

MFA [ACM/AAA/DFM] – Syllabus

18FNA500

COMMUNICATION AND MEDIA THEORIES

1 1 0 2

Objective: To provide an overview of various concepts and theories of Mass Media and Communication.

Unit 1

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.

Unit 2

Communication - models definition and types of models - linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication; Theories of Communication.

Unit 3

Beginnings of journalism in India; Early British newspapers; Birth of India Language Press; Freedom movement and the India Press social reforms and social transformation movement and role of the Press; Growth and development of regional press; Role of regional newspapers in independence struggle; Development of Press in the independent India; News Agencies.

Unit 4

Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast - origin and development; Impact of radio in society; Community radio in India - an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development and growth of Cable TV in India and its impact on society.

Unit 5

Current affairs and general knowledge - Current events - National and International

History of India; Geography of the world - Physical, Social, Economic; Indian Polity and Governance; Economic and Social Development; General Issues – Environmental – Ecology - Bio-Diversity - Climate change and other issues; General Science.

BOOKS RECOMMENDED:

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

18FNA501

BASICS OF ADVERTISING

1 1 0 2

Objective: The students are introduced to the various domains of professional practice in the process of developing an advertisement in all the formats like print, broadcast and new digital media. They are also taken

through a thorough understanding of the function of an advertisement Agency and the career profile of practitioners.

Unit 1

What is advertising? – Evolution - Advertising as a Communication Process - Advertising as a Business Process - Advertising in Business and Society - Audience Categories and Geographical Factors – Positioning, Environment - Segmentation, Positioning Differences, Market Place, Promotions, Measuring Response, Classified Advertisements, Press Release, Product Review.

Unit 2

How and When Advertising works? Effective Advertising - Market Effects and Intensity of Advertising: Persuasion, Argument and Emotions - Economic Effects of advertising.

Unit 3

Foundations of Modern Advertising: Marketing and Consumer Behaviour – Conventional Advertising and Advertising Agencies – New Advertising Agencies - Integrating Advertising with other Elements - Design and Strategies - Cognitive, Affective, Conative, Execution Frameworks: Animation and Demonstration.

Unit 4

Creativity - Creative Process in Advertising – Copy Writing and Craft of Copy Writing - Writing for Print, Visual and Radio - Art Direction – Production - Using the Media: Print, Visual and Radio - Advertising in the ICT age - Media Planning and Internet: Effective Use of New Media Tools, Planning and Organising – Executing the Advertising Process - How to market - Do's and Don'ts of Advertising Techniques. Case Studies.

Unit 5

Jobs and career path in the Advertising industry, Freelance and Consulting Domains. How to run an Advertising Agency – How does the Agency function? Agency Set up and Career Framework - Concepts - Advertising Strategies, for an Agency and get Clients – Advertising Management: Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of Advertising.

TEXTBOOK:

Contemporary Advertising, William F Arens, Tata McGraw-Hill Publishing Company Limited, New Delhi, 10 e, 2008.

REFERENCES:

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

18FNA502

COMPONENTS OF VISUAL DESIGN

2 0 0 2

Objective: *To introduce the students to the various theories of design and composition; to initiate them to the philosophy of visual design; to equip them for professional design work.*

Unit 1

Line (Vertical, Horizontal, Curve, S-Curve, Circular, Diagonal).

Unit 2

Space (Deep Space, Flat Space) - Perspective - Directional Lines.

Unit 3

Scale - Figure / Ground - Color Theory.

Unit 4

Classical compositional theories – Rule of the Third – Golden Ratio.

Unit 5

Creation of Depth Cue in Cinema.

TEXTBOOK:

Behrens, Roy R - 'Design in the Visual Arts'. New Jersey: Prentice-Hall Inc. 1984

REFERENCES:

1. *Block, Bruce - 'The Visual Story' Burlington, U.S.A: Elsevier Inc. 2008*
2. *Young, Frank M - 'Visual Studies: A Foundation for Artists and Designers'. New Jersey: Prentice-Hall Inc. 1985*
3. *Bergstrom, Bo - 'Essentials of Visual Communication'. London: Lawrence King Publishing. 2008*

18FNA503

FILM STUDIES

2002

Objective: To introduce the students to the creative study of films and at the same time developing their skills for analyzing different media.

Unit 1

Introduction to Film Studies - Film movements.

Unit 2

Different Genres of films.

Unit 3

Introduction to world cinema.

Unit 4

Indian Cinema Origin and Development.

Unit 5

Theoretical perspectives.

TEXTBOOKS:

1. *Film Art: An Introduction - David Bordwell, Kristin Thompson*
2. *Malayala Cinemayude Katha - Vijaykrishnan*

REFERENCES:

1. *The Art and Science of Cinema - Anwar Huda*
2. *Key Concepts in Cinema Studies - Susan Hayward*
3. *Film as Art - Rudolf Arnheim*
4. *Chalachithrathinte Porul - Vijaykrishnan*
5. *Movies and Meanings - Stephen Prince*
6. *How to read a film? Movies, Media, Multimedia - James Monaco*

18FNA505

INTRODUCTION TO FILM MAKING

2002

Objective: To introduce students to the grammar of film making - from the morphology of frames to the construction of narrative sequences.

Unit 1

Frame as the minutest unit of cinema - Visual composition of the frame - Shot Dynamics - Narrative sequencing of shot.

Unit 2

Long, medium and close-up shots. High angle and low angle shots, neutral shots - Dutch tilt - Panning, tilting, dolleying, truck shot - crane shot.

Unit 3

The aesthetics of film editing - Construction of narrative through juxtaposition of shots - Eisensteinian Montage - Setting in frame and shot - Mise-en-Scene and realism.

Unit 4

Construction of narrative continuity - Hollywood grammar - Suturing - Continuity editing - Eye-line matching - POV shots.

Unit 5

Varying camera positions and maintaining horizontal axis in different shots of a single sequence.

TEXTBOOK:

Bordwell, David and Thompson, Kristen. Film Art: An Introduction with Film Viewer's Guide and Tutorial (7th Edition) 2005

REFERENCES:

1. *Film as Art - Rudolf Arnheim*
2. *Movies and Meanings - Stephen Prince*
3. *How to read a film? Movies, Media, Multimedia - James Monaco*

18FNA507

WEB TECHNOLOGIES BASICS

2002

Objectives: The course enables the students to understand various Web Development Technologies such as XHTML, HTML, HTML5, CSS, JavaScript, etc. It also facilitates the students to understand the fundamentals of User Interface designing and developing.

Unit 1

Introduction to HTML, Internet Basic, Introducing HTML5, Explore Web Browsers, HTMLs Syntax, New Features in HTML5, Web pages, Basic HTML page creation.

Unit 2

Adding new Paragraph, Line Break, Preformatted Text, Block quote, HTML lists, Insert Special Character, Introduction to Style Sheet, Internal and External Style Sheet, Introduction to HTML tag, Class and ID, Text alignment, Color, Style Bulleted List.

Unit 3

Web page images, Image tag and attributes, Links and URL, Link to another file, link to e-mail id, Link hover effects, Table Structure, Borders, Cell Padding and Spacing, Table Alignment, Extend Cells across columns and rows, Web Page layout using Table, understanding about various Form elements, Validating Form elements, Relative, Absolute, Fixed Positioning, Margin and Padding, introduction to Div tag.

Unit 4

HTML5 Semantic tags, Adding JavaScript to Web page, Introducing HTML5 Canvases, Video, Audio tags.

Unit 5

Publishing Your Web Pages, Introduction to Dynamic Sites, Basic PHP and SQL, Web Hosting.

SUGGESTED READINGS:

Mike Wooldridge (Author), Brianna Stuart (Author) Creating Web Pages Simplified (IInd)
Philip Crowder with David A. Crowder, Creating Web Sites Bible, by Wiley Publishing, Inc.
Jason Beaird The Principles of Beautiful Web Design.

18FNA508

STUDIES IN VISUAL AESTHETICS

2002

Objective: To introduce the students to the evolution of the aesthetics of the image and to initiate them to the visual language to enhance their understanding and appreciation of visual media in general.

Unit 1

Development of Visual Language - Semiotics and Rhetoric.

Unit 2

Dramaturgy - Development of Multimedia - Aesthetics of Audio Image.

Unit 3

Visual Art and Aesthetics - Understanding visual art and visual culture.

Unit 4

An overview of the art movements throughout history - Modern aesthetic movements and theories.

Unit 5

Anatomy, Figure Drawing and Figure Study.

TEXTBOOKS:

1. *Handbook of Radio, Television and Broadcast Journalism* by R.K. Ravindran
2. *Journalism in the Digital Age* by John Herbert

REFERENCES:

1. *Broadcast Basics: A Beginner's Guide to Television News Reporting and Production* by Yvonne Cappe
2. *The Meaning of Art* by Herbert Read
3. *Art* by Clive Bell
4. *Block, Bruce - 'The Visual Story' Burlington, U.S.A: Elsevier Inc. 2008*
5. *Behrens, Roy R - 'Design in the Visual Arts'. New Jersey: Prentice-Hall Inc. 1984*
6. *Young, Frank M - 'Visual Studies: A Foundation for Artists and Designers'. New Jersey: Prentice-Hall Inc. 1985*
7. *Bergstrom, Bo - 'Essentials of Visual Communication'. London: Lawrence King Publishing. 2008*

18FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION AND MEDIA STUDIES 2 1 0 3

Objective: To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyze media content and exposing them to tools and techniques of analysis for media studies.

Unit 1

Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

Unit 2

Research process. Reviewing the literature - Formulating research problem - Research Question. Identifying variables: concept, variables, Types of variables, Operationalisation - Causality. Measurement scales - nominal, ordinal, interval and ratio – Hypothesis – characteristics - types.

Unit 3

Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

Unit 4

Establishing the validity and reliability of research instrument – validity - types of validity – reliability – Sampling - Population and Sample, Probability and Non Probability Samples, Types of Probability and Non Probability Samples, Sample size.

Unit 5

Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.

TEXTBOOKS:

1. *Research Methodology – A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008*
2. *Mass Media Research – Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008*

REFERENCES:

1. *Communication Research Asking Questions Finding Answers - Joann Keyton - Tata McGraw Hill*
2. *Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005*

18FNA511**HISTORY OF ART****2 0 0 2**

Objective: The course introduces the students to the history of art through ages.

Unit 1

Pre historic to Gothic Art.

Unit 2

From Renaissance to 19th century art.

Unit 3

Modern art.

Unit 4

Post modern art.

Unit 5

Indian Art.

TEXTBOOKS:

1. Craven, Roy C. 'Indian Art: A Concise History'. London: Thames and Hudson. 1976.
2. Flexner, Stuart B. et al. [ed]. 'The Random house Library of Painting and Sculpture' [4 volumes]. New York: Random House. 1981.

REFERENCES:

1. Wilkins, David G. and Bernard Schultz. 'Art Past, Art Present'. New York: Harry N. Abrams Inc. 1990.
2. Woods, Gerald, et al [Ed]. 'Art without Boundaries' - 1950 – 70. London: Thames and Hudson. 1972.

18FNA512

MEDIA ETHICS AND LAWS

2 0 0 2

Objective: To provide an awareness of various aspects of Indian Constitution and Press Laws; to highlight the importance of media ethics and to sensitize students about norms of journalistic conduct.

Unit 1

Freedom of Speech and Expression, Article 19 of Indian Constitution - Laws applicable to Mass Media - The Press and Registration of Books Act, 1867 - The Copyright Act, 1971 - The Civil Law of Defamation - Libel – Slander. The Indecent representation of women (prohibition) Act 1986, The Indian Post Office Act 1998 - The Indian Telegraph Act 1885 - The Press Council Act 1978 - Contempt of Court Act - The Contempt of Court Act, 1971 - The Official Secrets Act, 1923 – The young persons' (Harmful Publications) Act, 1956 - The Working Journalists and other Newspaper Employees (Conditions of service) and Miscellaneous Provisions Act 1955.

Unit 2

Recommendations of Various Committees - Press Commissions - Prasar Bharati Act - RTI Act.

Unit 3

PCI guidelines - Norms for Journalistic conduct.

Unit 4

Guidelines for Media in relation to communal violence - Broadcasting codes in India - Code for Commercial Advertising.

Unit 5

Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

TEXTBOOKS:

1. Mass Communication in India by Keval J Kumar, Jaico Publishing House, 2003.
2. The Journalist's Handbook by M V Kamath, Vikas Publishing House Pvt. Ltd., 2002.

REFERENCES:

1. *Press Laws of India.*
2. *Theory and Practice of Journalism by B N Ahuja, Surjeet Publications, 2003.*

18FNA513**FILM DIRECTION****2 0 0 2**

Objective: *To initiate students in to the art of film making and to train them in the various components of film direction*

Unit 1

Visualizing the screenplay in terms of cinematic production - Constructing continuity for the narrative - Visualising characters and locations.

Unit 2

Dividing the scenes in to shots - Designing camera angles and movements for the shots - Montaging the shots - Designing audio components - Shooting logistics.

Unit 3

Creating mood boards - Locking locations, camera angles and movements - Creating graphic story boards.

Unit 4

Preparation of shooting script - Fixing shot sizes, camera angles and camera movements - Fixing the audio component.

Unit 5

Creating character profiles - Actor audition - Visualising the sets - Creating 3 Dimensional cut-outs and painting backdrops.

TEXTBOOKS:

1. *Film Directing Shot by Shot: Visualizing from Concept to Screen By Steven Douglas Katz*
2. *The Film Director Prepares: A Complete Guide to Directing for Film and Tv By Myrl A. Schreiber*

REFERENCE:

Producing and Directing the Short Film and Video by David K. Irving, Peter W. Rea

18FNA514**CREATIVE COPY WRITING FOR PRINT AND ONLINE MEDIA****1 1 0 2**

Objective: *The students are exposed to the art of creative thinking, planning and execution involved in the production of an advertisement for formats like print and web. From a professional standpoint they also get exposure to the important role of copy writing and its quality, consistency and value in the marketing. They will understand the key concepts through case studies from the creative segment of the advertisement industry.*

Unit 1

Role of Creativity in Advertising - The Craft of Copy Writing - Need for Creative plans - Formulating Advertising Strategy and Execution - qualities, duties & responsibilities of copy writer.

Unit 2

The Creative Process; Concept Writing, Copy Structure Development; Verbal Visualization.

Unit 3

Elements of print ad-types of headlines - types of body copy.

Unit 4

Web ads-copy for different web ads-banner ads-classified ads.

Unit 5

Use of Internet and Interactivity - Principles of writing effective web copy.

TEXTBOOK:

Advertising and Integrated Brand Promotion, William F Arens, Thomson South Western, Vikas Publishing House, 3e, 2003.

REFERENCES:

1. *The Copy writer's Handbook, Robert W. Bly, Henry Holt and Co., 1990.*
2. *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.*
3. *Advertising Management, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006*

18FNA515

CREATIVE COPY WRITING FOR RADIO AND TELEVISION

1 0 2 2

Objective: *The students are exposed to the art of creative thinking, planning and execution involved in the production of an advertisement for formats like radio and television. From a professional standpoint they also get exposure to the important role of copy writing and its quality, consistency and value in the marketing. They will understand the key concepts through case studies from the creative segment of the advertisement industry.*

Unit 1

Copy writing - effective ways of writing broadcast copy - fundamental rules of copy writing.

Unit 2

Creative strategy - planning and development - checklists for radio and TV commercials.

Unit 3

Scripting for Audio-Visual - types of television ad copy - story board - creative and effective visualization.

Unit 4

Copy writing for radio - jingles and commercials - different message formats.

Unit 5

Ad campaign - planning and development of ad campaigns - phases of campaign creation - the big idea..

TEXTBOOK:

Advertising and Integrated Brand Promotion, William F Arens , Thomson South Western, Vikas Publishing House, 3e, 2003.

REFERENCES:

1. *The Copy writer's Handbook, Robert W. Bly, Henry Holt and Co., 1990.*
2. *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.*
3. *Advertising Management, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006*

18FNA517

PUBLIC RELATIONS

1 0 0 1

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

Unit 1

Defining PR - Elements of PR – Publicity – Propaganda - Public affairs - Lobbying – Opinion leaders.

Unit 2

Principles of Public Relation - Concept of Public - Major Public – Employees - financial public – Suppliers – Distributors – Government – Customer – Media - Community & Corporate social responsibility.

Unit 3

PR as a strategic management function - PR Process, four stages - Crisis Management.

Unit 4

PR and media strategy - Principles of effective media relations - Writing for PR - Press release - Press Tour - Press conference - Electronic PR.

Unit 5

Corporate advertising - House Journal, How to be a good PR Manager - Ethics in PR - Case studies.

TEXTBOOK:

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

REFERENCES:

1. *Effective Public Relations and Media Strategy - C. V. Narasimha Reddy, PHI (2014)*
2. *Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press*

18FNA518

GRAPHICS AND ANIMATION

1 1 0 2

Objective: Introduce the students to the evolution of Animation fundamentals and also to initiate them to the Digital Animation techniques so as to be enabling them competent and proficient in making good works.

Unit 1

Concept of animation - picture in motion - depicting movement with sequential drawings.

Unit 2

History of and development of animation - early development - Animation before film, magic lantern – thaumatrope – phenakistoscope – Zoetrope - praxinoscope, flipbooks. Silent Era - Walt Disney & Warner Bros, Television era, CGI.

Unit 3

Principles of animation - Disney animation methods. 12 principles of animation.

Unit 4

Traditional animation - Different production techniques - Stopmotion, claymation, cutout animation etc.

Unit 5

Modern animation - Digital animation, Computer aided animation, animation softwares.

TEXTBOOK:

Timing for Animation - Focal Press (Feb 2002) - Whitaker, Harold and John Halas

REFERENCES:

1. *Preston Blair - Cartoon Animations - Walter Foster Pub (Jan 1995)*
2. *Christopher Hart - Human Anatomy Made Amazingly Easy - Watson Guptill 10th Edition, (Sep. 1 2000)*
3. *Mario Henri Chakkour - Virtual Pose 2 - Hand Books Press (Mar 2004)*
4. *Edward - Human Figure in Motions - Dover Publications (June 1 1955)*
5. *Kimon Nicolaidis - The Natural Way to Draw: A Working Plan for Art Study - Mariner Books, (Feb 1 1990)*
6. *George Maestri - Digital Character Animation and Essential Techniques - New Riders Book and CD Rom Edition (Aug 16 1999)*
7. *Digital Character Animation 2 Volume II – Advanced Techniques - George Maestri.*
8. *Digital Texturing and Painting - New Riders Books and CD Rom Edition (Aug 9 2001) - Owen Demens*
9. *Jeremy Birn - Digital Lighting and Rendering - New Riders 1st Edition (Jan 15 2000)*

18FNA519

SCREENPLAY WRITING

1 1 0 2

Objective: To introduce the students to the construction of film narratives.

Unit 1

Developing the power of observation - Building imagery - Creating character profiles.

Unit 2

Developing the story through plot structure - Three-part structuring (Beginning, Middle and End) - Rising action - Dramatic conflict.

Unit 3

Conceiving characters - Physical appearance and psychological motivation - Protagonist and Antagonist - Secondary characters.

Unit 4

Matching dialogue with the social and cultural background of the character - Use of dialects - 180 Degree dialogue - Dialogue cues.

Unit 5

Sequencing the script - Scene division - Log-line and Slug-line - Description and dialogue - Use of abbreviations - Writing montage.

TEXTBOOK:

Writing the Short Film by Pat Cooper & Ken Dancyger

REFERENCES:

1. *Screenwriting by Raymond G Frensham*
2. *The Screenwriter's Workbook (Revised Edition) by Syd Field*

3. Screenwriting 434 by Lew Hunter

18 FNA520 SHORT FILM PRODUCTION (FICTION AND DOCUMENTARY) LAB.

Visual Story Telling: Concepts

Creating ideas for documentary and short film

Writing screenplay

Interpreting and visualizing screenplay

Pre-Production

Production

Post-Production: Editing Sound Designing and Titling

18FNA521

WEB DESIGN AND CONTENT MANAGEMENT

2 1 0 3

Objectives: *The course enables the students to develop storyboards, planning, multimedia websites. It makes them incorporate web design guidelines into site development, including readability, usability, and consistency. It also facilitates the students to design multimedia websites including image maps and scripting thereby developing interactive elements using appropriate software tools. The course also intends to make the students aware of the basics of Content Management System.*

Unit 1

Points to be remembered while Web Designing, Categories of Websites, Introduction to Dreamweaver Basics, Dreamweaver Basics – Defining a site -Formatting Web Layout - Creating Tables - Web Layouts - Frames – Rollovers - Designing web page,

Unit 2

Web Designing using Div tag (Advanced), Logical and Physical Elements - Links, Hotspots, and Website Navigation - The Elements of Color and Images in Web Pages - Aligning Images - Adding Images - Text Formatting - Customizing Text with Character Styles – Organizing Your Site with Frames - Getting Input with Forms - Making It Look Professional - Adding Multimedia and Other Objects - Images on the Web.

Unit 3

The Design Process, Defining Good Design, Web Page Anatomy, Grid Theory, Balance, Unity, Emphasis, Fresh Trends, Resizing: Fixed, Fluid, or Responsive Layouts, Resizing: Fixed, Fluid, or Responsive Layouts, Screen Resolution.

Unit 4

The Psychology of Color, Color Temperature, Chromatic Value, Color Theory 101, The Scheme of Things, Color Tools and Resources, Texture - point, line, shape, volume and Depth, Pattern, Building Texture, Taking Type to the Web, Text Image Replacement, Web Fonts with @font-face, Text Spacing and Alignment, Choosing the Right Fonts, Imagery -File Formats and Resolutions, Creative Image Treatments.

Unit 5

What is Content Management? Understanding Content Management, Introducing the Major Parts of a CMS, Knowing When You Need a CMS, Component Management versus Composition Management, The Roots of Content Management, The Branches of Content Management.

SUGGESTED READINGS

Philip Crowder with David A. Crowder, Creating Web Sites Bible, by Wiley Publishing, Inc.

Jason Beard, The Principles of Beautiful Web Design, Sitepoint publishers

18FNA551**AUDIOGRAPHY PRACTICE LAB. I****0 1 2 2**

Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

Audio productions – Introduction to basics of sound - sound as a waveform, behavior of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms - Electricity and electronics - Electric charges, structure of atom, generation of electric current, ac and dc current, volt meter ammeter, conductors and insulators - Electronics basics, semiconductors, transistors, integrated circuits, ac to dc conversion - History of sound recording - Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques - brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Microphones - Basic principles of microphones, history and development of microphones - Different types of microphones - dynamic, ribbon and condenser microphones - Technical parameters of microphones - directional properties of microphones, Lapel microphones, Gun microphones - Applications of microphones in different situations, stereo mixing, microphone placement - Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces - Loud speakers, Loudspeaker principles, different types of loudspeakers, history and development of loudspeakers, headphones - Setting up loud speakers – Amplifiers - domestic power amplifiers, professional power amplifiers.

18FNA552**PHOTOGRAPHY PRACTICE LAB. I****0 1 2 2**

Familiarization of different Cameras, Working with Digital SLR Camera, Experiments with depth of field - White balance, metering mode, Different modes in DSLR, Familiarizing Flash Lights & Light Meter, Lighting theory, Working with different light sources - Normal Human Eye and Process of Seeing - Camera principles - Compact cameras and SLR's - Working of SLR camera - Image sensors - Different parts of SLR camera - Creative mode and basic modes in SLR camera - Basic features of SLR camera – Focusing – Aperture - shutter speed – ISO - White balancing function in camera - Focal Length, Depth of Field - Depth of focus - circles of confusion - Angle of view - Different types of lenses - wide angle lens, fish eye lens, prime lens, telephoto lens, Different Image capturing formats - RAW, TIFF, JPEG.

18FNA553**VIDEOGRAPHY PRACTICE LAB. I****0 1 2 2**

Familiarizing Video Camera and accessories, Familiarizing tripods and other support systems, Focusing, White balancing, Different types of storage mediums - Tape and tapeless systems, practicing different camera movement, Audio recording in video camera, Introduction to DSLR cinematography - Different types of Shots, practicing different camera movements, Working under different light sources.

Basic Principles of motion picture - Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and, Differences between video and film medium - Principles of Visual Grammar, Parts of Video Camera - different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera - White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, Steadicams, Shots - purposes of shots, factors decide setting up of shots, Classification of shots - High angle, low angle and eyelevel shots, basic shot types - ECU, CU, MCU, MS, MLS, LS, ELS, Camera movements - panning, tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left- master-shot, point of view shot, over the shoulder shot - Cut in shot, cut away shot.

Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steady-cam, Working Principle of Video Camera - Image sensor, CCD and CMOS, Tape and tapeless systems, History of Video, Usage of different types of tapes: VHS, SVHS, U-matic, Beta-cam – DV, Mini DV, Digital and analogue video - advantages of digital video - Broadcast standards - PAL, NTSC, SECAM, various digital broadcasting standards - Transmission technologies - Terrestrial transmission, Cable TV, Satellite Television, DTH, CAS, IPTV - Working of different television systems, CRT, LED, LCD and technology, working of 3d television - Basic introduction about film making.

18FNA556 **AUDIOGRAPHY PRACTICE LAB. II** **0 1 2 2**

Advanced audio recording in studio, Acoustics, Analog Mixer Console routings and connections, Equalizers, Speakers and Headphones, Practice in Microphone placements, Working with Mixer Console.

18FNA557 **PHOTOGRAPHY PRACTICE LAB. II** **0 1 2 2**

Different types of shot, Different types of camera angles, Working with lenses of different focal lengths, Distance - Depth of Field Framing, Familiarizing with different lens filters, Camera movement practices - Tilting and panning, Advanced lighting techniques , Working with natural light, Studio lighting, HDR photography, Panorama photography, Different photography assignments.

18FNA558 **VIDEOGRAPHY PRACTICE LAB. II** **0 1 2 2**

Practicing with lights (Additional lights and Natural lights), Studio cameras, Breaking down the script and shot division, Working with DSLR's and its accessories, Track and Trolley, Studio Visit and Crane Operations.

18FNA571 **ELEMENTS OF COMPOSITION LAB.** **0 1 2 2**

To provide hand-on experience to students in design work – Praxis-oriented workshops on the principles of composition taught in the theoretical module.

Create WebPages using Dreamweaver
 Create a project agreement for a web site with multimedia elements
 Create and Prepare Content for Streaming

18FNA590 **VISUALIZATION AND STORYBOARDING LAB.** **0 0 2 1**

To produce storyboards to guide digital media productions.

18FNA591 **FILM DIRECTION LAB.** **0 1 2 2**

Preparation of shooting scripts - Directing rehearsals - Managing shooting logistics.

18FNA601 **VISUALIZATION AND STORYBOARDING** **1 1 0 2**

Objective: *This course makes the student produce storyboards to guide digital media productions. The student gradually develops skills in visualization and swift sketching by translating story scripts into illustrated frames that detail each scene's action, lighting and camera angles.*

Unit 1

Mis-En-Scene Analysis of existing television Ads, Films etc.

Unit 2

Exercises in developing mental images.

Unit 3

Logically arranging the sequences and making sketches.

Unit 4

Preparing layout for story board.

Unit 5

Drawing key frames, indicating along with, the camera movements, nature of shots, back ground music and voice-overs etc.

REFERENCES:

1. *Art Director's Index to Photographers Vol 1 & 2 - 24th Edition onwards*
2. *Image Music Text by Roland Barth*

18FNA602 **BRAND MANAGEMENT** **2 0 0 2**

Objective: *The students are exposed to the comprehensive and contemporary concepts of professional practice in branding, brand equity and strategic brand management, design and implementation techniques for all the presentable formats like print, broadcast and new digital media. They will understand the concepts through case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).*

Unit 1

Basics of Brand Management and Integrated Marketing Communication (IMC) - Elements of Branding – Brand Identity – Brand Image – Brand communication – Power Branding - IMC Perspectives – Principles of Integrated Brand Promotion (IBP) - Planning Advertising and IBP - Basics of Brand Management and Relationship with Contemporary Advertising - How the Brand Transforms the Business Goals and Vision?

Unit 2

The Concept of Brand Equity, Identifying and Positioning the Brand, Creating Customer Value, Positioning Guidelines, Planning, Designing and Implementing Brand Marketing Programme, Choosing the Brand Elements, Image, Promotion, Corporate Name, Logos, Branding a Product, Customer based Brand Equity, Extensions and Co-branding, Packaging, Labels and Product.

Unit 3

Brand Promotion and Strategic Brand Management - Building a Strong Brand: FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch, Media Selection, Trade Promotion and Selling, CRM, Personal Selling, Web Marketing.

Unit 4

Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over: Time, Market Segments and Geographic Boundaries, Revitalising and Changing the Brand Portfolio.

Unit 5

CASE STUDIES IN BUSINESS SECTORS: Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc.

TEXTBOOK:

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

REFERENCES:

1. *Strategic Brand Management, Kevin Lane Keller, M.G. Parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.*
2. *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.*
3. *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.*

18FNA603

INTERNET ADVERTISING

1 1 2 2

Objective: To provide an understanding of the Internet as an advertising and marketing communication medium.

Unit 1

Internet as a medium of communication – Possibilities – Advantages – Limitations.

Unit 2

Internet Advertising, an introduction - Targetting approaches - Demographic targeting - Behavioral targeting - Daypart targeting - Geographic targeting - Affinity targeting - Purchase based targeting.

Unit 3

Online advertising - Reach and frequency - Winning Strategies – Generate brand preference to stimulate sales - Stimulate trial through online coupons, samplings - Creating emotional engagement to promote loyalty - Power of convenience.

Unit 4

Standard online advertising formats - Creative factors that Influence display advertising effectiveness - Online video advertising - Games, an engaging medium - Online advertising clutter.

Unit 5

Search engine marketing techniques - Online shopping and buying - The multichannel market place - Online shopper profile - Importance of user friendly shopping sites - Shopper diversion - Advertising personally, e-mails and word of mouth - Online advertising effectiveness measurement.

REFERENCES:

- 1 *The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation* – Joe Plummer
- 2 *Key Success Factors in Internet Advertising: The role of Online User Activity and Social Context* – Symeon Papadopoulos

18FNA604

MANAGEMENT OF FILM PRODUCTION

1 1 0 2

Objective: *To enable the students to understand the various theoretical aspects on short films and documentary production.*

Unit 1

The process of production management.

Unit 2

Production budget process - Budget forms.

Unit 3

Setting up cost book - VAT – Invoices.

Unit 4

Insurance - Security - Media insurance.

Unit 5

Archive and Copyright in Film industry. Post production - Various deliverable mediums.

TEXTBOOK:

Production Management for TV and Film: The professional's guide By Linda Stradling

REFERENCES:

Film Production Management By Bastian Cleve

18FNA605

ART DIRECTION

1 1 2 2

Designing sets and props - Making follies - Costume designing.

18FNA606

WEB DESIGN AND CONTENT MANAGEMENT II

2 1 0 3

Objectives: *To make the student dexterous in Dreamweaver. The course aims in crafting the students to make websites on their own with all the latest technologies such as HTML5, CSS3. Also make the students understand the concepts behind Responsive web design.*

Unit 1

Rethinking HTML for CSS, Creating Styles and Style Sheets, Selectors: Identifying What to Style, Saving Time with Style Inheritance, Managing Multiple Styles: The Cascade.

Unit 2

Formatting Text, Margins, Padding, and Borders, Adding Graphics to Web Pages, Sprucing Up Your Site's Navigation, Formatting Tables and Forms.

Unit 3

Introducing CSS Layout, Building Float-Based Layouts, Positioning Elements on a Web Page.

Unit 4

CSS for the Printed Page, Improving Your CSS Habits, CSS 3: CSS on the Edge.

Unit 5

Introduction to HTML5, Responsive Web Design.

SUGGESTED READINGS:

David Sawyer McFarland - CSS Second Edition THE MISSING MANUAL, O'REILLY Publishers
Ben Frain Responsive Web Design with HTML5 and CSS3 - RACKT Publishing

18FNA631

ACTING AND DRAMATIC PRESENTATION

2 0 0 2

Objective: *To train students in acting for films.*

Unit 1

Warming-up exercises - Relaxation Exercises - Yoga for toning up the body - Basic Kalari training.

Unit 2

Yoga for toning up voice - Voice modulation - Breath control.

Unit 3

Practice in Monologues - Training in articulation of emotions through dramatic speech.

Unit 4

Developing body and facial expressions in drama - Articulating narratives through body movements - Building up a repertoire of gestures

Unit 5

Building up units of action to create a Theatrical Ensemble - Plotting movements of different characters within a scene.

TEXTBOOK:

The Semiotics of Theatre and Drama by Keir Elam

REFERENCES:

1. *Theatre as Sign System: A Semiotics of Text and Performance* By Elaine Aston, George Savona
2. *Theatre Semiotics: Text and Staging in Modern Theatre* By Fernando de Toro
3. *Acting For Real: Drama Therapy Process, Technique, And Performance* By Renee Emunah

18FNA634**MOTION GRAPHICS FOR FILM AND TELEVISION****2 1 0 2**

Objective: To introduce students to the basics of motion graphics and titling for film and television and to develop a working knowledge of software appropriate to introductory concepts in motion graphics.

Unit 1

Introduction to Motion Graphics.

Unit 2

Motion Graphics for Film & Television – Film Titles, Commercials, Public service Announcements, Music Videos.

Unit 3

Choreographing Movement – The language of motion - Spatial considerations, Coordinating movements.

Unit 4

Motion Graphics Sequencing – Transitions - Mobile Framing, Establishing pace, Establishing Rhythm - Concept of Birth – Life - and Death. Usage of sound to support - The continuity of motion.

Unit 5

Introduction to software and techniques for motion graphics - Adobe AfterFX, Autodesk 3ds max etc - Basics of compositing techniques – Blend operations-Keying, Alpha Channels, Mattes, Masks, Color corrections.

TEXTBOOKS:

1. Jon Krasner - *Motion Graphic Design - Applied History and Aesthetics* - Elsevier (2008)
2. Matt Woolman - *Type in motion 2* - Thames & Hudson; Second Edition (2005)
3. *Creating Motion Graphics with After Effects* - Focal Press; 5th Edition (2010)

REFERENCES:

1. <http://www.watchthetitles.com>
2. <http://motionographer.com>

18FNA636**RESPONSIVE WEB DESIGNING****1 1 0 2**

Objective: The purpose of this course is to gain a hands-on understanding to develop responsive websites, which is the emerging trend in web designing.

Unit 1

Responsive Elements and Media, Introduction, Resizing an image using percent width, Responsive images using the cookie and JavaScript, Making your video respond to your screen width, Resizing an image using

media queries, Changing your navigation with media queries, Making a responsive padding based on size, Making a CSS3 button glow for a loading element

Unit 2

Responsive Typography, Introduction, Creating fluid, responsive typography, Making a text shadow with canvas, Making an inner and outer shadow with canvas, Rotating your text with canvas, Rotating your text with CSS3, Making 3D text with CSS3, Adding texture to your text with text masking, Styling alternating rows with the nth positional pseudo class, Adding characters before and after pseudo elements, Making a button with a relative font size, Adding a shadow to your font, Curving a corner with border radius.

Unit 3

Responsive Typography, Introduction, Creating fluid, responsive typography, Making a text shadow with canvas, Making an inner and outer shadow with canvas, Rotating your text with canvas, Rotating your text with CSS3, Making 3D text with CSS3, Adding texture to your text with text masking, Styling alternating rows with the nth positional pseudo class, Adding characters before and after pseudo elements, Making a button with a relative font size, Adding a shadow to your font, Curving a corner with border radius.

Unit 4

Responsive Layout, Introduction, Responsive layout with the min-width and max-width properties, Controlling your layout with relative padding, Adding a media query to your CSS, Creating a responsive width layout with media queries, Changing image sizes with media queries, Hiding an element with media queries, Making a smoothly transitioning responsive layout.

Using Responsive Frameworks, Introduction, Using the Fluid 960 grid layout, Using the Blueprint grid layout, Fluid layout using the the rule of thirds, Trying Gumbo, a responsive 960 grid, The Bootstrap framework makes responsive layouts easy.

Unit 5

Optimizing Responsive Content, Introduction, Responsive testing using IE's Developer Tools, Browser testing – using plugins, Development environments – getting a free IDE. Virtualisation – downloading Virtual Box. Getting a browser resize for Chrome

TEXTBOOKS:

1. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Mar 2012* by Calvin Jones, Damian Ryan
2. *Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media – Import, 19 Dec 2012* by Eric Morrow, Shannon Chirone
3. *The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement Paperback – 3 Jun 2011* by Calvin Jones, Damian Ryan.
4. *HTML5 and CSS3 Responsive Web Design Cookbook - Published by Packt Publishing Ltd.*
5. *Learning Responsive Web Design – Clarissa Peterson – O'Reilly*

18FNA637

ADVERTISING

1 1 0 2

Objective: *This helps the student to make integrated approach on advertising, providing with an in-depth understanding of the creative and strategic processes behind successful advertising. The students are introduced to the processes, tools and techniques used in developing advertising concepts with the study areas including creative thinking and visualizing, advertising theory and practice.*

Unit 1

Position of Advertising in marketing - Brief history of advertising - Advertising-meaning and definition - Advertising as a tool of communication - Features of advertising - Social and economic impact of advertising - Key players in advertising - Significance and criticism of advertising - Advertising agency.

Unit 2

Types of advertising - Structure of an advertising agency and work flow - Client Servicing - Creative process - Media planning - Media Buying - Media Scheduling - Types of agencies - Relationship between various participants (Client, agency and media and consumer).

Unit 3

Various media for advertising.

Unit 4

Concept of USP - Introduction of branding - Meaning of campaign. .

Unit 5

Case studies.

REFERENCE BOOKS:

Advertising, Frank Jefkins Revised by Daniel Yadin
Kleppner's Advertising Procedure

18FNA638**VIDEO GAMES PRODUCTION****1 1 0 2**

Objective: *The purpose of this course is to gain a hands-on understanding developing video games. Students will be initiated to various facets of video game production: design, art, programming, and management. The course will include various hardwares and softwares that give support to the video game production process.*

Unit 1

An introduction to Video Games Production - Backgrounds - Current Industry Trends - History of Video Games – Timeline - Pong, Atari – ET, Nintendo, Sega, Sony, Microsoft, EA Sports, Epic - Milestone games and cycles in the industry - Game genres, game platforms and management considerations - Action, RPG, RTS, FPS, MMO, Serious Games - Xbox 360, PS3, Wii - Video Games and Peripherals - The Game Production Process - Managing the assets and resources - Software and documents used to manage the production - Creating Something Cool - Knowing your target audience.

Unit 2

Game play and Mechanics - Understanding the platforms influencing game design - The key elements: game play, visual style, characters and setting/story - “Fear” in Games - Elements of Game Design - Game Design Principles - Objectives vs. Goals -Choices and Outcome - Interface Design/HUDs – Balancing - What is fun? - Game Design research reviewed - Game Design documents - The role of the Game Producer - Internal vs. External production - Producer vs. Designer.

Unit 3

Schedules – Contracts – Budgets - Second Life - Online Games - Casual Games - Overview of Market/Industry - Pogo, Popcap, Miniclip, Yahoo, Aol, etc. XBLA MMOs (Massively Multiplayer Online Games) - Overview of

Market/Industry - World of Warcraft, Everquest - 2-D Graphics - Overview - Vector Graphics - Cell Shading - Creating Sprites - 3D Modeling and Animation - Animation in games vs. other media - Designing with the programmer and artist in mind.

Unit 4

Marketing Video Games - The Marketing Team - Marketing Channels - The role of retail distribution - Legal Aspects of Gaming-Value of IP - Contracts, NDA's, Developer Agreements - Infringement, Trademarks, Patents, Copyright - Mobile Game Development - Mobile Game Design and Form Factor - Development Consideration - Handheld Games and Platforms - Market Overview - Technology Overview - PSP vs. DS - Overview of Maya - Violence in Games.

Unit 5

Advertising in Games - Game Physics - Academic research - Use of physics in games - Exemplary uses of physics - Game AI – Artificial Intelligence - Use of AI in games - Exemplary uses of game AI - Digital Distribution - Audio Design and Creation - Completing (or making) the experience - Music and Sound Effects creation - Dialog directing and recording - Tools - Functional Spec, Game Design Doc, High Concept Pitch - The future of games.

TEXTBOOKS:

1. *Game Production Cookbook - April 20th, 2007 by Juuso Hietalahti*
2. *Game Design Workshop: A Play centric Approach to Creating Innovative Games by Fullerton, Tracy, Morgan Kaufmann Publishers, February 2008, 2nd Edition*

REFERENCE:

Game Character Modeling and Animation with 3ds Max with DVD by Yancey Clinton, Focal Press, September 2007

18FNA639

NICHE JOURNALISM

2002

Objective *The course is intended to make the student aware of the history, development and current status of magazines in India and also introducing them to specialized journalistic writing.*

Unit 1

Introduction to Niche Journalism - why a journalist should be Niche – beat - how do we choose beat - importance of beat in niche journalism - different types of beats - tips for maintaining beats - how beats helps a journalist to establish in the field.

Unit 2

Magazine journalism - history of magazine - history of famous foreign magazines - history of Indian Magazines - current situation of magazines in world - future of magazine. Different types of magazine - magazine for women - life, fashion parenting etc – men - automobile, politics, and etc – children - style of writing in different magazine s- functional structure of magazine.

Unit 3

Niche Journalism - health Journalism - sports Journalism - entertainment Journalism - travelling Journalism - environment Journalism - political Journalism - science Journalism - mobile journalism - online journalism – etc - need of specialization - Writing style of niche journalists - how they find their area of interest - difference between a magazine writer and news reporter - their writing styles –deadlines – freelancer - role, duties and working style - difference between staff reporter and freelancer etc.

Unit 4

Broadcast Media and Niche - importance to be a niche in broadcast media - how can we be a niche in broadcast media - production of current affairs programmes - sports, business, entertainment, travelogue, health related programs, political satire programmes etc. - choosing of stories in a current affairs programme - scripting of current affairs programme - production of current affairs programme in television.

Unit 5

Practical works - Writing style for broadcast media - introduction writing for various programmes - how does a niche journalist conduct talk shows on various topics - selection of topics - different types of territory interviews - your territory, our territory and other territory - writing documentary script for broadcast media - feature stories - analytical stories.

TEXTBOOKS:

1. *Convergence Journalism: Writing and Reporting Across the News Media* by Janet Kolodzy
2. *An Introduction to Journalism* by Richard Rudin and Trevor Ibbotson

18FNA640**PUBLIC RELATIONS FOR MEDIA****2002**

Objective *This course intends to introduce students to the fundamentals of public relations with specific focus on film & Television*

Unit 1

Public Relations - Definition and Meaning - PR as a communication function, Principles, Objectives and Functions of PR – PRO - Functions and Duties of PRO – Public - types of public,

Unit 2

Public Relations as a tool of Marketing Communication – Concepts Evolution and scope of PR - PR as distinguished from Marketing, propaganda, Sales Promotion, publicity and Advertising - Organization and Structure of PR Agency - Client-Agency Relationship. PR Process – Research, Planning, Communication and Evaluation.

Unit 3

Communication with the Public - Importance of Research in PR Strategic Thinking and Planning in Public Relations – Problem Statement - Situation Analysis - Target Public - understanding research methodology – problem finding - Conceptualising PR Program - Management and Implementation. Program Evaluation - Interpreting and using Results of Evaluation.

Unit 4

Media Relations - Objectives and principles - Corporate Communication Tools, Newspapers, House Journals, Audio-Visual Media, E-PR, Presentation Skills, Press releases.

Unit 5

Practical Component Plan – Execute a Public Relations campaign related to a specific issue using research PR Campaign - Campaign execution - Characteristics and principles - Ethics in PR.

TEXTBOOK:

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

REFERENCES:

1. *Effective Public Relations and Media Strategy- C.V.Narasimha Reddy, PHI (2014)*
2. *Public Relations Principles and Practice, Iqbal S.Sachdeva - Oxford University*

18FNA641

TELEVISION COMMERCIALS AND RADIO SPOTS

2 0 0 2

Objective: To enable the students to be thorough with the principles, concept development and execution that goes into the production of a visually appealing and persuasive advertisement in the Broadcast Media.

Unit 1

Concept - Concept Development - Script Development – Dialogues.

Unit 2

Pre-Production - Character Establishment - Casting - Art and Props - Costumes - Location Identification – Budgeting.

Unit 3

Production - Execution of the Script - Shooting Techniques - Acting Techniques - Managing Contingencies.

Unit 4

Post-Production - Telephone - Video Editing - Sound Recording and Editing.

Unit 5

Post-Production - Graphics - Colour Correction and Special Effects - Married Print.

TEXTBOOKS:

1. *50 Trade Secrets of Great Packaging*
2. *A View Finder's Journey: 55 years from glass plate to digital*

REFERENCES:

1. *Luis Bunuel*
2. *Deluze: Cinema 1 & 2*

18FNA661

ACTING AND DRAMATIC PRESENTATION LAB.

0 0 2 1

To Develop a complex free personality capable of taking a holistic view of total acting process by building the course around our rich cultural heritage and aspirations of contemporary Indian society and classical works such as Bharat Natya Shastra. To provide Acting programme with valuable insight in application, concentration, self discipline, voice and Body control, Imagination, Self Discovery. This course emphasizes on building up sensitivity in the actors body so as to enable him to express the inner process instantaneously and effectively.

18FNA663

PHOTO JOURNALISM LAB.

0 0 2 1

Practical session based on Photo Journalism theory.

18FNA673	CONCEPT DESIGN FOR VIDEO GAMES	0 0 2 1
<p>Game level design. Set and prop design. Low poly modeling Creating textures for game models Preparing content for various game engines</p>		
18FNA674	MEDIA ADVERTISEMENT PRACTICE LAB.	0 1 2 2
<p>Execution of print and internet advertisement in the lab, based on the theory they covered.</p>		
18FNA675	MOTION GRAPHICS PRODUCTION TECHNIQUES	0 0 2 1
<p>Introduction to Motion Graphics Motion Graphics for Film & Television Choreographing Movement. Motion Graphics Sequencing. Introduction to Software and Techniques for Motion Graphics.</p>		
18FNA676	PACKAGING PRACTICAL	0 0 2 1
<p>To introduce the students to the basics of packaging, and the essential graphic designing tools.</p>		
18FNA677	PROFESSIONAL PRACTICE IN WEB DESIGNING AND DEVELOPMENT II	0 1 2 2
<p>Design table-less and Responsive Websites templates based on various RWD. Create tables less WebPages with HTML and CSS. Develop Responsive web Designs.</p>		
18FNA678	TELEVISION COMMERCIALS AND RADIO SPOT LAB.	0 1 2 2
<p>To enable the students to be thorough with the principles, concept development and execution that goes into the production of a visually appealing and persuasive advertisement in the Broadcast Media.</p>		
18FNA679	SHORT FILM PRODUCTION (FICTION AND DOCUMENTARY) LAB.	0 1 2 2
<p>Conceiving and producing short fiction films and Documentaries.</p>		
18FNA680	VFX AND COMPOSITING LAB.	0 1 2 2

Creating visual effects for films - Camera tracking and match moving, high dynamic range image making, image-based lighting, and global illumination. Advanced materials, lighting, and rendering techniques. Multi-pass rendering and node based compositing. Film, video, and chroma-keying for 3D. Pre-visualization and pipeline planning techniques. 3D asset creation, photorealistic texturing, and asset management. Color correction, optical effects, and advanced compositing.

18FNA690 **LIVE-IN-LAB.** **2 cr**

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations, after the second semester and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

18FNA692 **INTERNSHIP** **2 cr**

Students must undertake internship for one month in the industry.

18FNA696 **COMPREHENSIVE AND TECHNICAL VIVA-VOCE** **2 cr**

Viva voce will be conducted on the dissertation/ project work/ portfolio report of students.

18FNA697 **PROJECT** **6 cr**

For AAA - Choose a product and prepare a TV commercial, Radio spot.
Design promotional materials for the same product. (Co-Lateral Materials, Brochures, Designing Fliers, Posters, Product Data sheets, Cards).

18FNA698 **MINI PROJECT** **4 cr**

For AAA - Choose a product and prepare a TV commercial, Radio spot.
Design promotional materials for the same product. (Co-Lateral Materials, Brochures, Designing Fliers, Posters, Product Data sheets, Cards).

For ACM - Making an Animated Short Film of 5 minutes duration, or Making Live Websites (Tables less WebPages).

For DFM – Making Short film and Documentary film.

18FNA699 **PROJECT** **6 cr**

For ACM - Making an Animated Short Film of 5 minutes' duration, or Making Live Websites (Tables less WebPages).

For DFM – Making Short film and Documentary film.

At the end of the semester the portfolio should be exhibited in public platform.

18MCJ531

COMMUNICATION RESEARCH METHODS

1 1 0 2

Objectives: *To introduce the students to social sciences research and to train them in media research; to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.*

Unit 1

Research - Definition, elements and characteristics - Development of Mass Media Research - Scientific enquiry - Social science research - Logic of Induction and Deduction.

Unit 2

Types of research. Research process. Research problem. Research Question. Research Design. Hypothesis - types, formulation and testing. Quantitative and Qualitative approaches.

Unit 3

Elements of Research: Variables. Types of variables. Operationalisation - Causality. Measurement. Reliability, Validity - types of validity. Scales – nominal, ordinal, interval and ratio – Designing a questionnaire. Sampling - Types of Probability and Non-Probability Samples, Sample size, Sample error.

Unit 4

Experimental methods - Statistical analysis - mean, mode and range, correlation, regression, standard deviation, chi-square test, t-test, ANOVA.

Unit 5

Qualitative research - Content analysis – Case studies – Cultural text and its meanings – Textual and visual analysis. Writing a research report. Various styles of writing. Ethics in research.

TEXTBOOKS;

1. *Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005.*
2. *Mass Communication Research Methods, Hansen, Anders. : Macmillan, 1998*

REFERENCES:

1. *Doing Your Masters Dissertation: Chris Hart, Vistaar, 2009.*
2. *Mass Media Research – Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008.*
3. *Research Methodology – A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008.*
4. *Doing Qualitative Research – A Comprehensive Guide: David Silverman & Amir Marvasti, Sage, 2008.*

18MCJ603

NEW MEDIA AND WEB CONTENT

2 0 0 2

Objective: *To create awareness among students about the new emerging trends in information technology. The students are benefitted with the latest knowledge of information technology applications in the field of various media and web journalism.*

Unit 1

Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

Unit 2

What is online journalism?: Earlier websites of newspapers, E-books and E-publishing, Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today.

Unit 3

New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends Podcast and Webcast.

Unit 4

Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright, Exploring Cyberspace.

Unit 5

Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.

TEXTBOOKS:

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J. V. *Media in the Digital Age*. Columbia University Press.
6. *Newspaper and magazine articles about New Media*.

18MCJ632

CREATIVE EXPRESSION IN REGIONAL LANGUAGE

2 0 0 2

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

Unit 1

News – definition – values – elements - characteristics. News Determinants - Types of news - Elements of a news story – Headline – Lead - types of lead - Body copy - structure of news - inverted pyramid style.

Unit 2

Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

Unit 3

Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.

Unit 4

Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

Unit 5

Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

REFERENCES:

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, Balakrishna Aiyar, Authors Press Publishers

Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd

18MCJ633

PHOTO JOURNALISM

2 0 0 2

Objective: To synthesize the knowledge and skills those pertain to photography and journalistic reporting/ story telling.

Unit 1

Introduction to photojournalism - Telling stories with images. History and evolution. Prerequisites – equipment – cameras – flashes - lenses. Settings – balancing lighting – aperture - shutter speed - ISO. Depth of field. Image file formats. Photo editing – Photoshop – post processing – RAW image – colour correction – Print sizes – optimizing for web.

Assignments – still frames.

Unit 2

Lighting – Natural light and artificial light. Using external flashes. Colour temperature and white balance. Low light photography – Night photography.

Assignments – Portraits, Indoor photography, Long exposure shots and night frame.

Unit 3

Types of photojournalism – Sports – War photojournalism – spot news – Travel photojournalism – wildlife photojournalism.

Assignments - spot news -photo stories - covering events.

Unit 4

New technology – Online sharing – Social media – Cloud storage. Recording videos using still cams – Online video streaming.

Unit 5

Ethics – Rules and considerations. Victims of violence – Right to Privacy – Picture manipulations – Stereotyping – Advertising/ Editorial Blurring.

REFERENCES:

Associated Press Guide to Photojournalism - Horton Brian. (ISBN 0071363874)

Digital Photojournalism – Susan Zavoiona, John Davidson (ISBN 0205332404)

18MCJ683

NEW MEDIA AND WEB CONTENT LAB.

0 0 2 1

New Media Concepts and Web Editing – Creating News Portals – Content Management and On-line Editing – Security Implementation – Integrating Texts, Video and Animations. Mini project on Web site creation based on journalism.