# BHARATHIDASAN UNIVERSITY TIRUCHIRAPPALLI - 620 024

## B.Sc. VISUAL COMMUNICATION

## CHOICE BASED CREDIT SYSTEM –

## LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)

### (Applicable to the candidates admitted from the academic year 2022-2023 onwards)

### (NAAN MUDHALVAN SCHEME was implemented from 2nd to 6th Semester)

| Sem. | Part | Course | Title | Ins. Hrs | Credit | Exam Hours | Marks Int. | Marks Ext. | Total |
|------|------|--------|-------|----------|--------|------------|------|------|-------|
| I | I | Language Course – I Tamil $ / Other Languages + # | | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Course - I | | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course – I (CC) | Introduction to Visual Communication | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Practical – I (CP) | Drawing | 6 | 4 | 3 | 40 | 60 | 100 |
| | | First Allied Course – I (AC) | Effective Communication | 5 | 4 | 3 | 25 | 75 | 100 |
| | IV | Value Education | | 2 | 2 | 3 | 25 | 75 | 100 |
| | | **TOTAL** | | **30** | **21** | **-** | **-** | **-** | **600** |
| II | I | Language Course - II Tamil $ / Other Languages + # | | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Course - II | | 4 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course – II (CC) | Advertising | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Practical – II (CP) | Art and Illustration | 4 | 4 | 3 | 40 | 60 | 100 |
| | | First Allied Practical (AP) | Communication Skills | 3 | 2 | 3 | 40 | 60 | 100 |
| | | First Allied Course – II (AC) | Indian Art and Aesthetics | 4 | 4 | 3 | 25 | 75 | 100 |
| | | Add on Course – I ## | Professional English – I | 6* | 4 | 3 | 25 | 75 | 100 |
| | IV | Environmental Studies | | 2 | 2 | 3 | 25 | 75 | 100 |
| | VI | NaanMudhalvan Scheme (NMS) @@ | Language Proficiency for Employability  - Effective English | 2 | 2 | 3 | 25 | 75 | 100 |
| | | **TOTAL** | | **30** | **29** | **-** | **-** | **-** | **900** |

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|---|---|---|---|---|---|---|---|---|---|
| III | I | Language Course – III Tamil $ / Other Languages + # | | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Course - III | | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course – III (CC) | Photography | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Practical - III (CP) | Photography Techniques | 6 | 4 | 3 | 40 | 60 | 100 |
| | | Second Allied Course – I (AC) | Media, Culture and Society | 4 | 4 | 3 | 25 | 75 | 100 |
| | | Add on Course – II ## | Professional English - II | 6* | 4 | 3 | 25 | 75 | 100 |
| | IV | Non-Major Elective I @ - Those who choose Tamil in Part I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part I must choose either a) Basic Tamil if Tamil language was not studied in school level **or** b) Special Tamil if Tamil language was studied upto 10$^{th}$ & 12$^{th}$ std. | Basics of Communication | 2 | 2 | 3 | 25 | 75 | 100 |
| | VI | Naan Mudhalvan Scheme (NMS) @@ | Digital Skills for Employability – Microsoft Digital Skills | - | 2 | 3 | 25 | 75 | 100 |
| | | **TOTAL** | | **30** | **27** | **-** | **-** | **-** | **800** |
| IV | I | Language Course –IV Tamil $ / Other Languages + # | | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Course – IV | | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course - IV (CC) | Elements of Film | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Practical - IV (CP) | Web Designing | 4 | 4 | 3 | 40 | 60 | 100 |
| | | Second Allied Practical (AP) | Computer Graphics | 3 | 2 | 3 | 40 | 60 | 100 |
| | | Second Allied Course – II (AC) | Graphic Design | 4 | 4 | 3 | 25 | 75 | 100 |
| | IV | Non-Major Elective II @ - Those who choose Tamil in Part I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part I must choose either a) Basic Tamil if Tamil language was not studied in school level **or** b) Special Tamil if Tamil language was studied upto 10$^{th}$ & 12$^{th}$ std. | Communication and Personality Development | 2 | 2 | 3 | 25 | 75 | 100 |
| | VI | NaanMudhalvan Scheme (NMS) @@ | Employability Skills - Employability Skills | - | 2 | 3 | 25 | 75 | 100 |
| | | **TOTAL** | | **30** | **25** | **-** | **-** | **-** | **800** |

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| V | III | Core Course - V (CC) | Introduction to New Media | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – VI (CC) | Visual Analysis Techniques | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – VII (CC) | Script Writing | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Practical -V (CP) | Television Production | 4 | 4 | 3 | 40 | 60 | 100 |
| | | Major Based Elective – I (Any one) | 1. Photo Journalism 2. Online Journalism | 5 | 4 | 3 | 25 | 75 | 100 |
| | IV | Skill Based Elective I | Corporate Communication | 4 | 2 | 3 | 25 | 75 | 100 |
| | | Soft Skills Development | | 2 | 2 | 3 | 25 | 75 | 100 |
| | VI | Naan Mudhalvan Scheme (NMS) @@ | Marketing & Design Tools – Digital Marketing | - | 2 | 3 | 25 | 75 | 100 |
| | | **TOTAL** | | **30** | **29** | **-** | **-** | **-** | **800** |
| VI | III | Core Course - VIII (CC) | Media laws and Ethics | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course - IX (CC) | Basics of Media Research | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Practical – VI (CP) | Multimedia & Animation | 4 | 4 | 3 | 40 | 60 | 100 |
| | | Major Based Elective – II (Any one) | 1. Video Editing Techniques 2. Mobile Journalism | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Project | Internship and Portfolio | 4 | 3 | - | 20 | 80 | 100 |
| | IV | Skill Based Elective – II | Event Management | 4 | 2 | 3 | 25 | 75 | 100 |
| | V | Gender Studies | | 1 | 1 | 3 | 25 | 75 | 100 |
| | | Extension Activities ** | | - | 1 | - | - | - | - |
| | VI | Naan Mudhalvan Scheme (NMS) @@ | Career Readiness Programme | - | 2 | 3 | 25 | 75 | 100 |
| | | **TOTAL** | | **30** | **27** | **-** | **-** | **-** | **800** |
| | | **GRAND TOTAL** | | **180** | **158** | **-** | **-** | **-** | **4700** |

$ For those who studied Tamil upto10th+2 (Regular Stream).

+ Syllabus for other Languages should be on par with Tamil at degree level.

#ThosewhostudiedTamilupto10th+2butoptforotherlanguagesindegreelevel under Part-I should study special Tamil in Part – IV.

## The Professional English – Four Streams Course is offered in the 2nd and 3rd Semester (only for 2022-2023 Batch) in all UG Courses. It will be taught apart from the Existing hours of teaching / additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his / her studies further. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020).

* The Extra 6 hrs / cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.

@ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.

**Extension Activities shall be outside instruction hours.

@@ Naan Mudhalvan Scheme.

# SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMME

| Sl. No. | Part | Types of the Courses | No. of Courses | No. of Credits | Marks |
|---|---|---|---|---|---|
| 1. | I | Language Courses | 4 | 12 | 400 |
| 2. | II | English Courses | 4 | 12 | 400 |
| 3. | | Core Courses | 9 | 45 | 800 |
| 4. | | Core Practical | 6 | 24 | 700 |
| 5. | | Allied Courses I & II | 4 | 16 | 400 |
| 6. | III | Allied Practical | 2 | 4 | 200 |
| 7. | | Major Based Elective Courses | 2 | 8 | 200 |
| 8. | | Add on Courses | 2 | 8 | 200 |
| 9. | | Project | 1 | 3 | 100 |
| 10. | | Non-Major Elective Courses (Practical) | 2 | 4 | 200 |
| 11. | IV | Skill Based Elective Courses | 2 | 4 | 200 |
| 12. | | Soft Skills Development | 1 | 2 | 100 |
| 13. | | Value Education | 1 | 2 | 100 |
| 14. | | Environmental Studies | 1 | 2 | 100 |
| 15. | V | Gender Studies | 1 | 1 | 100 |
| 16. | | Extension Activities | 1 | 1 | 0 |
| 17. | VI | NaanMudhalvan Scheme | 5 | 10 | 500 |
| | | **Total** | **48** | **158** | **4700** |

**PROGRAMME OBJECTIVES:**

- To equip students with fundamental knowledge and necessary skills to make them industry ready.
- To enable students to gain expertise in the core fields of visual communication and make them socially conscious communicators.
- To help students understand the communication process, elements and theories and apply them in the relevant fields.

**PROGRAMME OUTCOME:**

- Be endowed with practical knowledge and skills to pursue a rewarding career in media industries
- Think critically and generate socially conscious media content
- Gain a deeper understanding of communication theories and processes and apply them creatively in generation of media content.

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| First Year | CORE COURSE I | Semester I |
|---|---|---|

**INTRODUCTION TO VISUAL COMMUNICATION**

| Code: | (Theory) | Credit: 5 |
|---|---|---|

**COURSE OBJECTIVES:**

- To know the need and importance of visual communication
- To study the types and forms of communication
- To be able to understand the various nuances of mass communication and their influence.
- To understand the theories and models relating to the levels of communication.

## UNIT – I  FUNDAMENTALS OF COMMUNICATION:

Definition, Nature and Scope of Communication, Need for Communication, Important 7 Cs of Communication, Functions and Purpose of Communication, Components of a Communication Process (SMCR); Barriers of Communication; Channels of communication – Internal & External

## UNIT - II INTRODUCTION TO HUMAN COMMUNICATION:

Evolution of Human Communication, Types of Communication -  Intrapersonal, Interpersonal and Group Communication; Forms of Communication – Verbal Communication - Oral and Written ; Non Verbal communication– Kinesics, Oculesics, Facial Expressions, Haptics, Vocalics, Proxemics, Territoriality and Chronemics.

## UNIT – III   INTRODUCTION TO VISUAL COMMUNICATION:

Components of Visual Communication (Color, Shape, Tones, Texture, Figure-Ground, Balance, and Hierarchy), Colour Psychology, Theories of Visual Communication - Sensual theories (Gestalt and Constructivism), Cognitive and Ecological theory.

## UNIT – IV   INTRODUCTION TO MASS COMMUNICATION:

Definition, Characteristics and Functions of Mass media, Elements in Nature of mass communication, Mass Communication Process, Media of mass communication - Print media (Broadcast media: Cinema, Radio, Television, cable and satellite television), Internet and Mobile.

## UNIT – V BASIC MODELS AND THEORIES OF COMMUNICATION:

Basic Models of Communication: David Berlo; Shannon and Weaver; Lasswell; Osgood-Schramm, NewComb, Gerbner model of communication. Theories – Hypodermic needle theory, Two step flow theory, Multi-step flow theory, Individual differences theory – Selective exposure, Selective Perception and Selective Retention; Indian Communication Theories.

**UNIT – VI CURRENT CONTOURS (FOR CONTINUOUS INTERNAL ASSESSMENT ONLY):**

A Collage preparation on the types of non verbal communication.An assignment on application of colour psychology in visual media. A general quiz on recent developments in mass media industries.

**REFERENCES:**

1. Mass Communication in India - Keval J Kumar, Jaico, 1999.
2. Understanding human communication – Ronald B.Adler,Oxford University Press, 2016.
3. The Basics of Communication: A Relational Perspective - Steve Duck, David T. McMahan, 2012
4. Visual communication: Images with Messages - Paul Martin Lester, Thomson Learning, 2000.
5. Mass Communication Principles and Concepts – Seema Hassan, 2012.
6. Introduction to Communication studies – John Fiske, Routledge, 2010.
7. International Communication: A Reader - Daya Kishan Thussu, Routledge, 2009.
8. The Concise Encyclopedia of Communication - W. Donsbach, Wiley Blackwell, 2015.
9. Mcquail's Media and Mass Comm Theory – Dennis Mcquail, Sage Publications, 2020.
10. Theories of Mass Communication - Melvin Defleur and Susan Ball Rokeach, Longman, 1989.

**Course Outcomes:**

Upon the successful completion of this course, students would be able:

- To evaluate the key approaches toward communication and its concepts.
- To understand and apply knowledge of human communication and language processes.
- To understand and apply the concepts of visual communication in their daily life
- To differentiate the different types of media, its characteristics and influence among the masses.
- To understand the models and theories of communication that are associated with the communication process.

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| First Year | CORE PRACTICAL I | Semester I |
|---|---|---|
| | DRAWING | |
| Code: | (Practical) | Credit: 4 |

**COURSE OBJECTIVES:**

- To make students understand the basics of drawing.
- To help students use these drawing concepts in creative thinking.
- To strengthen the knowledge on model and theories of drawing.
- To develop content using the features in drawing
- To enable the students to draw and Paint.

**EXERCISES**

1. Basic geometrical shapes ( any 5)
2. Composition( any 2)
3. Perspectives ( any 25)
4. Light and shade - geometrical shapes and still life ( any 2)
5. Patterns and structure in day to day life.(any 2)
6. Trees, fruits and vegetables (any 2)
7. Birds and Animals (any 2)
8. Human Forms - Stick Figures (any 5)
9. Human portrait and full figure ( any 2)
10. Landscapes – (any 2)

**REFERENCES:**

1. Basics of Drawing - Leonardo Pereznieto, Mixed Media Resources, 2021.
2. How to Draw: 53 Step-By-Step Drawing Projects (Beginner Drawing Books) - Alisa Calder, 2021.
3. Drawing Landscape - Prosenjit Saha Arundhati Saha, Unicorn Books Pvt Ltd, 2010.
4. Reality through the Arts - Dennis. J.Sporre, Pearson, 2010.
5. Perspective Made Easy (Dover Art Instruction) - Ernest Norling, Dover Publications Inc., 1999.
6. Drawing Still Life - Prosenjit Saha and Arundhati Saha, Unicorn Books Pvt Ltd, 2009.
7. Portrait Drawing: A Step-By-Step Art Instruction Book (Artist's Painting Library) - Wendon Blake, Watson-Guptill; First edition, 2006.
8. A complete course to Sketching and Shading (Sketching and Shading) – The bookmaster, DS Publishers India, 2014.
9. Light, Shade and Shadow (Dover Art Instruction) - E. Koller , Dover Publications Inc., 2008.
10. How to Draw Animals: 40 Step-By-Step Drawing Projects (Beginner Drawing Books) - Alisa Calder, 2018.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To understand the basics of drawing.
- To apply the different skills based on the patterns and structure.
- To understand the various living and non-living things through the mode of drawing.
- To understand the various shapes and forms in visual art.
- To enhance their knowledge through practising art.

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**COURSE OBJECTIVES:**

- To improve the spoken communication of students
- To equip students with the knowledge of various aspects of listening skills
- To develop their reading skills through different facets available.
- To help them to apply language in their writing skills

## UNIT – I    ELEMENTS OF EFFECTIVE COMMUNICATION:

Effective Verbal Communication – Attitude, Speaking, Power of listening; Problem of Evaluating the communication process; Pathways to better communication; Effective non-verbal communication – Congruence between Verbal and physical signals; Communicating with time, space and status; Barriers of effective communication; Strategies for effective communication

## UNIT – II    LISTENING SKILL:

Listening, Process of Listening; Levels of listening, Importance of Listening; Basic Types of Listening; Barriers to effective listening; Listening Effectively; Essentials of Active Listening; Benefits of Effective Listening, Developing listening skills.

## UNIT – III   SPEAKING SKILL:

Planning speech, Developing visual support, improving confidence, delivering the speech, Group communication, Situational conversations- Greetings, requests, demands, instructions and enquiries. Informal Speech- Facing audience- Body Language; Formal Speech- Paper presentation- Tone, Choice of words (language), Style, Deciding the target audience

## UNIT – IV   READING SKILL:

Reading skills, Importance of reading skills, Five pillars of reading instructions, Prosody, Strategies - Before reading, during reading and after reading; Influences of reading skills, Distractions of reading skills

## UNIT – V    WRITING SKILL:

Letter writing- Formats and Language-Types- Personal, Business, Applications, Thanks, Invitation, Condolence, Requisition, Complaint- E-mail etiquette; Reports- Oral report- Periodical report- Progress Report- Field Report. Essay writing- essential elements of an essay-structure- coherence- relevance.

## UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):

Paper presentation on a topic of the student's choice. A quiz on listening skills. An assignment on review of a book (Fiction or non –fiction).

**REFERENCES:**

1. Principles of Communication – Vijaya Somasundaram, 2005.
2. Essential Managers: Effective Communication, Dorling Kindersley Ltd, Hugolkinson Wi, 2009.
3. Effective Communication Skills - R. S. Salaria, Kul Bhushan Kumar, Khanna Publishing, 2018.
4. Decoding Communication: A Complete Handbook for Effective Communication - Girish Jain and Manzoor Moideen, Notion Press, 2021.
5. Oxford Guide to Effective Writing and Speaking: How to Communicate Clearly - John Seely, OUP UK, 2013.
6. How to Improve Your Listening Skills - Effective Strategies for Enhancing Your Active Listening Skills - Meir Liraz, Liraz Publishing, 2013.
7. 10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders – Jessica Higgins, Tycho Press, 2018.
8. The 7 Effective Communication Skills: How to be a Better Communicator NOW (Communication Skills, People Skills, Interpersonal Skills, Body Language, Listening ... Skills, Verbal Communication, Influencing) – Gabriel Angelo , SN & NS Publications , 2014.
9. Listening: The Forgotten Skill: A Self-Teaching Guide (Wiley Self-Teaching Guides Book 144) 2nd Edition – Madelyn Burley-Allen, Wiley, 2008.
10. A Quick Guide to Better Emails, Presentations, Telephone Skills, Writing & Grammar (Better Business Communication) – Heather Wright, Createspace Independent Pub, 2015.
11. https://www.uj.edu.sa/Files/1001210/Subjects/Chapter%205%20Listening%20Skills%20%20.pdf
12. https://www.gpnngr.org.in/lms/1st%20Year%20Listening-Skills.pdf
13. https://www.slideshare.net/teanzaheer/reading-skillsa-gateway-to

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To eliminate barriers to effective communication in day to day life.
- To apply the listening skill ability for their effective communication.
- To demonstrate speaking skills effectively.
- To apply the pivotal role of five pillars on reading skills to develop their communication.
- To apply writing skills for an effective written communication.

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**First Year**                    **CORE COURSE II**                    **Semester II**
                                  **ADVERTISING**
**Code:**                         **(Theory)**                          **Credit: 5**

**COURSE OBJECTIVES:**

- To enable students gain knowledge about Advertising process concepts and principles.
- To give them the basic knowledge required about Advertising and Ad Agencies.
- To enable students gain insight into various strategic approaches to advertising campaign.
- To educate the student about the types of writing for the advertisement.
- To educate the uses of digital advertising.

**UNIT – I     UNDERSTANDING ADVERTISING**:

Evolution, Concept, Nature, Definitions, Objectives, Functions, and Significance - Types and Classification of Advertising -  Types of Appeals and Advertising Messages - Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC.

**UNIT – II     CREATIVITY:**

Preparing print Ads: Essentials of Copywriting - Copy – Elements, Types, Layout- Principles - Importance of Illustration -. - Creating broadcast ads: Execution Styles, Jingles and Music – Importance, Concept of Storyboard - Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives.

**UNIT – III     INTRODUCTION TO BRAND MANAGEMENT:**

Meaning of Brand - Branding, Brand Management - Importance of Branding to Consumers, Firms, Brands v/s Products - Scope of Branding, Branding Challenges and Opportunities - Brand Positioning - Brand Mantras Brand Repositioning and its characteristics.

**UNIT – IV     ADVERTISING AGENCIES:**

History in brief, Advertising Agency system -  Types of Agencies, Structure of advertising Agency - Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation - Ethical and social issues in advertising - positive and negative influence of advertising on Indian values and culture.

**UNIT – V     DIGITAL ADVERTISING:**

 Digital Media Landscape- E mailers and Search Engine Optimization-Mobile Marketing and Augmented Reality- Emerging Trends - Digital Advertising Agencies – Structure and Functions - Digital Media Integration across Advertising, Market Research - Brand Presence on Social Media.

**UNIT – VI     CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Group presentation on pitching a client for an imaginary brand.  A quiz on identifying logos and slogans of different brands. An assignment on album preparation– Student has

to identify the types of layout in print advertisements , cut them out and prepare an album with captions of layout types.

**REFERENCES:**

1.  Foundations of Advertising :Theory and Practice - Chunnawala S.A. and Sethia KC.,, Himalaya Publishing House, 2000
2.  Indian Advertising - Arun Chaudhuri, Laughter & Tears, Niyogi Books, 2014.
3.  Contemporary Advertising, 15th Edition - William Arens, Michael Weigold and Christian Arens, Hill Higher Education, 2017.
4.  Strategic Brand Management – Kevin Lane Keller, 4th Edition, Pearson Education Limited, 2013.
5.  Brand Equity & Advertising- Advertising's role in building strong brands - David A. Aker, Alexander L. Biel, Psychology Press, 2013.
6.  Confessions of an Advertising Man - David Ogilvy, Southbank Publishing, 2012.
7.  Advertising, 10th Edition - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson, 2010.
8.  Social Marketing, Strategies for Changing Public Behaviour - Philip Kotler and Eduardo Roberto, The Free Press, New York, 1989.
9.  Advertising: Planning and Implementation - Sharma, Sangeehta and Singh, Rajiv, Prentice Hall of India Pvt Ltd, New Delhi, 2006
10.  Advertising Principles and Practice 7 th edition - Wells, D. William, Burnett, John and Moriarty, Sandra, Saurabh Printers Pvt Ltd, Noida,2006.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

*   To learn the concepts of advertising
*   To know the opportunities available in the field of advertising
*   To produce radio and television advertisements
*   To learn to do team work
*   To learn the working pattern in an advertising agency
*   To plan and execute an advertisement campaign.

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**COURSE OBJECTIVES :**

- To make students understand the basics of art and illustration.
- To enable the students to illustrate and visualize.
- To help students use these drawing concepts in designing.
- To develop the knowledge and skills of Creativity, Drawing and Design.
- To improve the contemporary field needs and design solution

**EXERCISES:**

1. Thin and thick  lines different views straight and slanting  (any 2)
2. Lettering (Alphabets and Numbers) English (any 3)
3. Tamil Logo styles (Tamil newspaper  Headlines, Tamil book titles – any 3)
4. English Logo styles (English newspaper Headlines English book titles–any 3 )
5. Traffic Symbols – ( any  5 )
6. Patterns—of different kinds
7. create new advertisement A4 size black and white any product ( any 2 )
8. create new advertisement A4 size colour any product ( any 2 )

**REFERENCES :**

1. Art and Print production - N.N. Sarkar, Oxford Press, 2009.
2. World of Watercolor - Jean Haines, Search Press 1 edition, 2015.
3. The Complete Watercolorist's - Gordon MacKenzie, North Light Books, 2010.
4. Designing Typefaces - David Earls, Rotovision, 2002
5. Graphic Designers Essential Reference:Visual elements, techniques, layout strategies for busy Designers - Timothy Samara, Rockport Publishers,2011.
6. Design it yourself - Chungreen, Rockport, China. 2004.
7. Logo Design Workbook - Morioka Adams, Rockport, 2006.
8. Graphic Design Rules: 365 Essential Design Dos and Don'ts - Stefan G. Bucher, et. al.,  Frances Lincoln, 2017.
9. www.designinstruct.com
10. www.designcrowd.co.in
11. www.prepressure.com
12. www.davidairey.com

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To understand the art and master the techniques of drawing and painting.
- To acquire knowledge to express ideas in the form of drawing and paintings.
- To produce problem solving design for the media industry.
- To develop the knowledge of pre protection art skills in the field media.
- To enhance their knowledge through 12racticing art

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**COURSE OBJECTIVES:**

- To help students enhance their communication skills
- To equip students to use non- verbal communication effectively.
- To enable students to create and deliver a presentation using basic patterns of an effective presentation.

**UNIT – I      BODY LANGUAGE:**

Facial expression - Body movements and posture - Gestures - Eye contact - Touch - Space - Voice.

**UNIT – II      GROUP DISCUSSION :**

Group Discussion Techniques – Topics on social issues - Debate

**Unit – III      PRESENTATION:**

Presentation skills – Use of 5Ps model – Use of AMMA – Anchoring – Impromptu Presentation

**Unit – IV      INTERVIEWS:**

Interview Skills – Understanding personality skills

**Unit – V      PERFORMANCE:**

Role Play or Street theatre

**REQUIREMENT**

EACH EXERCISE SHOULD HAVE MINIMUM 2 NUMBER OF WORKS WITH ROUGH THUMB NAIL SKETCH FOLLOWED BY FAIR WORKS

**REFERENCES:**

1. Body Language Skills: How to Use Your Own Body Language to Influence Almost Anybody – Curtis Manley and Patrick Magana, M & M Limitless Online Inc, 2020.
2. A Complete Kit for Group Discussion – S.Hundiwala, 2018.
3. Effective Presentation Skills - Robert Dilts, 2017.
4. Personal Interview Skills – Krishan Kumar, 2018.
5. Badal Sircar -Towards A Theatre of Conscience - Anjum Katyal

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To effectively adapt to body language skills  during  communication
- To gain confidence to participate in group discussions.
- To make an impromptu presentation by applying presentation skills.
- To apply  the required interview skills and strategies
- To demonstrate a role play through mime or act a street theatre.

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**First Year**          **FIRST ALLIED COURSE II**          **Semester II**
                        **INDIAN ART AND AESTHETICS**
**Code:**                        **(Theory)**                    **Credit: 4**

**COURSE OBJECTIVES:**

• To know the basic of Indian Architecture.
• To learn various types of Sculptures & Paintings.
• To gain knowledge about Social responsibility of the Artist.
• To enhance understanding of art.
• To acquaint them with Indian aesthetics

**UNIT – I     OVERVIEW OF INDIAN ARCHITECTURE:**

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Deccan.

**UNIT – II     TEMPLES :**

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period- Architecture, imperial style, provincial style and mughal style.

**UNIT – III     SCULPTURES AND PAINTINGS:**

Sculptures & Paintings- the Mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings.

**UNIT – IV     MURALS AND MINIATURES:**

Murals- North Indian, south Indian, Miniatures- Mughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

**UNIT – V     AESTHETICS:**

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas.

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on the role of art in cinema. A quiz on modern indian painters. Album preparation– Student has to compile pictures of southern temples and identify the characteristic features of each temple.

**REFERENCES:**

1.   A History of Fine Arts in India and the West - Edith Tomory, Orient Black Swan, 2006
2.   The History of Indian Art – Anil Rao Sandhya, Jyotsna Prakashan, 2017.
3.   Oxford Readings in Indian Art – B.N.Goswamy, OUP India, 2018.
4.   An Illustrated Handbook of Hindu Temple Architecture - The Temples of Northern and Southern India – Anon, Read Books, 2012.
5.   Indian sculpture and Painting: Illustrated by Typical Masterpieces – E.B. Havell, Life Span Publishers & Distributors, 2020.

6. Indian Painting: Themes, Histories, Interpretations Essays in Honour of B. N. Goswamy - Mahesh Sharma and Padma Kaimal, Grantha Corporation, 2013.
7. Madhubani Art: Indian Art Series – Bharti Dayal, Niyogi Books, 2016.
8. Indian Painting: The Great Mural Tradition, Mira Seth, Harry N. Abrams, 2006.
9. Aesthetics - Yuri Borev, Progress Publishers, Moscow, 1985.
10. Indian Aesthetics: An Introduction – V.S.Seturaman, Trinity Press, 2005.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To 15amiliarize themselves with the basics of Indian Art.
- To comprehend Indian art in the context of aesthetics and techniques
- To acquire knowledge about Architecture of Southern Temples.
- To acquire knowledge about Sculptures and Paintings.
- To be enriched about the aesthetics and the beauty of Indian Art.

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**COURSE OBJECTIVE :**

- To help students understand the basics of photography, Camera, lighting and digital enhancements in field of photography.

**UNIT – I　FUNDAMENTALS OF PHOTOGRAPHY:**

Definition, origin, growth and history of photography, Vision of human eye and camera – Diagram, parts and its functions, Portrait, Landscape and Panoramic view. Composition – composition rules, Shots and Angles, Camera movement, Focus, Focal plane, Focal length, Depth of field.

**UNIT – II　　CAMERA AND LENS:**

Camera – Structure, Parts and Functions. Accessories, Types of Camera, DSLR – Mirrored & Mirrorless, Lens – Types of Lens, Special Lenses, Focal length and angle of view, Relationship between lens and depth of field, Modes of Camera, Image sensor and its types, Camera mounting devices.

**UNIT – III　LIGHT AND EXPOSURE:**

Light sources – Natural and Artificial, Types, characteristics, White balance and colour temperature, Exposure – aperture, shutter Speed and ISO/ ISO Sensitivity, Overexposure and underexposure.High dynamic range (HDR).Relationship between apertures, shutter speeds and depth of field.Working with exposure triangle.

**UNIT – IV　LIGHTING AND LIGHTING EQUIPMENT:**

Photography Lighting techniques – Three and five-point lighting; Creative lighting, Backlight compensation, Soft light, hard light, Direct light and indirect light; Indoor and Outdoor lighting; Flash – Flash modes, Studio lights and diffusers, Light meter – Metering modes; Reflectors. Filters and types.

**UNIT – V　　DIGITAL PHOTO CAPTURING AND PROCESSES:**

Digital photography – Resolution vs image size and quality, Photo shooting formats – File format conversion - Image transferring technologies, Photo editing and correction using software and applications (apps); Image File formats and its features, Storage devices - storage capacity and its speed, memory card types, Geotag photography, Introduction to 360 degree photography.

**Notes**

Extra reading - Students can go through the following magazines, blogs and websites for better understanding about contemporary happening and industry updates.
Photography magazines(Better photography, I-MAG Photography, British Journal of Photography, Digital photography and Design, American photo, Digital SLR photography, Nature's best photography, Digital photo); Blogs (Feature shoot, The Phoblographer, Photofocus, Creative Live, Light Room Killer tips, Digital photography school, Click it up a Notch, Shutterstock Blog, Fstoppers, DP review).

## UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):

Record work submission for Unit II and IV.A general quiz on light and exposure.Assignment of submission of favourite photographs compiled from different photography magazines and social media pages.

## REFERENCES :

1. The Manual of Photography - Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition, 2000.
2. The Photographer's Handbook -John Hedgecoe, Knopf, 1999.
3. Basic Photography, eighth edition - Langford Michael, Fox Anna & Smith Sawdon Richard, Focal Press.
4. Paul Photographer's Practical Book - Harcourt Davies, David &Charles, 2005.
5. Digital Photography - Evans Duncan, Ava Essentials, 2006.
6. Basics Photography 01: Composition, Second Edition - David Präkel
7. Basics Photography 02: Lighting - David Präkel
8. Basics Photography 07: Exposure - David Präkel
9. Studio Photography 3rd Edition – John Child, Focal Press, 2005.
10. Advertising Photography - Alain Solomon, Guptill Publication, NewYork, 1987
11. https://www.pixpa.com/blog/photography-blogs
12. https://digital-photography-school.com/understanding-light-better-portrait-photography/
13. http://www.photographymad.com/pages/view/10-top-photography-composition-rules
14. http://webneel.com/famous-photographers

## COURSE OUTCOMES:

Upon the successful completion of this course, students would be able:

- To understand the photographic elements and compositional rules.
- To understand the updated camera equipment, accessories and its uses.
- To understand light sources, colour temperature and exposure triangle.
- To know the lighting techniques, placement, measurement and control.
- To know the digital elements, photo processing, geo-tag photos and other advancements.

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**COURSE OBJECTIVES :**

- To help students practice various types of photography.
- To help students operate a camera and take effective indoor and outdoor photographs.
- To help students apply skills about various types photography and enhance the practical work.

At the beginning of the practical, the students are to be taught and trained to handle the photography camera with the basic elements of photography like shots, angles, view exposures etc.

Besides, Photography record should contain at least **2 WORKS** from each exercise and should include all the necessary details mentioned in each title (Sub heads).

1. Styles of Photography
   a. Landscape (scenic, people, birds/animals, monuments)
   b. Portrait
   c. Documentary
   d. Freezing movement

2. Perspective
   a. Linear
   b. Forced

3. Photo Language
   a. Working
   b. Action
   c. Silhouette

4. Advertising Photography
   a. Product ads
   b. Food
   c. Jewellery

5. Social Photography
   a. Street photography
   b. PSA

6. Panorama
7. Indoor Photography
8. Photo story
9. Environmental photography
10. Special Effects.

**Course Outcomes**

Upon the successful completion of this course, students would be able:

- To compose a photograph with the knowledge of aesthetic principles.
- To shoot photographs in different genres.
- To handle DSLR cameras and learn proper settings.
- To analyze the location, lighting, necessary devices and works.
- To apply skills based on the shooting environments like selection of lens, filters and various settings in camera.

| Second Year | SECOND ALLIED COURSE I | Semester III |
|---|---|---|

**MEDIA, CULTURE AND SOCIETY**

| Code | (Theory) | Credit 4 |
|---|---|---|

**COURSE OBJECTIVES :**

- To help students understand the relevance and roles of communication and media in individual lives as well as in the larger context of culture and society.
- To equip students to discuss, analyse and critique the functions and uses of communication and media within culture and society.

**UNIT – I      UNDERSTANDING MEDIA:**

Definition of Media;Why study media? Understanding mass media;Characteristics of mass media;Functions of mass media; Power of mass media; Media in Indian Society; Nature and Scope

**UNIT – II      MEDIA AND CULTURE:**

Media and Popular culture; Culture and Sub-culture; Popular Culture, Popular Culture Vs People's Culture; Mass media as cultural story tellers; Media Affects Culture - Propaganda and persuasion – Behaviour - Cultural messages; Cultural messages through Celebrity; Cultural value of Gatekeepers and tastemakers; Media shapes culture vs. Culture shapes media.

**UNIT – III      MEDIA AND SOCIETY:**

Mass media and Indian family; Importance of media in modern Society; Society and Culture - Basic issues; Media as Consciousness Industry - Social Construction of Reality by Media - Media Myths; Audience as Textual Determinant; Audience as Readers; Audience Positioning. Establishing Critical Autonomy

**UNIT – IV   MEDIA EFFECTS:**

Effects of mass media on individual, Society and culture; Women and Media - Indecent representation of women in Media; Effect of media on children.

**UNIT – IV   MEDIA CONVERGENCE :**

Media convergence and changing media landscape; Types of media convergence (Economic convergence, Organic convergence, Cultural convergence, Global convergence, Technological convergence).

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Group debate on effects of media.A case study of an Indian family and their media consumption behavior.A general quiz on media and popular culture.

**REFERENCES:**

1. Teaching the media - Len Masterman,  Comedia Publishing Group, London, 1985
2. Media-Making: Mass Media in a popular culture - Grossberg, Lawrence et al, SagePublications,1998
3. Studying the media- An introduction - Tim O'Sullivan and Brian Duttar, Arnold, London,2003.
4. Mass Communication in India - Keval J Kumar, Jaico, 1999.

5. Culture, Society and Media - Michael Curevitch et al., (Ed) Routledge, 1998
6. Media Culture and Society- Paul Hodkinson, Sage Publications, 2017
7. Media /Society: Industries, Images and Audiences - David Corteau, William Hoynes, Sage publications, 2003.
8. Media Rituals: A critical Approach - Nick Couldry, London, 2003.
9. Media and society an introduction - Michael O'Shaughnessy, Jane Stadler, Oxford University press. 2005.
10. 'Gender,Race and Class in Media' 2nd Edition - Gail Dines et al, DinezHumez, 2011.
11. http://www.medialit.org
12. www.saylor.org/books

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To develop a critical and profound understanding of how media shape and are shaped by society.
-  To understand the sociological, economic, political and cultural dimensions of media content.
- To infer the relation between media, culture and society.
- To comprehend the core concepts of critical reading of the media.
- To understand the impact of media convergence on society.

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**NON MAJOR ELECTIVE I**
**BASICS OF COMMUNICATION**
**Code**                              **(Theory)**                              **Credit 2**

**COURSE OBJECTIVES:**

- To introduce the students to communication and how to make communication effective
- To help students understand the art of communication process
- To facilitate students to comprehend the various forms and types of communication

## UNIT – I    INTRODUCTION TO COMMUNICATION:

Definition, Characteristics of communication, 7cs of communication, Need and scope, Functions, importance of communication, communication as a social science.

## UNIT – II    COMMUNICATION PROCESS:

Process of communication, levels of communication, communication and language, communication and information.Communication barriers-Physical, Psychological, Mechanical, Language and Cultural barriers.

## UNIT – III   TYPES OF COMMUNICATION:

Intra Personal, Inter Personal-focused and unfocused interactions, three stages of interpersonal communication – Phatic, personal and intimate stage, Group Communication, and Mass communication-massline communication, interactive communication.

## UNIT – IV   FORMS OF COMMUNICATION:

Verbal and Non-Verbal Communication – 9 Characteristics, advantage and disadvantage, difference between verbal and non-verbal communication.

## UNIT – V    BASIC MODELS:

David Berlo; Shannon and Weaver; Lasswell; Osgood-Schramm, NewComb, Gerbner model of communication.

## UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):

An assignment on barriers to communication.A general quiz on types of communication. Screening of video clips on body language of successful people  followed by group presentation on the tips learnt.

**REFERENCES:**

1.  Mass Communication in India-Keval. J. Kumar, 2010.
2.  Critical Issues in communication- Srinivas R.Melkote, SandhyaRao, 2001.

3. Mass communication - B.K. Chaturavedi and Dr. S.K. Mitall, 2011.
4. The Basics of communication 2 Edition– Steve Duck, David T.McMahan, 2012.
5. Understanding Basics of Communication- Yusufzai G W Khan, 2015.
6. The Basics of Interpersonal communication-Scott McLean, 2005.
7. Communication Basics: Principles and Practice - Cindy Greenberg, 2020.
8. Communication Basics - Judy Jenings, Linda Malcak, Linda Nagel Malcak, 2004.
9. Principles of communication – VijayaSomasundaram, 2005.
10. Mass Communication second edition – SeemaHasan, 2013.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To understand and apply knowledge of communication.
- To find, use, and evaluate the communication process
- To gather knowledge of various types and forms of communication
- To understand and evaluate key communication models used in the interdisciplinary field of communication.
- To develop knowledge, skills, and judgment on the communication skills

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**Second Year**             **CORE COURSE IV**             **Semester IV**
                              **ELEMENTS OF FILM**
**Code**                            **(Theory)**                 **Credit 5**

**COURSE OBJECTIVES :**

- To explore the history of world cinema and Indian cinema.
- To gain an understanding of film production process
- To understand and appreciate the art and science of films.
- To examine the latest trends in cinema.

**UNIT – I     WORLD CINEMA AND INDIAN CINEMA:**

The Invention and Early Years of the Cinema (1880s-1904), The International Expansion of the Cinema (1905-1912), International Trends of the 1920s , The Introduction of Sound, Leftist, Documentary, and Experimental Cinemas (1930-1945); A short history of Indian Cinema; Silent Era;Talkies.

**UNIT – II      FILM GENRES:**

Introduction to Film Genres ; The Major Genres: Narrative, Avant-garde, Documentary ;Other genres: Thriller ; Melodrama ;Musical ;Horror ; Western ; Fantasy ;Animation; Film Noir Expressionist Historical ;Mythological; Road Movies.

**UNIT – III     FILM PRODUCTION PROCESS:**

Understanding the functioning of this industry - Preproduction - Concept/ Story Development, Story Board, Scripting / Screenplay, Budgeting, Casting, Locations, Financing. Production - Shooting, Direction; Cinematography; Post- Production – Editing, Rerecording , Special Effects, Graphics and Final Mixing, Marketing and Distribution.

**UNIT – IV     TECHNICAL DIMENSIONS:**

Mise-en-scene- Aspects of mise-en-scene, Cinematographer properties- Camera Movements and Camera Angles; Framing ; Dimensions of film editing – Principles of continuity Editing; Types of Transitions; Fundamentals of film sound – Diegetic and Non diegetic.

**UNIT – V      EVOLVING TRENDS AND CHANGES:**

Film Censorship; Film Festivals; New streaming Platforms; Direct OTT releases and changing Audience Landscape; Social Commentary in Films; Celebrating and Incorporating Diversity in Films.

## UNIT – VI    CURRENT CONTOURS (For Continuous Internal Assessment Only):

An assignment on analysis of shots, scenes, sequences, camera angles, movements and transitions from a movie (selecting any 15 minutes of the movie).  A general quiz on history of Indian Cinema. A movie review video for a new release to be prepared.

**REFERENCES:**

1. History of Indian Cinema – Renu Saran, Diamond Pocket Books Pvt Ltd, 2014.
2. The History of Cinema for Beginners – JarekKupsc, Orient Black Swan,2015

3. Film Art An Introduction – David K.Bordwell and Kristen Thompson, McGraw hill, 2008.
4. Film Studies An Introduction- Ed Sikov, Columbia University Press, 2000.
5. Anatomy of Film – Bernard Dick, Bedford, St. Martin's, 2000.
6. Film Studies: The Basics – Amy Villarejo, Routledge, 2007.
7. An Introduction to Film Studies – Jill Nelmes,Routledge,2003
8. Sound for Film and Television - Tomlinson Holman, Routledge, 2010.
9. Film Production Technique – Bruce Mamer,Wadsworth, 2009.
10. Changing Trends of Indian Cinema – SusmitaBala, Kanishka Publishers, 2019.
11. http://www.elementsofcinema.com/editing/ellipsis.html
12. http://www.filmsound.org/

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To acquire an overview of history and origin of films
- To understand the nuances of various film genres.
- To understand the film production process and various departments involved in making a film
- To understand the importance of technical dimensions in a film
- To observe the changes in film aesthetics and evolving trends in film industry.

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**Second Year**       **CORE PRACTICAL IV**       **Semester IV**
**WED DESIGNING**
**Code**       **(Practical)**       **Credit 4**

## COURSE OBJECTIVES:

- To help students understand and demonstrate the creation of an effective web page.
- To help students become familiar with web design principles and implement them into practice.
- To construct the concept in creating web page.

Students will be introduced to Adobe XD / Open Source Software to work on the following basics and submit the following web pages at the end of the semester.

## Working basics on the following

- A tribute page
- A Web page with form (any form such a survey, application etc.,)
- A Parallax website
- Landing page
- Portfolio page

## NOTE:

1. The web pages should contain objects created by the students only. No objects/ elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop.
2. At least FIVE complete web sites for different categories of products or organizations must be created for the record
3. All exercises should be accompanied by "paper-page" and "paper-design" in record form along with the original file containing the exercises.

## REFERENCES:

1. Web Design -The Complete Reference – Thomas Powell, 2003.
2. Creating Website Bible - David A. Crowder and Andrew Bailey, Wiley Publishing Inc, 2004.
3. The Principles of Beautiful Web Design - Jason Beaird and Alex Walker, Site Point Pvt. Ltd.
4. Modular Web Design - Curtis Nathan, Pearson Education, New Delhi, 2011.
5. Hello Web Design: Design Fundamentals and Shortcuts for Non-Designers – Tracy Osborn, No Starch Press, 2021.
6. Adobe Web Design & Publishing Unleashed – Borwn, 1997.
7. Design it yourself - Chungreen, Rockport, China. 2004.
8. Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effects of Color – Richard G.Lewis, I LOVE MEL, 2020.

## COURSE OUTCOMES:

Upon the successful completion of this course, students would be able:

- To design a web page
- To adapt key design principles, best practices and useful shortcuts while designing a page.
- To make changes on the site.
- To export and publish Web Pages.
- To become a competent web designer.

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**Second Year**          **SECOND ALLIED PRACTICAL**          **Semester IV**
                              **COMPUTER GRAPHICS**
**Code**                              **(Practical)**                              **Credit 2**

### COURSE OBJECTIVES:

- To learn the basic objectives, principles, and methods used in graphics.
- To practicing the key elements in a graphics.
- To develop the knowledge and skills of graphic design
- To enhance understanding of the technical terms of creating logos, visiting card and poster design etc.
- To understand the field now encompasses multimedia.

### EXERCISES:

1. Design a 'logo' for an
   - Advertising Agency
   - Commercial Organization
   - Non-profit organization
   - Government agency
   - Service Industry
2. Design a 'Visiting Card' for the same FIVE organizations mentioned above using the logo created in the previous exercise.
3. Design a 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise
4. Design the any magazine cover page
5. Design a Package for any product
6. Design a poster for multicolour Advertisement
7. Design portrait in digital painting mode
8. Design poster for a Movie

### REFERENCES:

1. Logo Design Workbook - Morioka Adams,Rockport,2006
2. Graphic Design for Everyone: Understand the Building Blocks so You can Do It Yourself – Cath Caldwell, DK, 2019.
3. Graphic Designers Essential Reference: Visual elements, techniques, layout strategies for busy Designers - Timothy Samara, Rockport publishers,2011
4. Communication Graphics - Crow. C. Wendell, Prentice-hall, Englewood Cliffs, N.J., 1986
5. An Introduction to Graphic Design – Peter Bridgewater, Chartwell Books, N.J., 1987
6. The Graphic Design Reference & Specification Book: Everything Graphic Designers Need to Know Every Day – Poppy Evans, AarisSherin, Irina Lee, Rockport Publishers, 2013.
7. Managing Corporate Design: Best Practices for In-House Graphic Design Departments – Peter L.Phillips,Allworth, 2018.
8. Design it yourself – Chungreen, Rockport, China. 2004.
9. Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effects of Color – Richard G.Lewis, I LOVE MEL, 2020.
10. Graphic Design Rules: 365 Essential Design Dos and Don'ts – Stefan G. Bucher,et. al., Frances Lincoln, 2017.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To help understand and learn graphic design principles.
- To conceptualize ideas in a graphic form and produce designs creatively.
- To learn to create designs using software.
- To conceptualize ideas for typography and design aesthetically.
- To learn to create printing designs using software.

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**Second Year**          **SECOND ALLIED COURSE II**          **Semester IV**
                              **GRAPHIC DESIGN**
**Code**                              **(Theory)**                              **Credit 4**

**COURSE OBJECTIVES:**

- To introduce students the basic objectives, principles, and methods used in graphic design.
- To inculcate the knowledge of principles of graphic design
- To acquaint them with important design aspects of graphic design..
- To develop the knowledge and skills of graphic design
- To enhance understanding of the technical terms of advertising and poster design etc.

**UNIT – I          UNDERSTANDING GRAPHIC DESIGN:**

Graphic design - Nature and Characteristics, Fundamentals of design - Principles & Elements, Importance of Graphics, designer tools for web and graphic design, Responsibilities and qualities of Graphic Designer.

**UNIT – II          IDEATION:**

Idea - lateral and linear thinking.The process of developing ideas-verbal, visual combination and thematic, visual thinking, Materials tools (Precision, Instruments), Design execution and presentation.

**UNIT – III          TYPOGRAPHY:**

Typography - The role of typography in design - classification of typography (Serif, San serif, Script, Decorative) - Fonts & Font Setting, Measurement & Composition, Creative uses of fonts in design.

**UNIT – IV          COLOURS:**

Colours - Definition; Nature of Colours; Types of Colours- primary, secondary and tertiary Colourss; Colours description- hue, chroma, saturation, intensity, value, tone, tints and shades; Colours Theory- Additive and Subtractive Colours theory; Colour Wheel; Colour combinations- Analogous, Complementary and Split Complementary Colours; Psychology of Colours

**UNIT – V          RULES OF COMPOSITION:**

Composition - Fundamentals of composition – Grid, Emphasis and scale, Balance, Rule of Thirds and Rule of odds. Layout- definition and concept; Layout Process- rough sketch, thumbnail, final and comprehensive; Types of Layouts–Mondrian, Circus, Multi panel, Silhouette, Big type, Alphabet inspired.

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

A chart preparation for a colour wheel. An assignment on the following: 1. The student should design first and last name (middle name is optional) on a 500 pxwide x 400px tall space.  2. He or she should research typeface specimens from various sources. 3. Write down 2 to 3 adjectives that best describes their personality or spirit. Then find typefaces that they believe express' their personality or spirit.4. Give careful consideration to the positive and negative space relationships and the space between the letterforms.

**REFERENCES**:

1.  An Introduction to Graphic Design – Peter Bridgewater, Chartwell Books, N.J., 1987
2.  Russell N. Baird, The graphics of communication Holt, Rinechart and Winston, NEW YORK,1987
3.  Edmund C.Arnold, Modern News paper designs Harper & Row publishers, NEW YORK, 1969.
4.  Click J.W, Russell and N.Baird, Magazine Editing and production , Dubuque Iowa, WM.Brown co,1983
5.  Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effects of Color – Richard G.Lewis, I LOVE MEL, 2020.
6.  The Graphic Design Reference & Specification Book: Everything Graphic Designers Need to Know Every Day - Poppy Evans, AarisSherin, Irina Lee, Rockport Publishers, 2013.
7.  Graphic Design For Everyone: Understand the Building Blocks so You can Do It Yourself – Cath Caldwell, DK, 2019.
8.  Design it yourself - Chungreen, Rockport, China. 2004.
9.  Advertising Creative: Strategy, Copy, and Design - Tom Altstiel and Jean Grow, SAGE Publications, 2016.
10. Thinking with Type – Ellen Lupton, Princeton Architectural Press, 2020.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

*   To understand the fundamentals of Graphic design
*   To adapt ideation process while doing a project.
*   To understand colour psychology in the context of graphic design.
*   To acquaint themselves with the creative use of various fonts.
*   To develop knowledge of composition rules and layouts.

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| Second Year | NON MAJOR ELECTIVE II | Semester IV |
|---|---|---|
| | COMMUNICATION AND PERSONALITY DEVELOPMENT | |
| Code | (Theory) | Credit 2 |

## COURSE OBJECTIVES:

- To enable students to become confident communicators
- To equip students to use an effective and appropriate body language in different situations.
- To equip students to demonstrate group communication skills.
- To prepare students to face interviews.

## UNIT – I    INTRODUCTION:

Personality Development: concept of personality development, the self: self awareness, self-actualization, self-esteem and self-development.

## UNIT – II    COMMUNICATION AND PERSONALITY DEVELOPMENT:

Communication: Importance of communication in personality development, Communication skills, Language skills, listening skills, interpretive skills, feedback in communication.

## UNIT – III    GROUP COMMUNICATION:

Group communications: Dynamics of group communication, process and methods, role of individuals in group communication.

## UNIT – IV    INTERVIEWS:

Interview: Types of interviews, preparing for an interview, answering in an interview, importance of body language in an interview.

## UNIT – V    PRACTICAL EXERCISES:

Communication activities for students: Role play, one to one communication, use of body language, expressions, group communication, public speaking.Methodology: The students will have a theoretical and practical orientation on using communication as a tool for personality development.

## UNIT – VI    CURRENT CONTOURS (For Continuous Internal Assessment Only):

Mock interview for a job.Individual presentation - Mimicking a world famous speech.An assignment on personal SWOT analysis.

## REFERENCES:

1. Mass Communication in India-KevalJ.kumar, 2010
2. Critical Issues in communication- Srinivas R. Melkote Sandhya Rao, 2001
3. Mass communication - B.K. Chaturavedi Dr. S.K. Mitall, 2011
4. The Basics of communication 2 Edition– Steve Duck, David T.McMahan, 2012
5. Understanding Basics of Communication- Yusufzai G W Khan, 2015
6. The Basics of Interpersonal communication-Scott McLean, 2005

7. Communication Basics: Principles and Practice - Cindy Greenberg, 2020
8. Communication Basics - Judy Jenings, Linda Malcak, Linda Nagel Malcak, 2004
9. Principles of communication – Vijaya Somasundaram, 2005
10. Mass Communication second edition – Seema Hasan, 2013

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To become effective communicators
- To use appropriate body language in different situations
- To communicate in groups effectively
- To face interviews with confidence
- To use public speaking teachniques

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**Third Year**      **CORE COURSE V**      **Semester V**
                 INTRODUCTION TO NEW MEDIA
**Code**                   **(Theory)**                **Credit 5**

**COURSE OBJECTIVES:**

- To make the students understand the effectiveness of new media and its applications
- To expose the students to the world of internet and its extensive use for interactivity
- To familiarize the students with online journalism and its nuances.
- To help them to gain awareness of the ethical constraints in online/web journalism.
- To acquaint students with the working style of web journalism through software application

**UNIT – I      NEW MEDIA AND COMMUNICATION:**

Defining new media, Digital media, online, media; Characteristics and principles of new media, The New Media Interface, New Media Economy; New media communication; Computer-Mediated Communication, Characteristics of CMC; Advantages and disadvantages of CMC.Social Media and Social media groups.

**UNIT – II      UNDERSTANDING NEW MEDIA TECHNOLOGIES AND APPLICATIONS:**

User-generated communication (UGC); Benefits of User-Generated Content; User-Generated Content Ideas; Digitization of media- media convergence, Tools of New Media; Constituents - Web 2.0-3.0, Blogs, Micro Blogs, Wikis. Encrypted information transferring, Citizen broadcasting, podcasting.

**UNIT – III      INTRODUCTION TO WEB JOURNALISM:**

Meaning and Characteristics, Web publishing overview, Power of Web Journalism, Presentation of Web content, Blogging, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Citizen and Participatory Journalism. Streaming media, Electronic publishing.

**UNIT – IV      TOOLS OF ONLINE JOURNALISM:**

Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media, Social Media (Facebook, Twitter, WordPress, Blogger, YouTube, Docs, Drive, Hangouts, social bookmarking, slide share, Skype) Storytelling structures; Online Apps (Whatsapp and Telegram)

**UNIT – V      NEW MEDIA ETHICAL ISSUES:**

Journalism ethics and restraint in new media, IPR Copyright & Legal issues in cyber space , Using social media to engage public, Activism in Cyber space, ICT's in new media; ICT and Social Inclusion, Globalization & Emerging Cyber cultures.

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on cybercrimes and cyber laws in India. Creation and posting of a blog on any free blog site. A general quiz on web journalism.

**REFERENCES:**

1. "New Media and New Technologies" - Lister Dovey, Giddings, Grant & Kelly, 2003
2. Interactive Design for New Media and the Web, Juppa
3. Journalism in the Digital Age- Herbert Vincent Miller.
4. "What is New Media?" In The Language of New Media - Lev Manovich, Cambridge:MIT Press, 2001.
5. Understanding New Media Extending Marshall McLuhan - Robert K. Logan, 2010
6. Introduction to Online Journalism: Publishing News and Information - Roland De Wolk· 2001 ·
7. Understanding New Media - Eugenia Siapera, Sage, 2011.
8. Digital Journalism Emerging Media and the Changing Horizons of Journalism -Kevin Kawamoto, 2003
9. Online Journalism: Principles and Practices of News for the Web - Jim Foust, 2017
10. Online Journalism: A Basic Text -Tapas Ray, 2006

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To understand the concepts of new media, its process and computer mediated communication.
- To apply the concepts of user-generated communication in their practices and gain knowledge on various Communication Technologies available.
- To gain insights on virtual community, blogs and other aspects of web journalism such as wiki generated media, Web 2.0.
- To apply the concepts learnt on online journalism.
- To understand the ethical issues involved in new media and its consequences.

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**Third Year**                          **CORE COURSE VI**                          **Semester V**
                                **VISUAL ANALYSIS TECHNIQUES**
**Code**                                    **(Theory)**                              **Credit 5**

**COURSE OBJECTIVES:**

- To equip students to make their own analyses of the media rather than just accept how others interpret the media.
- To provide students with the knowledge of different techniques to understand and analyse media texts.

**UNIT – I      MARXIST ANALYSIS:**

Materialism – The base and the super structure – false consciousness and ideology – class conflict – alienation– the consumer society – Bourgeois heroes – Hegemony

**UNIT – II      SOCIOLOGICAL ANALYSIS:**

Analysing media content- moulding Social reality –Influence of individual on content – Influence of media routines –Organizational influence on content – Critical Political Economy and its Influence on media content –The influence of ideology on content

**UNIT – III      SEMIOTIC ANALYSIS:**

The Problem of Meaning – Signs – Signs and Truth – Language and Speaking – The Synchronic and the Diachronic– Syntagmatic Analysis – Paradigmatic Analysis – Intertextuality – Metaphor and Metonymy – Codes – Semiotic Analysis of the Media

**UNIT – IV      PSYCHOANALYSIS:**

The Unconscious – Sexuality – The Oedipus Complex – Id, Ego, Super Ego – Symbols – Defence Mechanisms – Dreams – Aggression And Guilt – Psychoanalytic Interpretation of media texts.

**UNIT – V      GENDER ANALYSIS:**

Media content and the portrayal of men and women in the media – The influence of media on the views of gender – Content analysis of gender roles on media – gender role stereotypes.

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on semiotic analysis of a print advertisement.Individual presentation using PPT on application of Marxist concepts to any 5 television commercials.Group debate on gender role stereotypes in popular media.

**REFERENCES:**

1. Marx and Marxism - Gregory Claeys, Pelican Books, 2018.
2. An Introduction to Visual Culture - Mirzoeff. F.  Routledge, London, 1999.
3. All Media are social – Sociological Perpectives on Mass Media – Andrew M.Lindner and Stephen R.Barnard, ROutledge, 2020.
4. Media Analysis Techniques (Sixth Edition) - Arthur Asa Berger, SAGE Publications, Delhi, 2018.

5.  Doing Visual Analysis: From Theory to Practice – TommasoMilani, Sage Publications Ltd,
6.  2018.
7.  The Basics of Semiotics – Daniel Chandler, 2nd edition, Routledge, 2007.
8.  A General Introduction to Psychoanalysis - Sigmund Freud, Forgotten Books, 2018.
9.  The Interpretation of Dreams (Master's Collections) - Sigmund Freud, Maple Press, 2013.
10. The Elements of Visual Analysis - Marguerite  Helmers , Pearson, 2005.
11. Visual Methodologies – Gillian Rose, Sage Publications, London, 2001.
12. https://gprjournal.com/jadmin/Auther/31rvIolA2LALJouq9hkR/oCk8YyxfAb.pdf
13. https://www.killingussoftly4.org/

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To critically analyse media texts .
- To comprehend how media production is connected to political and economic aspects of capitalist society
- To recognize the conflicts that exist between powerful classes and less powerful classes with regard to media production and media content.
- To do psychoanalytic interpretation of media texts.
- To identify gender role stereotyping in media texts.

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**Third Year**            **CORE COURSE VII**            **Semester V**
                       **SCRIPT WRITING**
**Code**                     **(Theory)**               **Credit 5**

**COURSE OBJECTIVE:**

- To understand the foundations of scripting for films.
- To identify the application of three point structure in films.
- To develop the writing skills for creating memorable characters.
- To attain the basic knowledge about the different types of scripting
- To develop the knowledge on various perspective views in writing a good script

**UNIT – I      FOUNDATION OF SCRIPTWRITING:**

Script Writing as a Creative Enterprise - Creativity Process - Stages in Craft of Script Writing Introduction to Screenwriting: The visual nature of movies - Screenplays as blueprints - Finding ideas: ideas from news story and other mediums - Forming a premise - High and low concept - Basic Story Idea, Narrative Synopsis, Outline, Treatment - The difference between classic plots and subtle plots – Making a story map.

**UNIT – II     THE THREE POINT STRUCTURE:**

Types of screen play – plot based, character based, event based, idea based, place story; The three Point Structure -Beginning – Middle – End – Conflict – Development - Climax and Denouement - Principles of Suspense and Surprise - Point of Attack – Exposition – Planting - Point of View – Subject – Title – Opening – Contrast – Coincidence.

**UNIT – III    CREATING MEMORABLE CHARACTERS:**

Character Biography – Character Archetypes – Character Arc - Creating Effective Characters - Creating character profiles. Showing characters through their actions; Character Checklist - Guiding Principles for Effective and Credible Characters.

**UNIT – IV    FORMATTING A SCREENPLAY:**

Script Formats – Single column, Double column, Rundown, Speculative Script – Storyboards -Writing versus Directing

**UNIT – V     WRITING FOR DIFFERENT MEDIUMS:**

Writing for different mediums – writing for television – different script formats in TV: serials, sit-coms, One-off dramas – the process of making scripts & the steps involved in script creation – Writing Scripts for various genres - Scripts for Radio Programmes – PSA – Commercials.

## UNIT – VI  CURRENT CONTOURS (For Continuous Internal Assessment Only):

Preparation of story board for a one minute commercial or PSA. An assignment on creating any 5 movie characters based on the guiding principles for effective characters. Formatting a screenplay for any 5 consecutive scenes from an actual movie.

**REFERENCES:**

1. Screenwriting for dummies - Schellhardt, L, John Wiley & Sons, 2011.

2.  Essentials of Screenwriting: The Art, Craft, and Business of Film and Writing short films: Structure and content for screenwriters - Cowgill, L. J, Lone Eagle Publishing Company, 2005.
3.  Screenplay: The foundations of screenwriting - Syd Field, Delta, 2005.
4.  Scriptwriting for the Screen - Charlie Moritz, Second Edition, Routledge, USA,2001.Mercurio,Jim, The Craft of Screen Writing, Quill Driver Books,2019.
5.  The Complete Guide from Script to Screen – Clifford Thurlow, Second Edition, Oxford University Press, UK. 2008.
6.  Media Writing A Practical Introduction 2nd edition - Craig Batty and Sandrra Cain, 2016
7.  The Complete Book of Script writing - J. Michael Straczynski, Writers Digest Books,Reprint 2014.
8.  Writing for Media - Usha Raman, Oxford Publication, 2016.
9.  Television Writing – R. Walter, Penguin, 2010.
10. How to Write for Television - William Smethurst, First Edition, How To Books, UK,2009.
11. http://www.thenewsmanual.net/Manuals%20Volume%201/volume1_00intro.htm

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

• To equip themselves with the nuances of script writing for Commercials
• To ideate for a scriptwriting project.
• To adapt three point structure while writing a script.
• To demonstrate their skills in creating memorable characters.
• To understand the nitty-gritty of writing for various mediums.

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**COURSE OBJECTIVES:**

- To understand the nuances of Television medium.
- To develop overall creative skills in the production of Television Programmes.
- To create and distribute video content in Digital Platforms.

**The students will be taught the following:**

a. Video formats ; VHS, U- Matic, Beta; Digital formats, Camcorders, HD, 4K, Smart TV;
b. Digital Platforms; Video Streaming; OTTs [Over the Top]; Video Production approaches.
c.  Production Process : Pre production, production and post production
d. Camera, Light and Sound
e. Basics of editing
f. Legal and Ethical practices of television production

The Students are required to produce the following and submit as work record.

- Any television programme– 3 min (Interview, News, Reality show, Debate etc...)
- Short film/ Documentary – 10 min

**REFERENCES:**

1. Television Production –Jim Owens, 17th Edition. Focal Press, New York, 2020.
2. Television Field Production and Reporting - Fred Shook, John Larson, and John Detarsio, 2018, 7th Edition. Routledge-Taylor and Francis, New York, 2018.
3. Studio Television Production and Directing: Concepts, Equipment, and Procedures - Andrew Hicks Utterback, Focal Press, New York, 2016.
4. NETFLIX at the Nexus: Content, Practice, and Production in the Age of Streaming Television - Theo Plothe and Amber M. Buck, Peter Lang, New York, 2019.
5. Television Production Handbook – Herbert Zettl, Thomson Wadsworth, 2006.
6. Video Production Handbook – Gerald Millerson, Focal Press, 2006
7. The Guide to Managing Postproduction for Film, TV, and Digital Distribution: Managing the Process – Barbara Clark et.al.,Routledge; 3rd edition, 2019.
8. Studio Television Production and Directing: Concepts, Equipment, andProcedures - Andrew Hicks Utterback,CRC Press,2015
9. Grammar of the Shot - Bowen, Christopher J. and Roy, Focal Press, 3rd Edition, 2013.
10. Digital Interactive TV and Metadata: Future Broadcast Multimedia (Signals and Communication Technology) – ArturLugmayr, Springer, 2011.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To understand the functioning of Television medium.
- To Visualize and construct ideas for different genres of television production
- To create and distribute video content in digital platforms.
- To develop skills to work in a production team
- To understand and utilize the emerging technologies

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**Third Year**           **MAJOR BASED ELECTIVE I**           **Semester V**
**1. PHOTO JOURNALISM**
**Code**                          **(Theory)**                          **Credit 4**

**COURSE OBJECTIVES:**

- To learn the qualities and skills to prepare as a photojournalist
- To develop interest in photojournalism as a career.
- To understand the various field in photojournalism.

**UNIT – I       INTRODUCTION TO PHOTOJOURNALISM:**

Elements of Visual news story telling, History of photojournalism; Becoming storytellers: Qualities and skills needed to be a photojournalist;Principles and Ethics and of photojournalism.

**UNIT – II      TOOLS OF PHOTOGRAPHY:**

Exposure and Exposure triangle;Camera Lenses; Shooting modes and menu; Crop factor, Colour Temperature, Pixelation and noise;Composition;Role of lighting and the use of flash in Photojournalism.

**UNIT – III      ENSURING QUALITY:**

Role of subject and quality of photographs: Researching stories for long term projects;Writing captions for photographs;Life of a working photojournalist

**UNIT – IV      TECHNIQUES AND WORKFLOW:**

Photograph editing: Selecting images,Cropping, enlarging and reducing, clubbing and grouping; Developing photo essays; features and human interest stories;Social media and multimedia storytelling.

**UNIT – V       BRANCHES OF PHOTOGRAPHY:**

Branches of photography - Arts and cultural photography: Documenting performing artists and cultural activities; Wildlife and bird photography ;Qualities and skills needed to be a wildlife photographer;Ethics in wildlife photography; Introduction to sports photography; Becoming a sports photographer;Travel photography, street photography and night photography.

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Album preparation – Imitating any 10 works of a photojournalist.An assignment on ethics in wildlife photography.A general quiz on tools of photography.

**REFERENCES:**

1. Learning to See Creatively: Design, Color, and Composition in Photography- Bryan Peterson, Amphoto Books, 2015.
2. On Photography - Susan Sontag, Penguin, 2008.
3. Photojournalism: A Tool for Social Change -PoorvaTrikha, Arun, 2014.
4. Photojournalism: An Ethical Approach - Paul Martin Lester,Routledge, 2015.
5. Photojournalism: The Professionals' Approach - Kenneth Kobre, Focal Press, 2004.
6. Understanding Photojournalism - Jennifer Good and Paul Lowe,Routledge, 2020.
7. Photojournalism: An Introduction - Fred Parrish, Wadsworth Thomson.

8. The Manual of Photography - Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition, 2000.
9. Digital Photography - Evans Duncan, Ava Essentials, 2006.
10. The Professionals' Approach - Kobre Kenneth, sixth edition, Focal Press.
11. http://markhancock.blogspot.com/1996/01/what-is-photojournalist.html
12. https://photography.tutsplus.com/articles/understanding-and-appreciating-the-basics-of-photojournalism--photo-1218
13. https://www.junglecalling.in/Ethics-Web.pdf

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

• To master the art of storytelling through photographs.
• To develop her/his individual talent and potential for photojournalism.
• To identify different branches and styles of photojournalism
• To realise the importance of ethics in photojournalism
• To choose photojournalism as a career.

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| Third Year | MAJOR BASED ELECTIVE I | Semester V |
|---|---|---|

**2. ONLINE JOURNALISM**

| Code | (Theory) | Credit 4 |
|---|---|---|

**COURSE OBJECTIVES:**

- To enable students to identify news, develop story ideas, research and report information
- To equip students to write in a journalistic style, and publish or broadcast information by using internet.

**UNIT – I     OVERVIEW OF ONLINE JOURNALISM:**

Definition and meaning; The changing landscape; Online Journalism in India; Digital medium; Opportunities;    What is online journalism?; Convergence; Online-Only Newspapers; Hybrid Newspapers; Internet Television; Unique features of news websites: Multimedia, and interactive chats and blogs.

**UNIT – II     ONLINE REPORTING:**

The internet as a reporting source; Email related sources - newsgroups and forums, listservs; Web based sources - reference sources, wikis, specialised sources for journalists, search engines, databases, social media sites,directories online journalism sites, deep web

**UNIT – III     WRITING AND EDITING ONLINE:**

Chunking and distilling; Writing headlines; Writing stories, Updating online stories; Links in online stories - Curation, Selecting links, Presenting links, linking issues.

**UNIT – IV     AUDIENCE:**

Types of participatory journalism; sources; user feedback; user-generated content; crowdsourcing, citizen journalism; Types of mobile devices, mobile advantages, online journalism for mobile devices; Online journalism and social media

**UNIT – V     SECURITY, ETHICAL AND LEGAL CHALLENGES ONLINE:**

Cookies; Spyware; Trojan Horse; Worms; Hacking; Phishing; Trolling; Fake News; Graphic Manipulation; Plagiarism

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on creating a news story using an interview transcript. Conducting vox pop interviews on the street – The students go out in pairs. each student should conduct three interviews with three different people on the street while their partners use their phones or video cameras to film. Each student should ask at least one interviewee for feedback on their interview.

**REFERENCES:**

1. Mobile and Social Media Journalism – Anthony Adornato,Taylor & Francis Ltd
2. The Online Journalism Handbook - Paul Bradshaw,        Routledge,2017.
3. Online Journalism from The Periphery - Scott Eldridge II, Routledge,2017.

4.  New Media and Online Journalism, 1st Edition -AbhayChawla, Pearson India, 2021.
5.  Online Journalism: Principles and Practices of News for the Web – Jim Foust, Routledge, 2011.
6.  Online Journalism: The Essential Guide – Steve Hill and Paul Lashmar, SAGE Publications Ltd, 2013.
7.  Journalism and Society -Denis McQuail, SAGE Publications Ltd, 2013.
8.  Journalism Online- Mike Ward, Routledge, 2013.
9.  Digital Journalism: Emerging Media and the Changing Horizons of Journalism - Kevin Kawamoto, Rowman & Littlefield, 2003.
10. Online journalism -Gabriele Hooffacker, Palgrave Macmillan ,2022.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To conduct professional video interviews.
- To write and edit with their devices and produce reporter-led stories.
- To become aware of ethical and legal challenges online.
- To learn technical terms in online journalism
- To become an online journalist.

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| Third Year | SKILL BASED ELECTIVE I | Semester V |
|---|---|---|
| | CORPORATE COMMUNICATION | |
| Code | (Theory) | Credit 2 |

**COURSE OBJECTIVES:**

- To introduce the role of corporate communication in an organization
- To discuss the role and scope of Corporate Communication in corporate brand management and image factors
- To acquire the relevant skills for writing for media relations.

## UNIT – I    Introduction:

Communication Basics – Business Communication – Components – Types – Formal Communication Network – Work-Team Communication – Variables – Goal – Conflict Resolution – Non-Verbal Communication – Cross Cultural Communication – Business Meetings – Business Etiquette.

## UNIT – II    Understanding Corporate Communication:

Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations.

## UNIT – III   Role of Corporate Communication:

Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

## UNIT – IV   Writing:

Report Writing: Characterizing and Business Reports – Types and Forms and Reports – Project Proposals – Collection of Data – Tables Constitution – Charts – Writing the Report – Documenting the Sources – Proof Reading.

## UNIT – V    Presentation:

Business Presentation: Written and Oral Presentation – Work-team Presentation – Delivering the Business Presentation Visual Aids – Slides – Electronic Presentation – Hand-Outs – Delivering the Presentation – Career Planning – Preparing Resume – Job Applications – Preparation for a Job Interview – Employment Interviews – Follow-up.

## UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):

An assignment on preparation of a press release for any imaginary event.Preparation of a professional resume by incorporating elements of a good resume.A general quiz on corporate communication.

**REFERENCES:**

1. The Fundamentals of Corporate Communication - Richard R Dolphin, Butterworth Heinmann
2. Corporate Reputation – Donald R G, Kogan Page, London.
3. Corporate Communication for Managers – Pitman Jackson, Pitman Publishing
4. The Power of Corporate Communication - Paul Argentli Paul, NY: McGraw Hill
5. Business Organisation and Management – Neeru Vashishth and Namita Rajput, Kitab Mahal, Allahabad, 2005.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

• To understand the role of corporate communication in an organization.
• To write for media relations.
• To understand the role of corporate communication in brand promotion.
• To write reports in an organization.
• To make business presentations.

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| **Third Year** | **CORE COURSE VIII** | **Semester VI** |
|---|---|---|
| | **MEDIA LAWS AND ETHICS** | |
| **Code** | **(Theory)** | **Credit 5** |

**COURSE OBJECTIVES:**

- To enable students to understand with various laws governing the media in the Indian context.
- To enable the Students to analyze libel law, privacy, objectivity, responsibility, freedom of speech and censorship, and the role of the press in society.
- To Articulate and defend legal rights and ethical values practices and responsibilities under Indian law.
- To give an ability to use their knowledge and reasoning skills to make ethical decisions in their professional practices.

**UNIT – I       UNDERSTANDING CONSTITUTION OF INDIA:**

Constitution of India; Salient Features & Preamble; Fundamental of Rights & Duties; Directive Principles of State Policy; Article 19(1)(a) of the Indian Constitution;Freedom of speech and expression, Article 19(1)2 reasonable restrictions to freedom of the press & Article 19 (2) of Indian Constitution.

**UNIT – II       MEDIA LAWS:**

History of Media Laws in India; The Press and Registration of Books Act 1867, The Indian Press Act 1910, Vernacular Press Act, Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955, Copyright Act 1957, The Press Council Act 1978 & Copyright Act; Specified Press Laws; Law of Defamation, Contempt of Courts Act 1971 & Right to Information Act 2005; Cyber laws & ethics

**UNIT – III       REGULATING THE MEDIA INDUSTRY:**

Cinematography Act 1952, The Cine workers and Cinema Theatre Workers (Regulation of Employment) Act 1981, The PrasarBharati (Broadcasting Corporation of India) Act 1990, Television Network (Regulation) Act 1995, Cable Television Networks (Regulation) Act 1995, The Radio, Television and Video Cassette Recorder Sets (Exemption from Licensing Requirements) Rules 1997, The Information Technology Act 2000.

**UNIT – IV       MEDIA ORGANISATIONS AND CODES:**

Press Information Bureau (PIB), Directorate of Advertising & Visual Publicity (DAVP), Central Board of Film Certification (CBFC), Film Division; All India Radio (AIR), Doordarshan, Press Council of India (PCI) & Guidelines for the Press, Codes suggested for the press by PCI and Press Commissions

**UNIT – V       MEDIA ETHICS:**

Definition & Concept of media ethics; Media credibility; Role of Press & Media Councils; Press Ombudsman; Accountability & Independence of Media; Journalism & Journalistic Ethics, Code of Ethics in Advertising & Films; Ethical problems ; Privacy, Bias, Communal writing, Yellow Journalism; Social media ethical issues.

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on Media Laws and Ethics or Press Laws covering all aspects.Presentation on the compilation of defamation cases faced by newspapers. A general quiz on media laws in India.

**REFERENCES:**

1. Media Law and Ethics; Neelamalar. M, Prentice;Hall of India Pvt Ltd, New Delhi, 2010.
2. Media Law in India; Kiran Prasad, B.R. Publishing Corporation, New Delhi, 2008.
3. The Law of the Press in India; Durga Das Basu, Hall of the Indian Private Ltd, New Delhi, 2002.
4. Theory and Practice of Journalism; Ahuja, B.N, Routledge, New Delhi, 2002.
5. The Constitutional Law of India; Durga Das Basu, Prentice Hall of India, New Delhi, 2002.
6. Indian Press Profession to Industry; Arun Bhattacharee, Vikas Publication, Delhi, 1999.
7. Media Ethics and Laws; Jan R. Hakemulder, Fay AcdeJonge, P.P. Singh, Sage publishers, London, 2002.
8. Media Laws and Indian Constitution for Degree; S. Kundra, Anmol Publications, 2005.
9. Media Law – Dr. S.R. Myneni, Asia Law House, 2017.
10. Media Trials and Criminal Justice in India; Dr. V.V.L.N. Sastry, 2020.
11. http://india.gov/acts.php

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To familiarise themselves with basics of media laws and ethics as given in the constitution of India.
- To apply and determine the codes of ethics and freedom of media related to creativity and expression.
- To differentiate and analyse media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
- To gain legal literacy that helps in regulating the media industry.
- To understand the concerns and key guidelines by the media organisation.

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**Third Year**           **CORE COURSE IX**           **Semester VI**
**BASICS OF MEDIA RESEARCH**
**Code**              **(Theory)**              **Credit 5**

**COURSE OBJECTIVES:**

- To develop an understanding of core concepts of Research and design.
- To orient students in understanding the designing aspects of research
- To critically analyse the issues of modern concepts of Research design.
- To identify the paths and cognition of modern designs of scientific inquiry.
- To develop research experts.

**UNIT – 1  INTRODUCTION TO MEDIA RESEARCH:**

Definition of research; Objectives of research; Scientific and non scientific research method; Significance of research; Basic types of research ; Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Conceptual, Empirical; Research approaches – Qualitative and Quantitative; Research Process (11 steps), Research Problem. Hypothesis.

**UNIT – II  TYPES OF RESEARCH:**

Qualitative and Quantitative research; Pure research and Applied research; Descriptive research, Exploratory research, Correlation research, Explanatory research; Historical research, Ex post facto research, Experimental research, Survey, Case Studies, Ethnography, Content analysis.

**UNIT – III  DATA COLLECTION:**

Data Types; primary data, secondary data; Data measurement levels; nominal, ordinal, interval and ratio; Scales of measurements; Data collection methods; analysis of documents, field observations, interviews; Data collection tools; observation/ field diaries, interview schedules, and questionnaires; Reliability and validity of data.

**UNIT – IV  SAMPLING TECHNIQUES:**

Census and sample survey; Definition of Sampling; Sample; Types of sampling – Probability (Simple Random, Systematic, Stratified, Snowball sampling, multistage sampling)  Non Probability Sampling (Convenience, Judgment, Quota, Cluster and area sampling); Sampling process, Sampling problems; Sample error; Choosing a sample design.

**UNIT – V  DATA ANALYSIS:**

Data analysis: Descriptive statistics (Measures of Frequency; Measures of Central Tendency; Measures of Dispersion or Variation); Parametric tests (student t test, ANOVA); Non parametric tests (Wilcoxon signed rank test, Chi square test). Data Steps involved in writing a research paper.

**UNIT – VI  CURRENT CONTOURS (For Continuous Internal Assessment Only):**

A general quiz on sampling techniques. A pilot study on a media related topic and presentation of findings. A literature review for two pages on a topic related to media research.

**REFERENCES:**

1. Media and Communication Research Methods: An Introduction to qualitative and quantitative approaches; Arthur Asa Berger, Sage, 2020.
2. Media and Communication Research Methods ; Anders Hansen and David MAchin 2019
3. Media Research Methods: Understanding Metric and Interpretive Approaches; James A. Anderson,2011.
4. Data Collection: Planning for and Collecting All Types of Databooks; Patricia Pulliam Phillips, Cathy A. Stawarski,2016.
5. Fundamentals of Descriptive Statistics; Zealure C Holcomb,2016.
6. Mass Media Research; Winner and Dominick, Wadsworth Pub Co, 2013.
7. A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies ; Klaus Bruhn Jensen, Routledge, 2002
8. Introduction to Research Methods; Robert B. Burns, Sage, London,2000.
9. Methodology of Research in Social Science; O.R. Krishnaswamy. Himalaya Publishing House, 2018.
10. The Basics of Media Research. Dietram A. Scheufele, Earl R. Babbie, Cengage Learning, 2014.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To get acquainted with the basic concepts of research methods and process.
- To perceive the various research methods that can be applied for media research
- To emerge as a researcher by collecting data for their research
- To gain knowledge in all the available sampling techniques that might help them in future research.
- To write a research paper.

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**COURSE OBJECTIVES:**

- To equip students to prepare a multimedia presentation with different types of images and their conversion file formats.
- To familiarise students with image, audio and video file compression and to work in with different types of graphics
- To provide hands on training for students to apply tools and techniques to create basic animation works.

Project work (walk; through, animated logo, etc.) should contain record containing advanced animation works done by the student.

At least FIVE concepts for animations should be included as a part of the record.

Each student to provide individual CD;ROMs with all the exercises done during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. Objects should be created by the students only.

No objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to edit her/his own images using appropriate software like Photoshop.

**Note: Multimedia tools and software like Coreldraw, Photoshop, Picasa, Waveform editor, Dreamweaver, Macromedia Flash, 3D Max, Blender or any other Open source suitable multimedia tools can be used.**

**REFERENCES:**

1. Multimedia Making it Works ; Tay Vaughan, Tata McGraw; Hill, 2014
2. Fundamentals of Multimedia ; Ze; Nian Li and Mark S. Drew, Pearson Education International, 2014
3. Principles of Multimedia; Ranjan Parekh, Tata McGraw; Hill,  2013
4. Multimedia and Animation ; Atul P. Godse, Dr. Deepali A. Godse· 2020
5. Guide to Computer Animation: For Tv, Games, Multimedia and Web ; Marcia Kuperberg· 2012
6. Animation for Beginners: Getting Started with Animation ; MorrMeroz· 2021 ·
7. An Introduction to Digital Multimedia ; Terry Michael Savage, K. E. Vogel · 2013
8. Multimedia Systems and Techniques ; Borko Furht· 2012
9. Blender For Dummies ; Jason van Gumster· Wiley, 2011
10. Beginning Blender Open Source 3D Modeling, Animation, and Game Design ; Lance Flavell, 2010

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To describe the various elements and aspects of multimedia and animation
- To understand the role played by various multimedia platforms
- To learn to add pictures, graphics, sound and animation to prepare a project
- To design multimedia posters and banners, morph and tween images or create animation of basic movements like bouncing a ball, moving a wheel, dancing a doll etc
- To learn the presentation skills and ideas with creativity by using multimedia tools

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**Third Year**          **MAJOR BASED ELECTIVE II**          **Semester VI**

**1.** VIDEO EDITING TECHNIQUES

**Code**                              **(Theory)**                              **Credit 4**

**COURSE OBJECTIVES:**

- To provide the basic understanding of linear and nonlinear editing concepts
- To equip students with the knowledge of editing nuances and aesthetics of video editing
- To help students understand the different editing techniques and tools

**UNIT – I          INTRODUCTION TO EDITING:**

History or Editing; Editing concepts: Action continuity, action/reaction, construction of time, construction of space, eye line matching, graphic relationships; Principles of Editing; Role of editing. Video Output Formats – AVI – MOV – WMV – MP4.

**UNIT – II          NON - LINEAR EDITING:**

Linear VsNon; Linear Editing; Linear Editing ; Assemble, Insert & Editing Equipment; Non Linear Editing ; Video Capturing, Editing Process, Rendering & Editing Equipment; Adding Graphics, Titling, Special Effects; Compositing Techniques; Traditional & Digital Compositing, Keying, Rotoscopy & Colour Correction.

**UNIT – III          EDITING VIDEO:**

Monitor window and timeline window, editing In and Out points, using markers, editing clips, creating counting leader. Introduction, Transition palette, Creating Transitions, Replacing transitions, Changing transition settings.

**UNIT – IV          SUPERIMPOSING AND COMPOSITING:**

Transparency, Video fade control, using keys to superimpose and create composites, superimposing two or more clips, adding a background matte, creating garbage mattes, creating split screens. **Animating Clip:** Moving a clip across the frame, rotating zooming, delaying and distorting, controlling motion effects, alpha channel and color options, motion settings.

**UNIT – V          EDITING TOOLS:**

Introduction to editing software and system:  Basic concept, various windows, importing video clip, organizing clips using bins, creating a rough cut, Timeline window tools, trimming clips. Effects**.** Understanding key frames, applying and controlling effects, audio effects included with premiere, obsolete effects.

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on compilation of movie clips with shots demonstrating continuity editing. Editing a movie promo for one minute. A general quiz on editing processes.

**REFERENCES:**

1. The Video Editing Handbook: For Beginners; Aaron Goold, 2021
2. The Technique of Film and Video Editing History, Theory, and Practice; Ken Dancyger, Focal Press,  2007

3.  Digital Video Editing Fundamentals; Wallace Jackson, 2016
4.  Nonlinear Editing ; Patrick Morris, Taylor & Francis, 2012
5.  Video Color Correction for Non;Linear Editors ; A Step; by; Step Guide; Stuart Blake Jones, Taylor & Francis· 2013
6.  Professional Compositing and Visual Effects ;Ron Ganbar, Pearson Education· 2014
7.  Digital Video Editing Fundamentals ;Wallace Jackson, Apress, 2016
8.  The Healthy Edit Creative Techniques for Perfecting Your Movie; John Rosenberg, Routledge, 2013.
9.  Editing and Montage in International Film and Video Theory and Technique; Luís Fernando Morales Morante, Taylor & Francis, 2017.
10. Adobe Premiere Pro Cs3 Classroom in a book Adobe Press by Hardcover.
11. https://www.egyankosh.ac.in/bitstream/123456789/74358/1/Unit;15.pdf
12. http://www.elementsofcinema.com/editing/ellipsis.html
13. https://lisacookfilm.files.wordpress.com/2010/06/editing;key.pdf

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

•   To understand the concept of editing and its essence
•   To gain knowledge of both linear and nonlinear editing concepts
•   To work on different transitions and apply various video editing techniques
•   To apply the superimposing and compositing techniques
•   To demonstrate a full video edit using all the tools and techniques.

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| Third Year | MAJOR BASED ELECTIVE II | Semester VI |
|---|---|---|
| | 2. MOBILE JOURNALISM | |
| Code | (Theory) | Credit 4 |

**COURSE OBJECTIVES:**

- To know the various news gathering techniques.
- To introduce the students live blogging and mobile journalism.
- To understand the history, economics, techniques and prospects of Mobile Journalism.
- To create stories combine text, images, sound, and other features of digital journalism including Mobile devices.
- To understand the Mobile Journalism through social media and other streaming platforms.

**UNIT – I    INTRODUCTION TO DIGITAL JOURNALISM:**

Introduction to Digital Journalism, Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International and National, News Portals and their Presentations, News Websites of Major Electronic Media Houses, Social Media Platforms: Historical Overview, Citizen and Collaborative Journalism.

**UNIT – II    MOBILE JOURNALISM:**

Mobile Journalism Overview ; Purpose of Mobile Journalism ; Understanding Mobile Journalism – History of MOJO ; MOJO in India ; Global adoption and influence of the Mobile Journalism ; MOJO and instant messaging ; Real Time Interviews with Audience participation.

**UNIT – III    TECHNIQUES OF MOBILE JOURNALISM:**

MOJO's Basic Equipment ; MOJO & Smartphone ; Scope and reach of Smartphone ;On Shoot Challenges ; Video Recording apps for MOJO ; Fundamentals of Video Editing Applications ; Editing Video on Smartphone ; Overcoming the Limitations of Smartphone.

**UNIT – IV    WORKFLOW OF MOJO:**

Identifying Target Audience; Selection of Broadcasting Platform; Selection of Time and format of the Program; Setting the tone for Program in the lead up to Broadcast; Live storytelling for Mobile Journalists; Citizen Journalism through YouTube; Correlation between MOJO and Streaming Platforms.

**UNIT – V    FUTURE OF MOJO:**

New Approach towards Upcoming Changes in Journalism; Emergence of MOJO as New Communication Tool; MOJO and Informational Revolution; Upcoming modifications in Smartphone technology; virtual Reality; Immersive Media; Artificial Intelligence; MOJO and Society as global village in Future.

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on creation of a video story for the web or social media. A general quiz on basics of mobile journalism. Group discussion on future of MOJO.

**REFERENCES:**

1. Online Journalism: Principles and Practices of News for the Web; Jim Foust, Routledge, 2011.
2. News Writing and reporting for today's media – Itule and Anderson, McGraw Hill Publication,2002.
3. The Era of New Media – Deepika Verma, New Delhi, A.R. Publication, 2015.
4. Information Technology in Journalism – Om Gupta, Ajay Jasra, Kanishka Publication,2002.
5. Digital Multimedia; Chapman and Chapman, Wiley Publication.
6. Video Journalism for the Web; Lancaster Kurt, Routledge, 2012.
7. Mobile and Social Media Journalism: A Practical Guide; Anthony Adornato, Routledge, 2017.
8. Mobile; First Journalism: Producing News for Social and Interactive Media ; Steve Hill, Paul Bradshaw, Steve Hill, Paul Bradshaw, 2018.
9. Breaking News: Craft and Technology of Online Journalism, Sunil Saxena, Tata MC Graw Hill, 2004.
10. Mobile News Journalism's Shift from Fixed to Fluid; Andrew Duffy, Edson Tandoc, Jr., Nuri Kim, Oscar Westlund, Rich Ling, Taylor and Francis, 2020.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To tell the stories with digital tools, such as Google Maps and timelines.
- To build audiences and research by using social media.
- Research, report and promote your work via Twitter, mobile platforms and the web.
- Learn how to tell news stories via mobile devices.
- Practice live blogging and mobile journalism.

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**Third Year**        **PROJECT**        **Semester VI**
**INTERNSHIP AND PORTFOLIO**
**Code**        **(Project)**        **Credit 3**

**COURSE OBJECTIVES:**

- Students will be learning through practical exposure in the media outlets.
- Students will be guided to enhance their media skills to be exhibited through creating their own portfolio.

**Internship & Portfolio**

Student need to submit the internship report along with the certificate after undergoing training in any media outlet for a period of 45 hours, at the end of the semester.

A portfolio that establishes their skills in the media discipline need to be submitted at the end of the semester.

**Learning Outcome**

- The student will be able to understand the industry preferences and qualify for the same
- The student will be able to demonstrate their media related skills which would be beneficial for seeking employment opportunities

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**Third Year**   **SKILL BASED ELECTIVE II**   **Semester VI**
**EVENT MANAGEMENT**
**Code**   **(Theory)**   **Credit 2**

**COURSE OBJECTIVES:**

* To accustom students to be event management and media industry
* To enable the students to gain knowledge on the design and production process in event management.
* To enculturate technical proficiency effectively to adjust, grow and excel in the field of Event Management.

**UNIT – I   INTRODUCTION TO EVENTS MANAGEMENT:**

What is an event; Event management challenges; Events, human history and culture; The events 'business'; Role of Event managers; Types of event management; Events as projects;

**UNIT – II   EVENT PROJECT MANAGEMENT:**

Event project definition, organisation and framework; Stakeholder requirements and needs; Project objective statement; project planning, Project optimisation; Project evaluation and review techniques; project crashing; project risk management;; project implementation; project shut-down

**UNIT – III   EVENT DESIGN AND PRODUCTION:**

Event design and production; Events as designed experiences; Concept and theme; Understanding event experiences; Event staging and logistics

**UNIT – IV   EVENT BUDGETING AND MARKETING:**

Budgeting and events; Common methods of budgeting; Event marketing planning; Event sponsorship; Project cost breakdown structures

**UNIT – V   EVENTS AND THE MEDIA:**

Role of media in events management; media and links to stakeholders; Media management; impact of media coverage on events; crisis management for event managers

**UNIT – VI   CURRENT CONTOURS (For Continuous Internal Assessment Only):**

A quiz on events project management. A group project on organizing a cultural event / an exhibition / students' seminar / a campaign by applying event management strategies. An assignment on budgeting for an inter-collegiate cultural fest.

**REFERENCES:**

1. Events Management: An Introduction - Charles Bladen, James Kennell, Emma Abson,2017.
2. Event Management - Hoshi Bhiwandiwala,2017.
3. Events Management: Principles and Practice - Razaq Raj, Paul Walters, Tahir Rashid,2017.
4. Key Concepts in Event Management - Bernadette Quinn,2013.
5. Events Management - Glenn Bowdin, Johnny Allen, Rob Harris,2012.

6. Events Management: An International Approach - Nicole Ferdinand, Paul Kitchin,2012.
7. The Complete Guide to Successful Event Planning - Shannon Kilkenny,2011.
8. Event Management Simplified - Judy L. Anderson,2010.
9. Event Management: A Professional and Development Approach - ASHUTOSH CHATURVEDI 2009
10. Event Management - Wagen, 2005.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To describe an event planner and its importance of networking as an event planner.
- To apply the planning process in various types of event planning in future
- To inculcate the details of executing any major event.
- To understand the budgeting process and its need for organising any event.
- To demonstrate the relationship between media and events organised by any sector.

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