objective of this course is to equip students with a comprehensive understanding of colour theory and its practical applications in design, fostering the ability to create visually compelling and effective designs.
ulturally relevant designs across various disciplines.

**Course outcomes:** By the end of the course, the students will be able to:

1. Apply colour psychology in diverse design contexts for impact.
2. Harmonize colour effectively, demonstrating visual balance and cohesion.
3. Analyse cultural influences on colour for nuanced design decisions.
4. Execute varied colour schemes in practical design applications.
5. Innovate with emerging colour technologies in contemporary design solutions.

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**UNIT 1**
FoundationsofColourTheory.Basicconceptsofcolour, includingthecolourwheel, colourmodels (RGB, CMYK), and properties of colour (hue, saturation, brightness). Historicalevolutionofcolourtheory. Significanceinartanddesign. Colourterminologyanddefinitions. Thecolourwheelandits applications. ColourtheoriesofNewton, Goethe, and otherhistoricalfigures. Evolutionofcolourtheoryinartmovements(e.g., Impressionism, Cubism). Contributionsofcolourtheoriststocontemporarydesign

**UNIT 2**

**UNIT 3**

**UNIT 4**

**UNIT 5**
Advancedconceptsincolourtheory, including colourmanipulationindigitalenvironments, colourcalcul

REFERENCES

Employability: Graphic Designer, Web Designer, Magazine/Newspaper Designer, Product Designer, Creative Director

Entrepreneurship: Freelance Design

Skill Development: Students develop the ability to strategically apply color theory, fostering effective communication and aesthetic sensibility across diverse design disciplines.

Evaluation Pattern: 50:50

CA(T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES(T) – End Semester Examination Theory - 50

Course Objective: Become familiar with design principles related to web design and implementing theory into practice.

Course Outcomes: By the end of the course, the students will be able to:

1. Understanding multimedia and basic principles of internet and web design.
2. Learn the basics of HTML and create a website.
3. Enhance UX by improving the overall experience of the users when they interact with the application or website.
4. Using CSS to create an interactive website.
5. Design website with bootstrap templates.
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**UNIT 1**

Introduction to Internet: History & structure of the Internet - Understanding Browsers - types of graphics and multimedia available - types of websites, good design vs. bad design. Usability, readability, loading time, colorschemes, image choices.

**UNIT 2**

Web Development with HTML: HTML - Editors, Basic, Elements, Attributes, Headings, Paragraphs, Styles, Formatting, Quotations, Comments, Colors, Links, Images, Tables, Lists, Block & Inline, Classes, HTML - Forms.

**UNIT 3**

HTML Layout, HTML vs. XHTML, HTML Responsive, HTML Media, HTML Video, HTML Audio, HTML Plug-in, HTML YouTube, HTML Canvas, HTML SVG, Inlinestyle, Internal stylesheet, External Stylesheet.

**UNIT 4**

Sitemap – Types of sitemap (Visual, HTML and XML based), creating and submitting sitemap to search engines. Elements and principles of design – making a theme, navigation aids, laws of usability, instructional designing and sitemap information architecture. Creating an EBook with HTML.

**UNIT 5**


**REFERENCES**

**Employability:** WebDesigner, UX/UI Designer, Creative director

**Entrepreneurship:** Freelance Web Design, UX/UI Design Start-up

**Skill Development:** Students develop the ability to apply colour theory strategically, fostering effective communication and aesthetic sensibility across diverse design disciplines.

**Evaluation Pattern:** 80:20

CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

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**24DDA203  FUNDAMENTAL OF 2D ANIMATION  1043**

**Course Objective:** The course aims to equip students with a comprehensive understanding of 2D animation principles, proficiency in tools, and the ability to create visually compelling and expressive animations.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Demonstrate proficiency in navigating the animation software interface and utilizing it to effectively for animation creation.
2. Apply core animation principles, timing, spacing, and anticipation, to produce smooth and engaging 2D animations.
3. Showcase the ability to design visually appealing characters and successfully rhythm using software tools for dynamic and expressive animations.
4. Develop skills in storyboarding, effectively planning and visualizing animated sequences, and creating well-composed scenes for cohesive storytelling.
5. Acquire expertise in advanced animation techniques, such as camera movements and special effects.

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**UNIT 1**
Introduction to 2D Animation and Software. Overview of 2D Animation: History, applications, and significance in various industries. Introduction to Adobe Animate: Interface, workspace, and basic tool functionalities. Creating a simple animation: Hands-on experience with the software to understand the basic workflow.
UNIT 2

UNIT 3

UNIT 4

UNIT 5
Advanced Animation Techniques and Exporting. Advanced animation techniques: Camera movement, special effects, and complex character animations. Adding depth and dimension: Techniques to enhance the visual appeal of animations. Exporting animations: Understanding different formats, resolutions, and optimization for web and mobile applications.

Comprehensive project: Applying all learned skills in a final animated piece for showcasing.

REFERENCES

Employability: 2D Animator, Web Animator, 2D Film Making, Game Designer
Entrepreneurship: Freelance Animation Design, Game Design
Skill Development: Developing proficiency in 2D animation using digital tools.

Evaluation Pattern: 80:20
CA (L) – Continuous Assessment Lab – 80
ES (L) – End Semester Examination Lab – 20

24DDA281 E-MAGAZINE DESIGN 0021

Course Objective: The course aims to equip students with the practical skills and knowledge necessary to conceptualize, create, and successfully launch a digital magazine, covering aspects of design, content creation, digital publishing, and effective marketing strategies.
Course outcomes: By the end of the course, the students will be able to:

1. Demonstrate proficiency in creating visually appealing digital magazine layouts.
2. Achieve mastery in crafting engaging and multimedia-rich digital magazine content.
3. Develop technical competence in using digital publishing tools and platforms.
4. Apply strategic marketing techniques for effective digital magazine promotion.
5. Demonstrate skills in implementing diverse monetization strategies for digital magazines.

**ARTICULATION MATRIX**

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**UNIT 1**
Conceptualization and Planning: Topic Selection: Identify a niche or theme for the digital magazine that aligns with the target audience's interests. Audience Analysis: Research and define the target audience to tailor content and design accordingly. Content Planning: Outline the type of content to be included (articles, multimedia, interactive features) and plan the overall structure. Competitor Analysis: Study other digital magazines in the chosen niche to understand market trends and potential unique selling points.

**UNIT 2**
Design and Layout: Visual Identity Development: Create a brand identity including a logo, colorscheme, and typography that aligns with the magazine's theme. Layout Design: Design templates for different sections of the magazine, ensuring a consistent and visually appealing layout. Interactive Elements: Incorporate interactive features such as clickable images, videos, and quizzes to enhance user engagement. User Experience (UX) Testing: Conduct usability testing to ensure the magazine is user-friendly and functions well on various devices.

**UNIT 3**
Content Creation: Article Development: Write and edit articles, ensuring a balance of informative, entertaining, and engaging content. Multimedia Integration: Add relevant images, videos, and other multimedia elements to enhance the overall storytelling. Interactive Content: Create interactive content, such as polls or surveys, to encourage reader participation. Content Editing and Proofreading: Ensure high-quality, error-free content before publication.

**UNIT 4**
Digital Publishing and Distribution: Choose a Digital Platform: Select an appropriate digital publishing platform (e.g., Adobe InDesign, online publishing tools) based on the magazine's requirements. Formatting and Optimization: Format content for the chosen platform, optimizing it for various devices and screen sizes. Distribution Channels: Explore options for distribution, considering online platforms, social media, and email newsletters. Testing and Quality Assurance: Conduct thorough testing to identify and resolve any issues before the official launch.
UNIT 5
Marketing and Monetization. Social Media Marketing: Develop a social media strategy to promote the digital magazine and engage with the target audience. Monetization Strategies: Explore and implement monetization methods such as subscriptions, sponsored content, or advertising. Feedback and Iteration: Collect feedback from readers and use it to make improvements, ensuring the magazine evolves based on audience preferences. Analytics and Metrics: Utilize analytic tools to track reader behavior, engagement, and other key metrics to inform future content and marketing strategies.

REFERENCES

Employability: Digital Editor, Content Strategist
Entrepreneurship: Media Entrepreneur, Digital Content Creator
Skill Development: Cultivates advanced skills in digital design, multimedia content creation, and strategic digital publishing.

Evaluation Pattern: 80:20
CA(L)—Continuous Assessment Lab-80
ES(L)—End Semester Examination Lab-20

24MCN205 PUBLIC RELATIONS AND EVENT MANAGEMENT 3003

Course Objective: To provide the students with in-depth understanding of the current phenomenon in the public relations industry. It seeks to develop students' critical thinking and application of the strategies in the day-to-day context.

Course Outcome: By the end of the course, the students will be able to:
1. Define and explain the concept of public relations.
2. Learn how to craft press releases, speeches, and other PR materials to communicate with different stakeholders.
3. Estimate the importance of PR in time of event management and crisis management.
4. Explore different types of events and understand event marketing and promotion techniques.
5. Develop the skill to conduct the event.

Articulation Matrix

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UNIT 1

UNIT 2
Stakeholder Public relations and the process: Employee Relations and Communications: Communicating difficulties with key internal publics, Importance of localized information, Community Relations and social responsibility: Importance of external stakeholders, Stages in community relations, Message sand channels appropriate to key external audiences, Value of community goodwill, Media Relations: Writing Press releases and organizing press conferences.

UNIT 3

UNIT 4
Introduction to Event Types: Overview of various types of events, such as corporate events, social events, sport events, cultural events, and non-profit events. Understanding the unique characteristics and purposes of each event type, Strategic Public relations and corporate communication - Processes and practice of strategy making, Challenges and issues on corporate communications strategy development, Corporate Identity and Corporate Image.

UNIT 5
Event management: 5C’s of event management, Planning and organizing corporate meetings, conferences, and seminars. Techniques for planning events and personal celebrations. Decor and theme selection for social events. Managing vendor relationships and contracts.

REFERENCES
1. Tony Greener - Book Boon, 2012
5. Making It in Public Relations by Leonard Mogel 2010

Employability: Exhibition manager, event manager, hotel manager, Outdoor activities/education manager, Public house manager, Restaurant manager
Entrepreneurship: Freelance event-co-ordination, event planning
Skill Development: Marketing & strategic communication techniques and in-depth training in mediamanagement

Evaluation Pattern - 50:50
CA(T) – Continuous Assessment Theory - 20
24ELS201  ESSENTIAL LIFE SKILLS – I  1 0 2 2

Pre-requisite: An open mind and the urge for self-development, basic English language skills, and knowledge of high school level mathematics.

Course Objective: To assist students in inculcating soft skills, developing a strong personality, empowering them to face life’s challenges, improving their communication skills, and problem-solving skills.

Course Outcomes
CO1: Soft Skills - To develop greater morale and positive attitude to face, analyze, and manage emotions in real-life situations, like placement process.
CO2: Soft Skills - To empower students to create a better impact on a target audience through content creation, effective delivery, appropriate body language, and overcoming nervousness, in situations like presentations, Group Discussions, and interviews.
CO3: Aptitude – To analyze, understand and solve questions in arithmetic and algebra by employing the most suitable methods.
CO4: Aptitude - To investigate and apply suitable techniques to solve questions on logical reasoning.
CO5: Verbal – To infer the meaning of words & use them in the right context. To have a better understanding of the nuances of English grammar and become capable of applying them effectively.
CO6: Verbal - To identify the relationship between words using reasoning skills. To develop the capacity to communicate ideas effectively.

Skills: Communication, self-confidence, emotional intelligence, presentation skills, and problem-solving Skills

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Syllabus Soft Skills

Soft Skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. New-age challenges and distractions. Learning to benefit from constructive criticisms and feedback. Need for change in mindset and up-skilling to keep oneself competent in the professional world.

Managing Self: Knowing oneself, Self-perception, Importance of positive attitude, Building and displaying confidence, Avoiding being overconfident, Managing emotions, stress, fear. Developing Resilience and handling failures. Self-motivation, Self-learning, and continuous knowledge up-gradation / Life-long learning. Personal productivity - Goal setting and its
importance in career planning, Self-discipline, Importance of values, ethics and integrity, Universal Human Values

**Communication:** Process, Language Fluency, Non-verbal, Active listening. Assertiveness vs. aggressiveness. Barriers in communication. Digital communication

**Aptitude**

**Numerical Ability I:** Numbers, Percentage, Ratio, Proportion & Variation, Averages and Equations.
Logical Reasoning I: Blood Relations, Direction Test, Syllogisms, Series, Odd One Out, Coding & Decoding, Cryptarithmetic and Input-Output Problems.

**Verbal Skills**

Vocabulary: Familiarize students with the etymology of words, help them realize the relevance of word analysis and enable them to answer synonym and antonym questions. Create an awareness about the frequently misused words, commonly confused words and wrong form of words in English.

**Grammar (Basics):** To learn the usage of grammar and facilitate students to identify errors and correct them.

**Reasoning:** Stress the importance of understanding the relationship between words through analogy questions. Emphasize the importance of avoiding the gap (assumption) in the argument/statements/communication.

**Speaking Skills:** Make students conscious of the relevance of effective communication in today’s world through individual speaking activities.

**Writing Skills:** Introduce formal written communication and keep the students informed about the etiquette of email writing

**References:**

2. The hard truth about Soft Skills, by Amazon Publication.
3. Verbal Skills Activity Book, CIR, AVVP
4. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites
11. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
12. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
Evaluation Pattern

<table>
<thead>
<tr>
<th>Assessment</th>
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*CA – Can be presentations, speaking activities and tests.

ANIMATION AND MOTION GRAPHICS

24DDA204  ILLUSTRATIONANDDIGITALDRAWING   1064

Course Objective: Develop proficient digital illustrators with skills in anatomy, composition, and expressive character design.

Course Outcomes: By the end of the course, the students will be able to:

1. Students will demonstrate mastery in digital drawing techniques, utilizing tools for expressive visual communication.
2. By course end, students will create compelling illustrations showcasing advanced skills in composition and design.
3. Develop a deep understanding of color theory, enabling students to use it effectively in illustrations.
4. Students will excel in character design, demonstrating proficiency in anatomy, emotion portrayal, and dynamic poses.
5. Foster a creative environment, encouraging students to explore diverse styles, fostering their unique artistic voices.

ARTICULATION MATRIX

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UNIT 1
UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES
2. Loomis, A. (2012). FigureDrawingforAllIt'sWorth. TitanBooks.

Employability: GraphicDesigner, ProductPackageDesigner, Creativedirector
Entrepreneurship: Digitalillustrator.
SkillDevelopment: Studentsdevelopfoundationalskillsindigitaldrawing,includinganatomy,composition,colourtheory,andexpressivecharacters.

EvaluationPattern-80:20
CA(L)–ContinuousAssessmentLab-80
ES(L)–EndSemesterExaminationLab-20
**Course Outcomes:** By the end of the course, the students will be able to:

1. Apply storytelling principles to create compelling narratives in diverse visual mediums such as storyboards.
2. Demonstrate proficiency in using both traditional and digital tools for effective storyboard creation.
3. Develop a strong understanding of visual language, composition, and sequential narrative techniques.
4. Exhibit the ability to collaborate with peers and stakeholders to convey and refine creative concepts.
5. Showcase a comprehensive portfolio of storyboarding projects highlighting creativity, technical skill, and adaptability.

**Articulation Matrix**

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<thead>
<tr>
<th>UNIT</th>
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<tr>
<td>3</td>
<td>Sequential Narrative Techniques. Understanding the flow of a visual narrative. Transitions and continuity between frames. Concept of pacing and rhythm in storytelling. Building tension and release in sequence.</td>
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<td>4</td>
<td>Digital Storyboarding Tools and Techniques. Introduction to digital storyboarding software. Hands-on training with popular tools (e.g., Storyboard Pro, Toon Boom Storyboard, Adobe Premiere). Creating dynamic and interactive storyboards.</td>
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<td>5</td>
<td>Industry Applications and Best Practices. Storyboarding in film and television. Storyboarding for animation and videogames. Storyboards in advertising and marketing. Collaborative storytelling and communication with stakeholders.</td>
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</table>

**REFERENCES**

**Employability: Animator, Storyboarding in Films**

**Entrepreneurship: Storyboard Maker**

**Skill Development: The course honess skills in storytelling, visual composition, and digital tools for effective storyboarding.**

**Evaluation Pattern: 80:20**

CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

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**VISUAL DESIGN AND ADVERTISING**

**24DDA206 VISUAL COMMUNICATION STRATEGY 302 4**

**Course Objective:** Foster advanced visual communications skills for strategic branding, storytelling, and cross-platform effectiveness in campaigns.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Apply strategic visual elements for cohesive and impactful brand identity development.
2. Craft compelling visual narratives to enhance storytelling across various communication channels.
3. Execute cross-platform campaigns with consistency, adapting visual communication for diverse media.
4. Evaluate visual communications success through analytics, metrics, and data-driven decision-making.
5. Demonstrate advanced skills by developing and presenting a comprehensive visual communication strategy.

**Articulation Matrix**

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**UNIT 1**
Introduction to Strategic Visual Communication. Understanding the role of visual communication in strategic planning. Exploring the intersection of design, branding, and communication strategy. Case studies on successful strategic visual communication campaigns.

**UNIT 2**

**UNIT 3**
Visual Storytelling and Narrative Design. The role of storytelling in visual communication strategy. Techniques for crafting compelling visual narratives. Exploring multimedia storytelling approaches. Case studies on effective visual storytelling in marketing and communication.

**UNIT 4**
Cross-Platform Communication. Adapting visual communication across various platforms (social media, print, digital, etc.). Strategies for maintaining consistency in diverse media channels. Analyzing successful cross-platform visual communication campaigns.

**UNIT 5**
Metrics and Analytics in Visual Communication. Understanding key performance indicators (KPIs) for visual communication. Utilizing analytic tools to assess the impact of visual content. A/B testing and data-driven decision-making in visual communication strategy. Case studies on measuring the success of visual communication campaigns.

Final project: Designing a comprehensive web and social media campaign.

**REFERENCES**

Employability: Graphic Designer, Layout Designer, Creative Strategist  
Enterpreneurship: Design Studio  
Skill Development: Develop strategic visual communication expertise for effective brand identity across-platform campaigns and analytics.

Evaluation Pattern - 65:35

CA (T) – Continuous Assessment Theory – 15
CA (L) – Continuous Assessment Lab – 30
MT – Mid-Term Examination – 20
ES (T) – End Semester Examination Theory – 35

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Course Objective: Master advanced typography and layout techniques for innovative and impactful digital designs.

Course Outcomes: By the end of the course, the students will be able to:

1. Students will design dynamic layouts using advanced grid systems and responsive techniques.
2. Apply variable fonts creatively to enhance visual hierarchy and user experience in layouts.
3. Develop custom typefaces for branding, showcasing proficiency in type design principles.
4. Create interactive prototypes using advanced tools for user-centric digital design solutions.
5. Demonstrate expertise in editorial and publication design, incorporating data visualization for effective communication.

Articulation Matrix

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UNIT 1
Advanced Typography Concepts, Variable Fonts: Explore the concept of variable fonts, understanding how they provide a range of styles within a single font file. Discuss applications in responsive design. Experimental Typography: Encourage students to push the boundaries of traditional typography, exploring unconventional layouts, font combinations, and interactions. Typography in Motion: Study kinetic typography and how it can be integrated into digital interfaces and multimedia projects.

UNIT 2
Advanced Layout Techniques, Grid Systems Beyond the Basics: Dive into complex grid structures, including asymmetric grids, modular grids, and hierarchical grids. Discuss their application in responsive and dynamic layouts. Adaptive Layouts: Explore techniques for creating layouts that adapt to different screen sizes.
ensizes and devices, such as responsive web design and mobile-first design principles. Dynamic Layouts: Introduce student to dynamic layout that change based on user interactions, utilizing tools like CSS Grid, Flexbox, and JavaScript.

UNIT 3
Typography and Branding. Typography in Branding: Examine how typography contributes to brand identity. Discuss case studies of successful brand typographic systems and how they are applied across various touchpoints. Custom Typefaces: Explore the process of creating custom typefaces for branding purposes. Discuss collaboration with typographers and the technical aspects of implementing custom fonts.

UNIT 4
Advanced Interactive Layouts. Scroll-based Interactions: Teach techniques for creating scroll-based animations and interactions in web design, enhancing the user experience. Parallax Scrolling: Explore advanced parallax scrolling effects and how they can be implemented to create immersive digital experiences. Transitions and Animations: Focus on using CSS and JavaScript to create smooth transitions and animations in layouts, enhancing user engagement.

UNIT 5
Editorial and Publication Design. Digital Magazines and eBooks: Discuss the principles of designing for digital publications, including interactive features, multimedia integration, and responsive layouts. Data-driven Layouts: Explore how data visualization can be integrated into layouts, focusing on clarity, storytelling, and user engagement. Advanced Prototyping and User Testing. Prototyping Tools: Introduce advanced prototyping tools such as Figma, Proto.io, or Adobe XD for creating interactive prototypes. User Testing for Layouts: Discuss methodologies for user testing in the context of layout design. Analyze user feedback and iterate on designs based on usability studies.

REFERENCES


Employability: Layout Design Specialist, Typography Consultant, UX/UIDesigner.
Entrepreneurship: Design Studio Founder, Typeface Entrepreneur, Digital Agency Owner
Skill Development: Enhance advanced skills in typography, layout, and interactive design for comprehensive digital proficiency.
Evaluation Pattern-80:20
CA(L)–Continuous Assessment Lab-80
ES(L)–End Semester Examination Lab-20

UX & UI DESIGN

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<tr>
<th>Coursecode</th>
<th>Fundamentals of UX Design</th>
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**Course Objective:** Equip students with essential UX skills for diverse design contexts, emphasizing usability and user-centricity.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Students will master industry-standard compositing software for seamless visual integration in media projects.
2. Proficiency in color correction and grading techniques for enhancing visual aesthetics and cohesi
3. Develop skills in integrating 3D elements, enhancing the depth and realism of compositing projects.
4. Acquire expertise in special effects and particle systems, adding dynamic elements to visual compositions.
5. Students will showcase a comprehensive portfolio, demonstrating advanced digital compositing skills for diverse applications.

**Articulation Matrix**

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**UNIT 1**

**UNIT 2**

**UNIT 3**

UNIT 4

UNIT 5

REFERENCES

Employability: UX Designer, APP Interface Designer
Entrepreneurship: Graphic Designer
Skill Development: Students gain proficiency in UX principles, research, design thinking, usability testing, and ethical considerations

Evaluation Pattern-80:20
CA (L) – Continuous Assessment Lab-80
ES (L) – End Semester Examination Lab-20

Course Objective: Develop pixel-perfect UI designs adaptable to various platforms, emphasizing print, digital, and mobile.

Course Outcomes: By the end of the course, the students will be able to:
1. Apply principles of contrast, repetition, alignment, and proximity in UI design.
2. Demonstrate expertise in typography, colour theory, and layout for print design.
3. Create pixel-perfect and responsive designs for digital interfaces with precision.
4. Design effective and user-friendly interfaces for websites using grid systems and navigation.
5. Develop intuitive mobile app interfaces, considering touch interactions and navigation patterns.

**ARTICULATION MATRIX**

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**UNIT 1**

**UNIT 2**

**UNIT 3**

**UNIT 4**

**UNIT 5**

**REFERENCES**

centereddesignforthewebandbeyond.NewRiders.
riences.NewRiders.
yourselfguideoffindingandfixingusabilityproblems.NewRiders.
Media.
ces.RosenfeldMedia.
dia.

**Employability:** UIDesigner, APPInterfaceDesigner

**Entrepreneurship:** GraphicDesigner.

**SkillDevelopment:** StudentsgainproficiencyinUIprinciples, research, designtinking, usabilitytesting, andethicalconsiderations.

EvaluationPattern-80:20

CA(L)–ContinuousAssessmentLab-80
ES(L)–EndSemesterExaminationLab-20

SEMESTERIV

24DDA211 FUNDAMENTALSOF3DANIMATION 104 3

**CourseObjective:** Thecourseaimstoequipstudentswithacomprehensiveunderstandingof3Danimati
onprinciplesandproficientskillsin3Dmodelling, animationtechniques, lighting, andrendering.

**Courseoutcomes:** Bytheendofthecourse, thestudentswillbeableto:

1. Applyanimationprinciplestocreatedynamic3Dsequences.
2. Produce3Dmodelsusingindustry-standardsoftwareandtechniques.
4. Demonstrateproficiencyincharacterriggingandkeyframeanimation.
5. Developaprofessionalportfolioofshowcasingdiverse3Danimationprojects.

**ARTICULATION MATRIX**

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UNIT 1

Overview of 3D Animation: Definition and explanation of 3D animation. Distinction between 2D and 3D animation. Applications of 3D animation in various industries (film, gaming, virtual reality, etc.). History and Evolution of 3D Animation: Historical development of 3D animation from its inception to the present. Milestones and key technological advancements in the field. Evolution of storytelling and artistic expression through 3D animation.

UNIT 2

Basic Principles of Animation: Explanation of fundamental animation principles such as squash and stretch, anticipation, staging, and exaggeration. How these principles contribute to creating realistic and engaging animations. Examples from classic and contemporary animated works. Introduction to Popular 3D Animation Software: Overview of commonly used 3D animation software (e.g., Blender, Autodesk Maya, Cinema 4D). Discussion of their features, user interface, and strengths. Selecting the appropriate software for specific animation needs.

UNIT 3


UNIT 4

In-Depth Application of Animation Principles: Explore foundational animation principles, including squash and stretch, anticipation, staging, and follow-through. Keyframe Animation and the Concept of the Timeline: Understand the concept of keyframes and their role in creating smooth animations. Navigate and utilize the timeline within the chosen 3D animation software. Understanding the Graph Editor: Introduction to the graph editor and its importance in refining animation curves. Practical exercises to manipulate animation curves for precise control. Rigging Basics: Creating Skeletons and Controlling Movement: Learn the basics of character rigging by creating skeletons (armatures). Understand how to control character movement using rigging controls.

UNIT 5

Fundamentals of 3D Lighting: Explore the different types of lights in 3D Animation (e.g., point lights, directional lights, spotlights). Understand the impact of lighting on the mood and atmosphere of a scene. Rendering Techniques and Settings: Introduce rendering concepts, including resolution, framerate, and output settings. Discuss various rendering techniques and their applications. Introduction to Shaders and Materials: Understand the role of shaders in creating realistic materials. Explore the basics of material creation.
Rendering for Different Outputs: Learn how to render animations for different outputs, such as still images and video sequences. Discuss considerations for output formats and resolutions. Create a Well-Lit and Rendered Scene: Apply lighting principles to a 3D scene, emphasizing mood and storytelling. Experiment with rendering settings and shaders to achieve a visually appealing result.

Comprehensive Project: Applying all learned skills in planning and developing a 3D Animation Project

REFERENCES

Employability: 3D Animator, Product Modelling, 3D Modelling, Game Modelling
Entrepreneurship: Freelance Animation Design, 3D Modelling for Architecture and Products... Etc
Skill Development: Develop proficiency in 3D Animation using Digital Tools.

Evaluation Pattern - 80:20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

Course Objective: The course aims to equip students with wireframing skills for effective design communication and implementation.

Course Outcomes: By the end of the course, the students will be able to:

1. Define wireframes and recognize their pivotal role in design processes.
2. Proficiency in using wireframing tools to create both low and high-fidelity prototypes.
3. Understand the iterative nature of wireframing, emphasizing collaboration and usability testing.
4. Apply wireframing techniques in graphic design, balancing visual elements and branding integration.
5. Apply wireframes in UX/UI design, emphasizing user flow.

Articulation Matrix
UNIT 1
Introduction to Wireframing. Definition and purpose of wireframes. Importance of wireframes in the design process. Comparison with other design artifacts like mockups and prototypes. Fundamental of Wireframing. Basic elements of a wireframe (e.g., boxes, lines, placeholders).

UNIT 2
Wireframing tools and software. Hand-drawn vs. digital wireframes. Types of wireframes: Low-fidelity vs. high-fidelity wireframes. Static vs. interactive wireframes. When to use each type based on the project requirements.

UNIT 3

UNIT 4

UNIT 5

REFERENCES
nPress.

**Employability: Digital Editor, Content Strategist, UX & UI designer**
**Entrepreneurship: Freelance Designer, Digital Content Creator**
**Skill Development: Enhances participants’ skills in wireframing, fostering effective design communication and implementation proficiency.**

**Evaluation Pattern - 80:20**

CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

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**24MCN213 MULTI-MEDIA REPORTING AND EDITING**

**Course Objective:** Multimedia reporting prepares the students for a career in the rapidly changing media landscape. The students are trained in publishing news across various media platforms ranging from newspapers and magazines to television and the Web. The course will offer a general option, or concentration in a particular area, like in Advanced Reporting.

**Course Outcome:** By the end of the course, the students will be able to:

1. Develop skills that enable them to cater to a variety of storytelling platforms, such as print, broadcast, radio, photography, websites and social media.
2. Develop an understanding of how technology can be effectively used to push the frontiers of conventional journalism and produce different formats of news content, leading from a monotonous newspaper.
3. Decide the area they want to specialize in and, at the same time, acquire basic skills in other multimedia formats.
4. Learn that cross-platform delivery of news content provides additional information and alternative angles that make it easier for the reader/viewer to understand.
5. Learn how the various formats are handled at the newsroom and the importance of coordination in the newsroom

**Articulation Matrix**

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</table>
UNIT 1
Reporting and Photography: Covering an event, issue and writing a news report along with photography to go with the story. Group Assignment: Create a broadcast news report on any selected social issues or events.

UNIT 2
Develop contacts in a chosen field—Education, healthcare, crime, politics, courts, business, science, civic administration, arts, culture, film and fashion

UNIT 3
Interviews & Videography
Group assignment: interview and videorecording of a newsmaker for a profile or theme for both print and broadcast. Multicameral interview shooting in studio with three-point lighting or on field with natural light.

UNIT 4
Monitor social media for trending stories, local and regional and writing a news report after verifying details.

UNIT 5
Write a blog on a topical issue based on observations, research and interviews

REFERENCES
5. Pearl, M. (2016). The Solo Video Journalist, Doing it All and Doing it Well in TV Multimedia Journalism, Taylor and Francis

Employability: Reporter/Editor in different media houses such as Political reporters, crime reporters, bloggers
Entrepreneurship: Freelance writer/editor for different platform, bloggers
Skill Development: Editing/Reporting, Develop skills in the heart of interviewing newsworthy personalities that the readers would want to read about.

Evaluation Pattern - 80:20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab – 20

24ELS211 ESSENTIAL LIFE SKILLS - II 1 0 2 2

Pre-requisite: Willingness to learn, communication skills, basic English language skills, knowledge of high school level mathematics.
Course Objective: To help students understand the corporate culture and assist them in improving their group discussion skills, communication skills, listening skills, and problem-solving skills.

Course Outcomes
CO1: Soft Skills - To improve interpersonal skills, professional etiquette, and leadership skills, vital for arriving at win-win situations in Group Discussions and other team activities.
CO2: Soft Skills - To develop the ability to create a better impact in a Group Discussion through examination, participation, perspective-sharing, ideation, listening, brainstorming, and consensus.
CO3: Aptitude - To interpret, critically analyze, and solve questions in arithmetic and algebra by employing the most suitable methods.
CO4: Aptitude - To analyze, understand, and apply suitable methods to solve questions on logical reasoning.
CO5: Verbal - To be able to use vocabulary in the right context and to be competent in spotting grammatical errors and correcting them.
CO6: Verbal - To be able to logically connect words, phrases, sentences and thereby communicate their perspectives/ideas convincingly.
Skills: Communication, etiquette and grooming, interpersonal skills, listening skills, convincing skills, problem-solving skill.

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Syllabus Soft Skills

Group Discussions: Advantages of group discussions, Types of group discussion and Roles played in a group discussion. Personality traits evaluated in a group discussion. Initiation techniques and maintaining the flow of the discussion, how to perform well in a group discussion. Summarization/conclusion.

Conflict Management - The concept, its impact and importance in personal and professional lives, identify personal conflict resolution style.
**Aptitude**

**Numerical Ability II:** Sequence & Series, Time & Work, and Time, Speed & Distance. Logical Reasoning II: Arrangements, Sequencing, Scheduling, Venn Diagram, Network Diagrams, Binary Logic, and Logical Connectives, Clocks, Calendars, Cubes, Non-Verbal Reasoning and Symbol Based Reasoning.

**Verbal Skills**
**Vocabulary:** Help students understand the usage of words in different contexts. Grammar (Medium Level): Train students to comprehend the nuances of grammar and empower them to spot errors in sentences and correct them.

**Reading Comprehension (Basics):** Introduce students to smart reading techniques and help them understand different tones in comprehension passages.

**Reasoning:** Enable students to connect words, phrases and sentences logically.

**Oral Communication Skills:** Aid students in using the gift of the gab to interpret images, do a video synthesis, try a song interpretation, or elaborate on a literary quote.

**References:**
3. The Hard Truth about Soft Skills, by Amazon Publication.
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
11. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
13. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
15. Quantitative Aptitude for Competitive Examinations, RS Aggarwal.

**Evaluation Pattern**

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*CA-Can be presentations, speaking activities and tests.

Open Elective 1*
Course objectives: Reporting rural affairs is designed to equip students with the skills and knowledge needed to cover rural issues, including agriculture, rural development, and the challenges faced by rural communities.

Course Outcomes: By the end of the course, the students will be able to:
1. Understand the socio-economic aspects of rural development with a focus on participatory development
2. Analyze and interpret existing policies associated with rural development
3. Formulate a range of strategies meant to meet social, economic and personal needs in rural areas
4. Conceptualize a media-driven awareness drive about rural issues
5. Explore the principles of journalism, including accuracy, fairness, and objectivity.

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UNIT 1
Reporting rural India—problems and prospects: Poor connectivity and infrastructure, electrification and drinking water supply, state of primary healthcare centers.

UNIT 2
Role of women in rural areas, gender discrimination, female infanticide and patriarchy, women role models who have asserted themselves in social, political and economic life of the society overcoming all odds and helped break down social barriers.

UNIT 3
Government development programmes for rural areas. Are they reaching the intended beneficiaries? Success and failure stories, women empowerment and youth upliftment programs.

UNIT 4
Agriculture—shrinking areas under cultivation, drying irrigation sources, high cost of inputs, labour shortage and rising wages. Fair prices for the farmers’ and cold storage chains in rural areas and introducing appropriate technology.

UNIT 5
Role of media in highlighting rural issues so that authorities in the cities take note and take remedial measures.

REFERENCES

VIDEOS
1. The Noer
2. Faces of Prestea
3. Hotville Alabama
4. Nero’s Guests

WEBREFERENCES:
2. http://www.epw.in/frontpage?0=ip_login_no_cache%3D4806b5974dc3439b9a9343b7b5674286
4. https://www.youtube.com/watch?v=eCBIcWAwOds

Employability: Rural Reporter, Feminist reporter
Entrepreneurship: freelance broadcast/print journalist for rural affairs
Skill Development: Writing for print media and broadcast media
Evaluation Pattern: 50:50

CA(T) – Continuous Assessment Theory – 20
MT – Mid-Term Examination – 30
ES(T) – End Semester Examination Theory – 50

ANIMATION AND MOTION GRAPHICS

| 24DDA213 | ANIMATION – 3D MODELLING | 1064 |

Course Objective: Master 3D modelling techniques for animation, emphasizing product design and advanced lighting principles.

Course Outcomes: By the end of the course, the students will be able to:
1. Create precise 3D models using industry-standard software for various applications.
2. Apply advanced polygonal and NURBS modeling techniques to achieve intricate designs.
4. Develop skills in UV mapping, texturing, and creating realistic product prototypes.
5. Master the art of effective lighting for 3D modeling visualization.
UNIT 1

UNIT 2
Basic 3D Modelling Techniques. Understanding 3D space and objects. Polygon modeling fundamentals. Creating and manipulating basic geometric shapes.

UNIT 3

UNIT 4

UNIT 5

REFERENCES

Employability: 3D Modelling, Product designer, 3D Modelling in Architecture
Entrepreneurship: 3D designer, 3D Design Studio
Skill Development: Develop proficiency in precision 3D modelling for product design, emphasizing realistic prototypes and lighting techniques.
**Course Objective:** Master 2D animation principles, character and background design, and diverse animation styles.

**Course Outcomes:** By the end of the course, the students will be able to:

6. Students will proficiently create diverse and compelling characters for animations.
7. Develop expertise in crafting immersive and visually stunning backgrounds for animated narratives.
8. Acquire the ability to apply and adapt various 2D animation styles effectively.
9. Learn to strategically employ color to evoke emotions and enhance storytelling in animation.
10. Achieve a comprehensive skill set encompassing character design, background creation, styles, and color use.

**Articulation Matrix**

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**UNIT1**
Introduction to 2D Animation. Overview of 2D animation history and its evolution. Basic principles of animation: squash and stretch, anticipation, staging, timing and more. Introduction to animation software and tools.

**UNIT2**
Principles of character design. Anatomy and proportions of characters. Expressions and emotions in character design. Designing characters for different genres and age groups.

**UNIT3**

**UNIT4**
Styles of 2D Animation. Exploration of various animation styles: traditional, cut-out, puppet and more. Analysis of iconic 2D animation styles from different cultures and eras. Hands-
on projects to implement different animation styles.

**UNIT 5**

**REFERENCES**


**Employability: 2D Animator, 2D Designer**

**Entrepreneurship: Character Artis (Animation), Story Board Builder**

**Skill Development: Students develop proficiency in character and background design for diverse 2D animation styles.**

Evaluation Pattern - 80:20

CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

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**24DDA215**

**SCRIPTING FOR ANIMATION**

| 400 | 4 |

**Course Objective**: Developing proficiency in animation scriptwriting, encompassing character, plot, and visual storytelling for industry readiness.

**Course Outcomes**: By the end of the course, the students will be able to:

1. Craft compelling animated characters with depth, employing diverse search types and effective dialogue techniques.
2. Structure animation scripts using the three-act format, incorporating engaging subplots for narrative richness.
3. Translate scripts into visually compelling sequences through storyboarding, mastering effective collaboration with animators.
4. Analyze and apply genre-specific nuances, adapting writing techniques to varied animation style successfully.
5. Demonstrate proficiency through the creation and presentation of an original animated script project.

**ARTICULATION MATRIX**
UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Advanced Concepts in Animation Scripting. Genre-specific Scripting. Exploring scripting nuances in different animation genres (comedy, drama, action, etc.). Guest lectures or case studies from professionals in specific genres. Final Project and Presentation. Students develop and present their original animation scripts. Peer review and feedback session. Reflection on the learning journey and future directions.

REFERENCES

versity of Chicago Press.

**Employability: Screen Writer, Content Creator.**

**Entrepreneurship: Writer in Film, Animation, and Series.**

**Skill Development: Students develop scriptwriting proficiency for animation, mastering character creation, plot structure, and visual storytelling.**

**Evaluation Pattern**

- **CA(T) — Continuous Assessment Theory — 50**
- **MT — Mid-Term Examination — 20**
- **ES(T) — End Semester Examination Theory — 30**

**VISUAL DESIGN AND ADVERTISING**

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**Course Objective:** The course aims to develop students' photography skills, fostering creativity and design integration for employment.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Master exposure, composition, and camera operation for effective photographic storytelling and communication.
2. Demonstrate proficiency in various photography genres, including portraiture, product, and conceptual photography.
3. Apply lighting techniques and composition principles to create visually compelling architectural and interior images.
4. Develop skills in styling, arrangement, and post-processing for product and still-life photography projects.
5. Conceptualize and execute creative photography projects, building a diverse and marketable portfolio.

**Articulation Matrix**

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UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES

**Employability: Photographer, Portfolio creator, Design Photographer.**

**Entrepreneurship: Portfolio studio, Design Studio with Photography**

**Skill Development: The course cultivates comprehensive skill development, encompassing technical proficiency, creative expression, and effective problem-solving in photography.**

**Evaluation Pattern: 80:20**

CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

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**Course Objective:** Develop advanced digital illustration proficiency for diversified design contexts and specialized applications.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Students will master advanced digital illustration tools and techniques for diversified design applications.
2. They will apply design principles to create visually compelling and conceptually rich digital illustrations.
3. Students will demonstrate proficiency in specialized areas, such as branding, UX/UI, and animation.
4. Develop the ability to collaborate effectively and integrate digital illustration into multidisciplinary projects.
5. Build a professional portfolio showcasing advanced digital illustration skills and real-world design applications.

**Articulation Matrix**

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</table>
UNIT 1
Introduction to Digital Illustration. Overview of Digital Illustration and its role in design. Introduction to digital illustration tools (Adobe Illustrator, Procreate, etc.) Basic drawing techniques and principles.

UNIT 2
Understanding Design Principles. Exploration of design principles (balance, contrast, unity, emphasis, etc.). Applying design principles to digital illustration. Critique and analysis of existing digital illustrations.

UNIT 3

UNIT 4

UNIT 5

REFERENCES

Employability: Graphic Designer, Illustrator, Character Artist.
Entrepreneurship: Digital Design Studio.
Skill Development: The course cultivates advanced digital illustration skills for versatile design applications.
Evaluation Pattern-80:20
CA(L)–Continuous Assessment Lab-80
ES(L)–End Semester Examination Lab-20

24DDA218 PRODUCTION DESIGN FOR ADVERTISING 106 4

Course Objective: Equip students with advanced production design skills for crafting impactful advertising campaigns and portfolios.

Course Outcomes: By the end of the course, the students will be able to:

1. Master advanced digital design tools for diverse advertising mediums and campaigns in real-world scenarios.
2. Apply design principles effectively to create compelling visuals tailored for various advertising platforms and audiences.
3. Demonstrate proficiency in specialized areas such as branding, 3D modeling, and animation for advertisements.
4. Collaborate on multidisciplinary design projects, integrating production design seamlessly into advertising campaigns with excellence.
5. Build a professional portfolio showcasing advanced production design skills for impactful and market-ready presentations.

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UNIT 1
Introduction to Production Design in Advertising. Overview of production design’s role in advertising campaigns. Historical context and evolution of production design in advertising. Analysis of successful advertising campaigns and their production design elements.

UNIT 2
Fundamentals of Design for Advertising. Core design principles in advertising production. Typography and layout considerations for effective advertising design. Color psychology and its impact on advertising visuals.

UNIT 3
Practical Skills in Production Design. Hands-
UNIT 4
Incorporating photography and image manipulation in advertising design. 3D modeling and animation for dynamic advertising visuals. Advanced techniques for video production in advertising.

UNIT 5

REFERENCES


**Employability:** Ad Maker, Creative director, Ad Designer.

**Entrepreneurship:** Advertisement studio, Ad Agency

**Skill Development:** The course cultivates advanced design and production skills for effective advertising campaigns and portfolios.

**Evaluation Pattern:** 80:20

CA (L) – Continuous Assessment Lab – 80
ES (L) – End Semester Examination Lab – 20
CourseObjective: Develop proficiency in interactive design principles and colour theory for effective digital communication and engagement.

Courseoutcomes: By the end of the course, the students will be able to:

1. Demonstrate proficiency in user experience design for interactive applications.
2. Execute effective colour schemes for visual hierarchy and user engagement.
3. Develop layouts that adapt seamlessly across various devices and screen sizes.
4. Apply iterative problem-solving methods in the interactive design process.
5. Evaluate design through user feedback to refine and improve interactive experiences.

ARTICULATION MATRIX

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UNIT1

UNIT2

UNIT3

UNIT4

UNIT5

REFERENCES


**Employability: UX Designer, Interface Designer**

**Entrepreneurship: Graphic Designer.**

**Skill Development: This course enhances skills in creating user-friendly interactive designs and applying effective colour principles.**

**Evaluation Pattern-50:50**

CA(T) – Continuous Assessment Theory-20
MT – Mid-Term Examination-30
ES(T) – End Semester Examination Theory–50

24DDA220 LAYOUT AND TYPOGRAPHY FOR UX AND UI 2124

**Course Objective:** Foster expertise in UX/UI through a comprehensive understanding and application of layout and typography principles.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Apply typography principles for creating visually compelling and user-friendly UI designs across platforms.
2. Design responsive layouts integrating grids systems, whitespace, and visual hierarchy for optimal user experiences.
3. Critically analyze and enhance UI designs, incorporating advanced typography techniques for improved readability and aesthetics.
4. Demonstrate proficiency in practical application of UX/UI principles through hands-on exercises and real-world scenarios.
5. Develop a deep understanding of user-centered design principles, fostering creativity and problem-solving skills in UI/UX.

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UNIT 1

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UNIT 5

REFERENCES

Employability: UX Designer, Interface Designer, Font Developer
Entrepreneurship, UI Designer, Graphic Design Studio.
Skill Development: Develop practical skills in UX and UI layout and typography for effective design solutions.
Evaluation Pattern: 65:35
CA (T) – Continuous Assessment Theory – 15
CA (L) – Continuous Assessment Lab – 30
Course Objective: Master wireframing and prototyping for intuitive and user-centered digital design in diverse applications.

Course Outcomes: By the end of the course, the students will be able to:
1. Apply wireframing techniques to conceptualize user interfaces for diversified digital platforms effectively.
2. Utilize prototyping tools for creating interactive and user-centered digital design solutions.
3. Demonstrate advanced wireframing skills for responsive and collaborative UI/UX design projects.
4. Implement iterative prototyping processes, incorporating user feedback for continuous improvement in design.
5. Analyze real-world applications and industry trends to inform wireframing and prototyping strategies.

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UNIT 1

UNIT 2
Definition and purpose of prototyping. Prototyping tools and their features. Prototyping in the design process. Interactive prototypes vs. static prototypes. Importance of feedback in the prototyping phase. Choosing the right fidelity for a prototype.

UNIT 3
Advanced wireframing methodologies. Collaborative wireframing and team workflows. Wireframing for different devices (responsive design). Advanced information architecture principles. Integrating user feedback into wireframe iterations. Usability testing with wireframes.

UNIT 4
Best practices in prototyping for user testing. Iterative prototyping and refinement. Usertesting methodo
logies with prototypes. A/B testing in prototyping. Incorporating user feedback into prototype iterations. Prototyping for various user personas.

UNIT 5

REFERENCES


Employability: UX Designer, Interface Designer, Font Developer
Entrepreneurship, UIDesigner, GraphicDesignStudio.
Skill Development: Develop wireframing and prototyping skills for effective UI/UX design and user-centred digital experiences.

Evaluation Pattern: 80:20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

SEMESTER V

24DDA301   FUNDAMENTALS OF MOTION GRAPHICS   106   4

Course Objective: Develop a comprehensive understanding of motion graphics, integrating theoretical knowledge with practical skills to conceptualize, design, and execute captivating animations for diverse applications in animation and motion pictures.
**Course outcomes:** By the end of the course, the students will be able to:

1. Grasp the evolution and significance of motion graphics.
2. Apply animation principles using industry-standard software tools.
3. Employ colour, typography, and storytelling in effective motion designs.
4. Create impactful motion graphics for film, television, and commercials.
5. Explore advanced techniques and future trends.

**Articulation Matrix**

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**UNIT 1**


**UNIT 2**


**UNIT 3**


**UNIT 4**


**UNIT 5**

edrealityinmotiongraphics.

Comprehensive project: Group project on creating a motion graphics commercial

REFERENCES

Employability: Animation Specialist, Motion Graphics Designer, Title Sequence Designer, Broadcast Media Graphic Artist, 3D Motion Graphics Animator

Entrepreneurship: Motion Graphics Studio Owner, Freelance Graphics Artist

Skill Development: Proficiency in animation, design, and storytelling for diverse applications.

Evaluation Pattern - 80:20
CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

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Course Objective: Gain advanced web development skills, encompassing advanced CSS, Bootstrap, jQuery, and CMS-based web designing for dynamic and responsive websites.

Course Outcomes: By the end of the course, the students will be able to:

1. Demonstrate mastery in applying advanced CSS, including animations, grids, and responsive design.
2. Proficiently utilize Bootstrap to create responsive and visually appealing web interfaces.
3. Develop competence in integrating jQuery for enhanced user interactivity and dynamic front-end development.
4. Acquire the ability to design and customize websites using Content Management Systems effectively.
5. Deliver a comprehensive web application showcasing skills in CSS, Bootstrap, jQuery, and CMS-based design.

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UNIT 1

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REFERENCES

Employability:Front-endDeveloper,WebDesigner,UI/UXDesigner,WordPressDeveloper

Full-stackDeveloper

Entrepreneurship:FrelanceWebDesign,UX&UIDesignStart-up

SkillDevelopment:Studentsdeveloptheabilitytoapplycolourtheorystrategically,fosteringeffectiv ecommunicationandaestheticsensibilityacrossdiversedesigndisciplines.

EvaluationPattern-80:20
Course Objective: Develop mastery in Foley artistry, sound design, and animations synchronization for immersive storytelling applications.

Course outcomes: By the end of the course, the students will be able to:
1. Create realistic and impactful sounds to enhance animation storytelling.
2. Apply specialized techniques for characterizing and storytelling through precise audio.
3. Master spatial sound, elevating animation experiences with virtual and augmented reality.
4. Tailor Foley for diverse animation genres, from comedy to sci-fi, enhancing narratives.
5. Seamlessly integrates sound with visuals, creating cohesive and compelling animation products.

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UNIT 1

UNIT 2

UNIT 3
UNIT 4
Storytelling Through Sound. Foley and Narrative. Using sound to enhance storytelling. Developing a Foley narrative arc. Collaborating with other elements of animation (visuals, script) to create a cohesive audiovisual experience.

UNIT 5
Advanced techniques for creating unique and memorable sounds. Exploring unconventional Foley props and materials. Introduction to spatial audio and 3D sound design. Implementing binaural and ambiotic techniques in Foley.

REFERENCES


Employability: Foley Artist, Sound Editor, Foley Specialist for Video Games.
Entrepreneurship: Freelance Foley Artist, Freelance Audio Editor
Skill Development: Master Foley artistry, sound design, and animations synchronization for immersive storytelling and diverse media.

Evaluation Pattern - 80:20
CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

------------------------------------------------------------------------------------------------------------------

24MCN301 PROGRAMME PRODUCTION FOR ONLINE AND TELEVISION 1144

Course Objective: Provide the student with theoretical and practical experience in the preparation of audiovisual materials for FM radio, television, web, and social media.

Course Outcomes: By the end of the course, the students will be able to:
1. Understand the different stages of Programmes production.
2. Acquire skills that are essential for creating shows for various platforms.
3. Understand the Fundamental Concepts of Media Production inside the studio floor.
4. Develop proficiency in using studio equipment.
5. Develop proficiency in editing and final broadcast delivery.

Articulation Matrix

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</table>
UNIT 1
Stages of Program Production: Pre-Production, Production, and Post-Production.
Idea Generation: From 2-minute headlines to 24-hour news, News programmes, V’erit’e, 24-hour news, Item selection and order, Fieldwork, Organization structure: Professional involved in Broadcast Production,

UNIT 2
Pre-Production: Putting the show together, Winning and keeping an audience: Headlines and Promotions, Research and Script set design, Costume, Location Hunt, Equipment, Programme balance—being all things to all people, Making the Programme fit: Cutting, Filling, Backtiming, Deadlines—Timing is more than meeting deadlines, Media calendar, Floor plan for Camera and Lighting,

UNIT 3
Production: Equipment required for Production: Camera, Lights, Mic, Multi-Camera production. Presenting the News—News anchors and presenters: The talent. Electronic News Gathering, Electronic Field Production, Big Remotes,

UNIT 4

UNIT 5

REFERENCES

Employability: TV channels, Production House, as anchors
Entrepreneurship: News Presenters, Programme Producer
Skill Development: Handling equipment for production/interview—Newspresentations skill

Evaluation Pattern-70:30

CA(T)—Continuous Assessment Theory—10
CA(L)—Continuous Assessment Lab—40
Pre-requisite: Team Spirit, self-confidence and required knowledge, basic English language skills, knowledge of high school level mathematics.

Course Objective: To help students understand the nuances of leadership, know the importance of working in teams, face challenging situations, crack interviews, improve communication skills, and problem-solving skills.

Course Outcomes
CO1: Soft Skills - To acquire the ability to work in teams, present themselves confidently and showcase their knowledge, skills, abilities, interests, practical exposure, strengths, and achievements to potential recruiters through a resume, video resume, and personal interview.

CO2: Soft Skills - To have better ability to prepare for facing interviews, analyze interview questions, articulate correct responses and respond appropriately to convince the interviewer of one’s right candidature through displaying etiquette, positive attitude and courteous communication.

CO3: Aptitude - To manage time while arriving at appropriate strategies to solve questions in geometry, statistics, probability and combinatorics.

CO4: Aptitude - To analyze, understand and apply suitable methods to solve questions on data analysis.

CO5: Verbal - To use diction that is less verbose and more refined and to use prior knowledge of grammar to correct/improve sentences.

CO6: Verbal - To understand arguments, analyze arguments and use inductive/deductive reasoning to arrive at conclusions. To be able to generate ideas, structure them logically and express them in a style that is comprehensible to the audience/recipient.

Skills: Communication, teamwork, leadership, facing interviews and problem-solving.

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Syllabus Soft Skills
Productivity Skills - Goal setting: Goals and the process of goal setting: SMART goals. Time management: Why is time management a misnomer? Principles of time management, strategies for effective time management; Time Analysis.


Facing an interview: Importance of verbal & aptitude competencies, strong foundation in core competencies, industry orientation/knowledge about the organization, resume writing (including cover letter, digital profile and video resume), being professional. Importance of good communication skills, etiquette to be maintained during an interview, appropriate grooming and mannerism.

Aptitude


Verbal Skills

Vocabulary: Create an awareness of using refined language through idioms and phrasal verbs. Grammar (Advanced Level): Enable students to improve sentences through a clear understanding of the rules of grammar.

Reasoning Skills: Facilitate the student to tap his reasoning skills through Syllogisms, and critical reasoning arguments.

Reading Comprehension (Advanced): Enlighten students on the different strategies involved in tackling reading comprehension questions.

Public Speaking Skills: Empower students to overcome glossophobia and speak effectively and confidently before an audience.

Writing Skills: Practice closet tests that assess basic knowledge and skills in usage and mechanics of writing such as punctuation, basic grammar and usage, sentence structure and rhetorical skills such as writing strategy, organization, and style. Practice formal written communication through writing e-mails especially composing job application emails.

References:
3. The Hard Truth about Soft Skills, by Amazon Publication.
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
Open Elective 2

24OEL301 DOCUMENTING SOCIAL ISSUES

Course Objective: Visual documentation of key social issues: The student will write the script and shoot a documentary film of 5-10 minutes, highlighting a key issue.

Course Outcomes: By the end of the course the student will be able to:
1. Identify problems of the common man, as highlighted in the media
2. Develop critical thinking skills necessary to evaluate, organize and disseminate news related to social issues
3. Use data to create stories about social issues
4. Produce documentaries highlighting current social issues using available data

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UNIT 1
Screening documentary films on various social issues—gender discrimination, women empowerment, dowry, female infanticide and skewed sex ratios, maternal and child care, role of technology in transforming societies, changing caste and class barriers etc.,

UNIT 2
Selecting the topic: Migration of labour from other regions to the southern states due to labour shortage and their integration in the society as local youths turn away from traditional occupations of their families and go in search of white-collar jobs, alcohol consumption and rising crime, drug addiction among students etc.,

UNIT 3
Data collection on the ground, interviews and shootings schedule.

UNIT 4
Pre-production, production and post-production processes with approval from the guide.

UNIT 5
Preview of the film & analysis.

REFERENCES

Films
1. Flaherty, Robert J (1922) Nanook of the North

Employability: Documentary filmmaker on social issues, educationist
Entrepreneurship: Freelance documentary filmmaker on social issues, educationist and soon
Skill Development: Produced documentaries using available data

Evaluation Pattern - 50:50
CA(T) – Continuous Assessment Theory – 20
MT – Mid-Term Examination – 30
ES(T) – End Semester Examination Theory – 50

ANIMATION AND MOTION GRAPHICS

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<tr>
<td>24DDA304</td>
<td>ANIMATION - 2D MOVIE MAKING</td>
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Course Objective: Develop proficiency in advanced 2D animation techniques for cinematic storytelling and industry applications.

Course Outcomes: By the end of the course, the students will be able to:

1. Master character rigging and puppet animation for dynamic and expressive storytelling in spirits.
2. Apply advanced motion graphic techniques to create visually compelling and engaging 2D animations.
3. Utilize cinematic camera techniques and visual storytelling principles to enhance narrative depth and impact.
4. Employ cutting-edge technology, integrating 3D elements and exploring AR/VR applications in 2D animation.

5. Demonstrate expertise in sound design and integration, creating immersive experiences for enhanced storytelling.

### ARTICULATION MATRIX

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### UNIT 1

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### UNIT 4

### UNIT 5

### REFERENCES

**Employability: 2D Animator, 2D Film Making, 2D Game Development.**

**Entrepreneurship: Character Artist, 2D Film Maker.**

**Skill Development:** The course enhances students’ advanced animation skills for impactful storytelling and industry readiness.

**Evaluation Pattern:** 80:20
- CA (L) – Continuous Assessment Lab - 80
- ES (L) – End Semester Examination Lab - 20

| 24DDA305 | ANIMATION - 3D CHARACTER ANIMATION | 106 | 4 |

**Course Objective:** Develop proficiency in advanced 3D animation techniques for cinematic storytelling and industry applications.

**Course Outcomes:** By the end of the course, the students will be able to:

7. Apply advanced motion graphic techniques to create visually compelling and engaging 3D animations.
8. Utilize cinematic camera techniques and 3D animation principles to enhance narrative depth and impact.
9. Employ cutting-edge technology, integrating 3D elements and exploring facial animations in 3D animation.
10. Demonstrate expertise in character posing and acting in 3D Animation.

**Articulation Matrix**

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**UNIT 1**
Introduction to 3D Animation. Overview of 3D animation principles. Introduction to popular 3D animation. Understanding the user interface and basic navigation.

UNIT 2

UNIT 3

UNIT 4
Advanced Animation Techniques. Working with the Graph Editor. Character facial animation. Polishing animation and adding secondary motion.

UNIT 5

REFERENCES


Employability: 3D Animator, 3D Film Making, 3D Game Development.
Entrepreneurship: 3D Modelling, 3D Animator.
Skill Development: The course enhances students' advanced 3D animation skills for impactful storytelling and industry readiness.

Evaluation Pattern - 80:20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

VISUAL DESIGN AND ADVERTISING

24DDA306 GRAPhIC DESIGN FOR WEB AND SOCIAL MEDIA 106

Course Objective: Master advanced graphic design techniques for web and social media through hands-on projects.
Course outcomes: By the end of the course, the students will be able to:

1. Apply principles of responsive design to create user-friendly web interfaces effectively.
2. Utilize industry-standard software for digital design in web and social media projects.
3. Demonstrate expertise in typography and branding for cohesive online visual identities.
4. Implement advanced techniques, including animation and multimedia elements, in digital design projects.
5. Stay current with emerging trends, integrating AR/VR technologies into innovative design solutions.

ARTICULATION MATRIX

<table>
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<tr>
<th>UNIT</th>
<th>Description</th>
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<tbody>
<tr>
<td>UNIT 1</td>
<td>Introduction to Web and Social Media Design. Overview of the role of graphic design in web and social media. Understanding the differences between print and digital design. Introduction to web design principles and user experience (UX) considerations. Analyzing trends in social media design. Case studies of successful web and social media design projects.</td>
</tr>
<tr>
<td>UNIT 2</td>
<td>Tools and Software for Digital Design. In-depth exploration of industry-standard graphic design tools (e.g., Adobe Creative Cloud: Photoshop, Illustrator, XD). Introduction to web design tools and platforms (e.g., Figma, Sketch). Best practices for designing graphics for various social media platforms. Hands-on exercises and projects using design software.</td>
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<tr>
<td>UNIT 5</td>
<td>Advanced Techniques and Emerging Trends. Advanced techniques in web and social media design (e.g., parallax scrolling, animation). Exploring emerging trends in digital design. Incorporating multimedia elements in web and social media graphics. Integrating augmented reality (AR) and virtual reality (VR) in design.</td>
</tr>
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</table>
Final project: Designing a comprehensive web and social media campaign.

REFERENCES


Employability: Graphic Designer, Layout Designer, Character Artist
Entrepreneurship: Graphic Design Start-up, Photography Studio
Skill Development: Software Proficiency, Entrepreneurial Mindset

Evaluation Pattern - 80:20
CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20
ARTICULATION MATRIX

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UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES

**Employability:** AdMaker, Creative Director, Ad Designer.

**Entrepreneurship:** Ad Agency

**Skill Development:** The course enhances skill development through hands-on projects and industry-relevant applications.

**Evaluation Pattern:** 80:20
- CA(L) – Continuous Assessment Lab - 80
- ES(L) – End Semester Examination Lab - 20

**UX & UI DESIGN**

---

**24DDA308 VISUAL DESIGN AND BRANDING FOR WEB**

**Course Objective:** Elevates students' proficiency in web branding, fostering advanced design and strategic communications skills.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Students will design cohesive web identities by applying advanced visual and branding principles.
2. Graduates will demonstrate expertise in crafting effective logos tailored for diverse digital platforms.
3. Participants will excel in UI design, ensuring a seamless and visually appealing user experience.
4. Students will master web typography, utilizing it strategically to enhance brand communication online.
5. Graduates will integrate interactive elements, enhancing brand engagement and creating memorable user experiences.

**Articulation Matrix**

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UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Interactive Elements and Brand Engagement. Incorporating interactive elements for user engagement. Brand storytelling through web design. Social media integration and brand consistency. UX design considerations for brand loyalty.

Final project: Designing a cohesive web presence with interactive elements

REFERENCES


UX/UI Innovators.


Creative Start-ups.
**Skill Development** Graduates acquire advanced web design skills, fostering creativity and brand-centric problem-solving expertise.

**Evaluation Pattern** - 65:35

- CA(T) – Continuous Assessment Theory – 15
- CA(L) – Continuous Assessment Lab – 30
- MT – Mid-Term Examination – 20
- ES(T) – End Semester Examination Theory – 35

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**24DDA309 WEB DESIGN: STRATEGY AND INFORMATION ARCHITECTURE**

**Course Objective:** Enable students to master strategic web design and information architecture for optimal online experiences.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Apply user-centred design principles to create websites that meet diverse user needs and expectations.
2. Develop effective information architecture strategies to organize and present content for optimal user interaction.
3. Proficiently use wireframing and prototyping tools to create and test user-friendly web design solutions.
4. Implement visual design principles, including colour theory and typography, for aesthetically pleasing web interfaces.
5. Design responsive and accessible websites, ensuring inclusivity and usability across various devices and user capabilities.

**Articulation Matrix**

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**UNIT 1**

**UNIT 2**
UNIT3

UNIT4

UNIT5

Final project: Designing a cohesive web presence with interactive elements.

REFERENCES

Employability: Strategic Design Proficiency, Web Accessibility.
Entrepreneurship: Web Design. Creative Start-up
Skill Development: Foster expertise in strategic web design, wireframing, visual design, and user-centred development skills.

Evaluation Pattern - 80:20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

SEMESTER VI

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<th>24DDA310</th>
<th>MOBILE UX / UI DESIGN LAB 1064</th>
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Course Objective: Equip students with hands-on experience in design mobile interfaces, fostering skills applicable in industry scenarios.

Course Outcomes: By the end of the course, the students will be able to:
1. Create mobile UI designs adhering to industry standards and user-centered principles.
2. Apply user research techniques to inform design decisions, enhancing the user experience.
3. Implement interactive prototypes using industry-standard tools for effective user testing and iteration.
4. Demonstrate a proficiency in visual design principles, including color theory, typography, and layout.
5. Evaluate and apply emerging trends in mobile design, adapting to evolving technologies and user needs.

**ARTICULATION MATRIX**

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**UNIT 1**

**UNIT 2**

**UNIT 3**

**UNIT 4**

**UNIT 5**
REFERENCES

**Employability:** Mobile UI/UX Designer, Interaction Designer, User Experience Researcher, Visual Designer, UI/UX Design Consultant, Accessibility Designer

**Entrepreneurship:** Product Design Entrepreneur (with a focus on mobile applications)

**Mobile Design Innovation Hub Founder**

**Skill Development:** Enhance practical skills, fostering creativity and problem-solving abilities crucial for mobile design proficiency.

**Evaluation Pattern-80:20**

CA(L)–Continuous Assessment Lab-80
ES(L)–End Semester Examination Lab-20

| 24DDA311 | WEB PUBLISHING & MAINTENANCE | 104 | 3 |

**Course Objective:** Empower students with advanced web development skills, covering responsive design, JavaScript frameworks, Bootstrap customization, and publishing.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Apply advanced CSS techniques for responsive layouts, ensuring optimal user experience on various devices.
2. Leverage frontend frameworks to create dynamic, interactive web applications with efficient and scalable code.
3. Demonstrate expertise in customizing Bootstrap, creating unique and visually appealing designs for diverse web projects.
4. Navigate domain setup, server configuration, and deployment processes, ensuring smooth, secure, and optimized website launches.
5. Integrate advanced techniques in SEO, security, and performance optimization for creating robust and modern web applications.

**Articulation Matrix**

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UNIT 1

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UNIT 5

REFERENCES

Employability: Front-end Developer, Web Designer, UI/UX Designer, WordPress Developer
Entrepreneurship: Freelance Web Design, UX & UI Design Start-up
Skill Development: Students develop the ability to apply colour theory strategically, fostering effective communication and aesthetic sensibility across diverse design disciplines.

Evaluation Pattern - 80:20
CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

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Course Objective: Students will have actively contributed to the research landscape of digital design and animation, producing insights on effective communication strategies, critical analysis of visual content, advancements in design software, ethical considerations, and collaborative dynamics in the digital realm.

Course Outcomes: By the end of the course, the students will be able to:

1. Engage in systematic research to explore and analyze effective digital communication strategies across various visual mediums. The focus will be on identifying research-backed methods that enhance professional and interpersonal interactions in digital environments.
2. Apply advanced research methodologies to critically analyze and interpret digital visual content within diverse contexts and investigate the impact of design choices on audience perception and engagement in the digital space.
3. Conduct research to explore and contribute to the advancements in digital design software and techniques. Emphasis will be on staying abreast of current trends and contributing novel insights to the field of digital design and animation.
4. Undertake in-depth research to evaluate the ethical dimensions inherent in digital visual communication. Investigate and propose frameworks for responsible design practices, ensuring culturally sensitive and socially responsible message delivery in the digital realm.
5. Conduct research on collaboration dynamics within digital design projects, emphasizing teamwork and adaptability to real-world challenges. Explore and analyze effective digital collaboration methodologies, contributing to the understanding of collaborative practices in the digital visual communication domain.

Articulation Matrix

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UNIT 1
Overview of Design Research in Visual Communication. Understanding the role of research in graphic design, animation, and UX/UI design. Historical context of design research. Ethical considerations in visual communication research. Exploring ethnographic studies in graphic design. Experimental design in graphic design and animation research. Statistical analysis tools for visual communication research.

UNIT 2
Translating research insights into visual communication solutions. Iterative design based on research findings. Case studies of successful design projects informed by research. Understanding the psychological impact of colour. Colour symbolism in different cultures. Narrative principles. Design principles. Usability testing and User-centred design.

UNIT 3

UNIT 4
Research Methods: Qualitative and quantitative orientations toward research – Strategies of research design, sampling design-, measurement process, reliability and validity, Scales and indexes.

UNIT 5
Designing questionnaires, Types of surveys: Advantages and disadvantages, Collect, Prepare, and Examine data, Hypothesis Testing. Writing the Research Report- General orientation, Organization and References

REFERENCES

**Employability:** Communication Strategist, Visual Content Specialist  
**Entrepreneurship:** Design Consultancy, Animation Consultant, Visual Strategist  
**Skill Development:** Continuous learning cultivates versatile skills crucial for professional adaptability and growth.

**Evaluation Pattern**  
- **50:50**
- **CA(T)–Continuous Assessment Theory–20**
- **MT–Mid-Term Examination–30**
- **ES(T)–End Semester Examination Theory–50**

| 24DDA390 DESIGN PROJECT | 2 |

**Course Objective:** Explore project-based learning strategies using media to showcase their portfolio including working for clients.

**Course Outcome:** By the end of the course, the students will be able to:

1. Students master diverse design skills for real-world applications in various industries.
2. Develop professional design portfolio demonstrating creativity, innovation, and technical proficiency.
3. Gain practical experience through collaborations with external organizations, fostering industry-relevant expertise.
4. Cultivate critical thinking and problem-solving abilities within the context of design project challenges.
5. Demonstrate effective communication and teamwork skills through collaborative design projects with peers and clients.

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The design project is a hands-on course focused on Portfolio Enhancement and Industry Collaboration. This project is divided into two components: (i) Industry Collaboration - 1 Credit, where students work on design projects for external organizations, and (ii) Portfolio Enhancement - 
Credits, where students undertake projectsto enhance their design portfolios with guidance from faculty.

Students can choose to specialize in various areas within design, such as Graphic Design, UI/UX Design, Industrial Design, Motion Graphics, Web Design, Advertising Design, and Branding. The project areas and organizations for collaboration encompass a broad spectrum, including NGOs, Corporates, SMEs, MNCs, other private organizations, governmental bodies, independent designers, design studios, production houses, and startup firms in the online space.

This course provides students with the flexibility to explore their interests in design while gaining real-world experience through collaborations with diverse organizations.

Employability: Design Consultant, Branding Specialist, UX/UI Designer
Entrepreneurship: Design Studio Founder, Creative Agency Owner, Startup Innovator
Skill Development: Enhance expertise through hands-on projects, fostering skill development for future professional success.

Evaluation Pattern – 40:60
Review I – 15
Review II – 15
Guide Marks – 10
External Viva Voce – 60

Open Elective 3 (Anyone)

Course Objective: To upgrade the skills of students and equip them to deal with the challenges faced in communicating about development and economic issues while illuminating the linkages between them.

Course Outcome: By the end of the course, the students will be able to:

1. Understand the dynamics and dimension of migration
2. Become aware of the barriers, vulnerabilities, and anxieties for the migrants.
3. Understand how migration affects agriculture
4. Understand migration in terms of civic engagement.
5. Understand the effects and social impact of urbanization on the family.

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UNIT1
Large-scale migration from rural to urban areas: causes and consequences. Statistics, unemployment, education, health, insurgency (lack of security), lack of infrastructure.

UNIT2
‘Pull’ and ‘Push’ factors: Urban centres provide better scope for earning livelihood through employment in industries, transport, construction, trade, services etc. They act as magnets by offering modern facilities and ‘pull’ people from rural areas, while unemployment, hunger and starvation and lack of means of livelihood “push” people out of villages into towns and cities.

UNIT3
Migration from rural areas and their impact on agricultural production due to shortage of labour in those areas.

UNIT4
Mass migration into metropolitans – Delhi, Kolkata, Mumbai and Chennai – and their impact on civic amenities in the cities – increasing slums, decline in standard of living and environmental degradation.

UNIT5
Nuclear family - Aside effect of urbanization - Changes in family system brought about by urbanization

REFERENCES
1. Effect of Internal Migration and Net Emigration on a City – Smriti Chand
2. 4 Major Causes of Migration in India – Smriti Chand
3. Human Migration (Cause, Kinds and Theories) - Negi Mohita

Employability: Development journalist
Entrepreneurship: Skill Development: Understanding the different dynamics in the society

Evaluation Pattern - 50:50

CA(T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES(T) – End Semester Examination Theory – 50

24OEL303 CITIZEN JOURNALISM 3003

Course Objective: Explore opportunities and avenues to tell stories as ordinary citizens on issues concerning the society through print, television and new media, participate in a media disposed.
Course Outcomes: By the end of the course the students will be able to:
1. Define Citizen Journalism and explain the genre.
2. Explain the boundaries of the genre.
3. Develop an understanding of the platforms available for citizen activism and intervention.
4. Critically reflect on the aspects of safe media practices involved in citizen reporting.
5. Identify appropriate strategies and tools to reach a defined target audience.

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UNIT I
Changing notions of Journalism. Becoming an effective Citizen Journalist

UNIT II
Platforms for Citizen Intervention and Activism

UNIT III
Highlighting Development problems of the community with a solutions-driven journalistic approach

UNIT IV
Importance of verifying Information

UNIT V
Critical Reflection - Ethics and restraint

REFERENCES

Employability:
Entrepreneurship: Citizen Journalist
Skill Development: significance of citizen journalism and identify topics of coverage

Evaluation Pattern - 50:50
CA(T) - Continuous Assessment Theory - 20
MT - Mid-Term Examination - 30
ES(T) - End Semester Examination Theory - 50
24DDA399 SUMMER INTERNSHIP

Course Objective: The summer internship (for a period of 30-40 days) is meant for students utilizing the exit option at the end of the 3rd year (6th semester). Internships are intended to give students practical work experience in Design, Animation, New media, and Advertising.

Course Outcome: By the end of the course, the students will be able to:

1. Gain practical exposure and experience in connection with media requirements
2. Develop communications skills
3. Develop contacts as a source of information and for future placements
4. Develop professional skills to meet industry standards
5. Develop critical ways of thinking according to demand of the client or company

The internship component aims to provide students with real-world experience in the dynamic fields of digital design, animation, and mass communication. Through hands-on work in professional settings, students will apply theoretical knowledge gained in the classroom, develop practical skills, and build a network within the industry. The internship will be credit-bearing, contributing to the overall course credits. The number of credit hours will align with the expected workload, reflecting the time commitment and responsibilities associated with the internship. A report should be submitted by the end of the internship, failing which the students will be marked with an F grade. The internship report should consist of internship certificate, company profile, nature of work done, job progress, work diary on a daily basis, documents/scanned copies of work done for the organization. For example, published news reports, photographs, design, online content, and creative work. The students will be allowed to intern only after the completion of their 6th semester. Ideally, the student intern in one or two Media/Design/Animation organizations.

ARTICULATION MATRIX

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</table>

Employability: placement based on performance in media/Design/Advertising/Animation organizations and legacy networks
Entrepreneurship: gain hands-on experience with professionals; small/medium or start-up corporate houses
**Skills:** Communication, Interpersonal, Collaboration, Time Management, Adaptability, Critical Thinking

**ANIMATION AND MOTION GRAPHICS**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>24DDA314</td>
<td>MOTION GRAPHICS DESIGN- ADVANCED</td>
<td>106</td>
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</table>

**Course Objective:** Develop advanced motion graphics skills for dynamic storytelling and an industry-ready portfolio through hands-on projects.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Master advanced animation techniques for creating captivating and visually stunning motion graphics.
2. Apply visual effects and compositing skills to enhance the storytelling impact of animations.
3. Create compelling motion graphics designs using advanced typography and data visualization principles.
4. Integrate 3D animation seamlessly into 2D motion graphics for a more immersive experience.
5. Develop a professional motion graphics portfolio showcasing diverse skills and industry-standard software proficiency.

**Articulation Matrix**

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</table>

**UNIT 1**

**UNIT 2**
Rigging and character animation techniques. Lipsyncing and facial expressions. Particle Systems and Simulations. Introduction to particles systems. Simulating natural phenomena (smoke, fire, water).

**UNIT 3**

**UNIT 4**
Advanced Compositing. Greenscreen and chroma key techniques. 3D compositing in After Effects. Composite project with live-

UNIT 5

REFERENCES


Employability:VersatileMotionDesigner.MotionGraphicArtist
SkillDevelopment:Thecourseenhancesstudents'advancedmotiongraphicsskillsforimpactfulstorytellingandindustryreadiness.

EvaluationPattern-80:20
CA(L)–ContinuousAssessmentLab-80
ES(L)–EndSemesterExaminationLab-20

<table>
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<tr>
<th>24DDA315</th>
<th>DIGITAL COMPOSING</th>
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</table>

CourseObjective:Equipstudentswithadvanceddigitalcompositingskillsforimpactfulmediaproductioandstorytelling.

Courseoutcomes:Bytheendofthecourse,thestudentswillbeableto:

7. Proficiencyincolorcorrectionandgradingtechniquesforenhancingvisualaestheticsandcohesion.
8. DevelopskillsininTEGRATING3Delements,enhancingthedepthandrealismofcompositingprojects.
9. Acquire expertise in special effects and particle systems, adding dynamic elements to visual compositions.
10. Students will showcase a comprehensive portfolio, demonstrating advanced digital compositing skills for diverse applications.

**ARTICULATION MATRIX**

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**UNIT 1**


**UNIT 2**


**UNIT 3**


**UNIT 4**

Image Acquisition and Preparation. Image Acquisition. Understanding different types of source materials (footage, images, 3D renders). Importance of high-quality source material for effective compositing. Color Correction and Grading. Basics of color correction and color grading. Techniques for matching color and lighting between different source materials.

**UNIT 5**


**REFERENCES**

**Employability:** Versatile Motion Designer, Motion Graphic Artist.

**Entrepreneurship:** Graphics Artist in Films, Series and Games.

**Skill Development:** The course enhances media students' skills in advanced digital compositing for effective visual storytelling.

Evaluation Pattern - 80:20

CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

**VISUAL DESIGN AND ADVERTISING**

| 24DDA316 | BRANDING AND PACKAGE DESIGN | 1064 |

**Course Objective:** To cultivate expertise in effective branding and compelling package design strategies.

**Course Outcomes:** By the end of the course, the students will be able to:

1. Develop strong brand identities using design principles and strategic positioning strategies.
2. Create effective packaging solutions considering materials, sustainability, and legal/regulatory requirements.
3. Apply structural design principles and 3D visualization tools for innovative and practical packaging solutions.
4. Master typography, layout, and color principles for impact and visually appealing packaging and branding.
5. Analyze and critique real-world case studies to understand successful branding and packaging strategies.

**Articulation Matrix**

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**UNIT 1**
UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES

Employability: Design Agencies, Marketing brand designer, Product designer.
Entrepreneurship: Ad Agency, Brand Designer
Skill Development: The course fosters comprehensive skill development in branding and package design through practical applications.
**EvaluationPattern-80:20**

**CA(L)–ContinuousAssessmentLab-80**
**ES(L)–EndSemesterExaminationLab-20**

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**24DDA317  EXHIBITION AND ENVIRONMENTAL DESIGN  1064**

**CourseObjective:** This course enhances design skills for creating immersive exhibitions, fostering creativity and sustainability.

**Courseoutcomes:** By the end of the course, the students will be able to:

1. Students master foundational exhibition principles, integrating space, color, and composition for impactful designs.
2. They develop sustainable design strategies, using eco-friendly materials and energy-efficient practices.
3. Ideation skills are honed through brainstorming sessions, leading to compelling and thematic concept development.
4. Technological integration is achieved, allowing students to incorporate interactive displays and innovative digital elements.
5. Graduates demonstrate project management proficiency, executing successful exhibition implementations with effective budgeting and timelines.

**ARTICULATION MATRIX**

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**UNIT 1**

**UNIT 2**

**UNIT 3**
Guest speakers from the industry.

**UNIT 4**

**UNIT 5**

**REFERENCES**

**Employability:** Exhibition Designer, Environmental Consultant, Event Planner.

**Entrepreneurship:** Design Studio, Event Services, Eco-Exhibits

**Skill Development:** This course enhances design skills for creating immersive exhibitions, fostering creativity and sustainability.

**Evaluation Pattern:** 80:20

CA(L)—Continuous Assessment Lab-80
ES(L)—End Semester Examination Lab-20

**UX & UI DESIGN**

| 24DDA318 | CMS AND WEB DESIGN | 106 | 4 |

**Course Objective:** Equip students with practical skills in CMS development and effective SEO strategies.

**Course Outcomes:** By the end of the course, the students will be able to:
1. Students will proficiently deploy and customize CMS platforms, such as WordPress and Joomla.
2. Developers will design responsive websites, integrating optimal user experience and accessibility principles.
3. Apply advanced SEO techniques, enhancing websites for improved search engine rankings and visibility.
4. Create a comprehensive Drupal-based website, incorporating advanced CMS functionalities and effective SEO practices.
5. Demonstrate critical thinking by analyzing and optimizing web performance through structure and data implementation.

**Articulation Matrix**

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**UNIT 1**

**UNIT 2**

**UNIT 3**

**UNIT 4**

**UNIT 5**
Advanced CMS Techniques and SEO Integration. Responsive web design and mobile optimization for CMS. Integrating e-commerce functionalities with CMS tools. Advanced SEO elements and strategies for CMS. Analyzing
and improving website performance. Implementing structured data for enhanced SEO. Case studies and practical projects to apply CMS and SEO concepts.

REFERENCES


Entrepreneurship: Web Design, Creative Start-up

Skill Development: Gain expertise in CMS development, web design, and SEO for versatile digital proficiency.

Evaluation Pattern - 80:20

CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

24DDA319 ADVANCED PROTOTYPING AND MOBILE APP DESIGN 1064

Course Objective: Equip students with advanced skills in prototyping and mobile app design for user-centered applications.

Course Outcomes: By the end of the course, the students will be able to:

1. Create high-fidelity prototypes using industry-standard tools for effective mobile app development.
2. Apply user-centered design principles to enhance the usability and accessibility of mobile interfaces.
3. Demonstrate proficiency in crafting visually appealing and responsive user interfaces for various devices.
4. Conduct usability testing and iterated designs based on feedback for optimal user experience.
5. Develop a comprehensive mobile app design project, integrating advanced prototyping techniques and design principles.

Articulation Matrix

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</table>
UNIT 1
Introduction to Advanced Prototyping. Understanding Prototyping. Overview of prototyping in the design process. Importance of prototyping for mobile app design. Types of prototypes: low-fidelity vs. high-fidelity. Tools for Advanced Prototyping. Introduction to prototyping tools (e.g., Figma, Adobe XD, Sketch). Hands-on exercises using prototyping tools. Choosing the right tool for the project.

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Project Kickoff and Ideation. Introduction to the final project. Brainstorming and ideation for a mobile app. Creating a design brief. Prototyping and Iteration. Developing high-fidelity prototypes for the mobile app. Iterative design based on feedback. User testing and refinement.

REFERENCES


Skill Development: Develop expertise in advanced prototyping, UI design, and mobile app creation for user-centric solutions.

Evaluation Pattern: 80:20
CA(L) – Continuous Assessment Lab: 80
ES(L) – End Semester Examination Lab: 20

SEMESTER VII

<table>
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<tr>
<th>24DDA401</th>
<th>PRODUCT DESIGN</th>
<th>106</th>
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Course Objective: Foster creativity, empathy, and technical expertise; equip students for successful, innovative product design careers in diverse industries.

Course Outcomes: By the end of the course, the students will be able to:

1. Apply fundamental design elements and principles to create aesthetically pleasing and functional products.
2. Demonstrate empathy, integrating user needs, and ergonomic considerations for effective, human-centric product designs.
3. Acquire advanced skills in 3D modeling, visualization, and prototyping for comprehensive product development processes.
4. Evaluate environmental impact, implement sustainable materials, and design products aligned with ecological and ethical principles.
5. Develop compelling presentations and portfolios, articulating design concepts and solutions with clarity and professionalism.

Articulation Matrix

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UNIT 1

UNIT 2
Fundamentals of Design. Elements and Principles of Design. Exploring design elements: line, shape, color, texture, etc. Understanding design principles: balance, proportion, rhythm, contrast, etc. Ergonomic
sandHuman-CenteredDesign.

UNIT3

UNIT4

UNIT5

REFERENCES


Entrepreneurship:ProductDesignEntrepreneur.

SkillDevelopment:Throughacombinationoftheoreticalknowledge,hands-onprojects,andpracticalapplications,studentsinthiscourseshouldemergewithawell-roundedskillsetthatpreparesthemforacareerinproductdesign.

EvaluationPattern-80:20
CA(L)—ContinuousAssessmentLab-80
ES(L)—EndSemesterExaminationLab-20

CourseObjective:Empowerstudentswithmultimedia,Al,andXRskillsforsversatile,innovative,andimpactfuldigitalcontentcreation.

Courseoutcomes:Bytheendofthecourse,thestudentswillbeableto:
1. Master multimedia production techniques, integrating AI and XR for immersive, cutting-edge content creation.
2. Apply AI in photo editing, enhancing creative skills for dynamic visual storytelling in diverse contexts.
3. Demonstrate VR/AR proficiency, developing interactive experiences with hands-on experience in UNIT or equivalent platforms.
4. Advance AI knowledge, applying it to diverse multimedia genres, fostering creativity and innovation in production.
5. Capstone projects showcase comprehensive understanding, refining collaboration, and presenting industry-ready, AI-infused multimedia content.

**ARTICULATION MATRIX**

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**UNIT 1**

**UNIT 2**
Introduction to VR and AR. Basic concepts and differences between VR and AR. Use cases and applications in multimedia production. VR/AR Development Tools. Overview of VR/AR development platforms and tools. Introduction to UNIT or other relevant development environments. Creating Basic VR/AR Content. Hands-on exercises creating simple VR/AR content. Discussion on design principles for immersive experiences.

**UNIT 3**
Integrating AI and VR/AR. AL in VR/AR Environments. Incorporating AI elements into virtual and augmented reality. Building Intelligent VR/AR Experiences. Practical sessions on integrating AI features into VR/AR projects. User interaction and experience design.

**UNIT 4**
Advanced Image and Video Editing with AI. Exploring advanced AI-based editing tools. Project work on multimedia content enhancement. AI-Generated Music and Audio. Introduction to AI audio production. Creating and editing audio content with AI.

**UNIT 5**
Advanced AI-Based Photo Editing Tools. In-
depth exploration of advanced AI tools for photo editing. Techniques for enhancing, retouching, and manipulating images using AI. AI in Portrait and Landscape Photography. Understanding how AI can be applied to portrait and landscape photography. Hands-on exercises using AI for photo enhancement in different contexts. Future Trends in AI Photo Editing. Exploring the latest developments in AI photo editing. Discussing the impact of AI on the future of photography and visual arts.

REFERENCES


Employability: XR video creator, Video Editor, Multimedia Producer, Content Creator

Entrepreneurship: Multimedia Studio, Video Editing Studio.

Skill Development: Continuous learning, adaptability, problem-solving, communication, teamwork: key pillars for holistic skill development success.

Evaluation Pattern: 80:20

CA(L) – Continuous Assessment Lab 80
ES(L) – End Semester Examination Lab 20

24MCN403 DATA ANALYSIS TECHNIQUES FOR QUANTITATIVE RESEARCH

Course Objective: To impart knowledge enabling students to develop quantitative data analytical skills and meaningful interpretation of datasets so as to solve the research problem.

Course Outcomes: By the end of the course, the students will be able to:
1. Understand the importance of being data literate in a data-driven world
2. Demonstrate an understanding of the steps of data entry and analysis using quantitative analysis software
3. Describe the nature of variables and managed data coding
4. Analyze and interpret the findings from data in a manner that is easy to comprehend
5. Present data using graphs and summary statistics to showcase what one can learn about the real world through data analysis

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UNIT 1
Loading and Saving Data Files: Introduction and Overview, Entering Data, Defining Variables

UNIT 2
Running Initial Data Analysis: Examining Output Files, Modifying/Transformation of Data.

UNIT 3

UNIT 4
Prediction and Association: Parametric and Non-parametric tests - Pearson Correlation Coefficient, Cronbach’s alpha, Chi-square, t-Test, ANOVA, Mann-Whitney U Test, Kruskal-Wallis H Test

UNIT 5
Exploratory Factor Analysis, Simple and Multiple Linear Regression, Path Analysis, Structural Equation Modeling

REFERENCES

Employability: Data Analyst
Entrepreneurship: Data Analyst
Skill Development: A Working Knowledge of Coding Plans and Datasets

Evaluation Pattern - 80:20
CA(L) – Continuous Assessment Lab - 80
ES(L) – End Semester Examination Lab - 20

Course Objective: To impart knowledge for enabling students to develop better understanding of qualitative data analytical skills and meaningful interpretation of data from text in the form of videos, user generated contents from social media or online sites, set so as to solve the research problem.

Course Outcomes: By the end of the course, the students will be able to:

1. Describe the nature of variables and managed data. Collect, organize and publish data into qualitative, quantitative or mixed methods.
2. Analyze, visualize and triangulate their research and develop better understanding on the methodology.
3. Interpret the data and build the relationship among the variables in a better way.
4. Present a summarized organized report using a QDA software.


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**UNIT 1**

Introduction: Getting Familiar with Qualitative Data Analysis (QDA) software Interface. Learning to Import and Organize Data in QDA.

**UNIT 2**

Doing Transcription in QDA software, performing on-screen text coding. Code and annotate text segments and images using features that provide greater flexibility and ease of use.

**UNIT 3**

BasicsofCodinginQDA- Use flexible coding retrieval tools for extracting coded segments associated with specific codes or code patterns and identifying coding co-occurrences, coding sequences, and assessing relationships between encoding and numerical or categorical properties.

**UNIT 4**

Team Working: Organize your data in groups, link relevant quotes to each other, and share and compare work with your team members, inter-rater agreement.

**UNIT 5**

Visualization of Data in QDA: Explored data, and identify patterns and trends using integrated statistical and visualization tools such as word cloud, clustering. Analysis results and present in tables, graphs, notes.

**REFERENCES**


*Employability: Data analytics, sentiment analyst*

*Entrepreneurship: Freelance Data analytics, sentiment analyst*
**Skill Development**: Analyze, visualize and triangulate their research and develop better understanding of the methodology

**Evaluation Pattern**: 80:20
- CA(L) – Continuous Assessment Lab - 80
- ES(L) – End Semester Examination Lab - 20

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<th>24MCN401</th>
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**Course Objective**: The course will introduce students to the practice of data journalism in a busy newsroom, showcasing the importance of telling a story and how tools can help do it.

**Course Outcomes**: By the end of the course, the students will be able to:
1. Understand the importance of data journalism and finding stories in data
2. Demonstrate an understanding of the techniques of finding and scraping data sources
3. Learn about new data scraping tools available
4. Analyze and interpret the findings from visualization of data
5. Present data using graphs and summary statistics to showcase what one can learn about the real world through the data analysis

**Articulation Matrix**

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**UNIT 1**
History of data journalism, Principles of journalism and how they apply to data journalists. How to tell stories with data – news values and datasets. Translating datasets and analysis into stories and web applications - news experience.

**UNIT 2**
Spreadsheet Basics - inputting numbers and text, simple calculations, simple formulate, ordering and filtering, simple graphics, downloading data from databases, data format conversions, importing CVs, google docs.

**UNIT 3**
Standardizing and normalizing data. Checking data integrity and consistency. Identifying and handling data errors. Scraping and refining data using Parsehub and Octoparse.

**UNIT 4**

**UNIT 5**

**REFERENCES**

**ONLINE:**
2. UNESCO. http://unesdoc.unesco.org/images/0019/001930/193078e.pdf
3. Web resources for Outwit, Google Refine, Tableau, Excel and others given in UNESCO model curricula 2015.

**Employability:** Data Analyst
**Entrepreneurship:** Data Analyst
**Skill Development:** A working knowledge of coding plans and datasets

**Evaluation Pattern:** 80:20

**CA(L)—Continuous Assessment Lab-80**
**ES(L)—End Semester Examination Lab-20**

**24ELS401 ESSENTIAL LIFE SKILLS—IV** 1022

**Pre-requisite:** Willingness to learn, team spirit, basic English language and communication skills and knowledge of basic arithmetic.

**Course Objectives:**
- Help students to understand the importance of ethics and organization culture
- Prepare the students for effective professional networking and interviews participation
- Help students to sharpen their problem solving and reasoning skills
- Empower students to communicate effectively by using enhanced diction, grammar and verbal reasoning skills

**Course Outcomes:**
**CO1: Soft Skills** - To be able to learn the importance of workplace ethics and DEI.
**CO2: Soft Skills** - To be able to improve networking and perform effectively in interviews.
**CO3: Aptitude** - To identify, investigate and arrive at appropriate strategies to solve questions on arithmetic and algebra by managing time effectively.
**CO4: Aptitude** - To investigate, understand and use appropriate techniques to solve questions on logical reasoning and data analysis by managing time effectively.
**CO5: Verbal** - To be able to use diction that is more refined and appropriate and to be competent in knowledge of grammar to correct/improve sentences
**CO6: Verbal** - To be able to examine, interpret and investigate passages and to be able to generate ideas, structure them logically and express them in a style that is comprehensible to the audience/recipient.

**CO-PO Mapping**

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**Syllabus**

**Soft Skills**


**Workplace Ethics and professional conduct** - Introduction to Workplace Ethics, Ethical Decision-Making, Codes of Conduct and Organizational Culture, Emerging Ethical Issues
Diversity, Equity, Inclusiveness (DEI) - Introduction to Diversity, Equity, and Inclusiveness; Impact of Unconscious Bias, Cultural Competence and Communication, Inclusive Leadership and Organizational Practices.

Mock Interviews (Advanced Training) - Mock Interviews (Practice), answering probable interview questions, asynchronous interviews.

Verbal

Vocabulary - Idioms and Phrases - advanced, Collocations, Jargon and Technical Vocabulary, Neologisms, Polysemous Words

Grammar - Complex Sentence Structures, Discourse Markers, Concessive Clauses.


Reading Comprehension - Advanced - To comprehend and analyze diverse written works, to empower learners to approach intricate texts with confidence

Public Speaking Skills - Advanced - JAM, Debate.

Writing Skills - Business Writing: Proposals, Reports; Academic Writing; Content Writing

Aptitude

Data Sufficiency: Introduction to and basics of Data Sufficiency.

Campus recruitment papers: Introduction to interview puzzles and placement written test questions of all major recruiters.

Competitive examination papers: Introduction to major competitive examination paper patterns and questions. Learn calculation techniques and time management strategies.

References

Soft Skills

- Stephen Covey, “The habits of highly effective people”, Free press Revised edition, 2004
- Kenneth H. Blanchard and Spencer Johnson, “The One Minute Manager”, WilliamMorrow, 1984
- Professional Networking for Dummies, by Donna Fisher, For Dummies; 1st edition (15 August 2001)

Verbal

- “GMAT Official Guide” by the Graduate Management Admission Council, 2019
Arun Sharma, “How to Prepare for Verbal Ability And Reading Comprehension For CAT”
Joern Meissner, “Turbocharge Your GMAT Sentence Correction Study Guide”, 2012
Kaplan, “Kaplan GMAT 2012 & 13”
Mike Barrett “SAT Prep Black Book The Most Effective SAT Strategies Ever Published”
Mike Bryon, “Verbal Reasoning Test Workbook Unbeatable Practice for Verbal Ability, English Usage and Interpretation and Judgement Tests”
www.bristol.ac.uk/arts/skills/grammar/grammar_tutorial/page_55.htm
www.campusgate.co.in

Aptitude

www.mbatious.com
www.campusgate.co.in
www.careerbless.com

Evaluation Pattern

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<th>Assessment</th>
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*CA - Can be presentations, speaking activities and tests.
Course Objective: Accessing learning outcomes of research, application of theory to practice and defend the outcome of their design research projects.

Course Outcomes: By the end of the course the students will be able to:
1. Interrogate and critically discuss the literature and major works related to national/international professional practice in their chosen area of research.
2. Conduct research based on project plans that address stated research questions, methods and audiences.
3. Solve research problems and critically analyze findings in relation to scholarly and industry needs both local and international.
4. Present findings that situate their work in the field to inform future professional practice and research.
5. Critically reflect on their personal and professional learning and develop strategies to implement their learning in professional practice.

The 4-credit Research Project Review is undertaken by students as a team to work on their preferred area of research related to any field of their chosen program within the traditions of arts and humanities and social sciences. An assigned Research Guide is assigned to each student to help them through the process of preparing the Research Project presentations for review by faculty and manuscript for review by faculty guide.

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Employability: Design strategist, Creative Director, Creative designer, Data visualizer.
Entrepreneurship: Design Studio, Animation Studio
Skill Development: Understand the basic framework of research, and do basic visual analysis using quantitative and qualitative tools.

Evaluation Pattern – 40:60
Review I (Internal) – 40
Review II (External) – 60
Course Objective: Accessing learning outcomes of research, application of theory to practice and defend the outcome of their research projects.

Course Outcomes: By the end of the course, the students will be able to:

6. Interrogate and critically discuss the literature and major works related to national/international professional practice in their chosen area of research.
7. Conduct research based on project plans that address stated research questions, methods and audiences.
8. Solve research problems and critically analyze findings in relation to scholarly and industry needs—both local and international.
9. Present findings that situatetheir work in the field to inform future professional practice and research.
10. Critically reflect on their personal and professional learning and develop strategies to implement this learning in professional practice.

The 4 credit Design Research Project is undertaken by students individually to work on their preferred area of research related to any field of Design, Visual Communication and Animation within the tradition of social and behavioural sciences. A Research Guide is assigned to each student to help them through the process of preparing a Research Project culminating in a Viva-Voce conducted by an external expert.

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Employability: Design Researcher, Visual Communication Specialist, Animation Researcher
Entrepreneurship: Design Research Consulting Firm, Animation Research and Development Studio
Skill Development: The course cultivates interdisciplinary research, project management, critical analysis, and effective communication skills.
Course Objective: Internships are intended to give students practical work experience and employability opportunities in their area of study within research/corporate organizations. It aims to develop a sense of social imagery (issues) and philanthropic versatility among the graduating students that will facilitate the development of a mindset towards citizenship responsibility. It will promote HEI’s collaboration, develop industry-academia partnerships to provide collaborative internships, apprenticeships, and research opportunities. Each student will complete an internship program for at least five months, commencing from the end of the 7th semester. A report should be submitted by the end of the 8th semester, failing which the student will be marked with an F grade. The internship report should consist of an internship certificate, company profile, nature of work done, job progress, work diary on a daily basis, documents/scanned copies of work done for the organization. For example, published news reports, photographs, design, online content, and creative work. Ideally, the student intern in one or two Media/Design/Animation organizations.

Course Outcome: By the end of the course, the students will be able to:

1. Gain practical exposure and experience in connection with industry requirements.
2. Develop communication skills.
3. Develop contacts as a source of information and for future placements.
4. Develop professional skills/research aptitude to meet industry standards.
5. Develop critical way of thinking according to the demand of the client or company.

Internships are intended to give students practical work experience in the Digital Design and Animation industry as well as other Media Industries. It is mandatory for the student to complete the internship in a research or corporate organization for a period of at least five months, commencing from the end of the 7th semester. A report should be submitted by the end of the 8th semester, failing which the student will be marked with an F grade. The internship report should consist of an internship certificate, company profile, nature of work done, job progress, work diary on a daily basis, documents/scanned copies of work done for the organization. For example, published news reports, photographs, design, online content, and creative work. Ideally, the student intern in one or two Media/Design/Animation organizations.
Employability: placement based on performance in media houses and legacy networks

Entrepreneurship: gain hands-on experience in small/medium or start-up media houses

Skill Development: Networking, Becoming Industry ready

Courses offered under the framework of

Amrita Values Programmes I and II

22AVP201 Message from Amma’s Life for the Modern World

Amma’s messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma’s guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

22ADM211 Leadership from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

22ADM201 Strategic Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

22AVP204 Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.
22AVP205 Message of the Bhagavad Gita


22AVP206 Life and Message of Swami Vivekananda

Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji’s life.

22AVP207 Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, AdiShankaracharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri RamanaMaharshi, Mata Amritanandamayi Devi.

22AVP208 Insights into Indian Arts and Literature

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

22AVP209 Yoga and Meditation

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

22AVP210 Kerala Mural Art and Painting

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

22AVP213 Traditional Fine Arts of India

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is ‘Unity in Diversity” and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

22AVP214 Principles of Worship in India

Indian mode of worship is unique among the world civilizations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal
acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realization of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

22AVP215   Temple Mural Arts in Kerala

The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, diries, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhīma and Hanuman, Shiva, as Kirata, and the Jealousy of Uma and ganga the mural painting in Kerala appear to be closely related to, and influenced by this theatrical activity the art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vasthupurusha.

22AVP218 Insights into Indian Classical Music

The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala,- Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

22AVP219 Insights into Traditional Indian Painting

The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Sixs limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala Mural, Pahari, Cheriyal, Rajput, Tanjore etc.

22AVP220 Insights into Indian Classical Dance

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the AbhinavaBharati. The course introduces various styles of Indian classical dance such as Bharatanatyan, Mohinyyatton, Kuchipudi, Odissy, Katak etc. The course takes the students through both contextual theory as well as practice time.

22AVP221 Indian Martial Arts and Self Defense

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala’s traditional KalariPayattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.
Course Objectives

The course will enable the students to

- Mastery Over Mind (MaOM) is an Amrita initiative to implement schemes and organize university-wide programs to enhance health and wellbeing of all faculty, staff, and students (UN SDG -3)
- It gives an introduction to immediate and long-term benefits of MA OM meditation and equips every attendee to manage stressful emotions and anxiety, in turn facilitating inner peace and harmony.
- This course will enhance the understanding of experiential learning based on the University’s mission: “Education for Life along with Education for Living” and is aimed to allow learners to realize and rediscover the infinite potential of one’s true Being and the fulfillment of life’s goals.

Course Outcomes

CO1: To be able to describe what meditation is and to understand its health benefits
CO2: To understand the causes of stress and how meditation improves well-being
CO3: To understand the science of meditation
CO4: To learn and practice MAOM meditation in daily life
CO5: To understand the application of meditation to improve communication and relationships
CO6: To be able to understand the power of meditation in compassion-driven action

CO-PO Mapping

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Syllabus:

Unit 1: Describe Meditation and Understand its Benefits (CO1)
A: Importance of meditation. How does meditation help to overcome obstacles in life (Pre-recorded video with Swami Shubhamritananda Puri)
Reading 1: Why Meditate? (Swami Shubhamritananda ji)

Unit 2: Causes of Stress and How Meditation Improves Well-being (CO2)
A: Learn how to prepare for meditation. Understand the aids that can help in effectively practicing meditation. Understand the role of sleep, physical activity, and a balanced diet in supporting meditation. (Pre-recorded video with Dr. Ram Manohar)

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**Unit 3: The Science of Meditation (CO3)**

A: A preliminary understanding of the Science of meditation. What can modern science tell us about this tradition-based method? (Pre-recorded video with Dr. Shyam Diwakar)

B: How meditation helps humanity according to what we know from scientific research (Pre-recorded video with Dr. Shyam Diwakar)

**Reading 1:** Does Meditation Aid Brain and Mental Health (Dr Shyam Diwakar)


**Unit 4: Practicing MA OM Meditation in Daily Life (CO4)**

Guided Meditation Sessions following scripts provided (Level One to Level Five)

**Reading 1:** MA OM and White Flower Meditation: A Brief Note (Swami Atmananda Puri)


**Unit 5: Improving Communication and Relationships (CO5)**

How meditation and mindfulness influence interpersonal communication. The role of meditation in improving relationship quality in the family, at the university and in the workplace. (Pre-recorded video with Dr Shobhana Madhavan)

**Reading 1:** Seppala E (2022, June 30th) 5 Unexpected Ways Meditation Improves Relationships a Lot. Psychology Today. https://www.psychologytoday.com/intl/blog/feeling-it/202206/5-unexpected-ways-meditation-improves-relationships-lot


**Unit 6 Meditation and Compassion-driven Action (CO6)**

Understand how meditation can help to motivate compassion-driven action. (Pre-recorded video with Dr Shobhana Madhavan)


**Reading 2:** ‘Sympathy and Compassion.’ Chapter 100 in *Amritam Gamaya* (2022). Mata Amritanandamayi Mission Trust.

**Text Books/Reference Books:**

1. Meditation and Spiritual Life-Swami Yatiswarananda, Ramakrishna Math
3. Dhyana Yoga-Holy Gita Swami Chinmayanda
4. Voice of God, Chandrasekharendra Saraswati, 68th Acharya of Sri Kanchi Kamakoti Peetam,
5. Hindu Dharma-Chandrasekharendra Saraswati, 68th Acharya of Sri Kanchi Kamakoti Peetam,
6. Mind: It’s Mysteries and control-Swami Sivananda Saraswati
8. Books on Amma’s teachings like Awaken children, From Amma’s Heart etc.
11. Seppala E (2022, June 30th Unexpected Ways Meditation Improves Relationships a Lot. Psychology Today

Evaluation Pattern

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*CA – Can be Quizzes, Assignment, Projects, and Reports

22ADM101 FOUNDATIONS OF INDIAN HERITAGE L-T-P-C: 2-0-1-2

Course Objectives

To introduce students to the depths and richness of the Indian heritage and knowledge traditions, and to enable them to obtain a synoptic view of the grandiose achievements of India in diverse fields. To equip students with a knowledge of their country and its eternal values.

Course Outcomes

CO1 Be able to enhance the understanding of true essence of India’s cultural and spiritual heritage through learning analytically what it amounts to living a happy life, and about the richness of India’s education system, while pondering on the serious damage caused by colonialism in India alongside learning about the means of decolonization and knowing about the early timeline of Indian subcontinent.

CO2 Learn about the sublime value of selflessness and final freedom alongside understanding the concept of circle of life and Indian approach toward it while delving into the means of celebrating life.

CO3 Familiarize on the topic of what true love is, by way of understanding the immense compassion of mahātmās, and Mātā Amṛtānandamayī’s Amma’s gospel on compassion, the role of metaphors and tropes whereafter focussing personality development through Yoga both theoretically and practically.

CO4 Appreciate the discussion on what it takes to be a strategic thinker, how India was glorified by various scholars and travellers and how strong a human being’s association with nature should be
alongside getting introduced to the glimpses of Indian traditions like Advaita Vedanta: the theory of oneness.

### CO-PO Mapping

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### Syllabus

#### Unit 1
**Chapters 1-4**
- Educational Heritage of Ancient India
- Life and Happiness
- Impact of Colonialism and Decolonization
- A timeline of Early Indian Subcontinent

#### Unit 2
**Chapters 5-8**
- Pinnacle of Selflessness and ultimate freedom
- Indian approach towards life
- Circle of Life
- Ocean of love; Indian Mahatmas.

#### Unit 3
**Chapters 9 - 12**
- Man's association with Nature
- Celebrating life 24/7.
- Metaphors and Tropes
- Become A Strategic Thinker (Games / Indic activity)

#### Unit 4
**Chapters 13-16**
- India: In the Views of Other Scholars and Travellers
- Personality Development Through Yoga.
- Hallmark of Indian Traditions: Advaita Vedanta, Theory of oneness
- Conversations on Compassion with Amma

### Text Book(s)

**Foundations of Indian Heritage** - In house publication
References(s)

- The beautiful tree by Dharampal – Other India Press, Mapusa, 2000
- Peasants and Monks in British India by William Pinch – University of California Press.1996
- India, that is Bharat: Coloniality, Civilisation, Constitution by J Sai Deepak -Bloomsbury India, 2021
- Awaken Children Dialogues with Mata Amritanandamayi, MAM Publications
- Man, and Nature by Mata Amritanandamayi Devi , MAM Publications
- What Becomes of the Soul After Death, Sri Swami Shivananda, Divine Life Society,1999

Evaluation Pattern

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*CA – Can be Quizzes, Assignment, Projects, and Reports
Course Objective

The course aims at introducing Bhārath in nutshell to the student, which includes the sources of Indian thoughts, eminent personalities who shaped various disciplines, India’s significant contribution to the mankind, the current stature of Indian in the geopolitics and Indian approach to science and ecology.

Course Outcome

CO1: Will be able to recognise the call of Upanishads and outstanding personalities for confronting the wicked in the real world while admiring the valour, pursuit and divinity in both classical and historical female characters of India.

CO2: Will get introduced to Acharya Chanakya, his works, and his views on polity and nation to find synchrony between public and personal life, alongside understanding India’s cultural nuances and uniqueness concerning the comprehension of God across major global communities.

CO3: Will be able to appreciate Bhagavad Gita as the source of the Indian worldview through the various Yogic lessons enshrined in it, making it one of India’s numerous soft powers, and also understand the faith-oriented mechanism of preserving nature.

CO4: Will be informed about the enormous contribution of Indian civilisation over two and a half millennia to humanity and develop awareness about India’s approach toward science, devoid of dogmas and rooted in humanism.

CO-PO Mapping

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Syllabus

Unit 1
Chapter 1 – Face the Brutes

Chapter 2 – Role of Women in India

Chapter 3 – Acharya Chanakya
Chapter 4 – God and Iswara

Unit 2
Chapter 5 – Bhagavad Gita: From Soldier to Samsarin to Sadhaka
Chapter 6 – Lessons of Yoga from Bhagavad Gita
Chapter 7 – Indian Soft powers
Chapter 8 – Preserving Nature through Faith

Unit 3
Chapter 9 - Ancient Indian Cultures (Class Activity)
Chapter 10 - Practical Vedanta
Chapter 11 - To the World from India (For Continuous Assessment)
Chapter 12 - Indian Approach to Science.

Text Books:

Glimpses of Glorious India- In-house publication

Reference Course material:

1. Fear Not: Be Strong (Swami Tathagatananda)
2. Essays on Gita (Sri Aurobindo)- Aurobindo Ashram
3. Indian Contribution to Science (Vijana Bharati Publication)
4. The Culture And Civilisation Of Ancient India In Historical Outline (D. D. Kosambi)


**Evaluation Pattern**

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*CA – Can be Quizzes, Assignment, Lab Practice, Projects, and Reports*