

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



Bachelor of Science in Visual Communication

Regulations and Syllabus

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

CHOICE BASED CREDIT SYSTEM

REGULATIONS AND SYLLABUS

[For the candidates admitted from the academic year 2023 -2024 onwards]

Name of the Subject Discipline: **Visual Communication**

Programme of Level: **Undergraduate programme - B.Sc. Visual Communication**

1. Choice-Based Credit System

A Choice-Based Credit System is a flexible system of learning. This system allows students to gain knowledge at their tempo. Students shall decide on electives from a wide range of elective courses offered by the Departments/institutions in consultation with the committee. Students undergo additional courses and acquire more than the required number of credits. They can also adopt an interdisciplinary and interdisciplinary approach to learning, and make the best use of the expertise of available faculty.

2. Programme

“Programme” means a course of study leading to the award of a degree in a discipline. B.Sc. Visual Communication is an undergraduate programme and duration is Three years, the duration that is spread over six semesters.

3. Courses

„Course“ is a component (a paper) of a programme. Each course offered by the Department is identified by a unique course code. A course contains lectures / tutorials / laboratory work / seminars / project work / practical training /report writing / Viva- voce, etc, or a combination of these, to meet effective teaching and learning needs.

4. Credits

The term “Credit” refers to the weightage given to a course, usually about the instructional hours assigned to it. Normally in each of the courses credits will be assigned based on the number of lectures / tutorials / laboratory and other forms of learning required to complete the course contents in a 15-week schedule. One credit is equal to one hour of lecture per week. For laboratory / field work one credit is equal to two hours.

5. Semesters

An academic year is divided into two Semesters. In each semester, courses are offered in a minimum of 15 teaching weeks and the remaining 3-5 weeks are to be utilised for conduct of examination and evaluation purposes. Each week has 30 working hours spread over 5 days a week.

6. Departmental/institutional committee

The Departmental/Institutional Committee consists of the faculty of the Department/institution. The committee shall be responsible for admission to all the programmes offered by the Department including the conduct of entrance tests, verification of records, admission, and evaluation. The committee determines the deliberation of courses and specifies the allocation of credits semester-wise and course-wise. For each course, it will also identify the number of credits for lectures, tutorials, practicals, seminars, etc. The courses (Core / Discipline Specific Elective / Non-Major Elective) are designed by teachers and approved by the Committees. Courses approved by the committees shall be approved by the Board of Studies. A teacher offering a course will also be responsible for maintaining attendance and performance sheets (CIA -I, CIA-II, assignments, and seminar) of all the students registered for the course. The department coordinators for Non-major elective (NME) and MOOCs (SLC) courses are responsible to submit the performance sheet to the Head of the department. The Head of the Department consolidates all such performance sheets of courses about the programmes offered by the department. Then forward the same to be Controller of Examinations.

7. Programme Educational Objectives (PEO)

The Program Educational Objectives (PEO’s) describes the professional accomplishments and achievements of the graduates about three - five years after having completed the under-graduate programme in Visual Communication.

Program Educational Objectives (PEOs)
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After the successful completion of the Visual Communication program, the students are expected to

PEO1	To prepare students into media industry ready professionals and entrepreneurs by developing professional skills, life skills, media literacy and digital competency.
PEO2	The graduates will be become specialized in the areas of their interest pertaining to different media and to develop their technical perspective view to accomplish the new technical innovations.
PEO3	The graduates will possess the skills to develop economically and technically using the knowledge to ensure their own department in industry.
PEO4	Graduates of the programme will have successful career in all visual communication and Media related industries and can pursue higher education and research.
PEO5	The graduates will be able to work in 3D modeling animation and visual effects field.

8. Programme Outcomes (PO)

Program Outcomes (PO's), are Graduates Attributes acquired by the graduate upon graduation. These relate to the skills, knowledge, and behavior that students acquire through the programme, based on initial capabilities, competence, skills, etc.

Program Outcome (POs)-On successful completion of the B.Sc.Visual Communication	
PO1	To enable the student learning outcomes Students in their program of study will be able to demonstrate a proficiency in knowledge of essential concepts of Visual Communication.
PO2	To demonstrate effective creative skill, effective writing and listening skills for visual communication in personal, public, and media areas.
PO3	To develop the ability to use critical, analytical and in-depth thinking in the field of Visual Communication.
PO4	Be exploratory and experimental in the development of their creative and designing skills.
PO5	To communicate effectively by oral, written, graphical and technical means and have competency in visual languages.
PO6	To demonstrate the ability to apply communication theories and practical concepts to analyze contemporary issues.
PO7	To demonstrate the ability to understand and analyse the latest trends in the media in society to examine critically and recognize how media shapes the society.
PO8	To think critically, follow innovations and developments in science and technology demonstrate personal and organizational entrepreneurship and engage in life-long learning in various subjects.
PO9	To demonstrate an understanding of the history, development, and practice of the print media, electronic media, and the new media technology.
PO10	To enhance knowledge in various domains such as filmmaking, designing, photographs, illustrations and animation thereby using their skills to provide solutions for the problems that exist in the media industry.

9. Programme Specific Outcomes (PSO)

Programme Specific Outcomes (PSO's) are what the graduates should be able to do upon graduation.

At the end of the B.Sc. Animation, the Graduate

Program Specific Outcome(PSOs)	
After the successful completion of the Visual Communication program, the students are expected to	
PSO1	To impart the basic knowledge of Visual communication and Obtain a significant knowledge on fundamental and advanced aspects of Visual Communication concepts.
PSO2	Discover the relationships and adapt production procedures in contemporary Print, Electronic and New Media industries.
PSO3	They will be acquainted with the latest trends in new media and thereby innovate new ideas and solutions to existing problems.
PSO4	Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.
PSO5	They will be familiar with the conventions of diverse genres including Film making techniques, Audigraphy, Videography and Graphic Designing.

10. Eligibility for admission

A candidate who has passed Higher Secondary Examination (HSC) /Dip in Animation or Equivalent, or an examination accepted as equivalent [except Botany] as the main subject of study from any University/college shall be permitted to appear and qualify for the course.

Laternal Entry:

A pass in SSLC + 3yrs Diploma in related subject of B.Sc will be admitted directly in 2nd year of B.Sc. programme.

A pass in SSLC + HSC + 2 yrs Diploma in related subject of B.Sc will be admitted directly in 2nd year of B.Sc. Programme.

A pass in SSLC + HSC + 3yrs Diploma in related subject of B.Sc will be admitted directly in 3rd year of B.Sc. programme.

11. Minimum Duration of Programme.

The programme is for three years. Each year shall consist of two semesters viz. Odd and Even semesters. Odd semesters shall be from June / July to October / November and even semesters shall be from November / December to April / May. Each semester there shall be 90 working days consisting of 6 teaching hours per working day (5 days/week).

12. Medium of instruction

The medium of instruction is English

13. Teaching Methods

The classroom teaching would be through conventional lectures, the use of OHP, PowerPoint presentation, and novel innovative teaching ideas like television, smart board, and computer-aided instructions. Periodic field visit enables the student to gather practical experience and up-to-date industrial scenarios. Student seminars would be arranged to improve their communicative skills. In the laboratory, safety measures instruction would be given for the safe handling of chemicals and instruments. The lab experiments shall be conducted with special efforts to teach scientific knowledge to students. The students shall be trained to handle advanced instrumental facilities and shall be allowed to do experiments independently. The periodic test will be conducted for students to assess their knowledge. Slow learners would be identified and will be given special attention by remedial coaching. Major and electives would be held in the Department and for Non-major electives students have to undertake other subjects offered by other departments.

14. Components

A UG programme consists of several courses. The term "course" is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a paper in the conventional sense. The following are the various categories of the courses suggested for

the PG programmes:

Core courses (CC)

“Core Papers” means “the core courses” related to the programme concerned including practicals and project work offered under the programme and shall cover core competency, critical thinking, analytical reasoning, and research skill.

Generic Elective (Allied)

Within the faculty, the students shall undergo two discipline-specific allied courses (one in the first year and another in the second year of his/her study except for computer application).

Discipline-Specific Electives (DSE)

DSE means the courses offered under the programme related to the major but are to be selected by the students, shall cover additional academic knowledge, critical thinking, and analytical reasoning.

Non-Major Electives (NME) - Exposure beyond the discipline

Self-Learning Courses from MOOCs platforms

❖ MOOCs shall be voluntary for the students.

❖ Students have to undergo a total of 2 Self Learning Courses (MOOCs) one in II semester and another in III semester.

❖ The actual credits earned through MOOCs shall be transferred to the credit plan of programmes as extra credits. Otherwise, 2 credits/course be given if the Self Learning Course (MOOC) is without credit.

❖ While selecting the MOOCs, preference shall be given to the course related to employability skills \ Dissertation (Maximum Marks: 200) The candidate shall undergo Dissertation Work during the fourth semester. The candidate should prepare a scheme of work for the dissertation and should get approval from the guide. The candidate, after completing the dissertation, shall be allowed to submit it to the departments at the end of the final semester. No. of copies of the dissertation/internship report.

The candidate should prepare three copies of the dissertation/report and submit the same for the evaluation of examiners. After evaluation, one copy will be retained in the department library, one copy will be retained by the guide and the student shall hold one copy.

15. Attendance

Students must have earned 75% of attendance in each course for appearing on the examination. Students who have earned 74% to 70% of attendance need to apply for condonation in the prescribed form with the prescribed fee. Students who have earned 69% to 60% of attendance need to apply for condonation in the prescribed form with the prescribed fee along with the Medical Certificate. Students who have below 60% of attendance are not eligible to appear for the End Semester Examination (ESE). They shall re-do the semester(s) after completion of the programme.

16. Examination

The examinations shall be conducted separately for theory and practicals to assess (remembering, understanding, applying, analysing, evaluating, and creating) the knowledge required during the study. There shall be two systems of examinations viz., internal and external examinations. The internal examinations shall be conducted as Continuous Internal Assessment tests I and II (CIA Test I & II)

Internal Assessment:

The internal assessment shall comprise a maximum of 25 marks for each course

Theory -25marks

Sr. No.	Content	Marks
1	Average marks of two CIA test	15

2	Seminar/group discussion /quiz, etc.,	5
3	Assignment/fieldtrip report/case study reports	5
	Total	25

Practical-25marks

Sr. No.	Content Marks	Marks
1	Average marks of two CIA tests (Practical) Experiments –Major, Minor, and Spotter	15
2	Observation note book	10
	Total	25

Internship-25Marks (assess by Guide/ In-charge/HOD/supervisor)

Sr. No.	Content Marks	Marks
1	Presentation	15
2	Progress report	10
	Total	25

Dissertation –50Marks (Guide/HOD)

Sr. No.	Content Marks	Marks
1	Two presentations(mid-term)	30
	Progress report	20
	Total	50

External Examination

❖ There shall be examinations at the end of each semester, for odd semesters in October November; for even semesters in April / May.

❖ A candidate who does not pass the examination in any course(s) may be permitted to appear in such failed course(s) in the subsequent examinations to be held in October / November or April / May. However, candidates who have arrears in practical shall be permitted to take their arrear Practical examination only along with regular practical examination in the respective semester.

❖ A candidate should get registered for the first-semester examination. If registration is not possible owing to a shortage of attendance beyond the condonation limit / regulation prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.

❖ For the Dissertation Work, the maximum marks will be 100 marks for thesis evaluation and the

Viva-Voce 50 marks.

❖ For the internship, the maximum mark will be 50 marks for project report evaluation and for the Viva-Voce it is 25 marks

❖ Viva-Voce: Each candidate shall be required to appear for the Viva-Voce Examination (in defense of the Dissertation Work/internship)

17. Passing minimum

❖ A candidate shall be declared to have passed 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% for UG and PG 50% in the aggregate, taking Continuous assessment and End Semester Examinations marks together.

❖ The candidates not obtained 40% for UG and PG 50% 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 and by submitting assignments.

❖ Candidates, who have secured the pass marks in the End - Semester Examination and 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 the Project Work if he /she gets not less than 40% in each of the Project Report and Viva-Voce and not less than 40 % UG and in PG 50% in the aggregate of both the marks for Project Report and Viva-Voce.

❖ A candidate who gets less than 40% for UG and PG 50% in the Project Report must resubmit the Project Report. Such candidates need to take again the Viva- Voce on the resubmitted Project

ALAGAPPA UNIVERSITY
SYLLABUS UNDER CBCS PATTERN FOR COLLABARATIVE PROGRAM
B Sc VISUAL COMMUNICATIONSCHEME 2023-24

Sem	Part	Courses	Course Code	Title of the Paper	T/P	Cr.	Hrs./Week	Max. Marks		Total
								Int.	Ext.	
I	I	T/OL	96711T/11H/ 11F/M/TU/A/S	Tamil /Other Languages -I	T	3	5	25	75	100
	II	E	96712	General English-I	T	3	5	25	75	100
	III	CC	96713	Introduction to Visual Communication	T	5	5	25	75	100
		CC	96714	Visual Arts-Practical	P	4	6	25	75	100
		Allied	96715	Introduction to Computer Graphics	T	2	3	25	75	100
		Allied	96716	Computer Graphics Practical	P	2	3	25	75	100
	IV	SEC -I	96717	Value Education	T	2	2	25	75	100
				Library	-	-	1	-	-	-
Total						21	30	175	525	700
II	I	T/OL	96721T/H/F/ M/TU/A/S	Tamil/Other Languages-II	T	3	5	25	75	100
	II	E	96722	General English-II	T	3	5	25	75	100
	III	CC	96723	Photojournalism	T	5	5	25	75	100
		CC	96724	Digital Photography	P	4	6	25	75	100
		Allied	96725	Understanding Indian Society	T	2	3	25	75	100
		Allied	96726	Folk Arts Practical	P	2	3	25	75	100
	IV	SEC -II	96727	Environmental Studies	T	2	2	25	75	100
				Library	-	-	1	-	-	-
		96728A/96728B	Internship/Mini Project	I/PR	2	-	-	-	-	
Total						23	30	175	525	700
III	I	T/OL	96731T/H/F/ M/TU/A/S	Tamil/Other Languages-II	T	3	5	25	75	100
	II	E	96732	General English-III	T	3	5	25	75	100
	III	CC	96733	Writing For Media	T	3	3	25	75	100
		CC	96734	Printing and Publication	T	3	3	25	75	100
		CC	96735	Page Layout & Design-Practical	P	3	5	25	75	100
		Allied	96736	Video Editing	T	2	3	25	75	100
		Allied	96737	Video Editing -Practical	P	2	2	25	75	100
	IV	SEC -III	96738	Entrepreneurship	T	2	2	25	75	100
		SEC -IV	96739A	1.Adipadai Tamil	P	2	2	25	75	100
			96739B	2.Advance Tamil	T					
96739C			3.IT Skills for Employment/	T						
	4.MOOC'S		T							
Total						23	30	225	675	900
IV	I	T/OL	96741T/H/F/ M/TU/A/S/	Tamil /Other Languages -IV	T	3	5	25	75	100
	II	E	96742	General English-IV	T	3	5	25	75	100
	III	CC	96743	Communication Theories and Concepts	T	4	4	25	75	100
		CC	96744	Television Production	T	4	4	25	75	100
		CC	96745	Television Production Practical	P	3	5	25	75	100
		Allied	96746	2D and 3D Animation	T	2	3	25	75	100
		Allied	96747	2D & 3DAnimation -Practical	P	2	2	25	75	100
	IV	SEC -V	96748A 96748B 96748C	1.Adipadai Tamil	P	2	2	25	75	100
				2.Advance Tamil	T					
				3. Small Business Management	T					
4.MOOC'S				T						

		96749	Internship	I	2	-	-	-	-	
			Total		25	30	200	600	800	
V	III	CC	96751	Advertising	T	4	4	25	75	100
		CC	96752	Media Law & Ethics	T	4	4	25	75	100
		DSE-I	96753A 96753B	A. Script Writing B. Digital Journalism	P	4	4	25	75	100
		DSE-II	96754A 96754B	A. Cinematography B. Event Management	P	4	4	25	75	100
		DSE-III	96755A 96755B	A. Digital Marketing B. UI/UX Practical	P	4	4	25	75	100
		CC	96756	Audio Production	P	4	8	25	75	100
			Career development/Employability skills					2		
			Total		24	30	150	450	600	
VI	III	CC	96761	Film Appreciation	T	4	4	25	75	100
		CC	96762	New Media Studies	T	4	4	25	75	100
		CC	96763	Media Production	P	4	6	25	75	100
		DSE –IV	96764A 96764B	A. Web Design B. Visual Effects	P	4	4	25	75	100
			96765A/ 96765B	Project/ Dissertation	PR/ D	8	12	25	75	100
			Total		24	30	125	375	500	
			Grand Total		140	180	--	--	4200	

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PO5	To communicate effectively by oral, written, graphical and technical means and have competency in visual languages.
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PO7	To demonstrate the ability to understand and analyse the latest trends in the media in society to examine critically and recognize how media shapes the society.
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PO9	To demonstrate an understanding of the history, development, and practice of the print media, electronic media, and the new media technology.
PO10	To enhance knowledge in various domains such as filmmaking, designing, photographs, illustrations and animation thereby using their skills to provide solutions for the problems that exist in the media industry.

Program Specific Outcome(PSOs)	
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PSO4	Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.
PSO5	They will be familiar with the conventions of diverse genres including Film making techniques, Audiography, Videography and Graphic Designing.

B Sc VISUAL COMMUNICATION**(2023 Onwards)**

I-Semester					
Core	Course code: 96713	Introduction to Visual Communication	T	Credits:5	Hours:5
Pre-requisite	Basic Understanding of Communication and Visual design		Syllabus revised	2022-23	
Course Objectives	To Analyze the global media content and their impact on the developing countries. To understand the functions and nature of the various types of communication. To give a basic understanding with regard to various communication models. To orient the students on the emergence of new media and the evolving trends in digital media.				
Unit I	Need and Importance of Human and Visual Communication. Elements of Communication. Communication: Meaning, Importance and Process, Objectives of Communication, Types of Communication. Barriers to Communication. Understanding Communication: SMCR-Model. Visual communication Platforms such as TV, mobile, Digital installations, etc.				
Unit II	Communication as an expression, skill and process. Message, Meaning, Connotation, Denotation Culture/Codes. Levels of communication: Technical, Semantic, and Pragmatic. Denotation, Connotation & Myth.				
Unit III	Mass Media communication - What is Mass Media – Functions of mass communication - Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media Types of Mass Media: Traditional media, Print media, Electronic media, Digital media, Public Relations, Publicity and Propaganda.				
Unit IV	Principles of Visual and Sensory Perceptions – Gestalt Theory. Color psychology and theory Definition, Optical / Visual Illusions. Design and concept development process - research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools, design execution, and presentation.				
Unit V	Basics of Visual Design. Definition, Various stages of design process- problem identification, analysis, decision-making, and implementation. Evolution of visual communication through films and other forms. Application of Visual communication in commercial context. 3-D Visuals, Animation, Mobile Media (MobMe), satellite TV, DTH TV and OTT.				
References					
1. Keval J. Kumar “Introduction to Mass Communication”, Fourth edition, Jaico Publishing House, 2000					
2. Shukla, SK. “Mass media and Communication”. Cybertech Publishing, New Delhi. 2006.					
3. Signs and Symbols: Their Design and Meaning by, Adrian Frutiger; Ebury Press; New edition edition					
4. The Art of Color: The Subjective Experience and Objective Rationale of Color, Johannes Itten; Wiley Publications .					
5. Art and Visual Perception, Rudolf Arnheim. University of California Press;					
6. Visual Thinking, Rudolf Arnheim, University of California Press;					
7. Cognition and the visual arts by Robert L Solo MIT Press					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of communication.				K2
CO-2	Discuss the skills and process of communication.				K3
CO-3	Analyze the fundamental of Mass Communication.				K4
CO-4	Understand the principles of Visual Thinking.				K2
CO-5	Gain knowledge in application of Visual communication in commercial context.				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	S(3)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)
CO2	L(1)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
W.AV	1.6	1.6	1.8	1.2	1.6	3	1.6	2	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	2	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

B Sc VISUAL COMMUNICATION**(2023 Onwards)**

I-Semester					
Core	Course Code: 96714	VISUAL ARTS PRACTICAL	P	Credits:4	Hours:6
Pre-requisite	Practicing the application of Creative Art and Visual Media.		Syllabus Revised		2022-23
Course Objectives	Determine the nature and extent of the visual materials needed to find and access needed images and visual media effectively and efficiently. Interpret and analyze the meanings of various art forms and Visualization in visual media.				
Part- A	<ol style="list-style-type: none"> 1. Use art to visually represent given words 2. Submit examples for the theories discussed and represent the same using a paper collage 3. Visualise and create the given situation using any art medium 4. Create promotional material for your local festival without losing its cultural values 5. Use PR as a tool to promote a particular product of a company. 				
Part B	<ol style="list-style-type: none"> 1. Exercise on Geometrical Shapes 2. Exercise on Perspectives 3. Exercise on Light and shade 4. Exercise on Landscape Painting 5. Exercise on Postures Drawing 6. Exercise on Story Board Colours 				
Course Outcomes				Knowledge level	
CO-1	Understand the fundamental concepts of Art Medium.			K2	
CO-2	Discuss the various methods of Creative elements.			K4	
CO-3	Analyze the recent trends in Visual Media.			K4	
CO-4	Acquire knowledge of tools and techniques in Visualization.			K2	
CO-5	Critically evaluate the recent creative styles and trends in art.			K5	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO2	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO3	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO4	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO5	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
W.AV	2	3	2	2	3	3	2	2	3	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	1.8	1.8	2	2	1.6

S–Strong(3),M-Medium(2),L-Low(1)

I-Semester					
Allied	Course Code: 96715	Introduction to Computer Graphics	T	Credits:2	Hours:3
Pre-requisite	Basic Understanding of Computer and Graphics		Syllabus Revised		2022-23
Course Objectives	To understand the Basics and application of computers in media industry. To provide the basic knowledge of computer hardware and software used in media industry. To enable the students to gain knowledge in computer graphics.				
Unit I	Basics of computer: - Functionalities of Computer. Computer Components: Hardware–Input, output devices and Software. Applications of computer in various Multimedia Industry.				
Unit II	Types of Computers–Personal, mainframe, workstation, mini, laptop, super computers, etc. Computer viruses –.HDD, RAM and ROM - Computer Data storage, MS Office: Word – Excel – PowerPoint.				
Unit III	Computer networks and its types. Internet, WWW, Search Engine, Web Page, Web Browser - Colour depth: 8 Bits, 16 Bits, 32 Bits etc., Characteristics of CMYK & RGB colour modes				
Unit IV	Role of computer graphics - Introduction to image types: Vector vs Raster; Advantages and disadvantages of vector & Raster graphics; Image file formats: PSD, JPEG, TIFF, PNG, GIF, RAW etc.; Resolution: PPI & DPI, Image compressions: Lossy compression & Lossless Compression.				
Unit V	Techniques of colour correction: Brightness/Contrast, Levels, Curves, Colour Balance, Hue and Saturation - Pixel design and Vector design – Photoshop- Corel draw- InDesign.				
References					
<ol style="list-style-type: none"> 1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000. 2. Computer Graphics – Donald Hearn & Pauline Baker, (2nd Edn.), Prentice Hall, 1994. 3. Photoshop for Dummies, IDG Books, New Delhi, 2000. 4. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998. 5. Teach Yourself Photoshop, Jennifer Alspach & Linda Richards, IDG Books, New Delhi, 2000. 					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.):					
Course Outcomes					Knowledge level
CO-1	Understand the fund a mental concepts of Computer devices.				K4
CO-2	Discuss the various types of Computers.				K1
CO-3	To understanding of the Designing software and feel more confident with approaching the programmes and building up further knowledge.				K2
CO-4	To Create print ads, digital art, matte painting, web design, pattern design and photo manipulation.				K3
CO-5	Critically evaluate the techniques of color correction.				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)
CO2	M(2)	L(1)	M(2)	L(1)	L(1)	S(3)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO4	L(1)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)
CO5	L(1)	L(1)	-	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)
W.AV	1.8	1.6	1.2	1.2	1.6	3	1.6	2	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	2	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

I-Semester					
Allied	Course code: 96716	Computer Graphics Practical	P	Credits:2	Hours:3
			Syllabus revised	2022-23	
Course Objectives	The students will learn the basics of computer and role of words, images and layouts to communicate an idea, primarily for marketing and to develop an understanding the physical media as newspapers, magazines and posters, the field now encompasses multimedia such as websites and cell phone displays to the students.				
	<p>The practical will include</p> <ol style="list-style-type: none"> 1. DTP for Publication Design: Editing and manipulation of image/pictures using Adobe Photoshop, Corel Draw, Adobe Illustrator, Adobe In design <p>Exercises</p> <ol style="list-style-type: none"> 1. Using Photoshop, edit, make color correction and apply special effects to an image. 2. Photo Collage and Photo Manipulation 3. Design a 'Visiting Card' for the any organizations 4. Design a Package/ Wrapper Design for any product. 5. Design for Event Poster (Using Two colour) 6. Design a Poster for Movie. 7. Design a <ol style="list-style-type: none"> 1. Strip Advertisement. 2. Product Advertisement. 3. Industrial Advertisement. 				
Course Outcomes				Knowledge level	
CO-1	Understand the fund a mental concept so fart.			K2	
CO-2	Discuss the various Designing elements.			K4	
CO-3	To Analyze and implement the concept of Desk Top Publishing.			K3	
CO-4	Acquire knowledge of Visual Designing techniques.			K2	
CO-5	Analyze the importance of graphics.			K3	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	M(2)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	M(2)
CO2	S(3)	S(3)	M(2)	M(2)	L(1)	S(3)	M(2)	M(2)	M(2)	M(2)
CO3	S(3)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO4	S(3)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	S(3)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
W.AV	3	3	2	2	1.6	3	1.8	2	1.8	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	S(3)
CO2	M(2)	S(3)	M(2)	M(2)	S(3)
CO3	M(2)	S(3)	M(2)	L(1)	S(3)
CO4	M(2)	S(3)	M(2)	S(3)	S(3)
CO5	M(2)	S(3)	M(2)	S(3)	S(3)
W.AV	2	3	2	2	3

S–Strong (3), M-Medium (2), L-Low (1)

SEMESTER - II

II-Semester					
Core	Course Code: 96723	Photojournalism	T	Credits:5	Hours:5
Pre-requisite	Basic Understanding of Photography and Techniques		Syllabus Revised	2023-24	
Course Objectives	To understand the history and development of photography. To impart knowledge on the aesthetic values in photography and Known the fundamentals of Photojournalism.				
Unit I	Brief History and Development of Photography. Camera –Types- Usage. Lens- Types- Usage. Lights- Types- Usage. Filters –Types- Usage. Film – Types. Film- Speed and Size. Tripod – Types- Usage. Light Meter- Usage. Flash- Types-Usage, Other Useful Accessories.				
Unit II	Basic Techniques for Better Image. Aperture-Usage. Shutter-Speed- Usage. Depth of Field. Focal Length. Basic Lighting- Key Light - Fill Light -Back Light. Rule of Third. Angle of View. Picture Format.				
Unit III	Different styles of Photography – Portrait, Landscape and Documentary, Advertising Photography, Sports Photography, Architecture photography, Environmental Photography, Industrial Photography, Wildlife Photography, Still Photography, Photographs on Human Interest & Social Photographs.				
Unit IV	Introduction to Photojournalism: Elements of Visual news story telling, History of photojournalism. Organization of a newspaper, Structure of newsroom, Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing. Types of news stories and writing style. Developing an eye for news photos.				
Unit V	Principles and Ethics and of photojournalism, Photo-features, Photo - essays, Writing Captions, Visual story telling. Photography for advertising-Consumer and industrial. Planning a shoot studio, location, set props and casting.				
References					
<ol style="list-style-type: none"> 1. Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom ang Mitchell Beazley. 2. Understanding Digital Photography by Joseph A .Ippolito, Thomson Delmar Learning, 2003.USA 3. Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by Catherine 4. Practical photography – O.P. Sharma – Hind pocket books. 5. Barrett, T 2012, Criticizing Photographs: an introduction to understanding images, 5th edn, McGraw-Hill, New York. 					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge Level
CO-1	Understand the basic techniques of Photography.				K1
CO-2	Discuss the skills and process of Composition.				K3
CO-3	Analyze the fundamental of Aesthesis in Digital Photography				K4
CO-4	Evaluate the creative technique in Still Photography				K2
CO-5	Gain knowledge in Concept of Image Processing and set up Photography Studio.				K3

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	L(1)	S(3)	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)
CO3	L(1)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)
CO4	S(3)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	S(3)	S(3)
CO5	S(3)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	S(3)	S(3)
W.AV	2	1.8	1.8	1.2	1.6	2	1.6	2	2	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	2	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

II-Semester				
Core	Course Code: 96724	DIGITAL PHOTOGRAPHY	P	Credits:4 Hours:6
Pre-requisite	To visualize the concept by applying aesthetic values		Syllabus Revised	2023-24
Course Objectives	To understand the various features of indoor and outdoor photography. To enable the students to gain knowledge in various fields of photography.			
	List of Exercises:- 1. Still life 2. Portrait 3. Silhouette 4. Rim Lighting Product – Indoor, Outdoor 5. Advertising Photography 6. Architecture- Interior, Exterior 7. Fashion Photography 8. Environmental Photography 9. Industrial Photography 10. Photographs on Human Interest 11. Photographs on Foods and Beverage 12. Nature Photography 13. News Photography 14. Photo Essay on Developmental Activities			
Course Outcomes				Knowledge level
CO-1	To Understand the various specializations in the field of photography.			K3
CO-2	To Evaluate the creative techniques that can be used in photography.			K1
CO-3	To Apply the skills needed for indoor and outdoor photography.			K3
CO-4	To Analyze the skills in handling DSLR			K5
CO-5	To know the knowledge and apply the skills needed for Photo Journalism.			K4

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)
CO2	L(1)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
CO5	L(1)	L(1)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
W.AV	1.8	1.6	1.8	1.8	1.6	3	1.6	2	1.6	3

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	S(3)
CO2	M(2)	S(3)	M(2)	M(2)	S(3)
CO3	M(2)	S(3)	M(2)	L(1)	S(3)
CO4	M(2)	S(3)	M(2)	S(3)	S(3)
CO5	M(2)	S(3)	M(2)	S(3)	S(3)
W.AV	2	3	2	2	3

S–Strong(3),M-Medium(2),L-Low(1)

II-Semester					
Allied	Course Code: 96725	Understanding Indian Society	T	Credits:2	Hours:3
Pre-requisite	To visualize the culture by applying in social values		Syllabus Revised		2023-24
Course Objectives	To highlight the influence of media texts on changing social paradigms. It also introduces scholars to the various concepts of media to understand culture and their functioning within a larger socio-political set up in India.				
Unit I	Introduction to culture: Various approaches to study media, culture and society - Linking culture, evolution of society and the development of mass communication – Definition of mass media.				
Unit II	Introduction to Sociology. Gender, caste, Community, regional, Geographical differences. Media Technologies – Introduction – Technological Determinism - Media in the digital age - Digital technologies modifying mass media.				
Unit III	Approaches to media analysis: Semiotics, Sociology, and Psychoanalysis. Audience: Active Vs Passive. Media Texts: – Types of Texts - Texts and meanings - Texts and Contexts.				
Unit IV	The role of Media in a society - Media as a consciousness Industry - Social construction of reality by media. Globalization and the media – global flows of communication - Global genres and global audiences				
Unit V	Media and Popular culture. Media representation, stereo types. Media Audiences – Media and politics, Persuasion, Propaganda – Media and Consumerism.				
References					
<ol style="list-style-type: none"> Berger, Asa Arthur, (2012), Media, Myth, and Society, Palgrave Pivot. Mass Communication in India, Keval J. Kumar, 2014, Jaico Publishing House. Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014 Aggarwal, VirBala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006. NaliniRajan (Ed.). Practicing Journalism. London: Sage Pub. 2005. Paul Hodgkinson, [2010] Media, Culture and Society: An Introduction, SAGE Publications Ltd. Peter L. Berger (1967) The Social Construction of Reality: A Treatise in the Sociology of Knowledge, Anchor 					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge level
CO-1	Understand the basic functions of media and society.				K2
CO-2	To know the basic knowledge of Sociology.				K1
CO-3	Analyze the fundamental of Approaches in media analysis.				K4
CO-4	To gain the knowledge on the role of society.				K3
CO-5	To determine the functions of media and popular culture in society.				K3

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	M(2)	L(1)	L(1)	L(1)	S(3)	L(1)	M(2)
CO2	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)
W.AV	1.8	1.6	1.6	1.2	1.6	1.6	1.6	1.8	1.6	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	S(3)	S(3)	L(1)
CO2	L(1)	M(2)	L(1)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	L(1)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	L(1)	L(1)	M(2)
W.AV	1.6	1.8	1.8	1.8	1.8

S–Strong(3),M-Medium(2),L-Low(1)

II-Semester					
Allied	Course Code: 96726	Folk Arts Practical	P	Credits:2	Hours:3
Pre-requisite	To visualize the concepts of Folk Arts with Ethical, social and Cultural values.		Syllabus Revised	2023-24	
Course Objectives	To highlight the influence of Folk arts on changing socio-cultural values among the society. To impart knowledge on the aesthetic values in Street play and Mime.				
	<p>List of practical Exercises:-</p> <ol style="list-style-type: none"> 1. Create a Street play and Mime for the following topics <ol style="list-style-type: none"> a. Road safety b. Save water c. Education for all d. Child Labour e. Blood donation f. Health and Hygiene g. South Indian culture h. Women empowerment i. Drink and drive j. Global warming 				
Course Outcomes				Knowledge level	
CO-1	Understand the basic role of Folk arts among society.			K1	
CO-2	To know the basic knowledge of Street Play.			K4	
CO-3	Analyze the fundamental of Approaches Falk arts in ethical values.			K3	
CO-4	To gain the knowledge on the role of Folk arts and Street Play.			K2	
CO-5	To determine the applications of media and popular culture in society.			K4	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	M(2)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	S(3)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
W.AV	1.8	1.6	2	1.2	1.6	3	1.6	2	1.6	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	L(1)	L(1)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	L(1)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	M(2)	M(2)	M(2)
W.AV	2	1.8	2	1.6	1.6

S–Strong(3),M-Medium(2),L-Low(1)

SEMESTER - III

III-Semester					
Core	Course Code: 96733	Writing for Media	T	Credits:3	Hours:3
Pre-requisite	Basic Understanding of Communication and Visual design		Syllabus Revised		2023-24
Course Objectives	To develop an understanding of the basics principles of writing. To gain an understanding of versatile writing techniques and a firm hold on English grammar. To attain students to writing skills to meet the demands of specific organizations and types of content. To gain knowledge of writing skills required for different forms of media.				
Unit I	INTRODUCTION TO WRITING: Characteristics of different types of media.Principles of writing – brevity, clarity, originality, etc., basic grammar rules, developing original ideas, structuring, editing, proofreading, technological resources to develop writing skills.				
Unit II	WRITING FOR PRINT MEDIA: Writing for print media – principles and methods, writing news and features, writing for niche magazines, writing for brochures, press releases, advertorials, etc., copywriting for print ads.				
Unit III	WRITING FOR RADIO: Writing for radio - basic principles, different types of radio programmes, format of radio script, writing radio documentaries and features, docudramas, Radio Jingles.				
Unit IV	WRITING FOR TELEVISION AND FILMS: Characteristics of television writing, film language, principles and methods of script writing, script formats, scripting documentaries, scripting fictional programmes or feature films, creating storyboards for television commercials.				
Unit V	WRITING FOR NEW MEDIA: Writing for the web – basic principles, writing different types of online articles, technical writing for various websites, blogging-content creation and curation, writing for Search Engine Optimization				
References					
<ol style="list-style-type: none"> 1. Kuehn, Scott A.&Lingwall, Andrew.<i>The Basics of Media Writing: A Strategic Approach</i>, Sage Publications, 2018. 2. Hilliard, Robert L. <i>Writing for Television, Radio, and New Media</i>, Wadsworth, 2011. 3. Royal, Brandon.<i>Power Writing: 20 Powerful Principles of Clear and Effective Writing</i>, Jaico Publishing, 2015. 4. Smethurst, William. <i>How to Write for Television</i>, Little, Brown Book Group Limited, 2016. 5. Bowden, Darsie.<i>Writing for Film: The Basics of Screenwriting</i>, Routledge, 2013. 					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge level
CO-1	To Create the foundations of good writing skills with a steady grasp of grammatical aspects as well as the process of writing.				K1
CO-2	To gain knowledge and skills relating to writing techniques for various types of assignments related to print media.				K2
CO-3	To understand and build the skills required to writing and to produce written scripts for various types of radio programmes.				K4
CO-4	To develop the skills to write for visual medium scripts in various formats for different types of programmes for television and for films.				K5
CO-5	To enhance the skills required to write various types of content required in the realm of new media.				K3

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	M(2)	M(2)	L(1)	S(3)	L(1)	M(2)	S(3)	S(3)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	L(1)	M(2)
CO5	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	L(1)	L(1)
W.AV	1.8	1.6	2	1.2	1.6	1.8	1.6	2	1.8	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	S(3)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	L(1)	L(1)	M(2)	L(1)	M(2)
CO5	L(1)	L(1)	M(2)	L(1)	M(2)
W.AV	1.8	1.8	2	1.8	1.8

S–Strong(3),M-Medium(2),L-Low(1)

III-Semester					
Core	Course Code: 96734	Printing and Publication	T	Credits:3	Hours:3
			Syllabus Revised		2023-24
Course Objectives	To enable students to define, evaluate and creatively develop the layout content for various Magazines, Newspaper as well as Periodicals. To introduce students with the basic editorial and periodical publication design strategies in printing Industries.				
Unit I	History of printing. Principles of printing. (Relief, Planography, Intaglio, Silk Screen) Type setting methods, hot metal, photo composition and digital. Plate making process. Types of printing processes –Letter Press, Offset, Gravure, Flexography and Silk Screen. Linocut.				
Unit II	Colour printing process - colour separation, colour correction and colour reproduction. Content variety – space availability – size – editorial policy – supplementing news and articles of other media – exclusive coverage – typography – pictures and illustrations .				
Unit III	Elements and Principles of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc. Typography, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).				
Unit IV	Dummy – pre press requirements – technical considerations – volume of print – printing process – quality in reproduction of text, pictures and illustrations – advertisements – paper quality and cost - Printing Management, Printing press organization and structure. Economics of printing –different types of paper and ink.				
Unit V	Graphics, use of graphic elements – spacing techniques – design principles and styles for cover pages, PrintingandpublishingindustryinIndia.Recenttrendsprintingprocesses.				
References					
<ol style="list-style-type: none"> 1. Mc Kay, Jenny. Magazine Handbook. London: Routledge, 2019. 2. Evans, Harold. Volume series on Picture Editing and Newspaper Design. London: Heinemann, 1976. 					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of Printing.				K2
CO-2	Discuss the skills and process of printing technologies.				K3
CO-3	Analyze the fundamental of publication Design				K4
CO-4	Understand the principles of printing management.				K2
CO-5	Gain knowledge in application of graphic elements in printing industry				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	S(3)	M(2)	L(1)	S(3)	L(1)	S(3)	L(1)	L(1)
CO2	M(2)	L(1)	M(2)	L(1)	L(1)	S(3)	L(1)	M(2)	M(2)	M(2)
CO3	L(1)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	L(1)	L(1)
CO4	S(3)	M(2)	L(1)	L(1)	M(2)	S(3)	M(2)	L(1)	S(3)	S(3)
CO5	S(3)	L(1)	L(1)	L(1)	M(2)	S(3)	M(2)	L(1)	S(3)	S(3)
W.AV	2	1.6	1.8	1.2	1.6	3	1.6	1.8	2	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	L(1)	L(1)
CO2	L(1)	M(2)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	L(1)	L(1)	L(1)	S(3)	M(2)
W.AV	1.6	1.8	1.6	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

III-Semester					
Core	Course Code: 96735	PAGE LAYOUT & DESIGN- PRACTICAL	P	Credits:3	Hours:5
			Syllabus Revised		2023-24
Course Objectives	To enable students to design, evaluate and creatively develop the layout content for various Magazines, Newspaper.				
	<p>LIST OF PRACTICALS :-</p> <ol style="list-style-type: none"> 1. Cover page designing 2. Editorial page design 3. Design of sports page 4. Design of Feature page 5. Design of special page 6. Dummying of newspaper page 7. Preparations of Graphs and Charts 8. Picture editing, creating captions and outlines 9.. Dummying of magazine pages 10. Comparative evaluation of design <p>PROJECT</p> <p>Create a 4-page tabloid magazine.</p>				
Following exercises using the software (Adobe Photoshop, Adobe In Design)					
Course Outcomes				Knowledge level	
CO-1	Understand the fundamental concepts of designing.			K3	
CO-2	Discuss the skills and process of Page designing.			K1	
CO-3	Analyze the fundamental of newspaper Design			K4	
CO-4	Understand the principles of magazine page design.			K2	
CO-5	Gain knowledge in application of graphic elements in printing industry			K3	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)
CO4	M(2)	M(2)	S(3)	L(1)	M(2)	S(3)	M(2)	S(3)	M(2)	S(3)
CO5	L(1)	L(1)	S(3)	L(1)	M(2)	S(3)	M(2)	S(3)	M(2)	S(3)
W.AV	1.8	1.6	2	1.2	1.6	2	1.6	2	1.6	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	L(1)	L(1)
CO2	L(1)	M(2)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	L(1)	L(1)	L(1)	S(3)	M(2)
W.AV	1.6	1.8	1.6	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

III-Semester					
Allied	Course Code: 96736	VIDEO EDITING	T	Credits:2	Hours:3
			Syllabus Revised		2023-24
Course Objectives	To understand the concept and techniques of Editing which involves selecting and arranging shots, trimming unwanted content, and applying various techniques to enhance the story, pacing, and emotional impact of the film.				
Unit I	Introduction to editing, Editor's Responsibility – Assistant duties – materials required to start a project. – understanding online editing. Editing procedures.				
Unit II	Analyzing and understanding about shot-scene-sequence - Different types of shots / Camera angles – Factors affecting match cut and Smooth Continuity - 180 degree rule – Screen direction – eye line (look) match - psychological impact of different types of shots (angles) ex: low, distorted - psychological impact of sound. Usage of shots – Master, introduction or establishing shot etc - Maintaining Rhythm in storytelling. Fast Pace, Slow pace movies. Understanding Tempo in story telling				
Unit III	Different genres of films - Comedy, Horror, Thriller etc. - Various Cutting Patterns - cross cut – Parallel cut, Inter-cut – Usage of inserts. Scene Editing – Understanding a scene – Match cut - Action match, shot range – scene-to-scene lead – Decision making – Sequencing – Compiling scenes into sequence.				
Unit IV	Interaction between Editing & Sound Dubbing – (Dialogue portion recording) –SFX (Sound special effects) – BGM (Background music) – Mixed Track Posting (Posting mixed track) – Final cut.				
Unit V	Interaction between Editing & DI - EDL / XML – DI– Online reconnecting, Color correction, Transition and FX finalizing – conformist – output- rendering.				
References					
<ol style="list-style-type: none"> 1. Mascelli ,JosephV.Five C's of cinematography. LA.Silmanjames press.2018 2. Blink of an Eye, Walter Murch, Silman-James Press, 2008. 3. Walter Murch Talks the Subtleties of Editing Systems, the Myth of Shot Length, and Visual Sensitivity. The Film Stage. Retrieved 11 January 2016. 4. Monaco,James.How to read a film.UK.Oxford university press.2009 5. Arijon,Daniel. Grammer of the film language.US.Silmanjames press. 2011. 					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of Editing.				K2
CO-2	Discuss the various types of Transitions and cuts.				K3
CO-3	Analyze the recent trends in Film editing				K4
CO-4	Acquire knowledge of Film Processing in Postproduction.				K2
CO-5	To gain the knowledge and skill in different formats of editing				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	L(1)	S(3)	M(2)	L(1)	L(1)	L(1)	S(3)	M(2)	M(2)
CO2	L(1)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)
W.AV	1.8	1.8	1.6	1.2	1.6	1.8	1.6	1.6	2	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	1.8	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

III-Semester					
Allied	Course Code: 96737	VIDEO EDITING PRACTICAL	P	Credits:2	Hours:2
			Syllabus Revised		2023-24
Course Objectives	Film editing is to shape and manipulate the recorded footage into a coherent and engaging narrative. Film editing involves selecting and arranging shots, trimming unwanted content, and applying various techniques to enhance the story, pacing, and emotional impact of the film.				
List of practical exercises.					
<ol style="list-style-type: none"> 1. Rough Cut 2. Dubbing Out 3. Scene to sequence 4. Types of cut 5. Different format of Rendering 6. Teaser and trailer cut 7. Final cut 					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of Editing.				K2
CO-2	Discuss the various types of Transitions and cuts.				K1
CO-3	Analyze the recent trends in Film editing				K4
CO-4	Acquire knowledge of Film Processing in Postproduction.				K3
CO-5	To gain the knowledge and skill in different formats of editing				K3

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	L(1)	M(2)	S(3)	M(2)
CO2	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	L(1)	M(2)	S(3)	M(2)
CO3	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO4	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO5	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
W.AV	3	2	3	2	3	3	1.6	2	3	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	L(1)	M(2)
CO2	M(2)	S(3)	S(3)	M(2)	M(2)
CO3	M(2)	S(3)	S(3)	L(1)	M(2)
CO4	M(2)	S(3)	S(3)	S(3)	M(2)
CO5	M(2)	S(3)	S(3)	S(3)	M(2)
W.AV	2	3	3	2	2

S–Strong(3),M-Medium(2),L-Low(1)

SEMESTER – IV

IV-Semester					
Core	Course Code: 96743	Communication Theories and Concepts	T	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	To provide an understanding about the concept of “Communication” and to study the key elements in a communication process. Through various communication theories students will be able to understand how technology influences communication and the major characteristics of media.				
Unit I	Communication and human development – Role and functions of mass media in society – Media and democracy – Modes and Media of Communication. Evolution of models in Communication				
Unit II	Interpersonal communication: Theories and Models-Transactional analysis. Ideation and Creative Thinking –Lateral Thinking.				
Unit III	Group communication: Theories and Models-Decision making process, leadership, team work communication patterns group context. New media and digital divide.				
Unit IV	Public communication: Rhetoric Model, Persuasion Models. Non-verbal Communication: Theories and Models, Types of non-verbal behaviour – Kinesics, Haptics, Proxemics, Paralanguage, Chronemics.				
Unit V	Theories of mass communication: Agenda setting theory, normative theories, Uses and Gratification theory, Two-step flow theory, Spiral of silence theory, Cultivation theory.				
References					
<ol style="list-style-type: none"> 1. Theories of Mass Communication” by Mattelart et al., Sage, London. 2018. 2. Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition, Routledge, Oxon 2011 3. Media, Communication, Culture: A Global Approach - James Lull, Polity Press, UK, 2013. 					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of communication.				K2
CO-2	Discuss the skills and process of communication.				K3
CO-3	Analyze the fundamental of design and Visual Design				K4
CO-4	Understand the principles of Visual Thinking.				K2
CO-5	Gain knowledge in application of Visual communication in commercial context.				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)
CO5	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)
W.AV	1.8	1.6	1.8	1.2	1.6	1.8	1.6	2	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	L(1)	S(3)	M(2)
CO5	M(2)	L(1)	L(1)	S(3)	M(2)
W.AV	2	1.8	1.8	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

IV-Semester					
Core	Course Code: 96744	Television Production	T	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	To equip in gaining sufficient knowledge of the functioning of a Television Studio and students will be able to work in different stages of Television program production.				
Unit I	Television as effective Mass Media – Advantages of Television in communication to the society - History of Television – Development of Television in India – Role of Doordarshan as a Development communicator - Types of Telecasting – Development of various Television Broadcasting networks in India - Role of crew in Television Production				
Unit II	Stages in Television Program Production – Program Concept – Synopsis – Treatment – Screenplay – Storyboard – Shooting Script – Fully Scripted Program and Semi Scripted Program - Stages in Production - Pre-Production arrangements – Planning – Budget Preparation – Schedule – Production – Post Production				
Unit III	Basic requirements of Television Studio – Equipment involved in Television Program Production - Camera – Types of Camera – Various types of camera lenses – Types of Filters – TV Lighting – indoor and outdoor - Planning for a Multi Camera Production – Green mate				
Unit IV	Editing Procedure – Assembling shots - Linear and Non Linear Editing - PCR Room – Broadcasting Software’s - Audio Recording – Mono, Stereo, Surround sound - Kinds of Mics – Waveform and Vector scope – Audio Console – Audio Dubbing – SFX – Background Music – Synchronizing of video and audio - Studio Acoustics - Latest technological advancements in surround sound system				
Unit V	Selection of Cast, locations - Costume and Designing - Selection of Costumes – Make-up for Television – Set Design – Selection of Backdrop – Set – Props – Designing Graphics – Static and Dynamic Graphics – Title Cards – Role of animation in Television program – Recent technological advancements in video production				
References					
<ol style="list-style-type: none"> 1. Millerson,Gerald. Television Production,London,15th Edition, Focal Press,2012 2. Zettle,Herbert. Television Poduction Hand book,USA, 9th Edition, Cengage Learning, 2005 3. Ward,Peter. Digital Camera Work,London,Focal Press,2000 					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of Television Production.				K2
CO-2	Discuss the Stages in Television Production Program.				K3
CO-3	Gain Knowledge on Equipment involved in Television Program Production.				K5
CO-4	Understand the Knowledge about Editing & Audio Recording.				K1
CO-5	Gain knowledge in Role of animation in Television program.				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	S(3)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)
CO2	M(2)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)
CO3	L(1)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	S(3)	M(2)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
CO5	S(3)	L(1)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
W.AV	2	1.6	1.8	1.2	1.6	2	1.6	2	1.6	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	2	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

IV-Semester					
Core	Course Code: 96745	TELEVISION PRODUCTION PRACTICAL	P	Credits: 3	Hours:5
			Syllabus Revised		2023-24
Course Objectives	Students will be able to operate the basic functions of a video camera and various shots using appropriate composition methods, Utilize Adobe Premiere at a basic level to edit video footage, Apply the production planning process of storyboards, content outline, storytelling and execution.				
	LIST OF PRACTICALS:-				
	<p>Personal Narrative - Students will create a 2-minute narrative about themselves. Students will shoot video, use photos and add text to portray who they are in 2 minutes. The video can include anything that describes the student. Ex. Family, friends, hobbies, sports, talents, interests, influences, etc.</p> <p>Still Image Project: Students will tell a story using only still images, text and music. The students will choose a topic from history, a current event, person, celebrity, athlete, etc. The final video should be between 3 – 5 Minutes. Students will use images gathered from the internet and provide a reference list of where they found their images.</p> <p>Interviewing, sit-down and field: This project will familiarize students with the art of interviewing and different ways to shoot the interview. This project is two-part. One interview will consist of a sit-down, talk show style interview, while the other will be a field interview.</p> <p>Studio Production (News Making): This project will take us into the floor. After learning all aspects of the studio production, you will produce your own 15-minute news making. This project will be done in groups with everyone contributing in various ways. We will work with lighting, studio cameras, and graphics to complete the project. Groups can choose to use the green screen or a physical set to shoot the video. Students should shoot the news reading and video footage of the relevant information.</p> <p>Final Project: The final project of the class will be a culmination of your work throughout the year. Students can choose to revisit one of the previous assignments and elaborate or pitch a new video idea. A project reflection as well as a student growth evaluation will accompany the final video.</p>				
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of Television Program.				K3
CO-2	Discuss the different characteristics in Television Production Program.				K1
CO-3	Analyze the recent trends in Television Program Production.				K4
CO-4	Understand the Knowledge about Studio Production.				K2
CO-5	Gain knowledge in Role of Director in Television production.				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)
CO2	M(2)	L(1)	M(2)	L(1)	L(1)	S(3)	L(1)	M(2)	M(2)	M(2)
CO3	L(1)	M(2)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	L(1)	L(1)
CO4	S(3)	M(2)	S(3)	L(1)	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)
CO5	S(3)	L(1)	S(3)	L(1)	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)
W.AV	2	1.6	2	1.2	1.6	3	1.6	2	2	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	L(1)	M(2)	L(1)	L(1)
CO4	M(2)	S(3)	M(2)	S(3)	S(3)
CO5	M(2)	S(3)	M(2)	S(3)	S(3)
W.AV	2	2	2	2	2

S–Strong(3),M-Medium(2),L-Low(1)

IV-Semester					
Allied	Course Code: 96746	2D and 3D Animation	T	Credits:2	Hours:3
			Syllabus Revised		2023-24
Course Objectives	To train the student to use 3D software and create titling, modeling, walkthrough, and product animation. Students will learn about basic lighting, Modeling, texturing, rigging and key frame animation.				
Unit I	Desktop publishing –Small Business suites and its applications: MS Word- features – MS PowerPoint-features-Image manipulation and vector designing softwares-Adobe Photoshop and Illustrator-Pagination softwares- Adobe Indesign and CorelDraw.				
Unit II	Multimedia: Definition - Multimedia Applications- Introduction to principles and methods of digital animation - Fundamentals of 2D animation-Application of 2D softwares, Adobe Animate –The fundamentals of 2D modelling and animation, 2D Applications.				
Unit III	Sequences - Scenes - Key frames - In betweens - Exposure sheet or Timeline - Camera techniques - Panning - Tucking - Zoom in Zoom out - Sound track - Lip sync and Background Score.				
Unit IV	Introduction to 3D animation: Working principles – usage in various industries - Hardware requirements - Software requirements – 3D industry scope and opport Unit Ies.				
Unit V	Modelling: Modelling considerations -Types of modelling - Polygons, NURBs, Deformation - Materials: Creation of materials - Textures - Input for textures -Normal maps - Opacity maps- Material application.				
References					
1. Cartoon Animation, Preston Blair, Foster Walter Publishing, 1994, First Edition.					
2. The Complete Animation Course, Chris Patmore , Thames and Hudson, 2003, First Edition.					
3. Digital Animation Bible, Creating professional animation with 3ds Max, Lightwave and Maya.					
4. 3D Art Essentials, Ami Chopine, ElsevierInc , 2011, First Edition.					
5. The Complete Animation Course, Chris Patmore, Thames and Hudson, 2003, First Edition.					
6. Multimedia Making it work - Tag Vaughan –McGraw Hill Publicaton, 2011					
7. Digital Multimedia, Nigel Chapman and Jenny Chapman.					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					
					Knowledge level
CO-1	To understand the Designing software and feel more confident with approaching the programmes and building up further knowledge.				K1
CO-2	Create print ads, digital art, matte painting, web design, pattern design and photo manipulation.				K4
CO-3	Critically evaluate the fundamentals of 3D Animation.				K3
CO-4	Analyzetherecenttrends in3D Animation industry.				K2
CO-5	Gain knowledge about Modelling and compositing				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	M(2)	L(1)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)
CO3	L(1)	M(2)	L(1)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	S(3)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
CO5	S(3)	L(1)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
W.AV	2	1.6	2	1.8	1.6	2	1.6	1.8	1.8	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	1.8	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

IV-Semester					
Allied	Course Code: 96747	2D AND 3D ANIMATION PRACTICAL	P	Credits:2	Hours:2
			Syllabus Revised	2023-24	
Course Objectives	Students will learn about 2D animation and 3D animation basic lighting, Modeling, texturing, rigging and key frame animation.				
	<p>LIST OF PRACTICALS:-</p> <ol style="list-style-type: none"> 1. Create an Interactive Presentation using Adobe animatic. 2. Creating an website using adobe animatic 3. Creating a Product animation using adobe animatic 4. Creating 3d modeling using 3ds max ,MAYA 5. Animation.(PRS animation, Parametric Animation, Timeline, Dope sheet) 3ds max ,MAYA 				
Practical Exercises using software's					
(Adobe Flash, Adobe Animatic, 3Ds Max, Maya)					
Course Outcomes				Knowledge level	
CO-1	Understand the fundamental concepts of 2D animation.			K1	
CO-2	Gain knowledge about the basic functions of 2d animation and 3d animation.			K3	
CO-3	Understanding lights, camera and materials			K2	
CO-4	Understanding 3D character animation			K2	
CO-5	Critically evaluate there cent trends in animation Industry.			K5	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	L(1)	L(1)	L(1)	M(2)	S(3)	S(3)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	L(1)	L(1)
CO5	L(1)	L(1)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	L(1)	L(1)
W.AV	1.8	1.6	1.8	1.2	1.6	2	1.6	2	1.8	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	L(1)	M(2)	M(2)	L(1)	M(2)
CO4	S(3)	L(1)	M(2)	S(3)	M(2)
CO5	S(3)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	2	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

SEMESTER –V

V-Semester					
Core	Course Code: 96751	ADVERTISING	T	Credits:4	Hours:4
				Syllabus Revised	2023-24
Course Objectives	To gain the knowledge and give them an insight into types of advertising, advertising and marketing, different types of advertising agencies, agency and its role, advertising campaign, culture and ethics in advertising.				
Unit I	Introduction to advertising. Visual advertising – Functions of advertising in a Visual Media. Evolution – Definition – types of advertising – scope and role of advertising – Various media: Indoor, outdoor, present trends – national and international scenario.				
Unit II	Various advertising media–Billboards,Transit,Outdoor,kiosks,bodyadvertising,3D Advertising, social media, we bad, hologram and other traditional media.				
Unit III	Visual advertising techniques, Role of images in advertising. Audience perception of Visual advertising in different Media.				
Unit IV	Advertising and marketing – Advertising in marketing context - Advertising agency – Types of advertising agency – Full service agencies – Functions of an advertising agency – Web advertising – Client briefing. Branding, Visual Merchandising, Display, Point of Purchase.				
Unit V	Agency briefing -Creative brief – Copy department – Copy platform – Emphasis on copy writing layout – Art – Visualizing and production – Ad campaigns - Copy writing for print, television, internet. Corporate product placement.Case Studies.				
References					
<ol style="list-style-type: none"> 1. Advertising and media planning-Jack z scissors, NTC books, 3rd edition, 1995 2. Advertising principles and practices-William wells, prentice hall, 3rd edition, 1995. 3. Advertising manager-David A. Aker, John G. Myer, prentice hall, 1987. 4. Contemporary advertising – William F. Arens, Richard D. Irwin, Irwin Mc Grawhill, 5th edition, 1994. 5. Fundamentals of advertising – John Willshurst, second edition, 1992. 					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledg elevel
CO-1	Learning the basics and Fundamentals of Advertising				K1
CO-2	Understanding how the Advertising media can be incorporated in extensive field of visual media				K2
CO-3	To improve the advertising skills through the analysis techniques				K4
CO-4	To understand the develop and implement marketing communication strategies.				K2
CO-5	Plan and implement creative strategy, media strategy, and budgeting.				K3

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)	S(3)
CO2	M(2)	L(1)	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)
CO3	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)
CO4	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	S(3)	L(1)	S(3)	S(3)	M(2)	S(3)	M(2)	L(1)	M(2)	L(1)
W.AV	2	1.6	2	2	1.6	2	1.6	1.8	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	L(1)	M(2)	L(1)
CO3	L(1)	M(2)	M(2)	L(1)	M(2)
CO4	S(3)	L(1)	M(2)	S(3)	M(2)
CO5	S(3)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	1.6	2	1.6

S–Strong(3),M-Medium(2),L-Low(1)

V-Semester					
Core	Course Code: 96752	MEDIA LAW AND ETHICS	T	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	To understand how media practitioners are empowered by media law and ethics to carry out their public obligations with a stronger feeling of assurance and dedication.				
Unit I	Introduction to Indian constitution–over view- salient features-constitution-Fundamental rights–Article191(a), Article18, UN declaration of Human Rights.				
Unit II	Defamation & contempt of court, copy right related to various media content, media related Acts: Introduction to cyber laws, cybercrimes; Reasonable restrictions.				
Unit III	Role and powers of Press Council –Responsibilities of the Advertising Standards Council-Prasar Bharati: Responsibilities and powers and limitations – Broadcasting Council-Broadcasting codes – Film Censor Board: role and functions				
Unit IV	Fair use policy, IT Act2001,23 Intellectual Property Rights- Trade and Merchandise Marks Act 1958; Patents Act 1970; Copyright Act 1957; RTI, Cinematography Act 1952				
Unit V	Cyber Crimes, Code of Ethics; Code for Commercial Advertising; Ethics and social responsibility. Code for Commercial Advertising; Broadcasting Ethics; Principles of Self Regulation.				
References	<ol style="list-style-type: none"> Roy L. Moore, Media Law and Ethics: A Casebook, 2020, Rout ledge, United Kingdom. Neelamalar.M, Media Law and Ethics, 2018, Prentice Hall, India. Basu, DD(2010)Law of the Press in India. Prentice – Hall India. Louis Alvin Day,(2006),Media Communication Ethics, Wads worth. Basu DD(2012)Introduction to Indian Constitution, Prentice Hall India. 				
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes				Knowledge level	
CO-1	To develop a conceptual grasp of media regulations.			K2	
CO-2	To guarantee that media outlets perform responsibly and in accordance with the Constitution.			K1	
CO-3	To educate students on the moral and legal implications of media and its principles.			K4	
CO-4	To provide a summary of current changes and upcoming difficulties in media regulation.			K2	
CO-5	To teach students about media ethics and how it directs media professionals and media organizations toward a career in morality.			K5	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	S(3)	M(2)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	M(2)
CO2	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)
W.AV	2	1.6	2	1.2	1.6	1.6	1.6	2	1.6	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	S(3)
CO2	L(1)	M(2)	M(2)	M(2)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	L(1)	L(1)	M(2)	S(3)	L(1)
W.AV	1.6	1.8	2	2	1.6

S–Strong(3),M-Medium(2),L-Low(1)

V-Semester					
DSE-I	Course Code: 96753A	A. SCRIPT WRITING	P	Credits: 4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	To equip the students in learning the step-by-step process involved in script writing. The emphasis will be on practical exercises to cover each major aspect of screen writing. The student by the end of the course must submit a script for short film or documentary.				
	LIST OF PRACTICALS:-				
	<ol style="list-style-type: none"> 1. Creating an Idea or Theme for short film or feature film (Minimum five) 2. Write a Synopsis for your feature film and documentary. 3. Create a character and write about 3 dimensions for that character. 4. Create five memorable scenes. 5. Write a shooting script for your short film or documentary using script writing software. 				
Course Outcomes				Knowledge level	
CO-1	Understand the fundamental concepts of script writing.			K1	
CO-2	Discuss the skills and process of writing techniques.			K4	
CO-3	Analyze the fundamental of character creation in a story.			K3	
CO-4	Gain knowledge in application of software elements in scripting.			K2	
CO-5	Develop a creative concept of stories, scenes and sequences.			K5	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	L(1)	S(3)	L(1)	S(3)	S(3)	S(3)
CO2	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)
W.AV	1.8	1.6	1.8	1.2	1.6	1.8	1.6	1.6	1.6	1.6

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	L(1)
CO2	L(1)	L(1)	L(1)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	L(1)	L(1)	M(2)
W.AV	1.8	1.6	1.8	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

V-Semester					
DSE - I	Course Code: 96753B	B. DIGITAL JOURNALISM	P	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	This course is designed as a comprehensive introduction to the principles and practices of Digital Journalism. The primary objective of the course is to provide each student with the background and experience necessary to develop and implement the info graphics.				
	<p>LIST OF PRACTICALS:-</p> <p>1. Info graphic Creation:</p> <p>Design an info graphic to visually represent key statistics or data related to a current news story. Use tools like Canva or Adobe Illustrator for hands-on experience.</p> <p>2. Social Media Graphics:</p> <p>Create engaging visuals optimized for various social media platforms to accompany news articles. Experiment with different image sizes and layouts.</p> <p>3. Video Storytelling:</p> <p>Produce a short news video using platforms like Adobe Premiere. Focus on concise storytelling and effective visual elements to convey the message.</p> <p>4. Photo Editing for Journalism:</p> <p>Practice enhancing and editing photos for news articles using software like Adobe Photoshop. Emphasize ethical considerations in photo manipulation.</p> <p>5. Live Reporting Graphics:</p> <p>Simulate a live reporting scenario by creating real-time graphics or visuals to accompany a live news event. Use tools that allow for quick updates and changes</p>				
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of Digital Printing.				K3
CO-2	Discuss the skills and process of printing technologies.				K2
CO-3	Analyze the fundamental of publication Design				K1
CO-4	Gain knowledge in application of graphic elements in Photo journalism.				K4
CO-5	Develop a creative concept of graphics, visuals and info graphics.				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	S(3)	L(1)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)
CO2	M(2)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
W.AV	2	1.6	1.6	1.2	1.6	3	1.6	2	1.6	1.6

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	L(1)	L(1)	L(1)
CO2	L(1)	M(2)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	1.6	1.8	1.6	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

V-Semester					
DSE-II	Course Code: 96754A	A. CINEMATOGRAPHY	P	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	To make them understand the technical aspects of cinematography. Students will be able to record video as per the concept of filming techniques. : Discuss about Structure of Film and Digital Camera, Special Effects and Cinematography.				
	<p>Project 1 Miseen Shot - Students have to create a concept for 2 minutes and it has to be narrated in one scene / shot without cutting the camera. However, the students can compensate the shot break-down with camera movement and angles. The film should be in silence and it should be shot with available light.</p> <p>Project 2 – Instructional video Students will work in groups to create a 5 Minutes instructional video to present to the class. Each group will choose a topic they feel comfortable sharing with the class. The objective of the video will be to use camera different camera angles, shots and camera movements to enhance the overall message of the video. Text and audio tracks will also be used to create the final piece.</p> <p>Project 3 – Silent film Students will create a 3-4 minute silent film. Students will work in groups to complete the project. The objective is to utilize music, various camera angles and text to tell a story.</p>				
Course Outcomes				Knowledge level	
CO-1	Understand the fundamental concepts of Cinematography.			K2	
CO-2	Discuss the skills and process of cinematic techniques.			K4	
CO-3	Develop a creative concept of graphics, visuals and info graphics.			K5	
CO-4	Understand the principles of shot division.			K3	
CO-5	Gain knowledge in application of graphic elements in cinematography			K1	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)	L(1)	L(1)	L(1)	L(1)
CO2	M(2)	L(1)	M(2)	L(1)	L(1)	S(3)	L(1)	M(2)	M(2)	L(1)
CO3	L(1)	M(2)	L(1)	L(1)	M(2)	S(3)	M(2)	L(1)	L(1)	L(1)
CO4	S(3)	M(2)	S(3)	L(1)	M(2)	S(3)	M(2)	S(3)	S(3)	L(1)
CO5	S(3)	L(1)	S(3)	L(1)	M(2)	S(3)	M(2)	S(3)	S(3)	L(1)
W.AV	2	1.6	2	1.2	1.6	3	1.6	2	2	1

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	L(1)	L(1)	L(1)
CO2	L(1)	M(2)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	1.6	1.8	1.6	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

V-Semester					
DSE-II	Course Code: 96754B	B. EVENT MANAGEMENT	P	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	The objective is to provide students with a conceptual framework of Event Management. To learn the concepts related to various <i>events</i> . Awareness on the process of conducting <i>events</i> .				
	<p>LIST OF PRACTICALS:-</p> <p>1. Event Branding Campaign:</p> <p>Develop a visual branding campaign for an upcoming event. This includes designing a logo, promotional materials, and consistent visual elements across various platforms.</p> <p>2. Social Media Teasers:</p> <p>Create a series of engaging teaser posts on social media platforms to build anticipation for the event. Use a combination of visuals, countdowns, and compelling captions.</p> <p>3. Event Program Infographic:</p> <p>Design an infographic that outlines the event schedule, key activities, and important information. Ensure visually appealing and easy to understand.</p> <p>4. Video Highlights Recap:</p> <p>After the event, create a dynamic video recap highlighting key moments, interviews, and attendee reactions. Use editing techniques to keep it engaging.</p> <p>5. Photo Storytelling:</p> <p>Compile a photo series that tells a story of the event from setup to conclusion. Include candid shots, event details, and participant interactions.</p> <p>6. Feedback Visualization:</p> <p>Design a visual representation of attendee feedback or survey results. Use charts, graphs, or infographics to present data in an easily digestible format.</p>				
Course Outcomes				Knowledge level	
CO-1	Discuss the fundamentals of event management			K2	
CO-2	Demonstrate an understanding of media planning and advertising.			K4	
CO-3	Discuss ways of strategic marketing and media planning for events			K4	
CO-4	Demonstrate knowledge and ability to review, analyze and relate to case studies			K2	
CO-5	Discuss ways of strategic marketing and media planning for events.			K5	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)
CO2	L(1)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)
CO5	L(1)	L(1)	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)
W.AV	1.8	1.6	1.8	1.2	1.6	3	1.6	2	1.6	1

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	S(3)	L(1)
CO2	M(2)	M(2)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	L(1)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	M(2)	L(1)	M(2)
W.AV	2	1.8	2	1.8	1.8

S–Strong(3),M-Medium(2),L-Low(1)

V-Semester					
DSE-III	Course Code: 96755A	A. DIGITAL MARKETING	P	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	This course aims to familiarize students with the concept of digital marketing and its current and future evolutions. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.				
LIST OF PRACTICALS:-					
<p>1. Social Media Campaign: Develop and execute a social media campaign for a fictional product or service, focusing on platforms</p> <p>2. SEO Analysis: Conduct keyword research and optimize a website for search engines. Track the site's performance using tools like Google Analytics.</p> <p>3. Email Marketing Campaign: Create a targeted email marketing campaign. Design engaging newsletters, segment your audience, and analyze the campaign's success.</p> <p>4. Content Creation: Develop blog posts, articles, or videos related to your niche. Focus on providing value and optimizing content for both search engines and audience engagement.</p> <p>5. Google Ads Campaign: Set up and manage a Google Ads campaign. Define goals, target audience, and budget while monitoring and adjusting the campaign for optimal results.</p> <p>6. Analytics Interpretation: Analyze data from various digital marketing campaigns. Identify trends, insights, and areas for improvement to enhance overall strategy.</p> <p>7. Conversion Rate Optimization (CRO): Choose a webpage and work on optimizing its layout, content, and CTAS to improve conversion rates.</p> <p>8. Social Media Analytics: Use analytics tools to access the performance of your social media efforts. Adjust strategies based on engagement metrics and audience behavior.</p> <p>9. Affiliate Marketing: Explore and set up an affiliate-marketing program. Identify potential partners and create a strategy for mutually beneficial collaborations.</p> <p>10. Online Reputation Management: Develop a plan to monitor and manage the online reputation of a brand. Respond to reviews and address customer concerns effectively.</p>					
Course Outcomes					Knowledge level
CO-1	Understand the concept of digital marketing and its real-world iterations				K3
CO-2	Articulate innovative insights of digital marketing enabling a competitive edge				K4
CO-3	Understand how to create and run digital media based campaigns				K1
CO-4	Identify and utilize various tools such as social media.				K2
CO-5	Analyze the tools of Marketing and campaign.				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)
CO4	M(2)	M(2)	S(3)	L(1)	M(2)	S(3)	M(2)	S(3)	M(2)	S(3)
CO5	M(2)	L(1)	S(3)	L(1)	M(2)	S(3)	M(2)	S(3)	M(2)	S(3)
W.AV	1.6	1.6	2	1.2	1.6	2	1.6	2	1.8	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	M(2)	L(1)	L(1)
CO2	L(1)	M(2)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	L(1)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	M(2)	M(2)	M(2)
W.AV	1.6	1.8	2	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

V-Semester					
DSE-III	Course Code: 96755B	B. UI/UX PRACTICAL	P	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	The aim of the UI/UX course is to provide students with the knowledge of user-centered design, user-centered methods in design, graphic design on screens, simulation and prototyping techniques, usability testing methods, interface technologies and user centered design in corporate perspective.				
LIST OF PRACTICALS:-					
<ol style="list-style-type: none"> 1. Responsive Design Challenge 2. Form Validation Script 3. Image Optimization Script 4. Navigation Menu Script 5. Model Window Script 6. Interactive Button Script 7. Tooltip Script 8. Carousel Script 9. Dark Mode Switch Script 10. Accessible Navigation Script 11. Animation Script 12. Usability Testing Checklist 					
Course Outcomes				Knowledge level	
CO-1	Understand iterative user-centered design of graphical user interfaces			K1	
CO-2	Apply the user Interfaces to different devices and requirements.			K3	
CO-3	Understand how to create the implementation of GUI to different devices.			K4	
CO-4	Create high quality professional documents and artifacts related to the design process.			K2	
CO-5	Analyze the Develop the complete design process.			K5	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	L(1)	L(1)	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	1.8	1.6	1.8	2	1.6	1.6	1.6	1.6	1.8	1.6

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	L(1)	L(1)	L(1)
CO2	L(1)	M(2)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	1.6	1.8	1.6	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

V-Semester				
Core	Course Code: 96756	AUDIO PRODUCTION	P	Credits:4 Hours:8
			Syllabus Revised	2023-24
Course Objectives	To sum it up, audio production covers everything related to recording, editing, mixing, and mastering audio in order to get it ready to be released publicly.			
	LIST OF PRACTICALS:-			
	i. Create a Radio Advertisement ii. Create a PSA iii. Create a Storybook iv. Create a Jingle v. Create an Interview program vi. Create an audio effects vii. Create a Radio spot viii. Create a sound effect library.			
Course Outcomes				Knowledge level
CO-1	Understanding the technical aspects of audio production.			K1
CO-2	Apply the various Recording and reproduction of sound.			K3
CO-3	Understand the technical aspects in the audio tools.			K4
CO-4	Create high quality professional audio documents.			K2
CO-5	Gaining knowledge on audio standards in broadcasting.			K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	M(2)	L(1)	S(3)	L(1)	S(3)	L(1)	L(1)
CO2	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)
W.AV	1.8	1.6	1.6	1.2	1.6	1.8	1.6	1.8	1.6	1.6

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	L(1)	L(1)	L(1)
CO2	L(1)	M(2)	L(1)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	L(1)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	M(2)	M(2)	M(2)
W.AV	1.8	1.8	1.6	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

SEMESTER – VI

VI-Semester					
Core	Course Code: 96761	FILM APPRECIATION	T	Credits:4	Hours:4
			Syllabus Revised		2023-24
Course Objectives	To understand the basic elements of film structure and appreciate their role in the overall film. To learn the right methodology for film appreciation. To identify genres and their structure.				
Unit I	History of Cinema – Edward Muybridge’s experiment - Early Silent Films by Georges Melies and Edwin S Porter - Evolution of Technique and Aesthetic development of Cinema – Introduction of sound in Film Technology – Arrival of Colour - History of Indian Cinema – Pioneers of Indian Cinema - Dada SahebPhalke - Film Genre- Definition & Concept - Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres				
Unit II	Screenplay Writing – How to get Ideas – How to develop the Ideas – Stages of Script Writing – Theme - Synopsis – Treatment – Shooting script - Characterization – 3 dimensions of Character – Stages of Film Production – Pre Production – Production – Post Production				
Unit III	Commercial Cinema – Art Cinema - Criticism and Film Review Writing - Qualities and responsibilities of film critic - Understanding basic elements of Film: Aesthetics, Acting, Costume, Music Cinematography, Sound, Editing, Visual Effects and roles of artists. - International & National Film Festivals - National Film Awards				
Unit IV	Cinematography – Digital Cameras - Types of Shots – Camera Angles – Camera Movements – 180 degree rule – Understanding Lighting – Three point lighting – Camera Lenses – Camera Filters - Editing – Role of Editor – Various cuts – Various Transitions – Post Production Process – Functions of Film sound – Dubbing – Sound Effects – BGM – Premix – Final Mix				
Unit V	Films for Analysis and Appreciation - Charlie Chaplin’s City Lights (1931) - Vittoria desica’s Bicycle Thieves (1948) - Satyajit Ray’s Patherpanchali (1955) – Majid Majidi’s children of heaven (1997) –Roberto Benigni’s life is beautiful (1997)				
References					
1. Monaco, James, How to read a Film, New York, Oxford University Press, 4th Edition, 2009. 2. Sarah Casey Benyahia, “As Film Studies”, Routledge, USA, 2nd edition, 2008 3. Jill Nelmes, “Introduction to Film Studies”, Routledge, USA, 2nd edition, 2012					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes					Knowledge level
CO-1	Understand the evolution techniques and Aesthetic development of Cinema				K2
CO-2	Discuss the process and importance of screenplay				K3
CO-3	Analyze the fundamental and basic elements of Film				K4
CO-4	Understand the principles of cinematography and Editing techniques				K2
CO-5	Gain knowledge in application of Film Analysis and Appreciation.				K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)
CO2	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)	L(1)	M(2)	L(1)	S(3)
CO3	M(2)	M(2)	S(3)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
CO4	M(2)	M(2)	S(3)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
CO5	L(1)	L(1)	S(3)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
W.AV	1.8	1.6	3	1.2	1.6	3	1.6	2	1.6	3

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	S(3)	M(2)	M(2)	M(2)	L(1)
CO3	S(3)	M(2)	M(2)	L(1)	M(2)
CO4	S(3)	L(1)	M(2)	S(3)	M(2)
CO5	S(3)	L(1)	M(2)	S(3)	M(2)
W.AV	3	1.8	2	2	1.6

S–Strong(3),M-Medium(2),L-Low(1)

VI- Semester					
Core	Course Code: 96762	NEW MEDIA STUDIES	T	Credits:4	Hours:4
			Syllabus Revised	2023-24	
Course Objectives	Identify core concepts of New media marketing and the role of marketing in business and society. To evaluate and utilize of different online media.				
Unit I	Introduction to New media –History of Digital Media - Principles of Digital Media - Interactive multimedia development for Digital Media - web development for Digital Media –Virtual Reality – Augmented Reality–Digital Media Laws				
Unit II	Social and web network analysis - Web technologies for Digital Media –Digital Media management - Communication Technologies –Various communication Tools for Digital media - Search Engine Optimization –Web Analytics - Digital Media marketing				
Unit III	Internet Marketing - digital marketing strategy - social media marketing –Digital Content Marketing - Search engine marketing - Search analytics - social media influencer				
Unit IV	Introduction to OTT Platform –OTT requirements - Media Optimization – Channel Optimization - Target audience Media – Video streaming technology – OTT Communication Services – Video Encoding and Decoding– OTT Business models, strategies and main players				
Unit V	Publishing Digital Video in Online Platform - YouTube - Creating Facebook advertising campaign Targeting in ad campaign Payment module- LinkedIn Marketing- Twitter Marketing - Instagram marketing - other social media platforms.				
References					
1. Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona Ellis Chadwick.					
2. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation– Damian Ryan and Calvin Jones.					
3. Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017.					
Related Online Content (MOOC, Swayam, NPTEL, Website etc.)					
Course Outcomes				Knowled gelevel	
CO-1	Understand the fundamental concepts of Digital Media.			K1	
CO-2	Discuss the skills and process of Social and Digital Media.			K2	
CO-3	Analyze the fundamental of Internet Marketing.			K3	
CO-4	Understand the principles of OTT Platform.			K2	
CO-5	Identify core concepts of social media marketing and the role of marketing in business and society.			K4	

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	1.8	1.6	1.8	1.2	1.6	1.8	1.6	2	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	2	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

VI-Semester					
Core	Course Code: 96763	MEDIA PRODUCTION	P	Credits:4	Hours:6
			Syllabus revised	2023-24	
Course Objectives	To enable the student to understand and practice the basic language of film. To Practice the various forms of continuities in narrative film.				
LIST OF PRACTICALS					
<p>Project 1: Create a minimum of two videos from the genres given below and submit them in CD/DVD for examination with script and record. The duration of each video should be a minimum of 3 minutes and a maximum of 5 minutes.</p> <ol style="list-style-type: none"> 1. Corporate Video 2. Promotional Video 3. Product Video 4. Educational video 5. Experimental video <p>Project 2 Students are required to do a project on any one of the following options. The Project content and quality should be approved by the project guide before and after producing the project. Students must be submit proper script and record.</p> <ol style="list-style-type: none"> 1. PSA 2. Commercial Advertisement 					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of Media Production.				K1
CO-2	Discuss the skills and process of Digital Media production.				K4
CO-3	Analyze the Importance of various category of production.				K2
CO-4	Gain the Knowledge on the principles of Video Production.				K5
CO-5	Identify core concepts of Advertising and the role of Advertising among society.				K3

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	S(3)	L(1)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	L(1)	L(1)	M(2)	L(1)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)
W.AV	1.8	1.6	1.8	1.2	1.6	3	1.6	2	1.8	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	2	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

VI-Semester				
DSE-IV	Course Code: 96764A	A. WEB DESIGN	P	Credits:4 Hours:4
			Syllabus revised	2023-24
Course Objectives	Increasing the knowledge of traditional and digital web tools needed to create visual development. Enriching and enhancing the skill level of animation.			
	LIST OF PRACTICALS			
	Web publishing: Web Publishing Tool, FrontPage or Dream Weaver, HTML, XML Programming			
	<ol style="list-style-type: none"> 1. Creation of the Home Page of a Web Site with proper links 2. Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts. 3. Students should be given orientation of web/multimedia usability issues and interface design basics. 4. Write a HTML program to design a form, which should allow to enter your personal data (Hint: make use of text field, password field, e-mail, lists, radio buttons, checkboxes, submit button). 5. Design a web page to display your college with hyperlink. 6. Creating a dynamic web page or Blog with audio and video files involves using HTML along with Java Script to handle the playback controls and interactions. 			
	Course Outcomes			Knowledge level
	CO-1	Understand the fundamental concepts of web design.		K1
	CO-2	Discuss the various techniques of web page designing.		K4
	CO-3	Analyze the recent trends in website designing		K3
	CO-4	Acquire knowledge of website, blog and multimedia.		K2
	CO-5	Critically evaluate the recent trends in Web Designing.		K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	-	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	1.6	1.6	1.2	1.2	1.6	1.6	1.6	2	1.6	1.6

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	L(1)	L(1)	L(1)
CO2	L(1)	M(2)	L(1)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	L(1)	M(2)	M(2)	M(2)
CO5	M(2)	L(1)	M(2)	M(2)	M(2)
W.AV	1.6	1.8	1.6	1.6	1.8

S–Strong(3),M-Medium(2),L-Low(1)

VI-Semester				
DSE IV	Course Code: 96764B	B. VISUAL EFFECTS	P	Credits:4 Hours:4
			Syllabus Revised	2023-24
Course Objectives	To create immersive and believable worlds that capture the audience's attention and imagination. To enhance the storytelling and visual appeal of films, television shows, commercials, games, and other media.			
LIST OF PRACTICALS				
	<ol style="list-style-type: none"> 1. Motion Graphics (Infographics) 2. Chromakey 3. Dual act 4. Forced Perspective 5. Speed Ramping 			
Course Outcomes				Knowledge level
CO-1	Understand the fundamental concepts of motion effects.			K2
CO-2	Discuss the importance of editing, key and Infographics.			K4
CO-3	Analyze the recent trends in VFX Industry			K4
CO-4	Acquire knowledge of motion graphics techniques.			K2
CO-5	Critically evaluate the recent trends in Visual Effects			K5

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	L(1)	L(1)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)
CO4	M(2)	M(2)	S(3)	L(1)	M(2)	S(3)	M(2)	S(3)	S(3)	S(3)
CO5	L(1)	L(1)	S(3)	L(1)	M(2)	S(3)	M(2)	S(3)	S(3)	S(3)
W.AV	1.8	1.6	2	1.2	1.6	2	1.6	2	2	2

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	S(3)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	L(1)	M(2)	L(1)
CO3	L(1)	M(2)	M(2)	L(1)	M(2)
CO4	S(3)	L(1)	M(2)	S(3)	M(2)
CO5	S(3)	L(1)	M(2)	S(3)	M(2)
W.AV	2	1.8	1.6	2	1.6

S–Strong(3),M-Medium(2),L-Low(1)

VI-Semester					
Core	Course Code: 96765A/ 96765B	PROJECT/ DISSERTATION	PR/ D	Credits:8	Hours:12
			Syllabus Revised	2023-24	
Course Objectives	To familiarize to the student with the procedures and skills of producing a Documentary To make the students to realize the importance of Documentary form and the immense contribution it can make to the welfare of a society.(script to screen)				
LIST OF PRACTICALS					
<p>1. DOCUMENTARY The duration of the film 5 to 10 Minutes.</p> <p>2. SHORT FILM The duration of the film 3 to 5 Minutes.</p> <p>In this project work, the student puts practice the knowledge he/she has gained in the theory papers. The subject has to be first approved by the respective faculty and then the student has to develop the script. Documentary and Short Film should be submit in the proper channel along with prescribed Script format and File should be submit in DVD. At the end of the semester, the completed project will be viewed and evaluated by an examiner.</p>					
Course Outcomes					Knowledge level
CO-1	Understand the fundamental concepts of Film Production.				K1
CO-2	Discuss the skills and process of Digital Film production.				K4
CO-3	Analyze the Importance of research in Documentary and Film Making.				K2
CO-4	Gain the Knowledge on the principles of Documentary.				K5
CO-5	Identify core concepts of script writing and film making techniques.				K3

**On what level it correlated with COs & POs -based on that we have to give marks
Mapping Course Outcome VS Programme Outcomes**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	M(2)	M(2)	L(1)	S(3)	L(1)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)	S(3)	L(1)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	L(1)	S(3)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	M(2)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO5	M(2)	M(2)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
W.AV	2	2	2	2	2	3	1.6	2	2	1.8

S–Strong(3),M-Medium(2),L-Low(1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	L(1)
CO4	M(2)	L(1)	M(2)	S(3)	S(3)
CO5	M(2)	L(1)	M(2)	S(3)	S(3)
W.AV	2	1.8	2	2	2

S–Strong(3), M-Medium(2), L-Low(1)