

Integrated MSc. Visual Communication

18FNA111

INTRODUCTION TO VISUAL ARTS

1 1 0 2

Objective

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

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

Texts

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

Reference

1. Art and Illusion in The Winter's Tale By B. J. Sokol
2. A World History of Art By Hugh Honour, John Fleming
3. Art History: A Very Short Introduction By Dana Arnold

18FNA203

WEB PUBLISHING

2 1 0 3

Unit 1

Getting Familiar with Web Pages - Creating Your First Web Page. Web Design Principles.

Unit 2

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

Unit 3

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

Unit 4

Adding Multimedia and Other Features - Publishing Your Web

Unit 5

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

Texts

1. Microsoft Web Publishing: Illustrated guide to web design techniques using FrontPage
2. Philip and Alex's Guide to Web Publishing by [Philip Greenspun](#)

Reference

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

18FNA232

INTRODUCTION TO BRAND MANAGEMENT

2 1 0 3

Objective

To comprehend the contemporary concepts of professional practice in branding, brand equity and strategic brand management, design and implementation techniques for all the presentable formats like print, broadcast and new digital media.

To understand the concepts through case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over : Time, Market Segments and Geographic Boundaries, Revitalising and Changing the Brand Portfolio.

Unit 5

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

Texts: Integrated Advertising, Promotion and Marketing Communications, Kenneth. E. Clow and Donald Baack, Prentice Hall of India Pvt. Ltd., 3e, 2007.

References:

1. Strategic Brand Management, Kevin Lane Keller, M.G. parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.
2. Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009
3. Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, KeyoorPurani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.

18FNA233**WEB DESIGNING****2 1 0 3****Objective**

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

Unit 1

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

Unit 2

Slicing and Optimizing Web Graphics - Organizing Content with Tables and Lists - Creating Web Layouts - Designing Web Forms - Making Your Pages Interactive

Unit 3

Web Standards and Testing - Following Web Standards - Testing, Accessibility, Compliance, and Validation

Unit 4

Domain Registration and Hosting - Publishing Your Site - Search Engine Optimization and Site Maintenance

Unit 5

Final project

Text

1. Sue Jenkins's *Web Design ALL-IN-ONE FOR DUMMIES* Wiley Publishing, Inc

18FNA241**ADVERTISING CASE STUDIES****2 1 0 3****Objective**

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

Unit 1

Role of Creativity in Advertising - The Craft of Copy Writing - Need for Creative plans Formulating Advertising. Strategy and Execution- Detail Components with Input Guidelines - Effectiveness case - How Brand Message Execution Planned? Copy Platform - Message Consistency- Consistency Triangle and Challenge.

Unit 2

Creative Process : Various Formatting Alternatives for Copy Writing and Guidelines, Its Role in Communication, Infomercials, Use of Internet and Interactivity - Copy Writing for : Integrated Marketing Communication (IMC), Print - Headline, Sub heading, Body Copy, Guidelines , Cyber space – e Commerce, Broadcast advertising, Radio - Music, Dialogue, Announcement, Celebrity Announcer, Guidelines, Production, Multimedia, Direct mail, Outdoor Media, Scripting for Audio- Visual, - Copy Writing for TV - Demonstration, Problem and Solution, Music and Song, Spokesperson, Dialogue, Vignette, Narrative, Guidelines, Slogans and Taglines.

Unit 3

Creative Execution : Art and Copy - Check lists for Print, Radio and TV Commercials – Advertising Design and Production Process for Print, Radio and TV – The Role of Advertising Artists like Art Directors, Graphic Designers, Illustrators, Photographers, Production Artists etc., - Portfolio Review- Copy Approval Process.

Unit 4

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

Unit 5

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

Text

Advertising and Integrated Brand Promotion, William F Arens , Thomson South Western,
VikasPublishing House, 3e, 2003.

References:

1. The Copy writer's Handbook, , Robert W. Bly, Henry Holt and Co., 1990.
2. Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.
3. Advertising Management, Rajeev Batra, John.G. Myers and David. A. Aaker, Pub : Pearson – DorlingKindersley (India) Pvt. Ltd., 5e, 2006

18FNA242

INTRODUCTION TO NICHE JOURNALISM

2 1 0 3

Objective

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

Unit 1

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

Unit 2

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

Unit 3

Overview of English and other Indian language magazines today

Unit 4

Writing for a magazine-Editing for a magazine-Scope of 'niche' journalism

Unit 5

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

Texts

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

Reference

1. Journalism Writing Techniques by M H Syed

18FNA284

WEB PUBLISHING LAB

0 0 2 1

Designing and Publishing web sites.

18FNA285

ANCHORING AND MEDIA PRESENTATION SKILLS

0 0 2 1

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

Objective

To make the students aware of the importance of Public Relations in Corporate Communications. This course needs to be detailed out. One- liners don't offer clarity about the depth to which the concepts need to be penetrated. The course should serve as an introduction and should offer scope for comprehensive understanding.

Unit 1

Definition of PR, its scope and significance, PR as a Two-way Communications, PR as an Industry, Need for Public Relations PR as a management discipline, PR as a marketing communication tool: 4 Ps, IMC and PR, Publicity, Propaganda, Advertising and Public Relations.

Unit 2

Evolution of Public Relations : History of PR – World and India, The Eras of PR. PR in UK, U.S. Contributions of Ivy Levy and Edward Bernay. PR in India- During Freedom Struggle & Post Industrial Revolution, PRSI. PR agency structure: Full Fledged/ Part/ Adhoc/ Departments in Governments / Corporates, Role and responsibilities of the personnel.

Unit 3

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

Unit 4

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

Unit 5

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

Text

1. Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2005.
2. Cutlip, S.M., A.H Center and G.M Broom. Effective Public Relations. 2nd Ed. New Jersey: Pearson Education, 2006.
3. Lesly, P. Handbook of Public Relations & Communications. 3rd Ed. Mumbai: Jaico Publishing Company, 2008.
4. Sachdeva, I.S. Public Relations: Principles and Practices. New Delhi: Oxford University Press. 2009.

UNIT – I

Developing the story through plot structure – three part structuring – (Beginning, Middle and End) – Rising Action – Dramatic conflict

UNIT – II

Creating character profiles – constructing character – Physical appreciation and psychological motivation – Protagonist and Antagonist – Secondary characters

UNIT – III

Sequencing the script – Scene division – Logline – Slug line – Description and dialogue – Writing montage

UNIT – IV

Visualizing the screenplay – Constructing continuity for the narrative – Visualizing characters and locations, Scenes & shot breakdown – deciding Camera angles and movements of the shots – Shooting logistics, designing Audio components

UNIT – V

Location scouting, fixing of shots sizes, camera angles and movements – visualizing sets and backdrops and creating 3D cutouts

Books recommended

1. Film Directing Shot by Shot : Visualizing from Concepts to Screen by Steven Douglas Katz
2. The Film Director Prepares: A Complete Guide to Directing for Film and TV By Myrl A Schreibman
3. Producing and Directing the Short Film and Video by David K Irving, Peter W. Rea
4. Writing the Short Film by Pat Cooper & Ken Dancyger
5. Screenwriting by Raymond G Frensham
6. The Screenwriter's Workbook (Revised Edition) by Syd Field

18FNA681

Art Direction and Dramatic Performance

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UNIT – I

Introduction to art and drama – Actor auditioning – Concentration – Self-discipline – Imagination – Self-discovery

UNIT – II

Practice in monologue - Training in articulation of emotion through dramatic speech – Voice modulation – Breath control

UNIT – III

Designing sets and props – making follies – costume designing

UNIT – IV

Developing dramatic facial expressions and body language – Articulating narrative through body movements – Building up a repertoire of gestures

UNIT – V

Building up units of action to create a theatrical ensemble – plotting movements of different characters within a sense

Books recommended

1. Theatre as Sign System: A Semiotics of Text and Performance By Elaine Aston, George Savona
2. Theatre Semiotics: Text and Staging in Modern Theatre by Fernando de Toro
3. Acting for Real: Drama Therapy Process, Technique, and Performance by Renee Emuah

18VMC101 Introduction to Communication 3-1-0-4

Objective:

To provide students the fundamentals of communication process, models and basic theories of communication

Unit 1

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

Unit 2

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

Unit 3

Models of Communication: Aristotle’s Model, Shannon and Weaver’s Mathematical Model, Osgood and Schramm’s Model, Newcomb’s Model, Westley and MacLean’s Model.

Unit 4

Mass Communication theories – Normative theories of Mass Media – Media effects theories. Communication and language

Unit 5

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

18VMC102 Introduction to Multi-Media Graphics 3-0-0-3

Objective:

To provide students with knowledge of tools and application of Multi-Media graphics in Visual Communication

Unit1

Multimedia: an introduction – introduction to making multimedia –multimedia skill –the Macintosh & windows Platform –networking Macintosh & Windows Boxes –connections.

Unit2

Memory and storage Devices- Input Device – Output hardware –communication Devices – Text Editing and word Process – OCR Software, painting and drawing tools – 3-D Modeling and Animation Tools, Image Editing tools, Sound Editing Tools, Animation, Video and Digital Movie Tools.

Unit 3

Multimedia Today-Multimedia and entertainment world, multimedia and gaming virtual reality, - -Multimedia and Movies, production of Multimedia projects, Job Opportunities, Future of Multimedia.

Unit 4

The power of meaning –about the fonts and faces- Computers and text – using Text in Multimedia –Font Editing and Designing Tools – Hypermedia and Hypertext.

Unit 5

Multimedia –Application of multimedia –Elements –Images –Vector and Bitmap-3D drawing and rendering –color –image File formats –animation –principles of animation –animation Techniques –animation by Computer – 2D Animation -3D animation.

TEXTBOOK:

Tay Vaughan-Multimedia (Making it work) – Tata McGraw-Hill

REFERENCE:

1. Nigel Champman-Digital Multimedia –Wiley
2. John F. Koegel Buford – Multimedia Systems- PEARSON

18VMC103

Media Evolution

3-0-0-3

Objective:

To provide the students a basic understanding of origin and development on media in India and appraise them about the social and political background of media development.

Unit- I

Origin and development of press in UK and USA; Various stages in the growth of press; Growth and development of radio and television in UK and USA; Early cinema in Europe and USA; Contribution and influence of media development in UK and USA on Indian media.

Unit- II:

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 Kannada Press; Role of Kannada newspapers in independence struggle; Development of Press in the independent India; News Agencies – PTI, UNI, Reuters, AFP, AP; Professional media organizations; IFWJ,

INS, Editors' Guild of India, ABC; First and Second Press Commission Reports, Press Council of India.

Unit- III:

Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast and growth of radio in Karnataka; Impact of radio in society; Community radio in India-an overview;

Unit- IV:

Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development of television in Karnataka; Development and growth of Cable TV in India and its impact on society. Broadcast committees and commissions A K Chanda Committee, B G Varghese Committee, Joshi Committee Report;

Unit- V

Origin and development of cinema in India; Early cinema; Different stages in the development of Bollywood; Development of regional and language cinema in India; Development of Kannada cinema; Introduction major film genre and film directors in India; Regional cinema and Kannada cinema.

Books recommended:

Nadig Krishnamurthy: History of Indian Journalism
 G.C. Awasthy: Broadcasting in India
 Firoze Rangoonwala: 75 years of Indian Cinema
 Keval J. Kumar: Mass Communication in India
 Black and Bryant: Introduction to Mass Communication
 Rangaswamy Parthasarathy: Indian Journalism
 P.C. Chattarjee: Television in India.
 S.C. Bhat: Broadcast Journalism
 S.Natarajan: An outline of Indian Journalism
 Chalapathi Rau M: The Press

18VMC104 Photography and Photo Journalism 3-0-0-3

Objectives:

1. To understand the basics of photography
2. To apply the techniques in photo Industry
3. To apply the techniques to tell a visual story

Unit: 1

Photography – Definition & concept; History of photography- Camera obscura, Pinhole camera; Similarities between Human eye and camera; Camera Principles -Film camera and Digital camera; Image sensor – CCD & CMOS; Camera Types- Box, SLR, Rangefinder, APS, Compact, Digital cameras.

Unit: 2

Different parts of DSLR; Basic features of SLR camera – Focusing, Shutter speed, ISO, Colour Temperature- white balancing – different types of mode in white balance; Exposure- basics; Depth of field- aperture priority & shutter priority; Filter – Definition & concept; Characteristics and types of filters; Lens- Definition & Concept; Types of Lenses – Wide

angle, Telephoto lens, prime lens, fish eye lens, Macro lens; Different Image capturing formats –RAW, JPEG, GIF, TIFF, PNG; Different types of memory card- SD card, CF card.

Unit: 3

Composition Principles- Vertical framing, horizontal framing, Diagonal framing, symmetry, Perspective, balance, background and foreground; Rule of Thirds, Frame balancing, leading lines; Camera shots- ECU, CU, MCU, MLS, MS, LS, ELS; Camera angles- High angle, low angle, eye level, bird eye, Worm eye; Types of Photography – Photojournalism, Ad Photography, Natural photography, Wildlife photography, Fashion Photography, Industrial photography.

Unit: 4

Photojournalism- Definition & concept; Roles and responsibilities of photojournalism; Street photography; Sport Photography; Conflict photography- breaking news stories such as unexpected tragedies; Coverage of News; Photo Essay - develop a concept, characters, a narrative and a takeaway message. From there you will execute this story by way of showing rather than telling.

Unit: 5

Introduction o Lighting – Natural Lights, Outdoor Lighting, Studio Lighting; Three Point lighting- Key light, fill light, back light, light meters and their working; Different lighting instruments and lighting accessories used – Soft box, Umbrella reflectors, Reflectors, Honey comb and Rim Lights, Sky porters; External flash; Working under different lighting conditions.

Text Books:

1. James Curran 2013. The Photography handbook, First Edition, Routledge, USA
2. The basic book of photography by Tom Grimm and Michele Grimm 4th Edition
3. The Manual of photography: Photographic and Digital Imaging by Ralph E Jacobson, Sidney F Ray, Geoffrey G Attridge, Norman R Axford, 9th Edition
4. O.P. Sharma, Practical Photography – Hind pocket books

References:

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

18VMC111

Content Writing

2-1-0-3

Objective:

To provide the students with both academic and practical skills of content development for new media

Unit – I

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; Online editions of newspapers, Online reporting- tools for newsgathering. Writing for the Web – principles, limitations and new trends; Editing of web content; Management and economics of online editions, online advertisements and their types;

Unit – II

Create a technical document; professionals involved – project manager/editor, writers, graphic artists; liaison with project engineers/scientists and clients; Roles and responsibilities of writers, editors / project managers; Document formats - hard and soft copy versions designs

Unit – III

Differences between technical writing and other forms of writing; Qualities and qualifications of technical writers; End products of technical writing – technical reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

Unit – IV

Styles in technical writing; Clarity, precision, coherence and logical sequence in writing: The writing process - aim of writing, knowing the writing assignment, its clients and end users; Gathering of facts/data; Planning the document content and organization; Writing the draft; draft revision; use of graphics/illustrations.

Unit – V

The technical editing process - Review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/ illustrations; copy fitting, design and layout of documents. Online editing process;

Books recommended

1. Editing Technical Writing: Donald C. Samson Jr.
2. Technical Writing: Gordon H. Mills & John A Walter
3. The complete Guide to Writing Software User Manuals: McGehee Brad
4. Fundamentals of Technical Writing Patricia A. Robinson
5. A Guide to Technical Writing Peter J MGuire and Sara M. Putzell
6. Technical Writing: Structure, Standard and Style Robert W Bly and Gary Blake

18VMC112

Print Journalism

3-1-0-4

Objective: to equip students to write well-constructed news stories; to impart relevant skills for finding and creating story ideas, locating news sources and gathering news.

Unit 1

Concept of news- news values –need for news values –making of a newspaper –bureau desk –major responsibilities of reporters and editors.

Unit 2

Speed vs accuracy, objectivity and credibility –challenges posed by new media to newspapers.

Unit3

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

Unit4

Types of interview –Difference between writing for magazines and newspapers –trends in reporting –Genres of journalism.

Unit5

Magazine journalism – difference between writing for magazines and newspapers – Trends in reporting – Genres of journalism.

TEXT BOOK:

James Glen Stovall – Journalism; Who, What, When, Where, Why, and How. PHI New Delhi (2005)

REFERENCES:

1. H F Harrington and Elme Scott Watson –modern Feature Writing, Harper & brothers, New York and London (1993)
2. Carole Rich – news writing and reporting, Cengage learning (2010)
3. F Fedler –Reporting for the print Media, Oxford University Press, USA; 9 editions (march 24, 2008)
4. P.N. Williams – Investigating Reporting and editing, McGraw Hill, USA

18VMC113

Script Writing

1-1-2-3

Introduction to script writing
 Understanding and using 3 Act Structure
 Developing Character
 Plotting Structure, Scene and Its Functions
 Structure, Scene and Its Functions
 Step Outline
 Dialogue Writing
 The Conventional Format and Scriptwriting Software.
 Drafting a professional script

18VMC181

Digital Imaging– Lab

0-1-2-2

- Introduction to Digital Images & Working on MS Paint
- Understand the software layouts, Pixels, Resolution, Layers & Shadows
- Work with layers via Copy, Transformation, Stroke & Drop Shadow
- Work with feather and understand the different selection options
- Understand Raster and Vector Images – Create Text
- Clip Masking - Blending options
- Submit Assignment 01

- Work with Spot Healing tool and Red eye removal tool
- Introduction to Digital Painting - Usage of Brush and its adjustments - Different brushes and Eraser tool
- Burn tool, Dodge tool, Smudge tool
- Create a Digital Painting

- Submit Assignment 02
- Work with Clone Stamp tool and Gradient Tool
- Create shapes using Pen tool
- Create logos – Visiting Card – Brochure Designs
- Understand different Blend Modes - Work with different filter effects - Colour Correction
- Understand Frame Animation - Animating in Photoshop
- Practice
- Submit Assignment 03

18VMC182 Photography – Lab 0-1-2-2

Introduction to DSLR cameras;
 Learning about the setting of DSLR;
 White balance;
 Focusing;
 Experimenting Exposure – Aperture, Shutter speed, ISO
 Framing;
 Depth of field;
 Outdoor Lighting;
 Studio Lightings;
 Experimenting with types shots and angles
 Different Photography assignments – Portrait & landscape Photography, Photojournalism, Wildlife photography, Table top photography.
 Images Editing using software's

18VMC186 Digital Illustration Lab 0-1-2-2

- Introduction to Vector Drawings - Understanding the software Layout, Tools & Art Boards
- Drawing Shapes & Objects in illustrator - Editing Vector Images
- Using Blends, Gradients & Patterns - Creating images using Symbols Spray Tool
- Working with layers& Masks, Working with Width transform tool
- Assignment 01
- Assignment 02
- Basics of Perspective Drawing
- Add Text to the documents
- Create Logos, Business Cards, Brochure layouts, Buildings, Landscapes
- Convert real life images into 2D graphics
- Assignment 03
- Assignment 04
- Product Design, Product Branding, Customised Designs
- Text Arts
- Final Submission

18VMC187 News Editing and Design – Lab 0-0-2-1

Each week students will edit stories or design pages in lab. You will be editing stories much like working journalists. Most of the stories will come from actual newspapers or the Associated Press wire.

- Introduction to the Software
- Getting Familiar With the Workspace
- Tools and Menus
- Editing images and graphics
- Design a basic page layout
- Thinking Visually, Simple Inside Pages
- Designing more inside pages
- Layout: Story Design, Larger Inside Pages, Use of Photos, Cropping, Sizing
- Layout, Section fronts, story selection Feature page Design
- Designing a basic FrontPage.
- Designing a FrontPage in different layouts.

Design a complete newspaper and a magazine.

18VMC201 Audio-Video Production-I 3-1-0-4

Objectives: This course was designed to provide students with introductory skills and knowledge about audio and video

Unit: 1

History of sound; Basics of sound – properties of sound; sound as a wave form; Intensity of sound, sound measuring instruments; behaviour of sound in an enclosure; Hearing characteristics of human ear; Types of programme sounds- speech sound, sound effects, Music; Microphones and accessories; Audio Faders and Mixers; Amplifiers.

Unit: 2

Parts of a video camera and its functions; Types of video camera- Tape and Tapeless camera; Working of Video camera; Different techniques – depth of field, focusing, Aperture, shutter speed, ISO, white balance, zooming, camera support systems; Camera shots and angle; Camera movements.

Unit: 3

Lighting Principles – goals of good lighting in video, properties of light; Three point lighting- Hard and soft lighting; High key and low key lighting, natural light, bounce light, Lighting instruments and accessories; Lighting for television production.

Unit: 4

Personnel roles and responsibilities in production; Single camera production; Multi camera production; stages of production; studio based productions; Working on location, interviewing techniques using the camera; PCR, Vision Mixer, EFP and ENG; Concept of virtual studio, teleprompter, Chroma Key.

Unit: 5

Editing- Introduction to editing, Different functions of editing, Introduction to editing theories, Linear and non linear editing; Work flow of on line and off line editing; Different theories of Editing; Continuity editing- major issues in continuity, 180 degree rule breaking,

180 degree, Cut in shots and cut away shots; 30 degree rules, Jump cuts, Moving shots, cross cutting or parallel cutting; different types of cuts; Sound editing Principles.

Text Books:

1. Vasuki Belavadi, Video production, Oxford university
2. T. Krishnan Unni – Sound in moving Pictures – Mathrubhumi Publication

References:

1. Herbert Zettl – Television production hand book- Wadsworth publishing, 8th edition 2002
2. Happe – Basic motion pictures technology- focal press 1971
3. Sound and recording by Francis Rumsey and Tim McCormick, Focal press, 2003

18VMC202

Drawing and sketching

1-0-2-2

- Define the Concept of Drawing – Identify drawings
- Understand the basic Elements of drawing
- Utility & usage of Lines in drawing
- Assignment 01
- Assignment 02

- Work on shapes - Concepts & Construction of basic shapes
- Create drawings with shapes
- Create Illusion of shapes with Light Effect
- Understand Tone & Shadow of light impact
- Work on Planes, Textures, & Patterns
- Assignment 03

- Discuss and understand Types of drawings
- Work on each type of drawing with examples
- Understand Depth Cues and its types
- Perspective, Multi-view Drawings & Forms
- Drawing Composition – Shading Concepts
- Assignment 04
- Final Submission

18VMC203

Fundamentals of Advertising

3-0-0-3

Objective:

To introduce various domains of professional practices in the process of developing an advertisement in all the formats like print, broadcast and new digital media. To enable them to understand the functions of advertisement agency and the career profile of practitioners.

Unit-I:

Origin and development of Advertising in UK,USA and in India; Definition and nature of advertising; Advertising process and functions; Role of advertising in society; Role of advertising in business- Advertising in the marketing process, Marketing Mix, advertising

and marketing activities-target marketing and market segmentation; Product positioning; Branding and brand communication;

Unit-II:

Development of Advertising agency system; Advertising agency, structure and functions; Top advertising agencies in the world and in India. Consumer behavior, factors influencing consumer behavior, buying behavior, buying decision process;

Unit-III:

Planning advertising campaigns; Kinds of advertisements – product, service, institutional, industrial, public service and public awareness advertisements retail advertising, corporate advertising, political advertising; Social marketing; Advertising types-classified, classified display and display advertising.

Unit-IV:

Media for advertising-newspaper, magazines, radio, television, Internet, outdoor, direct mail, point of purchase advertising, visual merchandising; Media selection-media mix, media planning; Advertising events; Key factors in budget –setting.

Unit-V:

Advertising copy- Elements of Advertising, headline, slogan, body copy, illustrations, logo, trademark, themes and appeals. Fundamentals of visualization, layout and design; Designing process; – making a model of the advertisement, testing the model, making the finished advertisement and evaluation.

Text book:

Advertising: Theory and Practice: Thomas Russell and Glenn Verrill
Advertising Procedure: Otto Kleppner

Books recommended:

Advertising theory and Practice: Chunnawala
Advertising management: Frank B.S. Rathor
Advertising Made Simple: JefkinsWastson, Rinehart and Winston:
Advertising: Sandage Etal.
Advertising Management: Concepts and cases:Manendra Mohan
Advertising: It's Role in Marketing: Wastson S. Dum
Marketing Management: Philip Kotler
Fundamental of Marketing: William Stanton Etal.
Advertising Communication and Promotion Management: John R. Possiter and Larry Percy.

18VMC204

Radio and Television Journalism

2-1-0-3

Objective:

To introduce and train students in various aspects related to Broadcast Journalism

UNIT 1

Introduction to Broadcast Journalism – Origin and development of Radio and Television – Beginning of Radio and TV in India-Changes and Development; Ownership pattern infrastructure, Impact of Science and Technology- Internet and Satellite Communication – Air

Service and Programs, FM and AM –Impact of Privatization – Advantages and disadvantages of different Media.

UNIT 2

Functional Dimension of Radio and TV Stations – Design , Hierarchy of Players and Personnel – Creative – Technical –Major hardware used in Radio and TV Stations, OB Set – ENG, Programme Genres and Formats in Broadcasting.

UNIT 3

Radio Station – Planning and Production of Radio Programs – Radio News, Production of Radio News Bulletins – Radio Dramas, RJ

UNIT 4

Television station – Planning and production of TV programs: Introduction to preproduction process – writing scripts – voice overs, sound bites, sound on tapes, warp ups etc.

UNIT 5

Radio and TV Tomorrow – Convergence and Interactional – Scope of Broadcast journalism – Role of Broadcasting in Social Engineering and National Development – Impact of Radio and TV in Cultural and Social Development – Merits and Demerits.

Books:

18VMC211 Development Communication 2-1-0-3

Objective:

To introduce students to both the theoretical and applied aspects of development communication in India. To provide a broad perspective of development projects in India and Policy

Unit-I

Development: concept and definitions, Reason for underdevelopment, Approaches to development, Problems and issues in development, Characteristics of developing countries, Indicators of development; Models of development – Maltheus, Rostow, Marx, Mahatma Gandhi, Dominant paradigm of development and its criticism.

Unit-II

Process – role of communication media in development – social, cultural and economic barriers. Development communication policy in India – action plan – democratic decentralization, Panchayati Raj, Planning at national, state, regional, district, block and village levels Development support communication: case studies in agriculture, health, education, population

Unit-III

Alternative paradigms of development, integrated development, Participatory form of development, Information and communication technologies in development, an overview of folk and traditional media and their use in development.

Unit-IV

Agricultural communication: Diffusion of innovation- model of agricultural extension- case studies of communication support to agriculture – communication for rural development. Development support communication: population and family welfare – health – education and society- issues of empowerment- problems faced in development support communication.

Unit-V

Use of folk media and alternative media for- case studies on development communication programmes. Writing development messages for rural audience: specific requirement media writing with special reference to radio and television. Development programs in India;

Text book:

Communication for Development in the Third World: (Theory & Practice): Srinivas Melkote
Communication for Development: Srinivas Melkote & John Servaes

Books recommended:

Development Communication: Everett M Rogers
Mass Media and National Development: Wilbur Schramm:
Mass Media and Rural Development: Aravind K. Sinha
India's Information Revolution: Aravind Singhal and E.M.Rogers
Designing Message for Development: Bella Modi:
Rethinking Development Communication: N. Jayaveera and Amuna Gama
Information and Communication Technology for Development: Bhatnagar
UNESCO: Communication and Society
Participatory Communication for social change: Jan Servas

18VMC212**Event Management****2-0-0-2****Objective:**

To give formal instructions and training to students in the Event Industry. To enhance their technical proficiency to effectively adjust, grow and excel in the field.

Unit - I

Events definition nature and scope; Types and objectives; Why events - 5c's of events; Elements of events and event process; Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning

&Defining planning, Characteristics of Good Planner; Determining the purpose of event, Types of Events for business, What's the Goal of Event?, Understanding Event's.

Unit - II

Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic – understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down Site Selection , Layout and design; Supply of Facilities – Audio-visuals, Purpose of visual presentation, Visual sources; Visual Presenters, Video/Data Projectors, Display Equipment; Lightings– objectives of event lightings - visibility, relevance, composition, mood– Quality of lights; Equipment Locations- System Operation during the Event, Risk and Safety;

Unit - III

Event team and crew- The Nature of Teams, A Brief History of Team Building, Management Commitment, Key Benefits of Teams, Key Drawbacks, Types of Teams, Organizational policy-making Teams, Task Force or cross-Functional Teams; Forming The Event Team; ; Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility;

Unit - IV

Expectations And Goals Event Marketing An Added Dimension, Event and the Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics; Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, Media mix; The Role of the Promotional Mix; Event Sponsorship Understand Sponsorship;

Unit - V

Introduction to Event Cost Accounting, Objectives and scope of Event Cost Accounting, Event Cost centers and Cost units, Event Cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations; Event Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point;

Text Book:

Event Management: A Blooming Industry and an Eventful Career: Devesh Kishore, Ganga Sagar Singh

Event Management by Swarup K. Goyal

Books recommended

Event Management & Public Relations by Savita Mohan

Start And Run Event planning business by Cindy lemaire Mardi foster-walker

Start Your Own Event Planning Business: Step-by-Step Guide to Success

Event Entertainment and Production - Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc.

Special Event Production - Doug Matthews

The Event Marketing Handbook – Saget Allison

Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle

Event Marketing and Event Promotion Ideas - Eugene Loj

18VMC231 Fundamentals of Feature Writing 2-1-0-3

Unit- I

Features – definition, feature leads, types of features – news features, personality and achievements features, scientific features, how – to do features, travel features, business features, human interest features, historical features, Institutional features.

Unit – II

Differences between features and news story, features and articles.

Unit – III

Writing feature stories, articles, profiles, obituaries, editorials, trends in features writing.

Unit - IV

Column-types of columns, columnists' cartoons, comic strips, feature syndicates

Unit – V

Theories of criticism, principles of criticism and reviewing, writing of book reviews, film reviews, theatre reviews, art reviews performing arts.

Books recommended:

1. Brian Nicholas: Features with Flair.
2. Todd Hunt: Reviewing for the Mass Media
3. Roy Paul Nelson: Articles and Features
4. Louis Alexander: Beyond the facts: A Guide to the Art of Feature Writing
5. Hakemulder Jan R, Acde Jonge Fay & Singh P.P.: Professional Journalism
6. Shrivastava K.M.: News Reporting and Editing

18VMC232 Introduction to Technical Writing 2-1-0-3

Unit I

Differences between technical writing and other forms of writing. Qualities and qualifications of technical writers; End products of technical writing – technical reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

Unit II

Create a technical document; professionals involved – project manager/editor, writers, graphic artists; liaison with project engineers/scientists and clients

Unit III

Roles and responsibilities of writers, editors / project managers. Document formats - hard and soft copy versions designs

Unit IV

Styles in technical writing; Clarity, precision, coherence and logical sequence in writing: The writing process - aim of writing, knowing the writing assignment, its clients and end users; Gathering of facts/data; Planning the document content and organization; Writing the draft; draft revision; use of graphics/illustrations.

Unit V

The technical editing process - Review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations; copy fitting, design a layout of documents. Online editing process.

Books for reference

Donald C. Samson Jr.: Editing Technical Writing

Gordon H. Mills & John A Walter : Technical Writing

McGehee Brad: The complete Guide to Writing Software User Manuals

Patricia A. Robinson : Fundamentals of Technical Writing

Peter J MGuire and Sara M. Putzell : A Guide to Technical Writing

Robert W Bly and Gary Blake : Technical Writing : Structure, Standard and Style

18VMC281**Audio Production – Lab****0-1-2-2**

Working with different microphones and audio mixers;

Introduction to audio editing software;

Audio recording in studio and editing practice;

Dubbing;

Live recording;

Audio Effects;

Advanced audio editing techniques;

Audio Production Assignments – Radio programmes – Ad’s, Interviews, and Entertainment shows, song recording;

18VMC282**Video Production Practice – I****0-1-2-2**

Familiarizing with Video camera and its setting;

Different types of tapes;

Working of tapeless systems;

Familiarizing interface of editing software -Introduction to editing workflow - Basic tools of editing software;

Basics of audio editing – Exporting media from editing software;

Different types of shots;

Working under light sources- Practicing with light (additional and natural lights)
 Working with different video cameras;
 Using of Track and Trolley
 Video production assignments: Making a short film, Different shots experiments;
 Advanced areas of video Editing using software.

18VMC286 Introduction to 2D Animation Practice – I 0-1-2-2

- Introduction to the Software
- Getting familiar with the Interface.
- Drawing tools
- Color – painting tools
- Bitmaps in Flash
- Using Text in Flash
- Working with symbols
- Symbol Effects: Filters and Blends
- Introduction to the Timeline
- Shape Tweening
- Motion Tweening
- More Animation Techniques
- Simulating Speed in your Animation Creating basic animations.
- Creating Web animations.

18VMC287 Video-Production Lab – II 0-1-2-2

Working in studio;
 Television Programme Production – News production, TV show (entertainment);
 Documentary Production;
 Short film (fiction) Production;
 Multi camera productions – Interviews;
 Making ad films;

18VMC301 Fundamentals of Media Management 3-0-0-3

Objective:

To introduce students the organization, business and management of media organization

Unit – I

Management concept – Principles of Management- Factors influencing Management decision in media – Structure and characteristics of media organizations – Newspapers and Magazines, Radio, Television, Cinema- Ownership in Media Industries – Merits and demerits.

Unit – II

Revenue - Advertising vs circulation – Management problems of small, medium, large newspapers: gathering, processing, printing, circulation, distribution, advertising, professionalism, trade unionism, News room diversity.

Unit – III

Economics and Administrative concerns of government owned electronic media- market driven media: private channels – Social commitment vs Profit making.

Unit - IV

Economics of film Industry – creativity, production, marketing distribution, exhibition, ownership vs piracy.

Unit – V

News agencies and syndicates: Ownership and organization structures – committees to study the problems of various media in India.

Books recommended

Frank Thayer: Newspaper Management

Gulab Kothari: Newspaper Management in India

William and Rucker: Newspaper Organization and Management

18VMC302**Media Laws and Ethics - I****3-0-0-3****Objective:**

To introduce students to the legal and ethical aspects of India media. To provide a platform to understand the Indian constitution and its provisions for India media.

Unit- I

Introduction to Indian Constitution – Salient features, Directive Principles of State Policy, Fundamental Rights and duties.

Unit – II

Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) -- Freedom of the press in India

Unit – III

Law of Defamation, Obscenity, Cinematography Act Official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature, Working Journalist Act – (case studies)

Unit – IV

Intellectual property rights--Right to information Act 2005--Human Rights -- Cyber laws – Right to privacy -- Issues relating FDI

Unit –V

Recommendation of first and second Press Communications -- Press Council of India Act – Structure and functions of PCI--Professional code of conduct for media persons.

Books recommended

A.N. Grover: Press and the law
 A.G. Noorani: Freedom of the Press in India
 Durga Das Basu: Laws of the press India
 R.C. Sarkar: The press in India
 Rengaswamy Parthasarathy: History of Indian Journalism
 Reports of inquiry committees and the Press Council of India
 K.S. Venkateshwara : Mass Media Laws and Regulations in India
 S.K. Aggarwal: Media & Ethics
 Kaushal N : Press and Democracy
 Justice Yatindara Singh: Cyber Laws
 Publication Division of India: Right to Information Act – 2005

18VMC332 Film Appreciation – Theory and Analysis 2-1-0-3**Unit – I**

Introduction to cinema - film as an art form - aesthetics of film - the language of cinema- sociology of films - reading a film.

Unit - II

Elements of films – Camera- Lighting, Sound, Colour, Dubbing/mixing, editing.

Unit –III

Major genres of cinema, major theories of cinema- neo-realism, French new wave, Avante Grade, Montage, world cinema with introduction to major film makers- European, American and Asian films, new cinema and Indian film makers- national, regional and Kannada Cinema, prominent film makers/ directors.

Unit – IV

Stages of film production, types of films, documentary, social crusades, newsreel, educational film, animation film, feature film, popular films, cinema and society.

Unit – V

Film Criticism in India, promoting film culture in India – FTII, NFAI, NFDC Films Division, Directorate of Film Festivals, film awards, Film society movement, film appreciation.

Books recommended:

1. Garth Jowett and James M.Lintou: Movies as Mass Communication
2. John L. Fell: An Introduction to film
3. Ray, Satyajit: Our Films, and Their films
4. Vaidyanathan T.G.: Hours in the Dark
5. Rogerttenden: Film Editing

18VMC380**Online Promotion Practice****0-0-2-1****Unit 1**

Introduction to New Media- Features of Online Media- Social Media Platforms-Writing for New Media-Do's and Don't's-E-Newspaper-E-Zines-Blogs-Interactive Websites

Unit 2

New Media and Internet – Hybrid Communications Medium – New Media applications – Writing for news applications

Unit 3

Create a blog (wordpress,blogspot) – Add Contents-Changing and Customising themes -Add plugins to the blog- Adding Videos and images to the blog-Making a video and image gallery- -Hosting a blog(Wordpress)-Running a blog as a Website.

Unit 4

An introduction to Search Engine optimisation-Demonstration of Google Analytics- Making an E-mail Newsletter and E-mail promotions- How to run Google adword Advertisements

Unit 5

How to do a Social Media Event Marketing- How to create Social Media Campaigns

18VMC381**Advanced 2D Animation Practice – II****0-1-2-2**

- Nesting Symbols for Complex Animations
- Animated Masks and Filters
- Sound and Video
- Flash Buttons
- Scripting Basics
- Basic Navigation Systems
- Flash Screens
- Advanced Drawing and Animation Techniques

18VMC382**Advertisement film making Practice****1-0-4-3**

-
- Introduction to Ad-films
- Type of Ad-films

- Viewing Ad-films
- Research for Ad-films
- Producing Ad-films
- Types of shots/movement/angles
-
- Concept development
- Script writing
- Screen play
- Camera script
- Assignment – 1 (Submission)
-
- Production – Shooting
- Post – Production - Editing – Rough cut
- Assignment – 2 (Submission)
-
- Rendering music/dubbing
- Final out-put
- Assignment – 3 (Final Submission)

18VMC383 Documentary Film Making Practice 1-0-4-3

Introduction to documentary film
 Documentary film viewing
 Researching for documentary
 Choosing type of documentary
 Producing documentary films

Concept development
 Script writing
 Assignment – 1 (Submission)

Recording Voice Over
 Assignment – 2 (Submission)

Production – Shooting
 Post – Production - Editing – Rough cut
 Assignment – 3 (Submission)

Rendering music
 Final out-put
 Assignment – 4 (Final Submission)

18VMC384 Short film making Practice 1-0-4-3

Introduction to short films
 Genre of short films
 Viewing short films
 Research for short films
 Producing short films
 Types of shots/movement/angles

Concept development
 Script writing
 Screen play
 Camera script
 Assignment – 1 (Submission)

Production – Shooting
 Post – Production - Editing – Rough cut
 Assignment – 2 (Submission)

Rendering music/dubbing
 Final out-put
 Assignment – 3 (Final Submission)

18VMC385 Anchoring for Television VJ Practice 1-0-4-3
Guidelines

- **Knowledge base:** An understanding of issues, names, geography, history and the ability to put all of these in perspective for viewers.
- **Ability to process new information:** Sorting, organizing, prioritizing and retaining massive amounts of incoming data.
- **Ethical compass:** Sensitivity to ethical land mines that often litter the field of live breaking news –
- **Command of the language:** Dead-on grammar, syntax, pronunciation, tone and storytelling -- no matter how stressed or tired the anchor or reporter may be.
- **Interviewing finesse:** An instinct for what people need and want to know, for what elements are missing from the story, and the ability to draw information by skillful, informed questioning and by listening.
- **Appreciation of all roles:** An understanding of the tasks and technology that go into the execution of a broadcast, the ability to roll with changes and glitches, and anticipate all other professionals involved.
- **Acute sense of timing:** The ability to condense or expand one's speech on demand, to sense when a story needs refreshing or recapping, to know without even looking at a clock how many words are needed to fill the minute while awaiting a satellite window, live feed or interviewee

Assignment – 1

Assignment – 2

Assignment – 3

Assignment – 4

18VMC386

Anchoring for Radio –RJ Practice

1-0-4-3

Guidelines

- Knowledge base: An understanding of issues, names, geography, history and the ability to put all of these in perspective for viewers.
- Ability to process new information: Sorting, organizing, prioritizing and retaining massive amounts of incoming data.
- Ethical compass: Sensitivity to ethical land mines that often litter the field of live breaking news –
- Command of the language: Dead-on grammar, syntax, pronunciation, tone and storytelling -- no matter how stressed or tired the anchor or reporter may be.
- Interviewing finesse: An instinct for what people need and want to know, for what elements are missing from the story, and the ability to draw information by skillful, informed questioning and by listening.
- Appreciation of all roles: An understanding of the tasks and technology that go into the execution of a broadcast, the ability to roll with changes and glitches, and anticipate all other professionals involved.
- Acute sense of timing: The ability to condense or expand one's speech on demand, to sense when a story needs refreshing or recapping, to know without even looking at a clock how many words are needed to fill the minute while awaiting a satellite window, live feed or interviewee

Assignment – 1

Assignment – 2

Assignment – 3

Assignment – 4

18VMC501 Introduction to Communication Theories 3-0-0-3

Objective:

To introduce and provide in-depth knowledge of various communication and media theories.

Unit-I:

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; Media for mass communication; Functions of mass communication; dysfunctions of mass communications.

Unit-II:

Models of communication- definition and types of models- linear and non-linear models; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Defleur, Gerbner, Rogers models of communication

Unit-III:

Theory, definition and nature of theory; Theories of communication- Normative theories of media, Heider's Balance theory, Newcomb's theory, Cognitive dissonance theory, Magic bullet theory, framing theory.

Unit-IV:

Stimulus response theory, two-step flow and multi-step flow of information; Concept of selectivity- Individual differences perspective, social categories perspective, Social relations perspective. Types of media effects, brief history of media effect study; theories of effects-Comstock psychological model, Ball-Rokeach and DeFluer's media system dependency model, McCombs and Shaw's agenda-setting, Noelle-Nuemann's spiral of silence theory, uses and gratification approach.

Unit-V:

Concept of gatekeeping; models of gatekeeping - White, Galtung and Ruge, News flow and its models-McNelly, Bass and Mowlana; Effects of mass communication, violence and obscenity in media. A critique of mass media in India.

Books recommended:

Books recommended:

1. Dennis Mc Quil: 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. Berko and Wolvin: Communication
5. Surgeon General's Scientific Advisory committee on Television and Social Behaviour Reports, USA.
6. Joshi P. : Culture, Communication and Social Change
7. Wilbur Schramm: The process and Effects of Mass Communication
8. Wilbur Schramm: Men, Message and Media
9. Dennis Mc Quail: Milestones in Mass Communication Research
10. Stephen W & Little John: Theories of Women Communication
11. S.J. Baran & D.K. Davis: Mass Communication Theory – Foundations Ferment & Future.

18VMC502 Media Economics and Management 3-0-0

Objective:

To provide a fuller understanding of media organization structure, management and economics in India

Unit I:

Introduction to principles and practice of management; Defining Media Economics Media; Business Models and Function; Mass Media Industry Structure Media Markets Ownership: Licensing and Franchising; Rules & Regulations Monopolies, Oligopolies, Conglomerates, Mergers, and Acquisitions; Media Revenues Financial Management Issues Financial Management Report; Media Sales Promotion and Marketing Mix;

Unit II

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains); Policy formulation – planning and control; problems, process and prospects of launching media ventures; Organization theory, delegation, decentralization, motivation, control and co-ordination;

Unit III

Management, organizational structure of newspaper and magazine; Newspaper production management; Economics of newspaper- circulation and advertising management; Problems of large, medium and small newspapers; quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques

Unit IV

Management, organizational structure of Radio and Television in India; Private Radio and Television channels-structure organizational structure and management; Planning and execution of programme production – production terms, control practices and procedures; Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques

Unit V

Film industry organization and management; various film bodies and associations of film industry at the national and regional level; Film finance and management; Film development corporation of India; Government and film industry; Legal and ethical aspects film – Film censor board;

Books recommended

Frank Thayer: Newspaper Management

Gulab Kothari: Newspaper Management in India

William and Rucker: Newspaper Organization and Management

18VMC503

Laws and Ethics for Media

3-0-0-3

Unit- I

A brief historical perspective of mass media laws in India -- Introduction to Indian Constitution – Salient features, Directive Principles of State Policy, Fundamental Rights and duties. UN – Universal declaration of human rights;

Unit – II

Basic Legal concepts - Judicial system in India - Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) -- Freedom of the press in India -- Supreme Court Cases related to Article 19

Unit – III

Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2) - Laws applicable to mass media in general - The Indian Telegraph Act, 1885 - The Official Secrets Act, 1923 - The Contempt of Court Act, 1971 - The Civil Law of Defamation - Libel – Slander - The Indecent Representation of Women (Prohibition) Act 1986 - The Indian Post Office Act, 1998 –

Unit – IV

Rules for Newspaper Registration -- AIR and DD codes for commercial advertising –Prasara Bharathi Act -- Cable TV Network Act -- Intellectual property rights--Right to information Act 2005--Human Rights -- Cyber laws – Right to privacy -- Issues relating FDI -- (case studies)

Unit –V

Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies - Recommendation of first and second Press Communications -- Press Council of India Act 1978 – Structure and functions of PCI--Professional code of conduct for media persons; Prasar Bharati Act, 1990

Books recommended

1. A.N. Grover: Press and the law
2. A.G. Noorani: Freedom of the Press in India
3. Durga Das Basu: Laws of the press India
4. R.C. Sarkar: The press in India
5. Rengaswamy Parthasarathy: Histroy of Indian Journalism
6. Reports of inquiry committees and the Press Council of India
7. K.S. Venkateshwara : Mass Media Laws and Regulations in India
8. S.K. Aggarwal: Media & Ethics
9. Kaushal N. : Press and Democracy
10. Justice Yatindara Singh: Cyber Laws
11. Publication Division of India: Right to Information Act – 2005

18VMC504

Media Research Methods

3-0-0-3

Objective:

To introduce and provide in-depth knowledge of theory and practice of Communication Research.

Unit-I

Nature and scope of communication research; development of mass media research, aspects of research, characteristics of research; evaluation of communication research in India. Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions, analysis and interpretation, summary; Questions and problems for further investigation.

Unit-II

Definition, elements of research, scientific approach, communication research, basic and applied research. Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Survey research – Descriptive and analytical surveys. Quantitative method – Definitions and components. Combined qualitative and quantitative designs. Sampling methods.

Unit-III

Research design components, experimental, quasi- experimental, Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance, reliability, validity and correlations.

Unit – IV

Data analysis techniques, coding and tabulation, non – statistical methods, descriptive, historical, statistical analysis, parametric and non-parametric, tests of significance; Levels of measurement; Rating scales; SPSS and other statistical packages.

Unit – V

Preparation of Research reports, ethical perspective of mass media research, trends in communication research. Research in print media, electronic media, advertising and public relations and internet. Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report. Bibliography and references.

Books recommended:

1. Winner and dominicle: Mass Media Research
2. Ralph Nafzieger & David M. White: Introduction to Mass Communication Research
3. Robert B. Burns: Introduction to Research methods.
4. Methodology of Research in Social Science: O.R. Krishnaswamy
5. Stempel and Westley: research methods in Mass Communication
6. David M. Nachmias & Chava Nachmias: Research in Social Science
7. Lewis- Beck: Basic Statistics
8. Bower & Courtright: Communication Research methods
9. Dennis MC quill: Milestones in Mass communication Research

18VMC509

Audio Visual Technology

3-0-0-3

Objectives: This course was designed to provide students with skills and knowledge about audio and video production

Unit: 1

Visual Language – Perception and Composition; Shots & movements; Principle of Visual Language- Headroom, Nose room, 180 degree rule, shot- reverse shot sequence; Video camera and its support systems; Television cameras – Studio based cameras & other cameras.

Unit: 2

Lighting for Video Production – Properties of light, Factors influences lighting needs, Lighting ratio, lighting instruments, reflectors; Sound- Properties of sound, sound wave, Types of Microphones; Audio connectors.

Unit: 3

Stages of TV and Radio Programs – Pre production, Production and post production; Personnel roles and responsibilities in Video production and news production; Field production – ENG and EFP.

Unit: 4

Types of editing- Assemble and insert; Modes of editing- online, offline, Linear and non linear type software; Tape formats – different formats of tapes; Tapeless format- Different recording media; Distribution Media; Media storage systems;

Unit: 5

Writing for television – Script writing, Genres of TV programs- News, Talk shows, panel discussion, Music and dance programmes, Phone in Programmes, Quiz shows; Entertainment shows.

Text Books:

1. Video Production by Vasuki belavadi – oxford publications.

References:

1. Allan Wurtzel: Television production.
2. Gerald Milerson : The Techniques of television production.

18VMC520

Culture and Entertainment Media

3-0-0-3

Objectives:

1. To understand the basics of Culture
2. To apply the techniques in Entertainment Media

Unit: 1

Culture- Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Dalit & Tribal Culture in India; Challenges of Indian Culture; Status of Women in India.

Unit: 2

Music- Definition & Concept; History of Indian Music; Types of Indian Music- Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.

Unit: 3

Theatre- Definition & Concept; Introduction to Greek theatre; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama- Definition & Concept; Different forms of Drama; Difference between Theatre & Drama; Introduction to English & Persian Theatres; Traditional & Modern Theatres.

Unit: 4

Newspaper Industry- Definition & Concept; Growth of Newspaper Industry in India Freedom movement, Post Independence, Emergency & Post Emergency; Growth of Regional Newspapers; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional; Publication Industry- Novel & Education.

Unit: 5

Radio Industry- Definition & Concept; Growth of Radio Industry in India- All India Radio- National & Regional; Arrival of FM & its impact; Community Radio & Society Development; Television Industry- Definition & Concept; Growth of Television in India- Doordarshan- National & Regional; Emergence of Cable Television & Satellite Television- Private & Pay Channel; Recent Growth- DTH & CAS System; Television & Cinema.

Text Books:

1. Michael J. Hauptert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA

2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK

References:

1. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK

18VMC521 **History & Development of Cinema** **3-0-0-3**

OBJECTIVES

1. To understand the basics of Cinema
2. To apply the techniques in Cinema Industry

Unit: 1

History & Pioneers of Cinema- Eadweard Muybridge, Etienne- Jules Marey & George Eastman; The Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin.

Unit: 2

Classical Hollywood Cinema- Origin & Golden age of Hollywood, Motion Picture Industry & Modern Hollywood; Development of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

Unit: 3

World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang & The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevolod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Iranian Cinema; Third world Cinema.

Unit: 4

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; Dynasty of Actors and Director- Mehboob, Raj Kapoor & Guru Dutt; Golden Fifties of Indian Cinema; New Indian Cinema- Satyajit Ray & Mrinal Sen; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.

Unit: 5

South Indian cinema- origin & growth; Pioneers of South Indian Cinema; Talkies- Original & Development; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Ramoji Studios, Vahini Studio, L.V. Prasad; Mega stars & Mega movies; Marketing and Distribution; Recent trends in South Indian cinema.

TEXT BOOKS

1. Jarek Kupsc(2011). History of Cinema for Beginners, First Edition, Orient Blackswar,UK
2. Geoffrey Nowell-Smith (1999). The Oxford History of World Cinema, Third Edition, Oxford University Press, UK

REFERENCES

Semiotics- definition & concept; History & development of Semiotics; Pioneers of Semiotics; The Sign- Saussure's Model & Peirce's Model; Semantics and its types; Codes- Typologies of codes & Visual Codes; Subfields in Semiotics.

Unit: 2

Psychoanalysis- definition & concept; historical development of psychoanalysis; Psychoanalysis as a Cultural Theory; The Gaze- definition & forms of gaze; Psychoanalysis- Television & Film Studies;

Unit: 3

Feminism- definition & concept; Feminist Film Theory; Different approach to Feminist film theory;

Unit: 4

Modernism- definition & concept; Modern & Modernity; History of modernism, characteristics, rise , Postmodernism, types and impact. Postmodernism- Art & Film; Modernism Vs Postmodernism; Colonialism Vs Post colonial.

Unit: 5

Marxism- definition & concept; History & Criticisms, Theory; Marxist Media Theory- Liberal Pluralism, Capitalist Society & Ideology; Differences within Marxism; Limitations & Strengths of Marxist analysis; Apparatus theory & Screen theory.

Text Books:

1. Thomas B. Moeslund (2011). Visual Analysis of Humans: Looking at People, First Edition, Springer, UK

References:

1. Theo Van Leeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi
2. Roland Barthes (1999). Elements of Semiology, Hill and Wang, Fifth Edition, New York

18VMC524

Writing for Media

1-0-2-2

OBJECTIVES

To understand the concept of Writing for Media

Unit -1

Writing for Broad cast Media - Radio & TV; Elements and Importance of News writing for Radio & TV; Steps & elements of writing for Radio & TV; editorial, features & review.; Scripting, Broadcast news; Broadcast features; Live programmes and shows, news stories, chat show, talk show & reality show; TV script treatment- concept, target audience, style of production, creative approach, running order, set design & budget; Radio- radio feature, documentary and live.

Unit –2

Writing for Advertising (TV & Radio)- understanding product, basic research, demographic appeals, idea generation; Types of advertising- commercial, PSA & corporate films; Advertising script format- concept, USP, target audience, creative copy & storyboard. Visualization- definition & concept; Framing & composition; Principles of script writing & creative writing; Script formats- concept & types; Idea generation- source & innovative; Elements of script; Characteristics of script.

Unit: 3

Writing for Documentary- docudrama, educational Television, documentary, ethnographic films; Basic research; Characteristics of documentary; Documentary structure; Documentary synopsis; Documentary Script Format- concept & research; Elements of documentary script- visual & sound; Story Elements- writing visually, narration & commentary.

Unit: 4

Writing for Feature Film & Short film- basics; Themes- concept, slug line & planning of story; Three Act Structure; Plot Development- main plot & sub plot; Characters- main, supportive & atmosphere characters; First Draft, screenplay, dialogue, script breakdown, final draft, shooting script.

Unit: 5

Writing for Web – Guidelines, planning, Structure and style; Technical writing; Copy writing; Profile Writing; Caption writing;

TEXT BOOKS

1. Syd Field (2005). Screenplay: The Foundations of Screenwriting, Second Edition, Dell Publishing, USA
2. William Smethurst (2009). How to Write for Television, First Edition, How To Books, UK

REFERENCES

1. Clifford Thurlow (2008). The Complete Guide from Script to Screen, First Edition, Oxford University Press, UK
2. Charlie Moritz (2001). Scriptwriting for the Screen, Second Edition, Routledge, USA

18VMC525

Anatomy Study

1-1-0-2

UNIT 1

Basics of Anatomy study– Observing Male & Female Anatomy - Identifying differences, 4observing the T pose of the characters

Theory of Anatomy of different living beings

Working on basic structure of characters with simple shapes

UNIT 2

Building Male & Female Profile - Body Parts

Human Torso measurement - Understanding the relative proportions of various ages of human beings - Working more on age comparisons

Learning anatomy with head comparison - Head size - Construction of Head

UNIT 3

Working with Cylinder / Box shapes - Human Anatomy, Understanding T pose, working on different poses, Understanding Light & Shadows

UNIT 4

Understanding the steps to construct legs, hands, foot, palm and fingers

Observing different characters

UNIT 5

Building the whole torso - Human Character, Profile Sketch of Human & other living characters – sketching the different movements of body parts

18VMC526

Stop Motion Animation

1-0-2-2

Introduction to Stop Motion – Types of Stop Motion, Steps involved in Stop Motion process, Creativity & Craftsmanship – Choosing a concept

Submission 01: Students need to submit their concept for approval (Group)

Advanced techniques in stop motion - setting up location - layout designing – Props - Creating miniature of the real life environment – Clay Modelling

Assignment 02: Students need to create a set required for stop motion (Group)

Setting up the camera – application of photographic skills to stop motion animation – animating the subject manually

Introduction to software - Understanding UI & Tools, Working with onion skin option

Submission 03: Student need to submit all the stills captured (Group)

Animation Techniques – Animation with cut-out, sand, clay, light,

Editing Software – Basic Editing techniques, importing all the footage – adding music – rendering the output

Submission 04: Students have to submit the final edited animation

Final Assignment: Students have to prepare a 1 min Stop Motion animation (Individual)

18VMC527

3D Animation Pipeline

2-0-0-2

UNIT 1

Animation articulation & performance - Advancement in Animation design & theory

Brief on Animation process – different departments involved in Pre-production / production / post production

UNIT 2

Pre-Production - Idea-Story-Script

Understand the Research & Development (R&D) department – Casting & Locations allotment - Character Design - Storyboarding & Animatic

A thorough work on complete Pre-production process

UNIT 3

Understand the steps of Production process in 3D Animation – Modelling – Texturing – Lighting – Rigging and Animation - Animatronics

UNIT 4

Understand Visual Effects – Dynamics - Simulation & effects - different software required for visual effects– Motion Graphics - Camera Tracking & Stabilizing - Colour

Corrections & Compositing

UNIT 5

Voice modulation –Dubbing – Rerecording – Music Production - Different Render Engines -

Different output formats

18VMC528

Audio – Video Production

1-0-2-2

Introduction to Film making – Process of film making, Film Language, Script/Screenplay/Shooting Script, Pre-visualizing the film, Project planning, Video Standards, Compressions & Resolution

Submission 01: Students have to submit shooting script for approval (Individual)

Types of Camera, Camera settings, Understanding ISO, Iris, Shute speed, White Balance, Different types of shots, angles & camera Movement

Assignment 02: Students have to submit different shots, angle and movements (Individual)

Lighting & Art Direction – Lighting for films, Difference between Natural and artificial Lighting, Different Lighting schemes, Art direction Basics – Chroma Shooting

Assignment 03: Students have to submit one min short film (Individual)

Different types of Microphones, Audio- Recording format, technique

Editing – Introduction to software and its tools, Audio-Video Editing and its technique, Transitions, 2D motions, Colour Correction, Different types of outputs (Audio – Video)

Assignment 04: Students have to exchange their shots and Edit

Final Submission: Students have to submit 3+2 min fiction / nonfiction film (Group)

18VMC529

Basics of Pre-Production

1-0-2-2

Basics of story - Exploring ideas, Concept, Plot, Structure, Character Theme, Conflicts, Storytelling, outline, Building a character, delivering a precise message through the story, Story pacing

Submission 01: Students have to submit a concept

Animation story for different age groups, Basics of story, Research and Development - Building the Concept into story, Scriptwriting terminology: Action, Angle, Shots, Interior/Exterior, Fade in and out, POV, Scene Heading, Slug line, Track with, VO, Character name, Cast List, Dialogue, Script Length, Action Description, Scene Numbers

Story boarding: Introduction to storyboards, Steps of creating a storyboard, Beat board, Story boarding overview, Contents, Pose, Scenes

Submission 02: Students have to submit a storyboard

Screenplay writing – Dialogue – Directing a film – proof reading – length of the movie - Introduction to Animatic Software – Apply editing techniques to a finished storyboard – Sound & Time code - Integrate audio with visual elements to finish an Animatic

Submission 03: Students have to submit the screenplay

Submission 04: Students have to submit animatic for the same

Intellectual property and copyrights, protecting the idea, Proof of ownership, Confidentiality agreement, Piracy, Animation Industry in India, Case Study

Final Submission: Students have to submit a complete pre-production kit for an one min animated movie

18VMC530**Concepts of Animation****2-1-0-3****UNIT 1**

History of Animation – History Indian Animation Industry - Role of Animation in various industries - Concepts of Animation - Study on Classic Animation & Digital Animation
Analyse & study the difference between 2D & 3D Animation process

UNIT 2

Fundamental key principles of Animation:

- 'Squash & Stretch' methodology
- 'Anticipation' principle
- 'Staging' concept of animation
- Straight Ahead & Pose to pose' Animation

UNIT 3

Advanced Principles of animation

- 'Follow through & Overlapping' Animation
- 'Slow out & Slow in' Animation
- 'Arcs' principle of animation
- 'Secondary Action' rule of animation

UNIT 4

- Advanced Principles of animation
- Timing', an important principle of animation
- Exaggeration' process of animating
- 'Solid Drawing' principle
- 'Appeal' principle

UNIT 5

Application of different principles of Animation – Sequence Builder and Construction

18VMC561**Advanced Digital Imaging Lab****0-0-2-1**

Introduction to Digital Images - Understand the software layouts, Pixels, Resolution, Layers & Shadows – Raster and Vector Graphics

Work with layer via Copy, Transformation - Different selection options – Text Tool - Clip Masking - Blending options - Advanced Healing tools - Clone Stamp tool

Advanced Digital Painting - Burn tool, Dodge tool, Smudge tool

Assignment 01: Create a Digital Painting

Assignment 02: Create Text Arts

Create shapes using Pen tool - Create logos – Visiting Card – Brochure Designs

Advanced Matte Painting - Blend Modes - Colour Correction

Assignment 03: Create advanced matte painting

Animation in Photoshop – Understanding Frame Animation

Assignment 04: Create gif animation

Final Submission: Select two companies and do the complete brand building for the company

18VMC562

Professional Photography Lab

1-0-2-2

1. Eye of the Photographer
2. Cameras
3. Lenses and Filters
4. How to Use Your Camera
5. Developing Your Visual
6. Image Capture
7. Exposure
8. Workflow and Image Editing
9. Evolution of a Photographer
10. Natural and Available Light
11. Artificial Light
12. Flash and Strobe
13. Travel Photography
14. Landscape and Nature Photography
15. Basic Portrait Lighting

Note: The above topics makes student to gain overall knowledge of Professional Photography and students will apply the theoretical aspects into practical and produce a standard picture. Evaluation pattern will 80% (Continuous Evaluation of Lab) and 20% (End Semester Exam).

18VMC563

Advanced Digital IllustrationsLab

0-0-2-1

Introduction to Vector Drawings - Understanding the software Layout, Tools & Art Boards

Drawing Shapes & Objects in Illustrator - Editing Vector Images

Gradients & Patterns - Creating images using Symbols Spray Tool

Working with Width transform tool, Shape Builder tool & Path finder options

Advanced creative designing with Blend tool

Using Effects options, Text tool & other major tool in the tools panel

Typography – History, Evolution, Aesthetics, Mood – Introduction to Type – Usage of Typography

Assignment 01: Create a vector art

Advanced Perspective art building

Convert real life images into 2D graphics – Image Trace

Designs with the use of 3D option

Create art with Creative Brush pre-sets – Vintage designs

Assignment 02: Submit a perspective art

Work on Mesh Tool

Advanced 3D Logo Creations

Product designs - Branding / Brochure & Layout designs

Visiting Card – Letterhead – Watermark Creations

Assignment 03: 3D Logo designs

Assignment 04: Create different designs using mesh tool

Final Submission: Select two companies and do the brand building for the company

Note: Advanced Digital Illustrations is common to Stream III & IV

18VMC564

Audio Production and Editing Lab

0-0-2-1

1. Working with different microphones, Audio connectors and audio mixers;
2. Introduction to audio editing software;
3. Audio recording in studio and editing practice;
4. Dubbing;
5. Voice over;
6. Controlling Noise;
7. Live recording of shows;
8. Sound Effects;
9. Advanced audio editing techniques;
10. Audio Production Assignments – Composing Music for short film or TV shows

8) Exclusive program

5. Television Anchoring :

News

- 1) News reading
- 2) News anchoring
- 3) Crime news – unique style's in anchoring
- 4) Group discussion / panel discussion

Entertainment

- 5) Talk shows
- 6) Reality shows
- 7) Stage shows
- 8) Live anchoring – Award functions & public programs
- 9) Background voice (voice-over) & dubbing

18VMC582

Television Programme Production Lab

0-0-2-1

1. Standard Shots and camera angles;
2. Camera Movements;
3. Multi camera setup;
4. Understanding lighting setup;
5. Practicing lighting techniques;
6. Shooting in Indoor & Outdoor;
7. Working with Green matte/ set;
8. Practicing with character Movements;
9. News Production – News bulletins;
10. TV shows – Entertainment;
11. Editing the Programme with soft ware

18VMC588

Stop - Motion Film Making Practice

1-0-2-2

Making short movie only with photographs, voice over and subtitles

Pre-production:

Concept
 Development
 Research
 Drafting Structure
 Finalizing script
 Location
 Budget

Production:

Taking pictures – (original work):
 Recording BG – voice

Post production:

Editing

18VMC583

3D Modelling and Texturing

1-0-4-3

Introduction to 3D modeling – Understanding the software and its layout- working with different tools – understanding 3D workspace - working with symmetry, editing components in orthographic view and perspective view - Different Modes

Poly editing techniques - Extruding, Bridging, Adding polygon to mesh - Split polygon faces, edge loop - Poly Normal, Edge & bevel, Separating & combining geometry, NURBS

Assignment 01: Students have to model a table

Modeling using reference sketches, Image Planes, Poly modeling workflow, Polygon primitives, modeling in shaded mode, Model symmetry, Low Poly/High Poly modeling

Exporting the models from scene to scene

Assignment 02: Students have to take the real life scene as reference and model the complete scene

Texturing –Introduction to texturing and shading, working with blinn, phong and lambert, bump and displacement, working with transparency, reflection and refraction, Working with 2D textures, 3D textures, UV mapping, unwrapping, smoothing and relaxing a mesh, baking maps

Assignment 03: Students have to texture an interior / exterior scene

for facilitating faster production flow

Sculpting – Introduction to the software – tools and its applications - different brushes to do the detailing - preparing a surface for sculpting, sculpting techniques - Sculpting a nose, Sculpting different body parts

Assignment 04: Students need to model a face and sculpt it to give the detailing

Final Submission:

01 - Interior - Exterior

02 – Character

18VMC584

Dynamics

1-0-2-2

Concepts of Dynamics - Tools and techniques of dynamics - Particle Simulation- Reactors - Difference between Soft and Rigid body - Different particle system - Texturing the particles – Fields: Air, Drag, Gravity, Newton, Turbulence, Vortex,- Constraints

Effect: Fire, Smoke, Fireworks, Lightening, Shatter, Curve flow, Surface flow - Ncloth

Rendering particles and effects, Maya Paint Effects, Baking simulations, Render types.

Assignment 01: Students have to create a wall breaking scene

Assignment 02: Students have to create a cloth tearing scene

Introduction to Fur, Procedural textures, Inclination, roll and polar, Fur volume and Noise, Painting fur attributes, modifying fur direction, Modifying colour of a fur descriptions, Creating nCloth collision, Constraints, Hair System: Artisan, Hair system components, Modify curve tools, Paintfx with hair, Hair collision, Hair system caching, Hairstyles. NDynamics - Introduction to nParticles and Nucleus solver, Nucleus node, Nucleus forces, Nucleus plane, Nucleus attributes, nParticles interaction, nConstraints, nCloth: simulations, nCloth dynamics properties, Working with nConstraints, Tearing cloth, Dynamic Property maps, Simulating cloth on moving character, nParticle caching, nConstraints, Creating Smoke simulations in nParticles, Creating liquid simulations in nParticles, Introduction to nHair, Creating Basic hair style, Creating a dynamic curve simulations.

Introduction to Fluids, Fluid field interaction, Fluid attributes, , Creating a non-dynamic 3d fluid effects, Creating dynamic 3D effect, Creating fire and smoke using Fluid dynamics, creating an ocean

Introduction liquid stimulations – Software tools and techniques – different properties of liquid

Assignment 03: Students have to create rain effect on an ocean

Assignment04: Students have to create a liquid flow

Final Submission: Students need to submit a short show reel for dynamics

18VMC585 **Motion Graphics and Camera Tracking** **1-0-4-3**

History of Motion Graphics - Telling stories through graphics

Introduction to software - Understanding the Different tools involved in creating a motion graphics - Working with shape tools and text tool - 2D and 3D Motion graphics

Assignment 01: Students have to create simple text animation

Assignment 02: Students need to create a short motion graphics

Tracking - One point and Multi Point tracking for live footage

Camera Stabilize - Matching the Graphics for the live footages

Assignment 03: Students have to track and patch a television screen for a movement shoot

Adding 3d models to the live footages – Rendering

Assignment 04: Students have to combine motion graphics with the live footage using camera tracking skills

Final Submission: Students have to create a short graphics for a movie

18VMC586 **Rotoscope** **1-0-2-2**

Introduction - History of Rotoscope, Understanding Matte, Different Rotoscope Software - Understanding key frames

Assignment 01: Students have to sketch the outline of a moving object of 1 sec duration

Software - layout, tools and techniques, tracing the moving objects, animating the matte, Usage of spines

Assignment 02: Students need to trace digitally and create a matte for a sequence

Assignment 03: Students need to trace digitally and create a matte for a sequence

Wire removal tools and techniques - Digital painting for video

Assignment 04: Students have to remove the wire and do the necessary digital painting

Final Submission: Students have to prepare a 30sec rotoscope show reel

18VMC587

Voice Modulation and Dubbing For Animation

1-0-2-2

Introduction to sound – Property, frequency, Wave, Sound vs Audio

Basic knowledge of Voice Dubbing / Voice-over – technique, observation, Voice acting

Voice Recording Technique in Studio – understanding Microphones, Different types of Microphones, Setting up for Voice recording and fundamentals for sound recording – Editing the audio – Matching audio and video digitally

Voice manipulation – Different tones, understanding the character

Difference in Dubbing for - films, cartoon films, T.V Serials

Assignment 01: Students have to write the script and record a voice over

Assignment 02: Students have to dub and edit for different characters

Final Submission: Students have to dub for a short animated movie (Group)

18VMC605

MEDIA FOR ADVERTISING

3-0-0-3

Unit 1

Advertising defined: Non- personal, Communication, Information, persuasive etc. classification of advertisement, functions, advertising and society, impact and benefits, ethics in advertising, Corporate Social Responsibility of ads, advertising: A marketing tool, advertising planning, role of creativity.

Unit 2

Print Media: Characteristics of the press, newspaper, magazine, directory ads, direct mail ads, Outdoor and transit ads, Yellow pages advertising, and case Study on selected ads.

Unit 3

Television and Radio: Advantages of television ads, strength and weakness of TV ads, networking versus spot, planning and production radio ads, voice, SFX balancing, modulations, Content etc...

Unit 4

Web and New Media: importance of online advertising, objective new media advertising, banners ads, logos, emails, keywords on search engines, Classified ads, websites, pop ups, case study on selected websites, Push technologies and web casting, social media etc...

Unit 5

Advertising and IMC: Promotional Mix, The tool for IMC, direct marketing, elements of IMC, sales promotion, Public relations, Publicity, Internet marketing advertising in a multicultural environment

Text Books

- 1) Advertising Planning and Implementation. Sangeetha Sharma, Raguveer Singh.

18VMC609

Digital Film Making Lab

1-0-2-2

Objectives:

1. To understand the basics of Digital film
2. To apply the techniques in Digital film industry

Unit: 1

Writing for Feature Film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act- II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

Unit: 2

Film Director- Functions of Film Director- Scripting, Visualization; Direction & Final Output; Responsibilities of Film Director- Social, Cultural, Technical & Financial; Director's relation with Producer, Cinematographer, Editor, Actor, Music Director, Art Director, Production Manager & Other Technicians; Director & Assistances.

Unit: 3

Cinematographer- Functions of Cinematographer- Framing, Lighting & Visualization; Responsibilities of Cinematographer; Cameraman's relation with Director, Art Director, Costume Designer & Light man; Cinematographer's knowledge in Camera, Concept of Lighting, Colour, Lens & Filters, Framing & Composition.

Unit: 4

Editor- Functions of Film Editor- Film Order, Negative Cutting, Final Cutting, Optical Effects, Positive Print & Digitization; Responsibilities of Film Editor; Editor's relation with Director, Cameraman & Sound Engineer; Editor's knowledge in Editing concept, Computer & Software, Graphics & Animation, Time & Space, & Rhythm; VFX.

Unit: 5

Sound Engineer- Functions of Sound Engineer- Dubbing, Sound Effects, Music & Mixing; Responsibilities of Sound Engineer; Sound Engineer's relation with- Editor, Music Director, Sound Effects Team, Dubbing Artists & Final Mixing Team; Sound Engineer's knowledge in Sound, Computer & Software, Music, Sound Effects, Sync & Non Sync.

Text Books:

1. Sonja Schenk (2012). The Digital Filmmaking Handbook, First Edition, Cengage Learning, USA
2. Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA

References:

3. Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK

Note: Five units' gives a student to gain overall knowledge of film and students will apply the theoretical aspects into practical and producing a film. Evaluation pattern will 80% (Continuous Evaluation of Lab) and 20% (End Semester Exam).

18VMC610 Film Production and Management 3-0-0-3

Objectives:

1. To understand the Film Production and Management
2. To apply the techniques in Film industry

Unit: 1

Stages of film production- Development, Pre Production, Production, Post production, Distribution and marketing; preparing for production; Script- Shot list, breakdown the script, Schedule the script after doing the breakdown, budget the script after doing the schedule.

Unit: 2

Budget- Steps of budget- Create list of assumptions, Create budget, Use Day Out Of Days for cast amounts, Set global for shoot period, First pass of budget, Meeting with director/funder; Top sheet level - Summary of total budget, Header with show info, Above the Line - producer, writer, director, actors, Below the Line - crew, equipment, post production and misc: contingency, insurance, bond company, legal fees; Cash flow projection chart; Cost report; Managing Petty cash.

Unit: 3

Casting – Auditions and cast the film and get signed contracts; Locations- scout and look for locations, Location set breakdown; Atmosphere- commitment with deal memos, confirm wardrobes and props; Equipment – plan and Submit equipment list; Makeup and Hairstylist; Production meeting; Organising the production team.

Unit: 4

Production - Running the set- Assistant director – cast and crew arrive; Manage talent, base camp, Paper work, set atmosphere and background works; Personnel role and responsibilities in film production; The completion stage – Logging, Editing, Closing the file.

Unit: 5
Management – Producer, Production Manager, Director; responsibilities of Production manager; Stressful job; Production Assistant's responsibilities.

18VMC611 **Film Studies and Appreciation** **3-0-0-3**

OBJECTIVES

1. To understand the basics of Film Studies
2. To apply the techniques in Film industry
3. To apply the techniques to review a Film and appreciate

Unit: 1
Film studies- definition & Concept; Why film studies; Film as culture & art; Film as a medium; Characteristic of Film Studies; Film theory & semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation.

Unit: 2
Mise-en-scene- definition & concept; Four P's of Mise-en-scene- point of view, posture, props & position; Elements of Mise-en-scene- setting, costume, character's movement & lighting; Power of Mise-en-scene; Aspects of Mise-en-scene- time & space; Narrative functions of Mise-en-scene; Cinematographer properties- photographic image, duration of the image & framing.

Unit: 3
Montage- definition & concept; Origin of Montage; Development of Soviet Montage; Types of Montage- analytical, idea associative & metric montage; Montage Vs Parallel Editing; Visible Vs. Invisible Technique; Editing- dimensions of film editing & continuity editing; Alternative to continuity editing.

Unit: 4
Narrative Cinema- definition & concept; Story- Three Act Structure & Plot; Non Narrative cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- documentary, abstract, music videos & live cinema (Performance); Film Form- definition & concept; Elements of Film Form- form & expectation, form & convention, form & emotion, form & meaning and form & evaluation; Principles of Film Form; Ambiguity, Style & Ideology.

Unit: 5
Film Genre- definition & concept; Types of Film Genres- main film genres, sub film genres & hybrids genres; Other major film categories- Auteur system, Woody Allen & comedy, Arthur Freed & musical, Alfred Hitchcock & suspense/ thrillers, John Ford & westerns; Emerging trends of Digital Film & Short Films; Film Festivals- International & National Festivals; Film Awards- International & National Film Festivals; International & National award winning movies to be screened and student will be trained in reviewing and analyzing movies

Text books:

1. Jill Neldes (2012). Introduction to Film Studies, First Edition, Routledge, USA
2. John Hill (2011). The Oxford Guide to Film Studies, First Edition, Oxford University Press, UK

References:

1. Warren Buckland (2010). Film Studies: Teach Yourself, First Edition, McGraw-Hill,

USA

2. Sarah Casey Benyahia (2008). As Film Studies, First Edition, Routledge, USA
3. Richard Dyer (2000). Film Studies: Critical Approaches, First Edition, Oxford University Press, UK

18VMC613

3D Animation

1-0-4-3

Introduction to Animation- Tools for Animation, Key-frames and the Graph Editor, Setting the playback range – Setting-key frames, Graph Editor, Changing the timing of an attribute, Fine tuning an animation, Deleting extra key-frames, Using Play-blast to playback an animation, Using Set Driven Key to link attributes, Viewing the results in the Graph Editor

Assignment 01: Students have to prepare a ball bounce animation

Path animation - Animating an object along a motion path, Changing the timing of an object along a motion path, Rotating an object along a motion path, Blending key frame and motion path animation, Nonlinear animation with Trax, Creating clips with Trax, Changing the position of clips with Trax, Editing the animation of clips, Reusing clips within Trax, Soloing and muting tracks Scaling clips within Trax

Assignment 02: Students need to prepare different vehicle animation

Assignment 03: Students need to prepare different walk cycles

Concept of Acting, Facial Animation, Acting Sections, Camera Animation, Lip Sync Video, Quadruped Animation, Animating into a unit scene, animating the character, Animation Blending

Assignment 04: Students have to animate different expression – lip movement – weight lifting

Final Submission: Students have to prepare an one min animation show reel

18VMC614

3D Lighting andRendering

1-0-2-2

Introduction to the Theory of Light - Basic properties of Light – Frequency & Wavelengths of the light spectrum

Introduction to software– UI & Lighting tools - Understand 'Direct Illumination' concept of lighting

Effects of Light – Primary Sources of Light – Manipulation of Light

Light & its effects on objects/scenes – Reflection - Understanding Shadows

Working on different types of lights - 3 Point lighting concept - Illuminating different spaces & environment - Understanding Day and Night light – Interior and Exterior lighting – enable/disable a light

Assignment 01: Students have to do simple 3 point lighting for a model

Assignment 02: Students have to light an interior scene (day)

Learn the process of rendering – different options in rendering - Mental Ray – Image Based Lighting process

Assignment 03: Students have to do lighting for an exterior scene

Assignment 04: Students have to do night lighting for the same scene (exterior and interior)

Understanding Final Gather - Colour Bleed – Caustics - applying Render passes to the layers in lighting

Final Submission: Students have to prepare a 30 Sec show reel on lighting with different passes

18VMC615

Online Promotions

1-0-1-2

Introduction to online media - Introduction to social Media

An introduction to Search Engine optimisation; Form Discussion; Create a Newsletter; Create a movie page in Social networking sites –Fan clubs and sites; Photo sharing frequently to grab the audience attention, Writing interesting articles; Trailers to be updated and tag.

Create a blog; Post article on the cast, crew story background; Photos and trailers to be added; Update trailers in various video sharing sites like You tube, Google video Vimeo and tag in video sharing sites: Respond to comments; tweet regularly; Paid Advertisements.

How to do a Social Media Event Marketing; How to create Social Media Campaigns; Promoting Film posters through Social media; Promotions – Past, Present, future.

Assignment 01:

Assignment 02:

Final Submission:

18VMC616

Rigging

1-0-4-3

Concepts of Rigging: Advanced Deformation, Rigging Constrain, Concept of Inverse and Forward Kinematics

Assignment 01: Students have to rig a pendulum

Character Rigging: Designing of Bone Setup for Character, Advanced Character Rigging, Facial Rigging, Function of Skinning, Muscle System, Creating a control object for an IK system, constraining an IK system

Assignment 02: Students have to rig a character

Quadruped Rigging: Planed and Organized of Quadruped Rigging, Designing of Bone Setup for Quadruped Rigging, Concept of Quadruped Rigging, Flexibility of Quadruped Rigging

Assignment 03: Students have to rig an animal

Mechanical Rigging: Organized and Naming of the Mechanical Object, Designing of Bone Setup for Mechanical Rigging, Concept of Props Rigging, Concept of Mechanical Rigging

Assignment 04: Students have to rig a rocking chair

Smooth skinning - Smooth binding a skeleton ,Skin weighting and deformations Modifying skin weights, Influence objects, Cluster and blend shape deformer .Creating a target object for a blend shape, Creating a cluster deformer on a target object Editing cluster weights, Creating a blend shape Refining deformation effects Adding target objects to an existing blend shapes

Final Submission: Students have prepare an one min rigging show reel

18FNA669 Documentary Film Making Practice 0-0-2-1

1. Writing original script for Documentary film
2. Finalizing Production Team & Budget
3. To get trained in handling camera and shot.
4. Handling non-linear editing with Software
5. Students should be dubbing, Voice over, Sound Effects & Mixing using the Audio Software
6. Documentary on any social issues (5-10 Minutes)

18VMC678 Advertisement Production lab 0-0-2-1

1. Content Writing;
2. Writing script for Ad film;
3. Media buying
4. Finalizing Production Team & Budget
5. To get trained in handling camera and shot.
6. Handling non-linear editing with Software
7. Students should be dubbing, Sound Effects & Mixing using the Audio

Software

8. Ad Film on any concept (10 - 20 Seconds) –Broadcast

18VMC679 Online Promotions Lab 1-0-2-2

Unit 1

Introduction to online media, Nature and scope of the medium.

Unit 2

Introduction to Social Media and networking sites, nature, scope and impact on diverse population etc.

Unit 3

An introduction to Search Engine optimisation; Form Discussion; Create a Newsletter; Create a movie page in Social networking sites –Fan clubs and sites; Photo sharing frequently to grab the audience attention, Writing interesting articles; Trailers to be updated and tag.

Unit 4

Create a blog; Post article on the cast, crew story background; Photos and trailers to be added; Update trailers in various video sharing sites like You tube, Google video Vimeo and tag in video sharing sites: Respond to comments; tweet regularly; Paid Advertisements.

Unit 5

How to do a Social Media Event Marketing; How to create Social Media Campaigns; Promoting Film posters through Social media; Promotions – Past, Present, future.

Note: Five units' gives a student to gain overall knowledge of online promotions and students will apply the theoretical aspects into practical and promote their film. Evaluation pattern will 80% (Continuous Evaluation of Lab) and 20% (End Semester Exam).

18VMC680 SFX and Re-Recording 0-0-4-2

Introduction to Foley - History – Creating Background noise – Observation - Process of recording Foley - tricks to rerecording Music – Creating Music – Editing – Adjusting levels – Understand the mood of the scene – Sound Design – Surround System

Assignment 01: Students have selected a scene from a movie and do the rerecording

Assignment 02: Students have to create a music library

Final Submission: Students need to Dub-rerecord-add BGM for a 5 min scene

18VMC681 VFX –Compositing Practice 1-0-4-3

Different Software involved in VFX Industry - Introduction to software, Understanding the layout and tools, Converting images from 2D to 3D, Green Screen Removal, Camera Projection, Colour Correction

Assignment 01: Students have to do a camera projection for an image

Visual Effects – Description – Types- Particles – Analysis- Size- Sand Effects –Smoke Effects- Fire Effects – Cloud Effects – Snow Effects - Designing Clouds Background – Designing Fog Effects –Explosion Effects–Fire Effects with flames - Paint Effects

Assignment 02: Students have to create different effects for a scene

Matte painting - Understanding the procedure - merging different scenes – basic CC

Assignment 03: Students have to create BG using matte painting technique

Introduction to compositing special effects into a scene - Compositing Techniques – Working with nodes - Compositing various renders from 3d software

Assignment 04: Students have to composite different render passes

Advanced camera Projection - Stereoscope - Broadcast animation for logo and montages - Special Effects, Superimposition and Titling - Exporting various file format outputs as per the end user requirements

Final Submission: Students have to create a small VFX sceneand submit

18VMC692 Internship 2

Students have to attend a minimum of 30 days internship and submit the certificate from the company on the date of submission of their show reel

18VMC695 Minor Project (3D)

Students have to submit (Individual)

1. One Exterior Model with texturing and lighting

2. One Interior Model with texturing and lighting

18VMC696 **Minor Project (VFX)**

Students have to create a one min VFX film (Group)

18VMC698 **Portfolio Presentation** **2**

Students have to attend a Viva- Voce (Individual) on the date of submission of their show reel

18VMC699 **Project (Show Reel)** **8**

Students have to select any specialised area among

1. Modelling - Texturing
2. Lighting – Rendering
3. Animation – Rigging
4. VFX

And prepare minimum 1 minute show reel (individual) along with the other works done in the entire course.
