



PSG College of Arts & Science
An Epitome of Quality Learning

B.Sc.
VISUAL COMMUNICATION
(ELECTRONIC MEDIA)

2017-2020

BSc Visual Communication (Electronic Media)

Scheme of Examinations

(For students admitted from 2014-15 & onwards)

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
First Semester						
Part –I						
14LAU01	Tamil – I OR	3	25	75	100	3
12LAU01	Hindi – I OR					
14LAU01	French-I					
Part –II						
14EU01	Communicative English - I- Interpersonal Communication	3	25	75	100	3
Part –III						
14VCU01	Introduction to Communication	3	25	75	100	4
14VCU02	Introduction to Social Psychology	3	25	75	100	3
14VCU03	Statistics (Allied – ST)	3	25	75	100	4
14VCU04	Visual Arts - Practical I	3	40	60	100	4
Second Semester						
Part –I						
14LAU02	Tamil – II OR	3	25	75	100	3
12LAU02	Hindi – II OR					
14LAU02	French-II					
Part –II						
14EU02	Communicative English II– Academic Communication	3	25	75	100	3
Part –III						
14VCU05	Advertising	3	25	75	100	4
14VCU06	Techniques of Writing	3	25	75	100	3
14VCU07	Mathematics (Allied – MA)	3	25	75	100	4
14VCU08	Photography - Practical II	6	40	60	100	4
Part –IV						
14VEU01	Value Education	--	100	--	100	2

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
Third Semester						
Part –I						
14LAU03 12LAU03 14LAU03	Tamil – III OR Hindi – III OR French-III	3	25	75	100	3
Part –II						
14EU03	Communicative English III- English for Career	3	25	75	100	3
Part –III						
14VCU09	Audiography	3	25	75	100	4
14VCU10	Multimedia & Graphics	3	25	75	100	3
14VCU11	Basics of Video Editing & 2D animation – Practical III	6	40	60	100	4
14VCU12	Graphics Production – Practical IV	6	40	60	100	3
Part –IV						
14ESU01	Environmental Studies	--	100	--	100	2
Fourth Semester						
Part –I						
14LAU04 12LAU04 14LAU04	Tamil – IV OR Hindi – IV OR French-IV	3	25	75	100	3
Part –II						
14EU04	Communicative English- IV English Through Literature and Newspapers	3	25	75	100	3
Part –III						
14VCU13	Television Production Techniques	3	25	75	100	4
14VCU14	Basics of Sound Optics & Illumination Engineering	3	25	75	100	3
14VCU15	Audio Production – Practical V	6	40	60	100	4
14VCU16	Commercial Production – Practical VI	6	40	60	100	3
Part –IV						
14SBU01	<u>Skill Based Subject</u> : Internet Security	--	100	--	100	2

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
Fifth Semester						
Part –III						
14VCU17	Cinematography	3	25	75	100	4
14VCU18	Script Writing	3	25	75	100	4
14VCU19	<u>Core Elective-I :</u> Film Analysis	3	25	75	100	4
14VCU20	Television Production - Practical VII	6	40	60	100	4
14VCU21	Compositing and Editing - Practical VIII	6	40	60	100	4
14VCU22	Internship & Viva	-	40	60	100	4
Part –IV						
14NME01	<u>Non-Major Elective (1) :</u> EDC	--	100	--	100	2
14NME02	<u>Non-Major Elective (2) :</u> General Awareness (On-line Test)	1½	--	100	100	2
Sixth Semester						
Part –III						
14VCU23	<u>Core Elective-II :</u> Media Management	3	25	75	100	4
14VCU24	Cinematography - Practical IX	6	40	60	100	4
14VCU25	Project 1: Film Analysis Dissertation	-	40	60	100	4
14VCU26	Project 2: Short film OR Documentary Production	-	40	60	100	4
14VCU27	Project 3: Portfolio Production & Presentation	-	40	60	100	4
Total Credits						136

PART-V			Credits
1.	<u>Extension Activity :</u> NSS / NCC / Sports / Department Activity	I – VI semesters	2
2.	<u>Competence Enhancement :</u> Add-on Course / Women's Studies / Extra paper	I – VI semesters	2

	Grand Total	140
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EDC Offered by the Department

14EDCVCU Advertising Basics (**Cluster-V**)

14VCU01

INTRODUCTION TO COMMUNICATION

Objective:

To introduce the students to the field of Communication. This paper would give them a strong foundation on the various opportunities that are available to them in discipline, like journalism, advertising, Audio Visual Production etc.

(12 hours)

UNIT I

Communication – Definitions – scope – Forms & Purpose – Intra-personal – Interpersonal, Mass, Organizational, Non-verbal, Verbal. The Process – Sources – Message – Channel – Receiver – Feedback – Noise.

(12 hours)

UNIT II

Advertising – Public relations and Propaganda – Public opinion – Characteristics & functions of mass media – Radio – Television – Print – Films.

(12 hours)

UNIT III

Newspapers and magazine – Types of news and magazines – Structure and organization of newspapers and magazines in India: An overview.

(12 hours)

UNIT IV

Radio as a medium of mass communication – Types of ownership – Audience – commercial radio for education – All India Radio – Emerging trends – Television as a mass medium – Role and characteristics – Ownership – Organizational structure of Doordarshan – Satellite and Cable TV.

(12 hours)

UNIT V

Motion picture – Historical background – Structure and Organization of motion picture industry in India – Technical aspects – Status, Problems and Prospects of Films as Medium of Entertainment – Documentary Films.

(12 hours)

REFERENCE:

- Communication Technology, August E Grant, Focal Press, 2006
- Introduction To Communication Studies, John Fiske, Routledge, 1990
- Mass Communication in India, JV Vilanilan, Sage Publication, 2005
- Communication Models, Dennis McQuail Longman, 1981
- Communication Skills, Leena Sen, Prentice, Hall of India, 2004
- Effective Communication, KR Balan, Castle Book Pvt. Ltd, 1994
- Communication and Culture – A World View, K S Seetharaman, Mc Graw Hill, New Delhi, 1991
- Communication Studies – An Introductory Reader : John Corner, Jermy Hewthorn, Edward
- The process of Communication – An Introduction to Theory and Practice – David k s Berlo., Rinchart, 1960
- Baran, Stanley J, Introduction to Mass Communication, New York: Mcgraw Hill, 2010

14VCU02

INTRODUCTION TO SOCIAL PSYCHOLOGY

Objective:

To understand the sociological and psychological settings of media.

UNIT I

The Nature and Scope of Social Psychology-The Methods of Social Psychology – The Development of Social Psychology: Early beginnings – The Contribution of Sociologists and Psychologists: Comte; Le Bon; Durkheim; Cooley; GH Mead; Mc Doug all; Ross and F H Allport.

(12 hours)

UNIT II

Socialization: Social Learning Process. Socialization and Motivation: Dependency; Aggression; Need Achievement: Affiliation: etc.- Social factors in perception – Society and personality.

(12 hours)

UNIT III

Attitudes and Opinions – The Nature and Dimensions of Attitudes – The Formation and Change of Attitudes – Communication and Persuasion – Public Opinion Formation and Change.

(12 hours)

UNIT IV

Groups and Group Processes: Nature and Types of Groups; Conditions conducive to Development of Groups; Group Dynamics; Group Norms and Conformity; Social Facilitation – Group Structure and Group Performance; Co-operation and competition.

(12 hours)

UNIT V

Mass Psychology: Audiences and Collective Behavior – Classification of Collective masses – Casual Audiences, International Audiences and Audiences and Mass Media – Collective Behavior – Mobs and different kinds of Mobs – The Psychology of Mass Movements.

(12 hours)

REFERENCE:

- Handbook of Social Psychology – Edited by Gardner Lindzey and Elliot Arnson. Volume I – V (1969), Addison – Wesley Publishing.
- Sociology and Social Anthropology- Veena Das -Volume I & II (2003), The Oxford India Companion.
- Elements of Social Psychology. – William Flexner (2004), Sarup & Sons.
- Perspectives of Social Psychology. – Self and Social Identity – Marilyn. B. Brewer (2004), Blackwell
- Introduction to Social Psychology – B. Kuppaswamy. (1980), Tamilnadu Text Book Society
- Social Psychology – Muzafar Sherif and Carolyn W. Sherif (1969), Harper & Row.

- Social Psychology- David Myers (2006), McGrawHill
- Introduction to Social Psychology. Colin Fraser (2001), Polity Press
- Social Psychology- Stanly E. Taylor (2006), Tata McGrawHill Publishing
- Social Psychology – Paliwal Supriathy (2002), RBSA Publishers
- Social Psychology – Nilambar Mukharjee (2004), Dominant Publishers and Distributors.
- J W McDavid and H Harari: Social Psychology Harper and Row, 1968

14VCU03

STATISTICS

(For BSc Visual Communication (Electronic Media))

Semester - I

Objective: To study the fundamentals and enhancing the application knowledge of Statistics.

Unit I

(8 hours)

Statistics – Definition – Functions - Uses. Data collection - Primary and Secondary data.-Methods of collection - census and sampling methods. Classification and tabulation. Diagrammatic and Graphic presentation - Bar, Pie, Histogram, Frequency polygon, Frequency Curve and Ogives.

Unit II

(10 hours)

Measures of Central Tendency: Mean, Median and Mode- merits and demerits - Measures of Dispersion – Range, Quartile Deviation, Mean Deviation and Standard Deviation- merits and demerits - Coefficient of variation – Simple Problems

Unit III

(10 hours)

Simple Correlation - Definitions – Uses – Karl Pearson’s coefficient of correlation – properties – Spearman’s rank correlation coefficient. Simple Regression – Definitions- uses - Regression Coefficients – Regression Equations – Simple problems.

Unit IV

(12 hours)

Test of Significance - meaning - uses – Types of errors, Large sample tests – Testing the significance of mean, two means, single proportion – Small sample test – Testing the significance of mean and the difference between two means (independent and dependent cases) – simple problems.

Unit V

(8 hours)

Chi-square test - goodness of fit and testing the independence of Attributes - ANOVA- One Way – Simple Problems

NOTE:

Proof and derivation are excluded. Theory carries 30 marks and problems carries 45 marks.

Text Books:

1. Statistical Methods: S.P.Gupta, Sultan Chand & Co

2. Statistics : RSN. Pillai & Bagavathi
3. Business Mathematics and Statistics: PA Navneetham

14VCU04

VISUAL ARTS – PRACTICAL – I

Objective: To Learn the fundamentals of Visual Arts Definition. Meaning of Arts & Painting, aesthetics, visual literacy, communication art, types of letter forms.

Principles of Design:

1. Line
2. Form
3. Colour
4. Tone
5. Texture
6. Space

Principles of Composition:

1. Proportion
2. Rhythm
3. Dominance
4. Harmony
5. Unity
6. Balance
7. Live models
8. Landscapes
9. Monuments
10. Environmental Exposure

Exhibition of STUDENTS work:

1. Designs at least 6 – 2 from each category
2. Printing at least 6 – 2 from each category
3. Still life 2
4. Posters 2

5. Figure composition 2

6. Landscape 2

14VCU05

ADVERTISING

Objective:

To understand the scope, importance and the purpose of advertisements. To encourage students on various aspects of ad-production, scope of ad agencies. To analyze various ad appeals and formats: comparisons and realization of its essence.

UNIT I

Advertising – Role – Elements – Tone & Content – Types of advertising – Advantages & Disadvantages – Advertising & Consumers – Buying systems – Target plans.

(9 hours)

UNIT II

Target audience – Branding – Brand Building – Positioning – Advertising Strategy – Advertising Campaign – Structure – Message – Appeals – Level Of Response.

(9 hours)

UNIT III

Media planning – Developing Media Objectives – Media budget – Implementing Media Plans – Selection of Media – Pre-testing and launch – Advertising research.

(9 hours)

UNIT IV

Advertising agency – Structure and functions – Departments – Functions – Role – Nature – Special emphasis on writing and visualizing

(9 hours)

UNIT V

Advertising and Society – Ethical issues in advertising – Advertising production techniques – Print – Radio – TV & Films.

(9 hours)

REFERENCE:

- Advertising and Sales Promotion. (Edition 2) SHH Kazmi, Satish K Batra., 1991
- The Practice of Advertising. (5th Edition) Edited by Adrian R. Mackay.2001
- Advertising and Promotion. (6th Edition) George E. Belch & Michael A. Belch., 2002
- Integrated Advertising, Promotion and Marketing Communications. (2nd Edition) Kenneth E. Clow & Donald Baack., 1992
- Advertising Management. (5th Edition) Rajeev Batra, John G. Myers, David A. Aakar., 2001
- Advertising Planning and Implementation. Sangeetha Sharma, Raghuvir Singh.
- Contemporary Advertising – 4th edition – Borce / Arens, 1996

Text Books:

1. Principles of Advertising (2nd Edition) – Monle Lee, Carla Johnson. 1992
2. The Practise of Advertising. (3rd Edition) – Norman A. Hart. 1993
3. Effect of PR Management (Second Edition) - Paul Winner. 1994
4. Advertising Promotion and Supplemental Aspects of Integrated Marketing Communications (Fourth Edition) - Terence A. Shimp. 1995

14VCU06**TECHNIQUES OF WRITING****Objective:**

To train students in various aspects of writing and editing.

UNIT – I

Origin of language – Origin of writing – Types of writing – Readability – Techniques of readability.
(9 Hours)

UNIT – II

Effective writing – Techniques – Basics of editing – Writing for Print media, Radio, Television, Web.
(9 Hours)

UNIT – III

Writing for special groups: Women, Children, Science, Finance, Economics, Business writing, Technical writing.
(9 Hours)

UNIT – IV

Creative writing – Television writing: News, Features, and Interviews – Documentary, Short films.
(9 Hours)

UNIT – V

Different types of writing styles – Authors – Stories – Newspapers – Magazines – New Technologies and Their Impact on Media Language. (9 Hours)

REFERENCES

- News editing – Bruce Westeley, Houghton Mifflin company, 2007.
- The Professional Journalism – M.V Kamath, Sage publication, 1990.
- News editing in theory and practice, Bannerji, 1992.
- Metz, William, News writing From Lead to ‘30’ Pentice Hall Inc, Newjersey, 1979/1999
- Reporting for print media – Fred Fedler, Fort worth, Nelson hall,1993.
- Effective writing – Rabert Gunning, Mc millan, 1999
- Art of effective writing – Rudolf Flesch, mc millan,.1987
- Newsmans English – Harold Evans, Mc millan, 1978
- WRITING FOR VISUAL MEDIA by FRIEDMANN
- Choudhary, R,Media Writing,New Delhi: Centrum Press, 2010
- Durant, Alan,Language and Media,London: Routledge, 2010
- Stovall, James Glen,Writing for the Mass Media,New Delhi: Pearson, 2008
- Usha Raman, Writing for the Media, New Delhi: Oxford University Press, 2010

14VCU07

MATHEMATICS

(For B.Sc.(Vis.com))

Total Hours:55

Unit I: (Chapters : 6 to 8)

11hrs

Average - Problems on numbers - Problems on Ages.

Unit II: (Chapters: 9 to 11)

11hrs

Surds and Indices - Percentage - Profit and Loss.

Unit III: (Chapters: 12, 21, 22)

11hrs

Ratio and Proportion- Simple Interest- Compound Interest.

Unit IV: (Chapter 4) (sections: 4.1 to 4.9, 4.12)

10hrs

Matrices: Basic Concepts - Addition and Multiplication of Matrices - Inverse of a Matrix - Solution of Simultaneous Equations (Cramer's Rule and Matrix Inverse Method).(Input-Output Analysis not included).

Unit V: (Chapter 9)

12hrs

Linear Programming Problem: Formation - Solution by Graphical Method -Solution by Simplex Method (Slack Variable Method Only).

TEXT BOOK:

1) Dr. R.S. Aggarwal, "Quantitative Aptitude" (For units I, II and III),

7th Edition, S.Chand & Company Pvt Ltd, 2012.

2) PA. Navnitham, "Business Mathematics and Statistics"(For units IV and V),

Jai Publishers, 2012.

14VCU08

PHOTOGRAPHY – PRACTICAL II

Objective: To train the students on photography techniques using professional equipments & accessories.

1. Lens perspectives.
2. Composition based on geometrical designs.
3. Different types (angles) of shots.
4. Different types of lighting
5. Portraits
6. News pictures'
7. Action photography
8. Fashion photography Product photography
9. Nature photography
10. Images using photo editing software.
11. Images manipulated by filters (plug-ins)

Objective:

- To train the students on hands on professional level studio equipment's and integrating all audio production chain line.
- To understand the tools and techniques involved in audio production.

UNIT - I:

Perception of sound - hearing sensitivity - frequency range - sound - wave length; the speed of sound; measuring sound; psychoacoustics , room acoustics - means of control - treatments - dBA and dBC concepts; musical sounds, noise - signal - dynamic range - pitch - harmonics - equalization - reverberation time , sabine formula. (12 hours)

UNIT - II :

Basic set-up of recording system - analog , digital , microphone - balanced - unbalanced - mic level inputs , Line level inputs - cable and connectors - MIDI - recording sound - Different Recording Media - Recording equipments Accessories - Mixing Consoles - Voice - Music Instruments Recording - Talk back Units - Monitoring sound. (12 hours)

UNIT - III:

MIDI signals - Dubbing - Voice Dubbing - On-Stage & Off-stage Recording - Latency & buffers in Digital audio - Sub mixers - Remixing - Re-Recording - Transfer. (12 hours)

UNIT - IV:

Production techniques – Audio Formats – Outdoor – Indoor Recording Techniques – ambience – Designing Sound - Types Of Programmes – News Reading – Live Interviews – News Reels – story telling – education and development programmes – Radio – Drama – Radio Commercials – Vocal etc., Mixing Console - Echo & reverberation - Special effects units - equalizers & compressors. (14 hours)

UNIT – V:

Audio editing – Tape-To-Tape – Source – Record Tape– Effect Recording through MIDI – Digital Audio Recording and Editing. (10 hours)

REFERENCE:

- Audio in Media: Third Edition - Stanley R Alten, Wadsworth 1990
- Sound for Digital Video -Tomlinson Holman, Focal Press 2005
- Audio Post Production in Video and Film: Second Edition-Tim Amyes, Focal Press 2005
- Practical Recording Techniques: Forth Edition-Bruce Barlett, Jenny Barlett, Focal Press 2005
- The Microphone Book: Second Edition ,John Eargle, Focal Press 2005
- Audio Engineers Reference Book :Second Edition-Michael Talbot Smith, Focal Press 2001
- RECORDING TIPS FOR ENGINEERS by CRICH
- SOUND HANDBOOK by CROOK
- Bosi, Marina,Introduction to Digital Audio Coding and Standards,New Delhi: Springer, 2010
- Langford, Simon,Remix Manual,Oxford: Focal Press, 2011

14VCU10

MULTIMEDIA & GRAPHICS

Objective:

To understand multimedia and its application. To know about the application elements and components. To understand animation techniques and software used for animation.

UNIT I:

Multimedia – definitions – applications – interactive - non-interactive applications - multimedia in broadcast applications - animation principles & techniques

(12 hours)

UNIT II:

Video basics - working with video - video formats - video hardware – encoding – decoding - video editing - non-linear editing - audio basics - working with audio - audio formats - audio hardware & software.

(12 Hours)

UNIT III:

Digitization of audio - electronic music & synthesizer - architecture of sound card – video compression – video conversions – multimedia authoring – 3D animation – model building – lighting – dynamic particles – character modeling & animation techniques – inverse kinematics.

(12 Hours)

UNIT IV:

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

(12 Hours)

UNIT V:

Adobe Photoshop – features & tools , drawing , painting, cropping , editing , retouching , special effects , animation using image ready , optimization for web

(12 Hours)

REFERENCES:

- Principles of interactive multimedia mark elson cook.
- Mc graw hill 2004
- Introduction to multimedia solomen, andreas. Mc graw hill 2005
- Multimedia applications ralf steinmetz, klara nahrstedt. Springer, 2007
- Multimedia basics holzinger, andreas. Lakshmi publication, 2000
- Multimedia sound and video lozano, jose. Prentice hall of india, 2007
- Multimedia and applications d.s.shrawat, sanjay sharma. S.k kalarua, 2007
- Introduction to digital multimedia by Savage

BASICS OF VIDEO EDITING & 2D ANIMATION – PRACTICAL – III

Objective: To train the students on Non-Linear Editing suit devices & Applications.

1. Making a material - setting of the NLE.
2. Project settings - create various project setting
3. Capturing process - capture a video from source.
4. Create a NLE workspace for a project.
5. Cutting clips, adding transition and graphics.
6. Export settings - export edited video.
7. Create shape and motion tweening in 2D.
8. Create guide and masking techniques in 2D animation.
9. Export setting and export your animation into video.

GRAPHICS PRODUCTION – PRACTICAL – IV

Objective: To train the students on Graphic design & production techniques.

- Poster design using photoshop & illustrator
- 2D character Drawing using photoshop & illustrator
- Web pages design using photoshop & illustrator
- Perspective view correcting image in float
- Create 3D text using photoshop & illustrator
- Color correcting the image using Hue/saturation,color
 - 1. . balance ,levels, curvcs, brightness, contrast, channels
- Animating a text using photoshop.
- Creating design using paths & also the masking technique using the path. Exporting path to illustrator.
- Photo Retouching advance technique & import the video in Photoshop For compositing ,
exporting render video.
- Video compositing using Photoshop.

14VCU13

TELEVISION PRODUCTION TECHNIQUES

Objective:

To understand the basic tools and techniques of television production.

UNIT I

Elements of TV production – Picture Transmission and Reception – Sound Transmission and Reception – TV camera – Organizational Structure Of A TV Studio.

(12 hours)

UNIT II

Pre And Postproduction Planning – Functions, Duties And Responsibilities Of The Producer – Floor Manager And Creative Director. (12 hours)

UNIT III

Production techniques – Video Formats – Out-Door And Indoor Shooting Overview – types of TV programmes – Talk-Shows – Interviews – Demonstrations And Discussion – Teleconferencing – Single – Multi Camera Production.

(12 hours)

UNIT IV

Set designing – Back Designs – Visualization – Composition – Aesthetics – Make-Up.

(12 hours)

UNIT V

Art direction – Location – Floor Management – Out-Door And Indoors – Lightings – Directing Talents / Artists – Management Of Live Shows / Live Telecast – Sports Coverage.

(12 hours)

REFERENCE:

- The Television Handbook, Patricia Holland, Routledge, 1997, London and New York
- Television and Common Knowledge, Edited by Jostein Gripsrud, Routledge, 1999, the USA, Canada and New York
- The Television Interview, Akiba A.Cohen, SAGE Publications (Vol.18. The age CommText Series) 1987, The USA
- The Television Handbook – Third Edition, Jonathan Bignell and Jeremy Orlebar, Routledge, 2005, New York
- Television as a Cultural Force, Edited by Richard Adler and Douglass Cater, Praeger Publishers, 1976, New York
- Television- Critical Methods and Application – Third Edition, Jeremy G.Butler, Lawrence Erlbaum Associates, 2007, The USA
- Final Cut Express HD 3.5 – Editing Workshop – Third Edition, Tom Wolsky, Focal Press, 2007, The United Kingdom
- The Avid handbook- Fourth Edition - Steve Bayes , Focal Press, 2004, India
- Closed Circuit Television - Second Edition, Joe Cieszynski, Newness, 2004, The United Kingdom
- Television production hand book -7th Edition Herbert Zetl , Wadsworth publishing 2000

- Millerson, Gerald, TELEVISION PRODUCTION,Oxford: Focal Press, 2009
- Browne, Steven E ,Video Editing,Oxford: Focal Press, 2011
- Artis, Anthony Q,Shut Up and Shoot: Freelance Video Guuide,Oxford: Focal Press, 2011
- Sweetow, StuartCorporate Video Production,Oxford: Focal Press, 2011
- Broadcast basics by Cappe

14VCU14

BASICS OF SOUND OPTICS & ILLUMINATION ENGINEERING

Objective: To understand the basic science & definitions involved in sound & light.

UNIT I

Basics theory of sound-speed of sound-air-vacuum-measure of sound

(12 hours)

UNIT II

Octave and musical note-intervals-noise-pink noise-white noise-measure of sound-dccibels-dBA, c, u, v-Iog theory of power-Aesthetics of sound – Rhythm, tempo & meter

(12 hours)

UNIT III

Sound intensity-loudness-resonance-vibrations-standing waves-pitch-distortion

(12 hours)

UNIT IV

Basics of optics-Optic theory-lens-concave-convex-calculation of focal length-dimensions- lens flare -optical engine-prisms

(12 hours)

UNIT V

Illumination basics theory-light wave theory-colour index-efficiency-light through different medium-hot spots-color temperature-wave length-types of lighting-convergence of light – International colour / light standards

(12 hours)

REFERENCE.

- Newell, Philip:Recording studio design-oxford:focalpress-2003
- viswanathan.r.k-Acoustics-Annamalai university-1953
- Yarwood.T.M-Acoustics-London-Macmillan-1953.
- Beranek, leol-Acoustics-New>'ork-Mcgrawhill-1954.
- Wood, Alexander s-Acoustics-landon:Blackie and son Ltd-1960
- MasterHandbook of audio production-whitakarjerry-newyork-tata mcgrawhill.2000 .
- Lighting for television & film-millerson,Gerald-oxford:focal press, 1988

- physics-cutnell,johnd-singapore:john welly-2002.
- Dodson,ken Jandon:William Collins,2001.
- Alanso, marcelo-sydney: Addison Wesley, 1992
- Eargle, John,Handbook of Recording Engineering,New Delhi: Springer, 2011
- Herring, Brad, Sound, Lighting and Video: Resource for Worship , Oxford: Focal Press, 2011
- Sawyer, Russ Hepworth,From Demo to Delivery: The Process of Production, Oxford: Focal Press, 2011
- Russ, Martin,Sound Synthesis and Sampling,Oxford: Focal Press, 2009
- Martin, Frederick N,Introduction to Audiology,New Delhi: Pearson, 2009
- ESSENTIALS CG LIGHTING TECHNIQUES WITH 3DS MAX by DATTEN
- Roberts-Breslin, Jan, Making Media Foundations of Sound and Image Production Oxford: Focal Press, 2010

AUDIO PRODUCTION – PRACTICAL – V

Objective: To train the students in hands on professional production equipments

1. Write a script for a 3 minutes radio production (any one of emotions as the subject).

Make an audio recording of the script.(conventional microphone positioning)

2. Record a 2 minutes speech based recording for older listeners.(slow pace & mellow);

Record a 2 minutes music based live recording for all age groups.(more dynamic & cheerful).

3. Conduct and record live interview with senior academics (6 min)-(intelligence & maturity)

4. Location recording of a festival /sports event.(6 min)-(convey immediacy -impromptu-natural qualities of the occasion)

5. Create 2 minutes of audio work to convey space and time to the listener using audio clips.

6. Record a radio drama (6min) -create localization of sound & effects by microphone placement, obstruction and electronic means)

7. Submit original, edited interview done off-studio in a quiet indoor location, crowded indoor location, an outdoor location.(from 5min edit,remove glitches ,distortions, do sweetening cut to 1 min-each).

8. Create an audio story book (5 min) with ambience sound and effects.

9. Do dubbing (ADR) using protocols add BGM, EFX for animation/video 6 minutes.

10. Using multi mike and multi track, show automated equalization, mixing on protocols.

14VCU16

COMMERCIAL PRODUCTION – PRACTICAL – VI

Objective:

To give practical sessions for the students regarding Commercial production using special effects, animation and graphics applications.

RADIO COMMERCIALS

1. Produce a radio spot /jingle promoting a social cause
2. Produce a radio spot /jingle promoting an institution
3. Produce a radio spot /jingle promoting an eventy
4. Produce a radio spot /jingle promoting a programme.
5. Produce a radio spot / jingle for a consumer product

TELEVISION COMMERCIALS

6. Produce a public service television commercial.
7. Produce a television commercial for a consumer product.
8. Produce a television commercial for an industrial product.
9. Produce a television commercial for a servicc.

14VCU17

CINEMATOGRAPHY

Objective: To introduce the students to history of cinema & various aspects of cinematography

UNIT - I

Introduction – evolution of early film industry – pioneers - cinematic aspects of filming – world cinema – Indian cinema – evolution – technical evolution – one reel to full feature – film exhibition – kinoscope to cinema halls – B&W – early colour – Technicolor – monopack – silent film – sound film

(12 hours)

UNIT – II

Camera lenses: The camera – lenses and focus – follow focus – T – number - aperture – depth of field - deep focus – long takes - shallow focus – spherical – anamorphic – diffuser material – image details – operational features of motion picture camera - arriflex - Panavision – film stock – gauge – aspect ratio – grain – speed – colour.

(12 hours)

UNIT – III

Lighting – types of lighting – hard light, soft light – direction and intensity of light – catch light – birds eye view– contrast – low key lighting – high key lighting – shadows – other uses of light – light meter – look and theme – DI – color correction – DNG. (12 hours)

UNIT – IV

Camera distances: Closeup shot – Establishing shot - extreme close-up – extreme long shot – eye level angle – Dutch angle - long shot – low angle –medium shot – medium close-up –POV shot – zoom in/out - subjective – objective - perspective – angle and point of view – moving camera – tilt – pan – swish pan – crane – steady cam (14 hours)

UNIT – V

Documentaries - Feature film – short films - Film festival- Film awards- Film institute's censorship certification- Cinema theatres and Projections. (10 hours)

REFERENCE:

1. Set lighting technicians handbook 4th edition, Harry box, 2010, Focal press.
2. Video shooter, Barry braver man, 2009, focal press.
3. David elkins, Camera assistance manual, focal press, 2009
4. High definition cinematography, 3rd edition, focal press, 2009.
5. Paul Martingell, Better Location shooting, Focal press, 2008.

6. Paul wheeler, Practical cinematography, 2nd edition, Focal press, 2005.

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SCRIPT WRITING

Objective:

To learn the basic of script writing formats and its various structures.

UNIT I

Introduction -Visual Thinking -Types Of Films - Video, Fiction, Documentary, Animation, And Educational Program Scripting For Fiction And Non Fiction Film/Video - Differences And Similarities.

(12Hours)

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.

(12 Hours)

UNIT III

Fiction Script Writing-Dramatic Structure-Rising Actions- Falling Actions-Narrative Structure - Characterization And Theme - Adaptation, Short Fiction Forms And Format - Non Fiction Script Writing - Rhetorical And Exocentric Structures ~~Short Fiction Forms and Format~~

(12 Hours)

UNIT IV

Research For Fiction And Non Fiction Films - Differences Between Academic Research And Program Research - Sources Of Information - Historical - Documents - Statistical Data - Journals - Observations - Interview. Processing Information - Qualitative and Quantitative Information - Types Of Interview And Techniques.

(12 Hours)

Unit-V

Script organization - Considering target audiences - Scripting For Science/Development Program - Scripting For Education/Women's Program - Scripting For Commercials.

(12 Hours)

REFERENCE:

- Charlie Mortiz (2005), Routledge ,Scriptwriting for the screen
- William Guynn (2006), Routledge,Writing history in film
- Ken Canygnier (2001), Alternate scriptwriting -Focal press
- Dwight Swain',Film scriptwriting - (1988), Focal press
- Peter Bennett (2007), Routledge ,Film studies

- Wells Root, Writing the scripts -1980
- T.Lazarus ,Scripts of film writing ,1984
- C.Cooper & Ken Danciger,Writing the short film, 1999
- Sheila Curman documentary story telling for video and film makers , 2003
- WRITING FOR VISUAL MEDIA by FRIEDMANN
- Stovall, James Glen,Writing for the Mass Media,New Delhi: Pearson, 2008
- Usha Raman, Writing for the Media, New Delhi: Oxford University Press, 2010

FILM ANALYSIS

Objective: To learn the expressive elements involved in film making & dissertation.

UNIT-I

The expressiveness of film techniques - Mise en scene - Settings: types of setting -functions of setting.- Subjects: Action, reaction and appearance; characters and acting - Composition: the use of space - Expectations and interactions - Types of meaning-Explicit, implicit, symptomatic influences- knowledge of the film, subjects and constructed identities.

(12 hours)

UNIT-II

Shape of projected image - Empty space - Taking sides - Foreground and background - Symmetrical and asymmetrical composition - Mise en scene and the world outside the frame - Structure-Time- types of fictional films - composing with converging - Understanding through contexts.

(12 hours)

UNIT - III

Cinematography - style - aspects - lighting techniques - film look - film mood - aesthetics - camera grammar - breaking rules - choice of location - cinematographer's style - Editing - aesthetics and techniques - pacc - dimensions - rhythm - Sound - style - aesthetic and techniques - usage of ambience, silence, voice music and effects -diegetic - non diegetic.

(12 hours)

UNIT-IV

Sources for the fictional film (screenplays and shooting scripts, story boards-other films Aspects_of the fictional film - adaptation - innovative ideas - film genres and classification - renaissance - montage - impressionism - new realism - modernism - post modernism.

(12 hours)

UNIT- V

Narratives-structure(character, goals, conflicts) - (beginnings, middles and endings) - time - style - The variety of films, alternatives - Society and politics- censorship- artistic conversions- financial constraints- thinking about film - Expectations and interactions- types of meaning- implicit, symptomatic, explicit)

(12 hours)

REFERENCE:

- An Introduction to Film Analysis: Technique and Meaning in Narrative Film
Author: [Michael Ryan](#), [Melissa Lenos](#)
- The Film Director's Intuition: Script Analysis and Rehearsal Techniques illustrated edition Edition
- Film Analysis: A Norton Reader 01 Edition
Author: [Jeffrey Geiger](#), [R. L. Rutsky](#)
- Surface and Thin Film Analysis::A Compendium Of Principles, Instrumentation And Applications
2nd Edition
Author: [Friedbacher](#)
- Film Analysis Handbook: Essential Guide to Understanding, Analyzing and Writing on Film
Author: [Thomas Caldwell](#)

- Film analysis by Geiger
- Filming the fantastic by Sawicki

TELEVISION PRODUCTION PRACTICAL - VII

Objective:

To train students in the creation of television based productions and techniques.

1. Produce 3 minutes of tv news.
2. Produce 3 minutes of TV talk show as host/anchor/guest.
3. Choose an audio clip of 3 minutes duration add video using digital video mixer/NLE
4. Produce 3 minutes of business news with graphics, charts, animation, video mixing.
5. Demonstrate multi camera skill, on-line editing, sound, efx AV mixing.
6. Add audio (speech/song/ambience/efx or all) to images / video compilation shot outdoor.
7. Produce 3 minutes of instructional/demonstration video
8. Capture a 20 minutes of live video (musical/festival/event)- edit using non linear editing.
9. Submit a video work to showcase your chroma key skill.
10. Submit your photography course work, by adding vfx ,efx present in .AVI format.

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COMPOSITING AND EDITING – PRACTICAL - VIII

Objective: To train the students in 2D & 3D applications

1. 2D Titling In After Effects
2. 2D Animation Using Af. Effects, Photoshop, Illustrator files
3. 3D Animation Using 3d Preset Files
4. 3D Presentation Using 1 ext, Video, Sound, Particals, Lighting, Camera
5. Chrom Keying using Green matt Video
6. CG work Using Shooted Video by Student
7. Video color correction & Video motion graphics
8. Rendering Video in high quality
9. Motion Sketch, orienting motion path the 2D Animation & growing, lines
10. Composition & Camera tracing using nrcha After Effects

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INTERNSHIP & VIVA

Students have to undergo three internships for a period of 4 to 5 weeks during their course of study. It is mandatory for the students to intern in media organizations. The department will give directions regarding the time and schedule of internship. At the end of the internship the students has to be produce a certificate from the media organization. A record of evidence (Internship report) for the work done has to be submitted to the department. There will be a viva-voce examination at the end of each Internship.

MEDIA MANAGEMENT

Objective: To understand the fundamentals of Media Management & various organizational structures.

UNIT- I

Management-Meaning, nature, Scope, Objectives & Function of Management, Definition & Concept, Fundamentals Management- Hierarchy of management, Function & Structure of Management, Principles of Management, Media management- Nature, Scope, Objectives of Media management; Principles of Media Management: structure Functions of Media Departments

(18 hours)

UNIT – II

Ownership-Definition & Concept; Licensing & Franchising: Monopolies, Oligopolies Conglomerates, Mergers & Acquisitions; Media ownership- Concept & Structures; Types of Media Ownership – Sole Proprietorship, Partnership, private Limited Company, Public Limited Companies, Trusts, Cooperatives, Religion Institutions & Franchises; (18 hours)

UNIT – III

Media Organization- Concept & Structure, Function of Media Organization- Organizing, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation Media Organization Behavior -Nature & Theories of Organization Behavior; Managing skilled People & Celebrities (18 hours)

UNIT – IV

Media Economics- Definition & Concept ; Economics of print & Electronic Media; Media Revenues- Media sales, Advertising & Capital Cost; Sponsorship- Principles sponsorship, Reason for Companies to sponsor; Identifying Appropriate sponsors

(18 hours)

UNIT – V

Event Management- Need for Event Management; Principles of Event Management – Planning, Creativity, Briefing Time Line and budgeting; Types of Event & Event Management; Understanding Events; Growing importance Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign

(18 hours)

REFERENCE:

- Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010

- Alan B. Albarran, The Media Economy, Routledge, New York, 2010
- George Sylvie, Media management: A Casebook approach, Lawrence Erlbaum Associates, USA, 2009 (Unit I)
- Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008 (Unit IV & V)
- Peter Pringle, Electronic Media Management, Focal Press, UK, 2006 (Unit II & III)
- Pringle, Peter, K, Electronic Media Management, Oxford: Focal Press, 2011
- Ranganathan, Maya. Indian Media in a Globalised World, Chennai: Sage, 2011
- Sarkar, Rita, Media Ownership: Research and Regulation, New Delhi: Arise Publishers and Distributors, 2011

CINEMATOGRAPHY PRACTICAL – IX

Objective: To train the students on digital cinematography production techniques.

1. Camera Angles
2. Continuity
3. Cutting
4. Close-ups
5. Composition

Choose any one among the five topics; submit compiled work from feature films of your choice. (For External exam)

Use Black magic camera or Canon 5D with cine lenses and submit 2 works each. (For Internal exam)

Sample Work:

Based on the 5 topics camera angles determines both audience viewpoint and area covered in the shot.

1. What is the best viewpoint?
2. How much area included in the shot?

Dramatic Visualization position the audience closer to the action.

Further away – magnificent grandeur of a vast landscape.

Higher – to look down upon.

Lower – to look up, shift viewpoint travel along. Move into, move away.

PROJECT 1: FILM ANALYSIS – DISSERTATION

Objective: To apply the analyzing techniques of various expressive elements involved in films made.

METHOD OF PRESENTING FINAL ANALYSIS

- Prewriting- thesis objective Outline of the film- Method of de-construction.
- Visual portrayal-story narration.
- Structural components Technological and creative convergence.
- Realization of objectives.

Sample:

Description

Mise en Scene-: setting-subject- composition Mise en Scnc and the world outside the film.Cinematography colour- lighting- camera- editing- continuity editing (unification factor, pace, involvement failure)- shot-image manipulations.Sound- spoken words- music- effects- silence transitions.

Sources

- Script and film other films
- Aspects of the fictional film
- Structure-Time- types of fictional films- composing with converting Understanding through contexts.
- Society and politics- censorship- artistic conversions- financial constraints- thinking about film. Expectations and interactions- types of meaning-(implicit, symptomatic, explicit)

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PROJECT 2: SHORT FILM/DOCUMENTARY PRODUCTION

Objective: The students are to submit either a documentary or short film for a duration not exceeding 30 minutes and not less than 15 minutes

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PROJECT 3: PORTFOLIO PRODUCTION & PRESENTATION

- Updated & Compiled presentation of practical's from Ist semester to VIth semester in the digital format.

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NON MAJOR ELECTIVE EDC

ADVERTISING BASICS

(Cluster-V)

Objective:

To understand the basics of Advertising & techniques.

Unit-I

Introduction to advertising. Definition and types. Structure and functioning of an ad agency. Advertiser - agency relationship. (6 hours)

Unit-II

Audience analysis, segmentation, targeting and position: audience research - demographics, psychographics. (6 hours)

Unit-III

Creative Aspects of Advertising. Art Direction. Creative Aspects in print and electronic media. Print production; electronic production. (6 hours)

Unit-IV

Outdoor advertising. Media choices. Sales promotion. Advertising ethics. Legal aspects of advertising. (6 hours)

Unit-V

The role of PR in advertising. Advertising social issues. political advertising. Dynamic of creating and executing the complete campaign strategy. (6 hours)

Reference:

1. G.M. Rege. Dr. advertising Art & ideas-A textbook, career polytechnic publication, bombay. 1972.'

2. S.A.Chunawalla and K.C.Sethia.foundation of advertising theory and practice, Himalaya publishing house.mubai, 2000.
3. John Phillip Jones(Ed), the advertising Busines, sage publication, 1999.
4. Arthur A. winter & Shirley F.milton, the creative connection-advertising copywriting and idea visualization, Fairchild publication. New york.1989.