

Hindustan Institute of Science & Technology

B.Sc. Visual Communication

Proposed Course Structure and Syllabus

SEMESTER I

S No.	Sub Code	Subject Title	Page No
1	BVC101	English – I	4
2	BVC102	Language – I	5
3	BVC103	Introduction to Visual Communication	7
4	BVC104	Communication and Media	8
5	BVC105	Visual Literacy	9
6	BVC106	Soft Skills Lab-I	10

SEMESTER II

S No.	Sub Code	Subject Title	Page No
1	BVC201	English – II	11
2	BVC202	Language – II	13
3	BVC203	Film Appreciation	16
4	BVC204	Photography Basic	17
6	BVC205	Graphic Designing	18
7	BVC206	Soft Skills Lab-II	18

SEMESTER III

S No.	Sub Code	Subject Title	Page No
1	BVC301	Audio/Visual Production	20
2	BVC302	Script Writing	21
3	BVC303	Computers in Media	22
4	BVC304	Media Law & Ethics	23
5	BVC305	Media Culture & Society	24
6	BVC306	Summer Training**	25
7	BVC307	Videography	26

SEMESTER IV

S No.	Sub Code	Subject Title	Page No
1	BVC401	Advertising	27
2	BVC402	Public Relations	28
3	BVC403	Web Design	29
4	BVC404	Advertising Photography	30
5	BVC405	Multimedia Animation	31
6	BVC406	New Media Lab	32

SEMESTER V

S No.	Sub Code	Subject Title	Page No
1	BVC501	Social Networking & Web Casting	33
2	BVC502	3D Animation	34
3	BVC503	Visual Analysis Tools	35
4		Elective – I	36
5		Elective – II	37
6		Elective – III	38
7	BVC504	Functional Exposure Report FER ***	40

S No.	Sub Code	Subject Title	Page
1	BVC601	PROJECT WORK & Viva-Voce	41
2	BVC602	Internship Report	42

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B.Sc. Visual Communication

Proposed Course Structure and Syllabus

SEMESTER - I						
S No.	Sub Code	Subject Title	L	T	P	C
THEORY						
1	BVC101	English – I	3	-	-	3
2	BVC102	Language – I	3	-	-	3
3	BVC103	Introduction to Visual Communication	4	-	-	4
4	BVC104	Communication and Media	4	-	-	4
PRACTICAL						
5	BVC105	Visual Literacy	-	-	4	1
6	BVC106	Soft Skills Lab-I	-	-	4	1
TOTAL			16			

SEMESTER - II						
S No.	Sub Code	Subject Title	L	T	P	C
THEORY						
1	BVC201	English – II	3	-	-	3
2	BVC202	Language – II	3	-	-	3
3	BVC203	Film Appreciation	4	-	2	5
4	BVC204	Photography Basic	4	-	-	4
PRACTICAL						
6	BVC205	Graphic Designing	-	-	4	1
7	BVC206	Soft Skills Lab-II	-	-	4	1
TOTAL			17			

Soon after the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report (STR) along with a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted along with a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

SEMESTER - III						
S No.	Sub Code	Subject Title	L	T	P	C
THEORY						
1	BVC301	Audio/Visual Production	4	-	-	3
2	BVC302	Script Writing	4	-	-	3
3	BVC303	Computers in Media	4	-	2	4
4	BVC304	Media Law & Ethics	4	-	-	4
5	BVC305	Media Culture & Society	4	-	-	4
PRACTICAL						
6	BVC306	Summer Training**	-	-	-	1
7	BVC307	Videography	-	-	4	1
TOTAL			20			

** Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each.

The External Examiner will be appointed by the Dean/HOD.

SEMESTER - IV						
S No.	Sub Code	Subject Title	L	T	P	C
THEORY						
1	BVC401	Advertising	4	-	-	3
2	BVC402	Public Relations	4	-	-	4
3	BVC403	Web Design	4	-	2	5
4	BVC404	Advertising Photography	4	-	-	4
PRACTICAL						
5	BVC405	Multimedia Animation	-	-	4	1
6	BVC406	New Media Lab	-	-	4	1
TOTAL			18			

Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for six weeks in Electronic Media/Advertising /Public Relations and will submit a Functional Exposure Report [FER] along with the Power Point Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the Power Point Presentation, at least 4 weeks before the commencement of End Term Examination of the Fifth semester.

SEMESTER - V						
S No.	Sub Code	Subject Title	L	T	P	C
THEORY						
1	BVC501	Social Networking & Web Casting	4	-	-	4
2	BVC502	3D Animation	2	-	4	4
3	BVC503	Visual Analysis Tools	4	-	-	4
4		Elective – I	4	-	-	4
5		Elective – II	4	-	-	4
6		Elective – III	4	-	-	4
7	BVC504	Functional Exposure Report FER ***	-	-	-	4
TOTAL			28			

*** The Functional Exposure Report [FER] carries 100 marks. The report will be evaluated out of 50 marks each by a Board of Examiners comprising of Dean/HOD, his/her nominee [internal] and one External Examiner to be appointed by the Dean/HOD.

At the end of 5th semester the students will undergo Internship and submit a report within 30 days of joining 6th semester.

SEMESTER - VI						
S No.	Sub Code	Subject Title	L	T	P	C
THEORY						
1	BVC601	PROJECT WORK & Viva-Voce	-	-	-	15
2	BVC602	Internship Report	-	-	-	10
TOTAL			25			

ELECTIVES						
S No.	Sub Code	Subject Title	L	T	P	C
THEORY						
1	BVCE1001	Photo Journalism	2	-	4	4
2	BVCE1002	Film Studies	4	-	-	4
3	BVCE1003	Event Management	4	-	2	4
4	BVCE1004	Virtual Reality	4	-	-	4
5	BVCE1005	Art & Aesthetics	4	-	-	4

SEMESTER – I**THEORY****BVC101 ENGLISH I****LEARNING OBJECTIVES:**

- Demonstrate effective word choice, vocabulary, idioms, grammar and sentence structure allowing accurate communication of meaning in written work.
- Brainstorm, draft, and outline ideas for essays and other forms of academic writing

LEARNING OUTCOMES:

- Understand and respond appropriately to the speech of multiple speakers
- Understand and discuss ideas delivered through various media

UNIT I: LISTENING SKILL

Listening to a short Conversations, telephone conversations and monologues – Listening to prose and poetry reading – Listening to sounds and silent letters in English – Listening to movies – Listening for the gist of the text – Listening for general meaning and specific information – Listening for multiple choice questions – listening for positive and negative comments – Listening for interpretation

UNIT II: SPEAKING SKILLS

Self – introduction – Giving information about one-self – Expressing personal opinion – Simple oral interaction – Dialogue – Conversation – Giving and receiving feedback using Johari Window – Debates – Brief Presentations – Difference between disagreeing and being disagreeable – Participating in group discussions, role plays and interviews – Generating talks based on visual or written prompts

UNIT III: READING SKILL

Reading for skimming – Reading for scanning – Reading for the gist of a text – Reading for specific information transfer and interpretation (pie chart & bar chart) – Reading and interpretation of anecdotes, short stories, poems – Reading prose passages for comments – Reading and explaining a fish bone diagram for pros and cons – Reading comprehension passages for multiple- choice questions.

UNIT IV: WRITING SKILL

Writing emails, messages, notices, agendas – leaflets and brochures –Writing paragraphs—comparisons and contrasts – Letter Writing – Letter to the editor – Letter inviting, letter accepting or declining the invitation – Arranging appointments – Asking for permission – Apologizing and offering compensation— Dealing with requests – Writing presentation with a plan – Introduction, body and Conclusion.

UNIT V: THINKING SKILL

Eliciting and imparting the knowledge of English using thinking Blocks – Developing thinking Skills along with critical interpretation side by side with the acquisition of English – Decoding diagrams and pictorial representations into English words, phrases and expressions.

References:

1. Norman Whitby: Business Benchmark: Pre – Intermediate to Intermediate – BEC Preliminary. New Delhi: Cambridge University Press, 2008 (Latest South Asian Edition)
2. Devika Reddy & Shreesh Chaudhary. Technical English. New Delhi: Macmillan, 2009

BVC102 TAMIL I

முதற்பருவம் (First Semester)

1. செய்யுள்- பல்கலைக்கழக வெளியீடு
2. இலக்கணம் - இலக்கணக்குறிப்பு மட்டும்
3. மொழித்திறன்
4. பாடந்தழுவிய இலக்கிய வரலாறு
5. பொதுக்கட்டுரை
1. செய்யுள்
- அ மனோன்மனியம் தமிழ்த் தெய்வ வணக்கம் "நீராருங் கடலுடுத்த.. என்று தொடங்கும் முதற்பாடல் "கடல் குடித்த.." என்று தொடங்கும் ஆறு கண்ணிகள்
- ஆ இராமலிங்க அடிகளார் ஆறாந்திருமுறையில் இடம் பெற்றுள்ள "அருள் விளக்க மாலையில்" "கோடையிலே" "கதிக்கு வழி" "தனித்தனி" எனத் தொடங்கும் மூன்று பாடல்கள் மட்டும்
- இ கவிமணி தேசிய விநாயகம் பிள்ளை மலரும் மாலையும் என்னும் நூலில் இடம் பெற்றுள்ள "கோவில் வழிபாடு" வாழ்க்கைத் தத்துவங்கள் எனும் தலைப்பிலுள்ள கவிதை முழுமையும்.
- ஈ பாரதியார் "கண்ணன் என் சேவகன்" என்ற தலைப்பில் அமைந்துள்ள கவிதை முழுமையும்
- உ பாரதிதாசன் "அழகின் சிரிப்பு" நூலில் இடம் பெற்றுள்ள "ஆல்" என்ற தலைப்பில் உள்ள பாடல்கள்
- ஊ ஈரோடு தமிழன்பன் "அந்த நந்தனை எரித்த நெருப்பின் மிச்சம்" என்ற நூலில் இடம் பெற்றுள்ள "வாக்குச் சீட்டுகளுக்கு ஒரு அர்த்தம் வரட்டும் என்னும் கவிதை மட்டும்
- எ கவிஞர் வைரமுத்து "திருத்தி எழுதிய தீப்புகள் என்னும் நூலில் இடம் பெற்றுள்ள நிலத்தை ஜெயித்த விதை" கவிதை மட்டும்
- 2 இலக்கணம்
- இலக்கணக்குறிப்பு பாடத்திட்டத்தில் இடம் பெற்றுள்ள செய்யுட்களில் அமைந்துள்ள இலக்கணக்குறிப்புகளை எடுத்துக் காட்டுதல்
- 3 மொழித்திறன்
 - 1.கலைச் சொல்லாக்கம்
 - 2.நேர் காணல்
 - 3.பொருந்திய சொல் தருதல்
 - 4.மரபுத் தொடர்
- 4 பாடந்தழுவிய இலக்கிய வரலாறு
- 5 பொதுக்கட்டுரை

இடஞ்சுட்டிப் பொருள் விளக்கம் செய்யுள் பகுதியில் இடம் பெறவேண்டும்.

BVC102 FOUNDATION FRENCH I

COURSE CONTENT

Unit I (12 hours-lecons 1 et 2)

1.1	Se presenter a des publics different et saluer	-1 hr
1.2	Saluer et prendre conge	-1 hr
1.3	La presentation, s 'appeler et etre et pronoms sujets, C' est / il est / elle est.	-1 hr
1.5	Articles definis /indefinis, Voici / voila/il ya	-1 hr
1.6	Des cartes d'identite.	-1 hr
1.7	Presenter quelqu'un	-2 hrs
1.8	Parler de soi	-1 hr
1.9	Les nationalites, les verbs er(commencer, habiter...)	-2 hrs
1.2.1	Les chiffres 1 a 50	-30 minutes
1.2.2	Des vedettes et leurs nationalities	-30 minutes
1.2.1	Epreuves	-1 hr

Unit II (12 hours-lecons 3 et 4)

2.1	Exprimer ses gouts, ses preferences.	-1 hr
2.2	La negation, les articles definis.	-1 hr
2.3	Les mois et les jours / le calendrier.	-1 hr
2.4	Les verbs er (suite).	-1 hr
2.5	L'interrogation avec intonation	-1 hr
2.6	decrire un lieu, les noms des differentes salles...	-2 hrs
2.7	Les adjectives qualificatifs mon, ma, mes et notre, nos	-1 hr
2.8	Epreuves	-1 hr

Unit III (12 hours – lecons 5 et 6)

3.1	Donner des directions / localizer un lieu / trouver un lieu	-2 hrs
3.2	Les verbs aller et mettre.	-1 hr
3.3	L'article contracte et les prepositions de lieu (en, a, au...)	-1 hr
3.4	L' imperatif	-1 hr
3.5	Les mots de caracterisation d'un lieu et les lieux urbains	-2 hrs
3.6	Les transports	-1 hr
3.7	Discuter et acheter des produits, Ca fait...et les expressions De quantite, les fruits, les legumes, les produits alimentaires Les produits propres aux pays different.	-1 hr
3.8	La negation et le COD	-1 hr
3.9	Le conditionnel (je voudrais) et les verbs Irreguliers : pouvoir, vouloir, prendre.	-1 hr
3.9.1	Epreuves	-1 hr

Unit IV (12 hours – Lecon 7)

4.1	fixer un rendez-vous avec le medecin	-2 hrs
4.2	L'heure	-1 hr
4.3	Les nombres de 51 a 100	-1 hr
4.4	Les verbs sortir et partir	-1 hr
4.5	L'interrogation avec est-ce que	-2 hrs
4.6	Les parties du corps, avoir + les expressions et les Maladies communes	-1 hr
4.7	Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son,....	-1 hr
4.8	Le COI	-1 hr
4.9	L'entrainement DELF	-1 hr
4.9.1	Epreuves	-1 hr

Prescribed text book

- Krishnan, C & Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011

BVC103 Introduction to Visual Communication**LEARNING OBJECTIVE:**

- Apply appropriate communication skills across settings, purposes, and audiences.
- Demonstrate knowledge of communication theory and application.

LEARNING OUTCOMES:

1. Demonstrate critical and innovative thinking.
2. Display competence in oral, written, and visual communication.
3. Apply communication theories.

Unit I

Need for and the Importance of Human and Visual Communication. Communication as expression, skill and process, Understanding Communication: SMRC-Model

Unit II

Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

Unit III

Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)

Unit IV

Principles of Visual and other Sensory Perceptions. Colour psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, and implementation.

Unit V

Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

REFERENCES:

1. Communication between cultures - Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel & Carolyn Sexton Roy, Monica Eckman, USA, 2012
2. Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition, Routledge, Oxon 2011
3. An Introduction to communication studies - Sheila Steinberg, Juta & Co., Cape Town, 2007
4. One World Many Voices: Our Cultures - Marilyn Marquis & Sarah Nielsen, Wingspan Press, California, 2010

BVC104 COMMUNICATION & MEDIA**Learning Objectives:**

- To introduce to the students the fundamentals of new media technology
- To have a theoretical understanding of new media

Learning Outcomes:

- ☐ The program will help students to develop knowledge and competencies in oral, written, and visual communication and in communication technologies that are essential to success in the global marketplace of ideas, commerce, and culture.
- ☐ The program will prepare students for careers not only in media and communication but also in diverse professions and business fields.

UNIT 1 Introduction to New Media. What is new media? What is old media? Difference between new and old media. Rise of Internet. Level- basic knowledge

UNIT 2 Globalization and communication. How has globalization influenced the growth of new media? Level- basic knowledge

UNIT 3 What is digital divide? New media contribution to this digital divide. New media influence on politics, economy and societies. Level- Working knowledge

UNIT 4 Cyber journalism and cyber culture. Web sites, E-newspapers, internet tv, internet radio, cell phones and sms, blogs, social network sites. Level- basic knowledge

UNIT 5 Wiki. New media terminologies. Level- basic knowledge

REFERENCES:

1. Media, Communication, Culture: A Global Approach - James Lull, Polity Press, UK, 2013
2. Online Journalism: The Essential Guide - Steve Hill & Paul Lashmar, SAGE Publications, London, 2014
3. The Responsible Reporter: Journalism in the Information Age - Peter Lang, USA, 2008

PRACTICALS

BVC105 VISUAL LITERACY (PRACTICALS)

LEARNING OBJECTIVES:

- Determine the nature and extent of the visual materials needed
- Find and access needed images and visual media effectively and efficiently
- Interpret and analyze the meanings of images and visual media

LEARNING OUTCOMES:

- Design and create meaningful images and visual media
- Understand many of the ethical, legal, social, and economic issues surrounding the creation and use of images and visual media, and access and use visual materials ethically

LIST OF EXPERIMENTS:

1. Exercise on Geometrical Shapes
2. Exercise on Perspectives
3. Exercise on Light and shade
4. Exercise on Human Anatomy
5. Exercise on Landscape Painting
6. Exercise on Postures Drawing
7. Exercise on Story Board Colours

BVC106 SOFT SKILLS I (PRACTICALS)**COMMUNICATION SKILLS****LEARNING OBJECTIVES:**

- Apply appropriate communication skills across settings, purposes, and audiences.
- Demonstrate knowledge of communication theory and application.

LEARNING OUTCOMES:

1. Demonstrate critical and innovative thinking.
2. Display competence in oral, written, and visual communication.
3. Apply communication theories.

UNIT-I Communication-Definition-Language and communication - Barriers to communication - Importance of communication - Functions of communication

UNIT-II Oral communication - Face to face communication - Telephonic interviews - instructions - meetings - seminars and conferences - Using audio, visual and Digital aids-Public speaking

UNIT-III Written communication - Importance of professional writing - Features of good writing - Choice of words and phrases - Length of sentences and paragraphs - Technical report writing.

UNIT-IV Styles of effective communication - Negotiation - Background Preparation - Critical Analysis - Preparing for negotiation - Argumentative style - Building a solution - balancing negotiation - Effectively using the mind game.

UNIT-V Professional communication - Designing and Integrating Communication Skills - Role Plays as a tool in teaching - Professional communication skills such as: Marketing, Advertising, Public Relation, Propaganda etc.

References:

1. Developing Communication Skills - Krishna Mohan, Meera Banerji, Macmillan India Limited – Chennai, 2009.
2. The Essence of Effective Communication - Ron Ludlow, Fergus Panton, Prentice-Hall of India Private Limited New Delhi, 2002.
3. Write to Communicate - Geetha Nagaraj, Foundation Books-Print Perfect, Mayapuri, New Delhi, 2006.
4. Communication Skills for Undergraduates - Dr T.M. Farhathullah - RBA Publication, Chennai, 2000.

SEMESTER II
THEORY
BVC201 ENGLISH II

LEARNING OBJECTIVES:

Recognize and understand a work's thesis or theme and the methods of organization used to support the thesis or develop the theme

LEARNING OUTCOMES:

- Revise the organization of written work to increase unity, coherence and emphasis
- Integrate material from outside sources logically and gracefully with their own writing

UNIT I: LISTENING SKILL

Listening to long dialogues, extended conversations, discussions, soliloquies—Listening to modern prose & poetry – Listening to sounds and stressed syllables in English – Listening to feature films – Listening to presentations – multiple – choice questions – Listening to interviews – Listening to technical topics – Listening for the gist of the text – Listening for general meaning and specific information – Listening for identifying a topic – Listening for filling the gaps – Listening for advanced interpretations.

UNIT II: SPEAKING SKILL

Speaking casually to an individual, a small group, a large audience – Addressing a gathering formally – Speaking to speculate, compare, contrast, justify, agree and disagree on advanced topics – Talking about present and past experiences and future plans – Debates; discussions on role plays on advanced topics – Job interviews – preparing HR questions with possible answers – Brief presentations – Arguing out a topic without verbal fights – Power point presentation based on current topics.

UNIT III: READING SKILLS

Reading for advanced skimming and scanning – reading for the gist of the text – reading for specific information- reading for understanding the text structure, sentence structure and error identification – reading for contextual meaning – reading newspapers, magazines, articles and critical texts – reading advanced short stories, poems and prose passages for intellectual emotional comments- reading short texts for identifying unnecessary words. Reading exercises for multiple choice questions.

UNIT IV: WRITING SKILLS

Writing instructions; recommendations, functional checklists – writing the minutes of the meeting – writing formal business letters – sales, placing orders, complaints—letter requesting permission for industrial visit or implant training, enclosing an introduction to the educational institution—Letters of application for a job, enclosing a CV or resume—Writing short reports –describing, summarizing – Industrial accident reports – Writing short proposals – describing, summarizing, recommending, persuading.

UNIT V: THINKING SKILL

Imparting the knowledge of English using thinking blocks – Conversion of thinking blocks into orthographic version – Interpretation and acquisition of English – Decoding diagrams and pictorial representations into English idioms, sayings and proverbs.

References:

1. Norman Whitby. Business Benchmark: Pre- Intermediate – BEC Preliminary. New Delhi: Cambridge University Press, 2008.
2. Devaki Reddy & Shreesh Chaudhary. Technical English. New Delhi: Macmillan, 2009.
3. Rutherford, Andrea J. Basic Communication Skills for Technology. 2ND edition. New Delhi: Pearson Education, 2010.

BVC202 TAMIL II

1. செய்யுள் - சென்னைப் பல்கலைக்கழகம் வெளியீடு
2. இலக்கணம் - இலக்கணக்குறிப்பு மட்டும்
3. உரைநடை - டாக்டர் மு.வரதராசன் எழுதிய நல்வாழ்வு (பாரி நிலையம், சென்னை)
4. பாடந்தழுவிய இலக்கிய வரலாறு
5. மொழிபெயர்ப்பு - பொது (ஆங்கிலத்திலிருந்து தமிழ்)

1. செய்யுள்

- அ திருநாவுக்கரசர் தேவாரம் நான்காம் திருமுறை - நமச்சிவாயத் திருப்பதிகம் 10 பாடல்கள்
- ஆ குலசேகர ஆழ்வார் பெருமாள் திருமொழி- ஆலைநீள் கரும்பன்னவன் எனத் தொடங்கும் தேவகி புலம்பல் (முழுமையும்) 21
- இ நளவெண்பா கலி நீங்கு காண்டம் தேர்ந்தெடுக்கப்பட்ட 40 பாடல்கள்
- ஈ சீறாப்புராணம் மானுக்குப் பிணை நின்றபடலம் தேர்ந்தெடுக்கப்பட்ட 65 பாடல்கள்
- உ கண்ணதாசன் ஏசு காவியம் “பாடுகளின் பாதை” தேர்ந்தெடுக்கப்பட்ட பாடல்கள் மட்டும்
- 2 இலக்கணம் இலக்கணக்குறிப்பு - செய்யுட் பகுதியில் அமைதல் வேண்டும்
- 3 ஊரைநடை டாக்டர் மு.வ.வின் “நல்வாழ்வு” நூல் முழுமையும் பாரிநிலையம் சென்னை-600108
- 4 பாடந் தழுவிய இலக்கிய வரலாறு
- 5 மொழி பெயர்ப்பு பொது (ஆங்கிலத்திலிருந்து தமிழ்) இடஞ்சுட்டிப் பொருள் விளக்கம் செய்யுட் பகுதியில் இடம்பெறவேண்டும்

BVC202 FRENCH II**Learning Objectives:**

To reinforce the basic skills in written and spoken French acquired in the first semester.

Learning Outcomes:

To encourage greater written skills through letter writing and composition writing.

Unit I

- 5.1 Acheter un billet
- 5.2 Les nombres au-delà de 100
- 5.3 Les différents types de places (fumeur, non fumeur, aller-retour)
- 5.4 Les adjectifs démonstratifs
- 5.5 L'interrogation avec inversion
- 5.6 Les vêtements
- 5.7 L'entraînement DELF
- 5.8 Compréhension/Production écrite
- 5.9 Épreuves

Unit II

- 1.1 Discuter les plats au restaurant
- 1.2 Les recettes, des plats et boissons différents, Les formules de cuisine, des recettes simples Des différents pays.
- 1.3 Le passé récent
- 1.4 Les pronoms toniques
- 1.5 faut + infinitif, Le pronom
- 1.6 Faire les projets pour les vacances, décrire le temps Les lieux touristiques et le climat des différents pays
- 1.7 le futur proche et les adverbes, le pronom personnel, le pronom
- 1.8 Épreuves et entraînement DELF

UNIT III

- 2.1 Le passé composé
- 2.2 Les pronoms relatifs (qui, que)
- 2.3 Québec et son histoire
- 2.4 Parler du passé et de soi
- 2.5 Compréhension/ production écrite
- 2.6 Entraînement DELF
- 2.7 Épreuves

UNIT IV

- 3.1 Les verbes réfléchis
- 3.2 Les pronoms relatifs (dont, où)
- 3.3 L'impératif négatif
- 3.4 Québec et son histoire
- 3.5 Parler du passé et de soi
- 3.6 Compréhension/ production écrite
- 3.7 Entraînement DELF
- 3.8 Épreuves

UNIT V

- 4.1 L'imparfait
- 4.2 La place des pronoms doubles
- 4.3 Décrire les mœurs et les pays

- 4.4 La Réunion
- 4.5 Compréhension/ production écrite
- 4.6 Entraînement DELF
- 4.7 Épreuves

Recommended Reading:

1. CAPELLE Guy; MENAND, Robert Taxi-I, Hachette, Paris, 2008.
2. MERIEUX, Régine; LOISEAU, Yves, Connexions-1, Didier, Paris, 2004.
3. MIQUEL, Claire, Viteet Bien – 1, CLE International, Paris, 2009.
4. POISSON QUINTON, Sylvie, SIREJOLS, Evelyn, Amical-1, CLE International, Paris, 2011.

BVC203 Film Appreciation**Learning Objectives:**

- Fundamentals of Communicating through the Electronic media.
- The main features of film language and grammar

Learning Outcomes:

- Fundamentals of Writing for Video
- Production Practices

UNIT I Introduction to Film & Television Growth & Development of TV in India. TV Forms and conventions; Genre, Format, Scheduling. Main features of Film and TV language and grammar (framing, types of shot, camera movement, editing, use of sound, lighting, narrative, etc) Film History, Genres; Key concepts in Film studies, Analysis of Films

UNIT II The Production process Pre-production: From idea to shooting script; Research and planning of location, appointments, interviews, lights, sfx etc.; Production proposal, treatment, script outline, screenplay

UNIT III Shot breakdown including visuals, narration/dialogue, SFX and floor plan with characters, camera movements and important set designs;

UNIT IV Budget: planning, estimate, resources and expenditure Production: shooting; Camera movements, angles, shots; Lenses and their uses; Lighting, Sound Post-production, Logging; Editing techniques

UNIT III Documentary-Types, Scripting, Production; Television news: Reporting, Presenting, Scripting, Production. TV Commercials- Types, Scripting, Production

References:

1. Bignell, Jonathan and Jeremy Orlebar. The Television Handbook. Oxon: Routledge, 2005.
2. Casey, Bernadette, Neil Casey, Ben Calvert, Liam French & Justin Lewis. Key concepts in Television Studies. London: Routledge, 2004
3. Broadcast Journalism: A Critical Introduction edited by Jane Chapman & Marie Kinsey, Routledge, Oxon, 2009
4. Television and radio Announcing - Stuart Hyde, Allyn and Bacon, Boston, 2008
5. The Indian Media Business - Kohli, Vanita, New Delhi: Response Books, 2003
6. Broadcast News Writing, Reporting, and Producing - Frank Barnas, Focal Press, Oxon, 2013

BVC204 –PHOTOGRAPHY-BASIC

Objective: To acquire knowledge and skills in photography and make the best use of it in visual communication

Content:

Unit 1: History of photography-definition-characteristics of light

Unit 2: Camera and lens-Camera: types, structures, features-types of lenses-focal length, aperture, angle of view.

Unit 3: Chemistry of photography-light sensitivity – film and paper, developer, fixer and other chemicals.

Unit 4: Technicality of photography – exposure, depth of field, action, etc – darkroom Techniques-developing and printing.

Unit 5: Portraiture, product, landscape, photo features.

Methodology:

Theoretical inputs combined practical sessions and executions of various assignments.

Evaluation:

Internal Assessment: Assignment 20%, Test 30%

External Examination: Project 30%, Viva Voce 20%

KEY TEXTS:

1. George Haines, Learning photography, Hamlyn publishing Group, London, 1992.
2. Michael Langford, Basic Photography, Focal Press, London, 1986.
3. John Hedgeco, Complete Photography Course, Fireside Book, New York, 1979.

PRACTICALS**BVC205 GRAPHIC DESIGNING (PRACTICALS)****LEARNING OBJECTIVES:**

1. Acquire knowledge of the difference between vector and bitmap graphics.
2. Demonstrate critical thinking by coordinating work between a designer, client and printer

LEARNING OUTCOMES:

1. Understand terminology used in the graphic design industry.
2. Acquire knowledge of researching and purchasing stock images and how to practice the legal and ethical use of art and software. Learn basic copyright laws for the visual arts.

LIST OF EXPERIMENTS:

1. LINE STUDY IN DIFFERENT THICKNESS
2. CURVES AND CIRCLE
3. SHAPE
4. PATTERNS AND DISTRACTION

FONTS – ALPHABETS AND NUMBERS (EACH EXERCISE SHOULD HAVE MINIMUM 3 NUMBERS OF WORKS WITH ROUGH THUMB NILE SKETCH FOLLOWED BY FAIR WORKS)

BVC206 SOFT SKILLS II (PRACTICALS)**PERSONALITY DEVELOPMENT****LEARNING OBJECTIVE:**

To develop self-motivation, raised aspirations and belief in one's own abilities, defining and committing to achieving one's goals

LEARNING OUTCOME:

To assess the requirements of a task, identifying the strengths within the team, utilising the diverse skills of the group to achieve the set objective, awareness of risk/safety

UNIT-I Personality: Definition: Determinants Biological, Psychological, Sociological, Cultural and Physical features

UNIT-II Personality Development: Awareness, Self-motivation, Elements of motivation, Types of conversation.

UNIT-III Personality theories: Freud, Eysenck, Erickson and Catell-Motivation theories, Maslow, McIlend and Murray

UNIT-IV Memory, process and functions and importance of memory. Technique of improving memory

UNIT-V Positive thinking-Seven steps in dealing with doubts. Traits of positive thinking.Goal setting-techniques of positive thinking to achieve the goals-creativity and components of creativity.

References:

1. Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.
2. Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House
3. Dudley, G.A. (2004). Double your learning power. Delhi: Konark Press. Thomas publishing Group Ltd.
4. Hurlock, E.B. (2006). Personality Development, New Delhi: Tata McGraw Hill.

SEMESTER III**THEORY****BVC301AUDIO / VISUAL PRODUCTION****LEARNING OBJECTIVES:**

- Using digital media for communication, including email
- Understanding the industry, including the history of Radio, Television, and Film

LEARNING OUTCOMES:

- Following safety rules for operating digital media equipment
- Proper use of credits and copyrights

Unit I Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

Unit II Principles of script writing, creative writing, and script formats. Planning of Story, story board, discussions, screen play, dialogue writing, and selection of cast, costumes, locations, set & design, Research. Locations: In-door, set, on-sights sets, - Outdoor on-sight sets, blue matte. Etc.,

Unit III Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.), usages of various filters (day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.), colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.)

UNIT IV Video recording format - Audio on line or off line. Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omnidirectional mics, Hand mic, Head set mic, quadrasonic mic and wireless mic, lapel etc.) Knowledge about audio recording (mono, stereo, surround sound, etc.).

Unit V Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing - linear, non-linear, types of editing modes. (assemble mode, insert mode, on line mode) computer editing - time cede roll editing, etc., Television graphics & titling and specials effects, Audio - Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

REFERENCES

1. Effective TV Production - Gerald Millerson Edition 3, CRC Press, US, 2016
2. Television Production Handbook - Herbert Zettl, Edition 12, Cengage Learning, Boston, 2014

BVC302 SCRIPT WRITING**LEARNING OBJECTIVE:**

Use scriptwriting techniques to guide performers on how the script is to be presented. (Marking and feedback against agreed success criteria).

LEARNING OUTCOME:

Take part in a performance/recording of a script, performing confidently and accurately (Teacher observation, self-evaluation).

UNIT-I

Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and non-fiction film/videos differences and similarities between scripting for fiction and non-fiction films

UNIT-II

Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT-III

Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats – Non-fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT-IV

Research for nonfiction films - differences between program research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT-V

Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women's program - scripting for commercials. B.Sc. Visual Communication

REFERENCES:

1. The Complete Book of Scriptwriting, J Michael Straczynski, Writer's Digest Books, 2002.
2. Secrets of Film Writing by Tom Lazarus Jun 2, 2001
3. Introduction to Media production, Gorham Kindem, Robert B. Musburger, Taylor & Francis, 2012.
4. Writing the Short Film, Third Revised Edition by Patricia Cooper and Ken Dancyger, Taylor & Francis, 2012.

5. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard, CRC Press, 2015.

BVC303 COMPUTERS IN MEDIA

Learning Objectives:

1. Define and explain the meaning, importance and concept of information communication technology (ICT)
2. Describe applications of ICT in media.

Learning Outcomes:

1. Get acquainted with computer and its operations.
2. Understand the application of DTP software's in print media industry

Unit-I [Introduction to Computer 1. Information and Communication Technology: Meaning importance and Concept 2. Introduction to computer: History & Classification of computer 3. Computer: Characteristics & application

Unit II [Components of Computer System 1. Central Processing Unit (CPU) 2. VDU (Visual Display Unit) Keyboard and Mouse 3. Other input/output Devices 4. Computer Memory 5.Storage device.

Unit III [MS Office, Use of Printer & Scanner] Microsoft Office: Word, Power Point, excel 2. Using printers & scanners

Unit IV [DTP Software] Features and their basic application: a. Corel draw b. PageMaker c. Photoshop

Unit V Characteristics of Internet, Brief Idea about ISP and browsers, Websites & its types, Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine

REFERENCES:

1. Adobe Photoshop CS3: The Professional Portfolio - Erika Kendra, Against The Clock, London, 2008
2. Computer Fundamentals and Information Technology - Ramesh Bangia, Firewall Media, New Delhi, 2008
3. Fundamentals of Computer Graphics - Peter Shirley, Michael Ashikhmin& Steve Marschner Edition 3, CRC Press, US, 2015

BVC304 MEDIA LAWS AND ETHICS**LEARNING OBJECTIVE:**

Identify the roles, rules, and routines of an interaction in a particular setting

LEARNING OUTCOME:

Comprehend the meaning of messages sent by communicators

UNIT-I Indian Constitution: Preamble - Salient features - Fundamental rights - fundamental duties - Directive principles of state policy - Citizenship.

UNIT-II The Union and State Government - The Executive - The President, Governor -Powers - The Judiciary - Parliament- privileges, Function - The Emergency powers - Amendments to the Indian Constitution. Panchayat Raj - Special Status given to J and K - Centre - State relationship.

UNIT-III Media Laws: Freedom of the Media - Freedom of the Media in India

UNIT-IV The Law of Copyrights - TRIPS and TRIMS International Intellectual Property of Rights - The Contempt of Courts Act, 1971 - The India Penal Code, Sections 124-A, 495, 496, to 501 - The Criminal Procedure Code, Sections 108, 144 The Indian Telegraph Act

UNIT-V Right to Information (Information Bill) - Information Technology Bill Case studies. Laws related to Consumer Rights Laws of Human Rights - Child Labour Acts - Women's Rights Cyber Laws - Cable Act

References:

1. Mass Media Laws And Regulations In India - Venkatlyer, Bahri Sons (India Research Press), 2000.
2. Laws of the Press - DheerajRazdan, Cyber Tech Publications, 2008.
3. Constitutional law of India (updated every year) - J. N. Pandey, Central Law Academy, 2014.
4. Reports on Consumer Rights, Human Rights and draft report of the IT ACT, Thirteenth session Geneva, July 2013.

BVC305Media, Culture and Society

LEARNING OBJECTIVE:

- Trace the origin and development of mass media
- Identify the technological functions and (dis)advantages of popular media

LEARNING OUTCOME:

- Recognize the ethical principles in social interactions
- Apply legal knowledge to media practices.

Unit I

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

Unit II

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

Unit III

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

Unit IV

Media as consciousness Industry.Social construction of reality by media.Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

Unit V

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture

REFERENCES:

1. Media Literacy, W. James Potter, SAGE Publications, 2015
2. Grossberg, Lawrence et al (2006) Media-Making: Mass Media in a popular culture. Sage Publications.

3. Berger, AsaAuthor (2011). Media Analysis Technique. Sage Publications

PRACTICALS

BVC306 Summer Training

Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Dean/HOD.

BVC307VIDEOGRAPHY (PRACTICALS)

LEARNING OBJECTIVES:

The student is taught the basics of Photography and Videography to enable him / her to develop and enhance his / her skills career as a photographer / videographer either as an amateur or a professional Practical Training will also be given.

LEARNING OUTCOMES:

- To bring film education to the fore as an area of career opportunity for the cinematically inclined and to help the latest talent to blossom
- Multiple approaches to learning provide students with an exciting choice of educational programs. Distilled from the best available both in India and internationally.

LIST OF EXPERIMENTS:

1. Using digital photographic equipment. Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects.
2. Using a Tripod, Recording sound, adjusting colour and contrast, Basic lighting.
3. Creative videography- shot sizes
and types, composition, visual sense, visual flow, editing in-camera
4. Indoor and Outdoor Shooting methods. Shooting of ceremonies and wedding, special occasions, sports and action, theatre performances, natural scenes, informal parties, family outings, class room lectures, group Discussions, quiz programmes. Adventure shooting, Innovative methods of shooting, Camera angles and movements. Shooting Micro objects. Wide angle shooting, trolley and crane shots.
5. Multi-camera setup. Tape-less recording. Computer video recording

REFERENCES:

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 1992

4. Multimedia and Virtual Reality Engineering, Richard Brice, Newnes Pub., 1997.
5. Standard handbook of Video and Television Engineering, Jerry Whitaker and Blair Benson, McGraw-Hill, New York, 2000.

BVC 401- ADVERTISING

Objective:

To Provide specialized training in photography catering to the Advertising Industry.

Unit 1: Professional photography. Branches of professional photography. Advertising photography. Scope of Advertising photography. Advertising photography as a career.

Unit 2: Equipment and techniques. Cameras and lenses. Getting exposure right. Choosing lenses. Standard lens. Wide angle lenses, telephoto. Tele zooms, fish-eye lens and fast lens.

Unit 3: Composition. Rules. Pictures. Picture with the impact. The focal point, center of interest, perspective and viewpoint.

Unit 4: Shapes and form. Pattern and outline, movement. Creativity. Zone system. Using simple filters. Cropping.

Unit 5: Understanding and handling light. Adapting day light, direct light, diffused light, reflected light. Controlling light and measuring light. Various methods.

Methodology

Theoretical inputs with intensive lab work and practical session to achieve competence in the field

Evaluation:

Internal Assessment: Assignments 20%, Test 30%

External Examination: Project 30%, Viva 20%

KEY TEXTS:

1. Dave Saunders, Professional Advertising Photography, Mere Hurst Press, London, 1988.
2. Alain Solomon, Advertising Photography, American Photographic Publishing and imprint of WastonGuptill Publication, New York, 1987.

REFERENCE:

1. Jhon Constantine and Julia Valice, The Thames-Hudson Manuel of Professional Photography, Thames-Hudson, London, 198..
2. Jack Newbart, Industrial Photography, Am Photo, Watson Guptill Publications, New York, 1989.

BVC402 PUBLIC RELATIONS

LEARNING OBJECTIVES:

1. Apply basic public relations theories and principles to practice.
2. Compose written public relations materials in a logical, coherent, concise, and appropriate format.
3. Deliver effective presentations to work teams, clients, and publics.

LEARNING OUTCOMES:

1. Synthesize broader liberal arts knowledge with the principles of public relations in order to create effective public relations campaigns.
2. Plan and implement basic research projects, read and interpret research data as they apply to public relations campaigns

UNIT I

Public-Crowd-Mob-Audience-Mass.Relations-Behavioral Science-Organizational Behaviour. Public Relations: Introduction, Background, Definitions, concept, scope, Public Relations- Propaganda, Advertisement, Publicity, Public Opinion, Marketing, Liasioning, Lobbying, Campaign, Promotion. P.R, Model of PR change process. Common misconceptions about PR, Ten components of systematic approach to PR problem solving, Checklist of PR, SWOT analysis of PR in the present changing scenario.

UNIT II

PR publications: Newsletter, House Journal, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters. Writing for PR: Press Release, Press note, Hand-out, Feature, Articles, Speech writing, special speech, Tips of writing of writing for expert and Top management of the organization, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Scheduling and handling of press Conference, Press get-together, Press Meet, Checklist of Press kit.

UNIT III

Corporate Governance: The Transparency Mantra of PR. HRD and public relations: Complementary role. Feedback: The art of giving. PR consultancy: Pros and Cons. Discussion on opinion survey of PR in Public and Private enterprises.

UNIT IV

Elements of communication process, Seven C's of effective communication. Types of communication: Intrapersonal communication, Interpersonal communication /face-to-face communication, three stages of interpersonal communication: 1). Phatic stage, 2). Personal stage 3). Intimate Stage

UNIT V

Group community and Mass communication, Interactive communication, Organizational communication pattern in any organization: downward communication, upward communication, and horizontal communication, oral and written communication. Convergence Model of communication.

REFERENCES:

1) Principles Of Public Relations- C. Rayendu& K.R. Balan (Himalaya), New Delhi, 2006

BVC403WEB DESIGNING

LEARNING OBJECTIVES:

- Gather data to identify customer requirements.
- Develop and present design specifications and concept alternatives.

LEARNING OUTCOMES:

- Documenting application/site changes.
- Recommending web site improvements

UNIT- I Introduction to web page design Fundamentals-HTML-Introduction-Basic layout of HTML scripts- HEAD and BODY section: Title, Base HREF. Link, Meta tags-BODY section: Text formatting and alignment, fonts, colours, ordered and unordered list

UNIT- II Link Images, sounds video, Background - advanced elements: Tables, forms, frames.

UNIT- III Authoring web pages using editors-DHTML: Java script: Introduction, architecture of Java script applications- Tags in Java script.

UNIT- IV Data types variables, expressions and operations, looping and Branching, Events and Event Handling-Core Java Script elements: Array, Boolean, Data, Function, math Number, Object string, Reg Exp.

UNIT-V Client-side Java script elements: Document (Anchor, layer, Link, Image, Area). Window (frame History, Location, Screen). Form (Button, Checkbox, radio, select submit, text, area, Hidden)-Using java applets: HTTP Servers & CGI Concepts.

References:

1. HTML & XHTML: The Definitive Guide (6th Edition) by Chuck Musciano and Bill Kennedy (Paperback-Oct 17, 2006) – Illustrated
2. Web Design: The Line, the Express Line to Learning (The Line: The Express Lint to Learning) by Sue Jenkins (Paperback-Feb 27, 2007)
3. Head First HTML with CSS & ZHTML (Head First) by Elisabeth Freeman and Eric Freeman (Paperback – Dec 1, 2005) – Illustrated
4. JavaScript: A Beginner's Guide, Second Edition by John Pollock (Paperback – Dec 18, 2003)

BVC 404- ADVERTISING PHOTOGRAPHY

Objective: To Provide a basic understanding of the nature of Advertising as a creative industry.

Content:

Unit 1: Introduction of advertising. Definition and Types, Structure and functioning of and functioning of an Ad Agency. Advertiser-Agency Relationship.

Unit 2: Audience Analysis, Segmentation, Targetting and Positioning: Audience Research-Demographics, Psychographics.

Unit 3: Creative Aspects of Advertising. Art Director, Creative Aspects in Print and Electronic Media. Print Production: Electronic Production.

Unit 4: Outdoors Advertising, Media choices. Sales and promotion, Advertising Ethics. Legal Aspects of Advertising

Unit 5: The Role of PR in Advertising, Advertising social Issues. Political Advertising. Dynamics of creating and executing the complete campaign strategy.

Methodology:

Theoretical inputs through classroom lectures, and class presentation.

Evaluation:

Evaluation will be done on the basis of attendance, class participation, and class presentation, assignments, regular tests and the final project and viva.

KEY TEXTS:

1. Frank Jefkins. Advertising Made simple Rupa&Co, New Delhi 1992.
2. Coutland L. Bovee, John V. Thill, George, P. Dovel, Marian Burk Wood, Advertising Excellence, McGraw-Hill. Inc. N.Y. 1995.
3. William F. Arens, Contemporary Advertising, Irwin/McGraw-Hill, 1999.

REFERENCE:

1. G.M. Rege. Dr. Advertising Art&Ideas – A Textbook, Kareer Polytechnic Publication, Bombay.
2. S.A. Chunawalla and K.C. Sethia, Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai, 2000.
3. Philip Jones(Ed), The Advertising Business, Sage Publications, 1999.
4. Arthur A. Winters&Shirley F. Milton, The Creative connection-Advertising Copywriting and Idea Visualization, Fairchild publications, New York, 1989.

BVC405 COMMERCIAL BROADCASTING

Learning Objectives:

Describe Indian Journalism in a pluralistic society

Learning Outcomes:

1. Enumerate the historical moments of print and broadcasting in India
2. Identify the contribution of press and broadcast in social communication

UNIT I Introduction: Development of ideas- brief from client - agency interpretation - advertising strategy - creative work- idea/ concept development - popular TV ad formats - script/ story board - client approval - media approval- creative potential of TV and Radio - Internet radio.

UNIT II Pre production: radio commercial production - film formats - planning of special elements choosing the production team – crew - cast- sources of casting - role and responsibilities of casting director - Pre production meeting- agenda.

UNIT III Commercial Production: Production of TV commercial - set shooting/ location shooting recording the soundtrack and creating the special effects- Pre scoring and Post scoring.

UNIT IV Editing: Editing the commercial for radio and TV - traditional film editing/ non-linear editing finishing the audio elements- confirming the picture- special effects and animations.

UNIT V Economics of radio and television commercial production: Budgeting and other factors affecting production - choosing production companies - specialization of production companies - future of TV and radio commercial production – mobile radio and digital audio broadcast.

References:

1. Simon, Mark. "Storyboards Motion in Action "Oxford: Focal Press.2nd edn. 2005
2. Zettl, Herbert. "Television Production Handbook" Belmont: Wadsworth Publishing, 7th edn.2005.
3. Crittenden, Roger. "Film and Video Editing" London: Blue Print, 2nd edn. 2005.

PRACTICALS

BVC406 Multi Media Animation (PRACTICALS)

LEARNING OBJECTIVES:

These objectives are accomplished through a rigorous curriculum that emphasizes fundamentals of Sketching and Painting, DTP, Digital Photography, Story Boarding, Camera and Lighting, 2D Animation, Web Designing, 3D Animation using Max and Maya, Sound and Video Editing, Compositing and VFX. The curriculum requires students to use state of the art Workstations loaded with latest Software's.

LEARNING OUTCOMES:

- Our graduates will be successful professionals in the animation and multimedia industry or in related media and entertainment user industry.
- Our graduates will be ethical citizens who are aware of the impact of technology on humans and the environment.

LIST OF EXPERIMENTS:

Multimedia: Authoring Tools: Macro-Media Director, Flash, 3D Studio Max.

Students should be given orientation of multimedia usability issues and interface design basics Exercises

1. Creation of text in 2D format and 3-D object with animation.
2. Creation of an image using any special effect with movement. (Image before and after the effect)
3. Animation for an advertisement or concept for 30 seconds.

At least FIVE concepts should be included in the record

Note: Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates.

REFERENCES:

1. Interactive Multimedia Learning: Shared Reusable Visualization-based Modules - Abdulmotaleb El Saddik, Springer Science & Business Media, New York, 2013
2. Multimedia Encryption and Authentication Techniques and Applications Internet and Communications - Borko Furht, Darko Kirovski, CRC Press, US, 2006
3. Multimedia: Making it work, Tay Vaughan, Tata McGraw-Hill Education, 2006.
4. Multi-media: A hands on introduction. Thomson Learning, 2006.

BVC407NEW MEDIA LAB (PRACTICALS)

Learning Objectives:

Use search engines effectively

Learning Outcomes:

Design and Develop a website

LIST OF EXPERIMENTS:

1. To create and maintain blogs
2. Analyse different elements and content of a news website. Distinguish between news, views, opinions, advertisements

3. Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document

4. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website

REFERENCES:

1. Ronal Dewolk Introduction to Online Journalism Allyn& Bacon, ISBN 0205286895

2. John Vernon Pavlik New Media Technology Allyn& Bacon ISBN 020527093X

SEMESTER V

THEORY

BVC501 SOCIAL NETWORKING AND WEB CASTING

LEARNING OBJECTIVES:

Webcasts are an extremely effective tool for building customer relations, launching products and strengthening brand, and knowing how to properly host one makes them even more valuable.

LEARNING OUTCOMES:

The right application of innovative technologies is making it possible to further the impact of webcasting, delivering avenues for online participants to interact and engage with event's host and message.

UNIT I Introduction: Social Media Strategy-Important First Decisions -Websites, Blogs - RSS Feeds Mapping -Preparation - Multimedia Items Gathering Content for Blog Posts. RSS Feeds & Blogs-RSS Feeds-The Feed Reader-The Feed-Options for Creating an RSS Feed-Planning Feed-Blogs-Options for Starting. Blog and RSS Feed-Feed or Blog Content-Search Engine Optimization (SEO)-Feed Burner-RSS Feed and Blog Directories-An Optimization Plan for Blog or RSS Feed

UNIT II Building a Word Press Powered Website: Word Press as A CMS - Diversity of Word Press Sites-The Anatomy of a Word Press Site -a Brief Look at the Word Press Dashboard Planning - Site Themes Plug-ins setting up Sidebars Building Pages- Posting Blog Entries. Podcasting, Vidcasting, & Webcasting-Publishing Options for Podcast- Creating and Uploading Podcast Episodes-Publishing Podcast Optimizing Podcast- Webcasting

UNIT III Social Networking & Micro-Blogging: Facebook-The Facebook Profile -Myspace LinkedIn-Twitter-Niche Social Networking Sites-Creating Own Social Network-Promoting Social Networking Presence-Social Bookmarking & Crowd-Sourcing - Social Bookmarking-A Social Bookmarking Strategy- Crowd-Sourced News Sites- Preparation And Tracking Progress Media Communities-Image Sharing Sites-Image Sharing Strategy-Video Sharing Sites-Video Sharing Strategy-Searching And Search Engine Placement-Connecting With Others.

UNIT IV Widgets & Badges: Highlighting Social Web Presence-Sharing And Syndicating Content Making Site More Interactive-Promoting Products And Making Money-Using Widgets In Word Press-Widget Communities And Directories- Working Widgets Into Strategy Social Media Newsrooms- Building Social Media Newsroom - Populating The Newsroom-Social Media News Releases-Social Media Newsroom Examples. More Social Tools-Social Calendars-Social Pages Wikis-Social Search Portals-Virtual Worlds.

Unit V Website optimization: A Website Optimization Plan-Streamlining Web Presence-An Integration Plan- Looking to the Future-Life streaming: The Future of Blogging-Distributed Social Networking-Social Ranking, Relevancy, and "Defriending"-Web 3.0 or "The Semantic Web"-Mobile Technology- Measuring Your Success-A Qualitative Framework-A Quantitative Framework-Tools to Help You Measure-Come To Your Own Conclusions

Text Book:

1. Deltina hay "A Survival Guide To social Media and Web 2.0 Optimization", Dalton Publishing, 2009

References:

1. Miriam Salpeter "Social Networking for Career Success" Learning Express, 2011.
2. Miles, Peggy, "Internet world guide to webcasting" Wiley, 2008

BVC502 3D ANIMATION

LEARNING OBJECTIVES:

Ability to critique, write, design, develop and execute innovative research projects in this ever evolving field. Community awareness, artistic and collaborative research engagements encouraged and supported.

LEARNING OUTCOMES:

Proficiency in layout and cinematography for physical and virtual sets/immersive worlds including the development and creation of character design and concept art, assets for 2D and 3D virtual sets or actors. Fundamental knowledge of visual effects processes including basic compositing, green screen with live action integration, motion capture, digital effects animation, digital lighting and rendering

UNIT-I Modelling objects using primitives - Modelling simple objects with splines / nurbs - modelling simple objects with Subdivision surfaces - Patch modelling - Polygon modelling

UNIT-II Basic human anatomy - joints - moving in arcs - designing basic human character planning a scene - animating character - timing - anticipation - follow through - human walks and runs-animal walks and runs - animation of birds

UNIT-III Animation of acting - body language - basic body postures - Facial animation and lipsync - Composition - Camera techniques – transition

UNIT-IV Light types - lighting arrangements - Lighting the human model - Material properties - Textures types - mapping methods - Bump maps - Specular and diffuse maps - Transparency maps - Displacement maps

UNIT-V Software packages - 3DMAX - modelling and animation - MAYA - modelling and animation - Combustion - Special effects.

References:

1. 3D Human Modelling and Animation, Peter Ratner, John Wiley & Sons, NY, 2012
2. 3D Art Essentials, Ami Chopine, Taylor & Francis, U.K, 2012
3. Maya Character animation, jaejinChoi ,Wiley,2004
4. 3D Modelling and Animation: Synthesis and Analysis Techniques for the Human Body by Nikos Sarris and Michael G.Strintzis (Hardcover ,2005)

BVC503 VISUAL ANALYSIS TOOLS

LEARNING OBJECTIVES:

Visual analytics integrates new computational and theory-based tools with innovative interactive techniques and visual representations to enable human-information discourse. The design of the tools and techniques is based on cognitive, design, and perceptual principles.

LEARNING OUTCOMES:

- Analytical reasoning techniques that enable users to obtain deep insights that directly support assessment, planning, and decision making
- Data representations and transformations that convert all types of conflicting and dynamic data in ways that support visualization and analysis

UNIT I Semiological Analysis :The problem of meaning – signs – signs and truth – language and speaking – the synchronic and the Diachronic– Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes – semiology of the television medium.

UNIT II Psychoanalytic Criticism: Brain states – transpersonal psychology - The Unconscious – sexuality – the Oedipus complex – id, ego, superego – symbols – defense mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the media.

UNIT III Sociological Analysis: Cultural studies, analysis of visual – semiotics, denotation, connotation and Iconography - Analysis of film and television – six levels of analysis - psychoanalytic understanding of visual images - Different perspectives and methods of visual analysis.

UNIT IV Gender Analysis: Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis

UNIT V Marxist Analysis: Materialism – The base and the super structure – false consciousness and ideology – class conflict – alienation– the consumer society – Bourgeois heroes – Hegemony

REFERENCES:

1. Mirzoeff. F, “An Introduction to visual culture”, Rout ledge, London. 2009
2. Arthur Asa Berger. “Media Analysis Techniques”, SAGE Publication, New Delhi 2006.

ELECTIVES

BVCE1001 PHOTO JOURNALISM

LEARNING OBJECTIVE:

To understand critically the basic concepts of photography and photojournalism

LEARNING OUTCOME:

To get insights about impact of latest technology on photojournalism

UNIT 1: Elements of Visual news story telling, History of photojournalism

UNIT II: Organisation of a newspaper, Structure of newsroom, Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing

UNIT III: Types of news stories

UNIT IV: Developing eye for news photos

UNIT V: Principles and Ethics and of photojournalism, Media laws and Intellectual Property Rights

REFERENCES:

1. The Professionals’ Approach, Kobre Kenneth, sixth edition, Focal Press, 2004

2. Real World Digital Photography, Eisman, Dugan, and Grey, Pearson/Prentice Hall , 2010
3. Photojournalism: An Introduction, Fred Parrish, Wadsworth Thomson , 2002
4. Oxford Guide to Plain English, Martin Cutts, OUP Oxford, NY, 2013
5. The Oxford Guide to Writing & Speaking, Seely John, Oxford University Press, 2000

BVCE1002 FILM STUDIES

LEARNING OBJECTIVES:

Demonstrate an understanding of the critical and technical language associated with film studies, including genres, classic narrative form and non-narrative forms, mise-en-scene, cinematography, editing, sound, and modes of screen reality.

LEARNING OUTCOMES:

1. Demonstrate their critical thinking and analytical skills appropriate to the discipline of film studies.
2. Demonstrate their ability to employ research skills, including the use of appropriate print and technology sources in the discipline.

UNIT-I Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

UNIT-II Film forms: narrative and non-narrative - Acting, costume and music - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism - Fiction: realism, symbolic simulation - typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

UNIT-III Film production: Visualisation - script - writing - characterization - storyboard - tools and techniques. Continuity style: composing shots - spatial (miseen scene) - temporal (montage) - Camera

shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions - Film editing and special effects - Film audience - Review and appreciation of film.

UNIT-IV Film festival - Film awards - Film institute's censorship certification - Cinema theatres and Projections.

UNIT-V Film business and Industry - Economic- finance and business of film - film distribution - import and export of films - regional cinema with special reference to Tamil cinema. Budgeting and schedules.

References:

1. Indian Film, Eric Baranenn&Krishnaswamy,Replica Books, U.K, 2001
2. The Fundamentals of Film Making, Jane Barnwell, AVA Publishing, Switzerland, 2008
- 3.Cinema and censorship: the politics of control in India, SomeśvaraBhaumika, Orient BlackSwan, Telangana, 2009
4. Cultural Heritage of India, KapilaVatsyayan, Ramakrishna Mission Institute of Culture, India, 2006

BVCE1003 EVENT MANAGEMENT

LEARNING OBJECTIVES:

1. Define and explain event management and its functions
2. Enumerate different steps involved in planning an event

LEARNING OUTCOMES:

1. Explain the revenue generating process for an event
2. Enumerate the steps involved in evaluation and assessment of an event

Unit-I [Events: Need and Management] 1. Events and Event Management: What are events, Types of Events & Event Management? 2. Understanding Events i. Events as a communication tool ii. Events as a marketing tool 3. The Need: Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide. 4. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.

Unit-II [Creating an Event] 1.Conceptualization and Planning i.The Nature of Planning, Project Planning, Planning the Setting, Location and Site ii. The Operations Plan, the Business Plan, Developing the Strategic Plan 2. Organization i. setting up an Event Organization structure ii.The Committee Systems, Committee and Meeting Management 3.Programming and Service Management i. Programme Planning, The Elements of Style, Developing a Program Portfolio ii. The Programme Life Cycle, Scheduling

Unit-III [Human Resource and Revenue] 1. Human Resource Management i. Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation 2. Generating Revenue i. Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, the Price of Admission, Sponsorship 3. Financial and Risk Management i. The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, the Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk Management

Unit-IV [Evaluation & Assessment] 1. Market Research i. Why People Attend Events, Consumer Research on Events, Visitor Surveys, the Sampling Method, Attendance Counts and Estimates, Market Area Surveys - 1. Communications-Reaching the Customer i. The Communication Mix, Developing and Communicating a Positive Image. 2. Evaluation and Impact Assessment i. Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

Unit- V Advance Event Budgeting and Economics: Meaning and scope of Accounting- Accounting as an information system - Financial accounting definition and nature - Objective of accounting. Computer Application in Event Industry: Computer assisted instructions - packages, architecture - use of computers in events Stage designing, Creative effects

REFERENCES:

1. Lynn Van Der Wagen & Brenda R Carlos "Event Management ", Prentice hall, 2005
2. Anton Shone & Bryn Parry, "Successful Event Management", Cengage Learning 2010

BVCE1004 VIRTUAL REALITY

LEARNING OBJECTIVE:

To create an adaptive 3D the virtual environment that meets the needs of trainee interpreters and those who need to learn about how to work with interpreters

LEARNING OUTCOME:

To develop a range of interpreting scenarios (e.g. a business meeting room, a court room, a tourist office, a community centre) that can be run in different modes ('interpreting practice', 'exploration' and 'live');

UNIT I Introduction: The three I's of virtual reality, commercial VR technology and the five classic components of a VR system.

UNIT II Input Devices: (Trackers, Navigation, and Gesture Interfaces): Three-dimensional position trackers, navigation and manipulation, interfaces and gesture interfaces. Output Devices: Graphics displays, sound displays & haptic feedback.

UNIT III Modelling: Geometric modelling, kinematics modelling, physical modelling, behaviour modelling, model management. Human Factors: Methodology and terminology, user performance studies, VR health and safety issues.

UNIT IV Applications: Medical applications, military applications, robotics applications.

UNIT V VR Programming-I: Introducing Java 3D, loading and manipulating external models, using a lathe to make shapes. VR Programming-II: 3D Sprites, animated 3D sprites, particle systems.

REFERENCES:

1. Gregory C. Burdea & Philippe Coiffet, "Virtual Reality Technology", John Wiley & Sons, Inc 2007
2. Andrew Davison, "Killer Game Programming in Java", Oreilly-SPD, 2005.

BVCE1005 ART & AESTHETICS

LEARNING OBJECTIVES:

- Demonstrate proficiency in various processes/techniques, and skills/methods in creative media.
- Identify and apply underlying aesthetic principles in the study, critique, and creation and/or performance of works of art.
- Analyze the broader social/historical contexts of works of art.

LEARNING OUTCOMES:

- Analyze and critique the artworks of others and their own creative process
- Develop a visual vocabulary through the process of discussion and critique
- Self-assess work, and the progression of individual output and growth
- Synthesize experience and techniques learned in the major
- Identify, measure, and develop aesthetics to form
- Develop an integrated perspective on the arts in conjunction to historic and contemporary issues

UNIT I Introduction to Art: Art, artist and society Functions of Arts – Eastern and Western thoughts.

UNIT II Types of Aesthetics: Types of aesthetics, Western aesthetic categories – Beauty, Tragic, Comic, Sublime etc.

UNIT III Indian Aesthetics: Indian aesthetics – beauty and rasa; Dhvani theory, Tamil aesthetics. Agam/Puram and Thina.

UNIT IV Modern Art: Major modern art movements and concepts. The feeling and the form- The art experience.

UNIT V Art in Digital Age: Social responsibility of the artist - Contemporary aesthetics – Art in the digital era.

REFERENCES:

1. Arnold Hanser, "Social History of Art", Routledge and Kegan Paul Pub, London, 2002.
2. Ernst Fischer, "The necessity of Art", Penguin Books, U.K. 2003

The Functional Exposure Report [FER] carries 100 marks. The report will be evaluated out of 50 marks each by a Board of Examiners comprising of Dean/HOD, his/her nominee [internal] and one External Examiner to be appointed by the Dean/HOD.

At the end of 5th semester the students will undergo Internship and submit a report within 30 days of joining 6th semester

SEMESTER VI

BVC601 Project Work & Viva Voce

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

1. Advertising Photography
2. 3D Animation
3. Web Page Design

Advertising Photography

1. Visual of the product alone (photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
3. Visual in use.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product)
9. Comparison between two brands.
10. Contrast between before and after using the product.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration. (Logo)
14. Continuity strip
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects. (Freezing movements)
19. Montage
20. Visual with models.

II-3 D Animation-walk through, animated logo etc.

Project work should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. No objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop. All exercises should be accompanied by 'paper design' in record form along with the original file containing the exercises.

III - Web Page Design Using Advanced Graphics and Multimedia Feature

Project work should contain record containing advanced animation works done by the student. At least FIVE web site concepts should be included as a part of the record. Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts. The web pages should contain objects created by the students only. No objects/elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop. All exercises should be accompanied by 'paper-page' in record form along with the original file containing the exercises.

There shall be a Comprehensive Viva Voce based on the courses of the entire programme and future projection of media and entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two external experts, out of which one would preferably be from the Corporate World i.e. Media Organisation operating in the country.

BVC602 Internship Report

At the end of 5th semester, the students will undergo Internship and submit a report.