B.Sc. Visual Media
Curriculum and Syllabus 2021

PROGRAMME OUTCOMES (PO)

PO1. Critical Thinking
Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Effective Communication
Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Social Interaction
Develop a network of people, elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4: Effective citizenship
Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5: Ethics
Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6: Environment & sustainability
Understand the issues of environmental contexts and sustainable development, in order to maintain the balanced relationship between the community and media.

PO7: Self-directed and lifelong learning
Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO1: Understand the nature and basic concepts of Visual communication, journalism, advertising, corporate communication, electronic media, new media, communication research, Graphic and Designing

PSO2: Analyse the contemporary media scenario in association with socio political environment in India and its relationship with other nations.

PSO3: Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, editing and designing journal.

PSO4: Understand the applications of communication theories, research in the fields of advertising, corporate communication, electronic media, print and new media, Graphics and designing.

PSO5: Industry level exposure to students on photography, Videography, designing, journalism etc**.**

CURRICULUM 2021 onwards

Course Code	Course Title	L T P	Cr		Course Code	Course Title	L T P	Cr		
	SEMESTER 1					**SEMESTER 2**				
21ENG101	Communicative English	2 0 2	3		21ENG111	Professional Communication	1 0 2	2		
	Language Paper I	2 0 0	2			Language Paper II	2 0 0	2		
21FNA103	Mass Communication - Theories and Models	2 1 0	3		21FNA113	Print Journalism and Feature Writing	2 1 0	3		
21FNA104	Multimedia Graphics and Animation	3 0 0	3		21ENV200	Environmental Science and Sustainability	3 0 0	3		
21FNA102	Introduction to Visual Arts	2 1 0	3		21FNA111	Basics of Digital Video Production	2 1 0	3		
21FNA105	Technological Foundation for Visual Media	2 1 0	3		21FNA184	Basics of Digital Video Production Lab	0 2 2	3		
21FNA101	Digital Graphic Designing Practice	0 1 2	2		21FNA112	Introduction to Audio	2 0 0	2		
21FNA181	Photography Practice	0 2 2	3		21FNA183	Audiography Lab.	0 1 2	2		
21CUL101	Cultural Education I	2 0 0	2		21FNA182	Advanced Digital Designing Practice	0 1 2	2		
					21CUL111	Cultural Education II	2 0 0	2		
	TOTAL		**24**					**24**		
	SEMESTER 3					**SEMESTER 4**				
21SSK201	Life Skills I	1 0 2	2		21SSK211	Life Skills II	1 0 2	2		
21FNA201	Broadcast Journalism	2 1 0	3		21FNA211	Film Studies and Analysis	2 1 0	3		
21FNA284	Broadcast Journalism Practice	0 1 2	2		21FNA212	Online Journalism	2 1 0	3		
21FNA203	Web Publishing	2 1 0	3			Elective A		3		
21FNA285	Web Publishing Lab	0 1 2	2			Elective B		3		
21FNA283	Basics of Animation Lab	0 2 2	3			Open Elective I		3		
21FNA281	Advanced Digital Video Production Lab	0 2 2	3		21FNA286	Layout Designing Practice	0 2 2	3		
21FNA282	Anchoring and Media Presentation Skills	0 1 2	2		21CUR111	Current Affairs 1	0 2 2	3		
21AVP201	Amrita Value Programme I	1 0 0	1		21AVP211	Amrita Value Programme II	1 0 0	1		
21FNA202	Introduction to Advertising	3 1 0	3							
	TOTAL		**24**			**TOTAL**		**24**		
	SEMESTER 5					**SEMESTER 6**				
21FNA301	Constitution and Media Ethics	2 1 0	3		21FNA398	Internship and Portfolio Presentation		6		
21FNA302	Introduction to Media Organizations	2 1 0	3		21FNA399	Project		10		
	Elective C		3			**TOTAL**		**16**		
	Elective D		3							
21FNA390*	Open Elective II / Live-in-Lab*	3 0 0	3							
21FNA391	Minor Project		4							
21SSK301	Life Skills III	1 0 2	2							
21CUR301	Current Affairs 2	0 2 2	3			**TOTAL credits for the programme**		**136**		
	TOTAL		**24**							
				ELECTIVES						
	ELECTIVE A (any one)					**ELECTIVE B (any one)**				
21FNA331	Fundamentals of Feature Writing	2 1 0	3		21FNA341	Environmental Journalism	2 1 0	3		
21FNA332	Health Communication	2 1 0	3		21FNA342	Introduction to Typography	2 1 0	3		
21FNA333	Introduction to Brand Management	2 1 0	3		21FNA343	Public Relations & Corporate Communication	2 1 0	3		
21FNA334	Introduction to Screenplay writing	2 1 0	3		21FNA344	Science Communication	2 1 0	3		
21FNA335	Media & Gender Studies	2 1 0	3		21FNA345	Visualization Techniques for film Making	2 1 0	3		
	ELECTIVE C (any one)					**ELECTIVE D (any one)**				
21FNA351	Advanced Photography Lab	0 1 4	3		21FNA361	Art Direction for Advertising Lab	0 1 4	3		
21FNA352	Copy Writing for Advertising Practice	0 1 4	3		21FNA362	Film Appreciation and Analysis Lab	0 1 4	3		
21FNA353	Development-Communicational-Video Production Lab	0 1 4	3		21FNA363	Niche Journalism Practice	0 1 4	3		
21FNA354	Technical and Professional Writing for Media Practice	0 1 4	3		21FNA364	Titling & VFX Lab	0 1 4	3		
				LANGUAGES						
	Paper I					**Paper II**				
21HIN101	Hindi I	2 0 0	2	B	21HIN111	Hindi II	2 0 0	2	B	
21KAN101	Kannada I	2 0 0	2	B	21KAN111	Kannada II	2 0 0	2	B	
21MAL101	Malayalam I	2 0 0	2	B	21MAL111	Malayalam II	2 0 0	2	B	
21SAN101	Sanskrit I	2 0 0	2	B	21SAN111	Sanskrit II	2 0 0	2	B	
21TAM101	Tamil I	2 0 0	2	B	21TAM111	Tamil II	2 0 0	2	B	

SEMESTER I

Digital Graphic Designing Practice		
Course Code	**L T P**	**Credits**
21FNA101	0 1 2	2

Objectives:
- To introduce the multiple image types and to select best application of each for graphic design, print and the photography
- Utilize effectively multiple methods of manipulating the existing artwork and workspace.

Course Outcome (CO)
- Students will be able to produce digital graphic works.
- Students will get knowledge on various software used in digital graphics field.
- Students will be able to do photo editing in different software.
- Students will be able to use different coloring techniques.
- Students will be equipped to create special effects with Photograph.

Modules	MODULE	Number of Hours (30)
Module 1	Image Editing Software - Working with Layers, Making Selections, Incorporating Color Techniques, Placing Type in an Image, Using Painting Tools, Working with Special Layer Functions, Creating Special Effects with Filters, Enhancing Specific Selections, Adjusting Colors, Using Clipping Groups, Paths, & Shapes, Transforming Type, Liquefying an Image, The Photoshop Environment, Palette and the palette well, creating custom workspaces, opening images, using the file browser, image magnification, viewing document information, moving the image, undoing mistakes and the history palette, Displaying drawing guides, making measurements. Adding annotations setting preferences.	5

Module 2	Bitmap images vector images image size and resolution settings, scanning images, placing files, color modes and models, color mode conversion, previewing color difference between operating, color management, foreground, and background colors, using the color picker, selecting with the color palette, selecting colors with the eyedropper tool, selecting colors with the swatch's palette.	5
Module 3	Painting tools, the brush tool blending modes the pencil tool the magic eraser tool, using the art history brush tool, using history brush, Brush settings using the brushes palette, making selections selection basics, filling and stroking, Layers, using layers and layer sets, advanced layers, layer styles, masking layers, creating clipping groups, text basics	6
Module 4	Drawing, raster's vector, choosing channels and masking, blending channels and layers, manipulating images, cropping images, getting to know the work area, using the tools, Basic photo corrections resolution and image size, making automatic adjustments, replacing colors in an image, Retouching, and repairing, retouching on a separate layer	7
Module 5	working with selections, layer basics, Marks, and channels, correcting and enhancing digital photographs, typographic design, Vector drawing techniques, about paths and the pen tool, advanced layer techniques, creating paths to clip a layer, vector compositing, creating links within an image, Vector Drawing - Draw basic shapes, Draw objects, Create vector images, then edit those vector images quickly and easily, Add color to your work, Use blends, gradients, and patterns, Create symbols to place into your work to save time, Create layers and masks, Add graphs to your documents, Add text to your documents – and even to your objects and shapes, Create drawings, business cards, brochures.	7

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	Photo retouching, image manipulation, digital illustration
Project	Print Publishing -design cover of a magazine.
Lab or workshop	Workshop on Graphic designing
Field work/experience	NA
Online activities	Refer online resources
Performances/creative activities	Create Magazine Layout
Learning outcomes	Visualization and designing. Process of image Editing.

- 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 (Author).

INTRODUCTION TO VISUAL ARTS		
Course Code	**L T P**	**Credits**
21FNA102	2 1 0	3

Objectives:

- To understand the language of the visuals.
- To learn the elements and principles of compositions
- To learn color theory and its practical applications in design.
- To have an overview of the art movements of the world from prehistoric to contemporary times.
- To have an overview of Indian art from ancient to modern times.

Course Outcome (CO)

- Students will develop appreciations of visual arts in general.
- Students will develop a skill to compose and design almost anything for communication.

- Students will develop an interest to pursue advanced courses in design and arts for post-graduation.
- Students will start appreciating art and culture from all over the world.
- Students will develop a love and taste for Indian art practices.

UNITS	MODULE	HOURS NEEDED
Unit1	Elements and Principles of Composition and design: Balance, Emphasis, Rhythm, Proportion, Blind Spots and Hot zones, Isolation, Dominance etc. Directional lines-Golden Section and Rule of the Third	5
Unit2	Color Theory: Understanding Primary, Secondary Tertiary colors, Color Mixing, Complimentary and Analogous colors, Color Temperature, Color psychology.	5
Unit3	History of Western Art: Prehistoric Art-Egyptian Art-Greek Art-Roman-Byzantine-Gothic Art-Renaissance-Baroque Art-Romanticism	10
Unit4	Modernist Movements: Impressionism - Expressionism - Dadaism and Surrealism - History of Indian Art: Indus Valley to Vedic Art - Buddhist Art - Medieval Hindu Art - Mughal Art - Indian Miniature Tradition	10
Unit5	Indian Art in the 20th century-Raja Ravi Varma, Amrita Sher-Gil, Rabindranath Tagore and the Bengal School - Modernist Movements in Indian Art	10

Activities

Assigned readings	Janson's History of Art, The Story of Art, Illustrated History of Art, Google Art project.
Writing assignments	Presentation: Analysis of any Masterpiece work from History of Art.
Project	NA
Lab or workshop	Screening of Art works and documentaries on art
Field work/experience	Visit to Contemporary Art Gallery
Online activities	Google Art project.
Performances/creative activities	NA
Learning outcomes	Visual art appreciation, History based innovations and new ideas while designing and producing art works.

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

Reference Text Books

1. Berger J, Ways of Seeing, London
2. Penelope J E Davies, Janson's History of Art, Boston : Pearson, [2016]
3. Ernst Gombrich, The Story of Art, Phaidon Press

Mass communication Theories and Models		
Course Code	**L T P**	**Credits**
21FNA103	2 1 0	3

Objectives:

- To introduce students to the mass media theories.
- To gain an understanding of the theoretical perspectives that direct mass media research.
- To understand the development of Mass Communication models.
- To develop the ability to apply communication perspectives in critically analyzing mass communication research

Course Outcome (CO)

- Identify, explain, and compare theoretical concepts
- Understand different forms of communication and barriers to effective communication
- Understand different types of media effect theories and how they are applicable in the field of mass media
- Understand different models of communication
- Apply the key concepts of each theory and be able to apply them to everyday life situations, events, and/or communication artifacts.

UNITS	MODULE	HOURS NEEDED (Total 40 hours)

Unit1	Keyword: Definition of communication- need for communication- Communication and Language- Communication and Information- Types of Communication-Intrapersonal, Interpersonal, Group and MassCommunication- Elements of Communication- Barriers to communication 7 Cs of Communication - Verbal, Non-Verbal Communication & Body Language	7
Unit2	Introduction to Mass Media. Content and Nature of Mass Media, Impact & Influence of Mass Media - Differentiate between Mass Communication & Mass Media. Means &Tools of Mass Communication	6
Unit3	Types of Mass Media, Traditional & Folk Media, importance of traditional media print: Books, Newspapers, Magazines Broadcast: Television, Radio, Films, Internet, Advertising, Public Relations	9
Unit4	Models of communication – Aristotle model – Shannon & Weaver model – SMCR model – Lasswell's model – Schramm's model – Circular model – Dance model – New Comb's model – Gerbner's model	9
Unit5	Different types of theories-Hypodermic Needle Theory, Two-step & Multi-step Theory, Uses & Gratification Theory Normative Theories of the Press-Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Totalitarian theory, diffusion and innovation theory.	9

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Select programmes and news and identify theories applied in it
Project	Group discussions according to the unit
Lab or workshop	Workshop on Communication theories, Seminar on Communication and Society

Field work/experience	NA
Online activities	Referring to internet for identifying the applications of more theories
Performances/creative activities	Presentation of the projects
Learning outcomes	Understanding communication, communication theories and models

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

Reference Text Books

1.Mass Communication Theory: Denis Mcquail

2.Mass Communication: Rowland Lorimer

3.The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)

4.Mass Communication Effects: Joseph Klapper

5.Mass Communication & Development: Dr. Baldev Raj Gupta

6.Mass Communication in India: Keval J Kumar

7.Mass Communication Journalism in India: D S Mehta

8.The Story of Mass Communication: Gurmeet Singh

MULTIMEDIA, GRAPHICS AND ANIMATION		
Course Code	**L T P**	**Credits**
21FNA104	3 0 0	3

Objectives:
1. To learn the basics and Fundamentals of Multimedia.
2. To introduce Multimedia components and Tools.
3. To understand how Multimedia can be incorporated in mass media
4. To provide a comprehensive introduction to different techniques related to art for animation
5. To understand basic terminology, progress, issues, and trends.
6. To study the various application of art in creating animation and design works

Course Outcome:

1. Students will be able to use the text, image, sound and video to delivering message and content in meaningful ways.

2. Students will get an idea about the multimedia hardware's used.
3. Students will be able to use different animation tools.
4. Students will also understand graphic designing techniques.
5. Students will be able to get an idea about internet and its applications.
6. Students will get a basic idea about animation principles.

Key Learning:

UNITS	MODULE	HOURS NEEDED (Total 40)
Unit 1	Introduction: What is Multimedia? – Introduction to making Multimedia - Multimedia Skills - Software, Hardware, creativity – Macintosh and Windows Platforms – Memory and Storage devices - Input devices, Output Hardware or devices, Communication devices - Basic software tools - Text Editing, Word processing, OCR Software, Painting and Drawing tools - 3-D Modeling and Animation tools, Images and Sound editing - Animation, Video, Digital Movie tools	10
Unit 2	Making instant Multimedia – Multimedia Authoring tools - Card based authoring tools, Time based authoring tools, Cross platformauthoring tools - Choosing an Authoring tools	4
Unit 3	Multimedia Building Blocks: Text - The power of meaning, fonts, and faces, using text in multimedia, Computers and text, Font editing and design tools, Hypermedia, and hypertext - Multimedia Building Blocks: Sound – The power of Sound, Multimedia System sounds, preparing audio, Making MIDI audio, MIDI vs. Digital Audio, Audio file formats, Adding sound to your project, Production tips - Multimedia Building Blocks: Images - Making still images, Color, Image File formats, 3D drawing and Rendering, Colors and File format	10
Unit 4	Multimedia Building Blocks: Animation – The power of motion, Principles of Animation, making animation that work - Multimedia Building Blocks: Video - Using video, how video works, AnalogDigital Display Standards, Digital video, Recording and format, Shooting and editing video, Video tips	10
Unit 5	Multimedia and the Internet: The Internet and how it works – Internet History - Inter addresses, Connections, Bandwidth - Tools for World Wide Web – Designing for the World Wide Web - Role of multimedia, Working of the web	6

Activities

Assigned readings	Textbook and reference books
Writing assignments	Assignments will be given from all the units
Project	NA

Lab or workshop	Demonstrating Basic Multimedia practical on Image editing, Text editing, Audio editing, Animation & Video Editing
Field work/experience	NA
Online activities	Quiz
Performances/creative activities	NA
Learning outcomes	Basic knowledge in Multimedia

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

Textbook:

Tay Vaughan – Multimedia (Making it work) - Tata McGraw-Hill – ISBN-0-07-047276-9

Reference:

Nigel Chapman – Digital Multimedia – Wiley – ISBN – 81-265-0489-7
John F. Koegel Buford – Multimedia Systems – PEARSON – ISBN – 81-78-08-162-8

Technological Foundation for Visual Media		
Course Code	L T P	Credits
21FNA105	2 1 0	3

Objectives:

- To provide the students with basic scientific knowledge, required to understand the technical concepts in Visual Media.
- To enable the students, familiarize the technology and concepts in visual media, through a theoretical perspective.

Course Outcome (CO)

- Students will be able to describe and relate visual phenomena with the help of concepts from optics and other branches of physics.
- Students can understand simple optical instruments and their structure.
- Students will be able to choose and use different photographic lenses, based on purpose.
- Students will be able to understand and use different digital image file formats used on visual media.

Key Learning:

Optics, Understanding Light, Optical Instruments, Image formation, Photographic lenses, SLR Camera, Digital Image, Image File Formats, Human vision,

UNITS	MODULE	HOURS NEEDED
Unit1	Introduction: Need for Scientific knowledge in Visual media Basics of Optics: Properties of light Optical phenomena: Reflection, Refraction-TIR Uses of scientific concepts in visual Media	8
Unit2	Simple Optical Instruments: Mirrors, Image formation with concave mirror Lenses: Concave and Convex lenses, Image formation with lenses Imperfections in lenses: aberrations	10
Unit3	Photography and optics: pinhole and lens in camera, lens elements, Classification of camera lenses based on mechanism, focal length and usage.	8
Unit4	Camera: Structure and components of an SLR Camera, Types of cameras, sensor size, megapixel, Digital Image: digital image formats, need for postprocessing, color channels	8
Unit5	Understanding Vision: Human eye and Camera, Comparison- Structural and functional, binocular vision.	6

Activities

Assigned readings	Optics for Photography
Writing assignments	Light – As we understand.
Project	NA
Lab or workshop	Workshops on a) Eye and Camera and b) Emerging technologies in visual media.
Field work/experience	NA
Online activities	Prepare a document on upcoming technology in Visual Media.
Performances/creative activities	Image file formats and file sizes- finding the right format for the purpose
Learning outcomes	Optics, Understanding Light, Optical Instruments, Image formation, Photographic lenses, SLR Camera, Digital Image, Image File Formats, Human vision

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

Reference

- Basic optics and optical instruments, by Fred A. Carson
- Opticalman 3 & 2" by Fred A. Carson

Photography Practice		
Course Code	**L T P**	**Credits**
21 FNA 181	022	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 (Total 40 hours)
Unit1	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.	4
Unit2	Applying Focusing: Auto focusing, AF mode in camera: One Shot AF, AI Servo, AI Focus, Manual controlling your point of focus. Basic mode: Landscape mode, portrait mode, sports mode, night portrait, close up mode. Creative Modes -Aperture Priority, Shutter Priority, Program Mode.	6

Unit3	Aperture: F-Stop Numbers, Depth of field, shallow depth of field, Deep depth of field Shutter speed: understanding Shutter speed, slow shutter speed- Long Exposure, Light Painting, creative photography. Fast shutter speed - freezing the movement. ISO Values, Low vs High ISO Noise Visibility	10
Unit4	White balance and its uses in different lighting situations. Choosing diverse types of lenses and its uses. - normal lens, wide angle lens, fish eye lens, prime lens, telephoto lens. Focal Length and Angle of view. Choice of different camera Filters, UV Filters, Polarizing Filters, Neutral Density Filters	10
Unit5	Different Angle: Eye level angle, High angle shots, Birds eye view, Low angle shots, Worm's eye, Dutch angle shot. 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 Camera movements – panning for sharpness and blur, tilting	10

Assigned readings	Explore newspaper and magazine photography
Writing assignments	Diverse types of Photography
Project	Photo story,
Lab or workshop	• 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 photographers work.
Performances/creative activities	
Learning outcomes	Portfolio preparation and electronic portfolios.

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

Reference

1. The Beginners Photography Guide – by Chris Gatcum.

2.   Understanding Exposure, Fourth Edition - by Bryan Peterson.

3.   How to Create Stunning Digital Photography- by Tony Northrup's

4.   Mastering Aperture, Shutter Speed, ISO and Exposure-   by Al Judge

5.   Beginner's Digital SLR Crash Course- by Deep Cove.

Semester II

21FNA182 Advanced Digital Design Practice		
Course Code	**L T P**	**Credits**
21FNA182	0 1 2	2

Objectives:

- Familiarize the basic principles of composition
- Introduction to Lighting: Outdoor natural lighting and Indoor lighting.
- Students will learn the basic tools.
- Students will learn how graphic designers work with professional photographers and will learn how to source online stock photography.
- Students will be introduced to raster-based graphic design programmes.

Course Outcome:

- Understanding the basic Principles of Composition
- Working under different lighting situation in natural and indoor lighting.
- Expose the students to the immense professional opportunities in graphic design industry.
- A working knowledge of design elements and how to use them.
- An introduction to design vocabulary needed to evaluate solutions and communicate as a designer.
- Students will get an overview of digital imaging and design and the integral role it plays in graphic design.
- Explanation of the various specialties within the industry of graphic design. An understanding of role of graphic design in future.

UNITS	MODULE	Total hours (30)
Module 1	Principles of Composition: The rule of thirds, Balancing Elements, Symmetry and Patterns, Frame within a Frame, Rule of Space, Leading lines.	6

	In this module, students will learn basic photo manipulation tools, and will begin putting design elements and principles into practice. Students will begin to make decisions using the visual language of a designer. By doing simple studies.	
Module 2	Introduction to Lighting: Outdoor natural lighting, Hard and soft light, direction of light – high, low, in front, behind. Using reflectors. Window Light, Creating silhouette. Different types of color perception, critical elements and principles of color that create meaningful design, to manipulate color using basic color tools.	6
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. An understanding of the basic tools for photography. An understanding of vocabulary, resolution, and file formats. The ability to create an impacting photographic composition. The ability to crop and manipulate photographs to enhance meaning. An introduction to layout and advert design.	6
Module 4	Three Point Lighting - the key light, fill light and back light. Black and white photography. Tools and vocabulary associated with printing and photography. Students will display a working knowledge of the concepts in this unit by completing a studio style photo shoot. They will also create their first advert design.	6
Module 5	Wildlife and Nature Photography, Panoramic photography techniques. Macro photography techniques. Landscape photography. An understanding of the creative process. The ability to generate, analyze, edit and refine concepts. Students will follow the creative process to define their own goals for the projects in the unit, will teach students the importance of marketing themselves and their work. Students will begin to refine their professional portfolio; design a personal identity system, learn basic professional practices and how to further their design education.	6

Activities

Assigned readings	Explore newspaper and magazine photography
Writing assignments	NA
Project	Students will learn how to design a personal identity system and create a professional graphic design portfolio with a design system in place with photography. Photo story.
Lab or workshop	Studio lighting, professional portfolio
Field work/experience	Nature and wildlife / Photo Manipulation
Online activities	Create advertisements, book jackets, posters, product packages.
Performances/creative activities	Students will identify which programmers are right for each design task by using the appropriate image editing, vector designing and layout software for their projects.
Learning outcomes	Portfolio preparation and electronic media

Reference:

- Complete Guide to Digital Photography – Ian Farrell
- Understanding Exposure (Fourth Edition) – Bryan Peterson
- Digital Photography Complete Course- by David Taylor
- The Digital Photography Book: – Scott Kelby
- Graphic Design school: A Foundation Course for Graphic Designers Working in Print,
- Moving image and Digital Media by David Dabner
- The Graphic Design Reference & Specification Book Everything Graphic Designers Need to Know Every Day. by Aaris Sherin, Irine Lee, Poppy Evans

Basics of Digital Video Production		
Course Code	**L T P**	**Credits**
21FNA111	**2 1 0**	**3**

Objectives:

- To give an overview on the basic history of the development of motion picture.
- To give an idea on the basics of visual language.
- Students will be able to analyze the basic aspects of cinematography of fiction and documentary films.

- Students will be able to apply the basics of composition, lensing, shot selection in their video production works.
- Students will be able to do video production assignments applying all the basic principles.

Course Outcome (CO)

- Students will write professional quality reviews in periodicals and online platforms on different aspects of cinematography and editing
- Students will apply the basic theoretical knowledge in camera work for TV Program Production.
- Students will be equipped with the basic theoretical knowledge to edit short videos and short fiction films.
- Students will be equipped with the skills to work in professional video production.

UNITS	MODULE	HOURS NEEDED (Total: 40)
Unit1	**Basic Principles of Motion Picture:** Illusion of Motion, Early History of Motion Picture. Analog and digital technology, Technical Features: Frame Rate, Aspect Ratio, Different Camera's, Shooting Formats, Depth of Field	5
Unit2	**Introduction to Visual Language:** Concept of Shots, classification of shots, subjective and objective shots, camera movement, Principles of Visual Language- Headroom, lead room, positive and negative space, Lines, Triangles, Balanced and Unbalanced Framing, Open and Closed Framing	10
Unit3	**Understanding Exposure:** Exposure and Light Relationship, Aperture, Shutter, ISO	10
Unit4	**Understanding the Equipment:** Features of Camera, Camera Lens, choosing a Lens, different types of Lenses, Light Gathering Power of Lens, Lens Perspective, Foreshortening, Lens Filters, Camera Support Systems-Tripod, Jib, Steadicam, Dolly, Crane, Drones	8

Unit5	**Basics of Editing:** Functions of Editing, Basic grammar of editing, Spatiotemporal dimensions of Editing, Principles of Continuity Editing-180 Degree Rule,30 Degree Rule, Basic Transitions, Alternatives to Continuity Editing	**7**

Activities

Assigned readings	Technical reviews on films, TV Shows and Web Series focusing on cinematography
Writing assignments	Prepare reviews on cinematography, Analysis of the works of renowned cinematographers
Project	'Cineku' Projects with 3 shots, Continuity films
Lab or workshop	Screening and analysis of films, short films and documentaries
Field work/experience	Visits to television and film studio's
Online activities	Publish blog entries on cinematography, Create and publish short videos for online streaming platforms
Performances/creative activities	Presentation of the project
Learning outcomes	Visual Language, Concept of Exposure, Technical Aspects of Videography

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

Reference

- Video Production: Vasuki Belavadi
- Filmmakers Handbook: Steven Ascher &Edward Pincus
- Cinematography: Theory and Practice: Blain Brown
- 5C's of Cinematography: Joseph V Mascelliq
- Television Production: Jim Owens& Gerald Millerson

Introduction to Audio		
Course Code	**L T P**	**Credits**
21FNA112	2 0 0	2

Objectives:
- To introduce students to the basic principles of audio recording
- To give and idea about usage of sound in visual media.
- To familiarize students with methods of using sound for media production.

Course Outcome (CO)

- Students will be able to understand and appreciate the usage of sound in film and media.
- Students will be able to understand the working principle of audio equipment used in media production.
- Students will be able to decide on and plan for effective usage of sound for their projects.

Modules	MODULE	Hours Needed (30)
Module 1	History and evolution -	3
Module 2	Properties of Sound – Amplitude, Frequency and wavelength,	5
Module 3	Equipment overview - basic principles of microphones and loudspeakers, types of microphones, polar patterns	7
Module 4	Usage of sound in media - Diegetic and Non-diegetic sound, SFX, dialogue, Background music, Sync sound, Foley	8
Module 5	Sound Editing Process – Transitions, Sound Bridge, off-screen sound, sonic flashbacks, Silence	7

Activities

Assigned readings	Assignment will be given based on each unit
Writing assignments	-Assignments will be given based on each unit
Project	NA
Lab or workshop	Workshop on sound
Field work/experience	NA
Online activities	Create a sound library of royalty free sound files
Performances/creative activities	NA
Learning outcomes	Students will have an understanding of audio production and they will be able to create audio tracks for multimedia output.

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

Reference
- "Film Sound: Theory and Practice, Elizabeth Weis & John Belton
- "Sound for Film and Television", Tomlinson Holman, Focal Press

Print Journalism and Feature Writing		
Course Code	**L T P**	**Credits**
21FNA113	2 1 0	3

Objectives:

- To equip students to write well-constructed news stories.
- To impart relevant skills for finding and creating story ideas, locating news sources and gathering news.
- Writing polished news and feature stories for publication in student online publication.
- Developing story ideas and editing stories for publication.

Course Outcome (CO)

1. Students will be able to impart relevant skills for finding and creating story ideas.
2. Students will be able to conduct various types of interviews.
3. Students will be able to locate news sources and gather news.
4. Students will be taught to write different types of news articles.
5. Students will be oriented towards responsible reporting and editing.

UNITS	MODULE	HOURS NEEDED [Total hours needed-40 hours]
Unit1	**Introduction to news writing**: News: Definition, types, news value, techniques of newsgathering. Sources of News: Traditional Sources, Media Sources, Cross Media Sources, ethical issues regarding sources, Gate-keeping and validation of news sources. History of Print Media in India	9
Unit2	**Structure of a news report**: Types of leads: inverted pyramid style, hour glass style and nut	7

	graph. Different types of news stories-hard news, soft news, articles, and editorials. Covering beats, press conferences, speech reports seminars, press releases. Reporting for a news agency, specialized reporting like investigative journalism, etc.	
Unit3	**Making of a newspaper**-bureau, desk-major responsibilities of reporters and editors Speed Vs accuracy, objectivity, and credibility - challenges posed by new media to newspapers.	6
Unit4	**Introduction to feature writing**: Definition, structure, characteristics, types. Process: Ideas and research, tools and techniques. Kinds of features: Profiles; middles, columns, human interest stories, travel writing, opinion pieces and editorials; book reviews, movie reviews, music reviews, narrative writing.	8
Unit5	**Magazine reporting**: Current trends, style and future, difference between writing for magazines and newspapers Types of interviews – Different Interviewing styles and techniques – interview writing methods - dos and don'ts.	10

Activities

Assigned readings	Reading different types of news stories and features appearing in both newspaper and magazines
Writing assignments	Crafting different types of news stories and feature articles

Project	Making hand-made newspapers
Lab or workshop	Workshop of Print Journalism
Field work/experience	Field reporting
Online activities	Searching for different stories in web
Performances/creative activities	Interactive reporting and collection of news stories
Learning outcomes	Write news and feature stories that meet the publication standards of the online student magazine. Systematically apply rules of structure tomedia writing. Integrate writing, reporting, and storytelling techniques in their work.

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

Reference

- James Glen Stovall- Journalism; Who, What, When, Where, Why and How. PHI New Delhi(2005)
- 2. H F Harrington and Elme Scott Watson - Modern Feature Writing , Harper & brothers, New York
- and London(1993)
- 3. Carole Rich- News Writing and Reporting, Cengage Learning(2010)
- 4. F. Fedler - Reporting for the Print Media, Oxford University Press, USA; 9 edition (March 24, 2008)
- 5. P. N. Williams - Investigative Reporting and Editing, McGraw Hill,USA
- Friedlander, Jay and Lee, John. Feature Writing for Newspapers and Magazines, Pearson Education, 2004.
- Franklin, Jon. Writing for Story, Plume Printing, 1994.

- Mencher, Melvin. News Reporting and Writing, McGraw-Hill Higher Education, 2010.
- Cappon, Rene J. The Associated Press Guide to News Writing, ARCO (Thomson Learning), 2005.

Audiography Lab		
Course Code	**L T P**	**Credits**
21FNA183	0 1 2	2

Objectives:
- To introduce students to the equipment used for audio recording.
- To introduce students to the audio recording process in an acoustic studio

Course Outcome
- Students will be able to do audio recording in a sound studio.
- Students will be able to use audio editing software for media production

Modules	MODULE	Hours Needed (30)
Module 1	Working with different microphones, and audio mixers	6
Module 2	Software and hardware for audio editing and mixing.	6
Module 3	Recording and editing in studio environment.	6
Module 4	Introducing advance audio editing techniques.	6
Module 5	Production – create soundscape for a short video	6

Activities

Assigned readings	Reading based on each unit
Writing assignments	NA
Project	Create soundtrack for a short film
Lab or workshop	NA
Field work/experience	NA
Online activities	NA
Performances/creative activities	Create a stereo soundtrack with panning effects
Learning outcomes	Sound production process in an audio studio

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

Reference
- "Film Sound: Theory and Practice, Elizabeth Weis & John Belton
- "Sound for Film and Television", Tomlinson Holman, Focal Press

Basics of Digital Video Production Lab		
Course Code	**L T P**	**Credits**

21FNA184	0 2 2	3

Objectives:

- To give awareness about how to capture video and audio with a digital video camera and its accessories.
- To introduce video making using mobile phone.
- To make the students to handle every type of digital video camera in the industry.
- To give a basic idea about telling a story by combining video and audio using various digital video and audio editing platforms.
- To make the students use digital editing and multiple video elements together (images, sound, interviews, music, archival footage) to convey a message, tell a story, and achieve communication goals.
- Training on use and store cameras, accessories and equipment in a safe manner.

Course Outcome (CO)

- Students will be capable to do small scale video works for online media and TV
- Students will be capable to do basic audio and video editing works through both android and pc editing software.
- Students will get basic knowledge about news studio workflow.
- Students would understand different type of shots using in both online media platform and big screen.
- Students will get basic lighting techniques.

Modules	MODULE	Hours Needed (40)
Module 1	Familiarizing both digital video camera and DSLR camera and its accessories, White balancing	8
Module 2	Practicing different type of shots for both vertical and horizontal screens.	8
Module 3	Familiarizing basics of professional video editing using Adobe Premier pro CC. Familiarizing android video editing application. Practicing basic editing techniques.	8
Module 4	Working with different light source- indoor outdoor	8
Module 5	Introduction to Professional DSLR cinematography.	8

Activities

Assigned readings	Video production books; Film, advertisement scripts. Basic lighting techniques
Writing assignments	Basic Script writing.
Project	Montages, Group vice 30 sec short film without

	dialogues, 5 min short film with basic video, audio and lighting, 30 sec News story
Lab or workshop	Video editing lab, Basic lighting workshop
Field work/experience	NA
Online activities	NA
Performances/creative activities	Short films, short videos
Learning outcomes	Short films, News story, Montages,

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

Reference Text Books

- Video Production (Vasuki Belavadi)
- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)

SEMESTER III

Broadcast Journalism		
Course Code	**L T P**	**Credits**
21FNA201	2 1 0	3

Objectives:

- To familiarize the students with the basic elements of broadcasting.
- To motivate the students to take up further studies and careers in broadcast media**.**
- To understand the development of Broadcast Journalism.

Course Outcome (CO)

- To equip students with the production process in broadcast media (radio and television)
- Students are made familiar with the aesthetics of sound and its application in various radio programme formats
- To equip students with different stages of television programme production both in news and entertainment programmes.
- Students are made familiar with conducting various types of interviews

UNITS	MODULE	HOURS NEEDED (42)
Unit1	Keyword: History & Development of Broadcast Journalism. Brief History, Evolution & development of Radio journalism- Globally & in India. Brief History of the development of TV journalism- Globally & in India. Introduction to broadcasting –definition of broadcasting	6
Unit2	Keyword Characteristics of Radio and Television Organizational structure of radio and television stations – Prasarbharathi Act, code of ethics prepared by broadcast ministry for broadcast media	8
Unit3	Radio- The Grammar& Aesthetics of Radio: Radio formats: simple & complex-radio talk, drama, chat shows, phone in/phone out programmes running commentary, news bulletins, interview, talk show, discussion, jingles, public service advertisements and other radio commercials, features and documentaries, Radio magazines Special abilities required for each format writing for radio.	8
Unit4	Keyword television news production Television News Gathering the Camera –News for TV Finding the Story and Sources Packaging Ethical issues in TV Journalism the Construction of Real-Life Presenting Reality News/Debates/ Opinions, Breaking News Interviews the Soap Constructing Reality in Reality Shows, Consuming Television Measurement of Viewership: TAM, TRP etc	10
Unit5	Television programme production Types of telecasting, Production standards. Phases of Production. Role of Crew in Television Production, an overview of direction, art direction, floor management-indoor & outdoor, production management, budget preparation.	10

Activities

Assigned readings	Assigned readings from library resource will be given for each unit to present a seminar
Writing assignments	Assignment will be given for each unit
Project	Radio and television programmes
Lab or workshop	Production of radio and television programmes

Field work/experience	NA
Online activities	Referring international media contents and preparing case studies
Performances/creative activities	Presentation of programmes
Learning outcomes	Production of Radio and television programmes

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

Reference

- Jim Owens, (2017), Video Production Handbook.
- Andrew Utterback, (2015), Studio Television Production and Directing: Concepts, Equipment, and Procedures
- Herbert Zettl, Television Production Handbook.
- Allen, Robert c and Hill Annette Hill, The Television Reader, Routledge, Ed-2004
- News Bulletins in English and Hindi on National and Private Channels (as teaching material).
- Debates and Talk Shows on National and Private Channels (as teaching material
- Aspinall, R.(1971) Radio Production, Paris:UNESCO
- Flemming, C.(2002) The radio Handbook, London: Routledge.
- Keith, M.(1990) Radio Production, Art& Science, London: Focal Press.

Introduction To Advertising		
Course Code	**L T P**	**Credits**
21FNA202	3 1 0	3

Objectives:

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

Course Outcome

- Students will be able to produce advertisements for various media like TV, Newspaper and Online Media

- Students will understand the techniques of ideation and designing for diverse types of advertising media
- Students will be able to create advertisements in different layouts and sizes.
- Creating an awareness on the structure and various types of advertisements in the traditional media as well as new media.
- Understanding of advertising as an essential marketing tool.

UNITS	MODULE	HOURS NEEDED
Unit1	What is Advertising? – Evolution - Advertising as Communication Process - Advertising as a Business Process - Advertising in Business and Society - Audience Categories and Geographical Factors – Types of medium in advertising. Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Electronic Media (Radio, Television, Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media), Characteristics, merits & Demerits of above media, media scenes in India.	5
Unit2	Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising. Introduction to advertising agency-Structure and functions of an agency - Leading agencies in India- Diversification and competition – full-service agencies – multinational clients – challenges and opportunities.	5
Unit3	Foundations of Modern Advertising: Marketing and Consumer Behavior – Conventional Advertising and Advertising Agencies –Problems of reaching in rural audience and markets. - Factors influencing the choice of Media -Media Scheduling - Evaluation of Advertising effectiveness. Importance and difficulties, Methods of measuring advertising effectiveness, Pre-testing and Post testing.	10
Unit4	Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget. career path in the Advertising industry -	10

	Research for Advertising and Promotion.	
Unit5	Ethical debates in advertising- Surrogate, Subliminal and Shock advertising, Puffery, Weasel words, Hyperbole. Cases of ethical violations -Advertising Standards Council – Social and cultural issues – Global regulations Practical component.	10

Assigned readings	Read on creative Advertising and marketing theories.
Writing assignments	NA
Project	Create a full advertisement for Print and Television.
Lab or workshop	Sourcing materials for presentation from Lab
Field work/experience	NA
Online activities	Sourcing from the internet
Performances/creative activities	NA
Learning outcomes	Analyzing and Evaluating Advertisements and Understanding the knowledge process thereof.

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

Reference

- William F Arens, Contemporary Advertising, Tata McGraw-Hill Publishing Company Limited, NewDelhi, 10 e, 2008.
- James Twitchell , Twenty Ads That Shook the World: The Century's Most Groundbreaking Advertising and How It Changed Us All, Crown; New edition (26 December 2001)

- Amitabh Kant, Branding India: An Incredible Story, HarperCollins (7 May 2009)

- Manendra Mohan, ADVERTISING MANAGEMENT: Concepts and Cases, McGraw Hill Education; 1st edition (1 July 2017)

- David Ogilvy, Ogilvy on Advertising, RHUS; 1st Vintage Books ed edition (12 March 1985)

Web Publishing		
Course Code	**L T P**	**Credits**
21FNA203	210	3

Objectives:

- To define the principle of web page design
- To define the basics in web design
- To visualize the basic concept of HTML.
- To recognize the elements of HTML.
- To introduce basics concept of CSS (Cascading Style Sheets).
- To develop the concept of web publishing.
- To be able to embed social media content into web pages.

Course Outcome (CO)
- Students will develop the skill & knowledge of web page design.
- Students will understand the process of authoring web pages using HTML5 and CSS.
- Students will develop skills in analyzing the usability of a web site.
- Students will learn techniques of responsive web design

Modules	MODULE	Number of Hours (40)
Module 1	Web Design Principles, Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, designing navigation bar, Page design, Home Page Layout, Design Concept, HTML & CSS, Basics in Web Design, Brief History of Internet, what is World Wide Web, Why create a web site, Web Standards, Audience requirement.	8
Module 2	Introduction to HTML 5, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Page Layouts, Meta Tags.	8
Module 3	Elements of HTML, Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms, and controls, Iframes, Media Tags, Fonts, Position Property,	8
Module 4	Compound CSS Selectors, Display, Pseudo-Classes, Introduction to Cascading Style Sheets, Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling(Background, Text Format, Controlling Fonts), Working with block elements and objects, Working	8

Module 5	with Lists and Tables, CSS Id and Class, Box Model(Introduction, Border properties, Padding Properties, Margin properties),CSS Advanced(Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), CSS Color, Creating page Layout and Site Designs.	
Module 5	Introduction to Web Publishing or Hosting, Creating the Web Site, Saving the site, working on the web site, creating web site structure, Creating Titles for web pages, Themes-Publishing web sites, Transitions, Transformations, Responsive Web Design, Intro to CSS Frameworks, Bootstrap, Domain Names, Web Hosting.	8

Activities

Assigned readings	1. Web Designing & Architecture-Educational Technology Centre University of Buffalo-(publisher) 2. Beginning HTML, XHTML, CSS, and JavaScript by John Duckett - Wiley India (publisher)
Writing assignments	Web page structure
Project	Create a Web Page
Lab or workshop	Design a webpage
Field work/experience	NA
Online activities	Reference more detailed in online
Performances/creative activities	NA
Learning outcomes	To understood the skill & knowledge of Web page design.

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

Reference

- HTML 5 in simple steps by Kogent Learning Solutions Inc (Authors) - Dream Tech Press-(Publisher)
- Creating a Web Page and Web Site by Murray,Tom/Lynchburg (Authors) College,2002-(publisher)

- Web Designing & Architecture-Educational Technology Centre University of Buffalo-(publisher)
- Beginning HTML, XHTML, CSS, and JavaScript by John Duckett - Wiley India (publisher)
- Beginning CSS: Cascading Style Sheets for Web Design by Ian Pouncey, Richard York - Wiley India (publisher)
- Web Technologies: HTML, JavaScript by Kogent Learning - Wiley India (publisher)

Advanced Digital Video Production Lab		
Course Code	**L T P**	**Credits**
21FNA281	0 2 2	3

Objectives:

- To make students aware about camera resolution, training on modern camera accessories like gimbal, drone, slider etc.
- To give advanced training on DSLR cinematography
- To give advanced training on studio workflow.
- To give advanced training on shoot with both indoor and outdoor lighting and its accessories.
- To make students capable to do various editing skills in professional video editing softwares.
- To make students capable to do short film projects with detailed shot division.

Course Outcome (CO):

- Students will be capable of doing professional cinematography for various visual media platforms.
- Each student will get training on advanced editing skills for short films and T V programmes.
- Students will handle all type of modern camera accessories
- Student will get advanced practice in studio work flow
- Students will be capable to make professional short films with detailed shot division and story board.
- Students will get knowledge about different light source and how to deal with it.

Modules	MODULE	Hours Needed (40)
Module 1	DSLR cinematography with advanced camera shots and angles, movements, and practicing with advanced modern camera accessories.	10
Module 2	Practicing advanced dramatical lighting techniques with professional lighting accessories.	8

Module 3	Shot division, story board, practicing studio work flow.	8
Module 4	Advanced editing techniques (cuts and transitions), color correction, multicamera editing, export settings for various media platforms.	10
Module 5	Studio visit.	4

Activities:

Assigned readings	Video production books; Film, advertisement scripts. Advanced lighting techniques
Writing assignments	NA
Project	Advertisement, Promo video, 10-minute short films,
Lab or workshop	Videography, Editing, Studio work flow, Advanced lighting workshop
Field work/experience	Shoot for news, short film making, Visiting Studios
Online activities	NA
Performances/creative activities	NA
Learning outcomes	Advertisement films, short films, Promo videos

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

Reference

- Video Production (Vasuki Belavadi)
- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)
- Cinematography: Theory and Practice (Blain Brown)

Anchoring and Media Presentation Skills		
Course Code	**L T P**	**Credits**
21FNA282	0 1 2	2

Objectives:

- To develop an understanding news presentation and various types of programmes.
- To enable the students to anchor news programmes and shows.

Course Outcome (CO)

- News Presentation skills

- Programme presentation skills
- equip with students will good body language skills.
- Students will able to know more about Communication skills and in front of camera.
- Practice in live programme presentation

UNITS	MODULE	HOURS NEEDED (30)
Unit1	News presentation skills	5
Unit2	Different types of programme presentations	5
Unit3	Different types of interviews	5
Unit4	News and programme presentation styles in Radio	5
Unit5	Live programme presentation and conducting chat shows.	10

Assigned readings	NA
Writing assignments	NA
Project	NA
Lab or workshop	Editing of programmes and interviews
Field work/experience	Anchoring TV/Radio shows and conducting interviews.
Online activities	NA
Performances/creative activities	Live reporting
Learning outcomes	Television program making

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

Reference Text Books

Various programmes and interviews (national and international)

Basics of Animation Lab		
Course Code	L T P	Credits
21FNA283	0 2 2	3

Objectives:
- To introduce the students to the basic concepts of animation
- To enable the students to create a short-animated video clip.

Course Outcome (CO):

- Students will be able to create short- animated video clips using different tools.

Modules	MODULE	Number of Hours (40)
Module 1	Introduction, Methods of animation production. Software Choices, Animation Timeline	8
Module 2	Basic Animation -Frame by frame, Key-framing and tweens - Creating basic movements, Controlling speed with frames,	8
Module 3	Timing - Slow In, Slow Out, Representing Mass and volume -Squash and Stretch. Creating.	8
Module 4	Walk Cycle, Walk and Run, Overlapping Action Attitude	8
Module 5	Practice – Short Animation Clip	8

Activities

Assigned readings	The Animator's Survival Kit" by Richard Williams
Writing assignments	NA
Project	Create small Animation clips
Lab or workshop	NA
Field work/experience	NA
Online activities	Search and index online tools for creating animations
Performances/creative activities	Observation and enacting of movements
Learning outcomes	Students will be able to create short- animated video clips using different tools.

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

Reference

- Super Skills: How to Create Animation in 10 Easy Lessons - Bishop-Stephens William
- "Cartoon Animation" by Preston Blair
- "The Illusion of Life: Disney Animation, by Frank Thomas and Ollie Johnston.
- "The Fundamentals of Animation" by Paul Wells

Broadcast Journalism practice		
Course Code	L T P	Credits

21FNA284	0 1 2	2

Objectives:

To develop an understanding of writing, reporting and producing news stories and preparing news bulletins.

Course Outcome (CO)

1. Understand the technological development affecting modes and methods of reporting.
2. Develop an understanding on news sources and identifying news.
3. Demonstrate critical thinking skills necessary to approach the news story, breaking news story, interview, news feeds and P2C.
4. Develop an understanding of writing and news story structure that is sufficient to write for broadcast media.
5. Develop an understanding of preparing a rundown and producing a news bulletin.

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Keyword: Television News, News judgment, News values/qualities. Changing concepts of news. Basic news story.	5
Unit2	Fairness and language of news, story ideas, story organization, information selection. Story organization story forms written and online sources. Writing for hard news and soft news	5
Unit3	Voice Field Reporting- shooting stage Voice Over: Rhythm of speech, Breathing, Resonance, VO studio autocue reading & recording the	10
Unit4	Post Production, Preparing rundowns, Headlines, placing the stories	5
Unit5	TV programme production and TV interviews	5

Assigned readings	Reading from appropriate books from library.
Writing assignments	Script wiring for news stories
Project	Producing news bulletins
Lab or workshop	Editing of news stories
Field work/experience	Collecting news stories

Online activities	Watching news bulletins
Performances/creative activities	Production of news bulletins
Learning outcomes	Production of news bulletins

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

Reference

- Boyd, Andrew. Broadcast Journalism, Oxford. Broughton, Iry. Art of Interviewing for Television, Radio &Film, Tab BooksInc.1981.
- News Reporting and Writing,
- Television News (Fourth Edition), Focal Press

Web Publishing Lab		
Course Code	**L T P**	**Credits**
21FNA285	012	2

Objectives:

- Student will be able to, be acquainted with elements, Tags, and basic structure of HTML files.
- To develop the concept of basic and advanced text formatting.
- To practice the use of multimedia components in HTML documents.
- To design webpage-document layout, working with list, working with tables.
- To practice hyper linking, designing of webpage-working with frames, forms and controls.
- To prepare creating style sheet, CSS properties, background, text, font, and styling etc.
- To work with List, HTML elements box, positioning and block properties in CSS.
- To design with cascading style sheet-Internal and External style sheet

Course Outcome (CO)
- Students will be able to design websites.
- Students will understand different tool used in web designing.
- Students will be able to use HTML techniques.
- Equipping the students to create layout for web pages.
- Familiarize the students with various multimedia techniques.

Modules	MODULE	Hours needed (40)
Module 1	HTML Basics: Elements, Tags, and Document	8

	Structure, and basic structure of HTML files, practicing basic and advanced text formatting, Practicing use of multimedia components (Image, Video & Sound) in HTML document.	
Module 2	Designing of webpage-Document Layout, designing of webpage-Working with List, Designing of webpage-Working with Tables.	8
Module 3	Practicing Hyper linking of webpages, designing of webpage-Working with Frames, Designing of webpage-Working with Forms and Controls.	8
Module 4	Acquaintance with creating style sheet, CSS properties and styling, Working with Background, Text and Font properties, Working with List properties.	8
Module 5	Working with HTML elements box properties in CS, Working with Positioning and Block properties in CS, designing with cascading style sheet-Internal style sheet, designing with cascading style sheet-External style sheet Working with introduction to responsive web design.	8

Activities

Assigned readings	Library activity
Writing assignments	NA
Project	Publish to a Web site
Lab or workshop	Web site planning workshops
Field work/experience	A web designer is responsible for creating the design and layout of a website
Online activities	Inspiring Websites to Generate New Website Design Ideas The Most Popular Website Design, • Responsive Design. • Minimalism. • Parallax Scrolling. • Infinite Scrolling. • Cross-Browser Compatibility. • Typography. • CSS Animations
Performances/creative activities	Creative Website Design Ideas

Learning outcomes	Develop skills in analysing the usability of a web site

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

Reference

- HTML 5 in simple steps by Kogent Learning Solutions Inc (Authors) – Dream tech Press-(Publisher)
- Creating a Web Page and Web Site by Murray,Tom/Lynchburg (Authors) College,2002-(publisher)
- Web Designing & Architecture-Educational Technology Centre University of Buffalo-(publisher)
- Beginning HTML, XHTML, CSS, and JavaScript by John Duckett - Wiley India (publisher)
- Beginning CSS: Cascading Style Sheets for Web Design by Ian Pouncey, Richard York - Wiley India (publisher)
- Web Technologies: HTML, JavaScript by Kogent Learning - Wiley India (publisher)

SEMESTER IV

Current Affairs 1		
Course Code	**L T P**	**Credits**
21CUR111	0 2 2	3

Objectives:

To develop a deep understanding on current developments nationally and internationally.

Course Outcome (CO)

- To know more about democracy in our country
- To create awareness on the social issues
- To create awareness about the cultural development in our country.
- Equip with students will good knowledge on current affairs.
- To create awareness on foreign affairs matters
- To know more about how to approach and write clearly on different matters.

UNITS	MODULE	HOURS NEEDED (40)

Unit1	Indian political system, parliamentary democracy, Centre-state relations, electoral process and reforms.	5
Unit2	International affairs: United Nations, UNESCO, European Union, West Asia, NATO, WTO, India and its neighbors. SAARC, Nonaligned movement.	5
Unit3	Social issues: Illiteracy, poverty, health, education, gender, caste and color, corruption, terrorism, separatist movements, Environmental movement.	10
Unit4	Cultural issues: Mass culture, impact of mass media on culture. Indian cultural heritage, folk culture, impact of western culture on Indian culture.	10
Unit5	Writing practices on several topics	10

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	Watching news bulletins
Lab or workshop	Reading online news portals
Field work/experience	NA
Online activities	Reading of online news portals
Performances/creative activities	Quiz programmes
Learning outcomes	Thorough knowledge on current affairs

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

Reference

- Online news portals – national and international
- Reading diverse types of Newspapers, magazines, current affairs books

Film Studies and Analysis		
Course Code	**L T P**	**Credits**
21FNA211	2 1 0	3

Objectives:

- Students will gain knowledge on the basics of film language and film history.
- By the end of this course students will be able to understand concepts of film form and different genres films
- After completing this course, student will be able to analyze the mise-en-scene elements of films.
- By the end of this course students will be able to apply the basics of cinematic language in their film production works.

Course Outcome (CO)

- Students will write professional quality reviews in periodicals and online platforms on visual language
- Students will be able to do film analysis of introductory level
- Students will be equipped with the basic theoretical knowledge to approach filmmaking in a different perspective.
- After completing this course, students will be able to do short films by applying the principles of visual language.

UNITS	MODULE	HOURS NEEDED (Total: 40)
Unit1	**Film Form:** Form and Narrative, Time and Space in Narrative, Flow of Story Information, Restricted and Unrestricted Narration, Cause and Effect, Subjective and Objective Narration.	7
Unit2	**Mise-en-Scene:** Importance of Mise-en-Scene in Films. Different Elements of Mise-en-Scene-Setting, Properties, Costume, Hair and Make-Up, Lighting, Acting, Case Study-Analyzing Mise-en-Scene of a Selected Film	7
Unit3	**Film Genres:** Taxonomies of Film Genre, Genre History, Genre Iconography, Social Functions of Genres, Genre Mixing, Film Genres in Digital Age. Case Study-Analyzing Selected Film Genres	8
Unit4	**Introduction to Film Movements:** Major Film Movements, Socio Political Contexts of Film Movements-Classic Hollywood, Soviet Montage, German Expressionism, Italian Neo Realism and French New Wave	10

Unit5	**Introduction to Indian Cinema:** Early Indian Cinema: Hiralal Sen, D. G. Phalke, Indian new Wave, Auteurs- Satyajit Ray, Mrinal Sen, Rtwik Ghattak, Adoor Gopalakrishnan	8

Activities

Assigned readings	Research articles on cinema
Writing assignments	Film analysis on film form and genre
Project	Detailed study report on film genres
Lab or workshop	Periodical film screenings
Field work/experience	NA
Online activities	Refer online research articles on film studies, Publish video essays on streaming platforms
Performances/creative activities	NA
Learning outcomes	Film Form, Mise-en-scene, Genres in Cinema, Film Movements, Indian Cinema

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

Reference

- *Beginning Film Studies:* Andrew Dix
- *Film Studies: An Introduction:* Ed Sikov
- *Film Art and Introduction:* David Bordwell
- *How to Read a Film:* James Monaco
- *In the Blink of an Eye: A Perspective on Film Editing:* Walter Murch
- *Film Studies for Dummies:* James Cateridge

Online Journalism		
Course Code	L T P	Credits
21FNA212	2 1 0	3

Objectives:
- To get acquainted with the internet as a social phenomenon
- To learn about the development of online journalism
- To learn the basic writing styles used by online journalists
- To learn the distinct characteristics of online media and understand the basic writing skills for digital platforms

Course Outcome (CO)
- Demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediatized societies and cultures.
- Be aware of the current trends in the area of digital media.
- Understand the basic writing skills for digital platforms
- Demonstrate the writing skills required in the field of digital communication.
- Gain employment opportunities in the field of digital media and communication landscape.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction: Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals & Their Presentations, News Websites of MajorElectronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components	8
Unit2	Mobile Journalism-Mobile journalism: Using the mobile for stories; apps and tools for reporting; mobile-based story telling ideas and projects, Smartphone photography, News writing for apps, robotic news and rewriting. Backpack journalism, Elements of online media-slideshow, Audio for web –forms and format, Internet Radio, Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming, Data journalism – forms and format, data mine	8
Unit3	Writing for the web – techniques of crafting online story. Approach to Digital Journalism, Writing in Digital World, Digital Reporting Techniques -knowing your audience, Using Multimedia Components-Text, Graphics, Audio, Video &Animation Together into News, Content Generation & Writing: Blog and Social Platforms, Traditional vs Online Journalism, Selection of news content, presentation of news, Online News Writing & Editing: visual language, Micro-content, Narrative journalism, News Portals, Blogs, Chat	8
Unit4	Marketing for the web – SEO, , Direct mail, new techniques ; Journalism as conversation –	8

	Audience development, Social media, Blogs, Unsubstantiated opinions - bloggers as journalists - Blogger's ethics - Citizen Journalism, initiatives in online medium - managing user generated content, Comments, Feedbacks, Ethical practices involving the Internet and social media-obscenity and privacy, copyright, cyber laws, IT Act	
Unit5	Social Networking & Collaboration Through Whatsapp, Snap Chat, Skype etc, Facebook and social media: The newsfeed of tomorrow? , Twitter as a means of disseminating news. Creating handles and using Twitter to generate traffic to stories Online Advertisement & Revenue Generation Basics from Online Journalism	8

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	Web Content Developing, Online News Writing
Lab or workshop	Workshop on Online Journalism
Field work/experience	Online News Reporting
Online activities	Needed for Web Content Developing
Performances/creative activities	Presentation of Project
Learning outcomes	Online News and web content

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

Reference
- Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.
- Web Journalism: Practice and Promise of a New Medium by James Glen.
- Online Journalism: Principles and Practices of News for the Web by James C. Frost.
- Digitizing the News: Innovation in Online Newspapers.
- Online News: Journalism and Internet by Stuart Allen.
- Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.

Layout Designing Practice		
Course Code	**L T P**	**Credits**

21FNA286	0 2 2	3

Objectives:

- To understand the principles of design
- To put all the principles of design into practice for communication design.
- To inculcate the habit of 'Design Thinking' among students
- To study the several types of eye movement with respect to diverse media.
- To design layouts in accordance with global design standards.

Course Outcome

- To equip the student to identify errors in balance and color combinations in design.
- To enable the students to integrate every- day objects and nature in designs.
- To enable students to come up with innovative layout design with respect to diverse media.
- To Enable the students to Identify Blind Spots and Hot Zones in a design and then to alter them using power- packed design elements.
- To encourage innovation in communication designing from Layout to finish.

Units	MODULE	Number of hours (Total 40 hours)
Unit 1	Law of Balance: Symmetric (Formal) Balance, Asymmetric (Occult) balance. How to identify imbalanced layout. How to balance the elements of design using these two types of design	5
Unit2	Law of Emphasis using Color theory: Analogous color combinations vs Complimentary color combinations. In designing Posters, Label Designs and putting to practice color temperature.	10
Unit3	Designing Layout using size variations. Allocation of space for each element to create a homogenous design experience. Creative emphasis by bringing about size variation in typography and illustrations.	5
Unit4	Designing Layouts using the Grid system of design-space allocation, so that each element inside the designs gets importance and are balanced. Application of Law of Unity by combining Typography with visuals and the space allocation thereof.	10
Unit5	Designing Advertisements according to various	10

media, like direct mails, collaterals, Package designs, Out Door Publicity, Cover designs of Magazine and publications, etc.	

Activities

Assigned readings	Refer Designing books and from library and web.
Writing assignments	NA
Project	Collaterals, Direct Mails, Brochures, Advertisements in Print, PoP designs.
Lab or workshop	Designing using digital design tools inside Lab.
Field work/experience	NA
Online activities	Source Internet for reference in layouts
Performances/creative activities	In-house exhibition of design works.
Learning outcomes	Learn space management in design. Effective graphic designing. Understanding colors for communication.

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

Reference

- Josef Mülller-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)

SEMESTER V

Current Affairs 2		
Course Code	**L T P**	**Credits**
21CUR301	0 2 2	3

Objectives:

To develop a deep understanding on current developments nationally and internationally.

Course Outcome (CO)

- To know more about democracy in our country
- To create awareness on the social issues
- To create awareness about the cultural development in our country.
- Equip with students will good knowledge on current affairs.
- To create awareness on foreign affairs matters

UNITS	MODULE	HOURS NEEDED (40)
Unit1	History of Indian parliament, loksabha	5
Unit2	International affairs: United Nations, UNESCO, European Union, West Asia, NATO, WTO, India and its neighbors. SAARC, Nonaligned movement.	10
Unit3	Social issues: Illiteracy, poverty, health, education, gender, caste and colour, corruption, terrorism, separatist movements, Environmental movement.	10
Unit4	Cultural issues: Mass culture, impact of mass media on culture. Indian cultural heritage, folk culture, impact of western culture on Indian culture.	5
Unit5	Writing practices on several topics	5

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	NA
Field work/experience	NA
Online activities	Reading online news portals
Performances/creative activities	Quiz
Learning outcomes	Through knowledge on current affairs

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

Reference

Online news portals – national and international

Reading diverse types of Newspapers, magazines, current affairs books

Constitution and Media Ethics		
Course Code	L T P	Credits
21FNA 301	2 1 0	3

Objectives:
- To create awareness among students on various ethical issues involved in day-to-day journalism
- To provide a thorough understanding on the legal frame work within which mass media functions in India

Course Outcome (CO):
- An understanding of the relevant constitutional freedoms of media in Indian Scenario
- An understanding of the legal issues and ethical principles in mass communication
- An Understanding of how media policies and regulations enable or constrain effective media environments
- An Understanding of the obligations and rights of media practitioners in the execution of their duties
- An understanding among students about the importance of responsible Journalism which works within the framework of laws and ethics

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Concept of the freedom of the press – fundamental rights and directive principles – freedom of speech and expression enshrined in Indian constitution – article 19 (1)a – reasonable restrictions, role of fourth estate	8
Unit2	Defamation – libel and slander – possibilities and challenges, Contempt of court act – contempt of legislature – official secrets act – press and registration of books act – copy right act – drugs and magic remedies act – working journalist act – right to information	8
Unit3	Ethical Concerns: Right to privacy: Invasion of privacy, Sensitivity, Caution against identification, Recording interviews and phone conversations, Intrusion through photography,	8

	Hospitals, Children, Listening devices.	
Unit4	Obligation to truth. Accuracy and Objectivity. Fairness and Balance. Plagiarism. Conflicting Interests. Sources- Reliability of Sources, Story"s Credibility, Types of Sources, Attribution of Sources. Minimizing Harm. Trust & Confidentiality- Confidentiality of Sources, Protection of sources.	8
Unit5	Ethics for different types of Reporting: Gender, Investigative Reporting, Mechanics-print and broadcast, Reports and sources-Disclosure, Confidentiality of Sources, Protection of Sources, Search & Seizure, Doordarshan Code of Ethics, AISC codes, Norms of Journalists	8

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	Representation of gender in media
Lab or workshop	Audio Lab and Editing
Field work/experience	NA
Online activities	Referring international media contents and preparing case studies, Compare the media ethics in India and other countries
Performances/creative activities	Presentation of the projects
Learning outcomes	Basic knowledge on media ethics and laws in India

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

Reference

1. Allan, S. (Ed.) (2010). The Routledge Companion to News and Journalism. New York: Routledge.
2. Jacquette, D. (2007). Journalism Ethics: Moral Responsibility in the Media. Pearson Education.
3. Pavlik,J. (2008). Media in the digital age . New York: Columbia University Press.
4. Plaisance, P.L. (2009). Media Ethics: Key principles for responsible practice, New Delhi: Sage.
5. Rosenstiel,T. and Mitchell.A. (Eds.) (2003). Thinking clearly: Cases in Journalistic Decision Makin. New York: Columbia University Press.
6. Sanders, K. (2003). Ethics and Journalism . New Delhi: Sage.

SEMESTER V

Introduction to Media Organizations		
Course Code	L T P	Credits
21FNA302	2 1 0	3

Objectives:
- To enable the students to analyze individual media businesses
- To understand the economic drivers of the media economy.

Course Outcome (CO)
- Understand the ownership patterns of the media industry
- Describe the most important issues facing media managers and understand how media they make decisions
- Understand the principles of effective leadership.
- Understand the principles of an effective news organization.
- Understand the principles of entrepreneurial journalism.
- Understand the relationship between business and editorial decisions.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction: Basic management concepts-different schools of management (US, Japanese)-marketing concepts and strategies, Management theories- management functions, Identifying competitors-competitive strategies special to media organizations	8
Unit2	Functions in media: Organizing, communicating, coordinating and controlling, planning, Scheduling, budgeting, production, Organizational set-up of print media and broadcast media; Managing different departments in media; Business strategy and work culture; Responsibilities and duties of different media organizations; Management issues and Productivity; Future trends and predictions;	8
Unit3	Issues in films management, financial structures (Government and Pvt);Film production distribution and exhibition-Exploring newer platforms for promoting films; Films promotion and marketing-catering to a global market; Collaboration with foreign stakeholders.	8
Unit4	Regulatory measures by the Government-to control and impact Media Institutions, Legal measures like tough censorship laws , Contracts and legal arrangements Media Project management-Production Project Cycle in media	8

	industry, Risk and impact assessments - Audience Ratings- Methods of TRP rating	
Unit5	Evolution of Media Economics-Traditions in Media Economic Scholarship-Contemporary and Future Issues Defining Media Consolidation-Media Consolidation in the context of Economics, Economic measures like invoking import and customs duties on film related products,	8

Activities

Assigned readings	Assigned reading will be given for each unit to present a seminar
Writing assignments	Assignment will be given for each unit
Project	NA
Lab or workshop	NA
Field work/experience	NA
Online activities	Referring international media contents and preparing case studies
Performances/creative activities	NA
Learning outcomes	Basic knowledge on the organizational structure of a media organization

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

Reference

- B.K. Chaturvedi. Media Management. Global Vision Publishing House, Delhi, 2014.
- Stephen Lacy. Media Management- A Casebook Approach. Routledge, London, 1993
- Mark Briggs , Entrepreneurial Journalism, How to Build What's Next for News, CQ Press College
- Agrawal, R.D.Organization and Management- TMH, New Delhi
- Sylvie, George: Media Management, A Casebook Approach—4th Edition. ISBN: 978-0805861976, Routledge
- Warner, Charles: Media Management Review 978-0805817881 Routledge

Minor Project		
Course Code	**L T P**	**Credits**
21FNA391		4

Objectives:

- To enable the students to brainstorm and select ideas for fiction and non-fiction films

- To enable the students to develop advertising and branding idea and perform all the tasks of designing to produce all the range of works specified by the project guide.
- To enable the students to develop and draft a screenplay based on the selected idea.
- To enable students to develop visualization concepts.
- To equip the students with the general principles of editing and designing of a newspaper/ lab journal / magazine.

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 students will be able to work as a one-person agency, thereby experiencing the work atmosphere of the creative department in the advertising industry.
- The course will enable the students to have practical experience in reporting, and editing new stories for print media.
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Minor Project in Video production

Students will work on a selected idea approved by the concerned faculty, develop screenplay, and make **a short fiction film of 7 minutes' duration** as group project. Students will get a schedule of 12 weeks to complete the ideation, pre-production, production and post production stages of the film. An assigned faculty will evaluate and provide guidance in various phases of the project.

A Viva-Voce will be conducted by the internal jury based on the output.

Minor Project in Advertising

Students will work on a brand idea selected and approved by the concerned guide 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. There will be a jury of internal examiners for the conduct of viva-voce based on the presentation by students, individually. Each stage of the work is guided by the assigned project guide.

Approximate number of works: 35

Viva-voce will be conducted by the internal jury based on the presentation.

Minor Project in Journalism

Students will prepare a magazine/ lab journal as part of the minor project in journalism. They will develop news sources, generate news ideas, report, edit and design the pages. The students will also develop the skill to edit and design a full newspaper. This will help in developing news sense and in providing them with hands on experience in journalism.

Students can choose any one of these for the project output. Lab journal / Newpaper/ Magazine designing.

Viva-voce will be conducted by the internal jury based on the output.

Activities

Assigned readings	NA
Writing assignments	Completing script work/ journalistic writing/ copywriting.
Lab or workshop	Lab work during post production
Field work/experience	Outdoor Shooting Practice
Online activities	Online promotion for the film/ advertising/ lab-journal/ magazine / newspaper
Performances/creative activities	Public exhibition or screening of the completed work.
Learning outcomes	Screenplay Writing, Budgeting, and scheduling, Production Phase, Post Production/ communication designing / news reporting and crafting and designing.

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

Internship and Portfolio Presentation		
Course Code	**LTP**	**Credit**
21FNA398		**6**

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 opportunities for self-directed learning.

- 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
- Improve the leadership skills of the students
- Develop professionalism and career management skills

Key-Learning

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

Project		
Course Code	**L T P**	**Credits**
21FNA399	-	10

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 and draft a screenplay based on the selected idea.
- To enable students to develop visualization concepts
- To enable the students to compose a concept note
- To enable the students to curate an exhibition event.
- To equip the students with the general principles of editing and designing of a lab journal and magazine.

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 do the promotion work for a completed film on different online platforms.
- This course will enable students to coordinate and organize film screening sessions as part of their portfolio exhibition.

- The course will enable the students to have practical experience in reporting, and editing new stories for print media.

Project Work for Video Production

Students will work on a selected idea approved by the concerned faculty, develop screenplay and make **either a short fiction film of 10 minutes' duration** or a **non-fiction film of 15 minutes' duration** as group project. Students will get a schedule of 15 weeks to complete the ideation, pre-production, production and post production stages of the film. 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 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 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. There will be a jury who conducts 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: 50

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

Project Work in Journalism

Students will prepare a magazine and lab journal as part of the minor project in journalism. They will develop news sources, generate news ideas, report, edit and design the pages. The students will also develop the skill to edit and design a full newspaper. This will help in developing news sense and in providing them with hands on experience in journalism.

Project work output: Lab Journal and Magazine.

Viva-voce will be conducted by the internal jury based on the output.

Project Work for Web Designing

Students will build a Responsive Web Page as part of the minor project in Web Design. The students will also develop the skill to edit and design responsive web page. Students will study and work in Bootstrap, this is the web's most popular framework for designing responsive web applications. It's easy to use because the students it doesn't require learning a different language just a set of naming conventions applied to HTML class names. The students will help to build a Responsive web page.

Project work output: Responsive Web page

Viva-voce will be conducted by the internal jury based on the output.

Activities

Assigned readings	NA
Writing assignments	Completing script work / Writing Concept note and copy platform all advertising material.
Lab or workshop	Lab work during post production
Field work/experience	Outdoor Shooting Practice
Online activities	Online promotion for the film / Online referencing for designing.
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

<p style="text-align:center;color:red;">**ELECTIVES A**</p>

<p style="text-align:center;">**SEMESTER IV**</p>

Fundamentals of Feature Writing		
Course Code	**L T P**	**Credits**
21FNA331	2 1 0	3

Objectives:

- To introduce a writing process that carries a story from concept to publication.

- To introduce tools for finding and framing interesting features.
- To introduce and practice skills of interviewing for story as well as fact.
- To conceive, report, write and revise several types of feature stories.
- To teach the value of "listening" to the written word.

Course Outcome (CO)

- Understand the characteristics of feature stories
- Use a variety of research techniques while gathering information, including human sources, documents and web-based sources.
- Integrate various non-fiction storytelling techniques into feature stories (i.e., anecdotes, colorful quotes, description, etc.).
- Soundly structure a feature story using those elements and tie them together with a clear and compelling focus Identify the best markets for each story.
- Publish stories in newspapers, magazines or Web sites.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	**Introduction to feature writing**: Definition, structure, characteristics, types. Process: Ideas and research, tools and techniques. Kinds of features: Profiles; middles, columns, human interest stories, travel writing, opinion pieces and editorials; book reviews, movie reviews, music reviews, narrative writing.	8
Unit2	**Magazine reporting**: Current trends, style and future, difference between writing for magazines and newspapers. : Anecdotes and Interviews Types of interviews – Different Interviewing styles and techniques – interview writing methods -dos and don'ts.	9

Unit3	**Historical Overview**; Magazine vs. Newspaper Features; Print vs. Web; Understanding Your Audience; Building Idea Files and Making Your Ideas Work for Publication. Building Research Files; Computer-Assisted Reporting; Fact-Checking	7
Unit4	**Ethics and Legal Considerations**; Service Journalism/How-to Articles: Introduction to Columns, Essays, Special Interest Articles and Reviews	8
Unit5	**Presenting Your Masterpieces**: Interactive Narratives Special Sections, Special Issues, Packages and Treatments	8

Activities

Assigned readings	Reading different types of features appeared in both newspaper and magazines
Writing assignments	Crafting different types of feature articles
Project	Making of magazines
Lab or workshop	Magazine editing and Designing
Field work/experience	Field reporting
Online activities	Searching for different feature articles in web
Performances/creative activities	Interactive reporting and collection of article stories
Learning outcomes	Write feature stories that meet the publication standards of the online student magazine. Systematically apply rules of structure to media writing. Integrate writing, reporting, and storytelling techniques in their work.

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

Reference

- The Art and Craft of Feature Writing, William Blundell, Plume, 1988
- Writing as Craft and Magic (second edition), Carl Sessions Stepp, 2007, Oxford University Press
- Writing for Story, Jon Franklin, Penguin, 1986.
- Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University, edited by Mark Kramer and Wendy Call, Plume, 2007.
- Writing for Your Readers, Donald Murray, Globe Pequot, 1992.
- On Writing Well (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.

SEMESTER IV

Health Communication		
Course Code	**L T P**	**Credits**
21FNA332	2 1 0	3

Objectives:

To develop a deep knowledge in the area of health communication.
To enable the students to learn and report national and international health issues.

Course Outcome (CO)

- To make the students aware of health reporting.
- To equip students with various writing styles of health news.
- To bring awareness on health journalism.
- To bring awareness on health laws.
- To examine health related issues through various case studies.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction to Health Journalism and health law- Health law is a field of law that encompasses federal, state, and local law, rules, regulations and other jurisprudence among providers, payers and vendors to the health care industry and its patients, and delivery of health care services, with an emphasis on operations, regulatory and transactional issues-role of WHO	10
Unit2	Introduction to Human Health physical, social, psychological and spiritual well-being of individuals. Overall health of the population is determined by people's income, education, employment and housing, as well as a combination of preventive and rehabilitative approaches and services.	10
Unit3	Public health reporting- Through the dissemination of health news, medical research, and health policies, mass media play a leading role in disseminating health news, affecting the knowledge and health ...	10
Unit4	health, news reporting and writing, role and duties of public health reporter.	5
Unit5	Case Studies	5

Assignments

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	NA
Field work/experience	Students will create a mini-campaign on a health, population health or public health issue.
Online activities	Reading online articles on health-related topics
Performances/creative activities	NA
Learning outcomes	Students will specifically be able to describe health communication as used by several local, governmental, and international organizations.

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

Reference

Health Communication in the 21st Century (2nd ed.), by Wright, Sparks & O'Hair.

SEMESTER 4

Introduction to Brand Management		
Course Code	**L T P**	**Credits**
21FNA333	2 1 0	3

Objectives:

- To comprehend the contemporary concepts of professional practice in branding, brand equity andstrategic brand management, design and implementation techniques for all the presentable formats like print, broadcast and new digital media.
- To understand the concepts through case studies from advertisement industry from a perspective of Brand Lifecycle).

Course Outcome

- Demonstrate knowledge of the nature and processes of branding and brand management.
- Brand management and function of marketing that uses special techniques in order to increase the perceived value of a product.
- Implementing market mix approach for practical applications.
- Comprehending contemporary concepts in brand management.
- Illustrating the concepts through case studies.

UNITS	MODULE	HOURS NEEDED
Unit1	Meaning, Brand vs product, Process of branding, Brand building blocks (obstacles to/difficulties in building strong brands) - Brand vision with respect to generic brand status. Product vs corporate branding	5

Unit2	Branding strategies - Manufacturer branding (national brand) and distributor branding (private/store brand) – Multi product branding strategy - Multi branding strategy- Mixed branding, Brand licensing, Co-branding, Composite co-branding, Ingredient co-branding Brand product matrix, Brand hierarchy	10
Unit3	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.	10
Unit4	Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Achieving the Ideal the Brand Portfolio, Managing Brands over: Time, Market Segments and Geographic Boundaries, Revitalizing and Changing the Brand Portfolio.	10
Unit5	Case studies in business sectors: Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc.	5

Activities

Assigned readings	Newsaper Business Pages and Articles, Business and Advertising Magazines apart from standard texts.
Writing assignments	Analysis of Brand management of Global and Local Brands
Project	Presentation of Brand Lifecycle - group work
Lab or workshop	Compiling and preparing the assignment from the lab
Field work/experience	NA
Online activities	Internet reference for assignment
Performances/creative activities	NA
Learning outcomes	Awareness of Brands and Branding and how to treat brands according to various parameters.

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

Reference

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

Elective A

Introduction to Screenplay Writing		
Course Code	**L T P**	**Credits**
21FNA334	**2 1 0**	**3**

Objectives:

- To give a basic understanding on visual story telling
- To analyze the stories from different sources and convert them to screenplays
- To analyze the world class screenplays written by famous screen writers

Course Outcome (CO)

- Students will be able to find solutions to obstacles faced by characters in stories
- Students will be able to do script consultant jobs
- Students will be able to create basic level screenplay drafts

UNITS	MODULE	HOURS NEEDED (Total 40)
Unit1	**Writing for Screen:** Importance Visual Storytelling.	7
Unit2	**Inspiration for Stories:** Story Ideas- Personal Experience, Ideas from News Stories, real Life Events, Fables, Legends.	7

Unit3	**Characters:** Interior and Exterior of Characters, Protagonist and Objective, Planting Obstacles, Character Arc, Objective and Subjective Drama	9
Unit4	**Developing the Script:** Creating Drama, Character Development, dialogue Writing Techniques. Dynamics of scene creation. Formatting of Screenplay	10
Unit5	**Analysis of Screenplays:** Analyze the screenplay drafts of critically acclaimed films.	7

Activities

Assigned readings	Readings on perspectives on visual writing, Reading screenplay drafts of international films.
Writing assignments	Write step outlines, Creating character profiles
Project	Prepare individual screenplays for a 5 minute short film
Lab or workshop	NA
Field work/experience	Regular Screening of Films
Online activities	Watch interviews of renowned screenwriters.
Performances/creative activities	NA
Learning outcomes	Character Development, Scene Creation, Screenplay Formatting

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

Reference

- *Screenplay: The Foundations of Screenwriting:* Syd Field
- *Screenplay: Writing the Picture:* Robin U Russin& William Missouri Downs
- *Alternative Script Writing: Successfully Breaking the Rules: Ken Dancyger& Jeff Rush*
- *The Anatomy of Story: John Truby*
- *Lew Hunter's Screenwriting 434: Lee Hunter*

Media & Gender Studies

Course Code	L T P	Credits
21FNA335	2 1 0	3

Objectives:

- This course examines representations of race, class, gender, and sexual identity in the media.
- We will be considering issues of authorship, spectatorship, (audience) and the ways in which various media content (film, television, print journalism, and advertising) enables, facilitates, and challenges these social constructions in society.
- We will examine how gender and race affects the **production** of media, and discuss the impact of new media and digital media and how it has transformed access and participation, moving contemporary media users from a traditional position of "readers"to "writers" and/or commentators.
- Students will analyze gendered and racialized language and embodiment as it is produced online in blogs and vlogs, avatars, and in the construction of cyber identities.
- The course provides an introduction to feminist approaches to media studies by drawing from work in feminist film theory, journalism, cultural studies, queer studies, gender and politics, and cyber feminism.

Course Outcome (CO)

- The course focuses on the introduction of understanding of gender roles.
- The course deals with making students aware of the fact that gender roles are not only constructed socially but also legally and culturally.
- This paper deals with the various forms of media and the representation of genders through media
- The course aims to acquaint the students with the feminist theories which provide a different angle to the thoughts and perspectives and focuses on the tracing of the historical movement of the feminist movement in India and abroad.
- This paper focuses on the skills required for gender mainstreaming, the tools required for the same and the policies related to it.

UNITS	MODULE	HOURS NEEDED (45 hours)
Unit1	**Introduction to Gender Studies**: Introduction, Gender Perspectives of Body, Social Construction of Femininity, Social Construction of Masculinity, Women's Studies and Gender Studies. Gender, Family and Economy, Gender Lens: Political and Legal Systems, Gender and Education, Social Dynamics of Gender	8
Unit2	**Gender and Media**: Introduction, Feminist Communication Theories, Gender Stereotyping in Media, Gender and Electronic Media, Gender and Alternative Media. Representations of race, class, gender, and sexual identity in the media, with a particular focus on new media and how digital technologies are transforming popular culture. the ways in which various media content (film, television, print journalism, blogs, video, advertising) enables, facilitates, and challenges these social constructions in society,construction of cyber identities and cyber feminism.	10
Unit3	**Feminist movements and theories:** Historical Overview of Feminist Movements, Feminist Movement in Europe and the US, the Women's Movement in pre-independent India, Women's participation in the movements in post-independent India, Grass root Movements. Liberal Feminism, Marxist and Socialist Feminism, Radical Feminism, Psychoanalytic	10

	and Existential Feminism, Other Feminist Thought.	
Unit4	**Queer studies**: Representation of queer inmedia, misconceptions and misleads, gender power dynamics, portrayal politics, impact in queer community	8
Unit5	**Gender Mainstreaming**: Introduction, Steps in Gender Mainstreaming, Tools and Techniques, Engendering Policy and Programs, Political Participation of Women and other sexual minorities. Gender dimensions of poverty and livelihood of sexual minorities	9

Activities

Assigned readings	Read and critically analyze the representations in media.
Writing assignments	Write reviews on films, self-narrative texts and other media content portraying various gender roles.
Project	Case studies and surveys for further understanding of media influence in gender stereotyping.
Lab or workshop	NA
Field work/experience	NA
Online activities	Identifying various personal experiences and lives through online platforms
Performances/creative activities	NA
Learning outcomes	Develop an inclusive attitude among all

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

Reference

- Dines, Gain And Jean M. Humez. Gender, Race and Class in Media. Sage: 1994.

- Goffman, Erving. Gender and Advertisement. Harpet and Row: New York, 1976.

- Laura, Mulvey. "Visual Pleasure and Narrative Cinema". Screen 16.3 Autumn 1975.

- Macdonald, Myra. Representing Women. London: Arnold, 1995.

- Van Zoonen, Lisbet. Feminist Media Studies. New Delhi; Sage, 1994.

- Usha, V.T. Gender, Value and Signification. KRPLLD, CDS, 2003.

- Thakur B.S., Binod. C.Agarwal. Media Utilisation for the Development of Women and Children. New Delhi: Concept, 2004.

ELECTIVE B

SEMESTER IV

Environmental Journalism		
Course Code	**L T P**	**Credits**
21FNA341	2 1 0	3

Objectives:

- To develop an in-depth knowledge about Environmental Journalism.
- To learn and report on national and international environmental issues.

Course Outcome (CO)

- To make the students aware of environmental reporting.
- To equip the students with various writing styles of environment news.
- To bring awareness on Enivronmental Journalism.
- To bring awareness on environmental laws.
- To examine the environmental issues through various case studies.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Concept of Environment and Media Meaningand Definition of Environment, Concept of Environment and Media, Environment &	10

	Journalism, Media of Environment Communication, Scope of Environment Communication. Environmental Revolution in India: History of Environment Revolution, Relation between Private Sector and the Govt., some important revolutions in the field of environment.	
Unit2	Environmental Journalism and World Environment Meaning, Definition and Scope of Environmental Journalism. Characteristics, Functions and Objectives of Environmental Journalism. Processes of Environmental Journalism.	5
Unit3	Impact of Environmental Journalism in the World Scenario. Environmental Journalism and Development. To make aware aboutenvironment to public. Write articles and research about environment.	10
Unit4	Reporting and writing style of environmental journalism. Role and duties of environmental journalist	10
Unit5	Case studies	5

Activities

Assigned readings	Assigned reading will be given for each unit to present a seminar.
Writing assignments	Assignment will be based on each unit
Project	NA
Lab or workshop	Editing of stories
Field work/experience	Reporting on environmental issues
Online activities	Reading environmental related issues occurring in world
Performances/creative activities	NA
Learning outcomes	Awareness about environmental reporting, writing, and editing

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

Reference

- Allen, S. (1999). "Environmental Risks and the Media." Routledge.
- Anderson, A. (1997). "Media, Culture and the Environment." Routledge.

- Blum, D., Henig, R., Knudson, M., (2005). "A Field Guide for Science Writers." Oxford University Press; 2nd edition.
- Cohn, V., Cope L. (2001). "News & Numbers: A Guide to Reporting Statistical Claims and Controversies in Health and Other Fields." Wiley-Blackwell; 2nd edition.
- Cox, R., Pezzullo, P. (2006, 2009). "Environmental Communication and the Public Sphere." Sage Publishing; 5th edition (2017).
- Friedman, S., Dunwoody, S., Rogers, C. (1999). "Communicating Uncertainty: Media Coverage of New and Controversial Science." Routledge.
- Frome, M. (1998). "Green Ink: An Introduction to Environmental Journalism." University of Utah Press.
- Greenberg, M., Lewis, J., Rogers, R., Sachsman, D., West, B. (2003). "The Reporter's Environmental Handbook." Rutgers University Press.
- Luechtefeld, L. (2004). "Covering Pollution: An Investigative Reporter's Guide." Investigative Reporters and Editors, and Society of Environmental Journalists.

SEMESTER IV

INTRODUCTION TO TYPOGRAPHY		
Course Code	L T P	Credits
21FNA342	2 1 0	3

Objectives:

- To understand the aesthetics of letterforms.
- To Introduce the students to ancient calligraphy and lettering with hand.
- To practice expressive typography.
- To practice Experimental typography
- To customize typography to suite the design needs.

Course Outcome

- To make the students appreciate the earliest forms of typography, namely Calligraphy.
- To enable the students to write in calligraphic form with calligraphic tools, manually.
- To make students work on expressive typography

- To make the students work with experimental typography.
- To make students learn to edit type faces and customize according to the design needs using grid layout.

Modules	MODULE	Hours Needed (30)
Module 1	Introduction to calligraphy. simple calligraphy to bold, Gothic and Decorative calligraphy using Dip Pens and Parallel pens.	10
Module 2	Understand Serifs and Sanserif Upper and Lower case with manual tools.	5
Module 3	To introduce the students to expressive typography and the foundations of logo designing.	10
Module 4	To introduce the students to experimental typography and fine art typography	10
Module 5	To introduce the students to the Customization of typefaces using grid format and to create new innovative Typeface using digital tools.	5

Activities

Assigned readings	Read Reference text and web resources
Writing assignments	NA
Project	Calligraphic Project, Artistic lettering
Lab or workshop	New Typeface creation using digital tools
Field work/experience	NA
Online activities	Source various fonts from the net.
Performances/creative activities	Expressive and experimental typographic activities
Learning outcomes	Understanding the aesthetics of typography. How to choose font according to the message flavor of design. To create new fonts.

- 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 IV

Public Relations and Corporate Communication		
Course Code	L T P	Credits
21FNA343	2 1 0	3

Objectives:

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

Course Outcome (CO)

- To provide the students with basic understanding of the concepts of corporate communication and public relations
- To introduce the various elements of corporate communication and consider their roles in managing organizations
- To examine how various elements of corporate communication must be coordinated to communicate effectively
- To develop critical understanding of the different practices associated with corporate communication.
- An understanding of the relevance and functioning of PR today.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	**Fundamentals of Public Relations**: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business, Emergence of Public Relations Tracing Growth of Public Relations	8
Unit2	**Foundation of Corporate Communication**: Corporate Communication: Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need and Relevance of Corporate Communication in Contemporary Scenario	8

Unit3	**Key Concepts in Corporate Communication** **Corporate** Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation, Ethics and Law in Corporate Communication	8
Unit4	**Functions of Corporate Communication and Public Relations**: Media Relations Introduction, Importance of Media Relations, Principles of Good Media Relations, Various PR Publics, Steps in Implementing an Effective Employee Communications Programme, Crisis Communication Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis	9
Unit5	**Writing for PR** - Press release - Press Tour - Press conference - Electronic PR. How to be good PR Manager - Ethics in PR - Case studies.	7

Activities

Assigned readings	In depth reading and analysis of Case studies
Writing assignments	Writing PR proposals and different kind of releases for media
Project	Conduct PR Campaigns
Lab or workshop	Creating Brochures and posters for campaign
Field work/experience	PR Campaigns
Online activities	Conducting various PR Campaigns using different online media platforms
Performances/creative activities	Communication with people, work in field
Learning outcomes	Students will know that the corporate PR is to connect with various public using means such as press releases, social media, products and events to facilitate the building and managing relationships.

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

Reference

- Public Relations The Profession and Practice - Dan Lattimore, Otis Baskin, Suzette T. Heiman, Elizabeth L.Toth - Tata McGraw Hill, New Delhi(2012)

- . Effective Public Relations and Media Strategy - C. V. Narasimha Reddy, PHI (2014)
- . Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press
- The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly by David Meerman Scott
- Corporate Communication: A Guide to Theory and Practice by Joep P. Cornelissen
- A Handbook of Corporate Communication and Public Relations by Sandra Oliver

SEMESTER IV

Science Communication		
Course Code	L T P	Credits
21FNA344	2 1 0	3

Objectives:
Students will learn the mechanics of communicating science including research, sourcing, generating story ideas, fact-checking. Students will also learn to appreciate the digital landscape within which science journalism exists today by understanding the value of the value of social networks and blogging for communicating science related news. Students will understand and appreciate the role science journalism plays in society by examining how scientific issues are shaped and/or misconstrued by the public, the media, industry, and politicians.

Course Outcome (CO):
- Understanding the mechanics of reporting science news.
- Understanding the scope of digital media for covering science news
- Understanding the role science journalism plays in society by examining how scientific issues are shaped and/or misconstrued by the public, the media, industry, and politicians
- Understanding on how to communicate scientific information in a simple and effective manner
- Imparting basic journalistic skills for communicating scientific information

UNITS	MODULE	HOURS NEEDED (40)
Unit1	**Understanding Science Communication-** Why communicate scientific ideas? Communication as coproduction of meaning. The active audience. The role and relevance of science journalism, qualities of a science journalist, Finding news stories, 3Es of science-communication, examples of successful and not so successful practices, personalizing science-communication	8

Unit2	**Writing to inform**. -Use of scientific data – accuracy in reporting S & T- Primary vs. secondary sources, – interpretation of scientific data – information on science and technology for common man	8
Unit3	Science Policy Resolution, Technology Policy Statement, Science and Technology Policy, Science, Technology and Innovation Policy	8
Unit4	**Communicating science in the various platforms**- Online platforms, comparison of pros and cons, Pew data on social media audiences, science-related magazines, visualizing scientific information. PR for science.	8
Unit5	**Specialized reporting** – environmental journalism – reporting on agriculture, medicine, information, technology, biotechnology etc.Need for science journalism in the society	8

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	Reviewing research papers and converting it into science news, infographics etc.
Lab or workshop	Workshop on Reporting Science for society
Field work/experience	NA
Online activities	Referring science related articles
Performances/creative activities	Presentation of the projects
Learning outcomes	Business News Stories

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

Reference
- . Burkett D.W., Writing Science News for Mass Media
- · Hildenbrand Joel, Science in the Making · Vilanilam J.V. (1993),
- Science Communication and Development, New Delhi, Sage · Rahman, A. (1984),
- Science and the Human Condition in India and Pakistan, New York, Rockfeller University Press · Bernal, J. D. (1971)
- Science in Hisoty (4 Volumes), Massachussetts, MIT Press · Mukherji, S. K. & B. V. Subbarayappa (1984),
- Science in India: A Changing Profile, New Delhi, INSA · Nelkin, D. (1987),
- Selling Science: How the Press Covers S & T, New York, Freeman & Co. · Cox Robert, Environmental Communication and the Public Sphere · Stuart Allan (2002),
- Media, Risk and Science, Open University Press

Science and Indian Constitution	Article 51 A(h), Scientific Temper, Humanism, Spirit of scientific Inquiry and reform
Evolution of Indian policies on science	Science Policy Resolution, Technology Policy Statement, Science and Technology Policy, Science, Technology and Innovation Policy

SEMESTER IV

Visualization Techniques for Film Making		
Course Code	**L T P**	**Credits**
21FNA345	2 1 0	3

Objectives:

- To give an idea on cinematic storytelling.
- Students will be able to identify the importance of visual research.
- Students will be able to develop skills in interpreting screenplays.
- To find solutions to problems arise during film production.

Course Outcome (CO)

- Students will be equipped with ideas in the process of cinematic visualization.
- Students will be able to interpret and visualize screenplays.
- This course will equip students to light scenes according to the context, mood and tone.
- Students will be able to make short films by coordinating different stages of filmmaking.

UNITS	MODULE	HOURS NEEDED (Total 40)
Unit1	**Dynamics of Cinematic Storytelling:** Importance of Visual Literacy, visual Story Telling Techniques, Pre-Visualization Skills, Importance of Visual research, Story and Plot, Understanding Themes, Time Organizing Techniques	8
Unit2	**Pre-Production Stage:** Script Reading, Location Scouting, Scheduling, Budgeting, Casting, Creating Story Boards, Deciding the Visual Scheme	8
Unit3	**Script Break Down**: Interpreting the Screenplay, Scripts Breakdown: Decoding the Subtexts and Metaphors, Analyzing the Story	8

	Line, Preparation of Shooting Script and Floor Plan,	
Unit4	**Lighting Techniques:** Qualities and Properties of Lights, Color Temperature, Three Point Lighting, High Key and Low Key Lighting. Lighting Ratio, Different Styles in Lighting	8
Unit5	**Editing and Sound Design:** Different Styles of Editing: Analytical Editing, Continuity Editing: Matching consecutive actions, Extent of change in image size and angle, Matching Tone. Montage, Violating Continuity Style, Key Concepts in Sound Design: Importance of Silence, Creating Soundscape, Dialogues and Subtexts, Folley, ADR, Creative Practises in Sound Design	8

Activities

Assigned readings	Screenplays and shooting scripts of films
Writing assignments	NA
Project	Prepare shooting scripts, Make short films of less than 5 minutes duration
Lab or workshop	Practice editing scenes in different ways to alter the mood and context, Shooting practice, regular film screenings
Field work/experience	NA
Online activities	Watch online video essays and analysis, Watch interviews of filmmakers
Performances/creative activities	Audition and acting exercises
Learning outcomes	Cinematic Storytelling, Pre-Production, Interpreting Screenplay, Lighting, Post Production

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

Reference

- *Making Short Films: Clifford Thurlow*
- *How Not to Make a Short Film: Secrets from a Sundance Programmer: Roberta Marie Munroe*
- *Making Movies: Sydney Lumet*
- *Producing and Directing Short Films and Video: David K Irwing & Peter W Rea*
- *The Filmmakers Handbook: Ed Pincus*

Advance Photography Lab		
Course Code	**L T P**	**Credits**
21FNA351	0 1 4	3

Objectives:

- To demonstrate proficiency in producing different light qualities for impact and effect.
- To identify current trends in fashion Photography.
- To create and compose fashion orientated model shots within the studio.
- To developing their skills as a product photographer.
- To give your pictures power by telling a delicious story through the food and the scene.

Course Outcome.

- To get a knowledge about Outdoor and indoor lighting techniques.
- To become a successful fashion photographer, you must know about the camera's proper techniques and work.
- To have your eyes on every detail to create a perfect piece of art.
- Ability to produce a portfolio of images that represents a point of view of product photography
- During the course students will dive into the different elements of food photography: lighting, composition, styling and shooting.

UNITS	MODULE	Hours (40)
Unit1	Introduction to Lighting: Outdoor natural lights. Using reflectors. Direction of Light in outdoor.	7
Unit2	Awareness before and while doing fashion photography outdoors- Posing Techniques for Models.	5
Unit3	Indoor lighting: uses of hot shoe flash and indoor Lighting accessories. High key and low-key lighting. Portrait Lighting Patterns - split lighting, loop lighting, rembrandt lighting, butterfly lighting broad lighting and short lighting. Catchlight.	10
Unit4	Product Photography- Individual and group, white background, showing the product Size with Scale.	10

Unit5	Food Photography- Take photos under natural light and indoor lighting.	8

Assigned readings	Explore newspaper and magazine photography
Writing assignments	NA
Project	Model Photography, Food Photography, product Photography
Lab or workshop	Indoor and outdoor Photography
Field work/experience	Model Photography must do at off campus.
Online activities	The students should analysis other industrial photographer's work.
Performances/creative activities	NA
Learning outcomes	Portfolio preparation.

Reference.

1. Understanding Portrait Photography: by Bryan Peterson
2. The Natural Light Portrait Book: by Scott Kelby
3. Lighting People: A Photographer's Reference. By Rossella Vanon

SEMESTER 5

COPY WRITING FOR ADVERTISING PRACTICE		
Course Code	**L T P**	**Credits**
21FNA352	01 4	3

Objectives:

- To familiarize the students with the evolving of an advertising concept and copy from the creative brief and to guide them in writing successful advertising copies.
- To equip them to be efficient creative content writers.

Course Outcome

- To equip the students to understand what is a marketing brief and how to restructure a marketing brief.
- To equip the students to convert a marketing brief into a creative brief and then to develop a creative strategy after brainstorming with the art directors.
- Students will be able to design brochures, posters, leaflets etc.

- Students will be able to write for television ads, Radio ads and online ads.
- Guide the students to write successful advertisement for television commercials and writing for the web.

Units	MODULE	No. Of Hours
Unit 1	Understanding Marketing Brief, and Structuring a marketing brief with key points. Converting the Marketing Brief into Creative strategy	5
Unit 2	Composing Copy matter for Launch Advertisements in Print Media across countries. Introduction of online tools for measuring the effectiveness of headlines, and taglines.	10
Unit 3	Composing copy matter for Primary and secondary packaging and fitting them into the layout.	5
Unit 4	Composing Copy matter for Print media for magazine and newspaper advertisements, posters and hoardings, based on brand positioning and creative strategy document.	10
Unit 5	Writing for the web. Composing content for the web sites and social media advertisements.	10

Activities

Assigned readings	Reading marketing briefs, creative briefs from the internet recourses.
Writing assignments	Writing for all media of advertising
Project	Finished launch advertisement with body copy.
Lab or workshop	Using lab to produce copy and select fonts.
Field work/experience	NA
Online activities	Use online tools for evaluating the effectiveness of headlines, taglines, etc.
Performances/creative activities	Composing headlines taglines and body copy for various advertising media.
Learning outcomes	Effective in communicating the message in advertisement through the crafting of headlines, taglines and body copy.

- 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.

SEMESTER V

Development-Communicational-Video Production Lab		
Course Code	**L T P**	**Credits**
21FNA353	0 1 4	3

Objectives:

The student completing the course will have an understanding of the various aspects of our society, its place in the world, its major development issues and how communication can help.

Course Outcome (CO)

- The Indian Society, the process of development and the role of communication in it.
- Specific national development issues, programmes and projects and the role of Communication.
- Skills in development of communication material in media like print, radio and TV With understanding of other media like slides, puppetry, posters etc.
- Understanding social issues and utilizing media to address various issues.
- It make the students to Understand the social development and empowering the people.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	**Introduction** Concept, Models, Theories and Approaches of Development Communication. Concept of Communication: Scope and Elements of Communication process.	5
Unit2	**Communication Skills:** The essential	7

	qualifications of an effective speaker, conversation, extemporaneous speaking, group discussion, Requirements for effective listening, Dynamics of effective reading, Functional forms stories, editorials, book reviews, informal and formal essay, short stories , personal letters, scientific reports, biographical sketches, setting a theme, simple development of an idea, critical appraisal of facts and investigation reports.	
Unit3	**Techniques of Reporting**: Gathering News-Through Observation, Through Sources, By Interview, By Digging into Documents, Thinking of the Story Ideas, Maintaining Dairy, Chalking Out Specific Assignment, Research, Follow-Ups, Beat System	8
Unit4	**Reporting Development policies and Current issues:** Population, health, agriculture, education, communication/media, industrial, economic, science and technology, environment. National integration, communalism, religion and politics, class and caste conflict, gender equality, minimum needs, child labor. 2. Major Development Programmes: Tribal development, watershed management, women's development programme, area development, natural resource management, approach of government in development programmes.	8
Unit5	**Video Production:** Development communicational video production- short videos- PSA's- Short Documentaries etc.	12

Activities

Assigned readings	Case studies of development communication initiatives and its success worldwide
Writing assignments	Writing scripts for various development based productions
Project	Producing short videos, documentaries etc
Lab or workshop	Post production works of videos
Field work/experience	Reporting and covering issues
Online activities	Watching documentaries and short videos related to communication for development.
Performances/creative activities	Developing interactive production methods
Learning outcomes	Students would have acquired skill for developing communication material.

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

Reference

- Srinivas Melkote - Communication for Development in the third world - Theory and Practice for empowerment, Sage Publications (2003)

- . Development Journalism - What next? - D. V. R. Murthy - Kanishka Publishers, New Delhi (2006)
- . Uma Narula - Development Communication Theory and Practice - Har-Anand Publications (1999)
- The Handbook of Development Communication and Social Change: 4 (GlobalHandbooks in Media and Communication Research) by Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon
- Development Communication in Practice India and the Millennium Development Goals by J. V. Vilanilam

Technical and Professional Communication for Media Practice		
Course Code	L T P	Credits
21FNA354	0 1 4	3

Objectives:

To equip the students with the general principles of effectively use different types of leads to create an accurate, inviting introduction to a news story or news release. The course will also enable the students to produce workspace documents, including memos/letters, instructions, and proposals; create usable, readable, and attractive documents; prepare and deliver oral presentations; collaborate with others; write coherent, concise and correct sentence.

Course Outcome (CO):

- Produces workspace documents like memos, letters etc.
- Comprehending technical and professional writing style
- Students will be able to prepare and deliver oral presentations
- Presenting technical paper.
- Equipping with proper proof-reading techniques

Module	Content	Hours Needed (40)
1	Special technical documents 1 – Thesis, dissertation and article.	8
2	Special technical documents 2- Resume (cover letter, resume, and vitae)Memorandums, letters (Request letter, Letter of apology, customer response, and persuasion)	8
3	Special technical documents 3- E-mails – correspondence, text messages, Minutes, agendas	8
4	Special technical documents 3- Technical proposals and reports ,Manuals, brochures, prospectus	8
5	Editing and proofreading- Grammar, spelling, punctuation	8

Activities

Assigned readings	Reading various technical writings
Writing assignments	Assignment based on each module
Project	Publishing of tabloids
Lab or workshop	Workshop based on English Language basics
Field work/experience	NA
Online activities	Developing various technical contents
Performances/creative activities	Building up of creative expression in languages preferred
Learning outcomes	Students will understand technical communication

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

Reference Text Books
- McNair,"NewTechnologiesandYourResume"
- Haur,"WritingTechnicalDocumentsforthePublic"
- BusinessCommunications,Concepts,CaseandApplications,PDChathurvedi,Person.
- FunctionalGrammarandCommunicativeSkills,SSreenivasan,CenturyPublishers.
- TechnicalCommunication,"DeskTopType:TraditionalandTechnology"
- communications: A Practical Approach – William Sanborn Pepfeiffer, TVS Padmaja,Pearson(6thEd)

ELECTIVE D

Art Direction For Advertising		
Course Code	**L T P**	**Credits**
21FNA361	01 4	3

Objectives:

- To show light to the aspiring art directors towards the basic principles of advertising through visual media along with demonstrating the principles of graphic design, layout, and production of advertisements for various medias.
- The course also ensures an understanding of the importance of cost control in all areas of art direction.

Course Outcome

- Students will create and develop advertising ideas, with particular focus on their visual appearance.
- Students will be able to produce different types of advertisements.
- Students will be able to work with various ad agencies.
- Introducing various tools of art direction
- Students will be able to illustrate the production and designing of shooting Sets.

UNITS	MODULE	HOURS NEEDED
Unit1	Art Direction in Advertising: an introduction-roles and tools of the art director, Graphic Conceptualization: visual metaphor, languages-meaning full lettering, Logo Designing	5

Unit2	Graphic basis: typography, colour, visual composition, techniques and technologies, Tracing and transfer techniques	5
Unit3	Strategy and creativity: Art Direction in communication design, visual corporate identity, study of packaging, Art direction fields: deconstruction of successful advertisements, layout techniques	10
Unit4	Photographic techniques, photography with characters, still-life photography, illumination, the photo montage, type photography, the photographic finishing touch, illustration techniques.	10
Unit5	Illustration techniques using the grid system, traditional techniques of image reproduction and enlargement-Designing illustrations from photographs	10

Assigned readings	Refer to Logo Designing Books. Creativity Awards book etc.
Writing assignments	Copywriting assignments for various given media.
Project	NA
Lab or workshop	Expressive typography, Illustration, Packaging die lines.
Field work/experience	Innovative Packaging designs
Online activities	NA
Performances/creative activities	Designing Advertisements for Print and Online media.
Learning outcomes	The first step to becoming a visualizer and eventually an art director/ creative director in advertising agencies. To undertake freelance advertising design works

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

Reference

- Pete Barry, The Advertising Concept Book: Think Now, Design Later, Thames and Hudson Ltd (11 August 2016)

- Stephen Baker ,Advertising Layout and Art Direction, Forgotten Books (December 7, 2017)

- J.Thomas Russell, Ron Lane, Kleppner's Advertising Procedure, Pearson; 14th edition (23 July 1998)

Film Appreciation and Analysis Lab		
Course Code	**L T P**	**Credits**
21FNA362	**0 1 4**	**3**

Objectives:

- To learn the and understand different concepts of visual language.
- To gain more knowledge on different elements of cinema.
- To analyze critically acclaimed films and write about different aspects of cinema.

Course Outcome (CO)

- Students will be able to publish reviews, analysis, and a research article on cinema.
- Students will be able to analyze the works master filmmakers.
- After completing this course, students will create video essays on films.

Module	Keywords	HOURS NEEDED (Total 40)
1	**Visual Language:** Types of Shots, Camera Angles, Composition Principles.	8
	Learning Outcome: To view and analyze different scenes from films to evaluate the application of visual language	
2	**Film Movements:** German Expressionism, Italian Neorealism, French New Wave.	10
	Learning Outcome: To analyze films that belong to different film movements and analyze the features of them	
3	**Mise-en-Scene:** Settings, Properties, Costumes, Lighting, Acting, Staging and Blocking	8
	Learning Outcome: To watch different films and analyze the components of mise-en-scene.	
4	**Film Genre:** Evaluating the characteristics of films in different genres.	8
	Learning Outcome: To analyze the different concepts in editing and sound design in films.	
5	**Analyzing the Works of Masters:** Hitchcock, Kurosawa, Ozu, Fellini, Bergman, Satyajit Ray	6
	Learning Outcome: To introduce students to the works of master filmmakers.	

Activities

Assigned readings	Articles, and analysis of the works of selected film directors.
Assignments	Article writings after screening sessions
Project	Writing articles and reviews on given topics from the course.
Hands on workshop /Training	Regular film screenings and group discussions.
Field work/experience	NA
Online activities	Referring online articles on different aspects of cinema
Performances/creative activities	NA
Overall Learning outcomes	Visual Language, Film Narrative, Mise-en-Scene

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

Reference Text Books

Film Art an Introduction: David Bordwell

Essential Cinema: An Introduction to Filmmaking: Jon Lewis

Film History an Introduction: Kristin Thompson and David Bordwell

Niche Journalism Practice		
Course Code	**L T P**	**Credits**
21FNA363	0 1 4	3

Objectives:

- To develop an in- depth knowledge about specialized areas through niche magazines.
- To learn how to report and write in specialized magazines.

Course Outcome (CO)

- To acquaint the student with the magazine industry
- Gets an idea about different types of Magazines and to get to know the unique feature
- Know about the importance of niche journalism.

- To know about different types of areas which they like to specialise i.e., Sports, Health, Entertainment, Travel etc
- To know more about how to approach and write clearly on different matters.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	History and evolution of magazines- reasons for its success in and outside India, the magazines that boom in India and the glorious years of the news magazine	5
Unit2	Definition and types of magazines **-** news, special interest, general, lifestyle, glamour, gossip - Overview of English and other Indian language magazines today	5
Unit3	Writing for a magazine-Editing for a magazine- Scope of 'niche' journalism-organizational structure of a magazine- difference between magazine writing and news writing-difference between magazine reporting and news reporting- freelancing	10
Unit4	Diverse types of magazines and its reporting style, writing style and editing style- sports, entertainment, politics, fashion, food, travel, health etc. Magazine Production- Stages, Layout, Design, Planning Pages, Paper Used, Inserting Advs., Creative Advertisements- Cover on Cover, Flaps Etc.	10
Unit5	Introduction to several types of features- feature writing- feature reporting	10

Assignments

Assigned readings	Assigned reading will be given for each unit to present a seminar
Writing assignments	Assignment based on the content of each

	unit.
Project	Making of a magazine
Lab or workshop	NA
Field work/experience	Reporting for magazine
Online activities	e- magazine production
Performances/creative activities	Drafting articles in magazines
Learning outcomes	Production of Magazine

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

Reference

Various types of national and international magazines on various niche areas.

- Journalism by Ross Solly, Helen Isbister, Bill Birtles · 2007
- Journalism, Audiences and Diaspora by O. Ogunyemi · 2015
- Engaged Journalism: Connecting with Digitally Empowered News by Jake Batsell · 2015

Titling & VFX Lab		
Course Code	**L T P**	**Credits**
21FNA364	0 1 4	3

Objectives:
- To introduce students to the essentials of digital titling for film and video.
- To create a working knowledge of software workflows in motion graphic titling.

Course Outcome (CO)
- Students will be able to plan and produce motion graphic titles for videos.

Modules	MODULE	Number of Hours (40)
Module 1	Introduction- Purpose and functions of Motion titles. Film titles, Television Commercials etc	6
Module 2	Planning and Production – Pre-production and Shooting, checklist for shooting with chroma screen Tools and Terms – Software choices	8
Module 3	Video compositing- Keying, Object Tracking, Masking and rotoscopy	10
Module 4	Software tools used in motion graphics, Projection platforms and technical concerns- aspect ratios, frame rates, color choices etc.	8
Module 5	Planning a motion graphic content- steps involved, Preproduction- Storyboard, Style sheets. resource	8

management, use of audio etc	

Assigned readings	NA
Writing assignments	NA
Project	Titling and VFx for Mini project- video
Lab or workshop	Hands on workshops for Titling and VFx
Field work/experience	NA
Online activities	Search and create a library of Sample Titling styles.
Performances/creative activities	Create unique titling styles for video.
Learning outcomes	Students will be able to plan and produce motion graphic titles for videos.

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

Reference
- Creating Motion Graphics with After Effects - Focal Press
- http://www.watchthetitles.com,