

MA Visual Media and Communication- Curriculum and Syllabus 2021

PROGRAMME OUTCOMES (PO)

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

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

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

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

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

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1 [Create] - Comprehend, synthesize and employ Communication theories, perspectives, principles and concepts to create and produce messages appropriate to the audience, purpose and context.

PSO2 [Evaluate] - Demonstrate the skill and ability to justify their stand or decision and emerge as entrepreneur and critique.

PSO3 [Analyze] - Demonstrate the ability to critically draw connections among ideas and analyse messages by comparing contrasting and organizing viewpoints.

PSO4 [Apply] - Apply communication theories, research in various fields of Media & visual communication.

PSO5 [Understand] -. Demonstrate the ability to accomplish communicative goals (self-efficacy) and engage in communication inquiry.

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

CURRICULUM 2021 onwards

Course Code	Course Title	L T P	Cr	ES	Course Code	Course Title	L T P	Cr	ES
SEMESTER 1					SEMESTER 2				
21FNA508	Communication and Media Theories	3 0 0	3		21FNA514	Research Methodology for Communication and Media Studies	2 1 0	3	
21FNA502	Studies in Visual Aesthetics	2 0 0	2		21FNA519	Film Studies	3 0 0	3	
21FNA506	Aspects of Journalism: Print, Broadcast & Online	3 0 0	3		21FNA588	Film Analysis and Appreciation Lab.	0 1 2	2	
21FNA507	Fundamentals of Creative Advertising	2 1 0	3			Elective I	0 2 2	3	
21FNA581	Audiography Lab	0 2 2	3		21FNA583	Digital Video Production Lab	0 2 2	3	
21FNA572	Photography Practice	0 2 2	3		21FNA579	Writing Practice for Mass Media	0 2 2	3	
21FNA573	Videography Practice	0 2 2	3		21FNA589	Programme Casting, Anchoring and Presentation Skills	0 1 2	2	
21FNA582	Graphic Design Lab	0 2 2	3		21FNA510	Media Laws, Ethics and Policies	3 0 0	3	
21CUL501	Cultural Education	2 0 0	P/F		21AVP501	Amrita Values Programme	1 0 0	1	
	TOTAL		23			TOTAL		23	
SEMESTER 3					SEMESTER 4				
21JMC603	Corporate Communication and Public Relations	2 0 0	2		21FNA692	Comprehensive and Technical Viva Voce		4	
21FNA687	Public Relations Campaign Practical	0 1 2	2		21FNA693	Internship		2	
	Elective II	0 2 2	3		21FNA697	Project in Media & Communication		4	
21FNA675	TV Commercial Production Practice	0 1 2	2			TOTAL		10	
21FNA684	New Media and Web Technologies Basics Lab.	0 2 2	3						
21FNA685	Photo Imaging & Designing Lab.	0 2 2	3						
21JMC691	Mini Project in Media and Communication		3						
21FNA690	Live-in-Lab. [®] / Open Elective*	2 0 0	2						
21SSK501	Life Skills		P/F						
	TAL		20						
						Total Credits for the Programme	76		

Elective I & II

21FNA561	Creative Expression Practice in English & Regional Languages	0 2 2	3
21FNA562	Corporate Video Production Lab	0 2 2	3
21FNA563	Packaging and Illustration Practical	0 2 2	3
21FNA564	Advanced Ad Photography Lab.	0 2 2	3
21FNA565	Digital Video Compositing Lab.	0 2 2	3
21FNA566	Responsive Web Designing Lab.	0 2 2	3
21FNA567	Screenplay Writing Techniques	0 2 2	3
21FNA568	Documentary Film Making Practice	0 2 2	3

SEMESTER I

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

Objectives:

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

Course Outcome (CO)

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

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

	Verisimilitude, Creativity theories, Empathy theories.	
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Activities

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

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

Reference

- The Meaning of Art by Herbert Read
- Art by Clive Bell
- Block, Bruce - 'The Visual Story' Burlington, U.S.A: Elsevier Inc. 2008
- Behrens, Roy R - 'Design in the Visual Arts'. New Jersey: Prentice-Hall Inc. 1984
- Young, Frank M - 'Visual Studies: A Foundation for Artists and Designers'. New Jersey: Prentice-Hall Inc. 1985
- Bergstrom, Bo - 'Essentials of Visual Communication'. London: Laurence King Publishing. 2008

Aspects of Journalism: Print, Broadcast & Online		
Course Code	L T P	Credits
21FNA506	3 0 0	3

Objectives:

- To equip students with an understanding of the principles and practice of journalism: how to recognize good stories, gather facts through skillful interviewing and research.
- To develop sources, craft welcoming leads and satisfying endings, and create news and feature articles that inform and engage readers.
- Rewriting to achieve proficiency is particularly emphasized.
- To learn the difference between print, broadcast, and online journalism and how to structure narratives to fashion diverse types of articles.

Course Outcome (CO)

- The students will understand the principles of journalism.

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- Students will be equipped with skills for news gathering for print, broadcast and online.
- Students will attain ability to distinguish, appreciate and realize radio and TV news elements.
- The students will develop awareness of the legal and ethical considerations while dealing with journalism in public domain.

UNITS	MODULE	HOURS NEEDED (40)
1	Introduction- History of Journalism- Print, Broadcast and online. Vernacular Press in India. News Agencies, News, News sources, News Elements- Accuracy, attribution, balance, brevity, Human interest	8
2	Print Journalism- A brief introduction to Newspapers - Magazines and other publications - Kinds of newspapers: tabloid, broadsheet, financial and different styles specific to each - Compare and contrast different newspapers, qualities, functions and responsibilities of a reporter; News writing structures: 5ws and 1H - Inverted pyramid, hour glass and chronology - Headlines, lead, body and conclusion - Background and quotes - different structures used in news writing; Headlinewriting, types of headlines - banner, skyline, kicker, deck, strap line, feature heads etc. Writing editorial, features & interviews:	8
3	Broadcast Journalism: Radio station organization and management, Radio News, Radio Formats, Stages of production, TV Newsroom, visualizing news / ENG/DSNG/OB – Piece to camera and voice over - Sequencing and editing news packages - planning - production and compilation of news programmes - writing lead-in/intro to news packages - headlines writing - teasers and promos. Television anchoring News Magazines and Talk Shows, Need of Balanced Presentation and Selection of Topics	8
4	Online Journalism: Definition and scope of New Media, Types Features of New Media, Media Convergence Security & Privacy in New Media Impacts of News in New Media ,Job of a Journalist in the New Media era ,Social Media Uprisings in History The Power of Data ,Role of Social Media in Curbing Corruption ,The New Media and the Future of Democracy ,Linear &	8

	Non-linear writing, Blogging & Micro-blogging ,Developing news-content for new media, Creating edutainment content for new media , Writing promotional content for new media	
5	Ethics of Journalism: Advertorials, Paid News, and News as a product, Social Media and Fake news, Mass Media as the Mirror of society and Promoter of Social Change: Mass media and its impact on society, Transmission of culture and values through media; media and public opinion; media and family; social media addiction, Sex and violence in media; media and de-humanization; media and consumerism: media as the trend setter; media and imperialism: cultural erosion and mental colonization, Media as a business enterprise with profit motives	8

Activities

Assigned readings	An Introduction to Journalism, A to Z of Journalism by Ross Eaman
Writing assignments	Writing practice for mass media.
Project	News reporting and writing for print/online and broadcast media.
Lab or workshop	Workshop on news writing by eminent media persons
Field work/experience	Reporting
Online activities	Referring international media contents and preparing case studies
Performances/creative activities	NA
Learning outcomes	Basic knowledge in print, broadcast, and online journalism

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

Reference

- Techniques of Television Production by Bretz Rudy.
- Introduction to the Constitution of India: Durga Das Basu
- Anthony Adornato. Mobile and Social Media Journalism: A Practical Guide
- Bryan Alexander. The New Digital Storytelling: Creating Narratives with New Media
- An Introduction to Journalism: Richard Rudin and Trevor Ibbotson
- History of Indian Journalism: J. Natrajan

Fundamentals of Creative Advertising		
Course Code	L T P	Credits

21FNA507	2 1 0	3
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Objectives:

- To introduce the students to the concept of advertising as persuasive communication.
- To make the students understand the functions of advertising in society.
- To examine the various types of advertising with respect to media.
- To learn the concepts of market and marketing.
- To introduce the students of creative advertising using various market concepts.
- To introduce the students the structure of an advertising agency.
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Course Outcome (CO)

- Students learn the basic definition of advertising and follow ethical practices.
- Students will be introduced to introduce the students to various types of advertising and their components.
- Students will be introduced to the concept of market.
- Students will be introduced to Creative ideation techniques.
- Students will be introduced to Creative copywriting techniques
- Students will be introduced to Creative designing and production.

UNITS	MODULE	HOURS NEEDED (40)
1	Advertising standard definition and its explanation. Advertising and society. Functions of modern advertising. Public service advertising. Commercial and corporate advertising. Types of advertising and their media.	10
2	How does advertising influence society. Consumer behavior, Marketing mix, Market segmentation. Structure of advertising agency, functions of each department. Ethics of advertising: Surrogate, subliminal and shockvertising, Puffery and weasel words.	10
3	Components of several types of advertising in comparison with the media. Creative concept of positioning based on quality, price, benefit, brand personality, brand image etc. Three types of advertising based on strategy.	5
4	Creative copywriting; How to craft effective headlines, baselines and body copy. Several types of Headlines, baselines, and body copy. Content writing for tourism brochures and booklets. Writing content for web.	10
5	Brand Identity designing: Logos, understanding various layouts based on space, size, and media. Advertising production.	5

Activities

Assigned readings	Reading Advertising and Business magazines
Writing assignments	Ethical debates in advertising and discussing contemporary advertising.
Project	Designing Print advertising / Production of a TV Commercial.
Lab or workshop	Designing Print media advertising.
Field work/experience	NA
Online activities	Refer online resources.
Performances/creative activities	Presentation of case studies.
Learning outcomes	Students will have an understanding on advertising definition, functions, advertising and society, public service advertising, Copywriting, Magazine and newspaper advertising, Posters and Hoardings.

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

Reference

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

Communication and Media Theories		
Course Code	L T P	Credits
21FNA508	3 0 0	3

Objective:

- To provide an overview of various concepts and theories of Mass Media and Communication.
- To familiarize some important theories, issues that seek to explain how audience uses media and the effects of mass media in society.
- To bring understanding of the relationship between mass media and society.
- To expose students to traditional and contemporary theories of communication.

Course Outcomes:

- Understand the conceptual developments of mass communication theories.
- Develop significant expertise in their chosen sub-field.
- It helps to engage with diverse theoretical, conceptual and empirical developments in media and communications research.

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UNITS	MODULE	HOURS NEEDED (total hours –40)
Unit1	Unit 1 Concepts of Communication Definition, nature and scope of communication - Communication variables - Process and functions of communication - Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication - Communication barriers - Mass communication - meaning of concept of 'mass' - definition, nature and scope.	6
Unit2	Unit 2 Models of Communication Communication - models definition and types of models - linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Aristotle model, schramm model, Gerbner model, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication, New comb model, Westley & McLean model, Kincaid model, Dance model, Learner Model of Development, Rogers Basic Diffusion Model.	7
Unit3	Unit 3 Theories of Communication Importance of communication theory, two step flop & multistep flow theory, individual deference theory - Selectivity & gate keeping theory, Diffusion of innovation theory, personal influence theory - Authoritarian, libertarian, Communist media, social responsibility theory - Development media theory, democratic participation theory, communication convergence.	14
Unit4	Unit 4 Communication Effects Theory Magic Bullet Theory, Uses and Gratification theory - Spiral of Silence, Cognitive Dissonance Theory - Agenda Setting Theory, Cultivation Analysis, Catharsis theory, Narcotic Disfunction Theory, Aggressive Cue Theory,	8
Unit5	Unit 5 Mass Media and Audience An overview of media in India: Print media, Broadcast media, Status of Regional media; New media, Advertising/ PR, Traditional media, Mass media audiences- fans and anti-fans, and transforming audiences.	5

Activities

Assigned readings	Models and theories of Communication media effects and audience.
Writing assignments	Based on the theoretical perspective on communication, importance of theory and its social implications.
Project	NA

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Lab or workshop	Workshop on Communication and Society
Field work/experience	NA
Online activities	Models and theories of Communication media effects and audience.
Performance/creative activities	NA
Learning outcomes	Access to knowledge of conceptual developments towards mass communication theories.

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

Reference:

- Dennis McQuil: Mass Communication Theory: An Introduction
- Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication
- Melvin L. De fleur and Evette Dennis: Understating Mass Communication
- Joshi P.: Culture, Communication and Social Change
- Wilbur Schramm: The process and Effects of Mass Communication
- Wilbur Schramm: Men, Message and Media

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

Objectives:

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

Course Outcome

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

UNITS	MODULE	HOURS NEEDED (40)
1	Bridging Session Introduction to photography, History of Photography, Camera principles. Anatomy of DSLR and mirror less camera. Working of camera. Handling the camera, explaining camera accessories, Explaining image formats – JPEG, RAW.	8

2	Camera & Mode: Auto focusing, AF mode in camera: One Shot AF, AI Servo, AI Focus, Manual controlling your point of focus. Basic mode: Landscape mode, portrait mode, sports mode, Low Light Portrait, close up mode. Creative Modes -Aperture Priority, Shutter Priority, Program Mode.	8
4	Composition Techniques: Lines in Photo Composition- 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	8
4	Camera Exposure: ISO, Aperture, and Shutter 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	8
5	Lens and Filters: White balance and its uses in different lighting situations. Classifications and purpose of Lenses and its uses. -normal lens, wide angle lens, fisheye lens, prime lens, telephoto lens. Focal Length and Angle of view. Choice of different camera Filters, UV Filters, Polarizing Filters, Neutral Density Filters	8

Activities

Assigned readings	Explore newspaper and magazine photography Readings based on each unit
Writing assignments	Different types of Photography Assignment based on each unit
Project	Photo album
Lab or workshop	Workshops on Understanding Lights, People and Photography, Nature and Lens, Art through Lens - Campaign
Field work/experience	Nature Photography

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Online activities	The students should analysis other industrial photographer's work.
Performances/creative activities	Presentation of the projects
Learning outcomes	Portfolio preparation and electronic portfolios.

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

Reference

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

Audiography Lab		
Course Code	L T P	Credits
21FNA581	0 2 2	3

Objectives:

- To familiarize students with audio recording hardware.
- To introduce students to the audio recording procedure in an acoustic studio

Course Outcome (CO)

- Students will be able to do audio recording in a sound studio.
- Students will be able to plan proper audio production timeline for media.
- Students will be able to use audio production software for media production

Modules	MODULE	Outcome
Module 1	Working with different microphones, and audio Mixers	8
Module 2	Software and hardware for audio editing and mixing.	8
Module 3	Recording and editing in a studio environment.	8
Module 4	Introducing advance audio editing techniques.	8
Module 5	Production – create soundscape for a short video	8

Assigned readings	NA
Writing assignments	NA
Project	Sound design for short film.
Lab or workshop	Hands-on Workshop on audio tools
Field work/experience	Outdoor recording practice
Online activities	Prepare a library of royalty free soundtracks
Performances/creative activities	Create multichannel audio track

Learning outcomes	Students will be able to plan and produce multichannel audio for media production
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- 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

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

Objectives:

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

Course Outcome (CO)

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

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

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

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

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

Reference

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

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

Objectives:

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

Course Outcome (CO):

- Able to produce digital graphic works
- Develop knowledge on various software used in digital graphics field.

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- Able to do photo editing in different software
- Able to use different coloring techniques
- Equipping the students to create special effects with Photography

Modules	MODULE	Hours Needed (40 hours)
1	<p>Image and Phot editing Getting to know and customize the interface, Bitmap image editing basic facts and concepts, how to plan and think about pixel size and crop ratio, Understanding RGB and CMYK color models, Color contrast and color saturation in photos, Restoration and touch-up to improve images, Selection tools techniques for selecting pixels, Layers panel and layer manipulation, Painting and related tools and optional settings, and quick masks, Layer masking and blending techniques and clip groups, Advanced spot channel techniques.</p>	8
2	<p>Painting a color image to grayscale, designing with filters and/or Smart Filters, Tips for unsharp masking, Advanced use of the Curves dialog box, combining color and grayscale images, Creating the metal/steel look, Pixel selection with Quick Selection and Refine Edge, Understanding and creating the five kinds of custom brushes, Using, and editing an opacity mask in the Transparency panel, Using the Mesh tool for complex gradients.</p>	8
3	<p>Illustrations Making a custom Tool panel, understanding paths, views, selection tools, fills and strokes, setting up preferences and color settings, creating basic geometric shapes with the Shape tools, working with the Blend tool/command and its options, creating a compound path, Transparency panel for blend modes and opacity, Creating clipping masks Applying warp effects and the envelope feature, Understanding the Appearance panel, Creating effects and saving Graphic Styles, Using multiple strokes and fills on one object</p>	8
4	<p>Using Illustrators tools to create special effects, creating realistic shadows, creating repeating patterns for fills and borders, drawing 3-D artwork— isometric, dimetric, and trimetric views. Create graphics- and text-intensive publications. Working with layers for efficiency and organization, setting up expert pages in a document, building automatic page numbering and sections, Formatting text using paragraph and character styles, Flowing, threading, and spell-checking text in</p>	8

	text frames, adding color using swatches, gradients, and tints.	
5	Nesting character styles within paragraph styles, loading styles from one document to another, Placing, setting up color management for your publishing workflow, Transparency features including feathering, opacity, drop shadows, etc., Applying transparency settings to text.	8

Activities

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

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

Reference

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

SEMESTER II

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Course Code	L T P	Credits
21FNA510	3 0 0	3

Objectives:

- To provide knowledge on basic principles of media laws and ethics
- To provide awareness to students about media freedom and the laws governing mass media and communication.
- To provide an overview of the broad picture of control and regulation of media in India
- To enable the students to reciprocate to day- to- day legal and ethical dilemma in their professions by applying the knowledge on major legal constructs and court decisions.

Course Outcome (CO)

- Enhance student's awareness of the ethical responsibilities of mass media and communication professionals
- Apply ethical reasoning as a tool to deal with moral issues faced by media practitioners
- An understanding of the relevant provisions of Indian Constitution on media freedom/ rights of media professionals and the limitations set in a pluralistic state
- An understanding of the major laws and principles regulating and controlling media in India
- Educe personal and professional responsibility and accountability

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction: Introduction to law and legal system in India; An evolution of media laws in India; Constitution of India and Media Freedom: Media's role in a federal system; Social responsibility of media; Article 19(1) and (2); Right to information; Right to privacy as an aspect of right to life, Media censorship: Caution when reporting court proceedings, religious censorship, Film censorship and the Cinematograph Act 1952	8
Unit2	Relevant Provisions of Civil laws applicable to Media: The Law of Defamation; The Press Council of India Act 1978; The Prasar Bharati Act 1990; The Copy Right Act 1957; The Contempt of the Court Act 1971; The Working Journalists and other Newspaper Employees (Conditions of service) and Miscellaneous Provisions Act 1955; The Right to Information Act 2005	8
Unit3	Relevant Provisions of Criminal Laws applicable to Media: Virtual Publication Offences and the Information Technology Act	8

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	2000; Indecent Representation of Women by Media; Provisions of the Indian Penal Code as applicable to Media; The Official Secrets Act 1923; The Whistle Blowers Protection Act 2011	
Unit4	Principles of Media Ethics: Ethics-Meaning, Basic concepts, Philosophy, Theoretical background; PCI Norms of Journalistic Conduct in brief; Advertising Standards Council of India and Principles of Advertising Ethics; Ethical principles relating to ethnic, linguistic, minority and gender-based representation in Media; Broadcasting Codes; Broadcasting Content Complaints Council; Editors Guild; Public broadcasting v. Private channels.	8
Unit5	Emerging Issues of Ethical Violations by Media: Trial by Media; Investigative Journalism and Sting Operations; Paid and Fake news; Conflict of Interest; Media bias; Page 3 reporting and Bad taste; Stereotyping; Obscenity and Vulgarity; Media Ownership and Crass commercialization; Marketing and Product Placement; Digital Media Ethics Violations: Blogging; Citizen journalism and Social media	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	Case studies on ethical violation of Indian Media. Students are required to work in groups and present case studies pertaining to media law and ethical issues related to media as a part of their assignments. This activity helps students' insight into real-life ethical issues and applications of media laws.
Lab or workshop	NA
Field work/experience	NA
Online activities	Referring international media contents and preparing case studies
Performance/creative activities	Presentation of the projects
Learning outcomes	Upon course conclusion, the students should be able to: 1. Analyze the moral dimensions of media ethics

	<p>problems in various dilemmas faced by media professionals</p> <p>2. Apply ethical principles and legal constructs to resolve media dilemma</p> <p>3. Formulate personal strategies and principles to confront ethical and legal challenges in media profession</p>
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

References

- Dr. M.V.Pylee, An Introduction to Constitution of India, 2017
- M.Neelamalar, Media Law and Ethics, 2018
- Introduction to Media Laws and Ethics by Juhi P Pathak 2014
- Press Laws and Ethics of Journalism by P.K. Ravindranath, 2004
- Law of the Press by Durga Das Basu, 5th Edition, 2010
- Ursulla Smarrt, Media Law for Journalists, 2021

List of Websites:

- www.indiankanoon.org
- www.prasarbharathi.gov.in.
- www.lawzonline.com
- www.presscouncil.nic.in
- www.thehoot.org

Research Methodology for Communication and Media Studies		
Course Code	L T P	Credits
21FNA514	2 1 0	3

Objectives:

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

Course Outcome (CO):

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

UNITS	MODULE	HOURS NEEDED (40 Hrs)
Unit 1	Research Framework and Literature Study Meaning and Concept of research – Motivation and Objectives – Research Methods Vs Methodology – Types of Research - Defining and formulating research Problem – research questions- Importance of Literature Review –Research Design - Execution of the research – Problem, Formation-Observation and data collection – Methods Qualitative – quantitative research in media studies	10
Unit 2	Research Design & Statistics Tools: Sampling – Types of Sampling – Validity – Measurement – construct validity – Reliability- Levels of Measurement – Types of Data – Scaling - Qualitative – Quantitative measures- Hypothesis - testing – Generalization – Variables - Types of Data – Unit of analysis - Statistical Analysis- Tabulation of data – interpretation – Graphical representation of data – Presenting statistical Data–content analysis–Case Study - non –parametric statistics –chi- square – contingency table analysis – parametric statistics – Mean, Proportion, ‘t’ test – analysis of variance (ANOVA) - Regression and Correlation.	10
Unit3	Theoretical Framework for Research Media theories – Philosophy of Research – Structurization of Research –Deduction – Induction - Communication theories - Aesthetics theory of visual communication – character and visual aesthetics – Perception theory – audience research – Semiotics – motion and frame semiotics –Cognitive theory – film theory – narrative theory - cultural aesthetic theories – behavioral theories – Social – New media	10
Unit 4	Art of Research Writing Writing research paper – reviews - presentation of research - Bibliography – APA Style – In text- Citation- plagiarism-Utility of the study - Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables - referencing and footnotes	6
Unit 5	Research aids and Ethics Use of visual aids - Preparing Research papers for journals, Seminars and Conferences –Calculations of Impact factor of a journal, citation -	4

	Ethical Issues – Ethical Committees – Reproduction of published material Acknowledgement –Reproducibility and accountability.	
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Activities

Assigned readings	Practice & Seminar on formulating research problem – Presentation & analysis of Case studies
Writing assignments	In text Citation and APA Style Formulation Practice Identification of Research Problem and framing Objectives
Project	Review research article and presentation
Lab or workshop	<ul style="list-style-type: none"> • Hand on Workshop on using Tools and application for Statistical analysis • Seminar on Methods and Theories for Mass media research, perspectives and approaches • Workshop on Writing and structuring Research thesis • Seminar on Ethical issues, responsibilities on researchers, Publication standards
Field work/experience	Working on real-time issues related to Communication, Media and Society
Online activities	Understanding Online tools which support research to become effective
Performance/creative activities	N/A
Learning outcomes	Constructive ideas from overall learning process in the post-graduation which transfer the need for research in grass root level with participatory approach.

References:

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

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Course Code	L T P	Credits
21FNA519	3 0 0	3

Objectives:

- This course will familiarize students with the form and language of cinema.
- Students will be introduced to the theoretical perspectives on cinema
- After completing this course, the student will understand the cultural, ideological, and theoretical standpoints of cinema.
- To encourage students to develop their faculties for critical thinking regarding the history of film.
- This course will help to develop students' ability to critically and theoretically discuss and analyze film and other media.

Course Outcome (CO)

- Students will be able to write reviews and analysis on cinema.
- Students will be able to create content for online and print media on cinema.
- Students will be equipped to incorporate the knowledge gained in making films

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Film and Other Arts: Film as Art and Business, Film and other Arts: Theatre, Photography and Painting, Novel.	7
Unit2	The Language of the Film: Mise-en-Scene- Pro-filmic Elements, Cinematography, Film Sound, Editing in Cinema	8
Unit3	Film and Narrative: Story and Plot, Time and Space in Filmic Narration, Modes of Narration- Classical Narration, Art-Cinema Narration, Other Modes of Narration	8
Unit4	Film and Authorship: Early Films ,Film as Collaborative Art, Auteur Theory, Problems with Auteur Theory, Authorship in the Digital Age.	9
Unit5	Introduction to Film Theory: Realism and Cinema, Feminist Theory, Structuralism, Psychoanalytic Film Theory, Marxist Film Theory, Post Modernism, Cognitive Film Theory	8

Activities

Assigned readings	Research articles on film theory
Writing assignments	Film analysis on authorship, narrative and mise-en-scene.
Project	Detailed study report on film authorship
Lab or workshop	Periodical film screenings and discussions
Field work/experience	NA
Online activities	Referring online research articles on film studies, Publishing video essays
Performances/creative activities	NA

Learning outcomes	Film and Other Arts, Narrative of Film, Film Theory, Authorship, Film Language
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- 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
- Cinema Studies: The Key Concepts: Susan Hayward
- What is Cinema? Vol1 and 2: Andre Bazin
- Film Theory and Criticism: Introductory Readings: Edited By Leo Brody and Marshal Cohen
- Film Form: Sergei Eisenstein

Writing Practice for Mass Media		
Course Code	L T P	Credits
21FNA579	0 2 2	3

Objectives:

- To understand and develop the skill for writing and editing techniques of the content for different mass media.
- To attain knowledge on different mass media and its principles on communication.
- Understand the basic professional uses of different mediums in the field of mass communication
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.

Course Outcome (CO)

- Students will have an understanding on different mass media and its role.
- Will develop the skill to identify news leads and draft stories for different mediums.

UNITS	MODULE	HOURS NEEDED (35)
Unit1	News lead writing- Developing news sense, identifying news values, developing leads, Media Writing vs. Composition	7
Unit2	Content Writing- using different styles Headline writing- Developing headlines for print, television, Digital, Mobile and Social Platforms, Media Language Principles Writing For Your Audience	7
Unit3	Content Editing and translation- Editing the copies- checking grammar, values, sentence	7

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	structures Translation to different languages, Audience and Engagement Ethics for Media Practitioners.	
Unit4	Interviews – Identifying the person, research, question framing, interviewing and drafting an interview	7
Unit5	Feature writing – Writing different types of features for mass media	7

Activities

Assigned readings	Reading newspapers and following TV channels, Contents from various medium
Writing assignments	Lead writing, headline writing, news writing, and feature writing for print, broadcast and online media.
Project	Content writing for Blogs, News, and podcast programmes.
Lab or workshop	Workshop by writing skills and techniques for mass media.
Field work/experience	Reporting and interviewing
Online activities	Surf on content development and structuring relate to mass media.
Performances/creative activities	NA
Learning outcomes	Understanding on different mass media and its role. Develop the skill to identify news leads and draft stories for different mediums.

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

Reference

- Mass Media Writing by Elise K. Parsigian, 2013
- Writing for the Mass Media by James G. Stovall, 2015
- Writing for Mass Communication by Earl R. Hutchison, 1996
- Writing for the Mass Media By Stovall, 2007

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

Objectives:

- Students study advanced videography techniques.
- Makes students understand concepts in Digital video editing.
- Make students expert in digital video editing for film and television.

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- Practice in Breaking down Script and shot division.

Course Outcome (CO)

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

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

Activities

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

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

Reference

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

Film Analysis and Appreciation Lab		
Course Code	L T P	Credits

21FNA588	0 1 2	2
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Objectives:

- To learn 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)

- After completing this course, students will be able write professional quality articles on cinema.
- Students will be able to publish reviews, analysis and a research article on cinema.
- After completing this course, students will create video essays on films.

Module	Keywords	HOURS NEEDED (Total: 30)
1	Camera Work, Sound and Editing: Evaluating the Camera Work, Sound Design and Editing Style in Films	6
2	Film Form and Narrative Structure: Concept of Film Form and Content, Film Form and Narrative, Story and Plot Structure, Time and Space in Narrative	6
	Learning Outcome: To analyze the different types of narrative structure in films and its impact on viewers	
3	Film and Ideology: Different Ideological Perspectives in Cinema	6
	Learning Outcome: To read films from different ideological perspectives.	
4	Authorship in Cinema: Early concepts of Authorship, Auteur Theory, Post Modernism and Authorship	6
	Learning Outcome: To analyze films from the perspective of authorship	
5	Writing on Films: Articles, Reviews, Analysis, Research Papers	6
	Learning Outcome: To equip students with the basic skill to write about films.	

Activities

Assigned readings	Articles, Analysis, Reviews on Films
Assignments	Writing articles and reviews on selected topics in film studies.

Project	Writing in-depth research paper on cinema based on selected topics
Hands on workshop /Training	Regular film screening and discussions.
Field work/experience	NA
Online activities	Reading online articles on films and filmmakers
Performances/creative activities	NA
Overall Learning outcomes	Visual Language, Film Narrative, Authorship

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

Reference Text Books

- Film Art an Introduction: David Bordwell
- How to Read a Film: Movies Media and Beyond: James Monaco

Programme Casting, Anchoring and Presentation Skills		
Course Code	L T P	Credits
21FNA589	0 1 2	2

Objectives:

- To develop an understanding of presenting different news bulletins, and casting and anchoring television programmes (entertainment and current affairs).
- To develop an understanding of the voice tone needed for each news and programme
- To develop an understanding of the body postures facial expressions needed for each news and programme
- To develop an understanding of expressive use of movement- sense of pace, timing and style.

Course Outcome (CO)

- Understanding on presenting different news bulletins, and casting and anchoring television programmes (entertainment and current affairs).
- Understanding on the voice tone needed for each news and programme
- Understanding on the body postures facial expressions needed for each news and programme
- Understanding of expressive use of movement- sense of pace, timing, and style.
- Understanding on presenting in front of camera.
- Practice in live programme presentation

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Building a foundation- Voice Grooming - Understanding your voice, tips and techniques for voice grooming Anchor styling- TV dress code for men and women, what to wear, make up	6

	Body Postures and facial expressions	
Unit2	Different types of programme presentations - The who's who of TV anchoring share their secret mantras – presentation of news bulletins in Television	6
Unit3	Different types of interviews - Ace your interview/screen test, how to better your anchoring skills	6
Unit4	News and programme presentation styles in Radio	6
Unit5	Live programme presentation and conducting chat shows.	6

Activities

Assigned readings	NA
Writing assignments	News anchoring, programme anchoring, radio commentary
Project	Editing of programmes
Lab or workshop	Editing of programmes and interviews
Field work/experience	Reporting and interviewing
Online activities	NA
Performance/creative activities	Live reporting
Learning outcomes	Television news presentation and television programme anchoring

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

Reference

Various programmes and interviews and news bulletins. (National and International)

SEMESTER III

TV Commercial Production Practice		
Course Code	L T P	Credits
21FNA675	0 1 2	2

Objectives:

- To give practical training on Television ad Film production.
- To give an idea about the workflow of ad film making.
- Practice in Breaking down Script and shot division.
- Make students expert in VFX and Creative lighting skills.
- Make students become professionals in Creative cinematography.
- To give advanced professional studio lighting practice

Course Outcome (CO):

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- Students will be capable to make television commercials making process.
- Students will be best at professional script and story board for television ad films.
- Students will get professional training in digital video editing software.
- Students will get advanced training in creative lighting skills, and VFX studio.
- Students will be capable to do creative DSLR cinematography using advanced camera accessories.

UNITS	MODULE	HOURS NEEDED (40)
1	Ad set design, budgeting and planning, Post-Production.	8
2	Breaking down the script and shot Division. Digital video, audio editing and advanced VFX.	10
3	Creative DSLR cinematography	6
4	DIY (do it yourself) ideas for Ad film making.	8
5	Practicing with lights (Additional lights and Natural lights) dramatic lighting, lighting for film, creative lighting techniques etc.	8

Activities:

Assigned readings	Advertisement film scripts
Writing assignments	Script and shot division,
Project	30 Sec Ad and 10 sec Ad (Drama , Funny)
Lab or workshop	Lighting Workshop
Field work/experience	NA
Online activities	NA
Performances/creative activities	NA
Learning outcomes	Television Commercials, Script writing for Television Commercials

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

Reference:

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

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New Media and Web Technologies Basics Lab.		
Course Code	L T P	Credits
21FNA684	0 2 2	3

Objectives:

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- To give the students an idea on the design and development of websites for various platforms.
- To enable the students to understand basic skills needed for developing contents for websites.

Course Outcome (CO)

- Students will be able to design and develop of websites based on requirement.
- Student will develop basic skills for developing content for websites.
- Students will be able to manage content in social media.

Units	MODULE	HOURS NEEDED (40)
1	Blog writing: Structure of the log, different types of blogs	8
2	Online news writing: Structure of an online news story, various types of online news content, crafting online news as per the requirements of the audience.	8
3	web content development: developing different types of contents for websites.	8
4	Pseudo-Classes, Introduction to Cascading Style Sheets, Concept of CSS, CSS Properties, working with block elements and objects, Working with Lists and Tables, CSS ID and Class, Box Model (Introduction, Border properties, Padding Properties, Margin properties).	8
5	CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector), CSS Color, Creating page Layout and Site Designs. Creating the Web Site, Saving the site, working on the web site, creating web site structure.	8

Activities

Assigned readings	Principles of Web Design: The Web Technologies Series.
Writing assignments	Create content for blog, news portals.
Project	Design a basic web page / news portal from the output of the writing assignment.
Lab or workshop	Workshop on web content development, online journalism.
Field work/experience	NA
Online activities	Blogging
Performances/creative activities	Presentation of the project
Learning outcomes	Blogs, websites.

Reference

- HTML5 and CSS3: level up with today's web technologies by Brian P. Hogan
- Principles of Web Design: The Web Technologies Series by Joel Sklar

Photo Imaging and Designing Lab		
Course Code	L T P	Credits
21 FNA 685	0 2 2	3

Objectives:

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

Course Outcome. (CO)

- Understanding the basic Principles of Composition
- Working under different lighting situation in nature and indoor lighting.
- Students will be able to do photo editing in different method.
- Students will be able to use different coloring techniques.

UNITS	MODULE	HOURS NEEDED (Total 40 hours)
Module 1	Principles of Composition in photography. Principles of designing and color theory, Design and visualization Process of image editing,	4
Module 2	Introduction to Lighting: Outdoor natural lights. Hard and soft light. Direction of light. Image composting and manipulation, Filters and advance plugins, corporate branding, Collateral	6
Module 3	Indoor lighting: uses of hotshoe flash – bouncing the flash, using flash at night. Lighting accessories used- soft box, reflector, snoot, trigger, diffusers- working under different lighting conditions. Icon, Introduction to printing design, Infographic elements and, Product /Branding design.	10
Module 4	Three Point Lighting - the key light, fill light and back light. High key and low key lighting. Layout design, Working with pagination Product packaging design, Marketing collateral, Pre-press design.	10
Module 5	Portrait Lighting Patterns - Split lighting, Loop lighting, Rembrandt lighting, Butterfly lighting Broad lighting and short lighting. Catchlight.	10

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	Interactive layout, Print publishing design, Graphic design portfolio, Portfolio creation.	
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Activities

Assigned readings	Explore newspaper and magazine photography
Writing assignments	NA
Project	Model shoot. Advanced photo manipulation
Lab or workshop	Indoor lighting techniques. Advanced design technique.
Field work/experience	Outdoor shooting.
Online activities	Referring online activities
Performances/creative activities	NA
Learning outcomes	Portfolio preparation. Students will have studied portfolio preparation and electronic portfolios, design and visualization, design, and advance photo manipulation.

Reference

1. Complete Guide to Digital Photography – Ian Farrell
2. Understanding Exposure (Fourth Edition) – Bryan Peterson
3. Digital Photography Complete Course- by David Taylor
4. The Digital Photography Book: – Scott Kelby
5. Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles by Amy Graver, Ben Jura.
6. The Complete Guide to Digital Graphic Design by Bob Gordon, Maggie Gordon.

Public Relations Campaign Practical		
Course Code	L T P	Credits
21FNA687	0 1 2	2

Objectives:

- Apply strategic, creative thinking to develop a public relations campaign and collateral materials
- Develop a standard of excellence by analyzing real-life campaigns
- Analyze and develop communications programs to solve real-world problems
- Manage a complex project and meet project deadlines and work effectively in a team
- Present your work with professionalism and confidence; and consult and advise clients on strategic public relations campaign development.

Course Outcome (CO)

1. To faster, improve and accomplish something more specific like increasing public support.
2. Communication activities that an organization undertakes, both within and outside the Organization will be practiced.
3. Create an Image Building and managing relationships by conducting PR Campaigns.

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4. It discuss about the Crisis management which helps during conducting event management.
5. Conducting campaign create an industrial exposure to the students in various social themes.

UNITS	MODULE	HOURS NEEDED [Total hours needed-30 hours]
Unit 1	Fundamentals of strategic communications: how to write a resume and cover letter that will catch the eye of potential employers. Overview of the public relations process. We'll dive into the public relations campaign process, reviewing the array of models for developing communications plans but with a focus on the ROPES model.	4
Unit 2	Brand platform and research: explore the elements of a vision/values statement (brand platform), review methods for managing projects and identifying communications problems based on research findings. Strategic planning: goals and objectives based on a situational analysis, meet the client! Teams will meet to draft a brand platform (vision/values/purpose) and outline the major challenges and issues to be addressed for the client.	4
Unit 3	Programming: Target audiences, messages and messengers, how to craft impactful messages. Programming: strategies, tactics and visuals, types of messaging strategies, review the difference between strategies and tactics, and learn what makes a visual compelling.	5
Unit 4	Media, traditional and digital: how to incorporate traditional and digital media into a campaign, as well as how to do media outreach. We meet with the client to review the brand platform and research plan. Field research week Teams collect data and begin to analyze it, discuss the research findings and insights. Teams draft a research report. Teams meet to develop campaign objectives, strategies and tactics.	7
Unit 5	Campaign plan production and execution: Teams receive feedback on key messages; media outreach ideas and ideas for visuals. Teams' draft timelines and budgets. Teams meet to finalize content for all sections of the campaign plan book. Teams start drafting their PowerPoint presentation for the client. Final presentations to the client. Approval for the campaign and action.	10

Activities

Assigned readings	Case studies for better field performance
Writing assignments	Include individual writing assignments and/or in-class assignments that will require you to apply the principles, techniques and skills you've learned to real-world scenarios and solve various problems.
Project	Students will work in teams to research and propose a public relations campaign for an actual client selected by the instructor, with a brand platform, objectives, strategies, tactics, evaluation methods and visuals.
Lab or workshop	Brochures and Posters for the campaign
Field work/experience	Work as a team in the field by conducting campaigns
Online activities	Online promotion of campaigns through various media platforms
Performances/creative activities	Interact with people in real life situations
Learning outcomes	The course is designed to help you master the elements of a strategic communications campaign through direct experience as a practitioner.

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

Reference Text Books

1. Bobbit, R., & Sullivan, R. (2013). *Developing the Public Relations Campaign: A Team-Based Approach* 3rd ed. Upper Saddle River: Pearson.
2. Hallahan, K. (2017). *Organizing a Communications Campaign/Program at a Glance*. Retrieved from <https://kirkhallahan.files.wordpress.com/2017/02/organizerataglance0217.pdf>.
3. Mundy, D. (2015). *Diversity 2.0: How the Public Relations Function Can Take the Lead in a New Generation of Diversity and Inclusion (D&I) Initiative*. Retrieved from <https://instituteforpr.org/diversity-2-0-public-relations-function-can-take-lead-new-generationdiversity-inclusion-di-initiative/>.
4. Smith, A., & Aaker, J. (2010). *The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change*. Jossey-Bass: A Wiley Imprint.

Continuing reading: Students are expected to read news periodicals (local, national, and international) and communication-related professional and academic journals regularly. Higher levels of professional competence and authority demand not only awareness of current news events but also an applied understanding of how economic, political and social trends affect the communication profession.

Corporate Communication and Public Relations		
Course Code	L T P	Credits
21JMC603	2 0 0	2

Objectives:

- To introduce the students to the concept of Public Relation
- Equip them to build a career according to the industry requirements.
- To provide a comprehensive introduction to corporate communications
- To enable students with an in-depth understanding about the growing importance of communication for corporations.

Course Outcome (CO)

- An understanding of the concepts of corporate communication and public relations
- An understanding of the various elements of corporate communication and considering their roles in managing organizations
- An understanding of various elements of corporate communication must be coordinated to communicate effectively
- An understanding of the different practices associated with corporate communication
- An understanding of the relevance and functioning of PR today.

UNITS	MODULE	HOURS NEEDED [Total hours needed-30 hours]
Unit1	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	5
Unit2	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 Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI	7
Unit3	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	7

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, Trust Building	7
Unit5	Writing for PR - Press release -Press Tour - Press conference - Electronic PR. How to be good PR Manager - Ethics in PR - Case studies.	4

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

Mini Project in Media and Communication
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Course Code	L T P	Credits
21JMC691		3

Objectives:

The course will be able to produce works of professional standards in film making or graphic designing. This enables students to put into practice all the skills they learned throughout the course.

Course Outcome (CO) – subject outcome

1. Students will be able to learn how Project management is important.
2. The final project enables the students to showcase their talent in the chosen area.
3. Students develop productions of professional standards in film making or graphic designing.
4. Projects are assigned to students so that they can use to secure appropriate job and kick start their career.
- 5 Doing the project also enables students to put into practice all the skills they learned throughout the course.

Key Learning:

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

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

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Project in Media and Communication

Course Code	LTP	Credit
21FNA697		4

Objectives:

To enable the students to produce individual video project and experience various stages of production

Course Outcome

Students will produce fiction and nonfiction film by incorporating cinematography skills, direction skills, scripting skills which they have learnt in earlier semester.

2. Students get more updated to the industry standard
3. Students apply the theoretical experience during project
4. Students showcase their complete learning of media with project
5. It create an extensional opportunities for the students for their career

UNITS	MODULE
Unit1	Pre-Production-Idea Generation
Unit2	Pre-Production-Scripting and Discussions
Unit3	Production stage-Shooting

Unit4	Post Production
Unit5	Final Out and other promotions

Semester IV

Internship		
Course Code	LTP	Credit
21FNA693		2

Objectives

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

Course Outcome

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

Key-Learning

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

Semester IV

Comprehensive and Technical Viva

Course Code	LTP	Credit
21FNA692		4

Objectives:

- This course aims the students to recollect all the courses taught in previous semesters.
- Questions will be asked from any course from any subject randomly by the expert panel.
- This intends to measure the subject knowledge and improvement of each students
- This course is an application based, where they apply the theories, models and statistics whatever they have learned in their research and communication classes and write a research paper and dissertation for fulfilling the course requirements for Journalism students and for Visual Media and Communication & Fine Arts students the viva will be based on their Project work where there is application of all the courses.

Course Outcome:

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

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Key Learning:

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

ELECTIVES

Creative Expression Practice in English & Regional Languages		
Course Code	L T P	Credits
21FNA561	0 2 2	3

Objectives:

- To provide an understanding of the various aspects of vernacular journalism.
- To equip students with basic skills required for journalistic writing in regional language.

Course Outcome (CO)

- Students will gain knowledge on regional journalism.
- Students will acquire skill to write reports in regional language.
- Students will acquire adequate knowledge about the history of regional media.
- Students will acquire skill in creative writing and technical writing.

UNITS	MODULE	HOURS NEEDED (40)
1	History of mainstream newspapers in regional language. History of regional televisions channels including satellite TV. History of regional radio including community radios and private FMs.	8
2	Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.	8
3	Resume (cover letter, resume, and vitae) Memorandums (regarding weekly reading) Interview a Professional Business letters (letters of apology, customer response, and persuasion) Writing Instructions & Directions.	8
4	Editing and proofreading, Portfolio, Participation, Meetings – Minutes, agenda, Chair. Conferences (Two conference) Mock interview, Conduct Meetings. Presenting a technical paper.	8
5	Creative writing in regional language. Poetry and prose.	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	Creative writing.
Lab or workshop	Workshop on technical communication or creative expression.

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Field work/experience	Reporting
Online activities	NA
Performances/creative activities	Presentation of the projects.
Learning outcomes	To impart basic knowledge in journalism, technical writing, and creative expression.

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

Reference

- Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill
- Reporting for the Print Media, F.Fedler, Oxford University Press, USA
- Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
- Digital Newsroom, BalakrishnaAiyar, Authors Press Publishers
- Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd

Corporate Video Production Lab		
Course Code	L T P	Credits
21FNA562	0 2 2	3

Objectives:

- To develop basic idea about the unique characteristics of corporate videos.
- To enable students to identify and develop ideas for different clients.
- To give hands on experience in various stages of producing a corporate video.

Course Outcome (CO)

- Students will be able to work on ideas for corporate videos for different target audience.
- Students will be able to coordinate various stages in producing corporate videos.
- Students will be able produce corporate videos for different companies.

UNITS	MODULE	HOURS NEEDED (40)
1	brainstorming: Types of corporate videos, identifying the purpose of video and target audience, client requirement concentrates on the objective, keeping notes, developing idea, finding the message, pitching the idea to the client, case studies	8
2	Pre-production: Assembling the crew, scheduling, budgeting, location hunt, legal considerations, contracts, trade secrets and non-disclosure.	8

3	preparing script and story board: Determining objectives, research and concept development, treatment, developing scenario, technical breakdown, story board, shooting script, preparing sets.	8
4	Production Stage: How to work with a small crew, coordinating production, lighting techniques for corporate videos, principal photography, possibilities of studio shooting	8
5	Post-Production: Editing, color grading, vfx and compositing, sound mixing, titling	8

Activities

Assigned readings	NA
Assignments	Case study presentations of industry standard corporate videos.
Project	Create a Corporate Video of less than 6 minutes duration as a group project.
Hands on workshop /Training	Live Production Practices.
Field work/experience	NA
Online activities	Watching corporate videos of different companies through online streaming platforms.
Performances/creative activities	NA
Overall Learning outcomes	Target Audience, Pre- Production, Production.

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

Reference

- Corporate Video Production: Beyond the Board Room (And Out of the Bored Room): Stuart Sweetow
- Video production handbook: Gerald Millerson
- Introduction to Video Production: Studio, Field, and Beyond: Jaime S. Gomez and Ronald J Compesi

Packaging and Illustration Practical		
Course Code	L T P	Credits
21FNA563	0 2 2	3

Objectives:

- This course gives an overview of the packaging and illustration in modern advertising.
- This course also teaches the student on packaging practice of various types.
- The course enables the students to do manual and digital illustrations.

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- Various manual and digital illustration and packaging tools are imparted in this course.

Course Outcome (CO)

- Students learn the significance of packaging and illustration as an important advertising and branding activity.
- Students learn to make several types of packaging like soft packaging and box packaging.
- Students learn to design the content of the surface of the packaging.
- Students learn drawing, painting and digital illustrations used in advertising and branding.
- Students learn the art of digital visual art.

MODULE	MODULE	HOURS NEEDED (40)
1	Packaging design basics. Basic origami gift boxes by folding paper. Simple packaging with paper, cloth and other soft materials.	8
2	Hard packaging: Hard boxes of various types, designing the dielines, die cuts, the folds, the interlocks, simple bottom, and auto bottom.	8
3	Designing the content needed for the boxes. label designing. The mandatory fields, color and illustration for packaging for shelf appeal and brand identity.	8
4	Illustration basics, basic drawings and application of colors. Still life drawing, drawing with models and objects. Drawing with human mannequins. Drawing human action in simple geometric forms and stick figures.	8
5	Illustration for stories. Illustration supporting narrative text, illustrations for tourism, illustrations for advertising. Blending manual and digital tools to create modern illustrations.	8

Activities

Assigned readings	Packaging Essentials: 100 Design Principles for Creating Packages.
Writing assignments	Writing copy for packaging
Project	Packaging and illustration production complete
Lab or workshop	Designing for packaging design, manual and digital illustrations.
Field work/experience	NA
Online activities	Preparing illustrations for the web.
Performances/creative activities	NA
Learning outcomes	The students will develop basic design skills for packaging and illustration.

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

Reference

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

Advanced Ad Photography Lab.		
Course Code	L T P	Credits
21FNA564	0 2 2	3

Objectives:

- Familiarize the basic principles of advertising photography.
- Introduction to Model Photography: Outdoor natural lighting and Indoor lighting.

Course Outcome (CO)

- Students will be trained in advertising photography.
- Students will be able to work under different lighting situations including natural as well as artificial lighting.

UNI TS	MODULE	HOURS NEEDED (40)
1	Introduction to model photography. Composition - planning a shoot- studio, location, set props and casting. Working with various lens - wide angle, normal, zoom lens.	10
2	Smoke art photography, Light and shadow Photography.	4
3	Tabletop photography: Flatlay Tabletop photography, stylized tabletop photography, white background and tabletop photography	10
4	Food photography Taking photos under natural lighting and indoor lighting	6
5	Jewelry photography Backdrop: Take jeweler photography on white background, creative backdrops position your lighting, take photos from different angles. Jewelry photography with model.	10

Activities

Assigned readings	The Art and Style of Product Photography.
Writing assignments	NA
Project	Shooting indoor and outdoor.
Lab or workshop	Practice indoor lighting techniques.
Field work/experience	Outdoor practice in natural lighting.
Online activities	NA
Performances/creative activities	NA
Learning outcomes	Portfolio preparation.

Reference

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

Digital Video Compositing Lab		
Course Code	L T P	Credits
21FNA565	0 2 2	3

Objectives:

- To introduce the students to the possibilities of digital compositing.
- To train the students in practical aspects of digital video compositing

Course Outcome (CO)

- Students will be able to plan and execute digital compositing workflows.
- Students will be able to choose and use various software resources for digital video compositing, based on requirements

Modules	MODULE	HOURS NEEDED (40)
1	Introduction- purpose and functions, Case studies	6
2	Software choices – Layer based and node-based compositing. Preparing footages and images – file formats, bit rates, and channels	6
3	Tools and techniques – Keying, Chroma, Object Tracking, Rotoscopy and layer masks	10
4	Caring for color – color matching and color correction	6
5	Practice – Compositing Montage – demo reel	12

Activities

Assigned readings	NA
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Writing assignments	NA
Project	Compositing demo reel – Video montage
Lab or workshop	NA
Field work/experience	NA
Online activities	Referring sample workflows.
Performances/creative activities	NA
Learning outcomes	Showreel - Video montage for portfolio

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

Reference

- Compositing Visual Effects – Essentials for the Aspiring Artist – Steve Wright
- Compositing Visual Effects in After Effects – Essential Techniques -Lee Lanier
- The Art and Science of Digital Compositing – Ron Brinkmann

Responsive Web Designing Lab.		
Course Code	L T P	Credits
21FNA566	0 2 2	3

Objectives:

- To give the students an overview of the Responsive Web design and the practice consists of a mix of flexible grids and layouts, images, and intelligent use of CSS media queries.
- To equip students with basic skills required for Responsive Web design.
- To provide an understanding of the various aspects of Responsive flexible grids and layouts.

Course Outcome (CO)

- Students will learn how to apply concepts from interaction design and human computer interaction to design and build an interactive, professional looking website.
- Students will learn how to make web page designs adapt to different screen sizes using responsive grid layouts.
- Students will learn how to add navigation and other design elements,

UNITS	MODULE	HOURS NEEDED (40)
1	Solidify CSS skills, learn how to work with Media Queries and breakpoints, Create wireframe mockups of web pages	8
2	Creating your design on a grid, Identify the key functional elements of web pages	8
3	Learn how mobile considerations impact your desktop design, and how your content will impact both, Use Bootstrap components to realize page designs	8

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4	Learn how to display your images in a flexible format	8
5	Bulletproof nav for responsive sites, learn how to implement a mobile nav.	8

Activities

Assigned readings	Introducing Bootstrap 4 — Jorge Krause
Writing assignments	Create a basic structure of responsive web page
Project	Create a responsive web page
Lab or workshop	Workshop on responsive web design Layout
Field work/experience	NA
Online activities	Reference more idea in online media
Performances/creative activities	Practice in lab Assignments
Learning outcomes	Students will have a basic understanding and know-how to create a responsive website.

Reference

- Jump Start Responsive Web Design 2nd Edition by CHRIS WARD
- Ethan Marcotte Responsive Web Design by Foreword by Jeremy Keith

Screenplay Writing Techniques		
Course Code	L T P	Credits
21FNA567	0 2 2	3

Objectives:

- To impart knowledge in writing for screen.
- To provide basic understanding in creating characters for films and short films.
- To give students an idea about basic structure of screenplay.

Course Outcome (CO)

- Students will be able to format a spec script based on industry standards
- Students will be able to create character profiles.
- Students will be able to write engaging scenes for films.
- Students will be able to write professional level screenplays for short films.

UNITS	MODULE	HOURS NEEDED (40)
1	Basics of screenwriting: Dynamics of writing for screen, comparison with other forms of writing, story ideas, different sources, treatment, importance of research, character driven and plot driven films.	8
2	Formatting screenplay: Step outline, different drafts of spec script, spec script format, importance of rewriting the draft, scene and sequence.	8
3	Structure of Screenplay: Three act structure-set up, confrontation and resolution, importance	8

	of plot points, importance of point of view, externalizing internal.	
4	Characters: Interior and Exterior of Characters, Protagonist and Objective, Planting Obstacles, Character Arc. Objective and Subjective Drama.	8
5	Constructing Scene: Purpose of Scene, Context Content, Point of View in Scene, Conflict in Individual Scenes, Scene as a Micro Film.	8

Activities

Assigned readings	Reading screenplay drafts of international films. Reading screenplays published in book format.
Writing assignments	Writing step outlines, Creating character profiles
Project	Preparing individual screenplays for a 10 minutes short film
Lab or workshop	NA
Field work/experience	Regular Screening of Films
Online activities	Watching interviews of renowned screenwriters.
Performances/creative activities	NA
Learning outcomes	Treatment of Screenplay, Screenplay Formatting, Structure of Screenplay, Character Creation

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

Reference

- The Screenwriter's Workbook: Syd Field
- Screenplay: The Foundations of Screenwriting: Syd Field
- Writing the Short Film: Pat Cooper and Ken Dancyger
- The Anatomy of Story: John Truby

Documentary Film Making Practice		
Course Code	L T P	Credits
21FNA568	0 2 2	3

Objectives:

- To give an idea overview on diverse types of documentary films.
- To analyze and take inputs from critically acclaimed documentaries.
- To apply the theoretical knowledge in documentary filmmaking in practical situations.

Course Outcome (CO)

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- Students will be able to distinguish between, and critically evaluate, the principle ‘modes’ of documentary making.
- Students will be able to understand how a documentary text, communicate meaning.
- Students will get hands on experience in the various stages of documentary filmmaking.

MODULE	MODULE	HOURS NEEDED (40)
1	Different Approaches: Diverse styles of documentary: expository, observational, participatory, reflexive, performative, and poetic.	6
2	From Idea to First Draft: Collecting ideas, choosing the right story, researching, treatment and proposal, structure of documentary, creating first draft of script, preparations, pre-production stage.	6
3	Shooting Stage: Cinematic techniques, shooting script non-fiction cinematography, shooting the interview, interview subjects, methods, ethics in interview.	6
4	Post Production: Editing: editing principles, editing script, work flow, building, narration, fine cut, music, voice over, final sound mix,	6
5	Case Study: Analyzing selected documentaries: structure, style and content of successful documentaries.	6

Activities

Assigned readings	Shooting Scripts and Editing Scripts of documentaries
Assignments	Research work for documentaries, Drafting script for shooting and editing
Project	Make a short documentary on selected subjects
Hands on workshop /Training	Shooting practice for taking interviews, Practicing visual style of documentaries
Field work/experience	Field visits for data collection and research
Online activities	Reading and watching interviews and master classes by renowned documentary filmmakers
Performances/creative activities	NA
Learning outcome	Students will produce a short documentary.

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

Reference

- Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films: Sheila Curran Bernard
- The Documentary Film Makers Handbook: Andrew Zinnes and Genevieve Jolliffe
- Directing the documentary: Michael Rabiger