

M.Sc. Visual Communication
(DIGITAL FILM MAKING AND MEDIA PRODUCTION STREAM)
SYLLABUS FOR 2018 ADMISSIONS ONWARDS
Incorporating changes made up to October, 2019

18FNA610 Film Direction and Screenplay Writing

2 - 0 - 0 2

UNIT – I

Developing the story through plot structure – three part structuring – (Beginning, Middle and End) – Rising Action – Dramatic conflict

UNIT – II

Creating character profiles – constructing character – Physical appreciation and psychological motivation – Protagonist and Antagonist – Secondary characters

UNIT – III

Sequencing the script – Scene division – Logline – Slug line – Description and dialogue – Writing montage

UNIT – IV

Visualizing the screenplay – Constructing continuity for the narrative – Visualizing characters and locations, Scenes & shot breakdown – deciding Camera angles and movements of the shots – Shooting logistics, designing Audio components

UNIT – V

Location scouting, fixing of shots sizes, camera angles and movements – visualizing sets and backdrops and creating 3D cutouts

Books recommended

1. Film Directing Shot by Shot : Visualizing from Concepts to Screen by Steven Douglas Katz
2. The Film Director Prepares: A Complete Guide to Directing for Film and TV By Myrl A Schreiber
3. Producing and Directing the Short Film and Video by David K Irving, Peter W. Rea
4. Writing the Short Film by Pat Cooper & Ken Dancyger
5. Screenwriting by Raymond G Frensham
6. The Screenwriter's Workbook (Revised Edition) by Syd Field

18FNA669

Documentary Film Making Practice

0-0-2-1

1. Writing original script for Documentary film
2. Finalizing Production Team & Budget
3. To get trained in handling camera and shot.
4. Handling non-linear editing with Software
5. Students should be dubbing, Voice over, Sound Effects & Mixing using the Audio Software
6. Documentary on any social issues (5-10 Minutes)

18FNA681**Art Direction and Dramatic Performance**0 - 1 - 2
2**UNIT – I**

Introduction to art and drama – Actor auditioning – Concentration – Self-discipline – Imagination – Self-discovery

UNIT – II

Practice in monologue - Training in articulation of emotion through dramatic speech – Voice modulation – Breath control

UNIT – III

Designing sets and props – making follies – costume designing

UNIT – IV

Developing dramatic facial expressions and body language – Articulating narrative through body movements – Building up a repertoire of gestures

UNIT – V

Building up units of action to create a theatrical ensemble – plotting movements of different characters within a sense

Books recommended

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 Emuah

18VMC501**Introduction to Communication Theories****3-0-0-3****Objective:**

To introduce and provide in-depth knowledge of various communication and media theories.

Unit-I:

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; Media for mass communication; Functions of mass communication; dysfunctions of mass communications.

Unit-II:

Models of communication- definition and types of models- linear and non-linear models; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Defleur, Gerbner, Rogers models of communication

Unit-III:

Theory, definition and nature of theory; Theories of communication- Normative theories of media, Heider's Balance theory, Newcomb's theory, Cognitive dissonance theory, Magic bullet theory, framing theory.

Unit-IV:

Stimulus response theory, two-step flow and multi-step flow of Information; Concept of selectivity- Individual differences perspective, social categories perspective, Social relations perspective. Types of media effects, brief history of media effect study; theories of effects- Comstock psychological model, Ball-Rokeach and DeFluer's media system dependency model, McCombs and Shaw's agenda-setting, Noelle-Nuemann's spiral of silence theory, uses and gratification approach.

Unit-V:

Concept of gatekeeping; models of gatekeeping - White, Galtung and Ruge, News flow and its models-McNelly, Bass and Mowlana; Effects of mass communication, violence and obscenity in media. A critique of mass media in India.

Books recommended:

Books recommended:

1. Dennis Mc Quil: 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. Berko and Wolvin: Communication

5. Surgeon General's Scientific Advisory committee on Television and Social Behaviour Reports, USA.
6. Joshi P. : Culture, Communication and Social Change
7. Wilbur Schramm: The process and Effects of Mass Communication
8. Wilbur Schramm: Men, Message and Media
9. Dennis Mc Quail: Milestones in Mass Communication Research
10. Stephen W & Little John: Theories of Women Communication
11. S.J. Baran & D.K. Davis: Mass Communication Theory – Foundations Ferment & Future.

18VMC502**Media Economics and Management****3-0-0****Objective:**

To provide a fuller understanding of media organization structure, management and economics in India

Unit I:

Introduction to principles and practice of management; Defining Media Economics Media; Business Models and Function; Mass Media Industry Structure Media Markets Ownership: Licensing and Franchising: Rules & Regulations Monopolies, Oligopolies, Conglomerates, Mergers, and Acquisitions; Media Revenues Financial Management Issues Financial Management Report; Media Sales Promotion and Marketing Mix;

Unit II

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains); Policy formulation – planning and control; problems, process and prospects of launching media ventures; Organization theory, delegation, decentralization, motivation, control and co-ordination;

Unit III

Management, organizational structure of newspaper and magazine; Newspaper production management; Economics of newspaper- circulation and advertising management; Problems of large, medium and small newspapers; quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques

Unit IV

Management, organizational structure of Radio and Television in India; Private Radio and Television channels-structure organizational structure and management; Planning and execution of programme production – production terms, control practices and procedures; Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer

relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques

Unit V

Film industry organization and management; various film bodies and associations of film industry at the national and regional level; Film finance and management; Film development corporation of India; Government and film industry; Legal and ethical aspects film – Film censor board;

Books recommended

Frank Thayer: Newspaper Management

Gulab Kothari: Newspaper Management in India

William and Rucker: Newspaper Organization and Management

18VMC503

Laws and Ethics for Media

3-0-0-3

Unit- I

A brief historical perspective of mass media laws in India -- Introduction to Indian Constitution – Salient features, Directive Principles of State Policy, Fundamental Rights and duties. UN – Universal declaration of human rights;

Unit – II

Basic Legal concepts - Judicial system in India - Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) -- Freedom of the press in India -- Supreme Court Cases related to Article 19

Unit – III

Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2) - Laws applicable to mass media in general - The Indian Telegraph Act, 1885 - The Official Secrets Act, 1923 - The Contempt of Court Act, 1971 - The Civil Law of Defamation - Libel – Slander - The Indecent Representation of Women (Prohibition) Act 1986 - The Indian Post Office Act, 1998 –

Unit – IV

Rules for Newspaper Registration -- AIR and DD codes for commercial advertising – Prasarabharathi Act -- Cable TV Network Act -- Intellectual property rights--Right to information Act 2005--Human Rights -- Cyber laws – Right to privacy -- Issues relating FDI -- (case studies)

Unit –V

Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies - Recommendation of first and second Press Communications -- Press Council of India Act 1978 – Structure and functions of PCI--Professional code of conduct for media persons; PrasarBharati Act, 1990

Books recommended

1. A.N. Grover: Press and the law
2. A.G. Noorani: Freedom of the Press in India
3. Durga Das Basu: Laws of the press India
4. R.C. Sarkar: The press in India
5. RengaswamyParthasarathy: Histroy of Indian Journalism
6. Reports of inquiry committees and the Press Council of India
7. K.S. Venkateshwara : Mass Media Laws and Regulations in India
8. S.K. Aggarwal: Media & Ethics
9. Kaushal N. : Press and Democracy
10. Justice Yatindara Singh: Cyber Laws
11. Publication Division of India: Right to Information Act – 2005

18VMC504

Media Research Methods

3-0-0-3

Objective:

To introduce and provide in-depth knowledge of theory and practice of Communication Research.

Unit-I

Nature and scope of communication research; development of mass media research, aspects of research, characteristics of research; evaluation of communication research in India. Topic selection - Relevance of the topic, literature review, setting hypothesis and research questions, analysis and interpretation, summary; Questions and problems for further investigation.

Unit-II

Definition, elements of research, scientific approach, communication research, basic and applied research. Qualitative research method – field observations, focus groups, interviews, case studies; Content analysis – Definitions, steps in content analysis, reliability and validity. Survey research – Descriptive and analytical surveys. Quantitative method – Definitions and components. Combined qualitative and quantitative designs. Sampling methods.

Unit-III

Research design components, experimental, quasi- experimental, Introduction to Statistics – Basic statistical procedure; techniques for communication research – Measures of central tendencies, frequency distribution, tests of significance, reliability, validity and correlations.

Unit – IV

Data analysis techniques, coding and tabulation, non – statistical methods, descriptive, historical, statistical analysis, parametric and non-parametric, tests of significance; Levels of measurement; Rating scales; SPSS and other statistical packages.

Unit – V

Preparation of Research reports, ethical perspective of mass media research, trends in communication research. Research in print media, electronic media, advertising and public relations and internet. Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report. Bibliography and references.

Books recommended:

1. Winner and dominicle: Mass Media Research
2. Ralph Nafzieger& David M. White: Introduction to Mass Communication Research
3. Robert B. Burns: Introduction to Research methods.
4. Methodology of Research in Social Science: O.R. Krishnaswamy
5. Stempel and Westley: research methods in Mass Communication
6. David M. Nachmias&ChavaNachmias: Research in Social Science
7. Lewis- Beck: Basic Statistics
8. Bower &Courtright: Communication Research methods
9. Dennis MC quill:Milestones in Mass communication Research

18VMC509**Audio Visual Technology****3-0-0-3**

Objectives: This course was designed to provide students with skills and knowledge about audio and video production

Unit: 1

Visual Language – Perception and Composition; Shots & movements; Principle of Visual Language- Headroom, Nose room, 180 degree rule, shot- reverse shot sequence; Video camera and its support systems; Television cameras – Studio based cameras & other cameras.

Unit: 2

Lighting for Video Production – Properties of light, Factors influences lighting needs, Lighting ratio, lighting instruments, reflectors; Sound- Properties of sound, sound wave, Types of Microphones; Audio connectors.

Unit: 3

Stages of TV and Radio Programs – Pre production, Production and post production; Personnel roles and responsibilities in Video production and news production; Field production – ENG and EFP.

Unit: 4

Types of editing- Assemble and insert; Modes of editing- online, offline, Linear and non linear type software; Tape formats – different formats of tapes; Tapeless format- Different recording media; Distribution Media; Media storage systems;

Unit: 5

Writing for television – Script writing, Genres of TV programs- News, Talk shows, panel discussion, Music and dance programmes, Phone in Programmes, Quiz shows; Entertainment shows.

Text Books:

1. Video Production by Vasukibelavadi – oxford publications.

References:

1. Allan Wurtzel: Television production.
2. Gerald Milerson : The Techniques of television production.

18VMC520**Culture and Entertainment Media****3-0-0-3****Objectives:**

1. To understand the basics of Culture
2. To apply the techniques in Entertainment Media

Unit: 1

Culture- Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Dalit & Tribal Culture in India; Challenges of Indian Culture; Status of Women in India.

Unit: 2

Music- Definition & Concept; History of Indian Music; Types of Indian Music- Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.

Unit: 3

Theatre- Definition & Concept; Introduction to Greek theatre; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama- Definition & Concept; Different forms of Drama; Difference between Theatre & Drama; Introduction to English & Persian Theatres; Traditional & Modern Theatres.

Unit: 4

Newspaper Industry- Definition & Concept; Growth of Newspaper Industry in India Freedom movement, Post Independence, Emergency & Post Emergency; Growth of Regional Newspapers; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional; Publication Industry- Novel & Education.

Unit: 5

Radio Industry- Definition & Concept; Growth of Radio Industry in India- All India Radio- National & Regional; Arrival of FM & its impact; Community Radio & Society Development; Television Industry- Definition & Concept; Growth of Television in India- Doordarshan- National & Regional; Emergence of Cable Television & Satellite Television- Private & Pay Channel; Recent Growth- DTH & CAS System; Television & Cinema.

Text Books:

1. Michael J. Hauptert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA
2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman& Littlefield Publishers, UK

References:

1. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK

18VMC521**History & Development of Cinema****3-0-0-3****OBJECTIVES**

1. To understand the basics of Cinema
2. To apply the techniques in Cinema Industry

Unit: 1

History & Pioneers of Cinema- Eadweard Muybridge, Etienne- Jules Marey& George Eastman; The Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin.

Unit: 2

Classical Hollywood Cinema- Origin & Golden age of Hollywood, Motion Picture Industry & Modern Hollywood; Development of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

Unit: 3

World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang & The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevelod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Iranian Cinema; Third world Cinema.

Unit: 4

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; Dynasty of Actors and Director- Mehboob, Raj Kapoor & Guru Dutt; Golden Fifties of Indian Cinema; New Indian Cinema- Satyajit Ray & Mrinal Sen; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.

Unit: 5

South Indian cinema- origin & growth; Pioneers of South Indian Cinema; Talkies- Original & Development; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Ramoji Studios, Vahini Studio, L.V. Prasad; Mega stars & Mega movies; Marketing and Distribution; Recent trends in South Indian cinema.

TEXT BOOKS

1. Jarek Kupsc (2011). History of Cinema for Beginners, First Edition, Orient Blackswar, UK
2. Geoffrey Nowell-Smith (1999). The Oxford History of World Cinema, Third Edition, Oxford University Press, UK

REFERENCES

1. Sowmya Dechamma C.C (2010). Cinemas of South India, First Edition, Oxford University Press, UK
2. Aristides Gazetas (2008). An Introduction to World Cinema, Second Edition, McFarland, New York
3. Steve Neale (1998). Contemporary Hollywood Cinema, Second Edition, Routledge, USA

18VMC522**Television News Production****3-0-0-3****OBJECTIVES**

1. To understand the basics of TV News production
2. To apply the techniques in Broadcast Media

Unit: 1

What is broadcast news; Television News stories; Television News script- Writing for television; Television news reporting; Coverage of news; Video interviewing tips; Common forms of Television stories – Reader, Voice over, Voice over to the sound on tape, package.

Unit: 2

Single camera news Production for news (ENG); Personnel roles and responsibilities for news; Studio based news production- Multi camera techniques; News Anchoring- Weather forecast news; EFP – direct broadcast;

Unit: 3

News sources-reporters, correspondents, stringers, News agencies- National & International; News feeds- Intra channel, cross channel; Online news feeds; Current affairs;

Unit: 4

News editing- Package preparations, Voice over, breaking news, news promos, news segment promos - preparations; News Orientation (Gatekeeping)

Unit: 5

Television channels- up linking & down linking, International news, National news, regional new, local news; Satellite broadcast- cable, DTH, Internet- New media; Multi Media – Graphics, Animation

Text Books:

1. Inside Reporting, A practical guide of the craft of journalism by Tim Harrower.
2. Video Production – VasukiBelavadi – Oxford Publishers.

References:

Eric. K. Gormly (2004), Writing and producing television news, First edition, Blackwell Publishing, USA.

18VMC523**Theories of Visual Analysis****3-0-0-3**

OBJECTIVES

1. To understand the basics of Visual Analysis
2. To apply the techniques in Digital Media

Unit: 1

Semiotics- definition & concept; History & development of Semiotics; Pioneers of Semiotics; The Sign- Saussure's Model & Peirce's Model; Semantics and its types; Codes- Typologies of codes & Visual Codes; Subfields in Semiotics.

Unit: 2

Psychoanalysis- definition & concept; historical development of psychoanalysis; Psychoanalysis as a Cultural Theory; The Gaze- definition & forms of gaze; Psychoanalysis- Television & Film Studies;

Unit: 3

Feminism- definition & concept; Feminist Film Theory; Different approach to Feminist film theory;

Unit: 4

Modernism- definition & concept; Modern & Modernity; History of modernism, characteristics, rise, Postmodernism, types and impact. Postmodernism- Art & Film; Modernism Vs Postmodernism; Colonialism Vs Post colonial.

Unit: 5

Marxism- definition & concept; History & Criticisms, Theory; Marxist Media Theory- Liberal Pluralism, Capitalist Society & Ideology; Differences within Marxism; Limitations & Strengths of Marxist analysis; Apparatus theory & Screen theory.

Text Books:

1. Thomas B. Moeslund (2011). Visual Analysis of Humans: Looking at People, First Edition, Springer, UK

References:

1. Theo VanLeeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi
2. Roland Barthes (1999). Elements of Semiology, Hill and Wang, Fifth Edition, New York

18VMC524 Writing for Media**1-0-2-2****OBJECTIVES**

To understand the concept of Writing for Media

Unit -1

Writing for Broad cast Media - Radio & TV; Elements and Importance of News writing for Radio & TV; Steps & elements of writing for Radio & TV; editorial, features & review.; Scripting, Broadcast news; Broadcast features; Live programmes and shows, news stories, chat show, talk show & reality show; TV script treatment- concept, target audience, style of production, creative approach, running order, set design & budget; Radio- radio feature, documentary and live.

Unit –2

Writing for Advertising (TV & Radio)- understanding product, basic research, demographic appeals, idea generation; Types of advertising- commercial, PSA & corporate films; Advertising script format- concept, USP, target audience, creative copy & storyboard. Visualization- definition & concept; Framing & composition; Principles of script writing & creative writing; Script formats- concept & types; Idea generation- source & innovative; Elements of script; Characteristics of script.

Unit: 3

Writing for Documentary- docudrama, educational Television, documentary, ethnographic films; Basic research; Characteristics of documentary; Documentary structure; Documentary synopsis; Documentary Script Format- concept & research; Elements of documentary script- visual & sound; Story Elements- writing visually, narration & commentary.

Unit: 4

Writing for Feature Film & Short film- basics; Themes- concept, slug line & planning of story; Three Act Structure; Plot Development- main plot & sub plot; Characters- main, supportive & atmosphere characters; First Draft, screenplay, dialogue, script breakdown, final draft, shooting script.

Unit: 5

Writing for Web – Guidelines, planning, Structure and style; Technical writing; Copy writing; Profile Writing; Caption writing;

5. Developing Your Visual
6. Image Capture
7. Exposure
8. Workflow and Image Editing
9. Evolution of a Photographer
10. Natural and Available Light
11. Artificial Light
12. Flash and Strobe
13. Travel Photography
14. Landscape and Nature Photography
15. Basic Portrait Lighting

Note: The above topics makes student to gain overall knowledge of Professional Photography and students will apply the theoretical aspects into practical and produce a standard picture. Evaluation pattern will 80% (Continuous Evaluation of Lab) and 20% (End Semester Exam).

18VMC563

Advanced Digital IllustrationsLab

0-0-2-1

Introduction to Vector Drawings - Understanding the software Layout, Tools & Art Boards

Drawing Shapes & Objects in illustrator - Editing Vector Images

Gradients & Patterns - Creating images using Symbols Spray Tool

Working with Width transform tool, Shape Builder tool & Path finder options

Advanced creative designing with Blend tool

Using Effects options, Text tool & other major tool in the tools panel

Typography – History, Evolution, Aesthetics, Mood – Introduction to Type – Usage of Typography

Assignment 01: Create a vector art

Advanced Perspective art building

Convert real life images into 2D graphics – Image Trace

Designs with the use of 3D option

Create art with Creative Brush pre-sets – Vintage designs

Assignment 02: Submit a perspective art

Work on Mesh Tool

4. Child and Pet Photography;
5. Wedding Photography;
6. Photojournalism;
7. Fashion Photography;
8. Macro Photography;
9. Advertising and Still-Life Photography;
10. Architectural Photography;
11. Freelance Opportunities;
12. Portfolio Development;
13. The Business of Photography;
14. Introduction to Marketing and Branding;
15. Clients and Pricing

Note: The above topics gives a student to gain overall knowledge on Advanced Photography and students will apply the theoretical aspects into practical and produce a Professional Photography. Evaluation pattern will 80% (Continuous Evaluation of Lab) and 20% (End Semester Exam).

18VMC580 Anchoring for Media Practice

0-0-2 1

1. Body language (TV) & Voice Modulation (TV/Radio) - pitch, tone and intonation
2. Communication skills – clarity in language
3. Presentation skills – spontaneity – understanding the importance of subject knowledge & dialect
4. Anchoring for different types of Radio programs
 - 1) News reading (AIR)
 - 2) Request shows (listeners participation via Phone-in, WhatsApp, Tweet, Facebook)
 - 3) Celebrity shows (understanding popularity)
 - 4) Jingles
 - 5) Radio Interviews
 - 6) Radio Jockey
 - 7) Special audience program
 - 8) Exclusive program
5. Television Anchoring :

News

 - 1) News reading
 - 2) News anchoring
 - 3) Crime news – unique style's in anchoring
 - 4) Group discussion / panel discussion

Entertainment

- 5) Talk shows
- 6) Reality shows
- 7) Stage shows
- 8) Live anchoring – Award functions & public programs
- 9) Background voice (voice-over) & dubbing

18VMC582 Television Programme Production Lab 0-0-2-1

1. Standard Shots and camera angles;
2. Camera Movements;
3. Multi camera setup;
4. Understanding lighting setup;
5. Practicing lighting techniques;
6. Shooting in Indoor & Outdoor;
7. Working with Green matte/ set;
8. Practicing with character Movements;
9. News Production – News bulletins;
10. TV shows – Entertainment;
11. Editing the Programme with soft ware

18VMC588 Stop - Motion Film Making Practice 1-0-2-2

Making short movie only with photographs, voice over and subtitles

Pre-production:

Concept
Development
Research
Drafting Structure
Finalizing script
Location
Budget

Production:

Taking pictures – (original work):
Recording BG – voice

Post production:

Editing

18VMC605 MEDIA FOR ADVERTISING 3-0-0-3

Unit 1

Advertising defined: Non- personal, Communication, Information, persuasive etc.
classification of advertisement, functions, advertising and society, impact and benefits, ethics

in advertising, Corporate Social Responsibility of ads, advertising: A marketing tool, advertising planning, role of creativity.

Unit 2

Print Media: Characteristics of the press, newspaper, magazine, directory ads, direct mail ads, Outdoor and transits ads, Yellow pages advertising, and case Study on selected ads.

Unit 3

Television and Radio: Advantages of television ads, strength and weakness of TV ads, networking verses spot, planning and production radio ads, voice, SFX balancing, modulations, Content etc...

Unit 4

Web and New Media: important of online advertising, objective new media advertising, banners ads, logos, emails, keywords on search engines, Classified ads, websites, pop ups, case study on selected websites, Push technologies and web casting, social media etc...

Unit 5

Advertising and IMC: Promotional Mix, The tool for IMC, direct marketing, elements of IMC, sales promotion, Public relations, Publicity, Internet marketing advertising in a multicultural environment

Text Books

- 1) Advertising Planning and Implementation. Sangeetha Sharma, Raguveer Singh.

18VMC609

Digital Film Making Lab

1-0-2-2

Objectives:

1. To understand the basics of Digital film
2. To apply the techniques in Digital film industry

Unit: 1

Writing for Feature Film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act- II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

Unit: 2

Film Director- Functions of Film Director- Scripting, Visualization; Direction & Final Output; Responsibilities of Film Director- Social, Cultural, Technical & Financial; Director's relation with Producer, Cinematographer, Editor, Actor, Music Director, Art Director, Production Manager & Other Technicians; Director & Assistances.

Unit: 3

Cinematographer- Functions of Cinematographer- Framing, Lighting & Visualization; Responsibilities of Cinematographer; Cameraman's relation with Director, Art Director, Costume Designer & Light man; Cinematographer's knowledge in Camera, Concept of Lighting, Colour, Lens & Filters, Framing & Composition.

Unit: 4

Editor- Functions of Film Editor- Film Order, Negative Cutting, Final Cutting, Optical Effects, Positive Print & Digitization; Responsibilities of Film Editor; Editor's relation with Director, Cameraman & Sound Engineer; Editor's knowledge in Editing concept, Computer & Software, Graphics & Animation, Time & Space, & Rhythm; VFX.

Unit: 5

Sound Engineer- Functions of Sound Engineer- Dubbing, Sound Effects, Music & Mixing; Responsibilities of Sound Engineer; Sound Engineer's relation with- Editor, Music Director, Sound Effects Team, Dubbing Artists & Final Mixing Team; Sound Engineer's knowledge in Sound, Computer & Software, Music, Sound Effects, Sync & Non Sync.

Text Books:

1. Sonja Schenk (2012). The Digital Filmmaking Handbook, First Edition, Cengage Learning, USA
2. Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA

References:

3. Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK

Note: Five units' gives a student to gain overall knowledge of film and students will apply the theoretical aspects into practical and producing a film. Evaluation pattern will 80% (Continuous Evaluation of Lab) and 20% (End Semester Exam).

18VMC610 Film Production and Management 3-0-0-3

Objectives:

1. To understand the Film Production and Management
2. To apply the techniques in Film industry

Unit: 1

Stages of film production- Development, Pre Production, Production, Post production, Distribution and marketing; preparing for production; Script- Shot list, breakdown the script, Schedule the script after doing the breakdown, budget the script after doing the schedule.

Unit: 2

Budget- Steps of budget- Create list of assumptions, Create budget, Use Day Out Of Days for cast amounts, Set global for shoot period, First pass of budget, Meeting with director/funder; Top sheet level - Summary of total budget, Header with show info, Above the Line - producer, writer, director, actors, Below the Line - crew, equipment, post production and misc: contingency, insurance, bond company, legal fees; Cash flow projection chart; Cost report; Managing Petty cash.

Unit: 3

Casting – Auditions and cast the film and get signed contracts; Locations- scout and look for locations, Location set breakdown; Atmosphere- commitment with deal memos, confirm wardrobes and props; Equipment – plan and Submit equipment list; Makeup and Hairstylist; Production meeting; Organising the production team.

Unit: 4

Production - Running the set- Assistant director – cast and crew arrive; Manage talent, base camp, Paper work, set atmosphere and background works; Personnel role and responsibilities in film production; The completion stage – Logging, Editing, Closing the file.

Unit: 5

Management – Producer, Production Manager, Director; responsibilities of Production manager; Stressful job; Production Assistant’s responsibilities.

18VMC611**Film Studies and Appreciation****3-0-0-3****OBJECTIVES**

1. To understand the basics of Film Studies
2. To apply the techniques in Film industry
3. To apply the techniques to review a Film and appreciate

Unit: 1

Film studies- definition & Concept; Why film studies; Film as culture & art; Film as a medium; Characteristic of Film Studies; Film theory & semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation.

Unit: 2

Mise-en-scene- definition & concept; Four P’s of Mise-en-scene- point of view, posture, props & position; Elements of Mise-en-scene- setting, costume, character’s movement & lighting; Power of Mise-en-scene; Aspects of Mise-en-scene- time & space; Narrative functions of Mise-en-scene; Cinematographer properties- photographic image, duration of the image & framing.

Unit: 3

Montage- definition & concept; Origin of Montage; Development of Soviet Montage; Types of Montage- analytical, idea associative & metric montage; Montage Vs Parallel Editing; Visible Vs. Invisible Technique; Editing- dimensions of film editing & continuity editing; Alternative to continuity editing.

Unit: 4

Narrative Cinema- definition & concept; Story- Three Act Structure & Plot; Non Narrative cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- documentary, abstract, music videos & live cinema (Performance); Film Form- definition & concept; Elements of Film Form- form & expectation, form & convention, form & emotion, form & meaning and form & evaluation; Principles of Film Form; Ambiguity, Style & Ideology.

Unit: 5

Film Genre- definition & concept; Types of Film Genres- main film genres, sub film genres & hybrids genres; Other major film categories- Auteur system, Woody Allen & comedy, Arthur Freed & musical, Alfred Hitchcock & suspense/ thrillers, John Ford & westerns; Emerging trends of Digital Film & Short Films; Film Festivals- International & National Festivals; Film Awards- International & National Film Festivals; International & National award winning movies to be screened and student will be trained in reviewing and analyzing movies

Text books:

1. Jill Nelmes (2012). Introduction to Film Studies, First Edition, Routledge, USA
2. John Hill (2011). The Oxford Guide to Film Studies, First Edition, Oxford University Press, UK

References:

1. Warren Buckland (2010). Film Studies: Teach Yourself, First Edition, McGraw-Hill, USA
2. Sarah Casey Benyahia (2008). As Film Studies, First Edition, Routledge, USA
3. Richard Dyer (2000). Film Studies: Critical Approaches, First Edition, Oxford University Press, UK

18VMC678

Advertisement Production lab

0-0-2-1

1. Content Writing;
2. Writing script for Ad film;
3. Media buying
4. Finalizing Production Team & Budget
5. To get trained in handling camera and shot.
6. Handling non-linear editing with Software
7. Students should be dubbing, Sound Effects & Mixing using the Audio Software
8. Ad Film on any concept (10 - 20 Seconds) –Broadcast

18VMC679

Online Promotions Lab

1-0-2-2

Unit 1

Introduction to online media, Nature and scope of the medium.

Unit 2

Introduction to Social Media and networking sites, nature, scope and impact on diverse population etc.

Unit 3

An introduction to Search Engine optimisation; Form Discussion; Create a Newsletter; Create a movie page in Social networking sites –Fan clubs and sites; Photo sharing frequently to grab the audience attention, Writing interesting articles; Trailers to be updated and tag.

Unit 4

Create a blog; Post article on the cast, crew story background; Photos and trailers to be added; Update trailers in various video sharing sites like You tube, Google video Vimeo and tag in video sharing sites: Respond to comments; tweet regularly; Paid Advertisements.

Unit 5

How to do a Social Media Event Marketing; How to create Social Media Campaigns; Promoting Film posters through Social media; Promotions – Past, Present, future.

Note: Five units' gives a student to gain overall knowledge of online promotions and students will apply the theoretical aspects into practical and promote their film. Evaluation pattern will 80% (Continuous Evaluation of Lab) and 20% (End Semester Exam).

18VMC692

Internship

2

Students have to attend an internship for a minimum period of 30 days and submit the certificate from the company and a report with appropriate evidences / samples of work performed and a log-sheet. The student should present the same during viva-voce examination.

18VMC698

Portfolio Presentation

2

Students have to attend a Viva- Voce (Individual) on the date of submission of their show reel/ exhibition with appropriate evidences of a minimum of 10 different projects.

18VMC699

Project (Show Reel)

8

Objective: To Prepare a Show REEL in the specialised area

Students have to select any specialised area among

1. Modelling - Texturing
2. Lighting – Rendering
3. Animation – Rigging
4. VFX

and prepare minimum 1 minute show reel (individual) along with the other works done in the entire course.
