ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle, Graded as Category-I University and granted autonomy by MHRD-UGC)

DIRECTORATE OF COLLABORATIVE PROGRAMMES



B.F.A. Film Making

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

Regulations and Syllabus

GENERAL INSTRUCTIONS AND REGULATIONS

BFA Filmmaking conducted by Alagappa University, Karaikudi, Tamil Nadu through its Collaborative Institution.

Applicable to all the candidates admitted from the academic year 2023 onwards.

1. Eligibility:

A pass in the 10 + 2+3 pattern Higher Secondary Examination (HSC) conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the Syndicate for admission to this program.

A Pass in three years' diploma or HSC equivalent internationally accepted as approved by the syndicate of the program. The students would be admitted all who have completed the HSC in various boards.

2. For the Degree:

The candidates shall have subsequently undergone the prescribed program of study in an institute for not less than three academic years, passed the examinations prescribed and fulfill such conditions as have been prescribed thereof.

3. Admission:

Admission is based on the marks in the qualifying examination.

4. Duration of the course:

The course shall extend over a period of **Four years** under Semester pattern.

5. Standard of Passing and Award of Division:

- a. Students shall have a minimum of 40% of total marks of the University examinations in each subject. The overall passing minimum is 40% both in aggregate of Continuous Internal Assessment and external in each subject.
- b. The minimum marks for passing in each theory / Lab course shall be 40% of the marks prescribed for the paper / lab.
- c. A candidate who secures 40% or more marks but less than 50% of the aggregate marks prescribed for three years taken together, shall be awarded **THIRD CLASS**.
- d. A candidate who secures 50% or more marks but less than 60% of the aggregate marks prescribed for three years taken together, shall be awarded **SECOND CLASS**.
- e. A candidate who secures 60% or more of the aggregate marks prescribed for three years taken together, shall be awarded **FIRST CLASS**.
- f. Only Part-III subjects will be considered for the University academic ranking purpose.
- g. The Practical / Project shall be assessed by the two examiners, by an internal examiner and an external examiner.

6. Continuous internal Assessment:

- a. Continuous Internal Assessment for each paper shall be by means of Written Tests, Assignments, Class tests and Seminars
- b. **25 marks** allotted for the Continuous Internal assessment is distributed for Written Test, Assignment, Class test and Seminars.

- c. Internal Assessment Break-Up of Marks, suggested pattern (Faculty may change the pattern, according to the subject and need)
 - a. Two Internal Tests (choose one best out of two) -50%
 - b. Model Test (One model test) Nil Should be conducted prior to the University examination. It is a mandate.
 - c. Assignments 25%
 - d. Seminar / Case Study 25%
- d. Conduct of the continuous internal assessment shall be the responsibility of the concerned faculty.
- e. The continuous internal assessment marks should be submitted to the University at the end of every semester, before the commencement of Semester Exams.
- f. The valued answer papers/assignments should be given to the students after the valuation is over and they should be asked to check up and satisfy themselves about the marks they have scored.
- g. All mark lists and other records connected with the continuous internal assessments should be in the safe custody of the institution for at least one year after the assessment.

7. Attendance:

Students must have earned 75% of attendance in each course for appearing for the examination. Students who have earned 74% to 70% of attendance have to apply for condonation in the prescribed form with the prescribed fee.

Students who have earned 69% to 60% of attendance have to apply for condonation on Medical grounds in the prescribed form with the prescribed fee along with the medical certificate / relevant documents.

Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

8. Examination:

Candidate must complete course duration to appear for the university examination. Examination will be conducted with concurrence of Controller of Examinations as per the Alagappa University regulations.

University may send representatives as the observer during examinations. University Examination will be held at the end of each semester for a duration of 3 hours for each subject. Certificate will be issued as per the AU regulations.

Hall ticket will be issued to the students at the end of every semester after submitting "No Dues" certificate to the exam cell, under the aegis of Controller of Examinations of the AU.

9. Miscellaneous

- a. Every student should possess the prescribed text book for all the subjects, through-out the semester for their theory/lab classes.
- b. Every student would be issued an Identity card by the institute/university to identify his/her admission to the course.
- c. Every student shall access the library and internet (wi-fi) facilities provided for the self-development and career-development.
- d. Every student who successfully completes the course within the stipulated time period would be awarded the degree by the University.

10. Fee structure

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must be intimated to the University. Course fees should be only by Demand draft / NEFT and AU has right to revise the fees accordingly.

Semester Pattern

Pattern	Course Fee payment deadline
Semester	Fee must be paid before 10th September of the academic year

11. Other Regulations:

Besides the above, the common regulation of the University shall also be applicable to this programme.

BFA – Film Making 4 years

ster	RSE le	SE			SLI	>	I	MARKS	8
Semester	COURSE	COURSE	COURSE NAME	T/P	CREDITS	M/H	Int.	Ext.	Total
	99211T/11H/ 11F	T/OL	Tamil / Other Languages -I	Т	3	3	25	75	100
	99212	Е	General English -I	T	3	3	25	75	100
	99213	CC-1	Film History & Appreciation	T	2	4	25	75	100
	99214	CC-2	Basic Photography	P	2	4	25	75	100
	99215	CC -3	Film Language & Basics of Film Making	P	2	4	25	75	100
	99216	AC -1	Creative Writing for Visual Media	P	4	5	25	75	100
I	99217	TC -1	Basics of Visual Arts	P	3	3	25	75	100
	<mark>99218</mark>	SEC-I	Value Education	T	2	2	25	<mark>75</mark>	100
			Library/Yoga			2		500	
	002217/11/7	TOT	AL		21	30	200	600	800
	99221T/H/F/ M/TU/A/S/	T/OL	Tamil / Other Languages -II	T	3	3	25	75	100
	99222	E	General English -II	T	3	3	25	75	100
	99223	CC -4	Techniques of Filmmaking	T	4	5	25	75	100
	99224	CC -5	Production Design	P	4	5	25	75	100
	99225	CC -6 AC -2	Story Telling & Screenwriting	P P	4	5	25 25	75 75	100
II	99226 99227	SEC -II	Continuity Exercise Environmental Studies	T	2	2	25 25	75 75	100 100
11	99227	SEC -II	Library / Yoga	1	<u> </u>	2	<u>23</u>	/3	100
			TOTAL		24	30	175	525	700
	99231T/H/F/								
	M/TU/A/S/	TLC -3	Tamil / Other Languages -III	T	3	3	25	75	100
	99232	ELC-3	General English - III	T	3	3	25	75	100
	99233	CC - 7	Writing for a Short Screenplay	P	4	5	25	75	100
	99234	CC - 8	Editing Fundamentals -1	T	4	5	25	75	100
III	99235	CC- 9	Sound Theory & Practice -1	T P	4	5	25 25	75	100
	99236 99237	AC - 3	Cinematography	T	4 2	2	25 25	75 75	100 100
-		SEC-III	Entrepreneurship 1.Adipadai Tamil	_	<u> </u>	<u>Z</u>	<u> </u>	/3	100
	99238A 99238B		2.Advance Tamil	P T					
	99238C	NME -I	3.IT Skills for Employment	T	2	2	25	<mark>75</mark>	100
	772360		4. MOOC's	T					
				1	26	30	200	600	800
	99241T/H/F/ M/TU/A/S	TLC -3	Total Tamil / Other Languages -III	T	26 3	30	200 25	600 75	800 100
	M/TU/A/S		Total Tamil / Other Languages -III	T	3	3	25	75	100
IV		TLC -3 ELC-4 CC - 10	Total Tamil / Other Languages -III General English - IV Writing for a Short Screenplay						
IV	M/TU/A/S 99242	ELC-4 CC - 10	Total Tamil / Other Languages -III General English - IV Writing for a Short Screenplay (Advanced)	T T	3 3 4	3 3 5	25 25	75 75 75	100 100 100
IV	M/TU/A/S 99242 99243	ELC-4 CC - 10 CC - 11	Total Tamil / Other Languages -III General English - IV Writing for a Short Screenplay (Advanced) Editing Aesthetics	T T P	3	3	25 25 25	75 75	100
IV	M/TU/A/S 99242 99243 99244	ELC-4 CC - 10	Total Tamil / Other Languages -III General English - IV Writing for a Short Screenplay (Advanced)	T T P T	3 3 4 4	3 3 5 5	25 25 25 25	75 75 75 75	100 100 100 100

	99247	AC - 4	Dialogue Exercise	P	5	5	25	75	100
	99248A		1.Adipadai Tamil	P					
	99248B	NME –II	2.Advance Tamil	T	<mark> </mark>	<mark>2</mark>	25	75	100
	<mark>99248C</mark>	NME -II	3.IT Skills for Employment/	T	2	<mark></mark>	<mark>25</mark>	<mark>75</mark>	<mark>100</mark>
			4. MOOCs	T					
			Total		27	30	200	600	800
	99251	CC - 14	Media Law & Ethics	T	4	5	25	75	100
	99252	CC - 15	Documentary Theory & History	Т	4	5	25	75	100
$\mid \mid_{V} \mid$	99253	CC - 16	Film Direction	T	4	5	25	75	100
	99254	CC - 17	Acting	P	4	5	25	75	100
	99255	CC - 18	Compositing	P	4	5	25	75	100
	99256	CC - 19	Colour Grading	P	4	5	25	75	100
			Total		24	30	150	450	600
	99261	CC - 20	New Media	T	4	5	25	75	100
	99262	CC - 21	Production Design Advanced	T	4	5	25	75	100
	99263A	CC - 22	Industrial Visit - 2 /	I/	2	2	25	75	100
	99263B		Report	PR			23	7.5	100
VI	99264A	DSE - 1	Cinematography-I or	P	4	6	25	75	100
, ,	99264B	DSE 1	VFX-I	1		0		/3	100
	99265A	DSE - 2	Sound Engineering-I or	P	4	6	25	75	100
	99265B		Music Production-I			Ů		'	100
	99266A	DSE - 3	Editing-I or	P	4	6	25	75	100
	99266B		Screenplay Writing						
		1	Total P. 1 : 0	I	22	30	150	450	600
	99271	CC - 23	Creative Producing &	T	4	6	25	75	100
1			Production Management						
	99272	CC - 24	Basics of Media Marketing &	T	4	6	25	75	100
1	99273	CC - 25	Publicity Design Ad Film Production	Т	4	6	25	75	100
	99273 99274A	CC - 23		1	4	O	23	73	100
	99274A 99274B		Cinematography-II or VFX-II or						
VII	99274C		Sound Engineering-II or						100
	99274D	DSE - 4	Music Production-II or	P	4	6	25	75	
	99274E		Writing For Cinema or						
	99274F		Editing-II						
	99275A		Advertisement or						
	99275B	DSE - 5	Music Video or	P	4	6	25	75	100
	99275C		Documentary Production						
		-1	Total	ı	20	30	125	375	500
	99281A	CC - 26	Internship	I	8	15	-	-	-
VIII	99281B	CC - 27	Project	PR	8	15	50	150	200
			Total		16	30	50	150	200
	I	Gr	and Total	1	180	240	1250	3750	5000
Granu I Utai							1200	2.23	2000

Bachelor of Fine arts (Film Making) I – Semester

BFA – Filmmaking (2023 Onwards)

		I - Semester			
Course Code: 99213	Title of the Course	Film History & Appreciation	T	Credits: 2	Hours: 4
		Unit -I			
Objective 1	To understand t	he Invention of cinema & Narrative st	ructur	·e	
Introduction to	Inventors : Inve	ntors and curious minds that paved the	way	for cinema	Lumiere
· ·	O /	xy Brothers, Melies. Edison, Dickson.	-		
		en, H. S. Bhatavdekar, Dadasaheb Tome			
		derstand the historic happenings that	ead to	cinema	K2
1	and its potential				
		Unit II			
"	U	lge of the pioneers			
		Melies, Porter, Pathe, Grifftith, Albert Sn			bert Paul,
		Cohl, Blackton, Cristiani, de Chomon, Re			
		derstand the narrative cinema pioneer	s and	formation	K4
2	of Basic film gra	ımmar Unit III			
	T 1 (1			11 11	
•		eption and recognition of the technolog Other parts of the world: Technolog	,,		
Outcome 3	grammar and poe Learners can le :	arn and analyze the spread of the new to cognize it as a powerful tool with the fo	mediu	m of	k aesthetics
		Unit IV			
Objective 4	To learn the filn	n movements			
The Three Film	movements: Fre	nch Impressionism and Surrealism – The	Move	ment, the Pra	actitioners,
		Expressionism – The Movement, the vement, the Practitioners, Aesthetics and			hetics and
Outcome	Students can an	alyze the three film movements, the ca	uses a	nd courses	K4
4	of the film expro	essionistic patterns			
		Unit V			
Objective 5	To educate the s	tudent about the various styles and ge	ires o	f early cinen	na
		ema & the Film Appreciation: Starting	_		
		e styles with early cinema, The conti	ast in	B&W era	with Film
noir, neonoir, Go					
		rn and analyze the genres of Films and	I the e	arlier styles	K5
5	leading to it.				

REFERENCES:

- 1. Cinema Studies: The Key Concepts (Routledge Key Guides
- by <u>Susan Hayward</u> (Author)
- 2. Soviet Cinema: Politics and Persuasion Under Stalin (KINO The Russian and

Soviet Cinema) by <u>Jamie Miller</u> (Author)

3. A History of Narrative Film Paperback – Illustrated, 5 February 2016

by <u>David A. Cook</u> (Author)

- 4. The Oxford History of World Cinema Paperback 30 October 1997
- by Geoffrey Nowell-Smith (Editor)

Online Resources:

https://www.amazon.in/Cinema-Studies-Concepts-Routledge-Guides/dp/0415538149

https://libguides.capilanou.ca/filmtheory

https://www.amazon.in/History-Narrative-Film-David-Cook/dp/0393920097

https://www.amazon.in/Oxford-History-World-Cinema/dp/0198742428

Film Theme Research: French Impressionism & German ...

http://www.mediafactory.org.au > film-project-3

(2023 **Onwards**)

		I -	Semester							
Course Code:	Title of the	Basic	Photography		P	Credits: 2	Hours: 4			
99214	Course									
Unit -I										
Objective 1	To Understand	the beginning	s of Photography &	k the Co	oncep	ts leading t	o various			
	parts.	 	n: 1 1 G		1	3.7 1.7				
	Concepts of Pho		Pinhole Camera, Ca				luman Eye			
			SLR, DSLR/mirror-le				1/2			
Outcome 1	parts of a SLR		d analyse the Conc	epts iea	aing	to various	K2			
1	parts of a SLK	& DSLK	Unit II							
Objective 2	To learn the ba	sic narameter								
•				O White	o Do	lanca Calar	· Film θr			
			shutter speeds, ISO prime/zoom lenses,							
	asic Camera Oper	•	prime/200m lenses,	depin c	11101	u. Illiage se	iisois aiiu			
Outcome			e basic principles o	f nhoto	oranl	1V.	K4			
2	vviii be able to	unaci stana tn	e busic principles o	i photo	gi api	. y•	124			
			Unit III							
Objective 3	To Learn the fu	ındamentals o	f Composition							
Composition: I	Framing, shot pro	xemics, basics	of composition: ur	nity and	varie	tv. balance.	emphasis.			
_	•		e, shooting using ava	•		,	1 /			
Outcome			stand the aesthetic			f	K5			
3	Composition.									
			Unit IV							
Objective 4	To understand	the various ca	mera file formats a	nd Acc	essor	ies				
File Formats &	Accessories: Di	fferent Image	capturing formats-R	AW, TI	FF, Jl	PEG, Storag	e Devices-			
	l, etc. Different ca									
Outcome	Students will be	e able to learn	the file formats tha	at exist	and t	he	K4			
4	accessories.									
			Unit V							
Objective 5	To Understand	the Image pro	ocess in post produc	ction						
Post Productio	n: Importing in	nage, Handlin	g RAW, Basic Cor	rection	on e	xposure ,sha	adows and			
			e. Adobe photosho							
creation and lay	outs.									
Outcome			the processed corre	ected fil	es an	d basics to	K5			
5	design an Albui	m.								
REFERENCES		p / 177	11 1 (D 4 D)	2.1	1 17'1	C				
		ie Essential Ha	ndbook for Both Dig	gital and	l Film	Cameras				
Brand: Penguin		d ISO cm d E	ogura Vindla Editia	n br. Al	15,4~	a (Anthan)				
~ .		· •	osure Kindle Editio ographic Lighting P		_	_ `	February			
_	-		ographic Lighting Fi ithor), <u>Paul Fuqua</u> (-		usuaicu, 1/	i coruary			
2013 by <u>11111ul</u>	1101 (Author), <u>310</u>	(At	inioi), <u>i aui i uqua</u> (1 tuillol)						

Photography Paperback – Import, 25 August 2016 by <u>Barbara London</u> (Author), <u>Jim Stone</u> (Author), <u>John Upton</u> (Author)

Online Resources

https://www.amazon.in/Fundamentals-Photography-Essential-Handbook-Digital/dp/0375711570 https://www.amazon.in/Mastering-Aperture-Shutter-Speed-Exposure-ebook/dp/B00B6Y8O2K https://www.amazon.in/Light-Science-Magic-Introduction-Photographic/dp/0415719402

https://www.amazon.in/Photography-Barbara-London/dp/0134482026

BFA – Filmmaking (2023 **Onwards**) I - Semester **Course Code:** Title of the Film Language & Basics of Film Making Credits: 2 Hours: 4 99215 Course Unit -I To understand the Narrative film making Objective 1 **Introduction:** Deconstructing cinema -Basic film vocabulary and definitions. Understanding the narrative structure and its elements; audience factors; Introduction to visual elements; sound, locations and acting. Outcome Students can understand film jargons, Visual elements K2 Unit II **Objective 2** To gain knowledge on film language definitions and terms. The Definition & Elements: Film language – as a system of visual communication (different from literary language); Mise-en-scene, difference between real time and screen time, real space and cinematic space; Frame, Shot, Sequence, Types of shots. Students can understand the Film language as medium of expression Outcome K4 2 and with its terms. Unit III **Objective 3** To educate the principles of film language **Principles of film language:** Introduction to continuity principles and rules - Organizing cinematic time and space –maintain different types of continuity, the 180-degree principle, 20mm/30-degree rules, continuity principles and rules, Organizing cinematic time and space. Meaning and ways to maintain the Continuity. The long takes & scene maintenance. The types of continuity. The fiction and nonfiction. Outcome Students will be able to experiment with the rules of continuity and **K5** 3 learn **Unit IV** To understand the mise-en-scene in film making process **Objective 4** Mise-en-scene: Actors as a part of mise-en-scene, shot blocking and camera placement, composition, Depth of space, Hair & Makeup. Film look. Location, set design, lighting, costumes. The knowledge about mise -en -scene. Outcome K4 4 Unit V To educate the sound and editing as a film language **Objective 5** Film language: Sound as an element of Film language. Editing aspects. Sound and editing in the process of story telling. **Outcome K5** REFERENCES: 1 Grammar of the Film Language Paperback – 1 November 1991 by Daniel Arijon (Author) 2. Film Directing shot by shot (visulaizing from concept to screen)- Steven D Katz, 3. The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers Paperback – 31 May 2017 by Eran Dinur (Author)

4. Organizing Cinematic Time and Space ByMick Hurbis-Cherrier

Online Resources

https://www.amazon.in/Grammar-Film-Language-Daniel-Arijon/dp/187950507X

https://www.amazon.in/Filmmakers-Guide-Visual-Effects-Cinematographers/dp/1138956228

https://www.nature.com/articles/s41599-018-0111-y

https://www.taylorfrancis.com/chapters/mono/10.4324/9781315815893-4/organizing-cinematic-time-

space-mick-hurbis-cherrier

(2023 Onwards)

		I - Semester			
Course Code: 99216	Title of the Course	Creative Writing for Visual Media	P	Credits: 4	Hours: 5
		Unit -I			
Objective 1	To understa	and the basics of creative writing			
Basics of creative Writing from Offiction.		finition d Imagination: Figurative Language & Image	ery. Se	ensory Detai	ls. Writing
Outcome 1	Foundation 1	for writing & to start with writing.			K2
	•	Unit II			
Objective 2	To Underst	and the elements of writing for fiction &nor	ıfictio	n.	
		g: Character, Setting, Plot, conflict, theme, Po	oint o	f view, tone	and style.
		oirs - personal essays.			1
Outcome 2	Distinguish	& understand the writing styles for both the ca	tegori	es.	K4
		Unit III			
Objective 3	To make th	e student to understand the scripting proce	ess		
	draft, voice ov	a scriptwriter and playwright, Stages of Ster and narration, final draft. of script process in fiction writing. Unit IV	Cript	developmen	K5
Objective 4	To elaborat	e the scripting process			
Describing sight	t, describing t	he time, place and action. Describing camera rans. Describing sound, shot, scene and sequence.		nents, shot fr	rame,
Outcome 4		e elements of script.			K4
	1	Unit V			1
Objective 5	To explore	other visual writing areas			
Writing for adve	ertisements, P	SAs, corporate videos & documentary.			
Outcome 5	Students wil	l have experience in writing for other visual m	edia.		K5
2.Save the Cat!	sual Media - The Last Boo lays-1 August	November 23, 2021 by Anthony Friedmann (A k on Screenwriting You'll Ever Need-2005 by 1994 by Syd Field (Author)			thor)
https://www.am	azon.in/Writi	ng-Visual-Media-Anthony-Friedmann/dp/0415	<u>8158</u>	<u>51</u>	
		rs-Joumey-Mythic-Structure/dp/193290736X	/dn/00	60201605	
nups://www.am	azon.in/Story	-Structure Substance Principles Screenwriting/	<u>up/00</u>	00391083	

(2023 Onwards)

DrA - riii	maxing			(2023 Onv	varusj
		I - Semester			
Course Code: 99217	Title of the Course	Basics of Visual Arts	P	Credits: 3	Hours: 3
,, <u></u> ,	304130	Unit -I			
Objective 1	To understa	and the paintings			
Painters and pai	ntings – West	ern and indian			
Outcome 1	Students ca	n understand painters and their styles			K2
		Unit II			
Objective 2	To gain kno	wledge of practical painting			
Draw sketches	and paintings	using water colour and other materials.			
Outcome 2	Students ca	n understand how to paint and sketch.			K4
		Unit III			
Objective 3	To learn the	e fundamentals clay modelling			
Clay modelling	1				
Outcome 3	Learners ca	n learn clay modelling			K5
		Unit IV			
Objective 4	To learn the	e process of screen printing			
Screen printing	making				
Outcome 4	Students ca	n understand the process of printing.			K4
	,	Unit V			,
Objective 5	To make th	em understand Graffiti making			
Graffiti painting	on wall				
Outcome 5	Students ca	n learn Graffiti painting			K5

		II-Semester								
Core Course - 4	Course code: 99223	Techniques of Filmmaking	T Credits: 4 Hours: 5							
Objectives	 Master the basic principles of camera operation, framing, and composition for effective visual storytelling. Learn the art of lighting in film, including natural and artificial light sources, to create mood and enhance visual aesthetics. Acquire skills in recording and editing sound to enhance the overall audiovisual experience of a film. Develop proficiency in film editing, including continuity editing, pacing, and the use of editing software. Understand the principles of screenplay writing, including story structure, character development, and dialogue. 									
Unit I	Collaborating a	Overview of the film crew, Introduction to various departments of film making, Collaborating and working with team. Introduction to stages of film production. Preproduction and post.								
Unit II	Cinematograph	es of various technicians with the er, Editor, Music in the process of ning and motivation, Camera movethod, shot lists.	storytell	ing.	meaning,					
Unit III	The fundamentals of digital video cameras, Sensors, Imaging, frame rate & shutter speed. Lenses and lensing. Composing for cinematography. Head room, negative space. working with natural light & artificial light.									
Unit IV	Sound recording, sound engineering and sound designing Sound recording – accessories in a camera, setting to choose channels, internal mic recording, external mic recording in a camera.									
Unit V	Basics of impor	ting, trimming and outputting vide	eo footag	e using NLE	software.					

Reference and Text Books

- 1.Film Directing Shot by Shot: Visualizing from Concept to Screen (Michael Wiese Productions) Paperb
- 2. Introduction to Film Studies Paperback Illustrated, 1 November 2011 by Jill Nelmes (Editor)
- 3. The DSLR Filmmaker's Handbook: Real-World Production Techniques Paperback 7 April 2015 by Barry Andersson (Author)
- 4. Making Movies (Vintage) Paperback 19 March 1996 by Sidney Lumet (Author)
- 5. On Directing Film Paperback 1 January 1992 by David Mamet (Author)
- 6. Master Shots: 100 Advanced Camera Techniques to Get an Expensive Look on Your Low Budget Movie Paperback Illustrated, 18 April 2012 Chinese Edition by <u>Christopher Kenworthy</u> (Author)

Online Resources:

https://www.amazon.in/Film-Directing-Shot-Visualizing-Productions/dp/0941188108

https://www.amazon.in/Introduction-Film-Studies-Jill-Nelmes/dp/0415582598

https://www.amazon.in/DSLR-Filmmaker%E2%80%B2s-Handbook-Real-World-

Production/dp/1118983491

https://www.amazon.in/Making-Movies-Vintage-Sidney-Lumet/dp/0679756604

https://www.amazon.in/Directing-Film-David-Mamet/dp/0140127224

	Course Outcomes	Knowledge level
CO-1	Develop a strong foundation in camera operation, framing, and composition for effective visual storytelling.	К3
CO-2	Acquire skills in sound recording and editing, as well as film editing techniques using industry-standard software.	К3
CO-3	 Understand essential principles of screenplay writing, including story structure, character development, and dialogue.and stages of production 	K4
CO-4	Gain insights into film production management, covering planning, budgeting, and scheduling.	К3
CO-5	• Apply learned techniques in a practical setting by planning, shooting, and editing a short film, showcasing comprehensive filmmaking skills.	K5

II-Semester										
Core Course – 5 99224	Production Design P Credits:4 Hours									
Objectives	 Develop the ability to conceptualize and visualize the including sets, props, and costumes. Gain proficiency in spatial design, understanding how physical and virtual spaces for cinematic storytelling. Acquire knowledge of historical periods and genres to authentically reflect the intended time and atmospher. Cultivate effective communication and collaboration cinematographers, and other key crew members to be vision to life. Apply learned principles in hands-on projects, translatingible and visually compelling production designs. 	w to control to desire. skills ring that the control to the contr	gn sets and po with director ae production	rops that s, design						

- 1. Introduction to the 'Production design' concept. Understanding the minimum requirement of preproduction and production teams. Development: Story/script, choosing the teams, visualizing atmosphere and budgeting.
- 2. Listing the different departments that will create the 'Visual World' according to the story and the Director's idea/dream.
- 3. Transition from 'Verbal Story' to 'Visual Story'. 1st draft of story board during initial discussions. Director Producer Cinematographer Production Designer.
- 4. Understanding 'Elements and Principles of design Perspective drawing Human proportions. Scale comparisons in a) Story Board b) Costume Boards c) Furniture and accessories boards.
- 5. Computer Graphics Creating Background Special Costumes Special Atmospheres. Presentation methods

Outcomes

- Demonstrate proficiency in conceptualizing and visualizing the visual elements essential for film production, including sets, props, and costumes.
- Exhibit a high level of skill in spatial design, effectively creating and manipulating physical and virtual spaces to enhance cinematic storytelling.
- Showcase the ability to authentically design sets and props that reflect various historical periods and genres.
- Demonstrate effective communication and collaboration skills with key production team members, ensuring the successful realization of the production design vision.
- Apply learned principles to practical projects, translating conceptual ideas into tangible and visually compelling production designs for film.

	II-Semester										
Core Course – 6 99225	Story Telling & Screenwriting P Credits:4 Hours:										
Objectives	 Understand core principles of storytelling, including character development, and thematic elements. Acquire proficiency in screenplay formatting, dialog scene composition. Analyze and apply storytelling conventions within v their impact on narrative structures. Develop original ideas into well-structured and compractical exercises and workshops. 	ue con	nstruction, and	d effective gnizing							
	 Learn techniques to enhance storytelling through visual elements, creating a cinematic experience on paper. Develop the ability to critically analyze scripts, providing constructive feedback to peers in a workshop setting. Gain insights into the professional screenwriting landscape, including industry standards, market trends, and submission processes. 										
	iew of storytelling fundamentals - Understanding narrative st	ructur	es and elemen	nts -							

- Analysis of classic and contemporary storytelling examples
- 2. Character, Plot, Conflict, Story. The World. The 3-Act narrative structure. The use of images and sounds (no dialogue) to write screenplays. Theme, genre, voice.
- 3. The short vs. the feature screenplay. Screenwriting format and software.
- 4. The synopsis and the beat sheet. Character breakdowns. Loglines. Step outlines.
- 5. Developing and work shopping the synopsis, writing from the personal experiences.

Outcomes

- Demonstrate a comprehensive understanding of storytelling principles, including plot development, character arcs, and thematic cohesion.
- Exhibit skill in crafting well-formatted screenplays with compelling dialogue, effective pacing, and engaging scenes.
- Apply storytelling techniques across different genres, adapting narrative structures to suit specific storytelling conventions.
- Translate creative ideas into polished and structured screenplays, showcasing a practical understanding of script development.
- Evaluate and provide constructive feedback on scripts, demonstrating the ability to analyze storytelling elements and offer insightful suggestions for improvement.

	II-Semester									
Allied Course - 99226	Continuity Exercise P Credits:4 Hours:									
Objectives	 Grasp the fundamentals of continuity in filmmaking, including visual and narrative consistency. Apply continuity principles in a hands-on exercise, ensuring seamless transitions and coherence in storytelling. Develop technical skills in camera operation, shot composition, and editing to maintain visual continuity. Engage in collaborative filmmaking, working with a team to execute a continuity exercise project effectively. Evaluate the success of the continuity exercise, identifying areas of improvement and refining skills in maintaining visual and narrative flow. 									
PROJEC	Γ FOR FIRST YEAR – 3-5 minute video exercise without dialo continuity and ellipsis. Natural lighting. Not more than 3 c	_		g both						
Outcomes	 Execute a short film sequence demonstrating visual and narrative consistency. Showcase competence in camera operation, shot composition, and editing for continuity. Work effectively in a team, emulating real-world filmmaking roles. Assess and overcome challenges in maintaining continuity. Present the project clearly, articulating decisions and processes. 									

	III-Semester						
Core Course – 7 Writing for a Short Screenplay P Credits: 4							
Objectives	 Understand and apply the fundamentals of short screenplay structure. Develop concise yet impactful character arcs and conflict resolution. Craft engaging and purposeful dialogue within the constraints of a short screenplay. Utilize visual elements to enhance storytelling in the short screenplay format Apply learned concepts by creating a short screenplay while adhering to industry standards. 						
montage, I 2. Originating 3. Creating C 4. One page s 5. Actual Wr	3. Creating Characters – Character Goals – Character Growth – Motivation – Conflict						
Outcomes	 Demonstrate mastery in crafting short screenplay structures. Create compelling characters and resolve conflict narrative space. Produce engaging and purposeful dialogue that se and narrative progression. Showcase proficiency in conveying the story visu of imagery and symbolism. Develop short screenplays adhering to industry streadiness for potential production. 	t conci	isely within character dev nrough strate	limited velopment egic use			

Reference and Text Books

- 1. The Technique of Filmand Video Editing: History, Theory, and Practice Paperback—26 November 2010 by Ken Dancyger (Author)
- 2. IntheBlinkof AnEye:2ndEdition:NewEditionPaperback-23July2021byWalterMurch(Author)
- 3. Kuleshov on Film: Writings of Lev Kuleshov (Uc Press Voices Revived) First Edition by <u>LevKuleshov</u>(Author), <u>RonaldLevaco</u>(Editor)
- 4. DigitalAudioEditing:CorrectingandEnhancingAudioinProTools,LogicPro,Cubase,andStudio
- 5. OnePaperback–Illustrated,14November2013bySimonLangford(Author)

Online Resources

https://www.amazon.in/Technique-Film-Video-Editing-

Practice/dp/0240813979

https://www.amazon.in/Blink-Eye-2nd-Walter-Murch/dp/1879505622

https://www.amazon.com/Kuleshov-Film-Writings-Lev/dp/0520302281

https://www.amazon.in/Digital-Audio-Editing-Correcting-Enhancing/dp/0415829585

	Course Outcomes	Knowledge level
CO-1	• Grasp fundamental concepts of editing, including techniques, software, and post-production processes.	K2
CO-2	Apply editing skills using software tools for effective post- production.	K3
CO-3	• Analyze visual sequences to make informed editing decisions that enhance storytelling.	K4
CO-4	Evaluate the quality of edits, ensuring narrative coherence and visual consistency	K5
CO-5	Apply learned fundamentals to create well-edited projects, showcasing proficiency in editing techniques	K6

	III-Semester						
Core Course – 8 99234	Editing Fundamentals - 1	Т	T Credits: 4 Hours:				
Objectives	 Develop technical skills in editing software for e Learn techniques to enhance storytelling through sequencing of shots. Ensure visual continuity and consistency through Develop the ability to critically analyze footage decisions. Apply learned fundamentals by editing practical hands-on setting. 	ngh precise editing and ugh seamless editing. ge and make informed editing					
Unit I	Software Introduction - Introduction to User Interface - Tools - Workspaces - Various Tabs						
Unit II	History of Editing – Key Figures who changed the framework – History until Trip to the Moon – Influential Directors						
Unit III	Process of editing- importing footage and media asset management, logging, first assembly, rough cut, final cut, colour grading, inserting audio, graphics, titling and exporting.						
Unit IV	Video Editing basics – Cut, Transitions, Dissolves etc. – Applying the process of editing from Unit III						
Unit V	Basic audio editing; music and sound effects, controlling Matching audio with video.	g au	dio, effects an	d transitions,			

REFERENCE BOOKS

- The Technique of Film and Video Editing: History, Theory, and Practice Paperback 26 November 2010 by Ken Dancyger (Author)
- In the Blink of An Eye: 2nd Edition: New Edition Paperback 23 July 2021 by Walter Murch (Author)
- Kuleshov on Film: Writings of Lev Kuleshov (Uc Press Voices Revived) First Edition by Lev Kuleshov (Author), Ronald Levaco (Editor)
- Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio
- One Paperback Illustrated, 14 November 2013 by Simon Langford (Author)

Online Resources:

https://www.amazon.in/Technique-Film-Video-Editing-

Practice/dp/0240813979

https://www.amazon.in/Blink-Eye-2nd-Walter-Murch/dp/1879505622

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	Course Outcomes			
CO-1	Grasp fundamental concepts of editing, including techniques, software, and post-production processes. K2	K2		
CO-2	Apply editing skills using software tools for effective post-production.	К3		
CO-3	Analyze visual sequences to make informed editing decisions that enhance storytelling.	K4		
CO-4	Evaluate the quality of edits, ensuring narrative coherence and visual consistency	K5		
CO-5	Apply learned fundamentals to create well-edited projects, showcasing proficiency in editing techniques	K5		

	III-Semester						
Core Course – 9 99235	Sound Theory & Practice -1 T Credits: 4 Hours:						
Objectives	 Grasp fundamental concepts of sound theory and its role in filmmaking. Develop practical skills in sound recording, editing, and mixing. Apply sound techniques to enhance storytelling and create emotional impact. Ensure high-quality sound production through attention to technical details. Apply learned principles by working on practical projects, demonstrating sound design proficiency. 						
Unit I	Nature of acoustical waves: concepts of amplitude, frequency, wavelength and harmonics. Psychoacoustics: nature of hearing and perception of sound, hearing sensitivity, frequency, sound range, sound recordist's role.						
Unit II	Introduction to Sound: Acoustics, Digital sound files, different sound formats, midi & digital audio, creating digital audio files, Advantages and disadvantages of midi & digital, choosing between midi and digital audio.						
Unit III	Microphone types-unidirectional, bidirectional, omni directional; cardioids direction and pickup pattern, portable recorders, noise, choosing the right mic, sound reproduction devices, input devices						
Unit IV	Linking files: Adding sound to project, Production tips, Introduction of foley, BGM and Vocal.						
Unit V	Finalize files: Making the remix sound track with the software. Exporting the files in diff formats,		•				

REFERENCE BOOKS

- 1. SoundTheory/SoundPractice(AFIFilmReaders)Paperback—17September1992byRickAltman(Editor)
- 2. ModernRecordingTechniques(AudioEngineeringSocietyPresents)Paperback— Import,21August2013by<u>DavidMilesHuber(Author),Robert E.Runstein(Author)</u>
- 3. FilmSound:TheoryandPractice0thEditionbyElisabethWeis(Editor),JohnBelton(Editor)
- 4. Audio Post Production: For Film and Television Paperback Import, 1 May 2013 by MarkCross(Author), JonathanFeist(Editor)

Online Resources:

https://www.aes.org/

https://www.recordingconnection.com/blog/

https://www.musictech.net/

https://www.dolby.com/about/dolby-institute/learning-space/

https://www.soundonsound.com/

Course Outcomes	Knowledge level

CO-1	• Explain key principles of sound theory, including the physics of sound and psychoacoustics.	K2
CO-2	 Apply sound theory concepts in practical scenarios, such as recording, mixing, and editing. 	К3
CO-3	Analyze sound environments, identifying factors influencing acoustics and recording quality.	K4
CO-4	• Evaluate the effectiveness of sound design, considering emotional impact, clarity, and appropriateness.	K5
CO-5	Apply acquired knowledge to create well-designed sound elements in various media contexts.	K5

	III-Semester							
Allied Cinematography P Credits:4 Hour 99236								
Objectives	 Develop technical skills in camera operation, lighting cinematography. Learn techniques to visually convey narrative elementhrough cinematographic choices. Understand and apply principles of framing, shot confacts in cinematography. Gain expertise in using lighting to create mood, atmocinematographic scenes. Apply learned cinematographic principles in hands-oproficiency and creativity. 	nts and	d evoke emoti tion, and visual	impact in				

- 1. **The Camera**; Types, Functions and accessories. Camera Mounts; Tripods, Dollies, Jibs, Hand held, crane and others. Camera stabilization systems and other considerations. Lenses- types and functions. Image Sensors- Tube, Single CCD and 3CCDs. Interlace and progressive scanning. PAL and NTSE Systems.
- 2. Camera Movement using track and trolley, cranes, gimbals, vehicles
- 3. **Lighting;** Products and objects, Conventional, Soft and Diffused, Bounce, Source, Hard and creative lightings, Day effect, Night effect, Three-point lighting, Types of lights- Incandescent lamps, Tungsten halogen, HMI, PAR lights, Kinoflo etc. Lighting meters
- 4. **Colours;** Primary, Secondary and complementary colours, White and black balance, Standardization and colour reproduction. Filters- Contrast filters, Colour conversion filters, Polarized filters, Enhance filters, Colour filters, Graduated colour and ND filters, Effect filters, etc.
- 5. Data management and role of cinematographer from pre-production to post production.

Outcomes Comprehend cinematography principles, camera operation, and equipment usage. Apply visual storytelling techniques through framing, shot composition, and emotion evocation. Analyze lighting principles and techniques to create diverse atmospheres. Evaluate the impact of camera movement, angles, and visual choices on storytelling. Apply learned cinematographic skills in a project, demonstrating proficiency and creativity.

BI	A Filmmaking	IV-Semester			
	Core Course – 10 99243	P	Credits:	Hours:5	
	Objectives	lict resustrain	structure. solution. ts of a short creenplay for adhering to	rmat	
 About the Story – Adaptations – Original Story – The Subject – Setting up the story About Creating Characters – Character Arc – Story and Character – Building a Character The Scene and Sequence – Building the 3 Act Structure & Forming Story Line Writing the Screenplay – The practice of popular screenplay writers Dialogue Writing – Narrative Styles – Drafting and Reviewing – Doctoring the Script Outcomes Grasp the structural elements and conventions of short screenplay writing. Apply principles of concise storytelling, character development, and dialogue crafting in short screenplay format. Analyze and critique short screenplays, identifying strengths and areas for improvement. Evaluate the effectiveness of character arcs, pacing, and thematic elements in short screenplays. Develop and present an original short screenplay, demonstrating mastery of the craft. 					racter
					logue or nts in

	IV-Semester						
Core Course 99244	Editing Aesthetics	T Credits: 4 Hours: 5					
Objectives	 Grasp the fundamental aesthetic principles that g Apply creative and artistic editing techniques to Analyze the impact of editing choices on narrative engagement. Evaluate the aesthetic quality of edited sequence and visual coherence. Utilize learned principles to create aesthetically projects. 	o enhance visual storytelling. tive, emotion, and audience ces, considering pacing, rhythm,					
Unit I	History of Editing: Lev Kuleshov – Continuity – Montage Principles – French Wave – Russian Revolution – until Seamless editing,						
Unit II	Need for editing – Why to Cut – When to Cut – Defining Director & Editor Relationship						
Unit III	Introduction to film editing –principles of editing and continuity. Types of cuts; pace, time and rhythm in editing; fiction and non-fiction editing, ellipsis, montage, parallel editing.						
Unit IV	Montage principles - Montage editing – Kuleshov Theory – Metric, Rhythmic, Tonal, Over tonal& Intellectual						
Unit V	Editing Workflow – From Production to Delivery						

Reference and Text Books

- 1. The Technique of Filmand Video Editing: History, Theory, and Practice Paperback—26 November 2010 by <u>Ken Dancyger</u> (Author)
- 2. IntheBlinkof AnEye:2ndEdition:NewEditionPaperback—23July2021byWalterMurch(Author)
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https://www.amazon.com/Kuleshov-Film-Writings-Lev/dp/0520302281

https://www.amazon.in/Digital-Audio-Editing-Correcting-Enhancing/dp/0415829585

	Course Outcomes			
CO-1	Comprehend the aesthetic principles that govern effective editing.	K2		
CO-2	• Apply creative editing techniques to enhance visual storytelling aesthetics.	К3		
CO-3	• Analyze the impact of editing choices on narrative, emotion, and audience perception.	K4		
CO-4	• Evaluate the aesthetic quality of edited sequences, considering pacing, rhythm, and visual coherence.	K5		
CO-5	Apply learned principles to create visually compelling and aesthetically pleasing edited projects.	K6		

	IV-Semester						
Core Course 99245	Sound Theory & Practice -2	Т	Credits: 4	Hours: 5			
Objectives	 Comprehend the aesthetic principles that define sound design and aesthetics. Apply creative and artistic sound design techniques to enhance auditory aesthetics. Analyze the impact of sound choices on mood, atmosphere, and audience engagement. Evaluate the aesthetic quality of sound scapes, considering clarity, balance, and emotional resonance. Utilize learned principles to create sound scapes that are aesthetically pleasing and enhance overall audio quality. 						
Unit I	Location sound recording: separate audio vs in-camera audio, leads and adapters, microphone accessories, Lavaliere/tie clip placement, Boom Mic placement, recording gigs & amplified performances, wild track & room tone, syncing audio. Basic setup of recording system- analog/digital cables, connectors, analogue to digital conversion.						
Unit II	Sound for Film and Video: The sound track- its importance in AV medium, different elements of a sound track, Integration of sound to the film, Sync Sound vs Dubbing - Achieving synchronized sound and picture with film.						
Unit III	Special effects: Adding effect automation enveloping, adding a volume envelop, adding a panning envelop, previewing effect automation, applying effect automation, adjusting envelope, adding envelop points, flipping a envelop points, setting fade properties, cutting, copying, pasting, envelope points, adding mirror and wave hammer, pan to left, pan to right, dry out, wet out, convert mono to stereo, looping.						
Unit IV	Record clips & editing: Sound recording, editing digital recording, trimming, splicing and assembly, volume adjustments, format conversion, re-sampling or downloading, fade-ins and fade-outs, equalization, time stretching, digital signal processing, reverting sound, making midi audio, audio file formats.						
Unit V	Post production studio recording: Foley and ADR, Sound designing: Protools, Principles and techniques of mixing, sound effects libraries, equalizers, setting the sound stage, channels and mix master - mix with automation. Mixing in the box and mixing through the board.						

Reference and Text Books

- 1. SoundTheory/SoundPractice(AFIFilmReaders)Paperback—17September1992byRickAltman(Editor)
- 2. ModernRecordingTechniques(AudioEngineeringSocietyPresents)Paperback— Import,21August2013by<u>DavidMilesHuber(Author),Robert E.Runstein(Author)</u>
- 3. FilmSound:TheoryandPractice0thEditionbyElisabethWeis(Editor),JohnBelton(Editor)
- 4. Audio Post Production: For Film and Television Paperback Import, 1 May 2013 by MarkCross(Author), JonathanFeist(Editor)

Online Resources:

https://www.amazon.in/Sound-Theory-Practice-Film-Readers/dp/0415904579 https://www.amazon.in/Recording-Techniques-Engineering-Society-Presents/dp/0240821572 https://www.amazon.com/Film-Sound-Practice-Elisabeth-Weis/dp/0231056370 https://www.amazon.in/Audio-Post-Production-Film-Television/dp/087639134X

	Knowledge level	
CO-1	• Critically analyze advanced sound theories and practices, identifying nuances and complexities.	K4
CO-2	• Evaluate the effectiveness of advanced sound design choices, considering their impact on narrative and emotional resonance.	K5
CO-3	• Synthesize complex soundscapes, showcasing a mastery of advanced sound design techniques.	K5
CO-4	• Innovate and experiment with cutting-edge sound technologies, pushing the boundaries of traditional practices.	K5
CO-5	Apply advanced sound theories and practices to create high- quality, innovative soundscapes for various media applications.	K6

IV-Semester					
Core Course	99246A 99246B	INDUSTRIAL VISIT / MINI REPORT	I/ PR	Credits:	Hours:2
Objectives	 Provide students with firsthand exposure to professional film production environments. Enhance students' understanding of the practical workflows and technologies used in the film industry. Facilitate networking opportunities with industry professionals to encourage connections and potential collaborations. 				

- 1. Overview of professional film studios and their key departments.
- 2. Understanding the operational workflow and processes involved in film production.
- 3. Interactive sessions allowing students to engage with equipment and observe real-time production activities.
- 4. Opportunities for students to connect with industry professionals, fostering potential mentorships and collaborations.

Outcomes

- Gain familiarity with the workings of a professional film studio and production environment.
- Develop insights into the practical workflows and technologies used in the film industry.
- Acquire hands-on experience by interacting with equipment and witnessing realworld production processes.
- Enhance networking skills through interactions with industry professionals, potentially leading to future collaborations and opportunities.

IV-Semester							
Allied Course – 99247	Dialogue Exercise P Credits: Hour 5						
	 Understanding the Role of Dialogue in Filmmaking Analyze the significance of dialogue in storytelling. Explore how dialogue contributes to character development, plot progression, and theme reinforcement. Developing Dialogue Writing Skills: Learn the fundamentals of writing engaging and authentic dialogue. Practice techniques for crafting natural-sounding dialogue that reflects character personalities and motivations. Explore different styles of dialogue, including exposition, subtext, and banter. OR FIRST YEAR – 3-5 minute video exercise without dialogue exercise incorporating continuity and dialogues. Indoor Lighting. Not more than 3 characters.						
Outcomes	 Execute a short film sequence demonstrating visual and narrative consistency. Showcase competence in camera operation, shot composition, and editing for continuity. Work effectively in a team, emulating real-world filmmaking roles. Assess and overcome challenges in maintaining continuity. Present the project clearly, articulating decisions and processes. 						

	V - Semester				
Core Course - 99251	Media Law and Ethics	T Credits: 4 Hours: 5			
Objectives	 Develop a foundational understanding of media law, including copyright, defamation, and intellectual property rights. Cultivate ethical decision-making skills in media production, journalism, and content creation. Ensure students are aware of and can adhere to legal regulations governing media practices. Encourage critical analysis of media-related legal and ethical dilemmas, fostering informed decision-making. 				
Unit I	Features of Indian constitution, Fundamental rights and duties, Freedom of speech and expression and reasonable restrictions.				
Unit II	Contempt of court act, IPC with reference to Defamation, Sedition and Obscenity. Program and Advertising Codes, Self- regulation guidelines and broadcast of Films.				
Unit III	Intellectual property rights; Theft of idea, story and script, Adaptation and remake rights, Protection of title, lyrics, music and recordings. Producer's rights in cinema.				
Unit IV	Cinematograph act- Film Censorship, History of Censorship in India, Movie theatre etiquette.				
Unit V	Cine-workers and Cinema Theatre Workers (Regulation of Employment) Act, 1981. Information technology act 2000. Piracy.				

Reference and Text Books

- 1. Introduction to Media Laws and Ethics by JUHI P. PATHAK (Author)
- 2. MEDIA LAWS AND ETHICS:AN INTRODUCTION TO LEGAL AND ETHICAL ISSUES IN JOURNALISM by Vartika Nanda (Author)
- 3. Media Law in India by Kiran Prasad (Author) Facets of Media Law by Madhavi Divan (Author)

Online Resources:

https://www.amazon.in/Introduction-Media-Laws-Ethics-

PATHAK/dp/8175417528https://www.amazon.in/MEDIA-LAWS-ETHICS-

INTRODUCTION

JOURNALISM/dp/8184578334/ref=pd lpo 2?pd rd i=8184578334&psc=1

https://www.amazon.in/Media-Law-India-Kiran-Prasad/dp/9041138560

https://www.amazon.in/Facets-Media-Madhavi-Goradia-Divan/dp/8170129303

	Knowledge level	
CO-1	Grasp foundational principles of media law, including copyright, defamation, and intellectual property.	K2
СО-2	Apply legal frameworks to media practices, ensuring compliance with regulations.	K2
СО-3	Apply ethical considerations in media production, demonstrating responsible decision-making.	К3
CO-4	Analyze complex media-related legal and ethical dilemmas, fostering critical thinking skills.	K4
CO-5	Evaluate the societal impact of media actions, emphasizing ethical responsibility and consequences.	K4

V-Semester					
Core Course - 99252	Documentary Theory & History	Т	Credits: 4	Hours: 5	
Objectives	 Grasp the historical evolution of documentary filmmaking, including key movements and influential documentaries. Understand theoretical approaches to documentary filmmaking, exploring various perspectives and styles. Develop critical analysis skills to evaluate documentaries within their historical and theoretical contexts. Explore diverse documentary genres and their contributions to the evolution of the form. Apply theoretical concepts to the creation and interpretation of documentaries, fostering practical understanding. 				
Unit I	Definition of documentary; Issues around representing reality and early narrative traditions. Screening and analysis. Actuality films. (Grierson)				
Unit II	Reflexive Mode, Vertov's "Man with a Movie Camera" (1929) Kino Pravda to Cinema Verite – Theory and Screening "Chronicles of a Summer" (1961) Differences between Cinema Verite (Europe) and Direct Cinema (US).				
Unit III	Poetic Mode, Expository Mode, Observational Mode. Propaganda films and documentary ethics.				
Unit IV	Understanding the Performative mode; revolution in filming technology. Participatory mode.				
Unit V	Birth of Indian documentary in 1888. The role of Indian Films Division and Door darshan in Indian documentary films. Impact of digital video technology and satellite television. Independent documentary filmmakers. Contemporary Indian documentary films.				

Reference and Text Books

1. Doing Conversation, Discourse and Document Analysis -

Tim Rapley

2. Theorizing Documentary Edited By Michael Renov

Copyright Year 1993

3.Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries Paperback – 10 December 2007

Online Resources:

https://theculturetrip.com/europe/russia/articles/how-man-with-a-movie-camera-changed-documentary-filmmaking/

 $https://books.google.co.in/books/about/Doing_Conversation_Discourse_and_Documen.html?id=PEtt3mKxmCn8C\&redir_esc=y$

https://www.routledge.com/Theorizing-Documentary/Renov/p/book/9780415903820

https://www.amazon.in/Making-Documentary-Films-Videos-Documentaries/dp/080508181X

	Course Outcomes			
CO-1	Apply theoretical frameworks to critically analyze and interpret various documentary styles	K2		
CO-2	Apply theoretical knowledge to evaluate the storytelling methods employed in different documentary genres.	K3		
CO-3	Apply critical analysis skills to documentaries, considering historical and cultural contexts.	K5		
CO-4	Analyze the impact of documentaries within their historical movements and the contributions of key figures.	K4		
CO-5	Critically assess the ethical considerations and social impact of documentaries within diverse genres.	K4		

	V-Semester								
Core Course - 99253	Film Direction T Credits: 4 Hours:								
Objectives	 Develop proficiency in translating written scripts into visually compelling narratives through effective direction. Acquire a deep understanding of the visual language of cinema, including composition, framing, and camera movement. Learn techniques for working with actors, including effective communication, motivation, and fostering authentic performances. Gain technical skills in directing, including camera operation, shot selection, and coordination with the film crew. Develop project management skills to plan, organize, and execute film projects effectively from pre-production to post-production. 								
Unit I	Role of the Film Director – reading and understanding an image. Artistic, technical and financial roles of various technicians and artistes in the making of a film. Film as the director's medium of expression.								
Unit II	Interpret the script and conceive creative methods to execute the same through visual and sound. Break down the screenplay/ script into the following units – sequence and shot breakdown, storyboard, shooting script. Identify the various creative methods and technical requirements for the various creative aspects in order to achieve the overall creative vision of the script.								
Unit III	Communicating the creative vision of the script, functional roles, responsibilities, expectations and scope for collaboration to the assistant director, line producer, cinematographer, sound designer, editor, music composer, art director/production designer and actor.								
Unit IV	Understanding how to approach different films since shot breakdown and point of view of the camera is greatly influenced by different narrative structures. Taking a decision on the subjectivity and objectivity of camera positions for different narrative structures.								
Unit V	Directorial vision. Themes, directorial styles, motifs, interpreoccupations.	fluen	nces, inspiration	ons,					

1 The Film Director Prepares: A Complete Guide to Directing for Film and TvP aperback-

Illustrated,1December2006 byMyrlA.Schreibman(Author)

- 2. A Sense of Direction: Some Observations on the Art of Directing Paperback—
- 21October1994byWilliamBall(Author)
- 3..Directing:AHandbookforEmergingTheatreDirectors(Backstage)Paperback–1January2012byRobSwain(Author)

Online Resources:

 $\underline{https://www.screenskills.com/starting-your-career/job-profiles/film-and-tv-drama/development-film-and-tv-drama-job-profiles/director/}$

https://www.britannica.com/topic/Alfred-Hitchcock-on-film-production-1989444/Production-methods https://www.amazon.in/Film-Director-Prepares-Complete-Directing/dp/1580650678

https://www.amazon.in/Directing-Handbook-Emerging-Directors-Backstage/dp/1408127652

	Course Outcomes			
CO-1	Apply advanced cinematic techniques in directing to create compelling and emotionally resonant storytelling.	К3		
CO-2	Apply critical analysis skills to assess and interpret directorial choices in film projects.	K3		
CO-3	Analyze the impact of directorial decisions on narrative, visual aesthetics, and audience engagement.	K4		
CO-4	Evaluate the overall success of film projects, considering their effectiveness in achieving artistic and storytelling goals.	K5		
CO-5	Develop and present a fully realized film project, showcasing proficiency in directing and the ability to bring a creative vision to fruition.	K6		

V-Semester								
Core Course - 99254 P Credits: 4 Hour								
Objectives	 body language, and emotional expression. Enhance the ability to analyze scripts, understand bring authentic, nuanced performances to life. Cultivate the skills to effectively collaborate with 	Enhance the ability to analyze scripts, understand character motivations, and						

- 1. Theater games and exercises to develop concentration, observation, imagination, healthy and flexible body and mind.
- 2. Introduction to role playing, enactment of dramatic experience in life.
- 3. Vocal and physical acting, body rhythm, breathing patterns, pronunciation, voice production.
- 4. Dramatic reading of poetry, prose and dramatic scene.
- 5. Improvisation, enactment of situations and scene on stage as well in front of camera.

Outcomes

- Demonstrate mastery of acting techniques, including voice modulation, physicality, and emotional range.
- Execute realistic and engaging scene work, showcasing the ability to convey emotions and interact convincingly with scene partners.
- Develop confidence in performing on stage or on screen, exhibiting a strong stage presence and the ability to captivate an audience.

V-Semester									
Core Course - 99255	Compositing P Credits: 4 Hours								
Objectives	 Develop a high level of technical proficiency in compositing software, mastering tools and techniques for seamless integration of visual elements. Apply compositing skills creatively to enhance visual storytelling, demonstrating the ability to composite elements in a visually compelling and contextually relevant manner. Cultivate problem-solving skills in compositing, addressing challenges related to lighting, perspective, and color grading to achieve realistic and aesthetically pleasing results. 								
2. 3. 4.	Node and layer-based VFX workflows, develop a visual effects pipeline for integration in the filmmaking process, terminology. Software. Video and imaging technology, image processing, object-removal, element/layer, background plate. Color matching. Matte creation, chroma-keying, masks, rotoscoping. 2D pixel tracking, planar tracking and camera tracking, re-timing, motion capture. 2D animation 3D virtual scenery composites incorporating virtual cameras and real-world depth cues								
Outcomes	 Demonstrate advanced proficiency in compositing software, showcasing the ability to skillfully use tools and techniques for seamless integration of visual elements. Apply compositing skills creatively in real-world projects, enhancing visual storytelling through the effective integration of diverse visual elements. Exhibit strong problem-solving skills in compositing, addressing challenges related to lighting, perspective, and colour grading to achieve realistic and visually appealing results. Develop a professional-level compositing portfolio that showcases a range of projects, highlighting technical skills, creative application, and the ability to address specific visual challenges. 								

V-Semester								
Core Course - 99256	Colour Grading	P	Credits: 4	Hours: 5				
Objectives	 Achieve proficiency in color grading software and Apply color grading creatively to enhance visual Engage in hands-on projects to apply color gradin Develop collaboration skills and refine techniques 	storytog g tech	elling. nniques	e feedback.				

- 1. Introduction to the art, craft and science of color correction The grading software's interface Working with videoscopes for analyzing luminance and color values of the image.
- 2. Primary color correction: contrast, adjusting incorrect luma values, correcting color casts, color theory, color palettes, correcting white balance issues, skin tones, environmental looks, day-fornight.
- 3. Scene to scene color grading, creating looks to match the emotional mood of the story.
- 4. Workflows and formats, round tripping from NLE to color grader and back.
- 5. Secondary color correction: Power Windows, keying colors, combining keying and Power Windows in Resolve, advanced tools, collaboration with director and DoP, understanding the filmmaker's vision.

Demonstrate mastery in using color grading tools and software. Apply color grading creatively to enhance visual narratives. Execute color grading effectively in practical, project-based scenarios. Collaborate with peers, receiving and implementing feedback for improved color grading outcomes.

	VI-Semester								
Core Course - 99261	NEW MEDIA T Credits: 4 Hours: 5								
Objectives	 Provide an overview of the concepts and technologies encompassed by the term "New Media." Foster digital literacy skills, including understanding online platforms, social media, and emerging technologies. Develop skills in creating and curating content suitable for new media platforms. Explore strategies for engaging audiences through various digital channels. Discuss ethical considerations related to new media, including privacy, misinformation, and responsible content creation. 								
Unit I	What is new media? How is it different from traditional media? History: Communication and early media, Telecommunication and mass media.								
Unit II	The evolution of smart phones and adoption in India; Augmented and Virtual Reality; Case Study: Apple.								
Unit III	The Internet, Browser Wars and search engines. The Internet of Things, Smart homes, Case Study: Amazon.								
Unit IV	Artificial Intelligence (AI) and Machine Learning (ML), Self-driving cars, drones, robots, Case Study: Google.								
Unit V	News, social media, and Big Data, using new media as a and to work toward goals of social justice by blogging, podcasting, Case Studies: Cambridge Analytica, Facebo	vide	production,						

- 1. Convergence Culture: Where Old and New Media Collide" by Henry Jenkins
- 2. The New Media Monopoly" by Ben H. Bagdikian
- 3. Understanding Media: The Extensions of Man" by Marshall McLuhan
- 4. The Language of New Media" by Lev Manovich

Online Resources:

- https://www.nmc.org/nmc-horizon/
- https://mediasmarts.ca/
- https://www.pewresearch.org/internet/
- https://digitalmarketinginstitute.com/resources

	Course Outcomes	Knowledge level
CO-1	• Apply advanced skills in new media technologies for effective communication and content creation.	K3
CO-2	 Apply digital literacy to navigate and adapt to evolving new media platforms. 	K3
CO-3	• Analyze the societal impact and ethical considerations of new media.	K4
CO-4	• Evaluate the effectiveness of new media strategies for communication goals.	K4
CO-5	Assess the broader implications of new media on cultural and communication patterns.	K4

VI-Semester VI-Semester									
Core Course - 99262	Production Design Advanced T Credits: 4 Hours: 5								
Objectives	 Develop skills in conceptualizing intricate production design ideas aligned with narrative themes Experiment with a variety of materials and technologies to enhance proficiency in design execution. Enhance communication and collaboration skills with other departments for a unified visual narrative. Gain expertise in designing for specific periods and genres, demonstrating historical and stylistic knowledge. Proficiently use advanced digital tools for efficient design communication and integration into the production workflow. 								
Unit I	How an experienced and successful Art Director who has knowledge of costumes and other visual departments becomes a part of the production team. Understanding Research methods and noting down results as notes and visuals. Reading about William Cameron Menzies, Rick Carter, Robert Stromberg.								
Unit II	Understanding the visual atmosphere of the movie theme and creating backgrounds. Adding props and organics to improve the visual atmosphere and helping to tell the story.								
Unit III	Costuming and accessorizing characters based on the story – Director's view – and the actor's appearance.								
Unit IV	Manual set scale model making. Manual graphics designing. Converting art work ideas into computer graphics.								
Unit V	Presentation of design ideas. Budgeting. Organizing St teams. Dead-line setting and managing.	iperv	isory and coo	rdinating					

- 1. The Filmmaker's Guide To Production DesignBy Vincent LoBrutto
- 2. Production Design: Visual Design for Film and Television Paperback By Peg McClellan
- 3. Production Design For Screen: Visual Storytelling in Film and Television By Jane Barnwell
- 4.Sets in Motion: Art Direction and Film Narrative By Charles Affron and Mirella JonaAffron

Online Resources:

- https://www.filmsite.org/filmdesign.html
- https://nofilmschool.com/tags/production-design
- https://www.adg.org/
- https://www.studiobinder.com/blog/

	Course Outcomes	Knowledge level
CO-1	Apply advanced skills in production design, demonstrating proficiency in conceptualization and execution.	К3
CO-2	Apply in-depth knowledge of diverse materials and technologies used in production design.	К3
СО-3	Analyze and critique production design choices in relation to narrative, thematic elements, and visual storytelling.	K4
CO-4	• Develop and present a comprehensive production design portfolio showcasing diverse projects.	K5
CO-5	Collaborate effectively with other departments to integrate production design seamlessly into the overall visual narrative of film and television productions.	K6

VI-Semester							
Core Course	99263A 99263B	Industrial Visit 2 / Report	I/ PR	Credits: 2	Hours: 2		
Objectives	Objectives The students will be able to get into the detailed learnings Subject with industrial visit						
Similar Industrial visit like semester IV. Report to be submitted upon their learning outcomes by the students for evaluation.							
Outcomes	Outcomes Upon completion of the Industrial visits students will have enhanced knowledge on the subject.						

VI-Semester								
DSE - 1	Department Specific Electives - 99264A Cinematography-I	P	Credits: 4	Hours: 6				
Objectives	The students will be able to get into the detailed learnings	s of C	inematography					
the electives.	Advanced Learning for the courses. Extra time may be spent by the students depending on the nature of the electives. Project for specific elective to be made by the students pursuing the course in collaboration with other courses. Cinematography 1. Various camera types and ergonomics 2. Troubleshooting 3. Maintenance and Basic repairs 4. Advanced lightings 5. Advanced camera techniques							
Outcomes	Upon completion of the Electives, students will demonstrate proficiency in the craft.	rate ac	lvanced					

VI-Semester								
DSE - 1	Department Specific Electives - 99264B VFX-I	P	Credits: 4	Hours: 6				
Objectives	The students will be able to get into the detailed learnings	The students will be able to get into the detailed learnings of Cinematography						
the electives.	Advanced Learning for the courses. Extra time may be spent by the students depending on the nature of the electives. Project for specific elective to be made by the students pursuing the course in collaboration with other courses. Cinematography 1. Practices with Green screen & blue screen							
	 Rotoscope Hands on with various platforms Color correction Restoration techniques 							
Outcomes	Outcomes Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.							

VI-Semester								
DSE - 2	Department Specific Electives - 99265A Sound Engineering-I	P	Credits: 4	Hours: 6				
Objectives	The students will be able to get into the detailed learnings of Sound Engineering							
the electives.	arning for the courses. Extra time may be spent by the studer Project for specific elective to be made by the students pur with other courses. ering			e nature of				
	1. Dubbing pro		y					
	2. Digital mixi	_	:-: 0:					
	3. Equipment's 4. Foley	s orga	nizing & mainte	enance				
	5. Mastering							
Outcomes	Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.							

VI-Semester								
DSE - 2	Department Specific Electives - 99265B Music production-I	P	Credits: 4	Hours: 6				
Objectives	The students will be able to get into the detailed learnings Music Production	The students will be able to get into the detailed learnings of Sound Engineering / Music Production						
the electives. collaboration	Advanced Learning for the courses. Extra time may be spent by the students depending on the nature of the electives. Project for specific elective to be made by the students pursuing the course in collaboration with other courses. Music Production 1. DAW 2. Midi and instruments							
3. Composing notes and arranging4. Editing and mixing the tracks5. Music Mastering								
Outcomes	Outcomes Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.							

VI-Semester							
DSE - 3	Department Specific Electives - 99266A Editing-I	P	Credits: 4	Hours: 6			
Objectives	The students will be able to get into the detailed learning.	s of E	diting				

Editing

- 1. Advanced software training
- 2.First Cut
- 3. Expertise in handling high volume footage with projects
- 4. Rhythm and tempo maintenance

Outcomes	Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.
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VI-Semester							
DSE - 3	Department Specific Electives - 99266B Screenplay Writing	P	Credits: 4	Hours: 6			
Objectives	The students will be able to get into the detailed learnings	s of So	creenplay writing	ng			
the electives.	arning for the courses. Extra time may be spent by the stud Project for specific elective to be made by the students pur with other courses. Fitting 1. Listening to	rsuing	the course in				
	sessions 2. Script Doctoring 3. Solving the realtime problems with screenplay writing						
Outcomes	Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.						

	VII-Semester								
Core Course - 99271	Creative Producing & Production Management	Т	Credits: 4	Hours: 6					
Objectives	 Develop skills in strategic planning and project management for creative productions. Learn effective resource allocation, budgeting, and financial management techniques for film and media projects. Cultivate leadership and team management skills to oversee diverse creative teams in the production process. Understand legal and regulatory aspects of film production, ensuring adherence to industry standards and requirements. Apply learned skills in creative producing and production management to successfully execute and deliver high-quality film projects. 								
Unit I	Overview of film production management: Functions of the film production manager. Working with assistants. Production management process. Stages of film production: Pre-production, production, postproduction.								
Unit II	job during pre- production. Techniques of managing lo	Preparing for production; script breakdown, shooting schedule, production manager's job during pre- production. Techniques of managing low budget productions. Software. Working with different unions: actor and crew unions, managing insurance, film festivals and markets, film schools.							
Unit III	Location scouting, obtaining permits, working with international crews. Managing the shooting schedule. Cast and crew hiring procedures, crew duties, actors, agents, contracts, agreements and work permits, immigration laws, production forms, safety rules.								
Unit IV	Financing: Investment, risk analysis and management, film financing landscape: India and abroad; alternative funding models: crowd funding; tax shelters, financing models, concepts and strategies. Project development: measures, costs, shooting schedule and project logistics, production and post- production workflow-calculation; bilateral and multilateral co- productions, logistical and cultural issues.								
Unit V	Management: Principles and functions, human resource management; team building, communication in management, negotiation techniques & conflict management, project management process, forms of organization, scheduling, budgeting. Marketing tools, marketing packages, new marketing strategies, festivals and markets, pitching, film distribution, sales channels, business models, social networking, OTTs, pay film and TV platforms, VoD, NVoD, subscription, global players.								

- FilmProductionManagement:HowtoBudget,OrganizeandSuccessfullyShootyourFilmbyBastianCleve(Author)
- TheCompleteFilmProductionHandbook(AmericanFilmMarketPresents)byEveLightHonthaner(Author)Scheduling and Budgeting Your Film: A Panic-Free Guide (American Film Market Presents) - by Paula Landry(Author)
- The Guideto Managing Postproduction for Film, TV, and Digital Distribution: Managing the Process-by Barbara Clark (Author), Susan Spohr (Author),

Online Resources:

 $\underline{https://www.coursera.org/specializations/film-production}$

https://collab.sundance.org/producing

https://www.youtube.com/user/filmcourage

https://www.stage32.com/lounge

	Course Outcomes	Knowledge level
CO-1	 Apply advanced knowledge in creative producing and production management principles within the context of the film and media industry. 	K3
СО-2	Apply strategic planning and project management skills to efficiently execute creative productions.	K3
CO-3	 Analyze and implement effective resource allocation, budgeting, and financial management strategies for film projects. 	K4
CO-4	Create and lead diverse creative teams, applying leadership and team management skills in the production process.	K5
CO-5	• Collaborate effectively with legal and regulatory stakeholders, ensuring compliance with industry standards and requirements in film production.	K6

	VII-Semester									
Core Course 99272	Basics of Media Marketing & Publicity Design T Credits: 4 Hours									
Objectives	 Gain a solid understanding of fundamental marketing principles and their application in the media industry. Develop strategies for effective media publicity, including creating compelling narratives and leveraging various channels. Acquire foundational skills in graphic design, focusing on elements such as layout, typography, and visual hierarchy. Explore techniques for building and managing media brands, considering audience engagement and market positioning. 									
Unit I	Understanding Media Marketing: Why media marketin successful campaigns.	ıg ma	atters and exp	lore						
Unit II	Creating Visual Impact: Discover the basics of design, considerations in creating visual materials.	Creating Visual Impact: Discover the basics of design, branding, and ethical considerations in creating visual materials.								
Unit III	Digital Strategies: Dive into social media, SEO, email marketing, and understanding data for successful campaigns.									
Unit IV	Crafting & Compiling Contents: Explore storytelling, visual content creation, effective copywriting, and user-generated content.									
Unit V	Planning & Executing Campaigns: Develop campaign channels, create materials, and measure success.	plans	s, choose the	right						

- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
- Contagious: How to Build Word of Mouth in the Digital Age by Jonah Berger
- Storytelling for Designers: Crafting Stories for Better Design by Kevin Cheng

Online Resources:

- https://academy.hubspot.com/courses/content-marketing
- https://www.linkedin.com/learning/marketing-foundations
- https://buffer.com/resources
- https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing

	Course Outcomes	Knowledge level
CO-1	• Understand fundamental principles of media marketing, including audience analysis and market positioning.	K2
CO-2	• Apply graphic design basics, creating visually compelling content for effective media marketing and publicity.	К3
CO-3	Create and execute basic media marketing and publicity campaigns, incorporating strategic planning and goal setting.	K4
CO-4	Evaluate the effectiveness of media campaigns, analyzing metrics and making data-driven decisions for improvement.	K5
CO-5	 Collaborate effectively in interdisciplinary teams, demonstrating communication skills essential for successful media marketing projects. 	K6

	VII-Semester										
Core Course 99273	Ad Film Production	Ad Film Production T Credits: 4 Hours:									
Objectives	 Understand the fundamentals of scriptwriting and storytelling techniques specific to ad film production. Explore the role of cinematography and visual aesthetics in conveying brand messages effectively. Learn the principles of directing talent and coordinating production teams for successful ad film creation. Gain insight into the post-production process, including editing, sound design, and Music for impactful advertising campaigns. Analyze case studies and industry trends to develop critical thinking and problem-solving skills in ad film production theory. 										
Unit I	Basics of Ad film Production. Historical Overview of Advertisement Production. Models of Communication in Advertising. Semiotics and the Study of Signs in Advertisement. Consumer Behavior and Audience Analysis										
Unit II	Techniques for Creative Advertisement Concepts. Nam	Creativity in Advertisement Production. Creative Strategy and Brief for customer. Techniques for Creative Advertisement Concepts. Narrative Structures and Storytelling in Advertisement. Branding and Positioning Strategies in Advertisement									
Unit III	Cinematography and Film Language in Advertisement. Visual Composition and Design Principles. Sound Design and Music in Advertisement. Psychological Effects of Visuals and Sound on Audience Perception. Memorable Advertisement Visuals and Soundtracks										
Unit IV	Cultural Context and Cross-Cultural Considerations in Advertisement. Globalization and Advertisement Production. The latest in advertisement production in Digital Era.										
Unit V		Advertisement Production Process. Pre-production Planning and Logistics. Production Roles and Responsibilities. Editing and Post-Production Techniques in									

- "Advertising Creative: Strategy, Copy, and Design" by Tom Altstiel and Jean Grow.
- "The Advertising Concept Book: Think Now, Design Later" by Pete Barry.
- "Producing Great Sound for Digital Video" by Jay Rose.
- "Film Directing Shot by Shot: Visualizing from Concept to Screen" by Steven D. Katz.
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch.

Online Resources:

https://adage.com/

https://www.adweek.com/

https://clios.com/

https://www.oneclub.org/

https://www.youtube.com/user/filmriot. **Course Outcomes Knowledge level** CO-1 Demonstrate proficiency in scriptwriting, storytelling, and K3 cinematography techniques in Ad film making. CO-2 Synthesize knowledge from diverse disciplines to create K4 compelling ad film narratives. Integrate technical skills in editing, sound design, and color CO-3 K4 grading to enhance ad film quality. Evaluate ethical considerations in ad film production, including CO-4 K5 representation and transparency. Communicate ad film concepts effectively through visual CO-5 K6 medium.

	VII-Semester							
DSE - 4	99274A 99274B 99274C 99274D 99274E 99274F	epartment Specific Electives – Cinematography-II/ VFX-II/ Sound engineering-II/ Music production-II/ Writing for Cinema/ Editing-II	P	Credits: 4	Hours: 6			
Objectives		will be able to get into the detailed learning or Cine	_	0 1 3	/ VFX /			
Advanced Learning for the courses. Extra time may be spent by the students depending on the nature of the electives. Project for specific elective to be made by the students pursuing the course in collaboration with other courses.								
Outcomes	Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.							

	VII-Semester			
DSE - 4 99274A	Department Specific Electives Level 2 Cinematography-II	P	Credits: 4	Hours: 6
Objectives	The students will be able to get into the detailed learning.	s of C	inematography	

- 1.Students will be working as professional environment to pursue the real time challenges in their area of elective.
- 2. The same syllabus as previous semester will be followed with advanced levels.
- 3. Advanced learning of cinematography, lighting and be a assistant to technical team.

Outcomes	Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.
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	VII-Semester			
DSE - 4 99274B	Department Specific Electives Level 2 VFX-II	P	Credits: 4	Hours: 6
Objectives	The students will be able to get into the detailed learning.	s of V	FX	

- 1.Students will be working as professional environment to pursue the real time challenges in their area of elective.
- 2. The same syllabus as previous semester will be followed with advanced levels.
- 3. In addition they will be learning about VR and virtual backgrounds by working in the projects

Outcomes Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.

	VII-Semester			
DSE - 4 99274C	Department Specific Electives Level 2 Sound engineering-II	P	Credits: 4	Hours: 6
Objectives	The students will be able to get into the detailed learning	s of So	ound engineerin	g

- 1.Students will be working as professional environment to pursue the real time challenges in their area of elective.
- 2. The same syllabus as previous semester will be followed with advanced levels.
- 3. Advanced sound designing modules and working in the practical environment.
- 4. Learning advanced filters applying and troubleshooting.

	Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.
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	VII-Semester			
DSE - 4 99274D	Department Specific Electives Level 2 Music Production-II	P	Credits: 4	Hours: 6
Objectives	The students will be able to get into the detailed learning	s of M	usic production	1

- 1.Students will be working as professional environment to pursue the real time challenges in their area of elective.
- 2. The same syllabus as previous semester will be followed with advanced levels.
- 3. Advanced rhythm settings tools leanings and Music composing
- 4. Hands on experience with specialists in music production.

Outcomes Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.	
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	VII-Semester			
DSE - 4 99274E	Department Specific Electives Level 2 Writing for Cinema	P	Credits: 4	Hours: 6
Objectives	The students will be able to get into the detailed learning	s of W	riting for Ciner	na

- 1.Students will be working as professional environment to pursue the real time challenges in their area of elective.
- 2. The same syllabus as previous semester will be followed with advanced levels.
- 3. Along with it they will learn about expert writing for cinema
- 4. Problem solving in screenplay writings, 8 act and 16 acts suggested by writers.

Outcomes	Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.

	VII-Semester			
DSE - 4 99274F	Department Specific Electives Level 2 Editing-II	P	Credits:4	Hours: 6
Objectives	The students will be able to get into the detailed learning	s of E	diting	

- 1.Students will be working as professional environment to pursue the real time challenges in their area of elective.
- 2. The same syllabus as previous semester will be followed with advanced levels.
- 3. The real editors cut learning.
- 4. Meeting deadlines smartly and ways to cut contents for teasers, instagrams and youtube etc.

Outcomes	Upon completion of the Electives, students will demonstrate advanced proficiency in the craft.
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	VII-Semester					
DSE - 5 99275A	Advertisement P Credits:4 H					
Objectives	The students will be able to get into the detailed learnings and hands on experience of doing projects					
Video or Do other's project availability. S	The maximum number of projects in a class will be based on the class size. – Advertisement or Music Video or Documentary Production. Students must rotate through different crew positions on each other's projects. Production on multiple projects will be scheduled based on camera and support availability. Students bear all costs associated with these projects. The Institution will provide the main camera, sound recording equipment, and available accessories.					
Outcomes Upon completion of the Core Project, students will emerge with a well-rounded foundation in filmmaking, having engaged in a comprehensive and immersive experience. The project will reflect their mastery of key cinematic elements, including scriptwriting, cinematography, sound design, and editing. Students will demonstrate the ability to collaborate effectively in a team-based, hands-on environment, mirroring the dynamics of a professional film set. The project will serve as a tangible manifestation of their creative expression, technical proficiency, and critical thinking in the art and craft of filmmaking. Additionally, it will contribute to the development of a diverse and impactful portfolio, positioning students for success in their future endeavors within the film industry.						

	VII-Semester					
DSE - 5 99275B	Music Video P Credits: 4 Ho					
Objectives	The students will be able to get into the detailed learnings and hands on experience of doing projects					
The maximum number of projects in a class will be based on the class size. – Advertisement or Music Video or Documentary Production. Students must rotate through different crew positions on each other's projects. Production on multiple projects will be scheduled based on camera and support availability. Students bear all costs associated with these projects. The Institution will provide the main camera, sound recording equipment, and available accessories.						
Outcomes Upon completion of the Core Project, students will emerge with a well-rounded foundation in filmmaking, having engaged in a comprehensive and immersive experience. The project will reflect their mastery of key cinematic elements, including scriptwriting, cinematography, sound design, and editing. Students will demonstrate the ability to collaborate effectively in a team-based, hands-on environment, mirroring the dynamics of a professional film set. The project will serve as a tangible manifestation of their creative expression, technical proficiency, and critical thinking in the art and craft of filmmaking. Additionally, it will contribute to the development of a diverse and impactful portfolio, positioning students for success in their future endeavors within the film industry.						

VII-Semester					
DSE - 5 99275C	Documentary Production P Credits: 4 Hours				
Objectives The students will be able to get into the detailed learnings and hands on experience of doing projects					
The maximum number of projects in a class will be based on the class size. – Advertisement or Music					

The maximum number of projects in a class will be based on the class size. – Advertisement or Music Video or Documentary Production. Students must rotate through different crew positions on each other's projects. Production on multiple projects will be scheduled based on camera and support availability. Students bear all costs associated with these projects. The Institution will provide the main camera, sound recording equipment, and available accessories.

Outcomes

Upon completion of the Core Project, students will emerge with a well-rounded foundation in filmmaking, having engaged in a comprehensive and immersive experience. The project will reflect their mastery of key cinematic elements, including scriptwriting, cinematography, sound design, and editing. Students will demonstrate the ability to collaborate effectively in a team-based, hands-on environment, mirroring the dynamics of a professional film set. The project will serve as a tangible manifestation of their creative expression, technical proficiency, and critical thinking in the art and craft of filmmaking. Additionally, it will contribute to the development of a diverse and impactful portfolio, positioning students for success in their future endeavors within the film industry.

VIII-Semester					
Core Course 99281A	Internship I Credits: 8 Ho				
Objectives	The students will be able to get into the detailed learnings and hands on experience in engagement with internships				
Internship Duration – 12 weeks. After internship, students to be engaged with Graduation project.					
Outcomes	Internship provides hands on experience in professional setting & It can help to explore the career oppurtunities. Internship can lead to Job offer with the same company.				

	VIII-Semester				
Core Course - 99281B	Project	PR	Credits: 8	Hours: 15	
Objectives	The students will be able to get into the detailed learnings and hands on experience in engagement with internships				
CORE GRADUATION PROJECT: Short film with 10 – 12 minutes duration. The maximum number of projects in a class will be based on the class size. Students must rotate through different crew positions on each other's projects. Production on multiple projects will be scheduled based on camera and support availability. Students bear all costs associated with these projects. The Institution will provide the main camera, sound recording equipment, and available accessories.					
Outcomes The Graduation Project will serve as a portfolio centerpiece, highlighting their unique artistic voice and readiness to contribute meaningfully to the professional film industry. Additionally, it will reflect their ability to tackle complex creative challenges and engage in collaborative, interdisciplinary work within the dynamic realm of filmmaking.					

UG Programme

Passing minimum

- A candidate shall be declared to have passed in each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 40% in the aggregate, taking Continuous assessment and End Semester Examinations marks together.
- The passing minimum for CIA shall be 40% out of 25 marks (i.e.10 marks) in Theory/ Practical Examinations.
- The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks) for Theory /Practical papers.
- The candidates not obtain 40% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests or by submitting assignments.
- Candidates, who have secured the pass marks in the End-Semester Examination and in the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and/or in University examinations.
- A candidate shall be declared to have passed in the Dissertation/Project report/Internship report if he/she gets not less than 40% marks in the Internal Assessment and End Semester Examinations and not less than 40% in the aggregate, taking Continuous assessment and End Semester Examinations marks together.
- A candidate who gets less than 40% in the Dissertation / Internship/ Project Report must resubmit the thesis. Such candidates need to take again the Viva-Voce on the resubmitted report/thesis.

18.2 Grading of the Courses

The following table gives the marks, Grade points, Letter Grades, and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Course / Paper)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	ESCRIPTION
0 - 100	9.0 – 10.0	О	utstanding
0 - 89	8.0 – 8.9	D+	xcellent

5 - 79	7.5 – 7.9	D	istinction
0 - 74	7.0 – 7.4	A+	ery Good
0 - 69	6.0 – 6.9	A	ood
0 - 59	5.0 – 5.9	В	verage
0 - 49	4.0 – 4.9	C	ıtisfactory
0 - 39	0.0	U	e-appear
BSENT	0.0	AAA	BSENT

- a) Successful candidates passing the examinations and earning a GPA between 9.0 and 10.0 and marks from 90 100 shall be declared to have Outstanding (O).
- b) Successful candidates passing the examinations and earning GPA between 8.0 and 8.9 and marks from 80 89 shall be declared to have Excellent (D+).
- c) Successful candidates passing the examinations and earning GPA between 7.5 7.9 and marks from 75 79 shall be declared to have Distinction (D).
- d) Successful candidates passing the examinations and earning GPA between 7.0 7.4 and marks from 70 74 shall be declared to have Very Good (A+).
- e) Successful candidates passing the examinations and earning GPA between 6.0 6.9 and marks from 60 69 shall be declared to have Good (A).
- f) Successful candidates passing the examinations and earning GPA between 5.0 5.9 and marks from 50 59 shall be declared to have Average (B).
- g) Successful candidates passing the examinations and earning GPA between 4.0 4.9 and marks from 40 49 shall be declared to have Satisfactory (C).
- h) Candidates earning GPA between 0.0 and marks from 00 39 shall be declared to have Re-appear (U).
- i) Absence from an examination shall not be taken as an attempt. From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively **by** Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA). These two are calculated by the following formulate $GRADE\ POINT\ AVERAGE\ (GPA) = \ \Sigma_i\ C_i\ G_i/\ \Sigma_i\ C_i$

GPA = Sum of the multiplication of grade points by the credits of the courses

Sum of the credits of the courses in a Semester

18.3 Classification of the final result

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- Successful candidates passing the examinations and earning CGPA between 9.5 and 10.0 shall be given Letter Grade (O+) and those who earned CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary*.
- D) Successful candidates passing the examinations and earning CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned CGPA between 8.0 and 8.4 shall be given Letter Grade (D+) and those who earned CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction*.
-) Successful candidates passing the examinations and earning CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), and those who earned CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- I) Successful candidates passing the examinations and earning CGPA between 5.0 and 5.4 shall be given Letter Grade (B) and those who earned CGPA between 5.5 and 5.9 shall be given Letter Grade (B+) and declared to have passed in the Second Class.
-) Successful candidates passing the examinations and earning CGPA between 4.0 and 4.4 shall be given Letter Grade (C) and those who earned CGPA between 4.5 and 4.9 shall be given Letter Grade (C+) and declared to have passed in the Third Class.
 - f) Absence from an examination shall not be taken as an attempt.

Final Result

CGPA	Grade	Classification of Final Result
9.5 - 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	0	
8.5 and above but		First Class with Distinction*
below 9.0	D ++	
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	

7.0 and above but below 7.5 6.5 and above but below 7.0	A++ A+ A	First Class
6.0 and above but below 6.5		
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	В	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	С	
0.0 and above but below 4.0	U	Re-appear

CUMULATIVE GRADE POINT AVERAGE (CGPA) = $\Sigma_n \Sigma_i C_{ni} G_{ni} / \Sigma_n \Sigma_i C_{ni}$

CGPA = Sum of the multiplication of grade points by the credits of the entire programme

Sum of the credits of the course for the entire Programme

Where 'Ci' is the Credit earned for Course i in any semester; 'Gi' is the Grade Point obtained by the student for Course i and 'n' refers to the semester in which such courses were credited.

CGPA (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester.

Note: * The candidates who have passed in the first appearance and within the prescribed Semesters of the UG Programme (Major, Allied, and Elective courses alone) are eligible for this classification.