Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

## Courses offered under the framework of Amrita Values Programme:

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

### Insights from the Ramayana
Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

### Insights from the Mahabharata
Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

## Insights from the Upanishads
Introduction: Sruti versus Smriti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakarma Jabala, Aruni, Shvetaketu.

### Insights from Bhagavad Gita

### Swami Vivekananda and his Message
Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

### Great Spiritual Teachers of India
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

### Indian Arts and Literature:
The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

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

### Appreciation of Kerala’s Mural Art Forms:
A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural paintings are not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.
Syllabi

Practicing Organic Farming
Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says "we have to return this land to the coming generations without allowing even the slightest damage to happen to it". Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature.

Ancient Indian Science and Technology
Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.

15CUL501 CULTURAL EDUCATION 200 P/F

Objective: Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbued into the inner spirit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma's nectarous words of wisdom and acts of love are our guiding principles. Amma's philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master

References:
1. Swami Amritaswaroopananda Puri - Awaken Children (Volume VII and VIII)
2. Swami Amritaswaroopananda Puri - Amma's Heart
3. Swami Ramakrishnananda Puri - Rising Along the Razor's Edge
4. Deepak Chopra - Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success
5. Dr. A. P. J. Abdul Kalam - Ignited Minds 2. Talks (CD)
6. Swami Ramakrishnananda Puri - Ultimate Success
7. Swami Jnanamritananda Puri - Upadesamritham (Trans: Malayalam)
8. Vedanta Kesari Publication - Values - Key to a meaningful life
9. Swami Ranganathananda - Eternal values for a changing society
10. David Megginson and Vivien Whitaker - Cultivating Self Development
11. Elizabeth B. Hurlock - Personality Development, Tata McGraw Hill
12. Swami Jagatatananda - Learn to Live (Vol.1 and 2), RK Ashram, Mylapore

15FNA501 BASICS OF ADVERTISING 110 2

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

Unit 1

Unit 2

Unit 3
**SYLLABI**

**Master of Fine Arts - MFA**  
2015 admissions onwards

**Unit 4**

**Unit 5**

**TEXTBOOK:**

**REFERENCES:**

**COMPONENTS OF VISUAL DESIGN 2002**

**Objective:** To introduce the students to the various theories of design and composition; to initiate them to the philosophy of visual design; to equip them for professional design work.

**Unit 1**
Line (Vertical, Horizontal, Curve, S-Curve, Circular, Diagonal).

**Unit 2**
Space (Deep Space, Flat Space) - Perspective - Directional Lines.

**Unit 3**
Scale - Figure/ Ground - Colour Theory.

**Unit 4**

**SYLLABI**

**Master of Fine Arts - MFA**  
2015 admissions onwards

**Unit 5**
Creation of Depth Cue in Cinema.

**TEXTBOOK:**

**REFERENCES:**

**15FNA503**  
FILM STUDIES 2002

**Objective:** To introduce the students to the creative study of films and at the same time developing their skills for analyzing different media.

**Unit 1**
Introduction to Film Studies - Film movements.

**Unit 2**
Different Genres of films.

**Unit 3**
Introduction to world cinema.

**Unit 4**
Indian Cinema and Malayalam Cinema (Origin and Development).

**Unit 5**
Theoretical perspectives.

**TEXTBOOKS:**
1. Film Art: An Introduction - David Bordwell, Kristin Thompson
2. Malayala Cinemayude Katha - Vijayakrishnan

**REFERENCES:**
1. The Art and Science of Cinema - Anwar Huda
2. Key Concepts in Cinema Studies - Susan Hayward
3. Film as Art - Rudolf Arnheim
4. Chalachithrathinte Porul - Vijayakrishnan
5. Movies and Meanings - Stephen Prince
6. How to read a film? Movies, Media, Multimedia - James Monaco
SYLLABI  Master of Fine Arts - MFA  2015 admissions onwards

15FNA504  INTRODUCTION TO COMMUNICATION AND MEDIA THEORIES

Objective: To provide an overview of various concepts and theories of Mass Media and Communication.

Unit 1

Unit 2
Models and Theories of Communication: Aristotle’s, Lasswell’s, Shannon and Weaver, Osgood and Schramm, Newcomb’s ABX, Gerbner’s, Westley and MacLean, Riley and Riley’s Sociological Model - Hypodermic Needle.

Unit 3
Agenda Setting, Uses and Gratification, Media Dependency, Gatekeeping, Individual Differences, Selective Exposure, Perception and Retention, Diffusion of Innovation, Spiral of Silence.

Unit 4
Early perspectives of Media and Society - The rise of Dominant Paradigm - Four Eras of Mass Media Theory.

Unit 5
Media, Society and Culture - Sub Culture, Popular Culture, Media and Realism - Construction of Reality by Media - Representation and Stereotypes - Gender and Mass Media.

TEXTBOOK:

REFERENCES:

15FNA505  INTRODUCTION TO FILM MAKING

Objective: To introduce students to the grammar of film making - from the morphology of frames to the construction of narrative sequences.

Unit 1
Frame as the minutest unit of cinema - Visual composition of the frame - Shot Dynamics - Narrative sequencing of shot.

SYLLABI  Master of Fine Arts - MFA  2015 admissions onwards

Unit 2
Long, medium and close-up shots. High angle and low angle shots, neutral shots - Dutch tilt - Panning, tilting, dollying, truck shot - crane shot.

Unit 3
The aesthetics of film editing - Construction of narrative through juxtaposition of shots - Eisensteinian Montage - Setting in frame and shot - Mise-en-Scene and realism.

Unit 4

Unit 5
Varying camera positions and maintaining horizontal axis in different shots of a single sequence.

TEXTBOOK:
Bordwell, David and Thompson, Kristen. Film Art: An Introduction with Film Viewer’s Guide and Tutorial (7th Edition) 2005

REFERENCES:
1. Film as Art - Rudolf Arnheim
2. Movies and Meanings - Stephen Prince
3. How to read a film? Movies, Media, Multimedia - James Monaco

15FNA506  PHOTOGRAPHY, VIDEOGRAPHY AND AUDIOGRAPHY I

Objective: To understand the basics of Photography, Videography and Audiography

Unit 1

Unit 2
Basic Principles of motion picture - Persistence of Vision, Phi-Phenomenon, flip books, - History of Motion Pictures and Differences between video and film medium - Principles of Visual Grammar, Parts of Video Camera - different types of lens,
SYLLABI  
Master of Fine Arts - MFA  
2015 admissions onwards

focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD. Important features in camera - White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, Shots - purposes of shots, factors decide setting up of shots, Classification of shots - High angle, low angle and eye level shots, basic shot types - ECU, CU, MCU, MS, MLS, LS, ELS, Camera movements - panning, tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left, master-shot, point of view shot, over the shoulder shot - Cut in shot, cut away shot.

Unit 3  

Unit 4  
Audio productions – Introduction to basics of sound - sound as a waveform, behaviour of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms - Electricity and electronics - Electric charges, structure of atom, generation of electric current, AC and DC current, volt meter ammeter, conductors and insulators - Electronics basics, semiconductors, transistors, integrated circuits, AC to DC conversion - History of sound recording - Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques - brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Unit 5  
Microphones - Basic principles of microphones, history and development of microphones - Different types of microphones - dynamic, ribbon and condenser microphones - Technical parameters of microphones - directional properties of microphones, Lapel microphones, Gun microphones - Applications of microphones in different situations, stereo mixing, microphone placement - Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces - Loud speakers, Loudspeaker principles, different types of loudspeakers, history

SYLLABI  
Master of Fine Arts - MFA  
2015 admissions onwards

and development of loudspeakers, headphones - Setting up loud speakers – Amplifiers - domestic power amplifiers, professional power amplifiers.

TEXTBOOKS:
1. Vasuki Belawadi, Video Production, Oxford University Press
3. T. Krishnan Unni – Sound in Moving Pictures – Mathrubhumi Publications

REFERENCES:
1. Michael J. Langford - The Basic Photography - Focal Press
5. Arthur Cox - Photographic Optics - Focal Press, 1974
9. Happe - Basic Motion Picture Technology - Focal Press, 1971
10. Weber - Practical Photographer - Fountain Pr Ltd, 1974
14. Siegfried Karacauer - Film Theory
15. John Garner - S. Eisenstein - The Montage of Film Aesthetics

15FNA507  
WEB TECHNOLOGIES BASICS  
2002

Objectives: The course enables the students to understand various Web Development Technologies such as XHTML, HTML, HTML5, CSS, JavaScript, etc. It also facilitates the students to understand the fundamentals of User Interface designing and developing.

Unit 1  
Introduction to HTML, Internet Basic, Introducing HTML5, Explore Web Browsers, HTMLs Syntax, New Features in HTML5, Web pages, Basic HTML page creation.

Unit 2  
Adding new Paragraph, Line Break, Preformatted Text, Block quote, HTML lists, Insert Special Character, Introduction to Style Sheet, Internal and External Style Sheet, Introduction to HTML tag, Class and ID, Text alignment, Colour, Style Bulleted List.

Unit 3  
Web page images, Image tag and attributes, Links and URL, Link to another file, link
Unit 4

Unit 5
Publishing Your Web Pages, Introduction to Dynamic Sites, Basic PHP and SQL, Web Hosting.

SUGGESTED READINGS:
Mike Wooldridge, Brianna Stuart - Creating Web Pages Simplified (IInd)
Jason Beard The Principles of Beautiful Web Design.

15FNA508 STUDIES IN VISUAL AESTHETICS 2002

Objective: To introduce the students to the evolution of the aesthetics of the image and also to initiate them to the visual language to enhance their understanding and appreciation of visual media in general.

Unit 1
Development of Visual Language - Semiotics and Rhetoric.

Unit 2
Dramaturgy - Development of Multimedia - Aesthetics of Audio Image.

Unit 3
Visual Art and Aesthetics - Understanding visual art and visual culture.

Unit 4
An overview of the art movements throughout history - Modern aesthetic movements and theories.

Unit 5
Anatomy, Figure Drawing and Figure Study.

TEXTBOOKS:
1. Handbook of Radio, Television and Broadcast Journalism by R.K. Ravindran
2. Journalism in the Digital Age by John Herbert

REFERENCES:
2. The Meaning of Art by Herbert Read
3. Art by Clive Bell

15FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION 2103 AND MEDIA STUDIES

Objective: To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

Unit 1
Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

Unit 2

Unit 3
Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

Unit 4
Establishing the validity and reliability of research instrument – validity - types of validity – reliability – Sampling - Population and Sample, Probability and Non-Probability Samples, Types of Probability and Non-Probability Samples, Sample size.

Unit 5
Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.
SYLLABI Master of Fine Arts - MFA 2015 admissions onwards

TEXTBOOKS:

REFERENCES:
2. Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005

15FNA511 HISTORY OF ART 2 0 0 2

Objective: The course introduces the students to the history of art through ages.

Unit 1 Prehistoric to Gothic Art.

Unit 2 From Renaissance to 19th century art.

Unit 3 Modern art.

Unit 4 Post modern art.

Unit 5 Indian Art.

TEXTBOOKS:

REFERENCES:

15FNA512 MEDIA ETHICS AND LAWS 2 0 0 2

Objective: To provide an awareness of various aspects of Indian Constitution and Press Laws; to highlight the importance of media ethics and to sensitize students about norms of journalistic conduct.

SYLLABI Master of Fine Arts - MFA 2015 admissions onwards


Unit 3 PCI guidelines - Norms for Journalistic conduct.

Unit 4 Guidelines for Media in relation to communal violence - Broadcasting codes in India - Code for Commercial Advertising.

Unit 5 Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

TEXTBOOKS:

REFERENCES:
1. Press Laws of India.

15FNA513 FILM DIRECTION 2 0 0 2

Objective: To initiate students in to the art of film making and to train them in the various components of film direction

Unit 1 Visualizing the screenplay in terms of cinematic production - Constructing continuity for the narrative - Visualising characters and locations.
Unit 2
Dividing the scenes into shots - Designing camera angles and movements for the shots - Montaging the shots - Designing audio components - Shooting logistics.

Unit 3
Creating mood boards - Locking locations, camera angles and movements - Creating graphic story boards.

Unit 4
Preparation of shooting script - Fixing shot sizes, camera angles and camera movements - Fixing the audio component.

Unit 5
Creating character profiles - Actor audition - Visualising the sets - Creating 3 dimensional cut-outs and painting backdrops.

TEXTBOOKS:
1. Film Directing Shot by Shot: Visualizing from Concept to Screen by Steven Douglas Katz
2. The Film Director Prepares: A Complete Guide to Directing for Film and TV by Myrl A. Schreibman

REFERENCE:
Producing and Directing the Short Film and Video by David K. Irving, Peter W. Rea

15FNA514 CREATIVE COPY WRITING FOR PRINT AND ONLINE MEDIA

Objective: The students are exposed to the art of creative thinking, planning and execution involved in the production of an advertisement for formats like print and web. From a professional standpoint they also get exposure to the important role of copy writing and its quality, consistency and value in the marketing. They will understand the key concepts through case studies from the creative segment of the advertisement industry.

Unit 1
Role of Creativity in Advertising - The Craft of Copy Writing - Need for Creative plans - Formulating Advertising Strategy and Execution - qualities, duties & responsibilities of copy writer.

Unit 2
The Creative Process; Concept Writing, Copy Structure Development; Verbal Visualization.

Unit 3
Elements of print ad - types of headlines - types of body copy.
SYLLABI
Master of Fine Arts - MFA
2015 admissions onwards

TEXTBOOK:

REFERENCES:

SYLLABI
Master of Fine Arts - MFA
2015 admissions onwards

Fluorescent Lights, LED Lights, Follow spots - Lighting accessories - barndoor, scrim, reflectors, gels, diffusers.

Unit 4
Single camera production - roles and responsibilities of production personnel, preproduction stage - different activities, writing the treatment, script writing and story boarding, location hunt, Production stage - different problems in shooting, reviewing shots, Post production stage - Video logging, editing, closing the file. Multicamera Production process, Layout of TV studio - Major installations in PCR - Camera control unit, Video switcher, graphics and titling machines, Major installations in studio floor - Teleprompter, dimmer and patch boards, studio cameras, Virtual studios - different activities in Multicamera production - Chroma Keying, DSNG - different methods used in DSNG, OB Van, Electronic News Gathering and Electronic Field Production, Floor plans for different field productions, Introduction to DSLR cinematography, Shooting video for web, Videos for social media.

Unit 5
Audio cables and interconnections - different types of connectors, microphone cables and line cables, balanced and unbalanced cables, snake cables, transformers, electronic balancing, DF boxes, distribution amplifiers - Outboard equipment - Equalizers, compressors, limiters, echo and reverb devices, multieffect processing, connection of outboard devices - Analogue recording and digital recording - Development of analogue recording, analogue recording systems - optical recording, magnetic recording - Multitrack recording - digital recording, tape based systems and tapeless systems, comparison of analogue and digital systems – MIDI - basic MIDI principles, MIDI communication, synchronization - Timecode and synchronization - Surround sound - Three channel stereo, four channel stereo, 5.1 channel sound surround sound systems, digital surround sound formats, surround sound recording techniques - Television – Different television systems, radio sound, TV transmission, digital transmission and distribution of TV and cinema. Multicam shooting and recording, Live recording for news.

TEXTBOOKS:
1. Vasuki Belavadi, Video Production, Oxford University Press
3. T. Krishnan Unni – Sound in Moving Pictures – Mathrubhumi Publications

REFERENCES:
1. The Basic Photography - Michael J. Langford
2. The Advanced Photography - Michael J. Langford

SYLLABI
Master of Fine Arts - MFA
2015 admissions onwards

UNIT 1

Introduce the students to the evolution of Photography, Videography and Audiography.

Unit 1
Different genres of photography – Black and White Photography, fashion photography, wildlife photography, advertising photography, wedding photography, macro photography, medical photography, film photography, photo journalism, Candid Photography, architecture photography, travel photography - Composition principles - vertical, horizontal and diagonal framing - symmetry, perspective, balance, background and foreground, Rule of Thirds, frame balancing, leading lines, frame within a frame - Different camera movements – tilting – panning - different types of shots, different camera angles - High angle, low angle, eyelevel, birds eye, worms eye - Different accessories of camera - tripod, monopod, lens-hood flash, remote, shutter release - Different types of filters - polarizing filter, neutral density filter, UV filter, extension tubes - Metering modes.

Unit 2
Introduction to Lighting - natural lights, outdoor lighting, studio lighting, still life photography - Three point lighting - Key light, fill light, back light, light meters and their working, different lighting instruments, lighting accessories used - soft box, reflector, umbrella reflector, snoot, trigger, diffusers - working under different lighting conditions - Different colour modes - RGB, CMYK, gray scale, different lens aberrations - Science of colour - Attributes of colour - Additive colours - Subtractive colours - Colour reproduction in different imaging devices.

Unit 3
Lighting – Principles - goals of good lighting in video - Exposure, depth and dimension, mood and tone, colour, texture - Properties of light. Intensity, colour quality, dispersion, direction - understanding colour temperature - Naturalism and pictorialism in lighting - Three point Lighting, Lighting ratio - hard and soft Lighting, high key lighting and low key lighting, available natural light, bounce light, practical lighting, lighting through the window Lighting for HD video. Lighting instruments - Sun guns, Fresnel, HMI,
SYLLABI

Master of Fine Arts - MFA

2015 admissions onwards

9. Basic Motion Picture Technology - Happe, Focal Press, 1971
14. Film Theory - Siegfried Karacauer
15. The Montage of Film Aesthetics - S. Eisenstein
16. Directories in Modern Theatre and Drama - John Garner

15FNA517

PUBLIC RELATIONS 1 0 0 1

Objective: To introduce the students to the concept of Public Relation and equip them to build a career according to the industry requirements.

Unit 1

Unit 2

Unit 3
PR as a strategic management function - PR Process, four stages - Crisis Management.

Unit 4
PR and media strategy - Principles of effective media relations - Writing for PR - Press release - Press Tour - Press conference - Electronic PR.

Unit 5
Corporate advertising - House Journal, How to be a good PR Manager - Ethics in PR - Case studies.

TEXTBOOK:

REFERENCES:
2. Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press

SYLLABI

Master of Fine Arts - MFA

2015 admissions onwards

15FNA518

GRAPHICS AND ANIMATION 1 1 0 2

Objective: Introduce the students to the evolution of Animation fundamentals and also to initiate them to the Digital Animation techniques so as to be enabling them competent and proficient in making good works.

Unit 1
Concept of animation - picture in motion - depicting movement with sequential drawings.

Unit 2

Unit 3
Principles of animation - disney animation methods. 12 principles of animation.

Unit 4
Traditional animation - Different production techniques - Stopmotion, claymation, cutout animation etc.

Unit 5
Modern animation - Digital animation, Computer aided animation, animation softwares.

TEXTBOOK:
Timing for Animation - Focal Press (Feb 2002) - Whitaker, Harold and John Halas

REFERENCES:
1. Preston Blair - Cartoon Animations - Walter Foster Pub (Jan 1995)
4. Edward - Human Figure in Motions - Dover Publications (June 1 1955)
15FNA519  SCREENPLAY WRITING  1 1 0  2

Objective: To introduce the students to the construction of film narratives.

Unit 1
Developing the power of observation - Building imagery - Creating character profiles.

Unit 2
Developing the story through plot structure - Three-part structuring (Beginning, Middle and End) - Rising action - Dramatic conflict.

Unit 3
Conceiving characters - Physical appearance and psychological motivation - Protagonist and Antagonist - Secondary characters.

Unit 4
Matching dialogue with the social and cultural background of the character - Use of dialects - 180 Degree dialogue - Dialogue cues.

Unit 5
Sequencing the script - Scene division - Log-line and Slug-line - Description and dialogue - Use of abbreviations - Writing montage.

TEXTBOOK:
Writing the Short Film by Pat Cooper & Ken Dancyger

REFERENCES:
1. Screenwriting by Raymond G Frensham
2. The Screenwriter's Workbook (Revised Edition) by Syd Field
3. Screenwriting 434 by Lew Hunter

15FNA520  SHORT FILM PRODUCTION  1 1 0  2

(FICTION AND DOCUMENTARY)

Objective: To impart training in producing and directing short fiction films and documentaries

Unit 1
Converting incidents in to stories - Building stories from images - Structuring the story – Docudrama.

Unit 2
Plot structuring of themes - Three-part structure.

Unit 3
Sub plots - Climaxes - Conflict and rising action.

15FNA521  WEB DESIGN AND CONTENT MANAGEMENT  2 0 0  2

Objective: The course enables the students to develop storyboards, planning, multimedia websites. It makes them incorporate web design guidelines into site development, including readability, usability, and consistency. It also facilitate the students to design multimedia websites including image maps and scripting thereby developing interactive elements using appropriate software tools. The course also intends to make the students aware of the basics of Content Management System.

Unit 1
Points to be remembered while Web Designing, Categories of Websites, Introduction to Dreamweaver Basics, Dreamweaver Basics – Defining a sit - Formatting Web Layout - Creating Tables - Web Layouts - Frames – Rollovers - Designing web page,

Unit 2

Unit 3

Unit 4
The Psychology of Colour, Colour Temperature, Chromatic Value, Colour Theory 101, The Scheme of Things, Colour Tools and Resources, Texture - point, line, shape, volume and Depth, Pattern, Building Texture, Taking Type to the Web, Text Image Replacement, Web Fonts with @font-face, Text Spacing and Alignment,
Choosing the Right Fonts, Imagery - File Formats and Resolutions, Creative Image Treatments.

**Unit 5**

**SUGGESTED READINGS**
Jason Beaird, The Principles of Beautiful Web Design, Sitepoint publishers

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>15FNA571</td>
<td>ELEMENTS OF COMPOSITION LAB.</td>
<td>0 1 2</td>
</tr>
<tr>
<td></td>
<td>To provide hand-on experience to</td>
<td></td>
</tr>
<tr>
<td></td>
<td>students in design work – Praxis-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>oriented workshops on the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>principles of composition taught</td>
<td></td>
</tr>
<tr>
<td></td>
<td>in the theoretical module.</td>
<td></td>
</tr>
<tr>
<td>15FNA572</td>
<td>INTRODUCTION TO ANIMATION CONCEPTS</td>
<td>0 0 2</td>
</tr>
<tr>
<td></td>
<td>Practice with stop-motion and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>cutout-animation.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Appreciation - animation clips</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and movies (different production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>styles).</td>
<td></td>
</tr>
<tr>
<td>15FNA573</td>
<td>AUDIOGRAPHY LAB. I</td>
<td>0 0 2</td>
</tr>
<tr>
<td></td>
<td>Familiarizing different types of</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Microphones</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Different Audio connectors</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mixer console</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Recording in Studio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Digital Recording</td>
<td></td>
</tr>
<tr>
<td>15FNA574</td>
<td>PHOTOGRAPHY LAB. I</td>
<td>0 0 2</td>
</tr>
<tr>
<td></td>
<td>Familiarization of different</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cameras</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Working with Digital SLR Camera</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Experiments with depth of field</td>
<td></td>
</tr>
<tr>
<td></td>
<td>White balance, metering mode</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Different modes in DSLR</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Familiarizing Flash Lights &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Light Meter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lighting theory</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Working with different light</td>
<td></td>
</tr>
<tr>
<td></td>
<td>sources</td>
<td></td>
</tr>
<tr>
<td>15FNA575</td>
<td>VIDEOGRAPHY LAB. I</td>
<td>0 0 2</td>
</tr>
<tr>
<td></td>
<td>Familiarizing Video Camera and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>accessories</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Familiarizing tripods and other</td>
<td></td>
</tr>
<tr>
<td></td>
<td>support systems</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Focusing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>White balancing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Different types of storage</td>
<td></td>
</tr>
<tr>
<td></td>
<td>mediums - Tape and tapeless</td>
<td></td>
</tr>
<tr>
<td></td>
<td>systems</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Practicing different camera</td>
<td></td>
</tr>
<tr>
<td></td>
<td>movement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Audio recording in video camera</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to DSLR</td>
<td></td>
</tr>
<tr>
<td></td>
<td>cinematography</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Different types of Shots</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Practicing different camera</td>
<td></td>
</tr>
<tr>
<td></td>
<td>movements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Working under different light</td>
<td></td>
</tr>
<tr>
<td></td>
<td>sources</td>
<td></td>
</tr>
<tr>
<td>15FNA576</td>
<td>GRAPHIC DESIGN LAB. I</td>
<td>0 0 2</td>
</tr>
<tr>
<td></td>
<td>Workspace basics, Photoshop</td>
<td></td>
</tr>
<tr>
<td></td>
<td>images, Introduction to Camera</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Raw, About colour - Colour</td>
<td></td>
</tr>
<tr>
<td></td>
<td>modes, Viewing histograms and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>pixel values, Applying special</td>
<td></td>
</tr>
<tr>
<td></td>
<td>colour effects to images,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adjusting crop, rotation, and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>canvas - Retouching and repairing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>images - Correcting image</td>
<td></td>
</tr>
<tr>
<td></td>
<td>distortion and noise, Making</td>
<td></td>
</tr>
<tr>
<td></td>
<td>selections, Layer Basics,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Painting tools, Drawing vector</td>
<td></td>
</tr>
<tr>
<td></td>
<td>graphics, Filter basics - Filter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>effects reference - Applying</td>
<td></td>
</tr>
<tr>
<td></td>
<td>specific filters - Add Lighting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Effects, Creating type - Editing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>text - Formatting characters,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Saving images - Saving PDF files</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Saving and exporting files in</td>
<td></td>
</tr>
<tr>
<td></td>
<td>other formats - File formats,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Working with web graphics -</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Slicing web pages - Modifying</td>
<td></td>
</tr>
<tr>
<td></td>
<td>slices, Video and animation in</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Photoshop - Creating images for</td>
<td></td>
</tr>
<tr>
<td></td>
<td>video - Interpreting video</td>
<td></td>
</tr>
<tr>
<td></td>
<td>footage, Editing video and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>animation layers - Creating</td>
<td></td>
</tr>
<tr>
<td></td>
<td>frame animations - Creating</td>
<td></td>
</tr>
<tr>
<td></td>
<td>timeline animations - Preview</td>
<td></td>
</tr>
<tr>
<td></td>
<td>video and animations - Save and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>export video and animations,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Automating with actions - Creating</td>
<td></td>
</tr>
<tr>
<td></td>
<td>actions - Processing a batch of</td>
<td></td>
</tr>
<tr>
<td></td>
<td>files.</td>
<td></td>
</tr>
<tr>
<td>15FNA577</td>
<td>COMPONENTS OF VISUAL DESIGN LAB.</td>
<td>0 0 2</td>
</tr>
<tr>
<td></td>
<td>To provide hand-on experience to</td>
<td></td>
</tr>
<tr>
<td></td>
<td>students in design work – Praxis-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>oriented workshops on the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>principles of composition taught</td>
<td></td>
</tr>
<tr>
<td></td>
<td>in the theoretical module.</td>
<td></td>
</tr>
<tr>
<td>15FNA578</td>
<td>FILM ANALYSIS LAB.</td>
<td>0 1 2</td>
</tr>
<tr>
<td></td>
<td>To encourage critical approach to</td>
<td></td>
</tr>
<tr>
<td></td>
<td>cinema – To impart training in</td>
<td></td>
</tr>
<tr>
<td></td>
<td>reading specific film texts from</td>
<td></td>
</tr>
<tr>
<td></td>
<td>various theoretical perspective.</td>
<td></td>
</tr>
<tr>
<td>15FNA579</td>
<td>WEB TECHNOLOGIES BASICS LAB.</td>
<td>0 0 2</td>
</tr>
<tr>
<td></td>
<td>Creation of HTML pages with</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HTML and HTML5 tags.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Usage of internal and external</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CSS along with HTML pages.</td>
<td></td>
</tr>
</tbody>
</table>
Client side Programming.
Java script for displaying date and comparing two dates.
Form Validation including text field, radio buttons, check boxes, list box and other controls.

15FNA581 2D ANIMATION LAB. 0 0 2 1
Creating 2D animation - Introduction, logging onto server, basic Macintosh skills,
Working in Flash, Drawing with Flash, Basic animation, Working in the timeline,
Working with symbols, Shape tween, staggering animation effect, Animation Review,
Break apart and distribute, Intro to Motion Guide, Motion Guide Paths, Mask layers,
Button Intro.

15FNA582 3D GRAPHICS PRODUCTION LAB. 0 0 2 1

15FNA583 PHOTOGRAPHY, VIDEOGRAPHY AND AUDIOGRAPHY LAB. II 0 0 2 1
Photography
Different types of shot
Different types of camera angles
Working with lenses of different focal lengths
Distance - Depth of Field
Framing
Familiarizing with different lens filters
Camera movement practices - Tilting and panning
Advanced lighting techniques
Working with natural light
Studio lighting
HDR photography
Panorama photography
Different photography assignments

Videography
Practicing with lights (Additional lights and Natural lights)
Studio cameras
Breaking down the script and shot division
Working with DSLR's and its accessories
Track and Trolley
Studio Visit and Crane Operations

15FNA584 DIGITAL VIDEO EDITING 0 1 2 2
Nonlinear Video Editing - Create and open projects, Work with files, Import media,
Organize your media once it’s imported, Use the Timeline for video and audio tracks, Edit tracks in the Timeline, Create sequences and nested sequences, Add motion to your clips, Create and work with keyframes, Add animation and other effects, Add transitions, Use the colour-correction tools, Sync clips from multiple cameras, Add text, shapes, and logos to your project, Work with audio in the Audio Workspace, Export media, Create and edit closed captions.

15FNA585 ILLUSTRATION PRACTICAL 0 0 2 1
To introduce the students to the basics of drawing, and the traditional illustrations,
Graphical illustrations, illustrations in advertising and animations.

15FNA586 GRAPHIC DESIGN LAB. II 0 1 2 2
Graphic illustration - About Illustrator - Work Area Overview - Screen modes -

Page Layout Workspace basics - Customizing menus - Toolbox overview - Selection tools, Layout - Creating documents - Creating custom page sizes - Rulers and measurement units – Grids - Ruler guides - Page and spreads – Masters – Layers - Laying out frames and pages - Numbering pages, chapters and sections - Text variables, Working with files and templates - Saving documents - Exporting, Creating text and text frames - Adding text to frames - Importing text - Threading text - Text frame properties, Typography -Formatting text, Styles - Paragraph and character styles - Dropcaps and nested styles - Object styles - Working with styles - Combining text and objects - creating type on a path, Tables - Creating tables - Selecting and editing tables - Formatting tables - Table strokes and fills - Table and cell styles.

15FNA587 TYPOGRAPHY PRACTICAL 0 0 2 1
To introduce the students to the basics of Typography, and the essential graphic designing tools.

15FNA588 PROFESSIONAL PRACTICE IN WEB DESIGNING AND DEVELOPMENT I 0 1 2 2
Design Websites templates based on various principles and Colour scheme of Web Create WebPages using Dreamweaver Create a project agreement for a web site with multimedia elements Create and Prepare Content for Streaming

15FNA589 POST-PRODUCTION AND MOTION GRAPHICS LAB. 0 1 2 2
Creating animated images and 3D Computer Graphics - Video compositing - Chroma key - Motion tracking - Creating titles for video.

15FNA590 VISUALIZATION AND STORYBOARDING LAB. 0 0 2 1
To produce storyboards to guide digital media productions.

15FNA591 FILM DIRECTION LAB. 0 1 2 2
Preparation of shooting scripts - Directing rehearsals - Managing shooting logistics.

15FNA601 VISUALIZATION AND STORYBOARDING 1 1 0 2
Objective: This course makes the student produce storyboards to guide digital media productions. The student gradually develops skills in visualization and swift sketching by translating story scripts into illustrated frames that detail each scene’s action, lighting and camera angles.

15FNA602 BRAND MANAGEMENT 2 0 0 2
Objective: The students are exposed to the comprehensive and contemporary concepts of professional practice in branding, brand equity and strategic brand management, design and implementation techniques for all the presentable formats like print, broadcast and new digital media. They will understand the concepts through case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).

Unit 1

Unit 2
SYLLABI

Master of Fine Arts - MFA
2015 admissions onwards

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

Unit 4

Unit 5

TEXTBOOK:

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

15FNA603
INTERNET ADVERTISING
1 1 0 2

Objective: To provide an understanding of the Internet as an advertising and marketing communication medium.

Unit 1
Internet as a medium of communication – Possibilities – Advantages – Limitations.

Unit 2
Internet Advertising, an introduction - Targetting approaches - Demographic targeting - Behavioural targeting - Daypart targeting - Geographic targeting - Affinity targeting - Purchase based targeting.

Unit 3
Online advertising - Reach and frequency - Winning Strategies – Generate brand preference to stimulate sales - Stimulate trial through online coupons, samplings - Creating emotional engagement to promote loyalty - Power of convenience.

Unit 4
Standard online advertising formats - Creative factors that Influence display advertising effectiveness - Online video advertising - Games, an engaging medium - Online advertising clutter.

Unit 5
Search engine marketing techniques - Online shopping and buying - The multichannel market place - Online shopper profile - Importance of user friendly shopping sites - Shopper diversion - Advertising personally, e-mails and word of mouth - Online advertising effectiveness measurement.

REFERENCES:
1. The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation – Joe Plummer
2. Key Success Factors in Internet Advertising: The role of Online User Activity and Social Context – Symeon Papadopoulos

15FNA604
MANAGEMENT OF FILM PRODUCTION
1 1 0 2

Objective: To enable the students to understand the various theoretical aspects on short films and documentary production.

Unit 1
The process of production management.

Unit 2
Production budget process - Budget forms.

Unit 3
Setting up cost book - VAT – Invoices.

Unit 4
Insurance - Security - Media insurance.

Unit 5
Archive and Copyright in Film industry. Post-production - Various deliverable mediums.

TEXTBOOK:
Production Management for TV and Film: The professional’s guide by Linda Stradling

REFERENCES:
Film Production Management by Bastian Cleve
### 15FNA605 ART DIRECTION 1 1 2 2

Designing sets and props - Making follies - Costume designing.

### 15FNA606 WEB DESIGN AND CONTENT MANAGEMENT II 2 0 0 2

**Objectives:** To make the student dexterous in Dreamweaver. The course aims in crafting the students to make websites on their own with all the latest technologies such as HTML5, CSS3. Also make the students understand the concepts behind Responsive web design.

**Unit 1**
Rethinking HTML for CSS, Creating Styles and Style Sheets, Selectors: Identifying What to Style, Saving Time with Style Inheritance, Managing Multiple Styles: The Cascade.

**Unit 2**
Formatting Text, Margins, Padding, and Borders, Adding Graphics to Web Pages, Sprucing Up Your Site’s Navigation, Formatting Tables and Forms.

**Unit 3**
Introducing CSS Layout, Building Float-Based Layouts, Positioning Elements on a Web Page.

**Unit 4**
CSS for the Printed Page, Improving Your CSS Habits, CSS 3: CSS on the Edge.

**Unit 5**
Introduction to HTML5, Responsive Web Design.

**SUGGESTED READINGS:**
- Ben Frain - Responsive Web Design with HTML5 and CSS3 - RACKT Publishing

### 15FNA631 ACTING AND DRAMATIC PRESENTATION 2 0 0 2

**Objective:** To train students in acting for films.

**Unit 1**
Warming-up exercises - Relaxation Exercises - Yoga for toning up the body - Basic Kalari training.

**Unit 2**
Yoga for toning up voice - Voice modulation - Breath control.

**REFERENCES:**
- The Semiotics of Theatre and Drama by Keir Elam
- Theatre as Sign System: A Semiotics of Text and Performance by Elaine Aston, George Savona
- Theatre Semiotics: Text and Staging in Modern Theatre by Fernando de Toro
- Acting For Real: Drama Therapy Process, Technique, and Performance by Renee Emunah

### 15FNA634 MOTION GRAPHICS FOR FILM AND TELEVISION 2 0 0 2

**Objective:** To introduce students to the basics of motion graphics and titling for film and television and to develop a working knowledge of software appropriate to introductory concepts in motion graphics.

**Unit 1**
Introduction to Motion Graphics.

**Unit 2**
Motion Graphics for Film & Television – Film Titles, Commercials, Public service Announcements, Music Videos.

**Unit 3**
Choreographing Movement – The language of motion - Spatial considerations, Coordinating movements.

**Unit 4**
Motion Graphics Sequencing – Transitions - Mobile Framing, Establishing pace, Establishing Rhythm - Concept of Birth – Life - and Death. Usage of sound to support - The continuity of motion.

**Unit 5**
Introduction to software and techniques for motion graphics - Adobe AfterFX, Autodesk 3Ds max etc - Basics of compositing techniques – Blend operations - Keying, Alpha Channels, Mattes, Masks, Colour corrections.
SYLLABI

Master of Fine Arts - MFA
2015 admissions onwards

TEXTBOOKS:

REFERENCES:
1. http://www.watchthetitles.com

15FNA636 RESPONSIVE WEB DESIGN 1 1 0 2

Objective: The purpose of this course is to gain a hands-on understanding to develop responsive websites, which is the emerging trend in web designing.

Unit 1
Responsive Elements and Media, Introduction, Resizing an image using percent width, Responsive images using the cookie and JavaScript, Making your video respond to your screen width, Resizing an image using media queries, Changing your navigation with media queries, Making a responsive padding based on size, Making a CSS3 button glow for a loading element.

Unit 2
Responsive Typography, Introduction, Creating fluid, responsive typography, Making a text shadow with canvas, Making an inner and outer shadow with canvas, Rotating your text with canvas.

Unit 3
Rotating your text with CSS3, Making 3D text with CSS3, Adding texture to your text with text masking, Styling alternating rows with the nth positional pseudo-class, Adding characters before and after pseudo elements, Making a button with a relative font size, Adding a shadow to your font, Curving a corner with border radius.

Unit 4
Responsive Layout, Introduction, Responsive layout with the min-width and max-width properties, Controlling your layout with relative padding, Adding a media query to your CSS, Creating a responsive width layout with media queries, Changing image sizes with media queries, Hiding an element with media queries, Making a smoothly transitioning responsive layout.


Unit 5

SYLLABI

Master of Fine Arts - MFA
2015 admissions onwards

TEXTBOOKS:
4. HTML5 and CSS3 Responsive Web Design Cookbook - Published by Packt Publishing Ltd.
5. Learning Responsive Web Design – Clarissa Peterson – O'Reilly

15FNA637 ADVERTISING 1 1 0 2

Objective: This helps the student to make integrated approach on advertising, providing with an in-depth understanding of the creative and strategic processes behind successful advertising. The students are introduced to the processes, tools and techniques used in developing advertising concepts with the study areas including creative thinking and visualizing, advertising theory and practice.

Unit 1
Position of Advertising in marketing - Brief history of advertising – Advertising - meaning and definition - Advertising as a tool of communication - Features of advertising - Social and economic impact of advertising - Key players in advertising - Significance and criticism of advertising - Advertising agency.

Unit 2
Types of advertising - Structure of an advertising agency and work flow - Client Servicing - Creative process - Media planning - Media Buying - Media Scheduling - Types of agencies - Relationship between various participants (Client, agency and media and consumer).

Unit 3
Various media for advertising.

Unit 4
Concept of USP - Introduction of branding - Meaning of campaign.

Unit 5
Case studies.

REFERENCE BOOKS:
Advertising, Frank Jefkins Revised by Daniel Yadin
Kleppner's Advertising Procedure
**SYLLABI**

**Master of Fine Arts - MFA**

**15FNA638 VIDEO GAMES PRODUCTION**

**1 1 0 2**

**Objective:** The purpose of this course is to gain a hands-on understanding developing video games. Students will be initiated to various facets of video game production: design, art, programming, and management. The course will include various hardware and software that give support to the video game production process.

**Unit 1**

An introduction to Video Games Production - Backgrounds - Current Industry Trends - History of Video Games – Timeline - Pong, Atari – ET, Nintendo, Sega, Sony, Microsoft, EA Sports, Epic - Milestone games and cycles in the industry - Game genres, game platforms and management considerations - Action, RPG, RTS, FPS, MMO, Serious Games - Xbox 360, PS3, Wii - Video Games and Peripherals - The Game Production Process - Managing the assets and resources - Software and documents used to manage the production - Creating Something Cool - Knowing your target audience.

**Unit 2**

Game play and Mechanics - Understanding the platforms influencing game design - The key elements: game play, visual style, characters and setting/story - “Fear” in games - Elements of Game Design - Game Design Principles - Objectives vs. Goals - Choices and Outcome - Interface Design/ HUDs – Balancing - What is fun? - Game Design research reviewed - Game Design documents - The role of the Game Producer - Internal vs. External production - Producer vs. Designer.

**Unit 3**

Schedules – Contracts – Budgets - Second Life - Online Games - Casual Games - Overview of Market/Industry - Pogo, Popcap, Miniclip, Yahoo, Aol, etc. XBLA MMOs (Massively Multiplayer Online Games) - Overview of Market/Industry - World of Warcraft, Everquest - 2D Graphics - Overview - Vector Graphics - Cell Shading - Creating Sprites - 3D Modeling and Animation - Animation in games vs. other media - Designing with the programmer and artist in mind.

**Unit 4**

Marketing Video Games - The Marketing Team - Marketing Channels - The role of retail distribution - Legal Aspects of Gaming - Value of IP - Contracts, NDA’s, Developer Agreements - Infringement, Trademarks, Patents, Copyright - Mobile Game Development - Mobile Game Design and Form Factor - Development Consideration - Handheld Games and Platforms - Market Overview - Technology Overview - PSP vs. DS - Overview of Maya - Violence in Games.

**Unit 5**


**TEXTBOOKS:**

1. Game Production Cookbook - April 20th, 2007 by Juuso Hietalahti

**REFERENCE:**

Game Character Modeling and Animation with 3ds Max with DVD by Yancey Clinton, Focal Press, September 2007

**15FNA639 NICHE JOURNALISM**

**2 0 0 2**

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

**Unit 1**

Introduction to Niche Journalism - why a journalist should be Niche – beat - how do we choose beat - importance of beat in niche journalism - different types of beats - tips for maintaining beats - how beats helps a journalist to establish in the field.

**Unit 2**


**Unit 3**

Niche Journalism - health Journalism - sports Journalism - entertainment Journalism - travelling Journalism - environment Journalism - political Journalism - science Journalism - mobile journalism - online journalism – etc - need of specialization - Writing style of niche journalists - how they find their area of interest - difference between a magazine writer and news reporter - their writing styles –deadlines – freelancer - role, duties and working style - difference between staff reporter and freelancer etc.

**Unit 4**

Broadcast Media and Niche - importance to be a niche in broadcast media - how can we be a niche in broadcast media - production of current affairs programmes - sports, business, entertainment, travelogue, health related programs, political
satire programmes etc. - choosing of stories in a current affairs programme - scripting of current affairs programme - production of current affairs programme in television.

Unit 5
Practical works - Writing style for broadcast media - introduction writing for various programmes - how does a niche journalist conduct talk shows on various topics - selection of topics - different types of territory interviews - your territory, our territory and other territory - writing documentary script for broadcast media - feature stories - analytical stories.

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

15FNA640 PUBLIC RELATIONS FOR MEDIA 2002

**Objective** This course intends to introduce students to the fundamentals of public relations with specific focus on film & Television.

Unit 1
Public Relations - Definition and Meaning - PR as a communication function, Principles, Objectives and Functions of PR – PRO - Functions and Duties of PRO – Public - types of public.

Unit 2

Unit 3

Unit 4

15FNA641 TELEVISION COMMERCIALS AND RADIO SPOTS 2002

**Objective:** To enable the students to be thorough with the principles, concept development and execution that goes into the production of a visually appealing and persuasive advertisement in the Broadcast Media.

Unit 1
Concept - Concept Development - Script Development – Dialogues.

Unit 2
Pre-Production - Character Establishment - Casting - Art and Props - Costumes - Location Identification – Budgeting.

Unit 3
Production - Execution of the Script - Shooting Techniques - Acting Techniques - Managing Contingencies.

Unit 4
Post-Production - Telephine - Video Editing - Sound Recording and Editing.

Unit 5
Post-Production - Graphics - Colour Correction and Special Effects - Married Print.

**TEXTBOOKS:**
1. 50 Trade Secrets of Great Packaging
2. A View Finder’s Journey: 55 years from glass plate to digital

**REFERENCES:**
1. Luis Bunuel
2. Deluze: Cinema 1 & 2
To develop a complex free personality capable of taking a holistic view of total acting process by building the course around our rich cultural heritage and aspirations of contemporary Indian society and classical works such as Bharat Natya Shastra. To provide Acting programme with valuable insight in application, concentration, self-discipline, voice and Body control, Imagination, Self-Discovery. This course emphasizes on building up sensitivity in the actors body so as to enable him to express the inner process instantaneously and effectively.

Practical session based on Photo Journalism theory.

Design Websites templates based on various principles and Colour scheme of Web Create WebPages using Dreamweaver Create a project agreement for a web site with multimedia elements Create and Prepare Content for Streaming

Practical session based on Niche Journalism theory.

PR for campus; PR for Business; PR for Art; PR for Films; PR for Government.

Design table-less and Responsive Websites templates based on various RWD concepts. Create tables less WebPages with HTML and CSS Develop Responsive web Designs

Creating 3D Animation using various production methods.

Symbols and instances Animation

Action Scripting and Interactivity
Introduction to Action Script
Creating Action Script movies
Controlling the timeline with Action Script
Controlling movie content with Action Script
Creating Action Script loops
Working with variables and arrays
Using Action Script with text
Working with sound
Embedding video
Testing and publishing a Flash movie

Game level design.
Set and prop design.
Low poly modeling
Creating textures for game models
Preparing content for various game engines

Execution of print and internet advertisement in the lab., based on the theory they covered.

Introduction to Motion Graphics
Motion Graphics for Film & Television

To introduce the students to the basics of packaging, and the essential graphic designing tools.

Design table-less and Responsive Websites templates based on various RWD. Create tables less WebPages with HTML and CSS. Develop Responsive web Designs.
15FNA678 TELEVISION COMMERCIALS AND RADIO SPOT LAB. 0 1 2 2
To enable the students to be thorough with the principles, concept development and execution that goes into the production of a visually appealing and persuasive advertisement in the Broadcast Media.

15FNA679 SHORT FILM PRODUCTION (FICTION AND DOCUMENTARY) LAB. 0 1 2 2
Conceiving and producing short fiction films and documentaries.

15FNA680 VFX AND COMPOSITING LAB. 0 1 2 2
Creating visual effects for films - Camera tracking and match moving, high dynamic range image making, image based lighting, and global illumination. Advanced materials, lighting, and rendering techniques. Multi-pass rendering and node based compositing. Film, video, and chroma-keying for 3D. Pre-visualization and pipeline planning techniques. 3D asset creation, photorealistic texturing, and asset management. Colour correction, optical effects, and advanced compositing.

15FNA690 LIVE-IN-LAB. 2 cr
This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations, after the second semester and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

15FNA692 INTERNSHIP 2 cr
Students must undertake internship for one month in the industry.

15FNA695 COMPREHENSIVE AND TECHNICAL VIVA-VOCE 2 cr
Viva-voce will be conducted on the dissertation/ project work/ portfolio report of students.

15FNA696 COMPREHENSIVE AND TECHNICAL VIVA-VOCE 4 cr
Viva-voce will be conducted on the dissertation/ project work/ portfolio report of students.

15FNA697 MINI PROJECT 4 cr
For AAA -
Choose a product and prepare a TV commercial, Radio spot. Design promotional materials for the same product. (Co-Lateral Materials, Brochures, Designing Fliers, Posters, Product Data sheets, Cards)

For ACM -
Making an Animated Short Film of 5 minutes duration, or Making Live Websites (Tables less WebPages).

For DFM –
Making Short film and Documentary film.

15FNA698 PROJECT 4 cr
Making Short film and Documentary film/ Choose a product and prepare a TV commercial, Radio spot. Making an Animated Short Film of 5 minutes duration, or Making Live Websites (Tables less WebPages).

15FNA699 PROJECT 6 cr
For ACM -
Making an Animated Short Film of 5 minutes duration, or Making Live Websites (Tables less WebPages).

For DFM –
Making Short film and Documentary film.
At the end of the semester the portfolio should be exhibited in public platform.

15MCJ531 COMMUNICATION RESEARCH METHODS 1 1 0 2
Objective: To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

Unit 1
Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

Unit 2
Research process. Reviewing the literature - Formulating research problem - Research Question. Identifying variables: concept, variables, Types of variables,

Unit 3
Research Design - definition, functions - Methods of data collection - Primary data and secondary data - Qualitative and Quantitative approaches - Content analysis - Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – survey.

Unit 4
Establishing the validity and reliability of research instrument – validity - types of validity – reliability – Sampling - Population and Sample, Probability and Non-Probability Samples, Types of Probability and Non-Probability Samples, Sample size, Sample error.

Unit 5
Statistical analysis - mean, mode and range, correlation, regression, standard deviation, chi-square test, t-test, ANOVA - Writing a research report. Various styles of writing. Ethics in research.

TEXTBOOKS:

REFERENCES:
2. Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005

15MCJ603 NEW MEDIA AND WEB CONTENT 2002

Objective: To create awareness among students about the new emerging trends in information technology. The students are benefitted with the latest knowledge of information technology applications in the field of various media and web journalism.

Unit 1
Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, Radio, TV, internet and mobile.

Unit 2
What is online journalism?: Earlier websites of newspapers, E-books and E-publishing, Basic knowledge of HTML and use of a content management system;

15MCJ632 CREATIV EXPRESSION IN REGIONAL LANGUAGES 2002

Objective: To provide an understanding of the various aspects of vernacular journalism; to equip students with basic skills required for journalistic writing in regional language.

Unit 1

Unit 2
Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

Unit 3
Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.
Unit 4
Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

Unit 5
Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

REFERENCES:
Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill
Reporting for the Print Media, F.Fedler, Oxford University Press, USA
Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
Digital Newsroom, Balakrishna Aiyar, Authors Press Publishers
Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd

15MCJ633 PHOTO JOURNALISM 2 0 0 2

Objective: To synthesize the knowledge and skills those pertain to photography and journalistic reporting/ story telling.

Unit 1

Unit 2

Unit 3

Unit 4

15OEL631 – 6xx OPEN ELECTIVES 2 0 0 2

Open electives syllabi – see at the end of the booklet.

16FNA500 COMMUNICATION AND MEDIA THEORIES 1 1 0 2

Objectives: To provide an overview of various concepts and theories of Mass Media and Communication.

Unit 1
Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers; Mass communication - meaning of concept of 'mass' - definition, nature and scope;

Unit 2
Communication - models definition and types of models - linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication; Theories of Communication.

Unit 3
Beginnings of journalism in India; Early British newspapers; Birth of India Language Press; Freedom movement and the India Press- social reforms and social transformation movement and role of the Press; Growth and development of regional press; Role of regional newspapers in independence struggle; Development of Press in the independent India; News Agencies.
Unit 4
Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast- origin and development; Impact of radio in society; Community radio in India - an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development and growth of Cable TV in India and its impact on society.

Unit 5
Current affairs and general knowledge - Current events - National and International.
History of India; Geography of the world - Physical, Social, Economic; Indian Polity and Governance; Economic and Social Development; General Issues – Environmental – Ecology - Bio-Diversity - Climate change and other issues; General Science.

BOOKS RECOMMENDED:
1. Dennis McQuil: Mass Communication Theory: An Introduction
2. Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication
3. Melvin L. De fleur and Evette Dennis: Understating Mass Communication
4. Joshi P . : Culture, Communication and Social Change
5. Wilbur Schramm: The process and Effects of Mass Communication
6. Wilbur Schramm: Men, Message and Media

16FNA551 AUDIOGRAPHY PRACTICE LAB. I 0 1 2 2
Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

16FNA552 PHOTOGRAPHY PRACTICE LAB. I 0 1 2 2
Familiarization of different Cameras, Working with Digital SLR Camera, Experiments with depth of field, White balance, metering mode, Different modes in DSLR, Familiarizing Flash Lights & Light Meter, Lighting theory, Working with different light sources.

16FNA553 VIDEOGRAPHY PRACTICE LAB. I 0 1 2 2
Familiarizing Video Camera and accessories, Familiarizing tripods and other support systems, Focusing, White balancing, Different types of storage mediums - Tape and tapeless systems, Practicing different camera movement, Audio recording in video camera, Introduction to DSLR cinematography, Different types of Shots, Practicing different camera movements, Working under different light sources.

16FNA556 AUDIOGRAPHY PRACTICE LAB. II 0 1 2 2
Advanced audio recording in studio, Acoustics, Analog Mixer Console routings and connections, Equalizers, Speakers and Headphones, Practice in Microphone placements, Working with Mixer Console.

16FNA557 PHOTOGRAPHY PRACTICE LAB. II 0 1 2 2
Different types of shot, Different types of camera angles, Working with lenses of different focal lengths, Distance - Depth of Field Framing, Familiarizing with different lens filters, Camera movement practices - Tilting and panning, Advanced lighting techniques , Working with natural light, Studio lighting, HDR photography, Panorama photography, Different photography assignments.

16FNA558 VIDEOGRAPHY PRACTICE LAB. II 0 1 2 2
Practicing with lights (Additional lights and Natural lights), Studio cameras, Breaking down the script and shot division, Working with DSLR’s and its accessories, Track and Trolley, Studio Visit and Crane Operations.