



**BHARATHIDASAN UNIVERSITY,
Tiruchirappalli -24.**

**(CENTRE FOR DISTANCE EDUCATION)
B.Sc. Visual Media & Communication
(TO TAKE EFFECT FROM THE ACADEMIC YEAR 2013 - 2014 ONWARDS)**

Course	Title	Instru. Hours/ Weeks	Credits	Exam Hours	Marks		Total
					Int.	Ext.	
FIRST SEMESTER							
Language Course – I (LC)		6	3	3	25	75	100
English Language Course – I (ELC)		6	3	3	25	75	100
Core Course- I (CC)	Introduction to Visual Communication	6	5	3	25	75	100
Core Course- II (CC)	Writing for Media	3	-	*	-	-	-
First Allied Course – I (AC)	Computers in Communication Media	6	3	3	25	75	100
First Allied Course – II (AC)	Drawing (Practical)	3	-	*	-	-	-
	TOTAL		14				400
SECOND SEMESTER							
Language Course – II (LC)		6	3	3	25	75	100
English Language Course – II (ELC)		6	3	3	25	75	100
Core Course- II (CC)	Writing for Media	5	5	3	25	75	100
First Allied Course - II (CC)	Drawing (Practical)	3	3	3	40	60	100
First Allied Course – III (AC)	Graphic Design (Practical)	5	4	3	40	60	100
Environmental Studies	Environmental Studies	3	2	3	25	75	100
Value Education	Value Education	2	2	3	25	75	100
	TOTAL		22				700
THIRD SEMESTER							
Language Course – III (LC)		6	3	3	25	75	100
English Language Course – III (ELC)		6	3	3	25	75	100
Core Course- III (CC)	2D Animation	6	5	3	25	75	100
Second Allied Course – I	Printing Technologies & Image Editing	6	4	3	25	75	100
Second Allied Course – II (AC)	Photography	4	-	*	-	-	-
Non Major Elective-I	Fashion Accessories Designing	2	2	3	25	75	100
	TOTAL		17				500

FOURTH SEMESTER							
Language Course – IV (LC)		6	3	3	25	75	100
English Language Course – IV (ELC)		6	3	3	25	75	100
Core Course- IV (CC)	Introduction to 3D Concepts	4	4	3	25	75	100
Core Course- V (CC)	Visual Effects	4	4	3	25	75	100
Second Allied Course – II (AC)	Photography	2	3	3	25	75	100
Second Allied Course – III (AC)	Photography (Practical)	4	3	3	40	60	100
Skill Based Elective I	Introduction to Marketing Management	2	4	3	25	75	100
Non Major Elective-II	Visual Merchandising	2	2	3	25	75	100
	TOTAL		26				800
FIFTH SEMESTER							
Core Course- VI (CC)	Concepts of Film Making	6	6	3	25	75	100
Core Course- VII (CC)	Media Culture & Society	5	5	3	25	75	100
Core Course- VIII (CC)	3D Modeling & Animation (Practical)	5	5	3	40	60	100
Core Course- IX (CC)	Radio & Television Production	4	4	3	25	75	100
Major based Elective – I (EC)	Video Editing (Practical)	4	4	3	40	60	100
Skill based – II	Sales Management	2	4	3	25	75	100
Skill based – III	Retail Management	2	4	3	25	75	100
	Soft Skills Development	2	2	3	25	75	100
	TOTAL		34				800
SIXTH SEMESTER							
Core Course- X (CC)	Media Organization & Management	6	5	3	25	75	100
Core Course- XI (CC)	Film Studies	6	5	3	25	75	100
Core Course- XII (CC)	Project	6	6	3	20	80	100
Major based Elective – II (EC)	Advertising	6	5	3	25	75	100
Major based Elective – III (EC)	Visual Effects (Practical)	5	4	3	40	60	100
Gender Studies	Gender Studies	1	1	3	25	75	100
Extension Activities			1	-	-	-	-
			27				600
	TOTAL		140				3600

CORE COURSE I
INTRODUCTION TO VISUAL COMMUNICATION

Unit-I

Definition- Nature and Scope – Intentions- Communication need- Importance of Human and Visual Communication as Expression- Skill and process- Understanding communication- Communication model.

Unit-II

Intrapersonal Communication- Interpersonal Communication and Mass communication- Functions of Communication-Group communication. Types of non-verbal behavior- Public Communication- Barriers of Communication – Physical- Linguistic- Cultural and Mechanical.

Unit-III

Visual culture- Visualizing- Visual power- Visual pleasure- Fundamentals of Design- Definition- Approaches- Elements - Line, Shape, Space, Color, Texture, Form- Principles of Design – Symmetry, Rhythm, Contrast, Balance, Mass/ Scale.

Unit-IV

Principles of Visual and other Sensory Perceptions- Color psychology and theory, Definition- Optical/Visual illusion-Visual concept Design- Making of Script- Model of Script Writing- Development of Script Writing- Spot Script Writing.

Unit-V

Basics- Elements- Design Process – Research-Source of concept- Process of developing ideas –Verbal-Visual- Combination and Thematic- Visual thinking- Associative techniques- Materials- Tools precision instruments- Design execution and Presentation.

BOOKS FOR STUDY AND REFERENCE:

- 1) Gregg Berryman, "Notes on Graphic Design and Visual Communication", Crisp Learning, 3rd edition, 1990.
- 2) Gillian Rose, "Visual Methodologies: An Introduction to the Interpretation of Visual Materials", SAGE Publications, 2001.
- 3) Rick Williams, Julianne Newton, "Visual Communication, Integrating Media, Art, and Science", Routledge, 2007.
- 4) Larry Gross, "Introduction: Sol Worth and the Study of Visual Communication --- 1", University of Pennsylvania Press, 1981.
- 5) Bo Bergstrom, "Essentials of Visual Communication", Laurence King Publishing, 2008.

FIRST ALLIED COURSE I

COMPUTERS IN COMMUNICATION MEDIA

Unit-I

Introduction to computers – History and generation of computers- Basics of computers - Hardware & Software -Operating systems.

Unit-II

Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry. DTP (Desk Top Publishing).

Unit-III

Graphic Communication – Definition, nature & scope. Elements of design, Principles of design, Design process, Role of computers in designing. Fundamentals of layout- text & visuals, typography and drawing programs, working with colors.

Unit-IV

MS Office and its applications- MS Word – tools, word processing techniques, MS Excel – features & utility- PowerPoint- features & advantages.

Unit-V

PageMaker- working with text, working with graphics & formatting. Differences in features of Quark Xpress and Page Maker.

BOOKS FOR STUDY AND REFERENCE:

- 1) M. Morris Mano, “Logic and Computer Design Fundamentals”, Prentice Hall, 3rdEdition, 2003.
- 2) Gary B. Shelly, Misty E. Vermaat, “Discovering Computers 2010: Living in a Digital World”, course Technology – 6th Edition, 2009.
- 3) Bright Siaw Affray, “Introduction to Computer Fundamentals”, Trafford Publishing, 2007.
- 4) MS Office – Bible, Edward Willet, IDG Books, 2000.
- 5) PageMaker for Windows for Dummies, Deke Mc Celland, IDG Books, 1998.

FIRST ALLIED COURSE II

DRAWING (PRACTICAL)

Unit-I

Effective use of various mediums – pencil, charcoal, pen and ink, crayons, pastels, water and oil, colour paints.

Unit-II

Application of visual elements. Creating images of reality. Visual presentations using principles of perspective, composition, light and shade, surface textures.

Unit-III

Study of human anatomy – forms and postures, portraiture

Stick figures, cartoon characters and story board.

Unit-IV

Study of still life-inanimate objects, vegetables, fruits, birds, animals, etc.

Unit-V

Study of trees, buildings, landscape, cityscape, seascape, etc.

Requirement

The Drawing record should contain exercises completed by each student on every practical class during the second semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. All exercises must be in pencil and pen (black)

1. Basic geometrical shapes
2. Perspectives
3. Composition
4. Light and shade
5. Birds, Animals
6. Human forms
7. Living and environmental space
8. Logo styles
9. Symbols
10. Visual representation of ideas.

Evaluation

Internal: 40 marks

External: 60 marks

CORE COURSE II

WRITING FOR MEDIA

Unit-I

Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography.

Unit-II

Writing for New media - Copy reading symbols - content creation-Development - Technical writing - Editing - Principles and methods.

Unit-III

Writing for Radio - News features - Docudramas - Interview - Commercials - Radio language - Editing for Radio.

Unit-IV

Television writing - characteristics - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials - Language Editing.

Unit-V

Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language. Script Writing – Storyboard

BOOKS FOR STUDY AND REFERENCE:

1. Writing for Broadcast journalist, Thompson, Rick. London: Routledge,2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.
3. Writing for Television, Kelsey, Gerald. Unisrar,2004..
4. Writing the News:Print Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter.
5. Doing it in style - Leslie Sellers.

FIRST ALLIED COURSE II
GRAPHIC DESIGN (PRACTICAL)

Requirement

The Graphic Design record should contain exercises completed by each student on every practical class during the second semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

Software's : Corel draw, Illustrator

1. Logo Design
2. T-shirt Design
3. Illustration
4. Letterhead
5. Visiting Cards
6. Brochures
7. Magazines
8. Posters
9. Pamphlets
10. Web Design

Evaluation

Internal: 40 marks

External: 60 marks

CORE COURSE III

2D ANIMATION

Unit-I

Basic Animation – Principles of Animation - Animation Types – Key frame Animation – Understanding Animation workflow - 2D animation software's

Unit-II

2D animation application software interface – Default setting and user preferences – Document setup. Import and export formats – Document and timeline window feature – Tools and commands palettes – Media-selection tools and techniques - Asset-management features.

Unit-III

2D graphics-creation features – Underlying data type: raster – vector – Raster painting and/or import features – Vector shapes – Vector free-form and control-point Placement tools – Features specific to the program in use.

Unit-IV

2D graphics editing features – Basic geometric transformation – Boolean Operations on shapes – Object stroke attributes – Object fill attributes – Shading Techniques (blends – gradients) – Packaged effects (extensions – Plug-ins) – Features Specific to the program in use.

Unit-V

2D animation frame-sequencing features – Straight-ahead animation – Key Frames animation – Motion paths – Applying geometric transformations over time – Intertwining options – Looping and motion – Features specific to the program in use.

BOOKS FOR STUDY AND REFERENCE:

- 1) Cartoon Animation (How to Draw and Paint series) by Preston Blair.
- 2) The Illusion of Life: Disney Animation by Frank Thomas, Ollie Johnston (Contributor), Collie Johnston.
- 3) Adobe Flash CS3
- 4) The Animator's Survival Kit: A Manual of Methods, Principles, and Formulas for Classical, Computer, Games, Stop Motion, and Internet Animators by Richard Williams

SECOND ALLIED COURSE - I

PRINTING TECHNOLOGIES & IMAGE EDITING

Unit-I

History and development of printing, process of graphic art production, Type & Typography, development and classification of types.

Unit-II

Typesetting – systems metal composition, phototypesetting, computerized Typesetting etc.

Character placement and kinds of spacing.

Unit-III

Art and copy preparation – layouts, kinds of art works, mechanical, overlays etc. Colour reproduction, separation and duplication.

Unit-IV

Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Layout-Fonts, Body, Measurements, Spacing, Point systems, and families.

Unit-V

Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Softwares. - Software for Image Solutions and Page Layouts, Printing accuracy, Image assembly.

BOOKS FOR STUDY AND REFERENCE:

- 1) Ales krejca, Print making Techniques, Octopus Books Ltd., 1982.
- 2) Compilation, A Guide to Young Printers, SIGA, Madras, 1981
- 3) Compilation, Typography, Watson Guptill Publication, New York, 1986
- 4) Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.

SECOND ALLIED COURSE II

PHOTOGRAPHY

UNIT- I

History of Photography, What is Photography, Types of Camera, SLR Camera, Compact Vs. Digital SLR Camera, Types of Photography, Compositional techniques, Lightings. Image types, Understanding Image Noise, Sharpness, White Balance

UNIT- II

Understanding Digital Camera Sensors, Understanding Camera Exposure: Aperture, ISO & Shutter Speed, Understanding Camera Metering, Understanding Camera Lenses: Focal Length & Aperture.

UNIT- III

Choosing a Camera Lens Filter: Polarizer's, UV, ND & GND, Understanding Depth of Field, Understanding the Hyper focal Distance, Understanding Camera Autofocus, Selecting & Using a Camera Tripod, Camera Lens Flare: What It Is and How to Reduce It.

Unit- IV

Basics Optics, Lenses, Controlling Exposure, Light Filters , Creating effective photographs, Portrait, Group Shots, Public Functions, Games & Sports, On movie-shooting floors

Unit -V

Sources of Light, Lighting For Film & Television , Colour and Colour Temperature of Light, Technical and Artistic Requirement of Lighting, The Three Point Lighting Arrangement, Extensive Practice in Indoor and Outdoor Lighting, Practices for Film Shooting and Television Recording

BOOKS FOR STUDY AND REFERENCE:

- 1) Understanding Digital Photography by Joseph A . Ippolito, Thomson Delmar Learning, 2003.USA
- 2) Julian Calder, John Garrett, The 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999.
- 3) John Constantine and Julia Valice, The Thames-Hudson Manuel of Professional Photography, Thames-Hudson, London, 1983.
- 4) Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.
- 5) <http://www.cambridgeincolour.com>

CORE COURSE IV

INTRODUCTION TO 3D CONCEPTS

Unit-I

Types of Three Dimensional Models - Surface Models & Solid Models - Preset 3D Viewpoints-Creating Multiple Viewports-Wireframe concept.

Unit-II

The User Coordinate System - Creating 3D Faces - Creating Complex Surfaces - Solid Modeling Definitions and Concepts - Working with Different Layouts.

Unit-III

Creating 3D sketch – 3D Primitives – Define Bones - Using lights and materials – Rigging concepts.

Unit-IV

3D camera – Define analyze glass – Define polarized glass – 3D stereoscopic – 3D panorama image

Unit-V

3D project Design – 3D advertising Design – 3D film compositing .

BOOKS FOR STUDY AND REFERENCE:

- 1) Environmental Law and Policy, 3d (Concepts & Insights) by Barton H. Thompson
- 2) Concepts, and Techniques By Arnold Gallardo
- 3) 3-D Graphic Organizers By Daniel Barnekow
- 4) Principles of Three-Dimensional Design: Objects, Space and Meaning By Stephen Luecking
- 5) The Three-Dimensional Leader Perfect Paperback By Earl C. Wallace

CORE COURSE V

VISUAL EFFECTS

Unit – I

Visual effect overview, image animation, 3d tools converting, Controlling timeline panels, Visual effect making, 3d model compositing, Designing Glow Effects

Unit – II

Tracking, one point track, two point track, Four point track, Double tracking, Paint Clone effect, Wire remove effect, Sky replace effect, background changing effect, Masking, Rotoscoping , 3D character masking.

Unit - III

Bug effect, Healer effect, Time warp effect, Time Stretching effect, Image to video effect, Day to night effect, Demon face warp, 3D depth effect

Unit - IV

3D sterio effect, 3d sterio convert effect, 3D glass making, Different between anaglyph & polarised, Change 3d sterio in premier software

Unit – V

Visual Effects Tool and advanced functions– Converting images from 2D to 3D Pictures.
Creating 3D Effects- Differentiation 2D effects and 3D effects.

BOOKS FOR STUDY AND REFERENCE:

- 1) Match moving: The Invisible Art of Camera Tracking by Tim Dobbert. Tim Dobbert (Author)
- 2) The After Effects Illusionist: All the Effects in One Complete Guide by Chad Perkins .Chad Perkins (Author)
- 3) The Visual Effects Arsenal: VFX Solutions for the Independent Filmmaker by Bill Byrne . Bill Byrne (Author)
- 4) After Effects Expressions by Marcus Geduld Marcus. Geduld (Author)
- 5) Filming the Fantastic: A Guide to Visual Effects Cinematography by Mark Sawicki . Mark Sawicki (Author)

SECOND ALLIED COURSE III

PHOTOGRAPHY (PRACTICAL)

Requirement

The Photography record should contain exercises completed by each student on every practical class during the fourth semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

1. Portrait
2. Silhouette
3. Product – Indoor, Outdoor
4. Advertising Photography
5. Architecture- Interior, Exterior
6. Environmental Photography
7. Photographs on Human Interest
8. Photographs on Foods and Beverage
9. Image Manipulation- Color to Monochrome,
10. Photo Essay on Developmental Activities

Evaluation

Internal: 40 marks

External: 60 marks

CORE COURSE VI

CONCEPTS OF FILM MAKING

Unit-I

Stages - Pre-production - Production - Post-production - Distribution and exhibition - Independent filmmaking

Unit-II

Director – casting – location manager – studio executives – Director of photography – director of Audiography. Sound Designer- production designer – art director – costume designer.

Unit-III

Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing. fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit-IV

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

Unit-V

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

BOOKS FOR STUDY AND REFERENCE:

- 1) Ben Long,"The Digital Filmmaking Handbook", Charles River Media, 1st Edition, 2000.
- 2) Steven Ascher,"The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age ", Plume, 2007.
- 3) Steve Katz," Film Directing Shot by Shot: Visualizing from Concept to Screen (Michael Wiese Productions)", Michael Wiese, 1991
- 4) Alexander Mac Kendrick, Paul Cronin, Martin Scorsese"On Film-making: An Introduction to the Craft of the Director", Faber and Faber, 1st edition, 2005
- 5) David Bordwell, Kristin Thompson,"Film Art: An Introduction", McGraw-Hill Humanities/Social Sciences/Languages" 9th edition, 2009.

CORE COURSE VII

MEDIA CULTURE & SOCIETY

Unit- I

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

Unit- II

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

Unit- III

Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)

Unit- IV

Media as consciousness Industry. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

Unit- V

Media and Popular culture-commodities, culture and sub-culture, popular discrimination, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship.

BOOKS FOR STUDY AND REFERENCE:

- 1) Feminist Media Studies (Media Culture & Society series), Professor Liesbet van Zoonen (Author), Publisher: Sage Publications Ltd; 1 edition (July 28, 1994)
- 2) Mass Media, Culture and Society in Twentieth-Century Germany (New Perspectives in German Studies) Karl Christian Fuhrer (Editor), Corey Ross Editor, Publisher: Palgrave Macmillan; annotated edition edition (22 Sep 2006)
- 3) Cultural Theory and Popular Culture: An Introduction, Prof John Storey (Author) Publisher: Prentice Hall; 3 edition (12 Oct 2000)
- 4) Media, Gender and Identity: An Introduction, David Gauntlett (Author), Publisher: Routledge; 2 edition (April 11, 2008)
- 5) Media and Cultural Studies: Keyworks (KeyWorks in Cultural Studies), Meenakshi Gigi Durham (Editor), Douglas Kellner (Editor), Publisher: Wiley-Blackwell; 1st Edition (September 23, 2005)

CORE COURSE VIII
3D MODELING & ANIMATION (PRACTICAL)

Requirement

The 3D Modeling & Animation record should contain exercises completed by each student on every practical class during the fifth semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

Software's : 3D Studio Max, Maya

1. Box modeling
2. Smooth modeling
3. Interior modeling
4. Exterior modeling
5. Character modeling
6. Character rigging
7. Product modeling
8. Film Compositing
9. Camera Walk Through
10. Character Animation

Evaluation

Internal: 40 marks

External: 60 marks

CORE COURSE - IX
RADIO & TELEVISION PRODUCTION

Unit- I

Elements of TV Production - picture transmission and reception - sound transmission and reception - TV Camera - organizational structure of a TV studio.

Unit- II

Pre and post - production planning - functions, duties and responsibilities of the crew members. Art direction - location - floor management - out-doors and indoors - lighting - management of live shows / live telecast - sports coverage etc.

Unit- III

Production techniques - video formats - types of TV programs - talk shows - interviews - demonstrations and discussion - teleconferencing - single - multi camera production.

Unit- IV

Basics of Audio production techniques - mono - stereo - multi-channel - characteristics - types - directional features - different recording media - recording equipment accessories - mixing consoles - talk-back units - monitoring sound - live mixing - AM - FM - satellite radio-Dubbing - re-recording.

Unit- V

Production techniques - audio formats - outdoor - indoor recording techniques - ambience - types of program - News reading - live interviews - news reels - story telling - education and development program - radio - drama - radio commercials.

BOOKS FOR STUDY AND REFERENCE:

1. Radio Programming : Tacts and strategy by Eric G Norberg
2. Writing for Television & Radio, Wordsworth Publishing Co., London
3. B'cast Journalism, David Keith Kohler : Prentice Hall, London
4. Writing for the Media, Mayfield, Mountain View
5. Television field production - Hand book, Harbert Jetty.
6. The technique of television production, Gerald Millerson, Focal Press, London.

MAJOR BASED ELECTIVE I

VIDEO EDITING (PRACTICAL)

Unit-I

Grammar of Editing. Continuity. Cutting on movement. Montage. Basics of Film editing Vs Video Editing. Editor as a creative person. Role of Editor in a Production.

Unit-II

Video editing: Linear vs non Linear editing. Advantages and disadvantages. Working on both systems. Online and Offline editing. Advantages and disadvantages.

Unit-III

Introduction to basics of editing, creating an edit Decision List, logging, digitizing and importing media on software's .

Unit-VI

Editing the visual .Assemble edit and rough cut. Applying video transitions, commentary track and special effects or multimedia.

Unit-V

Editing the sound. Sound and digital sampling. Recording sound effects and music. Mixing and audio sweetening.

Requirement

The Video Editing record should contain exercises completed by each student on every practical class during the fifth semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

Softwares : Premiere Pro, Final Cut Pro

- 1) Color correction
- 2) Matte – masking
- 3) Applying and Adjusting Transitions
- 4) Creating basic titles
- 5) Adjust Basic Motion Attributes
- 6) Title Effects
- 7) Beat Editing
- 8) Song Remixing
- 9) Insert and Overwriting Editing
- 10) Working with Multi Layers

Evaluation

Internal: 40 marks EXTERNAL: 60 MARKS

BOOKS FOR STUDY AND REFERENCE:

- 1) Browne, Steven E. (1989): Videotape Editing – A Post Production Primer , New Delhi. Focal Press.
- 2) Solomons , Tony (1999) : The Avid Digital Editing Room Handbook, 2ndEdition, Los Angeles. Silman- James Press.
- 3) The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger
- 4) Colour Correction for Digital Video: Using Desktop Tools to Perfect Your Image by Jaime Fowler
- 5) Producing Great Sound for Digital Video by Jay Rose

CORE COURSE X
MEDIA ORGANIZATION & MANAGEMENT

Unit-I

Brief history of printing. Significant phases in development of press. News papers organizations today. Ownership pattern and economics of Newspapers. Development of News Agencies. Function and role of News Agencies in India.

Unit-II

Early years of sound recording and evolution of radio and television as mass media. Broadcasting structures today. Concept of Public Service Broadcasting. Broadcasting in India. Commercial and community broadcasting.

Unit-III

Film as industry- production, distribution and exhibition systems. Financing the film- film development corporations. Government and film production. Film production co-operatives to film city. Contemporary issues- cross over cinema, collaborations and emergence of multiplexes

Unit-IV

The rise of new technologies- satellites, the cable industry, information services and other new technologies. Social consequences of new technology. Convergence of media.

Unit-V

Central and state government media divisions and their functions. Media policy trends and current status. Regulating the media- mechanisms of media control.

BOOKS FOR STUDY AND REFERENCE:

- 1) Bagdikian, Ben H -The media monopoly
- 2) Barrett Martin- The politics of Broadcasting- survey of broadcast journalism in 1971-72
- 3) Kazmi, Fareed. The Politics of India's Conventional Cinema.
- 4) Khandekar, Vanita- Kohli- The Indian Media Business.
- 5) Prasad, Madhava. Ideology of the Hindi film: a historical construction
- 6) Tumber, Howard- News- A reader

CORE COURSE XI

FILM STUDIES

Unit- I

A brief account of Indian cinema – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness – Film industry status – Technologies in film production – Digital projection.

Unit - II

Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Popular, Parallel and Documentary films – concepts in film.

Unit- III

Film production: Theme and story line – script writing – characterization – visualization – equipment and other inputs – Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods – audio and video special effects.

Unit- IV

Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Tamil cinema.

Unit-V

Regulations for the film industry – Problems of film industry: Piracy - Government's initiatives and policies – Film institutes and organizations: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.

BOOKS FOR STUDY AND REFERENCE:

- 1) Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
- 2) Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
- 3) Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
- 4) Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
- 5) Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.

MAJOR BASED ELECTIVE - II

ADVERTISING

Unit-I

Introduction to advertising; definition and types; structure and functioning of an ad agency; advertiser-agency relationship

Unit-II

Audience analysis, segmentation, targeting and positioning; audience research; demographics, psychographics

Unit-III

Creative aspects of advertising; art direction; creative aspects in print and electronic media; print production; electronic production; other media productions; cutting-edge advertising

Unit-IV

Outdoor advertising; creative use of media – traditional and new media

Unit-V

The role of PR in advertising; advertising social issues; political advertising; dynamics of creating and executing the complete campaigning strategy.

BOOKS FOR STUDY AND REFERENCE:

- 1) Frank Jenkins, Advertising made simple, Rupa and Co, New Delhi, 1992
- 2) Coutland L. Bovee, John V. Thill et al., Advertising Excellence, AcGraw-Hill, Inc., New York, 1995.
- 3) William F. Arens, Contemporary Advertising, Irwin/AcGraw-Hill, 1999.
- 4) Advertising Concepts (Second Edition) by Pete Barry
- 5) Advertising Ethics by Edward Spence

MAJOR BASED ELECTIVE - III

VISUAL EFFECTS (PRACTICAL)

Requirement

The Visual Effects record should contain exercises completed by each student on every practical class during the sixth semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

Softwares: After Effects, Combustion, Smoke

1. Tracking
2. Wire Removal
3. Matte Removal
4. Rotoscopic
5. 3D Composite
6. Particle Effects
7. Color Correction
8. CC Effects
9. Paint and Text Effect
10. Rendering

Evaluation

Internal: 40 marks

External: 60 marks

CORE COURSE XII

PROJECT

Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work that can be made use in the industry. Projects can be taken up in any one of the following areas.

1. 2D animation
2. 3D animation
3. Short Film
4. Advertising
5. Television Production
6. Web Designing
7. VFX

Evaluation

Project: 80 marks

Viva Voce: 20 marks

NON MAJOR ELECTIVE – I
FASHION ACCESSORIES DESIGNING

Unit 1 : Introduction to Fashion Accessories

The accessories industries; The business of accessories; Economic importance of accessory industry; Marketing of accessories; Accessory designers

Unit 2: Sketching Accessories

Sketching Jewellery; Sketching sun glasses; Sketching hats; Detailing for other accessories

Unit 3: Fashion Accessories

Foot wear; Handbags; Belts; Gloves; Hats; Scarves; Ties; Sunglasses; Production development and design of these accessories; Nature of these industries; Production of these fashion accessories; Use of fashion accessories for different occasions

Unit 4: Jewellery

Types of Jewellery; Fine Jewellery; Bridge Jewellery; Costume Jewellery; Production of Jewellery; Use of jewellery for different occasions

Unit 5: Children's fashion Accessories

Bib ,bootees, caps, gloves ,accessories for different occasions, Fine Jewellery.

References

1. Valerie Campbell – Harding, Machine Embroidery – Stitch patterns, Kyodo Printing Co. Pvt. Ltd, Singapore, 2004.
2. Hanlyn octopus, Professional Skills made easy, Octopus Publishing group – New York, 2001.
3. 3. Easy to make book vol:1-vol:18,Octopus Publishing group – New York, 2002.

NON MAJOR ELECTIVE II

VISUAL MERCHANDISING

Unit 1: Introduction to Visual Merchandising

Visual merchandising and display; Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise; Windows

Unit 2: Display and Display Settings

Types of display; Promotion vs. institutional display; Type of display setting Attention drawing devices: Colour; Lighting; Line and composition; Scale; Contrast; Repetition; Humour; Surprise and shock;

Unit3 : Store and Window Settings

Exterior of the store; Window in store front design; Display window; Special windows

Unit4 : Mannequins

Types of mannequins; Alternatives to mannequin; Dressing up of mannequin

Unit5: Merchandise Display

Planning a display; Visual Merchandiser in store promotion; Scheduling the promotion

Reference:

1 Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.

2 Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.
