

M.F.A in Visual Media
Applied Art and Advertising - 2021 Admission Onwards

PROGRAMME OUTCOMES (PO)

PO1 [Critical Thinking] - Develop a critical and scholarly thinking in national and international politics, economy, ethics, culture, religion, and social institutions.

PO2 [Effective written and oral communication] - Clearly and coherently use spoken and written words for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

PO3 [Societal and Environmental Awareness] - Understand the responsibility as a journalist, and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.

PO4 [Ethical Reasoning] - Apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.

PO5 [Leadership] – Be an entrepreneur and serve media industry interests as a means toward the greater goal of serving the public, and to promote media literacy and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference also directly.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1 [Create] - Comprehend, synthesize and employ advertising theories, practices, principles and concepts to create and produce communication design appropriate to the target audience, fulfilling the advertising need and appropriate to the context.

PSO2 [Evaluate] - To put into practice their learning on theory in art, designing and practice whenever encountered with a communication and aesthetic problem.

PSO3 [Analyse] - Demonstrate the ability to critically identify the needs of the society in terms of products services and to come up with the most appropriate, practical, and within the budget, brand solutions through advertising in various media.

PSO4 [Apply] - Apply creativity and aesthetic theories of art and advertising for communication in the form of practical design solutions in accordance with various media.

PSO5 [Understand] -. Understand by conducting research to identify the communication information gaps in a society and experiment with lateral thinking to solve the problem with designing.

PSO6 [Remember] - Gain industry level exposure on graphic designing, applied art, photography, videography, etc.

M.F.A in Visual Media Specialization in Applied Art and Advertising

Course Code	Course Title	L	T	P	C r	ES	Course Code	Course Title	L	T	P	C r	ES	
SEMESTER 1							SEMESTER 2							
21FNA501	Basics of Advertising	3	0	0	3		21FNA511	History of Art	3	0	0	3		
21FNA502	Studies in Visual Aesthetics	2	0	0	2		21FNA512	Internet Advertising	2	0	0	2		
21FNA570	Visualization and Storyboarding Practice	0	2	2	3		21FNA513	Creative Copywriting	2	0	0	2		
21FNA571	Components of Visual Design practice	0	1	2	2			Elective I	2	1	0	3		
21FNA503	Design and Society	2	0	0	2		21FNA575	Anatomy and Sketching Practice	0	2	2	3		
21FNA581	Audiography Lab	0	2	2	3		21FNA576	Advertising Photography and Digital Design Practice	0	1	2	2		
21FNA572	Photography Practice	0	2	2	3		21FNA514	Research methodology for Communication and Media studies	2	1	0	3		
21FNA573	Videography Practice	0	2	2	3		21FNA583	Digital Video Production Lab	0	2	2	3		
21FNA582	Graphic Design Lab	0	2	2	3		21FNA577	Ad Filmmaking practice	0	1	2	2		
21CUL501	Cultural Education				P/F		21AVP501	Amrita Values Programme	1	0	0	1		
	TOTAL				24			TOTAL				24		
SEMESTER 3							SEMESTER 4							
21FNA601	Brand Management	3	0	0	3		21FNA692	Comprehensive and Technical Viva Voce				4		
21FNA602	Intellectual Property Rights for	2	0	0	2		21FNA693	Internship				2		

	media												
	Elective II	2 1 0	3			21FNA694	Project Work in Visual Media		4				
21FNA603	Advanced Illustration	0 1 2	2						TOTAL	10			
21FNA681	Typography Practical	0 1 2	2										
21FNA671	Media Advertisement Practice	0 1 2	2										
21FNA682	Packaging Practical	0 2 2	3										
21FNA690	Live in Lab / Open Elective	2 0 0	2										
21FNA691	Mini Project in Visual Media		3										
21SSK501	Life Skills		P / F										
	Total		22						Total Credits for the Programme	80			
ELECTIVES													
	Elective I								Elective II				
21FNA531	Design and Entrepreneurship Practice	0 2 2	3			21FNA534	Sustainable Designing Practice		0 2 2	3			
21FNA532	Public Service Advertising Practice	0 2 2	3			21FNA535	Video Production for online media Lab		0 2 2	3			
21FNA533	Social Media and Entrepreneurship Practice	0 2 2	3			21FNA536	Product Photography Practice		0 2 2	3			

***One Open Elective** course is to be taken by each student, in the 3rd semester, from the list of Open electives offered by the School.

@ Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for the Open Elective course in the third semester

SEMESTER I

BASICS OF ADVERTISING		
Course Code	L T P	Credits
21FNA501	3 0 0	3

Objectives:

- To Give a basic idea of what advertising is
- To make the students realize the functions of advertising in society.
- To examine the profession of advertising as a business.
- To understand advertising as a creative communication of products services and ideas.
- to introduce the students to various domains of professional practice in the process of developing an advertisement in all the formats like print, broadcast and new digital media.
- To introduce the students to the functions of an advertisement Agency and the career profile of practitioners.

- **Course Outcome (CO)**
- To understand the modern definition of advertising as a profession.
- introduce the basic concept of advertising
- Introduce the element of applied art in advertising
- Teach the basic advertising process
- Introduce the idea of ethics in advertising
- Introduce the idea of visual language used in creative advertising.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	What is advertising? – Evolution - Advertising as a Communication Process - Advertising as a Business Process - Advertising in Business and Society - Audience Categories and Geographical Factors – Differentiation, Positioning, Environment - Segmentation, Positioning Differences, Market Place, Promotions, Measuring Response, Classified Advertisements, Press Release, Product Review.	10
Unit2	How and When Advertising works? Effective Advertising - Market Effects and Intensity of Advertising: Persuasion, Argument and Emotions - Economic Effects of advertising. Presentation of Case Studies.	5
Unit3	Foundations of Modern Advertising: Marketing and Consumer Behavior – Conventional Advertising and Advertising Agencies – New Advertising Agencies - Integrating Advertising with other Elements - Design and Strategies - Message Strategies: Cognitive, Affective, Conative. Appeals in advertising.	10
Unit4	The Structure of an advertising Agency: Details about various departments. Ethical debates in modern advertising: Puffery, Hyperbole, Weasel words, Subliminal advertising, Surrogate advertising, Shock advertising.	5
Unit5	Creativity - Creative Process in Advertising – Copy Writing and Craft of Copywriting - Writing for Print, Visual and Radio - Art Direction – Production and Designing - Using the	10

	Media: Print, Visual and Radio - Advertising in the ICT age - Media Planning and Internet: Effective Use of New Media Tools, Planning and Organizing – Executing the Advertising Process - How to market - Do's and Don'ts of Advertising Techniques.	
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Assigned readings	Reading Advertising and Business magazines
Writing assignments	Ethical debates in advertising discussing contemporary advertising.
Project	Designing Print advertising / Production of a TV Commercial.
Lab or workshop	Designing Print media advertising.
Field work/experience	NA
Online activities	NA
Performances/creative Activities	Presentation of case studies
Learning outcomes	Students will learn the basics of advertising activities in the industry.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

1. Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.
2. Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.
3. Advertising Management, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006
4. Contemporary Advertising, William F Arens, Tata McGraw-Hill Publishing Company Limited, New Delhi, 10 e, 2008.

Studies in Visual Aesthetics		
Course Code	L T P	Credits
21FNA502	2 0 0	2

Objectives:

- To Give a basic idea of Aesthetics and Philosophy.
- To introduce the students to ancient western aesthetics.
- To introduce the students to ancient Indian aesthetics.
- To Introduce the modern concepts of Gestalt
- To introduce the modern concept of visual semiotics.
- To give an overview of schools of art in the west and India

Course Outcome (CO)

- The students learn aesthetics from a philosophic angle
- The students develop higher taste in art expression
- Students learn Gestalt Theory of visual perception
- Students learn the basics of visual semiotics
- Students learn the various art movements in History from an aesthetic point of view.

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Gestalt Theory of Visual Perception: similarity, continuation, closure, proximity, figure/ground, and symmetry & order and a study of their application in Visual art and design.	5
Unit2	Development of Visual Language - Semiotics and Rhetoric. Cases and Application in Art and Design.	5
Unit3	Visual Art and Aesthetics - Understanding visual art and visual culture.	5
Unit4	Indian Aesthetics: Natyasastra - Theories of Bhava, Rasa and Dhvani. Shadanga theory of Indian Paintings.	10
Unit5	Modern aesthetic movements and theories. Willful Suspension of Disbelief, Aesthetic Distance theory, Theory of Verisimilitude, Creativity theories, Empathy theories.	5

Activities

Assigned readings	Reading Gestalt theory, Art History Etc.
Writing assignments	Modern applications of Gestalt in Art and Design
Project	Semiotic analysis of Images, Paintings Photographs and films.
Lab or workshop	NA
Field work/experience	NA
Online activities	Refer online resources
Performances/creative activities	Presentation Art movements
Learning outcomes	Students will learn the basics of aesthetic thoughts of India and the west.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Meaning of Art by Herbert Read
- Art by Clive Bell
- Block, Bruce - 'The Visual Story' Burlington, U.S.A: Elsevier Inc. 2008
- Behrens, Roy R - 'Design in the Visual Arts'. New Jersey: Prentice-Hall Inc. 1984

- Young, Frank M - 'Visual Studies: A Foundation for Artists and Designers'. New Jersey: Prentice-Hall Inc. 1985
- Bergstrom, Bo - 'Essentials of Visual Communication'. London: Laurence King Publishing. 2008

DESIGN AND SOCIETY		
Course Code	L T P	Credits
21FNA503	2 0 0	2

Objectives:

- To strengthen the artistic background of the student to a cognizable level.
- To enable the students to perceive art as part of society
- To enable students to realize that designs as requirements for society
- To enable students to come up with understanding the problems of society and to develop skills to solve the problems through design.
- To enable students to make optimum use of visual language of the society in designing.

Course Outcome (CO)

- Students will observe and learn Indepth the society they live in.
- Students will learn to identity problems faced by that society - communication or otherwise.
- Students will think in terms of design to find a solution.
- Students will learn the communication designing skills to suite to the taste and need of a society

UNITS	MODULE	HOURS NEEDED
Unit1	The nature and purpose of narrative art-Man's desire to repeat pleasant events– Enjoyment of re-creation– Memory and imagination-Origin of Story-Verbal narration.	5
Unit 2	Pre-historic attempts at re-creation -Attempts of the caveman– Non-verbal Communication-Recreation of an event through symbolic art - Flagellants of Mexico- Dionysia of ancient Greeks.	5
Unit3	The Concept of Culture and Civilization. Understanding symbols and symbolism of the society. The theory of Cultural Determinism. Theory of Cultural Relativism. Understanding The Layers of Culture. Reconciliation of cultural differences.	10
Unit4	Different art forms– Environmental Art – Architecture – Sculpting-Performing Art- Literature and Poetry, Drama, Music, Dance, – Photography-Moving images.	10
Unit5	Perception of movement through images-Line of Force - Composition-The Art	10

	of Color and Lighting-Mixing of color lights- Mixing of painter's pigments.	
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Activities

Assigned readings	Illustrated History of Art
Writing assignments	Study of an artist, his or her art works.
Project	Finding out a societal problem and designing content to solve / mitigate the problem.
Lab or workshop	NA
Field work/experience	Study of any society in India.
Online activities	Google Arts Project, Museum of Modern Art, National Galley.
Performances/creative activities	Presentation Art movements
Learning outcomes	The students will learn visual culture and visual art in society.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Prieto, Rosi. A Concise History of Art: The Western World. Kendall Hunt Pub Co, 14 December 2009
- Ball, Victoria Kloss. The Art of Interior Design: A Text in the Aesthetics of Interior Design. Literary Licensing, LLC, 1 October 2011
- Read, Herbert. The Meaning of Art. Faber & Faber; Indian export edition, 20 November 2003
- Moberg, Eric Michael. The Art of Composition. CreateSpace Independent Publishing Platform, 11 September 2012
- Graves, Maitland E. Art of Colour and Design. McGraw-Hill Inc., US; 2nd Revised edition, 1 January 1951
- Arnheim, Rudolf. Art and Visual Perception. University of California Press; 2nd Revised edition, 10 December 2004

Components of Visual Design Practice		
Course Code	L T P	Credits
21FNA571	0 1 2	2

Objectives:

- This is a course aimed at imparting the basic knowledge about visual compositions.
- The course teaches the students how to examine an existing design and its inner readings.
- The course helps the students to apply the principles of design in all their design endeavors.
- The course helps them understand colors and their innumerable combinations.

Course Outcome (CO)

- Students learn to Balance a visual composition, a design or art work.
- Students will learn how to place the layout in order to enhance readability of a design.

- Students will learn how to compose various elements aesthetically and functionally in a space.
- Students will learn the rule of the thirds, diagonal lines etc.
- Students will learn to blend photograph and graphic design; text and other elements o create aesthetically superior and functionally efficient designs.

UNITS	MODULE	HOURS NEEDED (30)
Unit 1	Elements of Visual Design: Texture, Color, Line, Value, Form, Shape, Space. How master artists approached these elements, Light and Shadows. Perspectives, Ariel Perspective, one point, two point and three-point perspectives. different kinds of projection like isometric projection, orthographic projection	10
Unit2	Principles of Visual Design: Law of Unity, Law of Emphasis (Focal Point), Law of Rhythm, Variety, Law of Proportion, Law of Balance, Law of Movement, Contrast, Law of repetition. Linear	5
Unit3	Color Theories: Additive color theories and subtractive color theories, Analogous colors, Complimentary colors. Color mixing, Hues, Values, Saturation using pigments.	5
Unit4	Rule of the thirds, The triangular compositions, the S curve, The diagonal lines,	5
Unit5	Design Project output. Designing for Print, Designing for Web.	5

Activities

Assigned readings	Text books and websites
Writing assignments	NA
Project	Designs in Print and for Web as given
Lab or workshop	Designing for advertisements using Computer graphics Lab facility.
Field work/experience	NA
Online activities	Refer online resources
Performances/creative activities	NA
Learning outcomes	The students will learn to design innovative global standards communication tools and aesthetic art works.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Prieto, Rosi. A Concise History of Art: The Western World. Kendall Hunt Pub Co, 14 December 2009

- Ball, Victoria Kloss. The Art of Interior Design: A Text in the Aesthetics of Interior Design. Literary Licensing, LLC, 1 October 2011
- Read, Herbert. The Meaning of Art. Faber & Faber; Indian export edition, 20 November 2003
- Moberg, Eric Michael. The Art of Composition. CreateSpace Independent Publishing Platform, 11 September 2012
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- Arnheim, Rudolf. Art and Visual Perception. University of California Press; 2nd Revised edition, 10 December 2004

Visualization and Storyboarding Practice		
Course Code	L T P	Credits
21FNA570	0 2 2	3

Objectives:

- To enhance and develop visualization skill.
- To visualize from audio drama and music
- To draw ideation sketches for still frames
- To draw visualization sketches in key frame
- To draw human action using simple quick drawings.

Course Outcome (CO)

- The students will develop clarity in visualization
- The students will develop ability to draw human action in detailed as well as simple ways.
- The students will develop skill to convert text messages to drawings.
- Students will develop skill of sequencing visuals for a video production.
- students will be able to prepare a complete storyboard document.

UNITS	MODULE	NUMBER OF HOURS (40)
Unit1	Listening to audio clips and form mental sound images	5
Unit2	Drawing basic human actions in simple forms as per the mood and emotions from audio clips.	10
Unit3	Drawing the other elements in a scene, like indoors - furniture, lighting, windows, doors etc.	10
Unit4	Learning the art of key framing in reverse order - de- construction method.	5
Unit5	Constructing a full storyboard from a script or text or audio clip, to act as a blueprint for video production.	10

Activities

Assigned readings	Comic Strips and Storyboards
Writing assignments	Writing for storyboard
Project	Deconstructing a story board
Lab or workshop	Fine tuning the drawings in the lab
Field work/experience	NA

Online activities	Online reference of resources
Performances/creative activities	Preparing a storyboard from script or audio.
Learning outcomes	Students will learn to draw storyboards video productions

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Andrew Loomis, Creative Illustration, Titan Books; Illustrated edition (9 October 2012)
- Darrel Rees, How to be an Illustrator, Laurence King (April 2, 2008)
- Austin Kleon, Steal Like an Artist: 10 Things Nobody Told You About Being Creative, Workman Publishing Company; 1st edition (28 February 2012)
- Susan Doyle, History of Illustration, Fairchild Books; Hardback edition (22 February 2018)
- Lawrence Zeegan, Fifty Years of Illustration, Laurence King Publishing.

Photography Practice		
Course Code	L T P	Credits
21FNA572	0 2 2	3

Objectives:

- To explore the history of photography and emergence of technical equipment's.
- Understanding the basic operations and functions of a digital camera.
- To evolve practical knowledge on exposure, depth of field, selective shutter speeds and ISO.
- The course intends to make the students to observe and describe visual qualities that characterize the photographic image.

Course Outcome

- Understand technical and aesthetic differences between traditional and digital photography.
- Technical overview of Focusing and different Basic mode.
- Different camera settings will be trained.
- Make an idea in working with different camera lens.
- Understand types of Shots, Angle and Camera movements

UNITS	MODULE	HOURS NEEDED (40)
1	Bridging Session Introduction to photography, History of Photography, Camera principles. Anatomy of DSLR and mirror less camera. Working of camera. Handling the camera, explaining camera accessories, Explaining image formats – JPEG, RAW.	8
2	Camera & Mode: Auto focusing, AF mode in camera: One Shot AF, AI Servo, AI Focus, Manual controlling your point of focus. Basic mode: Landscape mode, portrait	8

	mode, sports mode, Low Light Portrait, close up mode. Creative Modes -Aperture Priority, Shutter Priority, Program Mode.	
4	<p>Composition Techniques:</p> <p>Lines in Photo Composition- Different Angle: Eye level angle, High angle shots, Birds eye view, Low angle shots, Worm’s eye, Dutch angle shot.</p> <p>Classification of shots: Extreme long shot, long shot, Mid long shot, Mid Shot, Mid close-up, Close up, big close-up, Extreme close-up, Head and Shoulders, Point-of-View Shot, Two-Shot</p> <p>Camera movements – panning for sharpness and blur, tilting</p>	8
4	<p>Camera Exposure: ISO, Aperture, and Shutter</p> <p>Aperture: F-Stop Numbers, Depth of field, shallow depth of field, Deep depth of field</p> <p>Shutter speed: understanding Shutter speed, slow shutter speed- Long Exposure, Light Painting, creative photography.</p> <p>Fast shutter speed - freezing the movement.</p> <p>ISO Values, Low vs High ISO Noise Visibility</p>	8
5	<p>Lens and Filters:</p> <p>White balance and its uses in different lighting situations.</p> <p>Classifications and purpose of Lenses and its uses.</p> <p>-normal lens, wide angle lens, fisheye lens, prime lens, telephoto lens. Focal Length and Angle of view.</p> <p>Choice of different camera Filters, UV Filters, Polarizing Filters, Neutral Density Filters</p>	8

Activities

Assigned readings	Explore newspaper and magazine photography Readings based on each unit
Writing assignments	Different types of Photography Assignment based on each unit
Project	Photo album
Lab or workshop	Workshops on Understanding Lights, People and Photography, Nature and Lens, Art through Lens - Campaign
Field work/experience	Nature Photography
Online activities	The students should analysis other industrial photographer's work.
Performances/creative activities	Presentation of the projects
Learning outcomes	Portfolio preparation and electronic portfolios.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Beginners Photography Guide – by Chris Gatum.
- Understanding Exposure, Fourth Edition - by Bryan Peterson.
- How to Create Stunning Digital Photography- by Tony Northrup's
- Mastering Aperture, Shutter Speed, ISO and Exposure- by Al Judge
- Beginner's Digital SLR Crash Course- by Deep Cove.

Videography Practice Lab		
Course Code	L T P	Credits
21FNA573	0 2 2	3

Objectives:

- Learn to operate a Digital video camera and accessories.
- Practice basic lighting set-up.
- Introduction to professional DSLR cinematography and mobile cinematography.
- Practical knowledge to work for different social media platforms (Mobile gadget filming techniques)
- Training on use and store cameras, accessories and equipment in a safe manner.

Course Outcome (CO)

- Students will be given basic training on different types of digital cameras and accessories.
- Students will get practical training in camera accessories.
- Students will be introduced to DSLR cinematography.
- Students will be given training in both indoor and outdoor lighting.

UNIT	MODULES	Hours Needed(40)
1	Identify different parts, controls and accessories of a Digital video camera. Resolution, frame rates, aperture, gain, audio settings, White balancing. Care and maintenance of camera and accessories.	8
2	Practicing different type of shots and angles, camera movements. Basics of audio and video editing	8
3	Introduction to professional DSLR cinematography	8
4	Introduction to three- point lighting: The key light, the fill light and back light. Bounce and diffused light. Understanding various types of daylight.	8
5	Basic principles of motion pictures - persistence of vision, phi – phenomenon, Basic history of motion pictures, broadcasting systems – PAL, NTSC, SECAM, various digital broadcasting standards -Transmission technologies -	8

	Terrestrial transmission, Cable TV, Satellite Television, DTH, CAS, IPTV- Working of different television systems, CRT,LED, LCD and technology, working of 3D television-Basic introduction about film making.	
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Activities

Assigned readings	Cinematography books, film, advertisement scripts
Writing assignments	Script and shot division
Project	5 minute short film (comedy, drama), short videos, and montage.
Lab or workshop	Hands-on-training on videography
Field work/experience	Shooting
Online activities	NA
Performances/creative activities	Presentation of the project
Learning outcomes	Short film, Promo videos

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)
- Cinematography: Theory and Practice (Blain Brown)
- Motion Picture and Video Lighting (Blain Brown)
- Editing Digital video: the complete creative and technical guide. (Patrick McGrath and Robert M Goodman)

Videography Practice Lab		
Course Code	L T P	Credits
21FNA573	0 2 2	3

Objectives:

- Learn to operate a Digital video camera and accessories.
- Practice basic lighting set-up.
- Introduction to professional DSLR cinematography and mobile cinematography.
- Practical knowledge to work for different social media platforms (Mobile gadget filming techniques)
- Training on use and store cameras, accessories and equipment in a safe manner.

Course Outcome (CO)

- Students will be given basic training on different types of digital cameras and accessories.
- Students will get practical training in camera accessories.
- Students will be introduced to DSLR cinematography.
- Students will be given training in both indoor and outdoor lighting.

UNIT	MODULES	Hours Needed(40)
1	Identify different parts, controls and accessories	8

	of a Digital video camera. Resolution, frame rates, aperture, gain, audio settings, White balancing. Care and maintenance of camera and accessories.	
2	Practicing different type of shots and angles, camera movements. Basics of audio and video editing	8
3	Introduction to professional DSLR cinematography	8
4	Introduction to three- point lighting: The key light, the fill light and back light. Bounce and diffused light. Understanding various types of daylight.	8
5	Basic principles of motion pictures - persistence of vision, phi – phenomenon, Basic history of motion pictures, broadcasting systems – PAL, NTSC, SECAM, various digital broadcasting standards -Transmission technologies - Terrestrial transmission, Cable TV, Satellite Television, DTH, CAS, IPTV- Working of different television systems, CRT,LED, LCD and technology, working of 3D television-Basic introduction about film making.	8

Activities

Assigned readings	Cinematography books, film, advertisement scripts
Writing assignments	Script and shot division
Project	5 minute short film (comedy, drama), short videos, and montage.
Lab or workshop	Hands-on-training on videography
Field work/experience	Shooting
Online activities	NA
Performances/creative activities	Presentation of the project
Learning outcomes	Short film, Promo videos

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)
- Cinematography: Theory and Practice (Blain Brown)
- Motion Picture and Video Lighting (Blain Brown)
- Editing Digital video: the complete creative and technical guide. (Patrick McGrath and Robert M Goodman)

Graphic Design Lab		
Course Code	L T P	Credits
21FNA582	0 2 2	3

Objectives:

- To equip students to produce well-designed works using various graphic design principles,
- To equip students with producing advanced work with images, headlines, text, and graphs in single and multi-page publications as well as three dimensional layouts
- To develop understanding on design and layout techniques for producing high quality documents for print and on-screen delivery.
- To develop understanding on the use of illustrations in design work and how to select the most effective style.

Course Outcome (CO):

- Able to produce digital graphic works
- Develop knowledge on various software used in digital graphics field.
- Able to do photo editing in different software
- Able to use different coloring techniques
- Equipping the students to create special effects with Photography

Modules	MODULE	Hours Needed (40 hours)
1	Image and Phot editing Getting to know and customize the interface, Bitmap image editing basic facts and concepts, how to plan and think about pixel size and crop ratio, Understanding RGB and CMYK color models, Color contrast and color saturation in photos, Restoration and touch-up to improve images, Selection tools techniques for selecting pixels, Layers panel and layer manipulation, Painting and related tools and optional settings, and quick masks, Layer masking and blending techniques and clip groups, Advanced spot channel techniques.	8
2	Painting a color image to grayscale, designing with filters and/or Smart Filters, Tips for unsharp masking, Advanced use of the Curves dialog box, combining color and grayscale images, Creating the metal/steel look, Pixel selection with Quick Selection and Refine Edge, Understanding and creating the five kinds of custom brushes, Using, and editing an opacity mask in the Transparency panel, Using the Mesh tool for complex gradients.	8
3	Illustrations Making a custom Tool panel, understanding paths, views, selection tools, fills and strokes, setting up preferences and color settings, creating basic geometric shapes with the Shape tools, working with the Blend tool/command and its options, creating a compound	8

	path, Transparency panel for blend modes and opacity, Creating clipping masks Applying warp effects and the envelope feature, Understanding the Appearance panel, Creating effects and saving Graphic Styles, Using multiple strokes and fills on one object	
4	Using Illustrators tools to create special effects, creating realistic shadows, creating repeating patterns for fills and borders, drawing 3-D artwork— isometric, dimetric, and trimetric views. Create graphics- and text-intensive publications. Working with layers for efficiency and organization, setting up expert pages in a document, building automatic page numbering and sections, Formatting text using paragraph and character styles, Flowing, threading, and spell-checking text in text frames, adding color using swatches, gradients, and tints.	8
5	Nesting character styles within paragraph styles, loading styles from one document to another, Placing, setting up color management for your publishing workflow, Transparency features including feathering, opacity, drop shadows, etc., Applying transparency settings to text.	8

Activities

Assigned readings	Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media by David Dabner (Author)
Writing assignments	Practical Assignment on Photo Retouching, Image Manipulation, Digital Illustration, Magazine front cover
Project	Print Publishing -Design Magazine to Print
Lab or workshop	Assignment
Field work/experience	NA
Online activities	create a library with Design Elements
Performances/creative activities	Creative posters and graphic works
Learning outcomes	<ul style="list-style-type: none"> • Demonstrate critical thinking and problem-solving skills for project planning, design, and creation. • Create effective print and digital communications, and user experiences through the application of theories, tools, and best practices in the field.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media by David Dabner.
- A real-world guide to building pages in graphic design “Layout Workbook” by Kristin Gullen
- Cool infographics Effective Communication with data visualization and Design by Randy Krum

HISTORY OF ART		
Course Code	L T P	Credits
21FNA511	3 0 0	3

Objectives:

- To understand Art and Art Practices
- To study the details of Prehistoric art to medieval art.
- To study how medieval art inspired designing and typography
- To study Renaissance and Post renaissance art in detail and how it developed a new visual language that which, is followed till date.
- To study ancient and modern Indian art and aesthetics.

Course Outcome (CO)

- Students develop an intellectual taste in art practices of various ages.
- The students develop an ability to derive ideas and inspiration for modern designing
- Students learn color combining skills from modern art movements.
- Students learn the ideals of perspective, chiaroscuro contrapposto and proportions and apply these in their own works.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Pre historic to Gothic Art. Overview of Indian Painting, Sculpture and Architecture tradition. Raise of nationalism - post independent art of India.	5
Unit2	Prehistoric to Gothic Art in Detail: Gothic Sculpture, Gothic Paintings and Gothic Architecture in detail. From Renaissance to Post Renaissance. Renaissance: European art and society of Early renaissance, high renaissance and late renaissance. Late renaissance movements like mannerism, Baroque and Rococo.	10
Unit3	Romanticism to early Impressionism. Romanticism in Detail. Art and Society during romantic period. Romantic movement in the backdrop of French Revolution, Romantic Poetry, Romantic literature.	10
Unit4	Impressionism and Post Impressionism in detail. lives and art of impressionist painters. Post impressionism: Pointillism, Fauvism.	5

Unit5	Expressionism, Suprematism, Bauhaus art movement, Destijl, Abstract Expressionism, Art Nouveau, Cubism, Dadaism, Surrealism, Pop Art	10
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Activities

Assigned readings	Illustrated History of Art
Writing assignments	Study of an artist, his or her art works.
Project	Presentation of Sub movements and lesser-known artists and movements
Lab or workshop	NA
Field work/experience	Vist art galleries
Online activities	Google Arts Project, Museum of Modern Art, National Galley.
Performances/creative activities	Presentation Art movements
Learning outcomes	The students will learn art history through various timelines in history and how it influenced the society.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Craven, Roy C. 'Indian Art: A Concise History'. London: Thames and Hudson. 1976.
- Flexner, Stuart B. et al. [ed]. 'The Random house Library of Painting and Sculpture' [4 volumes]. New York: Random House. 1981.
- Wilkins, David G. and Bernard Schultz. 'Art Past, Art Present'. New York: Harry N. Abrams Inc
- Woods, Gerald, et al [Ed]. 'Art without Boundaries' - 1950 – 70. London: Thames and Hudson. 1972.
- Berger J, Ways of Seeing, London
- Penelope J E Davies, Janson's History of Art, Boston : Pearson, [2016]
- Ernst Gombrich, The Story of Art, Phaidon Press
- Online: Google Arts Project - Google Arts and Crafts
- Online: metmuseum.org
- Online: National Gallery of Art (Various countries)

SEMESTER II

Creative Copywriting		
Course Code	L T P	Credits
21FNA513	2 0 0	2

Objectives:

- To understand the art of creating a creative strategy document.
- To enable the students to prepare a creative brief.
- To enable students to write for Print media advertising

- To enable students to write brochures and booklets and publications
- To enable students to write for the websites and social media platforms.
- To enable students to write Jingles and script television and radio commercials.

Course Outcome (CO)

- Students will learn to prepare a detailed creative brief from a marketing brief.
- Students will learn to Copy for print media advertising including indoor and outdoor media.
- Students will learn to write copy for Brochures, direct mails, booklets etc.
students will learn to write for the web and social media.

UNITS	MODULE	HOURS NEEDED (30)
Unit 1	Understanding marketing brief, writing creative brief, formulating design and positioning strategy and thus crafting a copy platform.	5
Unit2	Understanding and creating copy platforms for: Newspaper advertisement, magazine advertisement, brochure, booklets, flyers, hoardings and posters, copy in Packaging.	5
Unit 3	Creating Copywriting for Direct Mails, Brochures and Booklets and publications.	5
Unit 4	Understanding and creating copy platforms for Broadcast media- Copy for: Radio Spots and TV Commercials. Scripting for Television commercials and Radio spots	5
Unit 5	Scripting for Television commercials and Radio spots, developing lyrics for Jingles.	10

Activities

Assigned readings	Copy from various historical advertisements
Writing assignments	Writing copy for the various given media.
Project	To write complete copy for a brochure or booklet for tourism industry.
Lab or workshop	NA
Field work/experience	Study from the tourism departments.
Online activities	Refer online resources in copywriting.
Performances/creative activities	Presentation of creative copy written for various media.
Learning outcomes	The students will learn the craft of copywriting for advertising in all media.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Robert W. Bly, The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells, Holt Paperbacks; Third Edition, Revised (4 April 2006)
- David Ogilvy, Confessions Of An Advertising Man, Southbank Publishing; REV ed. edition (1 September 2011)
- June A Valladares, The Craft of Copywriting, Sage Publishing - Pune.

- Dixie Maria Carlton, Advertising, Branding & Marketing 101, CreateSpace Independent Publishing Platform; 2nd edition (April 19, 2017)
- Jim Aitchison, Cutting Edge Advertising: How to Create the World's Best Print for Brands in the 21st Century, FT Press; 3rd edition (December 11, 2012)

Research Methodology for Communication and Media Studies

Course Code	L T P	Credits
21FNA514	2 1 0	3

Objectives:

- To introduce basic principles of research, including identifying a research topic; accessing and critiquing scholarly research; writing a literature review; and research ethics.
- To introduce the concepts of research design and qualitative and quantitative methodological approaches to collecting and analyzing data.
- Given the nature of the discipline, the course provides some emphasis on participatory research methods.
- To develop new scientific tools, concepts and theories to solve and understand scientific and non scientific problems
- To enrich the innovative framework of communication research with a multidisciplinary approach.

Course Outcome (CO):

- Essential understanding on the basics of research methodology for pursuing research
- Enabling researchers in writing various research reports, thesis, dissertation, research papers, articles, essays.
- Knowledge of Research Grants and how to write Research Proposals
- Enabling the researchers to approach grassroots level implications on social issues.

UNITS	MODULE	HOURS NEEDED (40 Hrs)
Unit 1	Research Framework and Literature Study Meaning and Concept of research – Motivation and Objectives – Research Methods Vs Methodology – Types of Research - Defining and formulating research Problem – research questions- Importance of Literature Review – Research Design - Execution of the research – Problem, Formation-Observation and data collection – Methods Qualitative – quantitative research in media studies	10
Unit 2	Research Design & Statistics Tools: Sampling – Types of Sampling – Validity – Measurement – construct validity – Reliability- Levels of Measurement – Types of Data – Scaling - Qualitative – Quantitative measures- Hypothesis - testing – Generalization – Variables - Types of Data	10

	– Unit of analysis - Statistical Analysis- Tabulation of data – interpretation – Graphical representation of data – Presenting statistical Data– content analysis–Case Study - non –parametric statistics –chi- square – contingency table analysis – parametric statistics – Mean, Proportion, ‘t’ test – analysis of variance (ANOVA)- Regression and Correlation.	
Unit3	Theoretical Framework for Research Media theories – Philosophy of Research – Structurization of Research –Deduction – Induction - Communication theories - Aesthetics theory of visual communication – character and visual aesthetics – Perception theory – audience research – Semiotics – motion and frame semiotics –Cognitive theory – film theory – narrative theory - cultural aesthetic theories – behavioral theories – Social – New media	10
Unit 4	Art of Research Writing Writing research paper – reviews - presentation of research - Bibliography – APA Style – In text- Citation- plagiarism-Utility of the study - Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables - referencing and footnotes	6
Unit 5	Research aids and Ethics Use of visual aids - Preparing Research papers for journals, Seminars and Conferences –Calculations of Impact factor of a journal, citation - Ethical Issues – Ethical Committees – Reproduction of published material Acknowledgement – Reproducibility and accountability.	4

Activities

Assigned readings	Practice & Seminar on formulating research problem – Presentation & analysis of Case studies
Writing assignments	In text Citation and APA Style Formulation Practice Identification of Research Problem and framing Objectives
Project	Review research article and presentation
Lab or workshop	<ul style="list-style-type: none"> • Hand on Workshop on using Tools and application for Statistical analysis • Seminar on Methods and Theories for Mass media research, perspectives and approaches • Workshop on Writing and structuring Research thesis • Seminar on Ethical issues, responsibilities on researchers, Publication standards
Field work/experience	Working on real-time issues related to Communication, Media and Society

Online activities	Understanding Online tools which support research to become effective
Performance/creative activities	N/A
Learning outcomes	Constructive ideas from overall learning process in the post-graduation which transfer the need for research in grass root level with participatory approach.

References:

- Mass Communication Theory – McQuail Denis (Sage Publication)
- Audience Analysis – McQuail Denis (Sage Publication)
- Mass Media Research – Roger Wimmer & Joseph Dominick
- Methods in Social Research – Kothari C.R
- Basics of Qualitative Research – Strauss Anselm, Corbin Juliet
- Berger, Arthur, (2000), Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publications.
- Visual Communication Theory and Research A Mass Communication Perspective SHAHIRA FAHMY, MARY ANGELA BOCK, AND WAYNE WANTA
- Visual Communication- Research Designs by Keith Kenney
- Social Media, Sociality, and Survey Research Edited by Craig A. Hill, Elizabeth Dean, Joe Murph
- Research Design- Qualitative, Quantitative, and Mixed Methods Approaches, Fifth Edition- John W. Creswell, J. David Creswell

ANATOMY AND SKETCHING PRACTICE		
Course Code	L T P	Credits
21FNA575	0 2 2	3

Objectives:

- To enable the students to understand the anatomy and proportions of Human figure.
- To enable the students to draw contour lines
- To enable students to draw with perspective lines and various angles.
- To enable students to the art of light and shading using hatching and cross hatching techniques.
- To enable students draw live human figure with charcoal and drawing pastels.
- To enable students to render colors and paint human figures in various action poses.

Course Outcome (CO)

- Students will learn to make quick sketches as well as detailed drawing with pen and pencil.
- Students will learn to give details of light and shade using the blending and lifting techniques of charcoal drawing.
- Students will learn to balance light and shade to make their drawings lifelike and realistic.
- Students will learn the manual technique of illustrations for advertising and publications.

UNITS	MODULE	HOURS NEEDED (40)
Unit 1	Nature Study (outdoors) in sketch form, Detailed	10

	rendering and painting.	
Unit2	Object Study (Indoors) Still life drawings, sketching and painting.	10
Unit 3	Live drawing of a human Portrait with maximum details using charcoal.	10
Unit 4	Drawing and Painting Human figure in various poses with Pencil, watercolors, acrylic or oil paint.	5
Unit 5	Creative stylization of human figure and portrait using mixed media, aimed at reproduction and print.	5

Activities

Assigned readings	Read books on anatomy for artists
Writing assignments	NA
Project	Nature study, Object Study and Human Life Study
Lab or workshop	Art Camp / Life study / Nature study workshop
Field work/experience	Outdoor sketching and painting camps
Online activities	Refer online resources
Performances/creative activities	Exhibition of the outcomes.
Learning outcomes	The students will learn the basics of drawing nature, objects and human life forms in action.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Mark Willenbrink , Drawing for the Absolute Beginner: A Clear & Easy Guide to Successful Drawing, North Light Books; Illustrated edition (2 November 2006)
- Ernest Norling , Perspective Made Easy (Dover Art Instruction), Dover Publications Inc. (30 August 1999)
- Andrew Loomis, Drawing the Head and Hands, Titan Books (25 October 2011)
- Andrew Loomis, Figure Drawing For All It's Worth, Titan Books; Facsimile edition (31 May 2011)
- Titan Books; Facsimile edition (31 May 2011), Drawing on the Right Side of the Brain, Tarcher; 4th edition (1 November 2012)

Advertising Photography and Digital Design Practice		
Course Code	L T P	Credits
21FNA576	0 1 2	2

Objectives:

- Familiarize the basic Principles of Composition
- Introduction to Lighting: Outdoor natural lighting and Indoor lighting.
- design and layout techniques for producing high quality documents for print, and on-screen delivery.

Course Outcome (CO)

- Understanding the basic Principles of Composition
- Working under different lighting situation in nature and indoor lighting.
- Students will be able to produce digital graphic works.
- Equipping the students to create special effects with Photography.
- Students will be able to do photo editing in different method
- Students will be able to use different coloring techniques.

UNITS	MODULE	HOURS NEEDED (30)
Module 1	Principles of Composition: The rule of thirds, Balancing Elements, Symmetry and Patterns, Frame within a Frame, Rule of Space, Leading lines. Principles of designing, Design, and visualization Process of image editing	6
Module 2	Introduction to Lighting: Outdoor natural lights lighting, Hard and soft light, direction of light – high, low, in front, behind. Using reflectors. Window Light, Creating silhouette. Image compositing and manipulation, Filters and Advance plugins, corporate branding, logo/Marketing Collateral.	4
Module 3	Indoor lighting: uses of hot shoe flash – bouncing the flash, using flash at night. Lighting accessories used- soft box, reflector, umbrella reflector, snoot, trigger, diffusers- working under different lighting conditions. Infographic Elements and Icon, Advance Illustration Art, Creating UI Elements, Introduction to Printing Design, Product /Branding Design	10
Module 4	Three Point Lighting - the key light, fill light and back light. Portrait Lighting Patterns - Split lighting, Loop lighting, Rembrandt lighting, Butterfly lighting Broad lighting and short lighting. Catchlight. High key and low-key lighting. Marketing Collateral, Product Packaging, Pre-press Design, Working with Pagination, Layout Design	10
Module 5	Portrait Lighting Patterns - Split lighting, Loop lighting, Rembrandt lighting, Butterfly lighting Broad lighting and short lighting. Catchlight. High key and low-key lighting. Magazine Newspaper Catalogue, Print Publishing Design, Interactive Layout, Graphic Design Portfolio.	10

	Portfolio Creation.	
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Activities

Assigned readings	Explore newspaper and magazine photography
Writing assignments	NA
Project	Photo story / Portfolio Creation
Lab or workshop	Introduction to Indoor lighting techniques
Field work/experience	Introduction to Lighting: Outdoor natural lighting.
Online activities	NA
Performances/creative activities	NA
Learning outcomes	Portfolio preparation and electronic portfolios.

Reference Textbooks

1. Complete Guide to Digital Photography – Ian Farrell
2. Understanding Exposure (Fourth Edition) – Bryan Peterson
3. Digital Photography Complete Course- by David Taylor
4. The Digital Photography Book: – Scott Kelby
5. Digital Design: Principles and Practices by John F. Wakerly

Ad Film Making Practice		
Course Code	L T P	Credits
21FNA577	0 1 2	2

Objectives:

- To give practical knowledge in Ad Film Making.
- Practice in Breaking down Script and shot division.
- Make students expert in VFX and Creative lighting skills.
- Make students become professionals in Creative cinematography.
- To give professional training in Art Direction

Course Outcome (CO)

- Students will be capable to make creative Ad films.
- Students will be best at professional script and story board for Ad films.
- Students will get professional training in digital video editing softwares.
- Students will get advanced training in creative lighting skills, and VFX studio.
- Students will be capable to do creative DSLR cinematography using advanced camera accessories.
- Students will get professional training in Art Direction.

UNITS	MODULE	HOURS NEEDED (30)
Module 1	Practicing with lights (Additional lights and Natural lights) dramatic lighting, lighting for film, creative lighting techniques etc.	6
Module 2	Breaking down the script and shot Division.	8

	Digital video and audio editing, advanced VFX.	
Module 3	Creative DSLR cinematography	4
Module 4	Training in Art Direction, DIY (do it yourself) ideas for Ad film making.	6
Module 5	Advanced practice in VFX Studio.	6

Activities

Assigned readings	Cinematography books, film, advertisement scripts
Writing assignments	Script and shot division
Project	Set design for Ad film (Art direction), 30 Sec Ad and 10 sec Ad (Drama, Humorous)
Lab or workshop	Art Direction workshop, Lighting Workshop
Field work/experience	Outdoor shoot
Online activities	Refer online resources
Performances/creative activities	Acting
Learning outcomes	Professional Ad films, Promo videos, Art Direction, Script writing for Ad films

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The 30-Second Storyteller: The Art and Business of Directing Commercials (Thomas Richter)
- Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising (Giuseppe Cristiano)
- Cinematography: Theory and Practice. (Blain Brown)
- Motion Picture and Video Lighting. (Blain Brown)
- Color correction handbook. (Alexis Van Hurkman)

Digital Video production Lab		
Course Code	L T P	Credits
21FNA583	0 2 2	3

Objectives:

- Students study advanced videography techniques.
- Makes students understand concepts in Digital video editing.
- Make students expert in digital video editing for film and television.
- Practice in Breaking down Script and shot division.

Course Outcome (CO)

- Students will be able to capture video and audio of the best quality.
- Will be capable to do professional short films, promotion videos with advanced script and story board.
- Students will get training in advanced lighting and studio workflow.
- Students will get professional training in digital video editing skills.

UNITS	MODULE	HOURS NEEDED (40)
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Module 1	Practicing with lights (Additional lights and Natural lights)	8
Module 2	Breaking down the script and shot Division. Digital video and audio editing, titling, color correction, basic VFX.	8
Module 3	Advanced practice on professional DSLR cinematography	8
Module 4	Working with DSLR's and its accessories, Track and Trolley, other advanced camera movement equipment's.	8
Module 5	Studio Visit, Crane Operations, and Training in Visual effects studio and News studio.	8

Activities

Assigned readings	Cinematography books, film, advertisement scripts
Writing assignments	Script and shot division
Project	5-minute short film (comedy, drama) 30 Sec advertisement, Promo video, News bulletin.
Lab or workshop	Hands-on-training on video editing and video production
Field work/experience	Shooting
Online activities	NA
Performance/creative activities	Presentation of the project
Learning outcomes	Short films, Promo videos, short videos, news studio experts

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)
- Cinematography: Theory and Practice (Blain Brown)
- Motion Picture and Video Lighting (Blain Brown)
- Color correction handbook. (Alexis Van Hurkman)
- Editing Digital video: the complete creative and technical guide. (Patrick McGrath and Robert M Goodman)

Digital Video production Lab		
Course Code	L T P	Credits
21FNA583	0 2 2	3

Objectives:

- Students study advanced videography techniques.
- Makes students understand concepts in Digital video editing.
- Make students expert in digital video editing for film and television.
- Practice in Breaking down Script and shot division.

Course Outcome (CO)

- Students will be able to capture video and audio of the best quality.
- Will be capable to do professional short films, promotion videos with advanced script and story board.
- Students will get training in advanced lighting and studio workflow.
- Students will get professional training in digital video editing skills.

UNITS	MODULE	HOURS NEEDED (40)
Module 1	Practicing with lights (Additional lights and Natural lights)	8
Module 2	Breaking down the script and shot Division. Digital video and audio editing, titling, color correction, basic VFX.	8
Module 3	Advanced practice on professional DSLR cinematography	8
Module 4	Working with DSLR's and its accessories, Track and Trolley, other advanced camera movement equipment's.	8
Module 5	Studio Visit, Crane Operations, and Training in Visual effects studio and News studio.	8

Activities

Assigned readings	Cinematography books, film, advertisement scripts
Writing assignments	Script and shot division
Project	5-minute short film (comedy, drama) 30 Sec advertisement, Promo video, News bulletin.
Lab or workshop	Hands-on-training on video editing and video production
Field work/experience	Shooting
Online activities	NA
Performance/creative activities	Presentation of the project
Learning outcomes	Short films, Promo videos, short videos, news studio experts

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)
- Cinematography: Theory and Practice (Blain Brown)
- Motion Picture and Video Lighting (Blain Brown)
- Color correction handbook. (Alexis Van Hurkman)
- Editing Digital video: the complete creative and technical guide. (Patrick McGrath and Robert M Goodman)

INTERNET ADVERTISING		
Course Code	L T P	Credits

21FNA512	2 0 0	2
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Objectives:

- To give a basic idea of what internet Advertising is
- To introduce the student, the concept of Internet as a marketplace
- To introduce the students about the buying behavior in the internet.
- To introduce the students to the concept of Market segmentation of internet as a market.
- To introduce the concept of search engine optimization.

Course Outcome (CO)

- The student understands Internet as a market.
- The student will learn advertising practices in E Commerce sites
- The students will learn Advertising in Social Media
- The students will learn the use of Artificial intelligence in Internet advertising.

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Internet as a medium of communication – Possibilities – Advantages – Limitations.	5
Unit2	Internet Advertising, an introduction - Targeting approaches - Demographic targeting - Behavioral targeting - Daypart targeting - Geographic targeting - Affinity targeting - Purchase based targeting.	5
Unit3	Online advertising - Reach and frequency - Winning Strategies – Generate brand preference to stimulate sales - Stimulate trial through online coupons, samplings - Creating emotional engagement to promote loyalty - Power of convenience. Conative. Appeals in Internet advertising.	10
Unit4	Standard online advertising formats - Creative factors that Influence display advertising effectiveness - Online video advertising - Games, an engaging medium - Online advertising clutter.	5
Unit5	Search engine marketing techniques - Online shopping and buying - The multichannel marketplace - Online shopper profile - Importance of user-friendly shopping sites - Shopper diversion - Advertising personally, e-mails and word of mouth - Online advertising effectiveness measurement.	5

Activities

Assigned readings	Reading Advertising and Business magazines
Writing assignments	Case studies of e commerce sites
Project	Presentation of case study
Lab or workshop	NA
Field work/experience	NA

Online activities	Learn the advertising trend in social media and e shopping platforms
Performances/creative activities	NA
Learning outcomes	The Students will learn the basics of Internet advertising and E commerce advertising techniques.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.
- Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.
- Advertising Management, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006
- Contemporary Advertising, William F Arens, Tata McGraw-Hill Publishing Company Limited, New Delhi, 10 e, 2008.

SEMESTER III

BRAND MANAGEMENT

Course Code	L T P	Credits
21FNA601	3 0 0	3

Objectives:

- To expose students to the comprehensive and contemporary concepts of professional practice in branding.
- To introduce the concept of brand equity and strategic brand management.
- To enable the students to practice brand management principles in design output.
- To enable the students to design and implement techniques for all the presentable formats like print, broadcast and new digital media.
- To discuss case studies from advertisement history from a perspective of Brand management and advertising.

Course Outcome (CO)

- Students will have a clear understanding of advanced areas of brand management practices in the industry.
- Students will learn to position a brand based of numerous criteria like consumer behavior and market segments.
- Students will learn to practice all the theoretical principles of Brand Positioning.
- Students will learn the subtle concept of brand equity and focus all the practices into brand equity.

UNITS	MODULE	HOURS NEEDED (40)
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Unit 1	Basics of Brand Management and Integrated Marketing Communication (IMC) - Elements of Branding – Brand Identity – Brand Image – Brand communication – Power Branding - IMC Perspectives – Principles of Integrated Brand Promotion (IBP) - Planning Advertising and IBP - Basics of Brand Management and Relationship with Contemporary Advertising - How the Brand Transforms the Business Goals and Vision?	10
Unit2	The Concept of Brand Equity, Identifying and Positioning the Brand, Creating Customer Value, Positioning Guidelines, Planning, Designing and Implementing Brand Marketing Programme, Choosing the Brand Elements, Image, Promotion, Corporate Name, Logos, branding a Product, Customer based Brand Equity, Extensions and Co-branding, Packaging, Labels and Product.	5
Unit 3	Brand Promotion and Strategic Brand Management - Building a Strong Brand: FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch, Media Selection, Trade Promotion and Selling, CRM, Personal Selling, Web Marketing.	5
Unit 4	Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over: Time, Market Segments and Geographic Boundaries, Revitalizing and Changing the Brand Portfolio.	10
Unit 5	CASE STUDIES IN BUSINESS SECTORS: Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc.	10

Activities

Assigned readings	Reading on Brand management books
Writing assignments	Writing Branding strategy and copy
Project	Present a Brand management case study according to Indian scenario
Lab or workshop	NA
Field work/experience	NA
Online activities	Source materials for the study on the advertising of a brand over a period.

Performances/creative activities	Practice all the principles for Mini project in branding.
Learning outcomes	Students will learn about brand management and branding strategies as advanced level.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Strategic Brand Management, Kevin Lane Keller, M.G. Parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.
- Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.
- Donald Miller, Building a Story Brand, HarperCollins Leadership; Illustrated edition (10 October 2017)
- Subroto Sengupta, Brand Positioning, McGraw Hill Education; 2nd edition (25 January 2005) Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.

Intellectual Property Rights for Media		
Course Code	L T P	Credits
21FNA602	2 0 0	2

Objectives:

- To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in media industries.
- To provide basic knowledge on patents, patent regime in India and abroad and registration, copyrights and its related rights and registration aspects, trademarks and registration aspects Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects.
- To make students aware about current trends in IPR and Govt. steps in fostering IPR

Course Outcome (CO)

- Understanding fundamental aspects of Intellectual property Rights to students who are going to play a key role in development and management of innovative projects in media industries.
- Basic knowledge on patents, patent regime in India and abroad and registration
- Understanding copyrights and its related rights and registration aspects
- Understanding trademarks and registration aspects Design and Layout Design Protection and their registration aspects.
- Educating students on current trends in IPR and Govt. steps in fostering IPR and career opportunities related to IPR

UNITS	MODULE	HOURS NEEDED (30)
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Unit1	Introduction to Intellectual Property- Identification of intellectual property, Types of intellectual property and their legal framework, Importance of IP for SMEs, Monetizing IP, Careers in Intellectual Property, Theories of IPR,	6
Unit2	Patents - Elements of Patentability: Novelty, Non- Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board	6
Unit3	Copyrights- Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment, and license of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights, Piracy under Copyright Law, Copyright in Cyberspace, Copyrightability of Movie Titles	6
Unit4	Trademarks- Concept of Trademarks - Various kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non- Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board	6
Unit5	Other forms of IP related to media industry - Design: meaning and concept of novel and original Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection, India`s New National IP Policy, 2016 – Govt. of India step towards promoting IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies	6

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	NA
Lab or workshop	Workshop on Copyright, Patent filing and trademark for media b
Field work/experience	NA
Online activities	Referring case studies
Performances/creative activities	Presentation of projects
Learning outcomes	Basic knowledge on Intellectual property rights needed for a media professional

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
- Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.
- Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
- Bodenheimer, Jurisprudence – The Philosophy and Method of Law (1996) Universal, Delhi
- Fitzgerald, (ed.) Salmond on Jurisprudence (1999) Tripathi, Bombay.
- W. Friedmann, Legal Theory (1999) Universal, New Delhi.
- Paton G. W., Jurisprudence (1972) Oxford, ELBS.
- Dias, Jurisprudence (1994 First Indian re-print), Adithya Books, New Delhi.
- Roscoe Pond, Introduction to the Philosophy of Law (1998 re-print) Universal, New Delhi.
- Hart, H.L.A., The Concepts of Law (1970) Oxford, ELBS 8. Lloyds Introduction to Jurisprudence, Sweet and Maxwell.

Advanced Illustration		
Course Code	L T P	Credits
21FNA603	0 1 2	2

Objectives:

- To expose students to the art and craft of illustrations as a component of narratology.
- To introduce the concept of decorative designing.
- To enable the students to practice digital painting.
- To enable the students to explore design digital platforms for illustrations.
- To enable students to design illustration for info graphics and brand communications.

Course Outcome

- Students will be in a position to draw freehand illustrations using manual and digital tools
- Students will learn to develop symbolism in illustrations and use them in communication.
- Students will learn to do digital drawing and paintings for aesthetic ends and self-expression.
- Students will learn to blend manual and digital illustrations to produce unique, innovative and aesthetically superior designs for advertising.

UNITS	MODULE	HOURS NEEDED (30)
Unit 1	The art of illustrating from nature and objects using manual tools	5
Unit2	Art of illustrating using digital tools, Digital paintings	5
Unit 3	Art of illustrating educational and symbolic messages using integration of manual and digital tools.	5
Unit 4	Illustrating as an extension of storytelling, illustrating for Graphic Novels. Melding drawings and text.	10
Unit 5	Illustrations for advertising, brochure designing, packaging and outdoor advertising.	5

Activities

Assigned readings	Read Graphic Novels
Writing assignments	NA
Project	Prepare a graphic novel (based on small or big story).
Lab or workshop	Digital illustrations and digital painting.
Field work/experience	NA
Online activities	Create digital illustrations for web and social media communication.
Performances/creative activities	Study from nature and ordinary objects around us.
Learning outcomes	Students will learn advanced illustration techniques for advertising and publications and online media.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Andrew Loomis, Creative Illustration, Titan Books; Illustrated edition (9 October 2012)
- Darrel Rees, How to be an Illustrator, Laurence King (April 2, 2008)
- Austin Kleon, Steal Like an Artist: 10 Things Nobody Told You About Being Creative, Workman Publishing Company; 1st edition (28 February 2012)
- Susan Doyle, History of Illustration, Fairchild Books; Hardback edition (22 February 2018)

- Lawrence Zeegan, Fifty Years of Illustration, Laurence King Publishing

Media Advertising Practice		
Course Code	L T P	Credits
21FNA671	0 1 2	2

Objectives:

- To understand the art and craft of making communication design materials.
- To learn the art of Brand Identity designing.
- To enable to design and produce advertisements in all media.
- To be able to work in the agency as a graphic designer and visualizer.
- To be able to be self employed as freelance advertising agency and designer.

Course Outcome (CO)

- The students will learn the art of Brand Identity designing.
- The students will learn to design advisement materials for outdoor media.
- The students will develop skill to design advertisements in Indoor print media
- The students will develop skill to design advertisements in Point of Purchase.
- Students will learn to develop Brochures and direct mails.

UNITS	MODULE	HOURS NEEDED (30)
Unit 1	Designing Logos, crafting taglines. Introduction to digital tools for evaluating the taglines and headlines.	5
Unit2	Understanding brief. Design Thinking according to the need of the advertiser and need of the market.	5
Unit3	Designing Advertisements for Print. Newspaper advertisements, magazine advertisements, posters and hoardings complete with copy and photographs.	5
Unit4	Designing Advertisements for Web and social media complete with photographs and copy text.	5
Unit5	Designing advertisements for Point of Purchase, Stickers, Dangers, shelf displays and Design for packaging.	10

Activities

Assigned readings	Marketing briefs
Writing assignments	Writing copy platform
Project	Advertisements in Print and Online media.
Lab or workshop	Lab work designing advertisements
Field work/experience	NA
Online activities	Refer Online resources
Performances/creative activities	Create Print media advertisements, posters, and

	hoardings.
Learning outcomes	The students will learn in-depth, the technique of advertising practices and production.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Josef Müller-Brockmann , Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers, Antique Collectors Club; Bilingual edition (1 January 1999)
- Beth Tondreau , Layout Essentials: 100 Design Principles for Using Grids (Design Essentials) , Rockport Publishers; Illustrated edition (1 June 2011)
- Ellen Lupton and Jennifer Cole Phillips, Graphic Design: The New Basics: Second Edition, Revised and Expanded, Princeton Architectural Press; 2nd edition (14 July 2015)
- Alina Wheeler, Designing Brand Identity, Wiley; 5th edition (8 December 2017)

Typography Practical		
Course Code	L T P	Credits
21FNA681	0 1 2	2

Objectives:

- To develop good sense of typography
- To master all major styles of calligraphy
- To enable to design any content and develop the typography according to the nature of the content.
- To Be able to customize and personalize any typefaces for logo designing, brand communications etc.
- To design and develop innovative and unique typefaces.

Course Outcome (CO)

- The students will learn all major styles of calligraphy.
- The students will learn to design expressive typography.
- The students will develop skill to practice experimental typography.
- Students will learn about typefaces from historic perspective.
- Students will learn to develop totally new and unique typefaces.

UNITS	MODULE	HOURS NEEDED (30)
Unit 1	Writing Letterforms using Calligraphy. Writing practice in some of the most popular calligraphic styles like Gothic, Italic minuscules and majuscules.	5
Unit2	Understanding and Practicing Expressive typography as a prerequisite for logo designing.	5
Unit3	Understanding and Practicing Experimental typography as a prerequisite for logo designing.	5
Unit4	Studying the typefaces across the world and their	5

	designers like Matthew Carter, Max Miedinger, John Baskerville, Tobias Frere-Jones, Adrian Frutiger, Erik Spiekermann, Claude Garamond, Stanley Morison, Carol Twombly, Jonathan Hoefler, Paul Renner, Jan Tschichold, Hermann Zapf, Indian Typographers etc.	
Unit5	Learning to design new typeface in English and in any Indian Language.	10

Activities

Assigned readings	Reading on typographers
Writing assignments	Calligraphic writing practice
Project	Design a family of new type face
Lab or workshop	Lab work designing and editing typeface
Field work/experience	Taking photographs from nature on Experimental typography
Online activities	Refer online resources
Performances/creative activities	Preparing content in the new typeface designed by the respective student.
Learning outcomes	The students will learn the aesthetics of letter forms and develop their own type faces.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Emil Ruder , Typography: A Manual of Design, Thames & Hudson; 4th ed. edition (1 January 2009)
- Robert Bringhurst, The Elements of Typographic Style, The Elements of Typographic Style
- Ellen Lupton, Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs), Princeton Architectural Press; 2nd edition (6 October 2010)

Mini Project in Visual Media		
Course Code	L T P	Credits
21FNA691		3

Objectives:

The course will be able to produce works of professional standards in Painting, Sculpture, Applied Art, Designing, visual Effects, film making or graphic designing. This enables students to put into practice all the skills they learned throughout the course.

Course Outcome (CO) – subject outcome

1. Students will be able to learn how to prepare for the final project.

2. The students will be able to take up art , advertising, designing, animation andVFX and film making projects to put into practice the skills and knowledge they have learned.
3. Students develop productions of professional standards in film making or communication designing.
4. Projects are assigned to students so that they can use to secure appropriate job and initiate their career.
- 5 Doing the project also enables students to put into practice all the skills they learned throughout the course.

Key Learning:

Every Student must produce a painting or sculpture or applied art project/short film/documentary/social media video content as part of the mini project in media and communication.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

SEMESTER IV

PROJECT WORK IN VISUAL MEDIA

Course Code	L T P	Credits
21FNA694	-	4

Objectives:

- To enable the students to brainstorm and select ideas for fiction and non-fiction films
- To enable the students to brainstorm and select ideas for a fictitious brand idea.
- To enable the students to develop a screenplay for an animated short film.
- To enable students to produce an animated short film using various tools
- To enable the students to compose a concept note
- To enable the students to curate an exhibition event.

Course Outcome (CO)

- The course will enable students to draft a spec script based on the chosen idea
- The course will enable students to do the shot division and develop shooting script
- The course will enable students coordinate the production phase of filmmaking.
- The course will enable students to complete the post production phase of films.
- The course will enable students to produce an animated short film, using various software tools.
- This course will enable students to coordinate and organize film screening sessions as part of their portfolio exhibition.

Project Work for Applied Art and Advertising

Students will work on a selected brand idea approved by the concerned faculty, develop concept note, design logos, work on brand identity, craft copy for each communication design work: like collaterals, newspaper advertisements, magazine advertisements, pop materials, transit advertising ideas, product packaging and product prototype and produce a complete set of

deliverables just as it is performed in the advertising agency. At the end of the project there will be a set of works that will be printed and mounted and curated in an exhibition by the students themselves. Students will submit project record, compiling all the works of the project in a given format. There will be a jury to conduct viva voce based on the presentation by students individually in front of their exhibited works. Each stage of the work is guided by the assigned project guide.

Approximate number of works: 60 to 70

Viva-voce will be conducted by the jury based on the exhibited works.

Project Work for Animation and Visual Effects

Students will work on a selected idea approved by the concerned faculty, develop screenplay and make **an animated short film of duration 3 to 7 minutes**. An assigned faculty will evaluate and provide guidance in different stages of the project. Students will organize film screening sessions as part of their portfolio exhibition. Students will submit project record, compiling all the necessary documents related to the project in a given format.

A Viva-Voce will be held a panel of jury based on the Graduation Films.

Project Work for Digital Film Making

Students will work on a selected idea approved by the concerned faculty and will draft a detailed screenplay and make **a short fiction film of 10 minutes’ duration** and a **non-fiction film of 15 minutes’ duration** as individual projects. Students will get a schedule of 18 weeks to complete the ideation, pre-production, production and post production stages of the films. An assigned faculty will evaluate and provide guidance in different phases of the project. Students will organize film screening sessions as part of their portfolio exhibition. Students will submit a project record, compiling all the necessary documents related to the project in a given format.

A Viva-Voce will be conducted by an external jury based on the Graduation Films.

Activities

Assigned readings	NA
Writing assignments	Writing Concept note and copy platform all advertising material/ Draft story for animated short-film / Completing script work
Lab or workshop	Lab work during production and post production
Field work/experience	Outdoor Shooting Practice
Online activities	Online referencing for designing. / Search online for assets to be used with animated short film/ Online promotion for the film /
Performances/creative activities	Public Exhibition of the completed work
Learning outcomes	Screenplay Writing, Budgeting, and scheduling, Production Phase, Post Production, Designing for Print and curation of exhibition.

Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Internship		
Course Code	LTP	Credit
21FNA693		2

Objectives

- To provide opportunities for students to investigate first-hand knowledge and theories learned in the classroom in connection with the work world.
- To provide opportunity to work in the industry as part of the learning process.
- To enable students to develop work competencies for specific professions and to explore career interests and form networks.
- To provide opportunities to learn from an employer's evaluation of capabilities and talents.
- To provide opportunities for students to develop a professional attitude toward appearance and behavior in the workplace, time management skills, and the ability to prioritize assignments.

Course Outcome

- Develop critical thinking ability and problem-solving ability
- Improve oral and written communication skills
- Improve digital technology know-how
- Develop creative designing, animation and film making skills
- Improve the leadership skills of the students
- Develop professionalism and career management skills

Key-Learning

Students must undertake internship for one and half month in the industry. Student must produce an internship completion certificate and a daily work report with comments from the authorized person.

Semester IV Comprehensive and Technical Viva

Course Code	LTP	Credit
21FNA692		4

Objectives:

- This course aims the students to recollect all the courses taught in previous semesters.
- Questions will be asked from any course from any subject randomly by the expert panel.
- This intends to measure the subject knowledge and improvement of each students

- This course is an application based, where they apply the theories, models and statistics whatever they have learned in their research and communication classes and write a research paper and dissertation for fulfilling the course requirements for Journalism students and for Visual Media and Communication & Fine Arts students the viva will be based on their Project work where there is application of all the courses.

Course Outcome:

- Put into practice all the theories learnt.
- Based on the knowledge acquired after producing and directing films and documentaries the students will be in a position to express their expertise in the practical and technical nuances.
- Identify and engage with relevant theory and concepts, relate these to the agreed upon methodologies and evidence, and draw appropriate conclusions
- Based on the knowledge acquired after producing advertisements and comprehensive communication design, the applied art students will be in a position to express their expertise in the practical and technical nuances.
- Communicate research concepts and contexts clearly and effectively both in writing and orally.

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Key Learning:

The Journalism students will be able to conduct research in various fields of mass communication and journalism and which can be published in reputed journals. The dissertation evaluates critical and analytical skills of the students and their ability to construct coherent and logical arguments in order to support or negate a proposed hypothesis. Students are required to work on a research paper on any area of their choice within the broad area of mass communication. The Applied art and Advertising Students will have the theoretical knowledge and creative skills to effectively solve any design problem and build brands with advertising. The Animation and VFX Students will effectively know all the techniques and skill to meet the requirements in the entertainment, communication, and healthcare and education industry. The Digital film making and Visual Media and Communication students will be proficient in their chosen field of activity and apply the knowledge acquired during the learning process.

ELECTIVES

SEMESTER III Elective 2

Product Photography Practice

Course Code	L T P	Credits
21FNA 536	0 22	3

Objectives:

- Familiarize with product photography
- Understanding tabletop photography
- Practical knowledge freezes the motion photography.

Course Outcome.

- Understanding the tabletop photography.
- Working under different freeze the motion photography.
- Understanding the jewelry photography.
- Developing idea in Automobile Photography.

UNITS	MODULE	HOURS NEEDED (40)
Module 1	Tabletop Photography: Flat-lay Tabletop Photography, Stylized Tabletop Photography, White Background Tabletop Photography	6
Module 2	Freeze the Motion Photography. Creating splashes with water, sand, powder, or anything you can think of.	4
Module 3	Jewellery Photography. Backdrop: Take jewelry photography on white background, creative backdrops position your lighting, take photos from different angles. Jewelry photography with model.	10
Module 4	Food photography Taking photos under natural lighting and indoor lighting	10
Module 5	Automobile photography Introduction about automobile photography. Shoot at the right time of day, choose your background, take driving shots, pan for motion blur, shooting interiors, night time car photography with artificial light.	10

Activities

Assigned readings	Explore newspaper and magazine photography
Writing assignments	NA
Project	Product photography assignment and presentation.
Lab or workshop	Studio lighting, professional portfolio
Field work/experience	Shooting outdoors.
Online activities	NA
Performances/creative activities	NA
Learning outcomes	Portfolio preparation.

Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Art and Style of Product Photography: J. Dennis Thomas
- Lighting for Product Photography: The Digital Photographer's Step-By-Step Guide to Sculpting with Light: Allison Earnest

SEMESTER II Elective 1

Design and Entrepreneurship Practice		
Course Code	L T P	Credits
21FNA531	0 2 2	3

Objectives:

- To enable the students to take up an advertising designing work a client.
- To enable the students to Pitch for new contract.
- To enable students to develop design thinking.
- To enable students to design and produce all the works involved in communication design

Course Outcome (CO)

- The course will enable students to work like one person agency.
- The course will enable students to Do budgeting by themselves.
- The course will enable students to learn the process of Pre-Press.
- The course will enable students interact with the client with preliminary works.
- The course will enable students to organize produce the final output and do media release and get payment.
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UNITS	MODULE	HOURS NEEDED (40)
Unit 1	Introduction to Entrepreneurship Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, digital design, and entrepreneurship. Creating Marketing tools and Corporate communication tools.	8
Unit2	Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company), mission, vision, and strategy formulation Finding Prospective clients. Collecting Client Brief, Creative a strategy plan for designing.	8
Unit3	Communication Importance of communication, barriers, and gateways to communication, listening to people, the power of talk, personal selling, risk taking & resilience, negotiation	8

	Understanding client Problems, selection of Media, Budgeting.	
Unit4	Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories. Designing for Prepress, Photography, Videography and Sound, Editing and getting client approval / suggestions	8
Unit5	Incorporating the client suggestions and preparing the final draft. Design Production stage. Presentation to client. Media planning and release.	8

Activities

Assigned readings	Reading on business organizations
Writing assignments	Writing client brief and strategy
Project	Designing the Portfolio
Lab or workshop	Lab work in designing
Field work/experience	Taking Printouts
Online activities	Preparing presentations.
Performances/creative activities	Presentation in front of jury and public.
Learning outcomes	Student will learn the practical aspect commercial designing.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Emil Ruder , Typography: A Manual of Design, Thames & Hudson; 4th ed. edition (1 January 2009)
- Robert Bringhurst, The Elements of Typographic Style, The Elements of Typographic Style
- Ellen Lupton, Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs), Princeton Architectural Press; 2nd edition (6 October 2010)

SEMESTER II Elective 1

Public Service Advertising Practice		
Course Code	L T P	Credits
21FNA532	0 2 2	3

Objectives:

- This course is a comprehensive course in public service advertising.
- Students develop an understanding the communication needs of a society especially rural society and design educational messages in the form of non commercial advertisement.

- Students get to study a great deal on society and the government schemes for the benefit of citizens at large.
- Students learn to plan the media outreach customized for societies and design their production accordingly.

Course Outcome (CO)

- Students learn to design minimal text, image intensive posters for rural areas.
- Students design mass media advertisements and campaigns for public hygiene, public safety and sustainability practices among all sections of society.
- Design posters and transit advertising and hoarding aimed at promoting women empowerment and women safety.
- Knowledge about government schemes for welfare and safety of citizens.
- Students will understand the pulse of the society and their needs.

UNITS	MODULE	HOURS NEEDED (40)
Unit 1	Understanding Public Service, noncommercial advertising, and planning advertising campaigns in print and online media on Literacy mission, public hygiene, and anti-social-evil campaigns.	8
Unit2	Rural Advertising: Designing posters and hoardings for villages in regional language on issues of public interest like Public Hygiene, Sustainable farming practices and small scale industries, Health awareness etc.	8
Unit3	Designing Newspaper ad magazine campaigns informing / announcing Govt. schemes and programs.	8
Unit4	Designing mass media medical advertising aimed at public health sectors, vaccination, immunization, and preventable diseases - information to be sourced from govt direct.	8
Unit5	Public awareness advertising aimed at Urban society on various issues, programs, and schemes.	8

Activities

Assigned readings	Text books and websites
Writing assignments	Writing copy various advertisements
Project	Complete Productions according to the demands of each module.
Lab or workshop	Designing for advertisements using Computer graphics Lab facility.
Field work/experience	Study of Rural society, field trips.
Online activities	Web and social media based campaigns.
Performances/creative activities	Production of Advertising, communication tools.
Learning outcomes	Students will learn to design public awareness

	campaigns in various media.
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Prieto, Rosi. A Concise History of Art: The Western World. Kendall Hunt Pub Co, 14 December 2009
- Ball, Victoria Kloss. The Art of Interior Design: A Text in the Aesthetics of Interior Design. Literary Licensing, LLC, 1 October 2011
- Read, Herbert. The Meaning of Art. Faber & Faber; Indian export edition, 20 November 2003
- Moberg, Eric Michael. The Art of Composition. CreateSpace Independent Publishing Platform, 11 September 2012
- Graves, Maitland E. Art of Colour and Design. McGraw-Hill Inc., US; 2nd Revised edition, 1 January 1951
- Arnheim, Rudolf. Art and Visual Perception. University of California Press; 2nd Revised edition, 10 December 2004

SEMESTER II Elective 1

Social Media and Entrepreneurship Practice		
Course Code	L T P	Credits
21FNA533	0 2 2	3

Objectives:

- This course is designed for those who be, actively starting a new venture involving social media technologies as a tool for business.
- The practical course will train the students to understand the concepts on strategy involve in entrepreneurship.
- Deals extensively with the dynamics of new industries such as those characterized by digital media.

Course Outcome (CO)

- To Determine the elements of online innovation.
- To Describe alternative online growth strategies.
- To Analyze the process of innovation and industry disruption.

Module	MODULE	HOURS NEEDED (40)
1	Introduction to social media, The Social Media Landscape, Identify Your Target Audience, Social Media Strategy and Planning, Social Media Measurement, The Role of Content in social media, social media for business	8
2	introduction to Entrepreneur, the skills and traits required to be an entrepreneur, social media tools management, Creative and Design Thinking, decision process, skill gap analysis.	8

3	Introduction to various form of business organization. mission, vision, and strategy formulation Finding Prospective clients, Branding Matters, Build and Document Your Brand, Brand Framework	8
4	Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories.	8
5	Discovering and targeting the Right Audience in World of Digital Media, Social Media Marketing, Marketing Attribution.	8

Activities

Assigned readings	Business message and analyzing, justifying, and evaluating which social media channel you should use to present the business message.
Writing assignments	Writing a business message and analyzing, justifying, and evaluating which social media channel you should use to present the business message.
Project	NA
Lab or workshop	NA
Field work/experience	online/ offline Internship
Online activities	Analyzing Social media content relate with development of business and entrepreneurship.
Performances/creative activities	Planning a marketing strategies and plan to promote the brand through social media to develop the nature of entrepreneurship
Learning outcomes	Students will learn the entrepreneurship practices in social media in accordance with latest trends.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Understanding social media by Varinder Taprial, Priya Kanwar
- Strategic Communication, social media and Democracy Edited by W. Timothy Coombs, Jesper Falkheimer, Mats Heide and Philip Young
- Sven Layers of Social media Analytics Gohar F. Khan
- Social media strategy marketing, advertising, and public relations in the consumer revolution second edition Keith A. Quesenberr
- PITCH PERFECT Communicating with Traditional and Social Media for Scholars, Researchers, and Academic Leaders WILLIAM TYSON Foreword by Robert Zemsky
- From Corporate to Social Media Critical perspectives on corporate social responsibility in media and communication industries Marisol Sandoval

SEMESTER III Elective 2

Sustainable Design Practice		
Course Code	L T P	Credits
21FNA534	0 2 2	3

Objectives:

- The aim of this course is to bring about the consciousness of sustainability into the designer's mind.
- Students would design sustainable materials for practical use.
- Sustainability is emphasized with typography to bring about sustainable outcome.
- Environment friendly product designing methods would be dealt with.

Course Outcome (CO)

- The students will develop the sense to design objects with reusability in mind.
- The students will develop design products that can easily change form and be use elsewhere.
- Students will learn the idea of designing that can easily be recycled.
- Students will create awareness to refuse the use of plastic and such toxic contaminants.

UNITS	MODULE	HOURS NEEDED (40)
Unit 1	Overview of paper making with non-cotton plant fibers to reduce dependence on new sources.	8
Unit2	Box making using simple handmade paper for gift and brand packaging.	8
Unit3	Re-design product packets and bags that can be reused	8
Unit4	The art of recycling design materials for reuse.	8
Unit5	Awareness campaigns for reduce, reuse and recycle.	8

Activities

Assigned readings	Book and websites
Writing assignments	Writing copy for packaging
Project	Sustainable Packaging production complete
Lab or workshop	Designing for packaging sustainable designs
Field work/experience	Study of shelf appeals and display in supermarkets
Online activities	Resources from the net
Performances/creative activities	Production of creative packaging.
Learning outcomes	Students will learn to live by environmentally friendly lifestyle and incorporate it into brand business.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Sarah Roncarelli , Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials), Rockport Publishers (1 June 2010)
- Marianne R. Klimchuk, Packaging Design: Successful Product Branding from Concept to Shelf, John Wiley & Sons (22 September 2006)

- Giles Calver, What is Packaging Design?, Rotovision (1 July 2007)
- Grip , Best Practices For Graphic Designers Packaging: An essential guide for implementing effective package design solutions, Adams Media (18 April 2014)
- Paul Jackson , Structural Packaging: Design your own Boxes, 3D Forms, Laurence King Publishing; Illustrated edition (13 February 2012)

SEMESTER III Elective 2

Sustainable Design Practice

Course Code	L T P	Credits
21FNA534	0 2 2	3

Objectives:

- The aim of this course is to bring about the consciousness of sustainability into the designer's mind.
- Students would design sustainable materials for practical use.
- Sustainability is emphasized with typography to bring about sustainable outcome.
- Environment friendly product designing methods would be dealt with.

Course Outcome (CO)

- The students will develop the sense to design objects with reusability in mind.
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- Students will learn the idea of designing that can easily be recycled.
- Students will create awareness to refuse the use of plastic and such toxic contaminants.

UNITS	MODULE	HOURS NEEDED (40)
Unit 1	Overview of paper making with non-cotton plant fibers to reduce dependence on new sources.	8
Unit2	Box making using simple handmade paper for gift and brand packaging.	8
Unit3	Re-design product packets and bags that can be reused	8
Unit4	The art of recycling design materials for reuse.	8
Unit5	Awareness campaigns for reduce, reuse and recycle.	8

Activities

Assigned readings	Book and websites
Writing assignments	Writing copy for packaging
Project	Sustainable Packaging production complete
Lab or workshop	Designing for packaging sustainable designs
Field work/experience	Study of shelf appeals and display in supermarkets
Online activities	Resources from the net
Performances/creative activities	Production of creative packaging.
Learning outcomes	Students will learn to live by environmentally

	friendly lifestyle and incorporate it into brand business.
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Sarah Roncarelli , Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials), Rockport Publishers (1 June 2010)
- Marianne R. Klimchuk, Packaging Design: Successful Product Branding from Concept to Shelf, John Wiley & Sons (22 September 2006)
- Giles Calver, What is Packaging Design?, Rotovision (1 July 2007)
- Grip , Best Practices For Graphic Designers Packaging: An essential guide for implementing effective package design solutions, Adams Media (18 April 2014)
- Paul Jackson , Structural Packaging: Design your own Boxes, 3D Forms, Laurence King Publishing; Illustrated edition (13 February 2012)

SEMESTER III

Video Production for Online Media Lab		
Course Code	L T P	Credits
21FNA535	0 2 2	3

Objectives:

- Make students experts in DSLR cinematography.
- Practice in Breaking down Script and shot division.
- Make students expert in digital video editing for online media.
- Make students become professionals in digital videography.
- Advanced training to make short promo videos for social media.

Course Outcome

- Students will be able to capture video and audio in best quality.
- Will be capable to do professional short films and ad films with advanced script and story board.
- Students will get professional training in both pc digital video editing software and android video editing apps.
- Students will get training in advanced lighting, studio workflow, and VFX.
- Students will be capable to do professional camera movements with advanced camera accessories

UNITS	MODULE	HOURS NEEDED (40)
Module 1	Practice in Advanced editing. Training on editing different aspect ratio videos in both pc software and android video editing applications.	10
Module 2	Breaking down the script and shot Division. Digital video and audio editing, titling, color correction, and advanced VFX.	10
Module 3	Practice professional DSLR cinematography	8

Module 4	Working with DSLR's and its accessories, Track and Trolley, other advanced camera shots and movement using equipment like gimbal, drone, Steadicam, wire-cam, slider etc.	6
Module 5	Practice in title graphics and transition effects	6

Activities

Assigned readings	Cinematography books, film, advertisement scripts
Writing assignments	Script and shot division
Project	15-minute short film (comedy, drama) 30 Sec advertisement
Lab or workshop	NA
Field work/experience	NA
Online activities	Promotional videos for online media.
Performances/creative activities	NA
Learning outcomes	Professional Short films, professional ad films, Promo videos, VFX

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The 30-Second Storyteller: The Art and Business of Directing Commercials (Thomas Richter)
- Cinematography: Theory and Practice. (Blain Brown)
- Motion Picture and Video Lighting.(Blain Brown)
- Color correction handbook. (Alexis Van Hurkman)
- Editing Digital video: the complete creative and technical guide. (Patrick McGrath and Robert M Goodman)
- The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers (EranDinur)