15AVP501   AMRITA VALUES PROGRAMME   1 0 0 1

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme:

Art of Living through Amma
Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana
Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata
Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads
Introduction: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita
Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Idea of the Self and Realisation of the Self – Qualities of a Realised person - Concept of Avatar - Relevance of Mahabharata for modern times.

Swami Vivekananda and his Message
Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:
The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:
The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala's Mural Art Forms:
A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural paintings are not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming

Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says "we have to return this land to the coming generations without allowing even the slightest damage to happen to it". Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature"

Ancient Indian Science and Technology

Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.

15CUL501   CULTURAL EDUCATION   2 0 0 P/F

Objective: Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbibed into the inner sprit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma's nectarous words of wisdom and acts of love are our guiding principles. Amma's philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master

12. Dimensions of Spiritual Education; Need for change Lecture – 1; Need for Perfection Lecture - 2
13. How to help others who have achieved less - Man and Nature Q and A, Sharing of experiences

REFERENCES:

1. Swami Amritaswaroopananda Puri   -   *Awaken Children (Volume VII and VIII)*
2. Swami Amritaswaroopananda Puri   -   *Amma's Heart*
3. Swami Ramakrishnanda Puri   -   *Rising Along the Razor's Edge*
4. Deepak Chopra - Book 1: *Quantum Healing*; Book 2: *Alpha and Omega of God*; Book 3: *Seven Spiritual Rules for Success*
5. Dr. A. P. J. Abdul Kalam   -   1. *Ignited Minds* 2. *Talks* (CD)
6. Swami Ramakrishnanda Puri   -   *Ultimate Success*
7. Swami Jnanamritananda Puri   -   *Upadesamritham (Trans: Malayalam)*
8. Vedanta Kesari Publication   -   *Values - Key to a meaningful life*
9. Swami Ranganathananda   -   *Eternal values for a changing society*
10. David Megginson and Vivien Whitaker   -   *Cultivating Self Development*
11. Elizabeth B. Hurlock   -   *Personality Development, Tata Mcgraw Hill*
12. Swami Jagatatmananda   -   *Learn to Live (Vol.1 and 2), RK Ashram, Mylapore*

15FNA501   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, 10e, 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, 7e, 2010.

3. Advertising Management, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006

15FNA502 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 - Colour 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

15FNA503 FILM STUDIES 2 0 0 2

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 and Malayalam Cinema (Origin and Development).

Unit 5

Theoretical perspectives.

TEXTBOOKS:

1. Film Art: An Introduction - David Bordwell, Kristin Thompson

2. Malayala Cinemayude Katha - Vijayakrishnan

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 - Vijayakrishnan

5. Movies and Meanings - Stephen Prince

6. How to read a film? Movies, Media, Multimedia - James Monaco

15FNA504   INTRODUCTION TO COMMUNICATION AND   1 1 0 2
                    MEDIA THEORIES

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

Unit 1
Communication: Nature and Definition - Types of Communication - Intrapersonal, Interpersonal, Transpersonal, Group and Mass Communication - Barriers of Communication.

Unit 2
Models and Theories of Communication: Aristotle's, Lasswell's, Shannon and Weaver, Osgood and Schramm, Newcomb's ABX, Gerbner's, Westley and MacLean, Riley and Riley's Sociological Model - Hypodermic Needle.

Unit 3
Agenda Setting, Uses and Gratification, Media Dependency, Gatekeeping, Individual Differences, Selective Exposure, Perception and Retention, Diffusion of Innovation, Spiral of Silence.

Unit 4
Early perspectives of Media and Society - The rise of Dominant Paradigm - Four Eras of Mass Media Theory.

Unit 5
Media, Society and Culture - Sub Culture, Popular Culture, Media and Realism - Construction of Reality by Media - Representation and Stereotypes - Gender and Mass Media.

TEXTBOOK:
Stanley J Baran and Dennis K. Davis - Introduction to Mass Communication Theory, Cengage Learning, Delhi (2006)
REFERENCES:
1. *Essentials of Mass Communication Theory - Arthur Asa Berger - Sage Publications.*
2. *Baran, Stanley J, Introduction to Mass Communication: Media Literacy and Culture, Tata McGraw Hill*

15FNA505   INTRODUCTION TO FILM MAKING   2 0 0 2

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*

15FNA506   PHOTOGRAPHY, VIDEOGRAPHY AND   2 1 0 3
                    AUDIOGRAPHY I

Objective: *To understand the basics of Photography, Videography and Audiography*

Unit 1
History of photography - 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.

Unit 2
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, steadycam, 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.

Unit 3
Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, 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.

Unit 4
Audio productions – Introduction to basics of sound - sound as a waveform, behaviour 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.

Unit 5
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.

TEXTBOOKS:
1. *Vasuki Belavadi, Video Production, Oxford University Press*
2. *Philip Andrews, Michael Langford - Langford's Starting Photography, Fifth Edition: The guide to great images with digital or film – Focal Press*
3. *T. Krishnan Unni – Sound in Moving Pictures – Mathrubhumi Publications*

REFERENCES:
1. *Michael J. Langford - The Basic Photography - Focal Press*
2. *Michael J. Langford - The Advanced Photography - Focal Press*
3. *Pocket Guide to 35mm Photography - Kodak, Sterling Publishing Pocket Edition, 1998*
4. *Aaron Sussmann - Amateur Photographer's Handbook - Harper Collins 8th Edition, 1973*
5. *Arthur Cox - Photographic Optics - Focal Press, 1974*
6. *Herbert Zettl - Television Production Handbook - Wadsworth Publishing, 8th Edition, 2002*
7. *Roy Sidney - The Lens and Its Job - Hastings House Pub, 1978*
8. *Jacobson - Manual of Photography - Butterworth Heinemann*
9. *Happe - Basic Motion Picture Technology - Focal Press, 1971*
10. *Weber - Practical Photographer - Fountain Pr Ltd.1974*
11. *Satyajit Ray - Our Films Their Films - Orient Longman India 3rd Edition, 2001*
12. *Andre Bazin - What Is Cinema? - University of California Press, 1989*
13. *Christian Metz - Film Language - University of Chicago Press, Reprint Edition, 1991*
14. *Siegfried Karacauer - Film Theory*
15. *John Garner - S. Eisenstein - The Montage of Film Aesthetics*
16. *Francis Rumsey and Tim McCormick - Sound and Recording - Focal Press, 2003*

15FNA507   WEB TECHNOLOGIES BASICS   2 0 0 2

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, Colour, 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, Brianna Stuart - 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.

15FNA508   STUDIES IN VISUAL AESTHETICS   2 0 0 2

Objective: *To introduce the students to the evolution of the aesthetics of the image and also 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*

**15FNA509   RESEARCH METHODOLOGY FOR COMMUNICATION   2 1 0 3
AND MEDIA STUDIES**

Objective: *To introduce the students to social sciences research and to train them in media research. It aims 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, 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*

15FNA511   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.*

15FNA512   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.*

15FNA513   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. Schreibman*

REFERENCE:

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

15FNA514   **CREATIVE COPY WRITING FOR PRINT**   **1 1 0 2**
                              AND ONLINE MEDIA

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*

15FNA515   **CREATIVE COPY WRITING FOR RADIO**   **1 0 2 2**
                              AND TELEVISION

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*

15FNA516   PHOTOGRAPHY, VIDEOGRAPHY AND   2 1 0 3
AUDIOGRAPHY II

Objective: Introduce the students to the evolution of Photography, Videography and Audiography.

Unit 1
Different genres of photography – Black and White Photography, fashion photography, wildlife photography, advertising photography, wedding photography, macro photography, medical photography, film photography, photo journalism, Candid Photography, architecture photography, travel photography - Composition principles - vertical, horizontal and diagonal framing - symmetry, perspective, balance, background and foreground, Rule of Thirds, frame balancing, leading lines, frame within a frame - Different camera movements – tilting – panning - different types of shots, different camera angles - High angle, low angle, eyelevel, birds eye, worms eye - Different accessories of camera - tripod, monopod, lens-hood flash, remote, shutter release - Different types of filters - polarizing filter, neutral density filter, UV filter, extension tubes - Metering modes.

Unit 2
Introduction to Lighting - natural lights, outdoor lighting, studio lighting, still life photography - Three point lighting - Key light, fill light, back light, light meters and their working, different lighting instruments, lighting accessories used - soft box, reflector, umbrella reflector, snoot, trigger, diffusers - working under different lighting conditions - Different colour modes - RGB, CMYK, gray scale, different lens aberrations - Science of colour - Attributes of colour - Additive colours - Subtractive colours - Colour reproduction in different imaging devices.

Unit 3
Lighting – Principles - goals of good lighting in video - Exposure, depth and dimension, mood and tone, colour, texture - Properties of light, Intensity, colour quality, dispersion, direction - understanding colour temperature - Naturalism and pictorialism in lighting - Three point Lighting, Lighting ratio - hard and soft Lighting, high key lighting and low key lighting, available natural light, bounce light, practical lighting, lighting through the window Lighting for HD video. Lighting instruments - Sun guns, Fresnel, HMI,

Fluorescent Lights, LED Lights, Follow spots - Lighting accessories - barndoor, scrim, reflectors, gels, diffusers.

Unit 4
Single camera production - roles and responsibilities of production personnel, preproduction stage - different activities, writing the treatment, script writing and story boarding, location hunt, Production stage - different problems in shooting, reviewing shots, Post production stage - Video logging, editing, closing the file. Multicamera Production process, Layout of TV studio - Major installations in PCR - Camera control unit, Video switcher, graphics and titling machines, Major installations in studio floor - Teleprompter, dimmer and patch boards, studio cameras, Virtual studios - different activities in Multicamera production - Chroma Keying, DSNG - different methods used in DSNG, OB Van, Electronic News Gathering and Electronic Field Production, Floor plans for different field productions, Introduction to DSLR cinematography, Shooting video for web, Videos for social media.

Unit 5
Audio cables and interconnections - different types of connectors, microphone cables and line cables, balanced and unbalanced cables, snake cables, transformers, electronic balancing, DF boxes, distribution amplifiers - Outboard equipment - Equalizers, compressors, limiters, echo and reverb devices, multieffect processing, connection of outboard devices - Analogue recording and digital recording - Development of analogue recording, analogue recording systems - optical recording, magnetic recording - Multitrack recording - digital recording, tape based systems and tapeless systems, comparison of analogue and digital systems – MIDI - basic MIDI principles, MIDI communication, synchronization - Timecode and synchronization - Surround sound - Three channel stereo, four channel stereo, 5.1 channel sound surround sound systems, digital surround sound formats, surround sound recording techniques - Television – Different television systems, radio sound, TV transmission, digital transmission and distribution of TV and cinema. Multicam shooting and recording, Live recording for news.

TEXTBOOKS:
1. *Vasuki Belavadi, Video Production, Oxford University Press*
2. *Philip Andrews, Michael Langford - Langford's Starting Photography, Fifth Edition: The guide to great images with digital or film – Focal Press*
3. *T. Krishnan Unni – Sound in Moving Pictures – Mathrubhumi Publications*

REFERENCES:
1. *The Basic Photography - Michael J. Langford*
2. *The Advanced Photography - Michael J. Langford*
3. *Pocket Guide to 35mm Photography - Kodak, Sterling Publishing Pocket Edition, 1998*
4. *Amateur Photographer's Handbook - Aaron Sussmann, Harper Collins 8th Edition, 1973*
5. *Photographic Optics - Arthur Cox – Focal Press, 1974*
6. *Television Production Handbook - Herbert Zettl- Wadsworth Publishing, 8th Edition, 2002*

7. *The Lens and Its Job - Roy Sidney, Hastings House Pub, 1978*
8. *Manual of Photography - Jacobson, Butterworth Heinemann*
9. *Basic Motion Picture Technology - Happe, Focal Press, 1971*
10. *Practical Photographer - Weber, Fountain Pr Ltd.1974*
11. *Our Films Their Films - Satyajit Ray, Orient Longman India 3rd Edition, 2001*
12. *What Is Cinema? - Andre Bazin, University of California Press, 1989*
13. *Film Language - Christian Metz, University of Chicago Press, Reprint Edition, 1991*
14. *Film Theory - Siegfried Karacauer*
15. *The Montage of Film Aesthetics - S. Eisenstein*
16. *Directories in Modern Theatre and Drama - John Garner*
17. *Sound and Recording, by Francis Rumsey and Tim McCormick, Focal Press, 2003*

15FNA517   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*

15FNA518   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 Nicolaides - 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)*

15FNA519   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

15FNA520   SHORT FILM PRODUCTION   1 1 0 2
**   (FICTION AND DOCUMENTARY)**

Objective: To impart training in producing and directing short fiction films and documentaries

Unit 1
Converting incidents in to stories - Building stories from images - Structuring the story – Docudrama.

Unit 2
Plot structuring of themes - Three-part structure.

Unit 3
Sub plots - Climaxes - Conflict and rising action.

Unit 4
Three-point lighting - High-key lighting - Low-key lighting.

Unit 5
Building visual images - Narrative continuity - Shot size - Shot duration – Montage.

TEXTBOOK:
Writing the Short Film by Patricia Cooper, Ken Dancyger
REFERENCE:
Producing and Directing the Short Film and Video by David K. Irving, Peter W. Rea

15FNA521   WEB DESIGN AND CONTENT MANAGEMENT   2 0 0 2

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 facilitate 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 sit - 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 Colour 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 Colour, Colour Temperature, Chromatic Value, Colour Theory 101, The Scheme of Things, Colour 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 Beaird, The Principles of Beautiful Web Design, Sitepoint publishers

15FNA571   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.

15FNA572   INTRODUCTION TO ANIMATION CONCEPTS   0 0 2 1

Practice with stop-motion and cutout-animation.
Appreciation - animation clips and movies (different production styles).

15FNA573   AUDIOGRAPHY LAB. I   0 0 2 1

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

15FNA574   PHOTOGRAPHY LAB. I   0 0 2 1

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

15FNA575   VIDEOGRAPHY LAB. I   0 0 2 1

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

15FNA576   GRAPHIC DESIGN LAB. I   0 1 2 2

Workspace basics , Photoshop images, Introduction to Camera Raw, About colour - Colour modes, Viewing histograms and pixel values, Applying special colour effects to images, Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise, Making selections, Layer Basics, Painting tools, Drawing vector graphics, Filter basics - Filter effects reference - Applying specific filters - Add Lighting Effects, Creating type - Editing text - Formatting characters, Saving images - Saving PDF files - Saving and exporting files in other formats - File formats, Working with web graphics - Slicing web pages - Modifying slices, Video and animation in Photoshop - Creating images for video - Interpreting video footage, Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations, Automating with actions - Creating actions - Processing a batch of files.

15FNA577   COMPONENTS OF VISUAL DESIGN LAB.   0 0 2 1

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

15FNA578   FILM ANALYSIS LAB.   0 1 2 2

To encourage critical approach to cinema – To impart training in reading specific film texts from various theoretical perspective.

15FNA579   WEB TECHNOLOGIES BASICS LAB.   0 0 2 1

Creation of HTML pages with HTML and HTML5 tags.
Usage of internal and external CSS along with HTML pages.

Client side Programming.
Java script for displaying date and comparing two dates.
Form Validation including text field, radio buttons, check boxes, list box and other controls.

15FNA581 **2D ANIMATION LAB.** **0 0 2 1**

Creating 2D animation - Introduction, logging onto server, basic Macintosh skills, Working in Flash, Drawing with Flash, Basic animation, Working in the timeline, Working with symbols, Shape tween, staggering animation effect, Animation Review, Break apart and distribute, Intro to Motion Guide, Motion Guide Paths, Mask layers, Button Intro.

15FNA582 **3D GRAPHICS PRODUCTION LAB.** **0 0 2 1**

3D Graphics creation - Set/Prop modeling, texturing, lighting, CG camera. Basics of 3D animation.

15FNA583 **PHOTOGRAPHY, VIDEOGRAPHY AND** **0 0 2 1**
AUDIOGRAPHY LAB. II

Photography
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

Videography
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

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

15FNA584 **DIGITAL VIDEO EDITING** **0 1 2 2**

Nonlinear Video Editing - Create and open projects, Work with files, Import media, Organize your media once it's imported, Use the Timeline for video and audio tracks, Edit tracks in the Timeline, Create sequences and nested sequences, Add motion to your clips, Create and work with keyframes, Add animation and other effects, Add transitions, Use the colour-correction tools, Sync clips from multiple cameras, Add text, shapes, and logos to your project, Work with audio in the Audio Workspace, Export media, Create and edit closed captions.

15FNA585 **ILLUSTRATION PRACTICAL** **0 0 2 1**

To introduce the students to the basics of drawing, and the traditional illustrations, Graphical illustrations, illustrations in advertising and animations.

15FNA586 **GRAPHIC DESIGN LAB. II** **0 1 2 2**

Graphic illustration - About Illustrator - Work Area Overview - Screen modes - Drawing Basics - About Vector Graphics – Paths - Editing paths - Drawing simple lines and shapes - Pencil tool - Pen tool - Tracing artworks – Symbols - symbol tool, About Colour, Painting Tools, Selecting objects, Transforming Objects, Importing Files - Importing bitmap images - Importing Adobe PDF files, Type - Creating and importing type, Creating Special Effects, Web graphics - Slices and image maps.

Page Layout Workspace basics - Customizing menus - Toolbox overview - Selection tools, Layout - Creating documents - Creating custom page sizes - Rulers and measurement units – Grids - Ruler guides - Page and spreads – Masters – Layers - Laying out frames and pages - Numbering pages, chapters and sections - Text variables, Working with files and templates - Saving documents - Exporting, Creating text and text frames - Adding text to frames - Importing text - Threading text - Text frame properties, Typography -Formatting text, Styles - Paragraph and character styles - Dropcaps and nested styles - Object styles - Working with styles - Combining text and objects - creating type on a path, Tables - Creating tables - Selecting and editing tables - Formatting tables - Table strokes and fills - Table and cell styles.

Long document features - Creating book files - Table of contents – index - working with markers, Drawing, Graphics - Understanding graphics formats - Importing files from Adobe applications - Importing other graphics formats - Placing graphics - Managing graphics links - Object libraries, Frames and objects - Selecting objects - Transforming objects - Aligning and distributing objects - Grouping, locking and duplicating objects - Working with frames and objects - Clipping paths, Adding Transparency effects - Blending colours – Colour - Understanding spot and process colours - Applying colour - Working with swatches - Importing swatches – Tints – Gradients - Mixing inks - Using colours from imported graphics, Creating Adobe PDF files - Exporting to Adobe PDF, Printing documents - Colour separations – Automation.

15FNA587   TYPOGRAPHY PRACTICAL   0 0 2 1

To introduce the students to the basics of Typography, and the essential graphic designing tools.

**15FNA588   PROFESSIONAL PRACTICE IN WEB DESIGNING   0 1 2 2
                          AND DEVELOPMENT I**

Design Websites templates based on various principles and Colour scheme of Web
Create WebPages using Dreamweaver
Create a project agreement for a web site with multimedia elements
Create and Prepare Content for Streaming

15FNA589 POST-PRODUCTION AND MOTION GRAPHICS LAB. 0 1 2 2

Creating animated images and 3D Computer Graphics - Video compositing - Chroma key - Motion tracking - Creating titles for video.

15FNA590   VISUALIZATION AND STORYBOARDING LAB.   0 0 2 1

To produce storyboards to guide digital media productions.

15FNA591   FILM DIRECTION LAB.   0 1 2 2

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

15FNA601   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

15FNA602   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, 7e, 2010.

15FNA603   INTERNET ADVERTISING   1 1 0 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 - Behavioural 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

15FNA604   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

15FNA605   **ART DIRECTION**   **1 1 2 2**

Designing sets and props - Making follies - Costume designing.

15FNA606   **WEB DESIGN AND CONTENT MANAGEMENT II**   **2 0 0 2**

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 MISSUNG MANUAL, O'REILLY Publishers
Ben Frain Responsive Web Design with HTML5 and CSS3 - RACKT Publishing

15FNA631   **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*

15FNA634   **MOTION GRAPHICS FOR FILM AND TELEVISION**   **2 0 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, Colour 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

15FNA636   RESPONSIVE WEB DESIGN   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.

Unit 3

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 Gumby, 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

15FNA637   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

15FNA638   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

15FNA639   NICHE JOURNALISM   2 0 0 2

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 magazines - 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*

15FNA640   PUBLIC RELATIONS FOR MEDIA   2 0 0 2

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*

15FNA641   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 - Telephine - 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*

15FNA661 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.

15FNA663 PHOTO JOURNALISM LAB. 0 0 2 1

Practical session based on Photo Journalism theory.

15FNA664 WEB DESIGN AND CONTENT MANAGEMENT LAB. 0 0 2 1

Design Websites templates based on various principles and Colour scheme of Web
Create WebPages using Dreamweaver
Create a project agreement for a web site with multimedia elements
Create and Prepare Content for Streaming

15FNA665 NICHE JOURNALISM LAB. 0 1 2 2

Practical session based on Niche Journalism theory.

15FNA666 PUBLIC RELATIONS FOR MEDIA LAB. 0 1 2 2

PR for campus; PR for Business; PR for Art; PR for Films; PR for Government.

15FNA667 WEB DESIGN AND CONTENT MANAGEMENT II LAB. 0 1 2 2

Design table-less and Responsive Websites templates based on various RWD concepts.
Create tables less WebPages with HTML and CSS
Develop Responsive web Designs

15FNA671 3D ANIMATION LAB. 0 1 2 2

Creating 3D Animation using various production methods.

15FNA672 CONTENT AUTHORING FOR E-LEARNING 0 0 2 1

Symbols and instances
Animation

Action Scripting and Interactivity
Introduction to Action Script
Creating Action Script movies
Controlling the timeline with Action Script
Controlling movie content with Action Script
Creating Action Script loops
Working with variables and arrays
Using Action Script with text
Working with sound
Embedding video
Testing and publishing a Flash movie

15FNA673 CONCEPT AND DESIGN FOR VIDEO GAMES 0 0 2 1

Game level design.
Set and prop design.
Low poly modeling
Creating textures for game models
Preparing content for various game engines

15FNA674 MEDIA ADVERTISEMENT PRACTICE LAB. 0 1 2 2

Execution of print and internet advertisement in the lab., based on the theory they covered.

15FNA675 MOTION GRAPHICS PRODUCTION TECHNIQUES 0 0 2 1

Introduction to Motion Graphics
Motion Graphics for Film & Television
Choreographing Movement. Motion Graphics Sequencing. Introduction to Software and Techniques for Motion Graphics.

15FNA676 PACKAGING PRACTICAL 0 0 2 1

To introduce the students to the basics of packaging, and the essential graphic designing tools.

15FNA677 PROFESSIONAL PRACTICE IN WEB DESIGNING 0 1 2 2
                 AND DEVELOPMENT II

Design table-less and Responsive Websites templates based on various RWD.
Create tables less WebPages with HTML and CSS.
Develop Responsive web Designs.

15FNA678 TELEVISION COMMERCIALS AND RADIO SPOT LAB. 0 1 2 2

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

15FNA679   SHORT FILM PRODUCTION (FICTION AND   0 1 2 2
**   DOCUMENTARY) LAB.**

Conceiving and producing short fiction films and Documentaries.

15FNA680   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. Colour correction, optical effects, and advanced compositing.

15FNA690   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.

15FNA692   INTERNSHIP   2 cr

Students must undertake internship for one month in the industry.

15FNA695   COMPREHENSIVE AND TECHNICAL VIVA-VOCE   2 cr

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

15FNA696   COMPREHENSIVE AND TECHNICAL VIVA-VOCE   4 cr

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

15FNA697   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.

15FNA698   PROJECT   4 cr

Making Short film and Documentary film/ Choose a product and prepare a TV commercial, Radio spot. Making an Animated Short Film of 5 minutes duration, or Making Live Websites (Tables less WebPages).

15FNA699   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.

15MCJ531   COMMUNICATION RESEARCH METHODS   1 1 0 2

Objective: To introduce the students to social sciences research and to train them in media research. It aims 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, 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, Sample error.

Unit 5
Statistical analysis - mean, mode and range, correlation, regression, standard deviation, chi-square test, t-test, ANOVA - 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*

15MCJ603   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.*

15MCJ632 CREATIVE EXPRESSION IN REGIONAL LANGUAGES   2 0 0 2

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.*

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

15MCJ633   **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)

15MCJ683   **NEW MEDIA AND WEB CONTENT LAB.**   **0 0 2 1**

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

15OEL631 – 6xx   **OPEN ELECTIVES**   **2 0 0 2**

Open electives syllabi – see at the end of the booklet.

16FNA500   **COMMUNICATION AND MEDIA THEORIES**   **1 1 0 2**

Objectives: 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

16FNA551   AUDIOGRAPHY PRACTICE LAB. I   0 1 2 2

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

16FNA552   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.

16FNA553   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.

16FNA556   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.

16FNA557   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.

16FNA558   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.