



M.O.P. VAISHNAV COLLEGE FOR WOMEN

(AUTONOMOUS)

Choice Based Credit System

Course of Study for the batch of Candidates
admitted in

2017 – 2018

2016 – 2017

2015 – 2016

ACADEMIC YEAR 2017 – 2018

B.Sc.,(Electronic Media)

Activities / Content with direct bearing on

Employability/ Entrepreneurship/ Skill Development

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
(Effective for the batch admitted in the year 2017 -2018)
B.Sc ELECTRONIC MEDIA

Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2017 – 2018

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
(Effective for the batch admitted in the year 2017 -2018)
B.Sc ELECTRONIC MEDIA

CORE I - DEVELOPMENT OF ELECTRONIC MEDIA

COURSE CODE: 16UMED301	THEORY	MAX MARKS: 100
YEAR/SEMESTER: I/I	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To understand the origin of Electronic media in India and in the world
- To study the growth and development of Electronic media
- To study the scope of broadcasting regulation and media convergence technologies.

UNIT I

Introduction to Electronic Media: Nature, Scope, Importance and Significance. Types of Media. Origin and Development of Electronic media. Radio as a medium of communication: Early History of Radio in the World, Growth and Development of Radio - Radio during Second World War. Evolution and Growth of Radio in India- Industrial Age, Pony Express, Telegraph, Heliograph, Maritime Radio, The Titanic. The Radio Act 1912, Commercial Radio, Community Radio, Organizational Structure of Radio station. **Current trends in Radio Industry.** (12 hrs)

UNIT II

Development of Television: The Golden Age of Television- 1950's. Development of Public Broadcasting in India. Doordarshan Organizational Structure. Educational Television. Transition to Public Broadcasting. India- SITE and Kheda Project. Educational media: Gyan Darshan etc., **Growth and development of private channels in India. Role** of Television in social changes. Introduction to cable industry: Cable TV, Cable expands and Internet Television. (12 hrs)

UNIT III

Cinema: a brief history. -Lumiere brothers and early experiments. characteristics of cinema- potentials, scope and limitations of cinema -types of films: feature film, documentary, short film - film technology - Digital film making and promotion. (12 hrs)

UNIT IV

Computer Revolution. Development of New Media. Internet: History and Growth. Mass Communication and Internet. Global Media Communication: Computer Mediated Communications, **Mobile Technology and its applications.** Information Society: Characteristics, Challenges and Trends. (12 hrs)

UNIT V

Concept and Development of Telecommunication. Types of Telecommunications: Optical fiber and Satellite Communication. Broadcasting Regulation: Key Issues, Future of Broadcasting in India. Media Convergence: Convergence of technologies. **Technological advancements in the Indian Broadcast industry.** (12 hrs)

REFERENCES:

- Chatterjee P.C, 1991, Broadcasting in India, Sage Publications.
- Craft, John Leigh, Frederick A., Godfrey, Donald G, 2001, Electronic Media, Wadsworth Thompson Learning.
- Arvind Singhal and Everett M.Rogers, Indian Information Revolution, Sage Publications.
- Michael Mirabeto, New Communication Technologies

ACTIVITY PLANNER:

**List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)**

- A group discussion on the issues involved in the production, direction and distribution of commercials.
- A discussion on the development of different phases of radio
- Essay on the future of Electronic media enables them to develop lifelong learning abilities and futuristic thinking skills.
- Analysing the issues on television, a medium for social change will bring in a lot of ideas to promote gender equality, eradicating poverty, right to education, freedom of rights and freedom of expression. So it will help them in creating relevant media content and help to view media as a social institution rather than business.

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CORE II- 2D-GRAPHICS

COURSE CODE: 11UMED306	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: I/I	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To understand the basics of computer designing
- To learn to visualize and create vector art
- To learn image editing and photo correction
- To know pagination and layout design

Software:

1. Adobe Illustrator
2. Adobe Photoshop
3. Adobe InDesign

Submissions:

1. Logo Designs
2. Stationery Set
3. Posters
4. Matte Painting
5. Brochure/Calendar
6. Magazine

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment
Periodic assignments based on (50 Marks) Logo Designing Matte Painting Brochure designing Poster Designing	Evaluation will be for 100 marks and will be brought down to 50 marks The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- To create flyer and poster for a given company with its logo. which would help them gain practical knowledge in the field of design
- Creating various practical assignments in different topics covered with additional knowledge on desktop publishing software and magazine design will help them understand the industry's nature and tools.
- Understanding and applying principle of designs in log

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ALLIED I – UNDERSTANDING VISUAL MEDIA

COURSE CODE: 10UMED307	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: I/I	CREDITS: 5	TEACHING HRS: 75

COURSE OUTLINE:

PRINCIPLES AND ELEMENTS OF DESIGN:

Primary principles: Unity, variety, hierarchy and Proportion

Supportive Principles: Scale, Balance, Rhythm and Repetition and Proximity.

Elements of design: Space and Size, Line, Shape and Form, Colour, Texture and Typography.

Collect printed matter illustrating each principle and element of design; cropping properly and pasting them neatly on A4 size paper to make a file folder

PRINTING:

Printing Methods, Applications and Economics.

Understanding office stationary, and printed advertisements(collect samples to make file folders)

Page layout

Designing (Manually and Electronically)

Visiting cards, letter heads, envelopes, (2 sets)

Hand bills, posters, danglers and packaging

Sample magazine.

PERSPECTIVE:

Squares, Rectangle and Circles extending to 3D forms in one, two and three point perspective.

Line drawings and shaded drawings of group compositions and Theme in perspective.

Ink on A 4 Size paper.

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Pencil sketching Charcoal sketching Water colour painting	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Individual periodical submissions on various artworks using Indian ink, acrylic colours and water colour pencils
- Demonstrations based on field visits in printing industries will enable for lifelong learning.
- Group activities involve drawing on birds, flowers, animals, portraits
- Individual designing on magazine posters using appropriate themes and concepts

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CORE III – AUDIOGRAPHY

COURSE CODE: 16UMED302	THEORY	MAX MARKS: 100
YEAR/SEMESTER: I/II	CREDITS 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To understand the basic elements and principles of sound.
- To study in-depth about acoustics, sound equipments, sound aesthetics and sound design in relation to their functional aspects.
- To gain knowledge about creative use of sound for different programme formats.

UNIT I

Mechanism of Human Hearing, The 'Ear' Physics and Psychographics of sound. Quality intensity, etc. Nature of Sound. Principles of Sound: Frequency, noise, timbre, wavelength, amplitude, Reverberation, Echo, Chorus, Flanges. (12 hrs)

UNIT II

Basic Studio design: Materials used in the studio for absorbing and reflecting sound for various frequencies. Isolation, Calibrating monitors. Room acoustics, Room dimensions. Sound recording studios. Control room design. (12 hrs)

UNIT III

Microphone types: Omni, Bi, Uni, Dynamic, Condenser, Ribbon, Hyper, Ultra Cardioid. Pick up pattern. Microphone techniques for indoor and outdoor studios. Audio equipments: Loud speakers and monitors, Audio meters, Mixer (Analog and Digital), Signal processors – reverb, echo, delay, de-user, Compressors, Equalizers. Decibel – unit of sound, dB SPL, dBm, dBv and various protocols for sync (12 hrs)

UNIT IV

Digital Recording Process. Handling of professional audio recording machines for Indoor and Outdoor location. Sound production: Studio and Live recording. Controlling noise while recording, Noise reduction. (12 hrs)

UNIT V

Sound for Cinema and Television. Parameters of sound quality in Film and Television productions: Consistency in levels, Sound perspective consistency of background sounds. Factors affecting sound quality. Indicators for judging the sound quality. (12 hrs)

REFERENCES:

- Stanley A Alten, Audio in Media, fourth edition, Wadsworth Publishing Company, 1994.
- Borwick, John, Sound Recording Practice- A handbook, Oxford University Press, 1995.
- Salking, Glyn, Sound Recording and Reproduction, Oxford Focal Press, 1996.

ACTIVITY PLANNER

**List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)**

- Group assignments on recording techniques involved in music/dialogue delivery with expression, technical accuracy, appropriate interpretation, using proper Reverberations, Echo and Equalizing effect
- Individual submissions on glossary technical terminologies used in sound mixing and production
- Multiple class activities in recording music and dialogue in facilitating technical accuracy
- Group assignments in sound mixing on equalization, delay, reverb, noise and gating
- Individual class assignments in using optimisation skills in designing a sound studio using appropriate materials

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ALLIED II – BASICS OF PRODUCTION DESIGN

COURSE CODE: 10UMED311	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: I/II	CREDITS: 5	TEACHING HRS: 75

APPLIED PERSPECTIVE

- Drawing common objects like table, chair, lamps, bed, walls with doors and windows, vehicles and buildings in perspective.
- Drawing human figures in perspective and in motion using comic books.
- Pen and ink drawing on A4 size paper.

SET DESIGNING

- Ground floor multi layered set. City House
- First floor without ground floor. Roman Empire.
- Panel Discussion: South Indian Temple Corridor.
- Pen and ink on A4 size paper with photographs to illustrate details.

COSTUMES

- Collecting costume images of various periods, countries and social status.
- Adding own creations to each set. (Eg .South Indian and Mughal Royal Costumes, 18th Century European Costumes, Modern Casual and Party wear for youngsters and super heroes costumes.)

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment
Periodic assignments based on (50 Marks) Costume designing Model making Set creation	Evaluation will be for 100 marks and will be brought down to 50 marks The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- Group activity involving a project using design appropriate design elements
- Individual assignments on optimizing skills in creating and setting up set design for various projects.
- Individual Assignments on the ability to draw figures on Human figures
- Individual assignment on costume design drawing which instills critical thinking

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NON-MAJOR ELECTIVE I- FILM APPRECIATION -I

COURSE CODE: 10UNME406A	YEAR/SEMESTER: I/II	MAX MARKS: 100
COURSE TYPE: THEORY	CREDITS:2	TEACHING HOURS: 30

COURSE OBJECTIVES:

- To give an insight into the world of Indian and International Films
- To orient students to appreciate and critically analyze the Films.

UNIT 1

Indian Cinema and World Cinema: Perspective brief on Indian cinema and World cinema (10 hrs)

UNIT 2

Techniques of Filmmaking: Cinematography, Editing and Sound (5 hrs)

UNIT 3

Film Genres: Period films, Remakes, Horror films, Science films, Animation and Fantasy films (5 hrs)

UNIT 4

Film analysis and Appreciation: Structure, Mise-en-scene, Setting, Props, Location, Costume, Makeup and Colour (10 hrs)

REFERENCE BOOKS

- Thoraval, Yuves, 2000, The Cinema of India (1826-2000) Macmillan India Roberge, Gaston, 1985 The Subject of Cinema, Seagull Books
- Halliwell, 1997 The Film goers Companion, Harper Perennial, Sixth Edition

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- Write a screenplay for any film you watched recently. The individual presentation will enable the narrative writing skills among the students
- Identify the various editing techniques involved in making horror films. The discussion will make the students understand the film making style
- Demonstrate the elements, styles, properties and sets involved in making various genres

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NON-MAJOR ELECTIVE II- FILM APPRECIATION -II

COURSE CODE: 10UNME406B	COURSE TYPE: THEORY	MAX MARKS: 100
YEAR/SEMESTER: I/II	CREDITS: 2	TEACHING HOURS: 30

PROJECT 1: Film Analysis on Regional Cinema of your choice (10 hrs)

PROJECT 2: Analyze few Indian as well as International films famous for Sound effects. Analyze a sequence of any movie of your choice (10 hrs)

PROJECT 3: Identify a remake movie and compare it with the original. (5 hrs)

PROJECT 4: Comment on the Costume and Makeup of artists in any recent movie (5 hrs)

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

1. Critically analyse the success of any remade film than the predecessor ,across the Indian film industry and uncover similarities and differences in many sociocultural concepts.
2. Demonstrating the the Mise -en-scene for a film will help to identify and locate the related elements in setting the frame
3. Group discussion on remade films will deconstruct the movie elements and understand the socio-cultural aspects applied.

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CORE IV PHOTOGRAPHY

SUBJECT CODE: 15UMED309	YEAR/SEMESTER: II/III	MAX MARKS: 100
COURSE TYPE: PRACTICAL	CREDITS: 4	TOTAL TEACHING HOURS: 60

COURSE OBJECTIVES:

- The objective of the course is to understand the basic elements of Photography
- To understand the mechanics of Imaging.
- To learn the applications and areas of Digital Photography

UNIT I

Introduction to Photography

History and Development of Photography. Camera Types, Usage. Lens: Telephoto, Wide angle, Macro, Zoom, Normal lens, Its Usage. Lights: Types - Usage. Filters: Types - Usage, Special effect filters.

Unit II

Camera Exposure

Optic basics, Refraction in Prisms, Refraction in lens, Lens construction. Aperture - Usage. Shutter - Speed- Usage. Depth of Field. Focal Length. Law of Reciprocity.

UNIT III

Photo Composition

Basic Techniques of Composition. Basic Lighting: Key Light-Fill Light. Low Key and High Key Picture. Rule of Thirds. Angle of View.

UNIT IV

Digital Photography

Digital Still Camera. Digital SLR Camera - Types. Working with Digital Camera - Major Components and Functions, Camera Operation, Mode, Advantages.

UNIT V

Portfolio

Portfolio submission on Portrait, Product, Fashion, Travel, Action, Macro, Indoor and Outdoor Photography.

Final Submission: Individual portfolio submission comprising of Portrait, Product, Fashion, Travel, Action, Macro, Indoor and Outdoor Photography.

Complementary Learning:

Field Trip - Practical Exposure through Short and Long Field Trips

REFERENCE BOOKS:

- Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray (2000) - The Manual of Photography, Focal Press, Ninth Edition.
- Peter K Burian (2001) - Mastering Digital Photography and Imaging, Publisher Sybex.USA, First edition.
- Tom Grimm and Michele Grimm (1997) - The Basic Book of Photography, Fourth Edition
- Susan Mc Cartney (2000) - Mastering the Basics of Photography, Allworth Press
- John H Edgecoe. Alfred A. (1999) - The Photographer's Handbook, Knopf Publisher

- Joseph A. Ippolito 2003, Understanding Digital Photography, Thomson Delmar Learning.

ACTIVITIES PLANNER:

Activities / Content with direct bearing on **Employability/ Entrepreneurship/ Skill Development**
(Course faculty may conduct any, all or any other activities as well)

1. Live demo and practice sessions starting from basics of camera, parts, functions and applications.
2. Assignments on camera settings, shutter speed and aperture control.
3. One Day Field Trips – 3
4. One Short field Trip for 3 – 4 days.
5. Preparation of a Portfolio comprising Portrait, Product, Fashion, Travel, Action, Macro, Indoor and Outdoor Photographs with technical details

Continuous Assessment - 50 marks	End – Semester Assessment - 50 marks *Assessment will be for 100 marks and will be brought down to 50 marks
Two Internal tests Periodic assignments, which are evaluated based on: <ul style="list-style-type: none"> • Theme • Composition • Aesthetics • Application • Technical skill 	The final output in the form of student record and viva voce is evaluated based on: Theme, Composition, Aesthetics, Application and Technical skill.

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CORE V – RADIO PRODUCTION

COURSE CODE: 16UMED304	THEORY	MAX MARKS: 100
YEAR/SEMESTER: II/III	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To study the production process in Radio stations
- To understand the basics of Radio programming
- To understand the organization and management of Radio programming
- To become aware of the various Radio programme formats and its production techniques

UNIT I

Production Process in Radio Stations: Stages of Radio production. Preparing a basic script for radio production programs, Plan and design. **Generate story ideas for radio productions. Conceptualization and Ideation.** (12 hrs)

UNIT II

Basics of Radio Programming: **Radio Programme formats. Script for various Radio Programmes: Interviews, Radio Talk, Discussions, Review Programmes, Advertisements, Promos, Jingles. Use of Sound effects, Music, Narration, and Dialog in Radio script.** (12 hrs)

UNIT III

Radio Station Organization and Management. Station Management and Operations. Function, Roles, Responsibilities and skills of employees. Programme planning and scheduling. (12 hrs)

UNIT IV

Radio Production techniques and tools. Formats and Styles in Radio Production. **Advanced Radio Production Techniques. Equipment Operation, Skills and Concepts.** Operation of Production studios and audio production equipment. Operate digital audio equipment. Import and transfer audio using various devices. (12 hrs)

UNIT V

Production of Audio content for 4 hours for Community Radio station. (12 hrs)

REFERENCES:

- Hausman, Carl, Benoit, Philip and O'Donnell, Lewis (2000) Modern Radio Production, Programming and Performance, Wadsworth Thompson Learning
- McLeish, Robert (1994) Radio Production: A Manual for Broadcaster, Wadsworth Thompson Learning
- Hausman, Carl, Benoit, Philip, O'Donnell, Lewis (2000) Announcing: Broadcast Communication Today, Wadsworth Thompson Learning

ACTIVITY PLANNER

**List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)**

- **Producing different mock radio programmes** teaches the students to be culturally responsible and hone their research skills in developing content.
- **Writing scripts for radio programs** would make them develop strategic thinking and help to develop concepts for the transformation of society and build up human values, women empowerment, and environmental awareness.
- **Analysing the programme schedule of various FM stations would promote critical thinking and ability to solve problems and help them grow in a participatory method.**
- **Analysing content from different radio stations** enables critical thinking.
- **Creating content for social issue-based programs** sharpens their social responsibility and environmental awareness.

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CORE VI - MEDIA, CULTURE AND SOCIETY

COURSE CODE: 15UMED312	THEORY	MAX MARKS: 100
YEAR/SEMESTER: II/III	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To understand and analyze the media audience
- To study the effects of mass media
- To learn the various approaches to media analysis

UNIT I

Media and Society. Defining Society. Social responsibility and Accountability. Themes in media and society: Media power and inequality, social integration, social identity, social change and development, Media impact over space and time. Media and society theories: Mass society critical political economy theory, Functionalism, Social Construction of reality theory, Communication determinism, Social shaping of technology, Information society.

(12 hrs)

UNIT II

Media and Culture: Defining culture, Themes of Media: Culture theory, Frankfurt school and critical cultural theory, Ideology and resistance, gender and mass media, Media Commercialization, Communication technology and culture. Mass Media and post modern culture.

(12 hrs)

UNIT III

Media audience: Definition and types of audience, Media audience analysis, Active Vs Passive audience. Theories of audience: Uses and Gratification, Uses and Effects, Media as Hypodermic Needle, Multi step flow, Social learning, Cultivation theory.

(12 hrs)

UNIT IV

Media as text, approaches to media analysis – Marxist, semiotics, Sociology, psycho analysis. Media and Realism, Class, Gender, Race, Age. Rhetoric of image, Narrative, Media myths (Representation, Stereotypes)

(12 hrs)

UNIT V

Media and Popular culture: Culture and Sub culture, Popular texts, Audience as textual determinant, Audience as readers, Popular discrimination, Audience Positioning. Politics popular culture Vs Peoples' culture. Celebrity industry- Personality as brand name, Hero worship, Acquisition and transformation of Popular culture.

(12 hrs)

TEXTBOOKS

- Potter, James W, 1998, Media literacy, Sage Publications,
- Grossberg, Lawrence et al,1998 Media making: Mass media in a popular culture, Berger, Asa
- Authur, Media analysis technique, 1998 Sage Publications,
- Dennis Mc Quail, 2007 Mc Quail's Theories of Communication,
- Little John, Theories of Human Communication,
- John Fiske, 2002 Introduction to Communication Studies, 2nd edition, Routledge,
- Denis McQuail, 1997, Audience Analysis, Sage Publications,
- Rayner, Wall and Kruger, 2004 Media Studies: The Essential Resource, Routledge,

- Baran and Davis, 2009, Mass Communication Theory: Foundation, Ferment & Future, 5th Edition, Wadsworth Cengage Learning,
- John Fiske, 2000 Understanding Popular Culture, 2nd edition, Routledge,
- Windahl and Others, 2009 Using Mass Communication Theory: An introduction to planned communication, 2nd edition, Sage Publications

ACTIVITY PLANNER

**List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)**

- A workshop on making meaning through media visuals
- Organize a workshop to train the students with essential features and value of analysis of texts from different theoretical viewpoints
- Debate on representations of gender in commercials Group discussion on issues in media relating to gender will focus on various ideologies prevailing in the society
- Write an essay on stereotypes in Television serials

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ALLIED III-VISUAL SOCIOLOGY

COURSE CODE: 14UMED315	PRACTICAL	MAX MARKS: 100
YEAR/SEM: II/III	CREDITS: 5	TEACHING HRS: 75

COURSE OBJECTIVES:

To provide the students an opportunity to acquire an understanding on selective aspects relating to society, culture and women primarily in the Indian scenario, through research. The course design enables the students to generate still and/or moving images on their chosen topics of research. The course aims to enhance both the knowledge of various issues and problems including, but not limited to the cultural background and social context and the creative ability in the production of visual images.

COURSE OUTLINE:

Understanding aspects, issues and problems pertaining to society, culture and women and create visual presentations of the same.

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Research Reviews Research design	The final output of project is evaluated based on: Viva Voce (50 Marks) Practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- Commence Research on the media images and present the same

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ELECTIVE I- MEDIA ANCHORING AND PRESENTATION SKILLS

COURSE CODE: 16UMED303	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: II/III	CREDITS: 5	TEACHING HRS: 75

COURSE OBJECTIVES:

- To familiarize the students with anchoring skills for Media.
- To provide students with a sound knowledge about scripting and presenting various media forms.

UNIT I

Media anchoring activities and sectors of media anchoring (15 hrs)

UNIT II

Onscreen presentations – acting anchoring, emcee and modeling. Body language, Indian dance forms which include creative body movements (15 hrs)

UNIT III

Voice training and voice modulation – flawless delivery, clarity, diction, articulation. Dubbing and voice over for movies and television Anchoring , facial expression , gesture and postures (15 hrs)

UNIT IV

Script writing for screen performance Subject and screen analysis (15 hrs)

UNIT V

Basics of makeup and costumes, camera facing skills. Amalgamation with director's view, camera angles, lighting, editing point of view, script and content Presentation Skills – Rehearsals, Performance and Extensive field practicing - Physical and Mental fitness (15 hrs)

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- Presenting the anchoring and acting skills will equip the students to compete with industry needs
- Writing scripts for various programs will help the students to understand the differences in scripting and the features
- Giving voice over or dubbing will enable to understand the oral and presentation skills required

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CORE VII - SCRIPT WRITING FOR ELECTRONIC MEDIA

COURSE CODE: 15UMED318	THEORY	MAX MARKS: 100
YEAR/SEMESTER: II/IV	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To understand the various genres in electronic media.
- To familiarize students with writing scripts.

UNIT I

Scripting Formats, Types, Styles (Simplicity, Grammar, Punctuation, abbreviations, gender, accuracy and research) for Radio Television and Internet. (12 hrs)

UNIT II

Techniques of writing for Commercials and Announcements, Music, Variety and Comedy programmes – Scripting, Organization, Approaches, Types, Process, Forms, Audience Analysis, Appeals, Ethical considerations etc. (12 hrs)

UNIT III

Techniques of writing for News, Features, Documentaries, interviews and talk programmes - : Scripting, Organization, Approaches, Types, Process, Forms, Audience Analysis, Appeals, Legal considerations, Sources of News, Objectivity, etc (12 hrs)

UNIT IV

Techniques of writing for Corporate, Educational, Sports and Children's Programmes - Treatment, Research, Scripting, Approaches, Types, Process, Forms, Audience Analysis, Appeals, etc. (12 hrs)

UNIT V

Techniques of writing for new media: Scripting, Process, Approach, Software, Formatting, Computers in production. (12 hrs)

TEXTBOOKS

- Hilliard, Robert, Writing for Electronic Media, Wadsworth Thompson Learning, 2000

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- **By incorporating real life situation write a script real for a demonstration and testimonial ad**
- **Writing scripts for Documentaries by incorporating reality**
- **Class Presentations: Develop characters in a dialogue scene for a film genre of your choice targeting national audience**
- **Applying research skills develop a story for children's book using appropriate typography**
- **In depth analysis in identifying various radio programme formats**

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CORE VIII- TELEVISION PRODUCTION

COURSE CODE: 14UMED314	THEORY	MAX MARKS: 100
YEAR/SEMESTER: II/IV	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES

- To understand the technology and intricacies of television production process.
- To enable the students to make their own productions.
- To enable the students to understand the Television Production environment

UNIT I

Understanding the nature of television medium, as a tool. Digital, Analog video, and various tape format. Different parts of a camera and types of camera. Lens characteristics. Types of telecasting-production standards NTSC, PAL, Secam. (12 hrs)

UNIT II

Production environment – studio and outdoor. Floor management, set design, single and multiple camera production, framing and camera movements. Production team. Television genres – fiction and nonfiction (12 hrs)

UNIT III

Nature of light. Natural and artificial lighting. Studio lighting- equipment's and techniques. Lighting for different program formats, visual effects (optical and mechanical effects), character generators. Use of filters and reflectors (12 hrs)

UNIT IV

Basic editing techniques – linear and non linear editing. Principles of visual composition (12 hrs)

UNIT V

Three stage of video production: Preproduction, Production, and Post Production. Scheduling, budgeting, breaking the scripts, contracts, talent management, organizing television production team, delivering the finished product (12 hrs)

TEXTBOOKS

- Zettl,Herbert, 2000 Television Production Handbook, Wadsworth Thompson Learning
- Zettl,Herbert, 2001 Video Basics, Wadsworth Thompson Learning

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- Group activity: Shoot an information programme like cookery show with single camera set up
- Individual Assignment: Write a programme proposal for a Non fiction tv programme by incorporating appropriate research skills
- Group activity: Conduct audience participation programme using various camera movements and angles.
- Draw a lighting plot using appropriate lighting techniques used in the studio promoting entrepreneurial skills and teamwork.
- Group assignments on creating concepts with central idea or theme on Fiction TV programmes

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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B.Sc ELECTRONIC MEDIA

CORE IX- VIDEOGRAPHY

COURSE CODE: 11UMED323	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: II/IV	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To provide students with an opportunity for practical application of skills in videography with theoretical inputs

UNIT I

Nature of light, lighting procedure (outdoor and studio)

UNIT II

Lighting equipment, techniques and accessories

UNIT III

Basic camera design and structure, camera working, camera operations, camera movements, lens characteristics

UNIT IV

Visualisation, compositions and narratives etc

UNIT V

Lighting for different programme formats, visual effects (optical and mechanical effects), character generators.

PRACTICALS:

Projects based on various genres:

- Talk shows
- Game shows
- Entertainment
- Interviews
- Panel discussions

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Ideation Scripting Production and Post Production	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

TEXTBOOKS

- Zettl, Hebert, 2001, Video Basics. Wadsworth Thompson Learning

ACTIVITY PLANNER

**List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)**

- Analysis of light in selected sequences in films helps them in becoming strategic thinkers for life.
- Practicing camera operation and movements helps them learn to respect professional working standards.
- Demonstration of lighting equipment and accessories increases their critical thinking and helps them become involved in teamwork.
- Exercises on composition and framing various types of shots optimizes their skills in creating visuals.
- Making a TV program enables them to respect peer team members and improves their lifelong learning skills.

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B.Sc ELECTRONIC MEDIA

ALLIED IV- INTERACTIVE MULTIMEDIA

COURSE CODE: 11UMED321	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: II/IV	CREDITS: 5	TEACHING HRS: 75

COURSE OBJECTIVES:

- To understand the basics of UI designing
- To learn audio and video editing
- To learn to create templates and enhance presentation skills
- To create corporate presentations and CBTs

SOFTWARE:

- Flash – 2D Animation
- Premiere
- Sound Forge
- Director

SUBMISSION:

- Story boarding
- 2D animated interactive Computer Based Tutorial
- Corporate / Product Presentation with Video Clips, Voiceover, BGM etc.

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Animated web banner Social Media post Animated Greeting card	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- To work on a portfolio which would help the students plan the process of creating web banners greeting card etc which would help them learn about the basics of animation in interactive software
- The students are imparted knowledge on the 2D animation software by creating different assignments which would help them understand the animation in detail and also learning about storyboarding to creating the animation video and then editing it in premier pro editing software to create an animated story,
- Develop, Document and create various interactive content and social media content

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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B.Sc ELECTRONIC MEDIA

INTER DISCIPLINARY ELECTIVE - RADIO PROGRAMMING

COURSE CODE: 15UELE302F	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: II/IV	CREDITS: 5	TEACHING HRS: 75

COURSE OBJECTIVES:

- To provide a basic understanding of radio programming.
- To familiarize with the basics of radio production techniques.
- To develop production skills and ability to present field based programmes.

UNIT 1

History of Radio: All India Radio. Growth and Reach. Broadcast management. Public & Private Radio Stations. Laws and Regulations. Community Radio. Private FM channels. Audience research. Organization of a Radio station. (12 hrs)

UNIT II

Radio Programming Skills: Writing for Radio. Field based programmes: Art of questioning, Research for Interview. Types of Radio Programmes: Announcements, Radio Talk, Radio Interviews, Discussions, Radio documentaries, Radio Drama and Magazine Programmes. Information Technology based formats: Phone in programmes, Radio Bridge, Radio on Internet. (20 hrs)

UNIT III

Radio and Voice

Radio Presentation Skills: Effective speaking skills. Common errors in pronunciation Modulation and Voice quality Roles and responsibilities of a News reader. Announcements, News reading, Interview. Voice culture. (15 hrs)

UNIT IV

Radio Production Techniques: Nature of Sound. Sound recording techniques: Indoor and Outdoor. Post-production techniques: Voice, Music and Special effects. Recording of programmes, Selection of sound effects. (15 hrs)

UNIT V

Broadcasting Techniques: Equipments. Studio operations. OB operations. Recording techniques. Evaluation of programmes and quality control. Process of Planning, Scheduling and Transmission. Codes and Ethics in Broadcasting. (10 hrs)

REFERENCES:

- H.R.Luthura, Indian Broadcasting Review, Ministry of I & B
- Srivatsava, Broadcasting, Vigyan Publication, New Delhi
- Mencher. M., Basic NewsWriting, Sharma Books
- Lesiler & Flat Lay, Basic Business communication. Tata Mc Graw Hill.

ACTIVITY PLANNER:

**List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)**

- Quiz on chronology of radio in India will help to understand the technological advancements throughout the history
- Presentation on various sound effects used in radio programming will help to integrate the ideas in production
- Presentation on voice modulation will enable the students to train their articulation according to the industry requirements

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Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2015 – 2016

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
(Effective for the batch admitted in the year 2015 -2016)
B.Sc ELECTRONIC MEDIA

CORE XI - MEDIA AESTHETICS

COURSE CODE: 14UMED327	THEORY	MAX MARKS: 100
YEAR/SEMESTER: III/V	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To instill the spirit of aesthetic film appreciation
- To enhance aesthetic filmmaking
- To integrate technology and art

UNIT I

Media Aesthetics: need and practice, Principles of media aesthetics, Contextual elements, Aesthetics and contextualism, Perception principles, Culture and aesthetics. (12 hrs)

UNIT II

Aesthetic experience: Film Versus Television, Aesthetics and film forms, Applied media esthetics: image elements, content and responsibility, Aesthetic criteria for film viewing, Enhancing aesthetic viewing experience, Traditional viewing versus digital viewing experience, Indian Film Versus International films (12 hrs)

UNIT III

Aesthetic and orientation functions of light, colour, space, depth, time and sound, Basic principle of Tone, Texture, Colour mixing, components and characteristics, Function and composition of filmic elements, Aesthetics of golden section, Elements of film space and viewer space, Forces within the screen, Stabilizing the visual field, Depth and perspective, Visualization and building screen space, Pictorial continuity, Screen direction, Transitions and sequence building (12 hrs)

UNIT IV

Camera and angle, Psychological uses of camera, Lenses and their effects, Movement and static image, Special styles of editing, Time, editing and rhythm, Creative uses of sound, Powers of sound and image, Organic unity (12 hrs)

UNIT V

Genre and style, Dramatic and film structure, Characters and acting, Theme – populist versus intellectual. Photographic message, Informational aesthetics, Formative evaluation (12 hrs)

TEXTBOOKS

- Herbert Zettl, 2005 Sight Sound Motion: Applied Media Aesthetics, 6th Edn, Wadsworth Cengage Learning
- Margaret Mehring, 1990 The Screenplay –A blend of film form and content, Focal Press
- Rekha Jhanji, 1985 Aesthetic communication: The India Perspective, Munshiram Manoharlal
- Ron Lembo, 2000 Thinking through television, Cambridge University Press

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Individual assignments demonstrating on Gestalt Psychology and its application in advertisements
- Preparing analytical essays on culturally responsible technical aesthetic aspects of media with respect to various genres of Indian and International films
- Optimizing visual literacy skills by recognizing how specific techniques such as colour, form, perspective, depth, light can develop a unique aesthetic style in Film making
- Individual activities by analyzing the traditional and digital movie viewing experience
- Group activities on in depth analysis on characteristics of artwork with respect to paintings and photographs

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(Effective for the batch admitted in the year 2015 -2016)
B.Sc ELECTRONIC MEDIA

CORE XII - 3D BASICS AND SPECIAL EFFECTS

COURSE CODE: 10UMED339	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: III/V	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To understand the basics of 3D
- To learn to create Logos on 3D space
- To help use modifiers for object creation
- To build 3D environment and have a walk-through experience.

SOFTWARE:

- Xara 3D
- Wings 3D
- 3D Studio Max (Basics)

SUBMISSION:

- 3D Logos
- 3D Objects on various modifiers
- 3D Walkthrough

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Interior with components Exterior with components Product with animation	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Create various models using polygon, NURBS and Splines, rendering final image. To Educate students on the concepts of using different shape categories such as polygon, NURBS and splines and how their properties are different from each other in action. The rendering techniques are also introduced to know about the render settings to render a complete image.
- To Impart knowledge to students about the different styles and knowledge in 3D such as turbo smooth, uvm map, taper etc and to make them self-reliable as freelancer in the market in the field of 3D and take up projects. They are taught about the various steps from basic modelling, texturing to creating complex sets.
- Students are given various assignments on a timely basis on each topic covered which would give them in depth knowledge of all the tools of the software, which would help them work on the final project.

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B.Sc ELECTRONIC MEDIA

CORE XIII-VIDEO PRODUCTION

COURSE CODE: 10UMED350	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: II/V	CREDITS: 4	TEACHING HRS: 60

SEMESTER: V

COURSE OBJECTIVES:

- To give practical training in various techniques of video production
- To guide them from ideation to completion of their video projects

Individual submission: Short Film or Documentary should be done on individual basis.
 To introduce students to the Basics of Video production and to facilitate them to create a short film or a documentary film from scratch to finish using all the technical and creative inputs of film making.

PRACTICAL EXERCISES

- Ideation
- Scripting
- Shooting
- Dubbing
- Editing

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Storyboarding Scripting Production and Post Production	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Audio equipment orientation teaches them professional working standards
- Camera Orientation helps them learn teamwork
- Editing software demonstrations promotes use of multimedia services
- Workshops integrate critical and analytical thinking
- Periodical submissions promote respect for timeliness and human value

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B.Sc ELECTRONIC MEDIA

CORE XIV-VIDEO EDITING

COURSE CODE: 14UMED328	THEORY	MAX MARKS: 100
YEAR/SEMESTER: III/V	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To familiarize students with the fundamentals of editing
- To help students gain practical knowledge using industry standard non-linear editing software

UNIT I

Evaluation of editing, fundamentals of editing, editing equipments and editing differences, editing functions (combine, condense, correct and build) (12 hrs)

UNIT II

Linear and non-linear editing – editing preparation, process of editing, continuity, relation continuity, match cut, jump cut, cut away, master shots and inserts (12 hrs)

UNIT III

Terms, concepts, standards in sound editing, editing accessories, switching and instantaneous editing. (12 hrs)

UNIT IV

Aesthetic principles of continuity editing (mental maps, vectors, on-off screen positions), complexity editing (intensifying the event, supplying the meaning) (12 hrs)

UNIT V

Mixing of sound and visuals, incorporating and integrating graphics and animation, latest editing software and their applications. (12 hrs)

TEXTBOOKS

- Zettl, Hebert, Video Basics. Wadsworth Thompson Learning 2001

VIDEO EDITING PRACTICALS

- Familiarity with Linear Editing Equipment and Functions.
- Practical sessions using appropriate industry standard non-linear editing software.

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Workshop on the basics of editing softwares enables them to use multimedia technologies and futuristic learning.
- Continuity exercise integrates teamwork and respect for fellow teammates.
- Submitting a report on their favourite video/film analysing the aesthetics of editing enables their critical thinking and research skills.
- Create a trailer for a motion picture with crucial shots and in a creative and skillful manner will enable strategic thinking skills.
- Seminar presentation by individual students on the editing styles followed by an editor in his films will enhance respect for the industry standards.

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ELECTIVE III- AD PRODUCTION

COURSE CODE: 15UMED319	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: III/V	CREDITS: 5	TEACHING HRS: 75

COURSE OBJECTIVES:

- To familiarize the students with the working and functions of Ad agencies.
- To help the students in gaining practical knowledge of Ad industry with the production of commercials from conception to the execution level

UNIT I

Media Planning. **Criteria for selection of media vehicles.** Evaluation of media options. The communication mix. Media plan evaluation. **Media presentations to the client.** (15 hrs)

UNIT II

Writing for TV Commercials. TV spot techniques. Idea presentations, treatments. Scripting, Storyboard. Terms used for camera movement and editing. (15 hrs)

UNIT III

Production Process. Visualizing the Commercial. Working with audio and visual elements. **Multimedia applications in ad film.** (15 hrs)

UNIT IV

Campaign planning. Marketing operations for the campaign. Target audience selection and advertising objectives. Planning strategies and media characteristics. Creative execution of the campaign. Campaign evaluation and measuring effectiveness. (15 hrs)

UNIT V

Practicals : Assignment on Exercises on Writing Scripts for different types of TV Ads . Also produce a series of Ads with an associated Ad Campaign for the Brand product. (15 hrs)

REFERENCES

- Sissors, Jack Z. and Jim Surmanek (1976) : Advertising Media Planning , Crain Books.
- Thrill, Bovee (1995) Advertising Excellence, New York. Mc Graw Hill Inc.
- Valladares, June A. (2000) : The Craft of Copywriting, New Delhi. Response Books.

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Creating a Radio Jingle on PSA/ Commercial and a voice over Ad helps them improve strategic planning and teamwork.
- Producing two Television ads – One commercial and one PSA will help them enable sensitivity to gender, environment and social issues.
- Making a concept behind each ad from scripting to execution helps them respect professional working standards.
- Comparing commercials of various products helps them build strategic planning skills.
- Developing new concepts for new products and services will promote industry standards and respect for the profession.

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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B.Sc ELECTRONIC MEDIA

CORE XV - FILM STUDIES

COURSE CODE: 14UMED331	THEORY	MAX MARKS: 100
YEAR/SEM: III/VI	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To learn the history of Indian cinema and world cinema
- To critically analyze and appreciate Films
- To understand the production stages in Filmmaking

UNIT I

Indian (Hindi, Tamil & other languages), Film form and film history: Early cinema (1893 – 1903). Development of classical Hollywood cinema (1903 – 1927), German expressionism (1919-1924), French impressionism and surrealism (1917-1930), Soviet montage (1924 – 1930), The classical Hollywood cinema after the coming of the sound, Italian Neo realism (1942 – 1951), The French new wave (1959 – 1964), Japanese Cinema, Cinema in the third world, Contemporary trends. (12 hrs)

UNIT II

Planning, pre production – concept/ story development, Scripting/ Screen play Writing, budgeting, Casting, locations, Financing, Production – Shooting, Direction & Cinematography Post Production – Editing, Sound Recording, Dubbing, Special effects, Graphics & final mixing, Distribution & Exhibition (12 hrs)

UNIT III

Mise-en-scene realism, the power of Mise-en-scene, aspects of Mise-en-scene, space and time, narrative functions of Mise-en-scene, cinematographer properties- the photographic image, framing, Duration of the image, montage and long take, Editing – the dimensions of film editing, Continuity editing, Alternative to continuity editing, Sound – the powers of sound, Fundamental of film sound, Dimensions of film sound, functions of film sound. (12 hrs)

UNIT IV

The concept of forms in films, principles of film, Narrative form, non-narrative form, dividing a film into parts and genres (Language, style, Grammar, syntax) (12 hrs)

UNIT V

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative film (12 hrs)

TEXTBOOKS

- Thoraval, Yves, 2000 The cinema of India (1896 – 2000), Macmillan India,
- Roberge, Gaston, 1985 The subject of Cinema, Seagull Books,
- Roberge, Gaston, 1978 Films for an ecology of mind: Essays on realism in the cinema, Firmakun,
- Halliwell, 1997The Film goers Companion, Harper Perennial, 6th Edition,

- Rajyadhaksha, 1999 Ashish et al, Encyclopedia of Indian cinema, British Film Institute,
- Baskar, Theodor 1996, Eye of the Serpent, East West Books,

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Critically analysing a film based on its elements and making a presentation will improve critical thinking and help them understand the values of life.
- Creating a small scene with the elements of the mise-en-scene promotes teamwork and respect for teammates.
- Evaluating a film for its style and its narrative elements promotes their research and strategic thinking skills.
- Presenting a report on a movie belonging to a specific film movement will hone their critical thinking skills.
- Create ideas for evaluating films based on analysis techniques of media helps promote sustainable practices for futuristic learning.

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B.Sc ELECTRONIC MEDIA

CORE XVI - MEDIA MANAGEMENT
COMMON TO B.Sc ELECTRONIC MEDIA, B.Sc VISUAL COMMUNICATION

COURSE CODE: 15UMED329	THEORY	MAX MARKS: 100
YEAR/SEMESTER: III/VI	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES:

- To introduce the student to the structure and functioning of various media Organization.
- Train them on the dynamic aspect of managing technology and media control
- Help them in applying management concepts to media.

UNIT I

Media organization and design: some conceptual issues, Key management theories, Media management goals, **Media as Business and Social Institution**, Media production versus manufacturing process, Nature and structure of media organizations, Dynamics of media structure, Functions of various departments, **Media ownership and issues of monopoly, oligopoly, cross media ownership etc**, **Multinational media ownership and control, Conglomerate and modern media companies.** (12 hrs)

UNIT II

Media Entrepreneurship, Greiner's Development model of a Company: Five stages of growth model, Behaviour in media organization and organizational behaviour, Policy versus practice and performance Relationship with internal and external environment, Subsystems of control, Managing the new media and technology, **Content and skills management**, Changing nature of management, State of the industry today, **Employment opportunities in Indian media industry.** (12 hrs)

UNIT III

Economics of media: Relationship between supplier and buyer, Economic principles of media structure, Key economic characteristics, Selling time and cable economics, Diversity of broadcasting- economic view of programming, **Media diversity and business opportunity**, Media organization with and without other commercial interests, Economic forces, Managing revenue, rate structure and packaging, **Patterns of distribution**, Terms of contract and agreements, Cost factors, Revenue models, Market factors, State of the industry today. (12 hrs)

UNIT IV

Project Management in Media, Difference between Film production and Television production, Production project cycle, Fundamentals of film production, Management Themes and production process, Project management, **Project planning, Production strategies, Sources of funds, Budgeting, Project responsibility, Case study.** (12 hrs)

UNIT V

Strategic management, Programming strategies, **Audience rating, Analyzing audience, Understanding duality of audience, Marketing programs, Selling space and time, Understanding and using ratings, Case study.** (12 hrs)

TEXTBOOKS

- Craft, Leigh and Godfrey, 2001 Electronic Media, Wadsworth Thompson Learning
- Vanita Kohli-Khandekar, 2006 The Indian Media Business, 2nd Edn, Response Books
- Bibakar Panigrahy et al 1993, Media Management in India, Kanishka Publishing House
- Avinash Chiranjeev 2000, Electronic Media Management, Author's Press

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Preparing a break down schedule will equip them with time management skills to increase their skills with the competition as well as meet the required output effectively and be more cost efficient
- presenting a case study of the success of media entrepreneurs will motivate them to work, think, implement and progress with their ideas as guide generations and increased output
- Scientific management to be applied in media houses. A debate will allow them to analyse the reasons for the downfall of the administrative aspects of media houses

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B.Sc ELECTRONIC MEDIA

CORE – XVIII SPECIALIZATION – AUDIO PRODUCTION

COURSE CODE:10UMED366	YEAR/SEMESTER: III/VI	MAX MARKS: 100
COURSE TYPE: PRACTICAL	CREDITS:4	TEACHING HRS: 60

GENERAL OBJECTIVE:

Audio Production provides specialization to the field of audio production for film, television, radio programmes and podcasting. In this student will learn and practice techniques for recording, editing, mixing sound for various programmes.

Audio

Video and audio programmes on an individual basis in any genre like
Talk shows, Panel discussion, Documentary, Short films.

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Radio Magazines Radio Interviews Audio effects	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Radio Magazines focussing themes and concepts on environmental and sustainable development issues.
- Recording and editing exercise helps them to learn for futuristic projects
- Individual recording assignments on audio assignments using special effects for developing entrepreneur skills

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(Effective for the batch admitted in the year 2015 -2016)
B.Sc ELECTRONIC MEDIA
CORE – XVIII SPECIALIZATION – VIDEO PRODUCTION

COURSE CODE: 10UMED365	YEAR/SEMESTER: III/VI	MAX MARKS: 100
COURSE TYPE: PRACTICAL	CREDITS:4	TEACHING HOURS: 60

GENERAL OBJECTIVE:

Apply hands on experience in producing a documentary/ short film/ corporate AV/
 Commercials/PSA's

Audio/Video

Video and audio programmes on an individual basis in any genre like
 Talk shows, Panel discussion, Documentary, Short films.

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Jingles Corporate AV production Story writing Audio and Video editing	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Video shooting for Short film, Corporate videos, Commercials and visualization exercise helps to build teamwork and collaborative learning
- Short Film Video/Documentary creation helps them to improve their research skills.
- Narrative Paperwork in production increases their ability for critical thinking skills at both pre production and production level

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
(Effective for the batch admitted in the year 2015 -2016)
B.Sc ELECTRONIC MEDIA

CORE XVIII – SPECIALIZATION - ADVANCED 3D ANIMATION

COURSE CODE: 11UMED332	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: III/VI	CREDITS: 4	TEACHING HRS: 60

PRACTICALS

Audio/Video/Advanced 3D Animation

Advanced 3D Animation

Software:

- 3DS Max - Advanced
- Combustion

Submission:

- Stabilizing – compositing 3D on Video
- Keying – 3D character + real life character
- A 30 sec advt in 3dsmax

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Visual effects After Effects Rotoscoping Green Matte compositing	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Understanding the concepts of VFX in media industry
- Creating still compositing and animation
- Creating visual effects using 3d software's
- Understanding Green Screen
- Shooting on green screen
- Compositing Green Screen and using VFX
- Color Grading

M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
(Effective for the batch admitted in the year 2015 -2016)
B.Sc ELECTRONIC MEDIA

CORE XVII - APPRECIATION & ANALYTICAL STUDY OF MEDIA

COURSE CODE: 10UMED354	PRACTICAL	MAX MARKS: 100
YEAR/SEMESTER: III/VI	CREDITS: 4	TEACHING HRS: 60

COURSE OBJECTIVES

- To gain in depth knowledge about various media scenario
- To perceive, understand and analyze various cross sections of media.

A dissertation is prepared and compiled by taking one movie and analyze the various dimensions of that movie by integrating various media related theories into the context of the film.

SCHEME OF EVALUATION

Continuous Assessment (50 Marks)	End-semester Assessment Evaluation will be for 100 marks and will be brought down to 50 marks
Periodic assignments based on (50 Marks) Researching Methodology Film analysis on specific genre	The final output of Portfolio is evaluated based on: Viva Voce (50 Marks) A three-hour practical exam will be conducted for 50 marks

ACTIVITY PLANNER

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Write a review for a film applying various theories will enable the students to analyse the film content in a systematic way and create the understanding
- Deconstruct the meaning of any media content will train the students to understand the context in which certain colors, styles and position are applied