VIT SCHOOL OF DESIGN (V-SIGN)

B. Sc. (Visual Communication)

Curriculum

(*2022-2023 admitted students*)

VISION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

Transforming life through excellence in education and research.

MISSION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

World class Education: Excellence in education, grounded in ethics and critical thinking, for improvement of life.

Cutting edge Research: An innovation ecosystem to extend knowledge and solve critical problems.

Impactful People: Happy, accountable, caring and effective workforce and students.

Rewarding Co-creations: Active collaboration with national & international industries & universities for productivity and economic development.

Service to Society: Service to the region and world through knowledge and compassion.

VISION STATEMENT OF VIT SCHOOL OF DESIGN (V-SIGN)

To be a school of repute for creating smarter world through excellence in education and research in the fields of Art, Design, and Media.

MISSION STATEMENT OF VIT SCHOOL OF DESIGN (V-SIGN)

- To create industry-ready designers through holistic training in the fields of Art, Design, and Media.

- To innovate newer methods of problem-solving in the field of design using state-of-the-art facilities.

- To produce confident professionals who will become trend–setters and leaders through their contributions to humanity and the earth's ecosystems.

B. Sc. (Visual Communication)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

1. Graduates will function in their profession with social awareness and responsibility.

2. Graduates will interact with their peers in other disciplines in their work place and society and contribute to the economic growth of the country.
3. Graduates will be successful in pursuing higher studies in their chosen field.

B. Sc. (Visual Communication)

PROGRAMME OUTCOMES (POs)

PO_01: Having a clear understanding of the subject related concepts and of contemporary issue.

PO_02: Having problem-solving ability solving social issues through design.

PO_03: Having a clear understanding of professional and ethical responsibility.

PO_04: Having cross-cultural competency exhibited by working in teams.

PO_05: Inculcating curiosity for lifelong learning about design.

PO_06: Having creativity and design thinking capability.

PO_07: Having virtual expression and digital foot printing ability.

B. Sc. (Visual Communication)

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B. Sc. (Visual Communication) programme, graduates will be able to

- PSO1 To explore the fundamentals and underlying theories of Visual Communication in TV & Film production, Photography & Advertisement, Media Publishing & Creative Art, Sound & Casting.

- PSO2 To inculcate the best practices for visual design and communication concepts.

B. Sc. (Visual Communication)

CREDIT STRUCTURE

Category-wise Credit distribution

Category	Credits
University core (UC)	35
Programme core (PC)	57
Programme elective (PE)	36
University elective (UE)	06
Bridge course (BC)	--
Total credits	134

B. Sc. (Visual Communication)

CURRICULUM
UNIVERSITY CORE (UC) – 35 credits

S.NO	COURSE CODE	COURSE TITLE	L	T	P	J	C	Pre-Requisite
1	ENG1911	General English - 1	1	0	2	0	2	NIL
2	ENG1912	General English - 2	1	0	2	0	2	NIL
3	ENG1913	General English - 3	1	0	2	0	2	NIL
4	HUM1032	Ethics and Values	2	0	0	0	2	NIL
5	MAT1006	Mathematics for media Studies	3	0	0	0	3	NIL
6	MMA1007	Role of Media in Environmental Studies	3	0	0	0	3	NIL
7	BVI3098	Comprehensive Exam	0	0	0	0	2	
8	BVI3099	Capstone Project	0	0	0	0	12	
9	EXC4097	Co-Extra Curricular Basket	0	0	0	0	2	
10		Soft Skills					5	

PROGRAMME CORE (PC) – 57 credits

S.NO	COURSE CODE	COURSE TITLE	L	T	P	J	C	Prerequisite
1	BVI1001	Introduction to Visual Communication	3	0	0	0	3	NIL
2	BVI1002	Visual Arts -1	0	0	8	0	4	NIL
3	BVI1003	Fundamentals of Graphic Design	0	0	8	0	4	NIL
4	BVI1005	Folk Arts and Performance	0	0	6	0	3	NIL
5	BVI2001	Visual Arts -2	0	0	8	0	4	Visual Arts -1
6	BVI2002	Graphic Design	0	0	8	0	4	Fundamentals of Graphic Design
7	BVI1006	Elements of Film Studies	0	0	8	0	4	NIL
8	BVI1004	Photography Basics	0	0	8	0	4	NIL
9	BVI1009	Media Laws and Ethics	2	0	0	0	2	NIL
10	BVI1007	Storytelling and Script Writing	0	0	8	0	4	NIL
11	BVI1008	Advertising and Public Relations	3	0	0	0	3	NIL
12	BVI2003	Digital Film Making	0	0	8	0	4	Storytelling and Script Writing

			L	T	P	J	C	
13	BVI2004	Communication Theories – Methods and Practices	2	0	0	0	2	Introduction to Visual Communicatio n
14	BVI1010	Audio Production & Broadcasting	0	0	8	0	4	NIL
15	BVI2005	Television Production	0	0	8	0	4	Elements of Film Studies
16	BVI2006	Video Editing	0	0	8	0	4	Elements of Film Studies

PROGRAMME ELECTIVE (PE) - 36 Credits								
	COURSE CODE	COURSE TITLE	L	T	P	J	C	Prerequisite
1	BVI1011	Digital Journalism	3	0	0	0	3	NIL
2	BVI1012	Media Culture and Society	3	0	0	0	3	NIL
3	BVI1013	Media Psychology	3	0	0	0	3	NIL
4	BVI2007	Writing for Media	2	0	0	4	3	NIL
5	BVI1014	Media Management	3	0	0	0	3	NIL
6	BVI1015	New Media	3	0	0	0	3	NIL
7	BVI2008	2D & 3D Visualization	0	0	8	4	5	Fundamentals of Graphic Design
8	BVI2009	Advertisement Production	0	0	8	4	5	Advertising and Public Relations
9	BVI2010	Casting Direction	0	0	8	4	5	Folk Arts and Performance
10	BVI3001	Advanced Film Production	0	0	8	4	5	Digital Film Making
11	BVI3002	Film Direction	0	0	8	4	5	Digital Film Making
12	BVI2011	Professional Photography	0	0	8	4	5	Photography Basics
13	BVI2012	Advertisement Photography	0	0	8	4	5	Photography Basics
14	BVI3003	Web Production and Publishing	0	0	8	4	5	Graphic Design
15	BVI3004	Printing and Publishing	0	0	8	4	5	Graphic Design
16	BVI3005	Concept Art	0	0	8	4	5	Visual Arts -2
17	BVI3006	Art Direction	0	0	8	4	5	Visual Arts -2
18	BVI2013	Sound Design	0	0	8	4	5	Audio Production & Broadcasting

| 19 | BVI2014 | Sound Production | 0 | 0 | 8 | 4 | 5 | Audio Production & Broadcasting |
| 20 | BVI3007 | Portfolio Production | 0 | 0 | 8 | 4 | 5 | NIL |

UNIVERSITY ELECTIVE (UE) - 6 Credits

S.NO	COURSE CODE	COURSE TITLE	L	T	P	J	C	Prerequisite
1		University Elective - 1						NIL
2		University Elective - 2						NIL

*University Elective selected from University Elective basket

Course code			L	T	P	J	C
ENG1911		**General English-I**	1	0	2	0	2
Pre-requisite	Cleared EPT/English for Beginners			**Syllabus version**			
				1			

Course Objectives:

1. To synthesize information, analyze simple arguments, generate and express their own opinions on a limited range of technical as well as general-interest topics inside as well as outside the classroom.
2. To develop competencies in all the areas of LSRW skills
3. To speak and write in grammatically error-free English with the aid of active vocabulary.

Expected Course Outcome:

1. Develop communicative competence to express himself/herself in English in all challenging situations
2. Apply knowledge, ideas and concepts in the technicalities of proper pronunciation, Grammatical structure
3. Have better grasp over appropriate use and style of the English Language as well as the application areas of English communication
4. Write all types of official Letters/Emails used in the corporate world
5. Interpret text, diagram etc. which helps them in their academic as well as professional career.

THEORY

Module:1	**Grammar and Vocabulary**	**4 Hours**

Grammatical & structural aspects covering -Types of sentences, Active & Passive Voice, Tenses, WH- Question Tags, Gerund, Auxiliaries & Modal Verbs, Preposition

Vocabulary: Synonyms, Antonyms, Homonyms, Homophones

Activity: Solving Worksheets of Grammar; Enhancing the knowledge of vocabulary through written interpretation and reading English newspapers/magazines

Module:2	**Text-based Analysis**	**6 Hours**

Two short-stories-i) *A Tiger in the House* by Ruskin Bond; ii) *Real Time* by Amit Chaudhury

Activity: Understanding sentence structures and enriching vocabulary by analyzing a text

Module:3	**Job-related Communication**	**3 Hours**

Writing resumes, Job-application & Thank-you letters.

Activity: An in-depth discussion on the different types of   resumes, Job- application and Thank-you letters.

Module-4	**Reading Skills**	**2 Hours**

Skimming, scanning, guessing unfamiliar words from context, understanding text organization, recognizing argument and counter-argument; distinguishing between main information and supporting detail, fact and opinion, hypothesis versus evidence; summarizing and note-taking

Activity: Reading of Newspapers & Articles in the class

PRACTICE SESSIONS

Activity-1	**Listening Comprehensions**	**4 hours**

Listening & Note Making: Short speeches/ news clips from Indian TV channels in English with interpretive questions

Session: Summarizing/ note-making and drawing inferences

Activity-2	Introduction to Phonetics	4 hours

Speech Sounds – Vowels and Consonants – Minimal Pairs- Consonant Clusters- Past Tense Marker and Plural Marker

Session: Learning varied types of speech sounds

Activity-3	Public Speaking: Two Models	6 hours

i) The interactional model of public speaking which includes encoding, decoding and feedback.

ii) The transactional model of public speaking takes on a more mutual communication effort between the sender and receiver wherein both seek to find mutual meaning in the message.

Session: The learners watch different videos on Public speaking and accordingly engage themselves in planning and preparing speeches that inform, persuade, or fulfill the needs of a special occasion.

Activity-4	Skit on Social issues / Debate	6 hours

To highlight the use of functional English which helps the students to learn the usage of language in different occasions

Session: Under the supervision of the Instructor and the audio-visual materials, the students will enact small skit on social issues and learn different expressions used for various situations like getting to know someone, introducing someone etc.; they will also hone their oratory power and argumentative skills by taking part in debates

Activity-5	Reading E-books through Intonation	4 hours

Intonation refers to the way the reader varies the voice in tone, pitch, and volume to reflect the meaning of the text--sometimes called "expression."

Session: Students learn to read E-books properly with the appropriate use of intonation

Activity-6	Information Transfer	6 hours

Information transfer, or presenting verbal account of facts and processes in pictorial form and, conversely, changing Web-based graphic representations to writing, involves learning how to restate a given body of material in different ways.

Session: The learners will be interpreting the information in different forms like tree diagrams, bar charts, pie charts

	Textbook/ Workbook
1.	Wren & Martin, (Re-Printed 2018), *High School English Grammar & Composition* (Revised by Dr. N.D.V. Prasada Rao); New Delhi, S. Chand & Company Ltd.,

Reference Books	
1.	Parul Popat (2015) *Communication Skills*, Noida, Pearson Education.
2.	Aruna Koneru, (2015) *Professional Speaking Skills*, New Delhi, OUP.

	Mode of Evaluation: Quizzes, Presentations, Discussions, Role Play, Assignments and FAT.	
	List of Challenging Experiments (Indicative)	
1	Vocabulary building through reading a newspaper article	**5 hours**
2	Reading the prescribed text and writing a summary	**10 hours**
3	Writing a resume	**5 hours**
4	Listening to speeches/news clips and making inferences	**5 hours**
5	Public speaking	**10 hours**
6	Debates on current issues	**10 hours**
	Total Laboratory Hours	**45 Hours**

Mode of Evaluation: Quizzes, Presentations, Discussions, Role Play, Assignments and FAT.			
Recommended by Board of Studies	08.06.2019		
Approved by Academic Council	No. 55	Date	13-06-2019

Course code			L	T	P	J	C
ENG1912		**General English-II**	1	0	2	0	2
Pre-requisite	General English-I						**Syllabus version**
							1

Course Objectives:

1. To provide resources for the students to learn pronunciation of the English sounds through the knowledge of syllable-break-up and stress; and to know the advance level English grammar and vocabulary
2. To learn to appear for personal interview and to participate in Group Discussions
3. To develop the students' reading skills to enable them to skim an adapted text for main idea, to scan the text for specific information, to interpret and for inferences

Course Outcome:

1. Communicate effectively in medium level interview and group-discussions;
2. Develop the listening skills so as to understand and apply specific information from the source;
3. Use English appropriately in their professional and academic environment
4. Improve the Grammar writing skills to enable the students to respond to input provided through training so as to stimulate, to select and to summarize information in Technical Reports and apply acquired information to a specified task like Transcoding, writing letters etc.
5. Develop the overall personality and to hone the leadership qualities of the learners

THEORY

Module:1	**Advanced-level Grammar**	**5 hours**

Simple, Compound and Complex Sentences, Phrases-Adjective Phrases, Adverb Phrases, Noun Phrases, Direct and Indirect Speech, Conditionals, Concord, Punctuation
Vocabulary building: Idioms
Activity: Grammar Worksheet

Module:2	**Professional Dialogues**	**2 hours**

Formal Conversations – at the office with the CEO/ with the Registrar of a University/ Introducing oneself at an interview panel
Activity: Role play [students practice short formal conversations in pairs/groups of 5-6]

Module:3	**Drafting**	**4 hours**

Notice, Circular, Resolution & Minutes, Business letter writing- Offer letter, quotation, status enquiry, Confirmation, Execution, Refusal and cancellation of order, recommendation, credit collection, claim, bank loan
Activity: Worksheets

Module:4	**Text-based Analysis**	**4 hours**

You Can Win by Shiv Khera
Activity: Skimming, scanning, guessing unfamiliar words from context; summarizing/note making & drawing inferences from the Text

PRACTICE SESSIONS:

Activity-1	Listening Comprehension for General Details	2 hours
Listening Comprehension Tests; Testing Exercises Session: Students will reflect back what they hear from the videos, which help them to be understood.	
Activity-2	Syllable structure; Word stress	4 hours
Structure of Syllables – Word Stress– Weak Forms and Strong Forms –Tone & Rhythm Session: Practicing basic rules of word accent - Stress shift - Weak forms and Strong forms- Sentence Stress	
Activity-3	Verbal & Non-Verbal Communication	6 hours
Exposure to videos of structured talks delivered by leaders across all domain - Presentation Skills- Non-verbal Communication Session: Students will make short speeches by watching relevant TED-Talk videos –PPT presentations by students communicating non-verbally in a pair/group	
Activity-4	Features of Good Conversation	4 hours
Strategies for effective Communication and the use of polite language through the aid of audio-visual materials. Session: Making requests and seeking permissions, Telephone etiquette, Participating in Case-study based Group Discussions	
Activity-5	Report Writing & Transcoding	8 hours
Report writing format; Essential qualities of technical writing; Data interpretation & Transcoding; logical and analytical reasoning questions Session: Students write a Report; they interpret graphs of medium level difficulty	
Activity-6	Leadership Development	6 hours
The focus will be on individual, group and organization factors associated with leadership. Session: Students will be acquainted with the development of the conception of leadership and in the process would hone their vocabulary and conversational power, by watching videos of leaders delivering Lectures; Seminars conducted by Administrative Heads of various Schools/ Departments within the University.	
	Total Practical hours:	45 hours

Text Book/ Work Book

1	Wren & Martin, (Re-Printed 2018) *High School English Grammar & Composition* (Revised by Dr. N.D.V. Prasada Rao); New Delhi, S. Chand & Company Ltd.,

Reference Books

1.	Maclean Joan and Lynch Tony (2013) *Study Speaking*, CUP.
2.	Thill John and L. Bove Courtland (2016) *Excellence in Business Communication*, Pearson Publications
3	Khera Shiv 2013 (Reprint 2019) *You Can Win:* New Delhi, Bloomsbury India, New Delhi

Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments and FAT		
	List of Challenging Experiments (Indicative)	
1	Error detection in paragraph	**6 hours**
2	Role plays on professional situations	**10 hours**
3	Discussing a Case on communication skills	**7 hours**
4	Academic listening and note taking	**7 hours**
5	Report Writing	**10 hours**
6	Guessing unfamiliar words from the prescribed text	**5 hours**
	Total Laboratory Hours	**45 hours**

Mode of Evaluation: Quizzes, Presentation, Discussion, Role Play, Assignments & FAT

Recommended by Board of Studies	08-06-2019		
Approved by Academic Council	No. 55	Date	13-06-2019

Course code		L	T	P	J	C
ENG1913	**Effective Communication Skills**	**1**	**0**	**2**	**0**	**2**
Pre-requisite	General English-II	**Syllabus version**				
		v.1				

Course Objectives:

1. To be an independent/ a competent speaker in all areas of written and spoken communication for successful business/ professional interactions.
2. To organize, compare and contrast, categorize and describe complex content.
3. To speak and write with fluency and confidence, with minor grammatical errors and with a fairly wide active vocabulary.

Course Outcome:

1. Acquire an effective command over the language, though with minor inaccuracies
2. Understand complex theories of varied subjects and understand detailed logic & reasoning
3. Perform well in middle to upper-end placement interviews/ competitive exams/ general social situations
4. Participate actively and independently in seminars/discussions
5. Understand the requisite proficiency for difficult/ varied levels of communications in BBC/UK & CNN/US accents

THEORY		
Module:1	**Verbal-Logic & Reasoning**	**4 hours**

Verbal reasoning tests assess the learner's understanding and comprehension skills. Activity: Interpreting short texts.

Module:2	**The Art of Paraphrasing**	**2 hours**

A restatement of the meaning of a text or passage using other words.
Activity: Paraphrasing different articles & Research papers

Module:3	**Text-based Analysis**	**6 hours**

The Thousand Faces of Night by Githa Hariharan
Activity: Summarizing/ note making & drawing inferences from the text

Module:4	**Research Paper Writing**	**3 hours**

Structure of a Research paper; Plagiarism
Activity: Practice on Research Paper writing.

PRACTICE-SESSIONS		
Activity-1	**Vocalics**	**4 hours**

The learners will undergo training in vocalics which are rate, or speed at which the person speaks, pitch, inflection and variety in the voice, volume, being loud or soft, and articulation and pronunciation, or how correctly and clearly the person speaks.
Session: Type the learners will undergo training in vocalics

Activity-2	**Travel blogs / E-Travel Diary**	**6 hours**

Briefing on the art of writing travel blogs.
Session: The learners will engage in writing relevant blogs

Activity-3	**Video-conference and Interview**	**8 hours**

Preparing the students for Interviews.
Session: Students will participate in mock-Interviews and real-time video-conference

Activity-4	**Language Sensitivity & Cross Cultural Communication**	**4 hours**

Meaning & importance of Cross Cultural Communication; Understanding Inter and Cross-Cultural Communication Nuances through relevant videos & case-studies
Session: Students will attempt a case study on cross-cultural communication

Activity-5	**Mass-Media Communication**	**2 hours**

Briefing on the constituents of mass media such as newspapers, magazines, films/documentaries, radio, television, the mechanism of conveying information to a mass-audience and an academic investigation of the different methods of mass correspondence

Activity: An advanced understanding of news media and their role in the society and relevant media education through the mode of note-making & interpretive exercises

Activity-6	Writing Abstract/Summary/Articles	6 hours

Equip participants with skills in writing and presenting effective and successful Abstract/ Summary. The participants will also acquire skills in writing quality Articles which can engage the audience.

Session: Each individual student will submit an Article under the guidance of the course-Instructor

		Total Lecture hours:	45 hours

Text Book/Work Book

1	Krizan, Merrier, Logan, Williams (Eight Edition) 2012 *Business Communication,* New Delhi, Cengage Learning

Reference Books

1.	Githa Hariharan (2013) *The Thousand Faces of Night* , Royal New Zealand Foundation of the Blind
2.	O' Brien, Terry, (2011) *Effective English Skills*, Nd: Rupa
3.	Kumar, Sanjay & Puspalata, (2015-2nd Ed) *Communication Skills*,Nd: OUP

Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments & FAT

	List of Challenging Experiments (Indicative)	
1	Interpreting short texts and writing a paragraph	8 hours
2	Writing an abstracts	10 hours
3	Mock Interviews through video conferencing	12 hours
4	Analysing and discussing a case on cross cultural communication	6 hours
5	Listening and paraphrasing	4 hours
6	Reading aloud travel blogs or E-travel diary with focus on vocalics	5 hours
	Total Laboratory Hours	45 hours

Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments & FAT

Recommended by Board of Studies	08.06.2019		
Approved by Academic Council	No.55	Date	13-06-2019

Course code			L	T	P	J	C
HUM1032		ETHICS AND VALUES	2	0	0	0	2
Pre-requisite	Nil		Syllabus version				

Course Objectives:

- To understand and appreciate ethical issues facing an individual, profession, society and polity.
- To understand the negative health impacts of certain unhealthy behaviors.
- To appreciate the need and importance of Physical, Emotional Health and Social Health
- Exposes to non-traditional violent and nonviolent crimes that have significant physical, fiscal, and social costs.

Expected Course Outcome:

1. Ability to follow sound morals and ethical values scrupulously to prove as good citizen
2. Understand the various social problems and learned to act ethically.
3. Understand the concept of addiction and how it will affect the physical and mental health.
4. Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects.
5. Identify the main typologies, characteristics, activities, actors and forms of cybercrime.

Module:1	Being good and responsible	5 hours

Gandhian values such as truth and non-violence – comparative analysis on leaders of past and present – society's interests versus self-interests

Personal Social Responsibility: Helping the needy, charity and serving the society.

Module:2	Social Issues 1	4 hours

Harassment – types - Prevention of harassment, violence and terrorism

Module:3	Social Issues 2	4 hours

Corruption: ethical values, causes, impact, laws, prevention – electoral malpractices

white collar crimes - tax evasions – unfair trade practices

Module:4	Addiction and Health	3 hours

Peer pressure - Alcoholism: ethical values, causes, impact, laws, prevention – Ill effects of smoking - Prevention of Suicides

Sexual Health: Prevention and impact of pre-marital pregnancy and Sexually Transmitted Diseases

Module:5	Drug Abuse	4 hours

Abuse of different types of legal and illegal drugs: ethical values, causes, impact, laws and prevention

Module:6	Personal and Professional Ethics	3 hours

	Dishonesty - Stealing - Malpractices in Examinations – Plagiarism		
Module:7	**Abuse of technologies**		**4 hours**
Hacking and other cyber crimes, addiction to mobile phone usage, video games and social networking websites			
Module:8	**Invited Talk:** Contemporary Issues		**3 hours**
		Total Lecture hours:	**30hours**

Reference Books

1.	Dhaliwal, K.K (2016), "Gandhian Philosophy of Ethics: A Study of Relationship between his Presupposition and Precepts, Writers Choice, New Delhi, India
2.	Vittal, N (2012), "Ending Corruption? - How to Clean up India?", Penguin Publishers, UK
3.	Birch, S (2011), "Electoral Malpractice", Oxford University Press, UK
4.	Pagliaro, L.A. and Pagliaro, A.M (2012), "Handbook of Child and Adolescent Drug and Substance Abuse: Pharmacological , Developmental and Clinical Considerations", Wiley Publishers, U.S.A
5.	Pandey, P. K (2012), "Sexual Harassment and Law in India", Lambert Publishers, Germany

Mode of Evaluation: Quizzes, CAT, Digital assignments, poster/collage making and projects

Recommended by Board of Studies	26-07-2017		
Approved by Academic Council	No. 47	Date	5-10-2017

Course code	Course Title	L	T	P	J	C
MAT1006	**Mathematics for Media Studies**	**3**	**0**	**0**	**0**	**3**
Pre-requisite	None	**Syllabus version**				
						1.0

Course Objectives(CoB):1,2,3

The course is aimed at

1. Enhancing the basic understanding of application of mathematics for media studies.
2. Imparting design thinking capability to build multimedia systems
3. Developing design skills of mathematical modelling for media applications.

Course Outcome(CO): 1,2,3,4,5

At the end of the course the student should be able to

1. Apply Matrix Factorizations in Multimedia encoding
2. Apply Matrix Theory in Multimedia data
3. Understand codecs and their uses
4. Utilise dimensionality reduction techniques for compression
5. Introduce Multimedia software packages and libraries

Module:1	**Number System**	**5 hours**	

Binary Number System, Signed and Unsigned Binary Numbers, Binary Arithmetic, Octal and Hexadecimal numbers, Conversion among bases, Modulo Arithmetic, quasi inverse of integers, prime numbers, prime factorization, Euclid's algorithm, other algorithms for GCD and LCM

Module:2	**Matrix Theory**	**6 hours**	

Introduction to Matrices, Types of Matrices, Determinants , Properties, Rank of a Matrix, Inverse Matrix, Gauss Elimination, Solutions of System of linear equations, Eigen Values and Eigen Vectors

Module:3	**Vector Spaces**	**6 hours**	

Vector Space Definition, Subspace, Rank and Dimension of the Vector Space, Linear Transformations, Matrix Representations of Linear Transformation, Applications of Linear Transformation in Multimedia.

Module:4	**Analytical Geometry 2D/3D**	**8 hours**	

Two dimensional geometric transformations, Three dimensional geometric and modeling transformations, Translation, Rotation, Scaling, composite transformations in 2D and 3D, Orthogonal Matrix representations and homogeneous coordinates, Rectangular, spherical-polar and cylindrical co-ordinates, Directional cosines, Lines, Spheres

Module:5	**Descriptive Statistics**	**7 hours**	

Types of Data, Central tendency measures: mean, median and mode, Measures of Dispersion, Range, Quartile deviation, Mean Deviation, Variance and standard deviation. Correlation and Regression, Sampling Techniques

Module:6	Redundancy and Information in Multimedia	6 hours	

Coding in multimedia, Encoding and Decoding Multimedia data, Data formats, Code words, Hamming codes, Checksums, mod-2 polynomials, irreducibility, advanced redundancy checks

Module:7	Multimedia software	5 hours	

Multimedia codecs, open-source libraries, Python packages for multimedia, incorporating Multimedia data in web sites, state-of-art packages from various vendors for PC, smartphone.

Module:8	Expert Lecture	2 hours	

Multimedia packages and libraries

	Total Lecture hours:	45 hours	

Text Book(s)

1.	Mathematics for Computer Graphics, John Vince, Springer Verlag, 5th Edition (2017)
2.	Introduction to Applied Linear Algebra – Vectors, Matrices, and Least Squares, Stephen Boyd and Lieven Vandenberghe, Cambridge U Press (2018).
3.	Mathematics for Multimedia, M. Victor Wickerhauser, Birkhaeuser Verlag, (2009)

Reference Books

1	Elementary Linear Algebra, Enton Howard, Wiley India 2016	
2	Introduction to Linear Algebra, Gilbert Strang,5th ed., Cengage Learning	

Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar

	Recommended by Board of Studies	24th June 2020		
	Approved by Academic Council	No. 59	Date	24th Sep 2020

Course code			L	T	P	J	C
MMA1007	**ROLE OF MEDIA IN ENVIRONMENTAL STUDIES**		**3**	**0**	**0**	**0**	**3**
Pre-requisite	**NIL**		**Syllabus version**				

Course Objectives:

The course is aimed :

1. To motivate the students about the media role in environmental studies.
2. At students gaining experience in personally and collectively engaging the creative process.
3. To understand and rectify the problems faced by the environment.

Expected Course Outcome:

At the end of the course the student should be able to :

2. Implement the media knowledge on society, environment, culture, broadcasting and media.
3. Understand the knowledge of natural resources, social issues and bio-diversity.
4. Expand the knowledge about the concepts related to media
5. Be aware of social implications, media exposure and its uses in globalization among media audiences.
6. Gain knowledge on global culture and media operations

Module:1	**Media and environmental studies**	**6 hours**

The multi- disciplinary nature of environmental studies - Definition, scope, importance, need for public awareness – Role of media in sensitizing the people – The need for proper investigation – significance of World Environment Day – Earth Day etc.

Module:2	**Natural Resources**	**6 hours**

Natural Resources – forest resources – use, exploitation, deforestation, construction of multipurpose dams – effect on forests, Water resources – use of surface and subsurface water; effect of floods, drought, water conflicts, food resources – food problems, advantage and disadvantage of fertilizers & pesticides, effect on environment

Module:3	**Energy Resources**	**6 hours**

Need to develop renewable energy, land resources – Land degradation, landslides, soil erosion, desertification & case studies

Module:4	**Social Issues and the environment**	**6 hours**

Urban problems related to energy & sustainable development, water conservation, rain water harvesting, watershed management, problems related to rehabilitation – case studies, Wasteland reclamation, Consumerism and waste products - Environment Protection Act, Air, Water, Wildlife, Forest Conservation Act, Environmental legislation and public awareness.

Module:5	**Media in Ecology conservation:**	

Concept of ecosystem, structure & function of an ecosystem, ecological succession, food chains, food webs and ecological pyramids. Problems related to energy – Water conservation – Climate change and global warming – Environment protection Act – Air (Prevention and control of pollution) Act.

Module:6	**Bio diversity**	**6 hours**

Definition, genetic, species and ecosystem diversity, bio-geographical classification of India, hotspots, threats related to habitat loss, poaching of wildlife, man-wildlife conflicts, Conservation of bio- diversity – Wildlife Protection Act.

Module:7	Media in Human population		7 hours
Population growth, variation among nations, Population explosion – Family Welfare Programme, Environment and human health, Human Rights, Value Education, HIV/ AIDS, Women and Child Welfare, Role of Information Technology – Visit to local polluted site / Case Studies. Customer Orientation – retention - QFD – CSM– TQM Models – Case Studies.			
Module:8	Guest Lecture		2 hours
Expert talk on the recent trends of media role in environmental studies.			
		Total Lecture hours:	45 hours

Text Book(s)	
1.	V. K. Ahluwalia " Environmental Studies: Basic Concepts", The Energy and Resources Institute (TERI), 2012.
Reference Books	
1.	ErachBarucha " Text Book for Environmental Studies: Undergraduate Courses", UGC, 2005.
Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar	

Recommended by Board of Studies	12-8-2017		
Approved by Academic Council	No. 47	Date	5-10-2017

Course code	COMPREHENSIVE EXAM	L	T	P	J	C
BVI3098		0	0	0	0	2
Pre-requisite		Syllabus version V.xx.xx				

Course Objectives:

1. To re-iterate and explore the basic concepts emphasized in core Visual communication courses
2. To provide a holistic view about the core and advanced Visual communication principles
3. To explore the application avenues for Visual communication concepts.

Expected Course Outcomes:

1. Demonstrate knowledge of the fundamental requirement of visual Art and design.
2. Demonstrate basic graphics and web design techniques.
3. Explore the advertising and photography concepts
4. Mastering the concepts of Video Production – Television and Film.
5. Understand the concept of audio production and broadcasting.

Module:1	VISUAL ART AND DESIGN	SLO: 2

Perspective, Human figure proportions, Colour theory, Logo design, Book cover design, Brochure design, Page layout, Sketching techniques, Value chart, Character design.

Module:2	GRAPHIC & WEB DESIGNING	SLO: 2

Vector Design, Raster Design, Primary colors, Secondary colors, Selection tools, Slice tool, Image formats, Non destructive editing, Typography, Image resolution, Filters, Layout design, Webpage design.

Module:3	ADVERTISING	SLO: 11

Types of Advertising - Advertising Media - Advertising Agency and its Structure - Advertising Campaign - Social Media and Advertising - Advertising Tools - Advertising Research - Agency/Client Relations - Copywriting

Module:4	PHOTOGRAPHY	SLO: 11

Aperture , ISO, Shutter Speed, White Balance, Color Temperature, Scene Modes, Camera Body, Sensor, Camera Lenses, Camera Settings, Flash Light, Composition, Framing, Lighting, Light Meter Setting.

Module:5	VIDEO PRODUCTION	SLO: 12

Cameras & Accessories - Rule of Thirds - Shot Types - Camera Movement - Three-Point Lighting - Types of Narratives - Modes of Storytelling - Crew - Budgeting - Post-Production

Module:6	AUDIO PRODUCTION	SLO: 12

Ideation for Radio Story - Script Writing - Voice Recording - Environment creation – Adding Music - Premix - Mixing - Boncing

Mode of Examination: MCQ

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No.61	Date	18-02-2021

Course Code	Capstone Project			L	T	P	J	C
BVI3099				0	0	0	0	12
Pre-requisite				**Syllabus version**				
				v. xx.xx				

Course Objectives:

To provide sufficient hands-on learning experience related to the visual communication and develop suitable design / show reel so as to enhance the innovative / technical skill sets in the chosen field.

Expected Course Outcome:

At the end of the course the student will be able to
1. Formulate specific problem statements for ill-defined real life problems with reasonable assumptions and constraints
2. Perform background study / literature search and / or patent search in the area of interest
3. Develop a suitable design solution for the considered problem
4. Conduct experiments / Design & Analysis / solution iterations and document the results
5. Publish the results in the form of technical report / presentation / portfolio

Contents

1. Capstone Project includes Contemporary art design, Graphics design, Show reel production for media (Television/ Ads / Film / Radio).
2. Project can be for 5 months duration based on the completion of required number of credits as per the academic regulations.
3. Should be carried out individually except for film making where a team of 3 members are permitted.
4. Project can be carried out inside or outside the university, in any relevant industry.
5. Publishing their work / portfolio will be an added advantage.

Mode of Evaluation: Periodic reviews, Presentation, Final oral viva, Portfolio submission

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

SYLLABUS FOR

PROGRAM CORE

COURSES

Course code			L	T	P	J	C
BVI1001	**INTRODUCTION TO VISUAL COMMUNICATION**		**3**	**0**	**0**	**0**	**3**
Pre-requisite	**NIL**			**Syllabus version**			

Course Objectives:

This course is aimed at:
1. Using theory when considering different mediums in visual communication.
2. Applying appropriate communication skills across settings, purposes, and audiences.
3. Demonstrating knowledge of communication theories and applications.

Expected Course Outcome:

At the end of this course, the students will be able to,
1. Understand the importance of Communication in all aspects of social life.
2. Acquire the significant knowledge about developing skills in perceiving and interpretation.
3. Attain in-depth knowledge about the verbal and non-verbal communication.
4. Gain basic understandings about the listening process and adapting communication.
5. Identify the importance of Communication & Personal Identities.

Module:1	COMMUNICATION	4 hours

Need for and the Importance of Human and Visual Communication - Communication as an expression - skill and process - Understanding Communication: SMRC Model - History of Communication- Early History – Ancient – Medieval - Modern and Present.

Module:2	COMMUNICATION AS A PROCESS	5 hours

Message – Meaning – Connotation - Denotation Culture/Codes etc. Levels of communication: Technical – Semantic - and Pragmatic. The semiotic landscape: language and visual communication - narrative representation.

Module:3	THEORIES OF COMMUNICATION	7 hours

Theories of communication: Magic bullet theory - Spiral of silence theory - Cultivation theory - Uses and gratifications theory - Agenda setting theory, Hypodermic Needle theory, Introduction, Communication and Entertainment / Education (ICE) and the resultant implications - Gate keepers.

Module:4	PERCEIVING AND UNDERSTANDING	7 hours

The Perception Process: Selection – Organization – Interpretation - Influences on Perception - Cognitive abilities - Social roles and cultural factors. Guidelines for developing skill in perceiving - Monitor the self-serving bias.

Module:5	VISUAL THINKING	6 hours

Observation and Practical: Ideation, Creativity, Characteristics & Process of creativity - Creativity Tools - Approaches to Creativity – Innovation. Lateral Thinking & Vertical Thinking - Creativity & Visual Communication - Process of developing ideas to different medium.

Module:6	VISUAL PERCEPTION	7 hours

Principles of Visual and other Sensory Perceptions - Color psychology and theory - Definition, Optical / Visual Illusions. Various stages of design process problem identification, search for solution refinement, analysis, decision making, and implementation.

Module:7	**INDIAN MEDIA SCENARIO**	**7 hours**

Growth of Print Media - History of print - Role and responsibility, Evolution of cinema - Pioneers of Indian Cinema – Indian Cinema, Radio Broadcasting – History - All India Radio - FM Broadcasting, Television - History of Indian television - Educational television.

Module:8	**CONTEMPORARY ISSUES**	**2 hours**

Emerging Fields in Visual Communication – Industry Expert Talk

	Total Lecture hours:	**45 hours**

Text Book(s)	
1.	Wood, Julia T. (2014), 7th Edition. Communication Mosaics: An Introduction to the Field of Communication. Thomson-Wadsworth.
Reference Books	
1.	Paul Martin Lester (2013), Visual Communication: Images with Messages, 6th Edition Wadsworth Publishing.
	Mode of Evaluation: CAT/Assignment/Quiz/FAT

Recommended by Board of Studies	4.2.2020		
Approved by Academic Council	No.58	Date	26.2.2020

Course code			L	T	P	J	C
BVI1002		**VISUAL ARTS- 1**	**0**	**0**	**8**	**0**	**4**
Pre-requisite	**NIL**			**Syllabus version**			

Course Objectives:

The course is aimed at:

1. Acquiring the knowledge of drawings and design for communication.
2. Strengthening freehand sketching skill development through a series of in-studio exercises.
3. Developing sketching confidence with hand-eye acuity.

Expected Course Outcome:

At the end of the course the student should be able to:

1. Understand design principles, design process, theory, history and contemporary design practice.
2. Gain proficiency in identified technical skills, understand the process of creating, analyzing, and evaluating creative drawing and design solutions.
3. Justify the choice of appropriate tools according to the type of drawing art work.
4. Visualize and demonstrate an idea and express it through visual design.
5. Demonstrate the knowledge of design & colors and apply them effectively to various assignments.

Module:1	**ELEMENTS OF DRAWINGS**	**10 hours**

- Drawing with different types of lines
- Drawing with basic geometric and organic shapes
- Drawing with different patterns and textures

Module:2	**PROPORTIONS AND SPACE**	**10 hours**

- Accurately seeing and sketching the proportions of objects and scenes (sighting, visual measurement, advancing/ receding, etc.)
- The use and exploration of positive and negative space in sketching.
- Developing sketches using proportions and space to accurately capture the visual quality of objects and environments.

Module:3	**PERSPECTIVE**	**10 hours**

- Principles of perspective sketching, perspective terminology, sketching using 1, 2, and 3-point perspective, linear and atmospheric environmental perspective.
- Create 3 sketches (on each of 1, 2 and 3-point perspective), using proportions, shape and line style to create visually compelling perspective sketches.
- 5 pages of perspective explorations for larger versions.

Module:4	**SHAPE AND FORM**	**10 hours**

- Sketching basic shapes and forms in perspective (cube, cone, cylinder, sphere, etc.), accurate shading of forms (surface "reads", light across a surface, lighting direction, highlight, core and reflected light).
- Create one drawing which contains all basic shapes accurately sketched and shaded on a plane in two-point perspective.

Module:5	**HUMAN PORTRAIT DRAWING**	**10 hours**

- Drawing of the basic skeleton of human portrait
- Block drawing of human portrait
- Detail study of human portrait (male and female portrait) from photograph

Module:6	**CARTOON FACE DRAWING**	**10 hours**

- Developing the human portrait to cartoon face
- Drawing cartoon faces of different famous characters and classmates' characters
- Drawing cartoon faces for some specific purpose like magazine illustration/election campaign etc.

Module:7	**HUMAN FIGURE DRAWING**	**15 hours**

- Stick figure drawings of human figures
- Block drawing of human figures
- Simple gestures and postures drawing of human figures

Module:8	**LIFE DRAWING ILLUSTRATIONS FROM MODELS**	**15 hours**

- Research images and have hard copies for images used.
- Thumbnail sketches (5 thumbnails constrained to final size)
- Apply the figure and perspective in some form into your final illustration. Use one image as the focal point making that the central image in size or position

Module:9	**CHARACTER DRAWING**	**15 hours**

- Developing a human character based on an idea
- Developing an object character based on an idea
- Drawing a mascot character for a particular purpose

Module:10	**INTRODUCTION TO ILLUSTRATION**	**15 hours**

- Understanding the difference between design and illustration
- Preparing 10 topics for poster illustrations with characters
- Preparing 10 topics for poster illustrations without characters
- Designing illustration for different causes and target audiences.

	Total Laboratory hours:	**120 hours**	

Text Book(s)

1.	Ching, F.D.K. (2017-4th Edition). Design Drawing. John Wiley and Sons, Inc. New York, NY. USA.

Reference Books

1.	Laseau, P. (2012-2nd Edition). Visual Notes for Architects and Designers. John Wiley and Sons, Inc. New York, NY. USA.
2.	Curtis, B. (2002). Drawing from Observation: An Introduction to perceptual drawing. McGraw – HillHigher education: A division of the McGraw – Hill Companies. New York, NY. USA

Mode of evaluation: Assignment / FAT			

Recommended by Board of Studies	4.2.2020		
Approved by Academic Council	No.58	Date	26.2.2020

Course code			L	T	P	J	C
BVI1003	**FUNDAMENTALS OF GRAPHIC DESIGN**		**0**	**0**	**8**	**0**	**4**
Pre-requisite	**NIL**		**Syllabus version**				
			1				

Course Objectives:

The course is aimed at:

1. Acquiring competency in technical skills applicable to graphic design.
2. Understanding the ability to use design thinking strategies in an iterative design process.
3. Enriching the skill level of graphic design through the topics.

Expected Course Outcome:

At the end of the course the student should be able to:

1. Seek design principles, design process, theory, history and contemporary design practice.
2. Gain proficiency in identified technical skills, understand the process of creating, analyzing, and evaluating graphic design solutions.
3. Justify the choice of appropriate tools according to the type of digital art work
4. Visualize and demonstrate an idea and express it through visual design
5. Demonstrate the knowledge of design & colors and apply them effectively to various assignments.

Module:1	FUNDAMENTALS OF DESIGN	10 hours

- Drawing geometric shapes
- Drawing organic shapes
- Creating design patters using both geometric and organic shapes

Module:2	COLORS IN DESIGN	10 hours

- Understanding Color theory
- Working with color wheel
- Analyzing the color psychology

Module:3	TYPOGRAPHY	10 hours

- Understanding the kinds of typography and its implementations
- Analyzing the crafts of typography
- Font faces, families and styles in design.
- Working with calligraphy

Module:4	UNDERSTANDING THE PROCESS OF DESIGN	10 hours

- Problem identifying.
- Refinement of prelims
- Analyzing the decisions on design.
- Implementation of design

Module:5	PRINCIPLES OF DESIGN	10 hours

- Understanding the importance of various principles related to design
- Experimenting the principles on paper sketches

Module:6	ELEMENTS OF DESIGN	15 hours

- Understanding the importance of line, shape, color, texture, etc. on design
- Working with the sketches in implementing the various apt elements for design

Module:7	BRANDING – DESIGN	15 hours

- Drawing logo designs of different genres of industries(educational, commercial, entertaining, government etc)
- Design and create layouts with images(clipart, drawing, photograph etc)
- Creating layout for banners and hoardings with measurement of images and typography

Module:8	BROCHURE DESIGN	15 hours

- Designing brochure in simple folds process and basic layout
- Designing colored and texted brochure in different folds
- Designing achromatic, monochromatic and polychromatic brochures

Module:9	BOOK COVER DESIGN	15 hours

- Designing the draft and sketches of book cover of different genres
- Designing book cover in proper measurements with color and text.
- Designing achromatic, monochromatic and polychromatic book covers

Module:10	PORTFOLIO FOR DESIGN WORKS	10 hours

- Creating the portfolio and designing each page of the portfolio to make it more attractive and effective

	Total Laboratory hours:	120 hours	

Text Book(s)

1.	Ellen Lupton, 2015, "Graphic Design: The New Basics: Second Edition, Revised and Expanded", Princeton Architectural Press.

Reference Books

1.	David Dabner "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition (28 July 2014)

Mode of evaluation: Assignment / FAT

Recommended by Board of Studies	4.2.2020		
Approved by Academic Council	No. 58	Date	26.2.2020

Course Code			L	T	P	J	C
BVI1004	**PHOTOGRAPHY BASICS**		**0**	**0**	**8**	**0**	**4**
Pre-requisite			**Syllabus version**				
	NIL		v.1				

Course Objectives:

The Course is aimed at:
1. Understanding the functional working of a still camera
2. Acquiring the Art of Composition, Framing and Lighting.
3. Creating mood with lights and capturing various emotions through camera.

Expected Course Outcome:

At the end of the course the student should be able to
1. Operate a Digital SLR Camera, Flash Lights and its related accessories.
2. Analyse and infer various conditions and environments for a photo-shoot and capture it.
3. Plan the requirements and complete a successful Product or a Model Shoot.
4. Visualize concepts and shoot photos based on a theme or a one-liner.
5. Appraise photographs based on Composition, Lighting, Subject and Mood.

Student Learning Outcomes (SLO): **2,12,20**

[2] Having a clear understanding of the subject related concepts and of contemporary issues

[12] Having adaptive thinking and adaptability

[20] Having a good digital footprint

Module:1	BASICS OF CAMERA	15 Hours

- Fundamentals of Composition, Framing and Lighting.
- Various types, functions and handling of Camera.
- Digital SLR Camera and various sensor Sizes.
- Setting Aperture, Shutter Speed and ISO for different Shots
- White Balance and Shooting Modes in D-SLR Camera

Module:2	FLASH & LIGHTS	15 Hours

- How to use 3 Point Lighting using Cool Lights Flash settings and Operations
- Use of Reflector, Cutter and Diffuser Handling Use of Light Meter

Module:3	OUTDOOR (LANDSCAPE & PEOPLE)	15 Hours

Outdoor – Landscape

- Photo-shoot of Outdoor (Landscape)
- Color correction to the taken photos according to his creativity.

Outdoor – People

- Photo-shoot of Outdoor (People)
- Color correction to the taken photos according to his creativity.

Module:4	Outdoor (Birds & Animals	15 Hours

Outdoor – Birds/Animals

Photo-shoot of Outdoor (Birds/Animals)

Color correction to the taken photos according to his creativity.

Module:5	Outdoor – Monuments		15 Hours

- Photo-shoot of Outdoor (monuments).
- Color correction to the taken photos according to his creativity.

Module:6	Photo Language And Portrait		15 Hours

- Photo-shoot of photo language concept and portrait photography
- Color correction to the taken photos according to his creativity.

Module:7	Freezing Moment and Panorama Special		15 Hours

Freezing Moment and Panorama Special

- Photo-shoot of freezing moment and panorama. Student will take pictures of their own using panorama concepts.
- Color correction to the taken photos according to his creativity.

Module:8	Special Effects & Indoor Photography		15 Hours

- Product photography
- Macro photography Event photography Night photography
- Festival photography

		Total Laboratory Hours:	120 Hours

Text Book(s)

1.	Kathy Burns-Millyard," Digital Photography Basics: A Beginner's Guide to Getting Great Digital Photos", 2014, second edition, published by electronic perceptions.

Reference Books

1.	DK,"The Beginner's Photography Guide", 2015, 2_{nd}Edition, published by Penguin UK.

Mode of Evaluation: Assignment / FAT

Mode of evaluation: Reviews

Recommended by Board of Studies	4.2.2020		
Approved by Academic Council	No.58	Date	26.2.2020

Course code			L	T	P	J	C
BVI1005	**FOLK ARTS AND PERFORMANCE**		0	0	6	0	3
Pre-requisite	**NIL**		**Syllabus version**				
			v.1				

Course Objectives:

This course is aimed at:
1. Learning the concept and basics of folk art and performance.
2. Analyzing folk music, folk dance, folk culture and experimental forms of art.
3. Applying the concepts of folk arts and performance into contemporary practices.

Expected Course Outcome:

At the end of this course, the students will be able to,
1. Define folk arts and performances and how it works.
2. Understand the impact of folk arts on our culture.
3. Analyze and interpret folk arts and performance communication.
4. Discuss about different types of inclusion in contemporary folk play.
5. Justify the right way of teaching critical viewing skills to various audiences.

Module:1	CULTURE, TRADITION-FOLK ART	5 hours

Definition, Nature and Scope, Relation of culture, Tradition to folk art and society, Mono Culture, Tribal Culture, Tradition folk.

Module:2	FOLK AN INTRODUCTION	10 hours

Definitions, functions, Characteristics of folk.

Module:3	BASIC CONCEPTS	10 hours

Migrant and immigrant folk, identity and fake folk, type index and Motif index, Archetype and Oikotype, Worldwide view of folk.

Module:4	FOLK LITERATURE	10 hours

Definition, Folk Song, Narrative Poems, Legend and Tale, Proverbs, Riddles, Folk Speech and Other Genres.

Module:5	CLASSIFICATIONS OF FOLK ART	10 hours

Micro and Macro Classifications.

Module:6	STRUCTURE OF FOLK ART	10 hours

Mythological, Historical, Functional, Psychoanalytical, Structural, Oral Forulaic, Genre, Contextual, Performance, Nativism

Module:7	IMPACTS OF SOUND AND MUSIC IN FOLK ART	10hours

Definition, Characteristics, Origin, Classification.

Module:8	FOLK THEATRE	10 hours

Definition and Characteristic, Origin and Classification of folk Theatre, Folk Artists and Art Forms, Folk Theatre in Modern Era,		
Module:9	**CULTURAL ANTHROPOLOGY AESTHETICS OF FOLK ART**	**10 hours**
Society, Culture, Group, Community, Social Stratification, Village, Moral, ethical and aesthetics of folk and there issues (A case study).		
Module:10	**CONTEMPORARY ISSUES:**	**5 hours**
Contemporary changes in Folk art, Current trends.		
	Total Lecture hours:	**90 hours**

Text Book(s)		
1.	**1.** Brahma Prakash, (2019), Cultural Labour: Conceptualizing teh 'Folk Performance' in India, Oxford University Press.	
Reference Books		
1.	Felicia Katz-Harris, (2010), Inside the Puppet Box: A Performance Collection of Wayang Kulit, University of Washington Press.	

Recommended by Board of Studies	4.2.2020		
Approved by Academic Council	No. 58	Date	26.2.2020

Course code			L	T	P	J	C
BVI1006	**ELEMENTS OF FILM STUDIES**		0	0	8	0	4
Pre-requisite	NIL		Syllabus version				
			v.1				

Course Objectives:

This course is aimed at:

4. Understanding the vocabulary of film
5. Examining and appreciating cinema / film as an art
6. Exploring the specificity, history and functions of film

Expected Course Outcome:

At the end of this course, the students will be able to,

6. Understand film and its various genres and forms.
7. Apply a variety of critical frameworks to analyzing and assessing film.
8. Analyze and apply the aesthetics, technique, and storytelling of film narratives.
9. Evaluate various cinematic works from a range of perspectives.

Module:1	FILM ANALYSIS	16 hours

Characteristics–Film and other forms of art - Film Perception: Levels of Understanding–Film and Psycho-analysis - Reception–Film Appreciation - Aesthetics - Abstraction: Subtlety–Signs: Denotation and Connotation - Paradigmatic and Syntagmatic – Film Semiotics: Signifier, Signified, and Signification.

Module:2	FILM FORMS & SYNTAX	16 hours

Narrative and Non-narrative – Film Genre – Film and Realism: Neo Realism, Symbolic Simulation, Expressionism, Impressionism and Surrealism – Film and Post Modernism – Structuralism–Deconstruction.- Mise en scene.

Module:3	WORLD CINEMA AND INDIAN CINEMA	16 hours

The Lumiere Brothers, George Melies - Early Film Pioneer, Introduction to Indian Cinema - Early Filmmakers with reference to Dadasahib Phalke, Shantaram, BimolRoy, NatarajMudaliar, K.Subramaniam. - The Parallel Cinema - Modern Era -Bharathiaraja, Maniranthnam, Shyam Benegal.

Module:4	FILMING BASED ON FILM THEORY	16 hours

Dichotomies of film theory – Transposition – Interdependence of questions – Formative film theory – Form and function – the purpose of film – Cinematic means – Montage – Typage: Battleship Potemkin and its five chapters – Realistic film theory – Compositional forms – the purpose of cinema – the plastic image – Deep focus.

Module:5	FILM PRODUCTION PROCESS	12 hours

Understanding the functioning of this industry - Brief comparison of industry functioning in various parts of the country - Preproduction, production and post-production process &various departments involved in it – Role play.

Module:6	TECHNICAL STUDIES	12 hours

Camera & its functioning- The Shot: characteristics, types, meanings; scene and sequence - Camera angles and movements, performance, settings, props, costume, lighting, Editing, Different types of editing - Importance of editing grammar - Sound Mixing & Sound Design – SFX.

Module:7	DOCUMENTARY PRODUCTION PROCESS	8 hours

Comparison between Fiction films & Documentary - Importance of documentary making in contemporary society - Different Narrative Techniques of documentary.

Module:8	DOCUMENTARY PRODUCTION TECHNIQUES	8 hours

Technical aspects of producing a Documentary – screening of one / two minute documentary – appreciation.

Module:9	FILM MARKETING AND DISTRIBUTION	8 hours

Basics of film marketing -.Different modes of marketing - Film advertisement -.How does film distribution of a film work - What is distribution right -.Idea about film market, festivals - Film organizations in India - Audience reception - How to pitch a film idea (NFDC Screen Lab, Docedge etc.

Module:10	EMERGING TRENDS IN FILM MAKING	8 hours

Emerging Trends in Film – Case Studies: Cinema, Documentaries – Awards & Award categories - Hands-on training by Industry Expert or Industrial Visit.

Lab Experiment (Sample)

1. Short film analysis & appreciation
2. Stereotyping a character with Props
3. Recreating a scene from any movie released before 1980
4. Photo storytelling using formative film theory
5. Strategic management of film crew in local context
6. Realistic shot composition and output
7. Documentation for documentary
8. Producing two minute documentary
9. Marketing plan proposal
10. Case study analysis

		Total hours:	120 hours

Text Book(s)

1.	Bordwell D and Thomson K [2010] Film Art–An Introduction. McGraw-Hill, New York

Reference Books

1.	Steven Ascher and Edward Pincus [2013], The Film maker's Handbook: A Comprehensive Guide for the Digital Age.
	Mode of Evaluation: Assignments / Case Studies

Recommended by Board of Studies	4.2.2020		
Approved by Academic Council	No. 58	Date	26.2.2020

Course code			L	T	P	J	C
BVI1007		**STORYTELLING AND SCRIPT WRITING**	**0**	**0**	**8**	**0**	**4**
Pre-requisite	NIL		**Syllabus version**
			v.1

Course Objectives:

The course is aimed at:
4. Providing a comprehensive introduction on storytelling techniques.
5. Understanding the basic techniques of writing script out of a story.
6. Acquiring the skills of making storyboard out of a script.

Expected Course Outcome:

At the end of the course students should be able to:
1. Understand the various techniques of writing a story out of a given concept
2. Acquire knowledge and idea about various types of script wring techniques.
3. Apply the gathered knowledge to write script and story in the industry for advertisements, documentary and films.
4. Develop a concept, idea and write a detailed story based on it.
5. Create multi layered script based on the story and create the basic storyboard.

Module:1	STORY WRITING CONCEPTS	5 hours

- What is a story? What are the elements of a good story? How does it keep you hooked to the narrative? Story is Universal.
- Origin of an Idea- How does a writer develop his ideas?
- How to break down your own idea to understand its scope and nature?

Module:2	DIFFERENT STORY GENRES	5 hours

- How to Tell a Folktale story?
- How to Tell Fact-Based Stories?
- How to Tell a Personal Story?
- How to tell a fantastical/fictional story?
- How to tell a historical story?

Module:3	STORY READING	5 hours

- How to read a story? Reading exercises in class- role play
- Develop dialogue within two characters in the story
- Theatrical reading vs natural reading styles
- Imposing emotion in the reading techniques- understanding and expressing the basic theme of the story through reading

Module:4	STORY WRITING BASICS	5 hours

- How to write a story?
- Development of plot- beginning, middle and end of the story- Three act structure of a story- climax of a story
- Development of a character in the story- main protagonist- main antagonist- supporting characters- comic relief characters
- Conflict in the story
- Write a brief description of your protagonist's (main character's) goal. Describe his/her inner motivation? What is the theme of your story? Why? Write dialogue between two characters that carries them through a scene.

Module:5	SCREENPLAY	10 hours
	● Understanding screenplay, the anatomy and structure of a screenplay. ● Developing a screenplay from a story. ● Developing a screenplay with proper details out of a selected story	

Module:6	CAMERA SHOTS	10 hours
	● Understanding camera angles: case study ● Understanding camera shots: case study ● Understanding camera transition: case study ● Understanding scene transition: case study	

Module:7	ANIMATION FILM SCREENPLAY	10 hours
	● Develop a short animation film story with proper anatomy (beginning, middle, end) ● Develop the screenplay for the animation film marking each scene description, time, shots, dialogue etc.	

Module:8	ADVERTISEMENT FILM SCREENPLAY	10 hours
	● Develop a basic concept and story for a 30sec commercial advertisement of any selected product ● Develop the screenplay for the commercial advertisement marking each scene description, time, shots, dialogues etc.	

Module:9	DOCUMENTARY FILM SCREENPLAY	10 hours
	● Develop the idea and concept about the subject of the documentary film ● Develop the basic screenplay for the documentary marking the scenes, camera angles, bgm etc.	

Module:10	FICTIONAL FILM SCREENPLAY	10 hours
	● Develop the idea and concept about the subject of the fictional film based on a specific genre. ● Develop the basic screenplay for the film marking the scenes, camera angles, bgm etc.	

Module:11	STORYBOARDING	10 hours
	● Understanding different storyboading techniques ● Develop storyboard in given module with details of camera angles and transitions ● Develop 20 panel storyboard out of any existing story or screenplay in pencil drawing	

Module:12	STORYBOARDING FROM SCREENPLAY	10 hours
	● Develop the required storyboard in proper panels and in details from the screenplay made for animation ● Develop the required storyboard in proper panels and in details from the screenplay made for commercial advertisement ● Develop the required storyboard in proper panels and in details from the screenplay made for documentary film	

Module:13	THREE TYPES OF STORYBOARDING(MINIMUM 30 PANELS)	10 hours

- Develop a basic storyboard with stick figures and rough drawings showing camera movements and transition
- Develop a detailed storyboard in color with background and character details showing camera movements and transition
- Develop a collage storyboard mainly used for commercial advertisement purpose.

Module:14	COMPLETE PIPE LINE OF PRE-PRODUCTION	10 hours

- Develop and get approved an idea for a short animation film/advertisement/documentary
- Develop and get approved the story out of the idea for a short animation film/advertisement/documentary
- Develop the detail storyboard from the story out of the idea for a short animation film/advertisement/documentary

		Total Laboratory hours:	120 hours	

Text Book(s)

1.	Ching, F.D.K. (2010-2nd Edition). Design Drawing. John Wiley and Sons, Inc. New York, NY. USA.

Reference Books

1.	Curtis, B. (2002). Drawing from Observation: an Introduction to perceptual drawing. McGraw – HillHigher education: A division of the McGraw – Hill Companies. New York, NY. USA
2.	Laseau, P. (2012-2nd Edition). Visual Notes for Architects and Designers. John Wiley and Sons, Inc. New York, NY. USA

Mode of evaluation: Assignment / FAT

Mode of evaluation: Review

Recommended by Board of Studies	4.2.2020		
Approved by Academic Council	No.58	Date	26.2.2020

Course code			L	T	P	J	C
BVI1008	**ADVERTISING AND PUBLIC RELATIONS**		**3**	**0**	**0**	**0**	**3**
Pre-requisite	**NIL**		**Syllabus version**				
			v.1				

Course Objectives:

This course is aimed at:
7. Learning the basics and Fundamentals of Advertising and Public Relations.
8. Introducing principles and strategies Advertising and Public Relations.
9. Understanding how Advertising and Public Relations can be incorporated in extensive field of visual media.

Expected Course Outcome:

At the end of this course, the students will be able to,
10. Define what Advertising and Public Relations is and how that works.
11. Understand Advertising and Public Relations concepts using various strategies and techniques.
12. Analyze and interpret Advertisement and Public Relations industry.
13. Discuss about different types of Advertising and Public Relations methods and their properties.
14. Justify the right way of Advertisement and Public Relations in visual media.

Module:1	**INTRODUCTION TO ADVERTISING**	**6 hours**

Introduction to Advertising – Definition and Type of Advertising-Historical Overview-Principle and Objective of Advertising- Structure and Functions of Advertising Agencies-Advertiser and Agency relationship - Creative Aspects of Advertising.

Module:2	**ADVERTISING ETHICS:**	**6 hours**

Ethics in Advertising –Testing Advertising Effectiveness- Audience Analysis –Segmentation-Targeting and Positioning- Audience research (Demographics - Psychographics). Ad agencies and Campaigning.

Module:3	**ADVERTISING PRINCIPLES AND STRATEGIES:**	**7 hours**

Visual Consistency -Campaign Duration – Repeated Taglines – Consistent Positioning – Simplicity – Identify a Selling Point – Create an Effective Flow. Advertising strategy: - consumer profile – Brand Profile – Selling Strategy-Creative Idea – Brand Positioning –Creative blue print.

Module:4	**LAWS AND ACTS OF ADVERTISING:**	**6 hours**

Advertisement Acts - Copyright Acts - Indian Contract Act- The emblems and names Prevention of Improper use Act-Young Person Harmful Publication Act-Indian advertising standards council-Prize Competition Act.

Module:5	**ADVERTISING MEDIA:**	**5 hours**

Television Broadcasting – Radio Advertising – Print Media – Newspaper Advertising – Magazine Advertising and Interactive Media.

Module:6	**PRINCIPLES OF PUBLIC RELATIONS:**	**7 hours**

Public Relations – Definitions - Basic elements of PR - Nature, role and scope - PR as a tool of modern management – PR role in the Indian Setting - Developing economy - PR as distinct from

other forms of Communication - PR and Publicity – Lobbying – Propaganda - Sales Promotion and Advertising - PR and Corporate Marketing Services.

Module:7	**PUBLIC RELATIONS IN MEDIA:**	**6 hours**

Strategy for good media relations - Inter-Media Publicity - Press Conference - Traditional Media as a PR tool – Types – Advantages - Role of traditional Media in rural India. Outdoor media as a PR tool – Hoardings – Posters – Transit media – Bus panels – Neon sings – Direct Mail – advantages.

Module:8	**CURRENT TRENDS:**	**2 hours**

Current Trends in Advertisement and Public Relations –Industry Expert Talk

	Total Lecture hours:	**45 hours**

Text Book(s)		
1.	**2.**	George Belch, Michael Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) 11th Edition. McGraw-Hill Education; 11 edition (March 10, 2017).
Reference Books		
1.		S.A. Chunawalla and K.C.Sethia, Foundation of Advertising Theory and Practice, Himalaya Publication House, Mumbai,2000.
2.	3.	Doug Newsom, Judy Turk, Dean Kruckeberg. This is PR: The Realities of Public Relations 11th Edition. Cengage Learning. 2013.
3.	**4.**	Iqbal Sachdeva, Public Relations: Principles and Practices (Oxford Higher Education) – June 2009.
	Mode of Evaluation: CAT/Assignment/Quiz/FAT	
Recommended by Board of Studies	04.02.2020	
Approved by Academic Council	No. 58	Date	26.2.2020

Course code			L	T	P	J	C
BVI2001		**VISUAL ARTS - 2**	**0**	**0**	**8**	**0**	**4**
Pre-requisite	BVI1002		**Syllabus version**				
			v.1				

Course Objectives:

The course is aimed at:

1. Developing skills in 2 and 3 dimensional drawing for communication of information.
2. Acquiring the skills and understanding to execute drawings standard to the profession.
3. Gaining knowledge in visual perception and presentation composition.

Expected Course Outcome:

At the end of the course the student should be able to:

1. Seek design principles, design process, theory, history and contemporary design practice.
2. Gain proficiency in identified technical skills, understand the process of creating, analyzing, and evaluating design solutions.
3. Justify the choice of appropriate tools according to the type of digital and manual art work
4. Visualize and demonstrate an idea and express it through visual design
5. Demonstrate the knowledge of design & colors and apply them effectively to various assignments.

Module:1	ADVANCE ILLUSTRATION	10 hours

- Illustration of a cause based poster for public communication
- Illustration based on a concept or idea

Module:2	INTERFACE DESIGN	10 hours

- Sketching for interfaces: overview and discussion of various tools that may be used in sketching interface solutions, approaches and techniques of interface design prototyping, examples of different approaches to sketching for interface design.
- Create a prototype of a product that requires a digital display interface. Use all appropriate topics covered to date in your final solution.
- Create 5 pages of various conceptual explorations in your sketchbooks

Module:3	"EXPLAIN" PROJECT	10 hours

- Concept of "visual leverage" discussion. Simplification of sketches to aid in clarity and communication. How to communicate ideas in visual form? Working through thinking in visual form, recording what you see hear.
- Explain an idea, process, sequence, or experience through sketches. Use all appropriate sketching techniques learned to date. Solution must include sketched images and type elements. Designing approved brochures of varied sizes.

Module:4	**CRITICAL THINKING AND VISUAL COMMUNICATION**	**10 hours**

- Newspaper Infographic
- Website infographic
- Infographic poster for a public event or social cause

Module:5	**BOOK ILLUSTRATION**	**10 hours**

- Cover page illustration of story books
- In story illustrations
- Illustrations of books of different genre

Module:6	**CONCEPT ART BASICS**	**10 hours**

- Developing concept art ideas: illustrating based on a definite concept
- Concept art paper work for comics
- Concept art paper work for games
- Concept art paper work for films

Module:7	**SIGNS AND SYMBOLS**	**10 hours**

- Drawing different types of signs based on an instruction
- Pictorial depiction of a notice
- Redesigning existing signs

Module:8	**PRODUCT DESIGN ILLUSTRATIONS**	**10 hours**

- Drawing of different prototype of products
- Finalizing the drawing with colors ready for 3d rendition of the product.

Module:9	**POSTER DESIGN**	**10 hours**

- Designing poster for specific event
- Designing pictorial poster without any words
- Designing posters depicting research ideas and developments.

Module:10	**PROBLEM SOLVING THROUGH DRAWING AND DESIGN**	**10 hours**

- Developing designs and/or drawings based on real time case studies (minimum 3 case studies) and providing them solutions of the problem.

Module:11	**DESIGN OF BRANDING AND ILLUSTRATION**	**10 hours**

- Developing branding designs and logo and poster illustrations for companies based on case studies

Module:12	**FINAL PORTFOLIO DEVELOPMENT**	**10 hours**

- Portfolio discussion -content, development, submission for final grade.
- Create and prepare to submit your final portfolio

	● Final Portfolios submitted electronically in PDF format.			
	Total Laboratory hours:	**120 hours**	

Text Book(s)

1.	Ching, F.D.K. (2010-2nd Edition). Design Drawing. John Wiley and Sons, Inc. New York, NY. USA.

Reference Books

1.	Curtis, B. (2002). Drawing from Observation: an Introduction to perceptual drawing. McGraw – HillHigher education: A division of the McGraw – Hill Companies. New York, NY. USA
2.	Laseau, P. (2012-2nd Edition). Visual Notes for Architects and Designers. John Wiley and Sons, Inc. New York, NY. USA

Mode of evaluation: Assignment / FAT/ Case studies

Mode of evaluation: Review

Recommended by Board of Studies	4.2.2020		
Approved by Academic Council	No.58	Date	26.2.2020

Course code			L	T	P	J	C
BVI2002	**GRAPHIC DESIGN**		0	0	8	0	4
Pre-requisite	**BVI1003**		**Syllabus version**				
			v.1				

Course Objectives:

The course is aimed at:

1. Acquiring the advanced technical skills applicable for graphic designer.
2. Understanding the ability to use design thinking strategies in an iterative design process.
3. Enriching the skill level of graphic design through the different assignments

Expected Course Outcome:

At the end of the course the student should be able to:

1. Seek design principles, design process, theory, history and contemporary design practice.
2. Gain proficiency in identified technical skills, understand the process of creating, analyzing, and evaluating graphic design solutions.
3. Justify the choice of appropriate tools according to the type of digital art work
4. Visualize and demonstrate an idea and express it through visual design
5. Demonstrate the knowledge of design & colors and apply them effectively to various assignments.

Module:1	Logo Design	10 hours

- Creating a paper work of different logos on the genre.
- Tracing the layout of the approved designs in digital format.
- Applying suitable color for the digital designs.
- Designing approved different logos on the genre.

Module:2	Visiting Cards	10 hours

- Creating a paper work of different Visiting cards on the genre.
- Tracing and designing the approved layout of designs in digital format.

Module:3	Brochures (A4 Size, A4 2 Fold, A4 3 Fold)	10 hours

- Creating a paper work of brochures on the genre.
- Tracing the layout of the approved designs in digital format.
- Applying suitable color for the digital designs.
- Designing approved brochures of varied sizes.

Module:4	Print Advertisement - Black & White, Color	10 hours

- Creating a paper work of advertisement flyers on the genre.
- Tracing the layout designs in digital format and applying suitable colors.
- Creating a paper work of poster advertisement on the genre.
- Tracing the layout designs in digital format and applying suitable colors

Module:5	Letter Head		10 hours

- Creating paper work of letter head designs.
- Tracing the layout designs in digital format, designing and applying suitable colors.

Module:6	Package Design		10 hours

- Creating a paper work of package designs on the genre.
- Tracing the layout of the approved designs in digital format.
- Designing approved package designs with suitable colors and text.

Module:7	Matte Painting		10 hours

- Create a different scenic view of a green pasture or a haunted village.
- Designing approved scenic view in digital format using the designing software.

Module:8	Montage		10 hours

- Create different montages on the topic Indian culture or eradication of poverty in the world.
- Compiling the approved pictures or materials using the designing software.

Module:9	Black & White to Color		10 hours

- Converting a black & white picture into colored using the image editing software.

Module:10	Newsletter		10 hours

- Creating a paper work of newsletter on the genre.
- Tracing and designing the approved layout of designs in digital format.

Module:11	Webpage Design		10 hours

- Creating a paper work of webpage designs on the genre.
- Designing the layout of the approved designs in digital format.

Module:12	Color Correction		10 hours

- Creating a paper work of art designs on the genre.
- Applying different colors to them by using suitable color modes.

		Total Laboratory hours:	120 hours	

Text Book(s)

1.	Ellen Lupton "Graphic Design: The New Basics: Second Edition, Revised and Expanded", Princeton Architectural Press; Revised and updated edition (14 July 2015)

Reference Books

1.	David Dabner "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition (28 July 2014)

Mode of evaluation: Assignment / FAT

Recommended by Board of Studies	4.2.2020

| Approved by Academic Council | No.58 | Date | 26.2.2020 |

Course code		MEDIA LAWS AND ETHICS		L	T	P	J	C
BVI1009		MEDIA LAWS AND ETHICS		2	0	0	0	2
Pre-requisite		NIL		Syllabus version				
				v. xx.xx				

Course Objectives:

The Course is aimed at:

1.   Understanding the fundamental framework and laws that govern various media.

2.   Acquiring insight on various issues and legal issues related to the functioning of a media organization.

3.   A clear overview about the roles and responsibilities of a media organization.

Expected Course Outcome:

At the end of the course the student should be able to

1.   Understand the functioning and working of a Media Organization.

2.   Identify various laws and rules that govern the working of a media origination.

3.   Comprehend various issues and legalities involved in media management.

4.   Distinguish between media law and media ethics while working in media.

5.   Evaluate various media organizations functioning based on the gained insight.

Module:1	History of Media Law & Indian Constitution	4 hours

Introduction to Indian Media Law; Fundamental Rights; Directive Principles of State Policy

Module:2	Freedom of Media & Defamation	4 hours

Freedom of Media; Freedom of Media Case Studies; Libel and Slander; Case Study related to Defamation

Module:3	Print Media Acts	5 hours

Press & Registration of Books Act 1867; Registration of Newspaper; Press Council Act 1978; Working Journalist and other Newspaper Employee Provision Act 1955

Module:4	Broadcasting & Film Media - Acts	5 hours

Prasar Bharati Act 1990; Cable Television Networks Rule 1994, Broadcast Service Regulation Bill 2006, Cinematography Act 1952		
Module:5	**Intellectual Property Rights**	**5 hours**
The Design Act 1911; Trade and Merchandise Marks Act 1958; Patents Act 1970; Copyright Act 1957; RTI		
Module:6	**Media Ethics & Cyber Crimes**	**5 hours**
Code of Ethics; Code for Commercial Advertising; Broadcasting Ethics; Principles of Self-Regulation; Information Technology Act 2000		
Module:7	**Contemporary issues:**	**2 hours**
Media issues and legal issues in Current Scenario		
	Total Lecture Hours:	**30 Hours**

Text Book(s)	
1.	Roy L. Moore, Media Law and Ethics : A Casebook, 2020, Routledge, United Kingdom.
2.	5. George E Padgett, Cases, Concepts & Theories: Media Law & Ethics Study, 2019, Independent Publisher, USA.

Reference Books	
1.	Roy Moore, Michael Murray, Media Law and Ethics, 2017, Routledge, United Kingdom.
2.	Neelamalar.M, Media Law and Ethics, 2018, Prentice Hall, India.

Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar / Case Studies			
Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	DIGITAL FILM MAKING	L	T	P	J	C
BVI2003		**0**	**0**	**8**	**0**	**4**
Pre-requisite	BVI1007 - Storytelling and Script Writing		**Syllabus version**			
			v. xx.xx			

Course Objectives:

The course is aimed at:

1.Providing an understanding of the art of cinematography.

2.Implementing the nuances of filmmaking .

3.Gaining a comprehensive knowledge of the digital filmmaking process.

Expected Course Outcome:

At the end of the course, students should be able to :

1. Use technical & creative techniques to operate different video cameras.

2. Produce, direct and edit narrative, documentary, and advertisement videos.

3. Handle different camera accessories.

4. Participate in a team-oriented environment.

5. Provide/receive constructive criticism and engage in creative production.

Module:1	**Handling Video Cameras**	**10 hours**

- Types of video cameras
- Focus
- Shutter
- White Balance
- Viewfinder
- Iris & Exposure
- Zoom
- Filters

Module:2	**Handling Accessories**	**15 hours**

- Tripods
- Microphones
- Lights
- Charging modes
- Storage
- Headphones
- Light reflectors
- Boom Pole
- Cables
- Portable digital audio recorder
- Rigs

Module:3	**Composition**	**15 hours**

- Framing
- Headroom
- Field of view
- Rule of thirds
- Shot types
- Cutaways
- Continuity shots

Module:4	**Lighting**	**15 hours**

- Day effect
- Night effect

●	Three-point lighting		
●	Bounce		
●	Source		
●	Hard & creative lighting		
●	Different types of lights		
●	Light meters		
Module:5	**Camera Movement**		**15 hours**
●	Types of moves		
●	Moving shots		
●	Tracking		
●	Countermove		
●	Reveal with movement		
●	Circle track moves		
●	Crane moves		
●	Rolling shot		
●	Vehicle to vehicle shooting		
●	Aerial shots		
Module:6	**Storytelling**		**10 hours**
●	Introduction		
●	Four common types of narrative		
●	Five modes of storytelling		
●	Video-enabled storytelling		
●	Mini-story creation		
Module:7	**Shortfilm Making**		**20 hours**
●	Scripting & budgeting		
●	Cast & Crew		
●	Rehearsal		
●	Production		
●	Post-production		
Module:8	**Advertisement Production**		**15 hours**
●	Ideation		
●	Transforming idea to script		
●	Production		
●	Wrap		
●	Post-production		
Module:9	**Shooting for Visual Effects**		**5 hours**
●	Camera setting		
●	Shooting with green screens		
●	Background plates		
●	Tracking techniques		
●	360-degree video capturing		
●	Video formats for different purposes		
	Total Laboratory Hours:		**120 hours**
Text Book(s)			
1.	Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, 2012, McGrawHill, USA.		
2.	Bettman & Gil, Directing the camera: how professional directors use a moving camera to		

	energize their films, 2014, Michael Wiese Productions, USA.
Reference Books	
1.	Rosenthal, A., & Eckhardt, N, Writing, Directing, and Producing Documentary Films and Digital Videos, 2016, 5th Edition, Carbondale: Southern Illinois University Press, USA.
2.	
3.	6. Herbert Zettl, Television Production Handbook, 2014, 12th Edition, Cengage Learning, USA.
4.	7. Edmond Levy, Making a winning short: how to write, direct, edit, and produce a short film, 2014, Henry Holt and Co, USA.
	8. Mike Figgis, Digital Film-Making, 2012, Faber & Faber, United Kingdom.
List of Challenging Experiments	
1.	Setting-up camera and accessories
2.	Shot composition for the given situation
3.	Lighting the given scene
4.	Advertisement production
5.	Creating Video PSA
6.	Shooting video sequences for visual effects
Mode of Assessment : Assignment, Project reviews and FAT	

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	**COMMUNICATION THEORIES - METHODS AND PRACTICES**	**L**	**T**	**P**	**J**	**C**
BVI2004		**2**	**0**	**0**	**0**	**2**
Pre-requisite	BVI1001 - Introduction to Visual Communication	Syllabus version				
		v. xx.xx				

Course Objectives:

This course is aimed to:

1.   Understand the historical development of media theories and linking with contemporary issues in the field of mass communication.

2.   Develop an understanding of the strengths and limitations of basic theories of mass communication.

3.   Critically evaluate theories as applied to practical communication problems.

Expected Course Outcome:

At the end of this course, the students will be able to,

1.   Present theories of media and communication in its social and cultural setting.

2.   Analyze how the communication practices and theories linked together in global, national and local settings.

3.   Explore how the relation between media, culture and identity is theorized in different areas of communication studies.

4.   Critically discuss the theories of media, communication and culture.

5.   Evaluate issues about morality and responsibility of media and strategic communication

Module:1	**HISTORICAL DEVELOPMENT OF THEORIES**	**4 hours**

What is theory? What is Communication? - Origin of mass communication theories – Paradigm shifts in Mass communication theories - Models of communication

Module:2	**NORMATIVE THEORIES**	**4 hours**

Authoritarian media theory-Soviet communist media theory-Libertarian or free press media theory-Social responsibility media theory-Democratic participant media theory-Development media theory

Module:3	**MESSAGE THEORIES**	**4 hours**

Diffusion of Innovations-Propaganda Theory-Framing Analysis-Priming-Discourse Analysis-Social Construction-Two step flow of information

Module:4	**MASS COMMUNICATION THEORY**	**4 hours**

The Concept of Mass Communication-The New Media Environment-The Role of Theory-The Goals of Mass Communication Theory-The Effects of Mass Communication-Changes in Mass Communication Theory

Module:5	**COMMUNICATION IN CYBERCULTURES**	**4 hours**

The overstatement of linguistic perspectives on media-The first and second media age – the historical distinction-Broadcast mediums and network mediums – problems with the historical typology-Interaction versus integration

Module:6	**INTERPERSONAL COMMUNICATION THEORIES**	**4 hours**

Interpersonal Communication defined, message design logics – attribution theory - uncertainty reduction theory - expectancy violation theory

Module:7	MEDIATED COMMUNICATION THEORIES		4 hours

Mass communication definition – agenda setting theory – cultivation theory – social learning theory – uses and gratifications theory

Module:8	Contemporary issues:		2 hours

Importance of communication theories in establishing a communicative medium – Expert Talk

		Total Lecture hours:	30 hours

Text Book(s)

1.	Marianne Dainton and Elaine D. Zelley, Applying Communication Theory for Professional Life: A Practical Introduction, 2018, 4th Edition, SAGE Publications Ltd, US.

Reference Books

1.	James W. Neuliep, Intercultural Communication:A Contextual Approach, 2020, 8th EDITION, SAGE Publications Ltd, US.
2.	Warren, Fassett & Nainby, Communication, A Critical/Cultural Introduction, 2014, 2nd Edition, SAGE Publications, US.
3.	Denis McQuail, Mark Deuze, McQuail's Media and Mass Communication Theory, 2020, 7th EDITION, SAGE Publications Ltd, US.
4.	Ralph E. Hanson, Mass Communication Living in a Media World, 2021, 8th Edition, SAGE Publications, US.

Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar / Case study

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	AUDIO PRODUCTION AND BROADCASTING	L	T	P	J	C
BVI1010		0	0	8	0	4
Pre-requisite	NIL	Syllabus version				
		v. xx.xx				

Course Objectives:

This course is aimed at:
1. Understanding the technical aspects of audio production.
2. Recording and reproduction of sound.
3. Gaining knowledge on audio standards in broadcasting.

Expected Course Outcome:

At the end of this course, the students will be able to:
1. Gain knowledge on Radio and Television Broadcasting Structure and the role of sound in broadcasting.
2. Perform recording out-door location sound recording by handling appropriate equipment.
3. Handle digital recording of sound in an audio studio using an audio mixer.
4. Create and record sound effects for reproducing the needed environment through ambience sound and sound effects.
5. Work for a visual program by reproducing the required audio contents for the video.

Module:1	AUDIO IN BROADCASTING	12 hours

● Radio: Types of Radio Station, The Radio Studio Layout – Radio Studio Equipment: Microphone, Audio Workstation, Computers, Broadcasting Interface and Antenna –
● Television: TV Station Layout - TV Studio Equipment: Camera and Accessories, Audio Equipment, News Room, Green-matt Studio, Computers – Production and Post-Production setups.

Module:2	SOUND TO AUDIO	8 hours

● Nature of Sound: Wavelength, Amplitude, Frequency
● Microphone: Working Principle of Microphone - Types of Microphone: Directional response, Frequency Response, Boundary Microphone, Underwater Microphone - Proximity Effect, Windshields, Mountings, Cable and Connectors.

Module:3	AUDIO WORKSTATION	8 hours

● Console Layout: I/O Section, Equalizer, Auxiliary Returns, Faders and Routers
● Sound Processing: Dynamic Processor, Expander, Delay Unit, Limiters, Pitch and Timing – Working with Pre-amp, Gain and Faders.

Module:4	LIVE SOUND RECORDING	16 hours

● Microphone Placement Techniques: Omni Directional Mic, Uni- Directional Mic, Lapel Mic and Gun Mic
● Recording Level: Sound at Origin, Impedance of Microphone, Gain Control in Microphone, Recording Level
● Audio Settings: I/O Setting, Track Setting, Level Setting.

Module: 5	WORKING WITH LIVE SOUND	8 hours

● Audio Media File Management – Removal of Un-wanted Sounds

●	Working with Equalizer – Level Adjustments - Tonal Matching – Fine Tuning the Sounds	
Module:6	**RECORDING DIALOGUE**	**16 hours**

●   Recording Audio: Sound Recording in Computer, Voiceover Recording, Dialogue Replacement using over-dub and dubbing
●   Audio Editing: Dialogue Editing, Track Splitting Techniques, Restoring Lip-sync
●   Audio Processing: Timbre matching, Adjusting Timing, Noise Removal and Audio Peak Adjustments.

Module:7	**RECORDING FOLEY IN STUDIO**	**16 hours**

●   Creating Foley and Sound Effects: Mic Placement, Generating Sound Effects,
●   Recording Foley: Recording Sound Effects, Setting Track Mic-in, Audio Import Options, Synchronizing Sound and Manipulating Sound.
●   Posting Foley: Identifying Existing Foley Tracks, Posting the Recorded Sound Effects, Track Editing and Clip Editing.

Module:8	**RECORDING MUSIC**	**20 hours**

●   Creating Digital Music Track: Using Music Samples, Working with Rhythm, Looping Sounds, Adding Tracks, Balancing the Tracks
●   Instrument Recording: Using MIDI, Recording Electric Guitar, Recording Acoustic Instruments
●   Vocal Recording: Voice Recording, Over Dubbing the Voice, Handling Virtual Tracks, Vocal Editing Techniques
●   Pre-Mixing: Track Grouping, Pre-Mix,Track Balancing.

Module:9	**MASTERING TECHNIQUES**	**16 hours**

●   Mixing: Balancing Level, Ducking, Sound Mixing
●   Bouncing: Assigning Pan, Mono and Stereo Output, Audio Formats.

	Total Laboratory hours:	**120 hours**

List of Challenging Experiments

1.	Radio/TV Studio Observation
2.	Identifying Characteristics of Microphone
3.	Working with Audio Mixer
4.	Outdoor Recording using a Microphone and a Recorder
5.	Dialogue Dub Recording Practice
6.	Reproducing Foley Sound in Studio
7.	Music Production using Sound Loops and Acoustic Recording
8.	Mastering Audio for Final Output

Text Book(s)

1.	Jim Owens, Television Production, 2020, 17th Edition. Focal Press, New York.
2.	Floyd E. Toole, Sound Reproduction: The Acoustics and Psychoacoustics of Loudspeakers and Rooms, 2018, 3rd Edition, Routledge, Newyork.

Reference Books

1.	Amy DeLouise, Nonfiction Sound and Story for Film and Video – A Practical Guide for Filmmakers and Digital Content Creators, 2020, Routledge, New York.

2.	Leo Murray, Sound Design Theory and Practice, 2019, Routledge, New York.
3.	Alasdair Pinkerton, Radio – Making Waves in Sound, 2019, Reaktion Books, The Science Museum, London
Mode of Assessment: Assignment, Project reviews and FAT	

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	TELEVISION PRODUCTION	L	T	P	J	C
BVI2005		0	0	8	0	4
Pre-requisite	BVI1006 - Elements of Film Studies	**Syllabus version**
		v. xx.xx

Course Objectives:

This course is aimed at:
1. Practice Producing Talk Show Television Program Using Single and Multi-Cam Setups.
2. Creating Magazine Program Covering University Events Using Single Camera.
3. Producing Non-Fiction Feature Stories from Script to Screen Using Mobile Phone Camera.

Expected Course Outcome:

At the end of this course, the students will be able to,
1. Understand the kinds of TV programs.
2. Execute Production plan for a TV Program.
3. Produce Talk Show.
4. Shoot, Edit and Compile Events.
5. Execute the whole production process from script to screen.

Module:1	AN OVERVIEW OF TELEVISION PRODUCTION	8 hours

● Television: The illusion of Reality, Modern Equipment, The hidden factors of Television Production
● Program Genre: Non-Fiction, Interview, Reality Shows, Game Shows, Sports, Wild life, Social Issues, Serials and News.

Module:2	THE PRODUCTION PROCESS	8 hours

● Members of Production Crew
● Production Methods: Television Studio, Remote Production Facilities, Vision-Mixer
● Planning and Preparation: Goals and Objectives, Target Audience, Broadcasting timing and Budgeting
● Production Plan: Director and Producer, Production Aspects, Selective Techniques and Production Execution, Broadcasting.

Module:3	TV PROGRAM DESIGN	8 hours

● Identifying Programs – Preparing Program Chart
● Reece – Identifying Executable Programs and Required Equipment
● Preparatory Work for Production Execution.

Module:4	INTERVIEW PROGRAM PRODUCTION	12 hours

● Selection of Interviewee – Pre-Planning the Questionnaires related to the topic
● Setting up Lighting – Setting up Camera – Microphone Placement
● Shooting Process
● Post-Production Work: Editing, Audio fine tuning, Using inserts
● Finalizing for output.

Module:5	PRODUCTION OF TALK SHOW	12 hours

● Pitching Idea for Talk Show – Identifying Resource Persons

● Setting up the Shooting Floor – Lighting for Multi-Cam Setup – Setting up Camera Positions – Checking I/O in Vision Mixer
● Microphone Signal Routing - Rehearsal and Technical Check
● Handling Multi-Cam Switching and Recording.

Module:6	LIVE VIDEO COVERAGE	20 hours

● Preparing for Live Shoot: Identifying the need at Location, Gathering Location Infrastructure, Taking Location Permission
● On-Location Team Organization – Planning Commutation, Assigning Responsibilities, Arranging Work Space for lighting and camera positioning
● Shooting: Checking settings in camera, Checking sound levels, Rolling Camera

Module:7	PRODUCTION OF MAGAZINE PROGRAM	12 hours

● Identifying Events for Video Coverage
● Executing Shooting Process
● Editing Events
● Writing Voice-Over
● Working with Audio
● Creating Event Logo and Bumpers
● Event Compilation.

Module:8	NON-FICTION FEATURE SHOOTING	16 hours
● Arriving at Concept – Writing Pre-Film Script
● Preparation for Shooting – Arranging Required Equipment
● Preparing Production Plan
● Shooting Process: A-Line Rushes, B-Line Rushes
● Recording Voice, Ambience and Foley.

Module:9	NON-FICTION FEATURE EDITING	16 hours
● Media File Management – Preparing the Skeleton Structure
● Re-Writing the Script – Voice Over Laying
● Arriving at Rough Cut – Finalizing the Script – Finalizing the Edit
● Working with Audio – Preparing Program Title and Credit Roll – Taking Final-Out

Module:10	PROGRAM COMPILATION	8 hours
● Screening of Programs – Selection of Programs
● Re-Working in Editing – Arriving at Compilation Structure
● Creating Logo – Compiling Programs.

	Total hours:	120 hours

List of Challenging Experiments

1.	Exploring Various Popular Television Program and Write Down the Program Format.
2.	Identifying roles and responsibilities of crew members from the credit role of a program.
3.	ClassRoom Group Discussion to Identify Possible Programs. Discussing Execution Planning, Troubleshooting and Alternative plans.
4.	Identifying a Subject Expert. Executing Shooting process using Single Camera by repeating the interviewee talk for minimum two camera angles. Editing the Interview.

5. Executing Multi-Cam shoot with three to four resource persons by preparing background and lighting on the studio floor.	
6. Preparing Magazine program from live video coverage of various events.	
7. Producing a non-fiction feature using A-Line and B-Line Rushes. Working with script from pre-film script to post edit script.	
8. Compilation work by creating a program theme. Creating Logo, Bumpers and Credit roll.	
Text Book(s)	
1.	Jim Owens, Television Production, 2020, 17th Edition. Focal Press, New York.
Reference Books	
1.	Fred Shook, John Larson, and John Detarsio, Television Field Production and Reporting, 2018, 7th Edition. Routledge-Taylor and Francis, New York.
2.	Andrew Hicks Utterback, Studio Television Production and Directing: Concepts, Equipment, and Procedures,2016, Focal Press, New York.
3.	Theo Plothe and Amber M. Buck, NETFLIX at the Nexus: Content, Practice, and Production in the Age of Streaming Television, 2019, Peter Lang, New York.
	Mode of Assessment: Assignment / FAT/ Reviews

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	61	Date	18-02-2021

Course code	VIDEO EDITING		L	T	P	J	C
BVI2006			0	0	8	0	4
Pre-requisite	**Elements of film studies**		**Syllabus version**				
			v. xx.xx				

Course Objectives:

The course is aimed at:

1. Understanding the development process of making video production.

2. Acquire the knowledge of basic storyboarding to prepare for video production using editing Software.

3. Understand the categories in the editing process.

Expected Course Outcome:

At the end of the course student should be able to:

1. Understand the latest techniques in editing.

2. Analyze the stages of Pre-production, Production and Post-Production of editing techniques.

3. Develop the method to visualize and create their own video logs and short-films.

4. Understand the fundamental terminologies and concepts of Non-Linear editing.

5. Develop an understanding of the basics of camera technology, sound, microphones, shooting techniques necessary to understand the editing process.

Module:1	Editing Interface	15 hours

● Understanding the interface video editing software.
● Creating a new project and importing video footage into the bin and labelling them.
● Rendering techniques

Module:2	Different types of cut	15 hours

● Role of an Editor
● Psychological Justification
● Creation of Illusion of Reality
● Managing Time and Space
● Real and Screen Time
● Handling Camera Angle and Image Size
● Moving Story Forward
● The Dynamics of Relativity.

Module:3	Audio Console in Editing software	15 hours

● Editing recorded audio using audio editing tools.
● Audio sync with the video files and applying effects.
● Using audio transitions method.

Module:4	Text animation, Effects & Presets	15 hours

● Applying special effects to the video clips placed on the timeline.
● Creating special transitions to the video clips placed on the timeline.
● Adding title to the desired video clip.
● Creating a complete video song with lyrics.
● Creating a start & end titles /credits title for a short-film

Module:5	Editing Techniques – Multi-Cam	15 hours

● Shooting scene using multi-cam
● Editing with background effects and Music

Module:6	Editing Techniques – Advertisement		15 hours

- Shooting a product for advertising.
- Editing the same for advertisement.
- Getting Creative Feedback.
- Modifying the Cut.
- Notching Up the Emotion.
- Reinforcing the Bottom Line.
- Creating a Stronger Brand Identity.

Module:7	Editing Techniques – TV Promo		15 hours

- Music First, Edit Second
- Adding Effects
- Refining the Edit: Learning to Let Go
- Color Correction and Color Grading.

Module:8	Editing Techniques – Trailer		15 hours

- Selection and Structuring
- Use Multiple Music Cues
- Rhythm of editing
- Aesthetics Sense of Editing
- Point of Focus
- Psychological Influence of Beyond Frame

		Total Lecture hours:	120 hours	

Text Book(s)

1.	Maxim Jago, Adobe Premiere Pro CC Classroom in a Book , 2020, Macromedia Press, Australia.
2.	Ken Dancyger , The Technique of Film and Video Editing: History, Theory, and Practice , 2018, 6th edition, Taylor & Francis, USA

Reference Books

1.	Mark Myers, Adobe Premiere Pro CC for Graphics Designing and Motion Graphics, 2019, Amazon Digital Services LLC - KDP Print US.
2.	Nigel Meager , Observational Filmmaking for Education Digital Video Practices for Researchers, Teachers and Children, 2019, Springer.
3.	Aaron Goold, The Video Editing Handbook, 2017, 2nd Edition,Independently Published,USA.

Mode of Assessment: Assignment / FAT / Project Reviews

List of Challenging Experiments (Indicative)		
1.	Editing a remix	
2.	Editing a Suspense or horror scene	
3.	Creating Advertisement	
4.	Multi-cam edit	
5.	Editing TV Promo	
6.	Editing Trailer- Documentary/ Movies	

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

YLLABUS FOR

PROGRAM ELECTIVE

COURSES

Course code	DIGITAL JOURNALISM	L	T	P	J	C
BVI1011		**3**	**0**	**0**	**0**	**3**
Pre-requisite	NIL		**Syllabus version**
			v. XX.XX

Course Objectives:

This course is aimed at:

1. Defining the basic skills and knowledge presented in News Reporting and Digital Journalism.
2. Locating the role digital media technologies play in society.
3. Outlining the impact of new media on communication today.

Expected Course Outcome:

At the end of this course, the students will be able to

1. Analyze online news stories in order to gain insight into reporting and storytelling techniques.
2. Articulate enterprising story ideas through original reporting.
3. Identify innovative ways to adapt traditional news story formats for online and mobile audiences.
4. Understand the unique characteristics of multimedia elements and when to use them.
5. Interpret value of the public sphere digital era.

Module:1	THE DIGITAL JOURNALIST	6 hours

Law defining journalists – Studying role conceptions in the digital age – Perceptions of digital journalists – The rise of the robo-journalist – Authorship – Bylines – Full disclosure in automated journalism – The entrepreneurial journalist

Module:2	FACT CHECKING	6 hours

Content analysis of Social Media platforms – Big data, big studies – Innovation in content analysis: freezing the flow of liquid news – The digital news ecosystem – Digital news users – Theoretical and methodological innovations in news use studies

Module:3	THE POLITICAL ECONOMY OF DIGITAL JOURNALISM	6 hours

Multiplatform Readership – Digital distribution – Causes, consequences and remedies – Precarious e-lancers – Freelance journalists' – Rights, contracts, labor organizing, and digital resistance – Independent Journalists – Digital journalism and regulation: ownership and control

Module:4	DEVELOPING DIGITAL JOURNALISM PRACTICE	6 hours

Data journalism and computational journalism – News automation and augmented journalism – Disclose, decode, and demystify: algorithmic transparency – Visual network – Data journalists – Data journalism as a platform: architecture, agents, protocols – Social media livestreaming

Module:5	ETHICS OF DIGITAL REPORTING	6 hours

Ethical approaches to computational journalism – The 'right to be forgotten' and journalists' conflicting principles – Defamation in unbounded spaces – Journalism and social media – Hacks, hackers – The expansive boundaries of journalism –Journalistic freedom – The surveillance of journalists

Module:6	VOICES FOR VOICELESS : NARRATIVES OF FREEDOM AND RESISTANCE	7 hours

Pop-up news ecologies – The movement and its mobile journalism – Nature as knowledge – The politics of science – Open data, and environmental media platforms – Opting in and opting out of media – Silencing the female voice – The cyber abuse of women on the internet

Module:7	DIGITAL LIMITS: NEW DEBATES AND CHALLENGES FOR THE FUTURE	6 hours

Social media and journalistic branding – Explication, enactment, and impact – Digital journalism and games: sketching a critical perspective – Native advertising – User comments in digital journalism – Current research and future directions – Theorizing digital journalism: the limits of linearity and the rise of relationships

Module:8	CONTEMPORARY ISSUES	2 hours

Epilogue: situating journalism in the digital – Expert Talk

	Total Lecture hours:	45 hours

Text Book

1.	Scott A. Eldridge II and Bob Franklin, The Routledge Handbook of developments in Digital Journalism Studies, 2019, 1st edition, Routledge, New York.

Reference Books

1.	Steen Steensen and Oscar Westlund, What is Digital Journalism Studies?, 2021, 1st edition, Routledge, New York.
2.	Mike Friedrichsen, Yahya Kamalipour, Digital Transformation in Journalism and News Media, 2017, 1st edition, Springer International Publishing, Switzerland.
3.	
4.	9. Bob Franklin, Lily Canter, Digital Journalism Studies: The Key Concepts, 2019, 1st edition, Routledge, London.

10.   Alfred Hermida, Tamara Witschge, David Domingo, C. W. Anderson, The SAGE Handbook of Digital Journalism, 2016, 1st edition, SAGE Publications Ltd., United Kingdom. |

Mode of Evaluation: CAT / Assignment / Quiz / FAT / Seminar/ Case Study

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	**MEDIA CULTURE AND SOCIETY**	**L**	**T**	**P**	**J**	**C**
BVI1012		**3**	**0**	**0**	**0**	**3**
Pre-requisite	NIL	**Syllabus version**				
		v. xx.xx				

Course Objectives:

The course is aimed at:

1.   Interrogate common sense assumptions of media influence against sociological explanations of the way the media works.

2.   To introduce students to the critical analysis of media through the study of organizations and power, texts and meaning, as well as audiences and social change.

3.   Key concepts in media sociology.

Expected Course Outcome:

At the end of the course student should be able to:

1. Understand the political and democratic potential of mass media.

2. Recognize the cultural and moral responsibility of media.

3. Critically appreciate and discuss the cultural and social role of the media.

4. Understand types of media as differentiated in terms of their organizing bodies, products and modes of consumption and interaction.

5. Develop an appreciation of the significance of media in contemporary culture and social life.

Module:1	**Introduction to Media Studies**	**7 hours**

Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Media and Communication; Media Origin and Growth and Audience; Media, Society and Communication; Models.

Module:2	**Media Audience analysis**	**6 hours**

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience:

Module:3	**Visual Analysis Tools**	**6 hours**

Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, Psycho-analysis. Media and realism (class, gender, race, age, minorities, children etc.)

Module:4	**Cultural Studies: Application and Approaches**	**6 hours**

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative - Media myths - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

Module:5	**Media and Popular Culture-commodities**	**6 hours**

culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship - Acquisition and transformation of popular culture

Module:6	**Media Literacy**	**6 hours**

Why should one study Media? - Media Determinants – Framework for Media Education Programme – Deconstruction of a media text.

Module:7	Indian Media		6 hours
Introduction of Indian Media such as Print, Film, TV, New Media – Ownership Patterns in India – Cross Ownership – Challenges and Concerns.			
Module:8	Contemporary issues:		2 hours
Developing managerial qualities among the students and learn about team work to work in any organization.–Industry Expert Talk			
	Total Lecture hours:		45 hours

Text Book(s)	
1.	Hodkinson, P., Media, culture and society: An Introduction, 2016, 2, Sage, London
2.	Masterman, L. Teaching the Media, 1989, Routledge, London.

Reference Books	
1.	Straubhaar, J., LaRose, R., Davenport, L.. Media Now: Understanding Media, Culture, and Technology., 2016, Cengage Learning, United States.
2.	Vanita Kohli-Khandekar , The Indian Media Business, 2013, SAGE, London.
3.	Alton Grizzle, Penny Moore, Michael Dezuanni, Sanjay Asthana, Carolyn Wilson, Fackson Banda, Chido Onumah, Media and information literacy: policy and strategy guidelines, 2013, UNESCO, France.

Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar/Case Study			
Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	MEDIA PSYCHOLOGY	L	T	P	J	C
BVI1013		3	0	0	0	3
Pre-requisite	NIL	Syllabus version				
		vv. xx.xx				

Course Objectives:

This course is aimed at:

1. Outlining the students with the essential knowledge and understanding the psychology of media's impact and its repercussions.

2. Identifying the importance of research and the various rubrics plausible in media psychology.

3. Analyzing the behavior of media users.

Expected Course Outcome:

At the end of this course, the students will be able to

1. Define core concepts and theories of media psychology.

2. Execute media research in the area of media psychology.

3. Demonstrate pilot studies on media audiences based on the knowledge imbibed.

4. Recognize the target audience and thereby prepare themselves to step in the media industry.

5. Explain the psychological processes underlying media effects.

Module:1	MEDIA PSYCHOLOGY IN CONTEXT	6 hours

Media Psychology – Need for Media Psychology – History of Media Psychology – Theoretical Issues in Media Research – Developments in Media Research – Research Methods in Media Psychology – Ethnography and Observation

Module:2	MEDIA PROGRAM GENRES	7 hours

News and Current Affairs – Sources of News – Content-Based Approaches to News Media – Bad News and Serious News – Sport – Problematic Aspects of Sport in the Media – Audience Participation and Reality TV – The Appeal of Audience-Participation Media – Soaps – Soap Fans, Stigma, and Feminism – Fantasy and Realism

Module:3	DEVELOPMENTAL ISSUES IN MEDIA PSYCHOLOGY	6 hours

Young Children and Television – Children's Socialisation Through Media – Imagination, Pretence, and Theory of Mind – Media and Adolescence – The Role of Media Figures During Adolescence – Media Influences on Adolescent Body Image

Module:4	THE SOCIAL PSYCHOLOGY OF THE MEDIA	6 hours

Representations of Social Groups – Gender Representation in the Media – Representations of Minority Groups in the Media – Media Representations of Disability – Media Representations of Mental Health – The Psychology of the Media Audience – Fans and Fandom

Module:5	PSYCHOLOGICAL EFFECTS AND INFLUENCES OF MEDIA	6 hours

The Effects of Media Violence – What Are the Immediate Effects of Watching Violent Media? – Prosocial Effects of Media – Parental Mediation – Advertising – The Role of Psychology in Advertising – Advertising and Children

Module:6	THE INTERNET AND SOCIAL MEDIA	6 hours

The Internet and Social Media – The Internet and Social Media in Research – Attitudes and Theories Toward the Net – Individual Aspects of Social Media Use – Social Aspects of Internet and Social Media Use

Module:7	**PSYCHOLOGY IN THE MEDIA**	**6 hours**

Psychologists in the Media – The Academia/Media Relationship – Science in the Media – Social Science in the Media – Guidelines and Training for Media Performance

Module:8	**CONTEMPORARY ISSUES**	**2 hours**

The future of Media Psychology – Expert Talk

Total Lecture hours:	**45 hours**

Text Book	
1.	Arthur A. Raney, Sophie H. Janicke-Bowles, Mary Beth Oliver, Katherine R. Dale, Introduction to Positive Media Psychology, 2021, 1st edition, Routledge, New York.
2.	David Giles, Psychology of the Media, 2010, 1st edition, Red Globe Press, London.
Reference Books	
1.	Karen E. Dill, The Oxford Handbook of Media Psychology, 2012, 1st edition, Oxford University Press, New York.
2.	
3.	11. Navin Kumar, Media Psychology: Exploration and Application, 2020, 1st edition, Routledge India, New Delhi.
4.	L J Shrum, The Psychology of Entertainment Media, 2004, 1st edition, Lawrence Erlbaum Associates Publishers, New Jersey.
	David Giles, Media Psychology, 2003, 1st edition, Lawrence Erlbaum Associates Publishers, New Jersey.
Mode of Evaluation: CAT / Assignment / Quiz / FAT / Seminar/Case Study	

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	WRITING FOR MEDIA	L	T	P	J	C
BVI2007		2	0	0	4	3
Pre-requisite	BVI1007 - Story telling and Script Writing	**Syllabus version**
		v. xx.xx

Course Objectives:

The course is aimed at:

1. Understanding the basics of writing for media.
2. Assimilating different forms of media writing.
3. Demonstrating the ability to reframe the gathered information into an appropriate content.

Expected Course Outcome:

At the end of this course, the students will be able to:

1. Discuss the emerging trends in media writing.
2. Analyze and learn communication writing.
3. Explore the new potentialities and possibilities in mobile journalism.
4. Understand the aesthetics and ethical values of writing techniques.
5. Develop exceptional textual and verbal writing.

Module:1	**History of Media writing**	**4 hours**

Media writing, Innovation of media writing, Recent trends

Module:2	**Idea creation for Media writing**	**4 hours**

Source of idea creation, Different kind of script writing, The three-act structure, Script to shots, writing for film, television script formats, web, radio, anchoring, social media.

Module:3	**Definition of writing and features**	**4 hours**

Character and classification of characteristics, Lead features, Review writings, Systematic and non-systematic, 5M's of Advertising, Mission, Money, Message, Media, Measurement, SATCOM, Book reviews , Movie reviews

Module:4	**Writing guides**	**4 hours**

Headlines, Rules guiding headlines, News stories, Inverted pyramid style, Lead, Snippets, Editorials, Advertorials, Writing news stories, Converting news stories into snippet, Blowing a snippet into a full length news story

Module:5	**Writing for Radio & TV News**	**4 hours**

Characteristic of Radio, Planning and scripting for educational radio programme & radio programme, Writing for radio, news reading and presentation, TV news gathering, basic news script in TV, scripts and visual ethics for a TV News

Module:6	**Writing for Web, Magazine Publication**	**4 hours**

Using the internet, search engine, a brief history, online journalism, independent online blog, ethical consideration, difference in print and electronic journalism, content development using links, texts

Module:7	**Editorship**	**4 hours**

Identifying errors, Content priorities, Content classification, Editing manuscripts, Proof reading, print ready versions.

Module:8	**Contemporary issues:**	**2 hours**

Discussion on Media Writing: Guest Lecture			
	Total Lecture hours:		**30 hours**
Text Book(s)			
1.	Mencher, Melvin. Basic Media Writing, 2014 William C.Brown. (Co.), USA.		
2.	Field, Syd. The Foundations of Screen Writing. 2005, Delta Trade Paperbacks, USA.		
Reference Books			
1.	Naveed Saleh, The Complete Guide to Article Writing: How to Write Successful Articles for Online and Print Markets, 2014, Illustrated edition, Writer's Digest Books, India.		
Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar/Case study			
List of J component projects			
1.	Radio content writing		
2.	TV Interview questionaries'		
3.	Blog writing		
4.	Magazine content writing		
5.	Creative writing for social media		
Mode of Assessment: Reviews			
Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	MEDIA MANAGEMENT	L	T	P	J	C
BVI1014		3	0	0	0	3
Pre-requisite	NIL	Syllabus version				
		v. XX.XX				

Course Objectives:

The course is aimed at:

1. Develop an integrated marketing plan using a wide variety of media that will take a comprehensive approach to a marketing challenge.
2. Analyze media businesses and understand the economic drivers of the media economy.
3. Gaining experience as content marketers using journalistic and digital techniques.

Expected Course Outcome:

At the end of the course student should be able to:

1. Define, Identify and Understand the major components of a media marketing plan.
2. Develop a comprehensive integrated marketing media plan.
3. Explore various media platforms to reach increasingly fragmented audiences.
4. Explore the process involved in the planning, implementation and control of marketing activities.
5. Apply appropriate management techniques for managing contemporary Organizations.

Module:1	Introduction to Media Management	6 hours

Introduction to Business Management - Problem Solving and Decision Making- Planning- Delegation-Internal Communications- arranging Management meetings- Principle of Scientific management.

Module:2	Strategic Media Management	6 hours

Organization structure - Strategic media management– Media Marketing- Strategic Thinking and Process - Building a Strategic Marketing Plan - Entrepreneurship and Business Planning - Teamwork

Module:3	Print Media	6 hours

Print Media in Modern Commercial Practice - Competitive management strategy for print media – Circulation - Advertising space pricing.

Module:4	Electronic Media (Television and RADIO)	7 hours

Electronic Media Management - Operational and management - studio and network - business structures – resource personnel – budgets –regulation of the media industries.

Module:5	Film Media	6 hours

Film production and distribution - film publishing - digital film

Module:6	Social Media	6 hours

SOCIAL MEDIA MANAGEMENT'S ROLE - Establish a Unified Brand - Search Engine Optimization (SEO) – Measuring Campaigns' Success - OTT management

Module:7	Brand Management	6 hours

The Importance of Branding and Building a Brand - Relationship of Brands with Customers - Brand Evolution - Value of Brand - Brand Planning and Brand Potential

Module:8	Contemporary issues:		2 hours
Media Management policy for private media in the age of digital platforms – Expert talk			
	Total Lecture hours:		**45 hours**

Text Book(s)

1.	Wirtz, Bernd W, Media Management Strategy, Business Models and Case Studies, 2020, 2nd edition, Springer, Switzerland.

Reference Books

1.	Bygdås AL, Clegg S, Hagen AL, editors. Media management and Digital transformation, 2019, Routledge, Taylor & Francis, Norway.
2.	Gerry T. Warner , Social Media Marketing: The Ultimate Guide to Learn Step-by-Step the Best Social Media Marketing Strategies to Boost Your Business, 2018,E.C. Publishing, USA.
3.	Johny K. Johansson, Kurt A. Carlson, Contemporary Brand Management,2014, SAGE Publications, USA.

Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar/ Case study

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	NEW MEDIA		L	T	P	J	C
BVI1015			3	0	0	0	3
Pre-requisite	NIL		**Syllabus version**				
			v. xx.xx				

Course Objectives:

This course is aimed at:

1.   Acquiring an understanding of the historical context, current trends and future projections of digital communication methods.

2.   Developing an awareness of unintended consequences of new technology.

3.   Encouraging the students to become a critical consumer of information.

Expected Course Outcome:

At the end of this course, the students will be able to:

1.   Summarize the history of media and communication leading up to the era of new media.

2.   Identify the social and cultural dynamics that create and are created by new media platforms.

3.   Explain the key technologies underpinning the hardware, software, and networks that comprise essential new media forms.

4.   Analyze current events, companies, and trends in new media from various perspectives.

5.   Acquire knowledge on digital media technologies – current and future – may affect society: politically, culturally and economically.

Module:1	MEDIA AND DIGITAL TECHNOLOGIES	6 hours

The Digital Environment-New and Old Media-Digital Media-Infrastructures and Platforms-Technology and Society

Module:2	COMPUTER MEDIATED COMMUNICATION	6 hours

Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Computer- mediated-Communication (CMC), Networked Society

Module:3	INTERNET AND BEYOND	6 hours

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

Module:4	NEW MEDIA LEGALITIES	6 hours

Digitization of Journalism ---Authorship and what it means in a digital age, Piracy, Copyright, Open Source, Digital archives, New Media and Ethics

Module:5	NEW ERA OF TEXTS	6 hours

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Module:6	VISUAL MEDIA	6 hours

Visual and Content Design Website planning and visual
design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog

Module:7	PARTICIPATION AND ACTIVE PRESENCE		7 hours

Participatory culture, Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns

Module:8	Contemporary issues:		2 hours

Who controls the New Media? – Expert Talk

	Total Lecture hours:	45 hours

Text Book(s)

1.	Eugenia Siapera, Understanding New Media, 2018, 2nd EDITION, SAGE Publications Ltd, US.

Reference Books

1.	Leah A Lievrouw, Sonia Livingstone, Handbook of New Media: Social Shaping and Consequences of ICTs, 2012, 1st Edition, SAGE Publications Ltd, US.
2.	Cathy Burnett, Guy Merchant, New Media in the Classroom, 2018, 1st Edition, SAGE Publications Ltd, US.
3.	Usha M. Rodrigues, Maya Ranganathan, Indian News Media, 2014, 1st Edition, SAGE Publications Ltd, US.
4.	Samir Husni, Debora Halpern Wenger, Hank Price, Managing Today's News Media, 2015, 1st Edition, SAGE Publications Ltd, US.

Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar / Case Study

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	2D & 3D VISUALIZATION			L	T	P	J	C
BVI2008				0	0	8	4	5
Pre-requisite	BVI1003 - Fundamentals of Graphics Design			Syllabus version				
				v. xx.xx				

Course Objectives:

The course is aimed at:

1. Increasing the knowledge of traditional and digital tools needed to create visual development .

2. Reading a script, planning a sequence, experimenting with cameras, and adding temporary effects.

3. Enriching and enhancing the skill level of animation and camera work from script to screen.

Expected Course Outcome:

At the end of the course the student should be able to:

1.Gain intellectual understanding of visualization.

2.Understand the difference between the real world and virtual world parameters for previsualization.

3.Execute the idea and its outcomes in 2D and 3D form.

4.Experiment and explore various techniques of visualization.

5.Exhibit proficiency in techniques of 2D and 3D visualization.

Module:1	Overview of Visualization	8 hours

- ● Introduction to visualization
- ● 2D and 3D visualization
- ● Storyboard
- ● Animatic
- ● Recent trends in visualization

Module:2	Understanding 2D Applications	4 hours

- ● Interface
- ● Tools and techniques
- ● Planning, Building, and Breaking Down for 2D Pre-visualization
- ● 2D Pipeline

Module:3	Creating Graphics for Pre-Visualization	16 hours

- ● Environmental Design
- ● Character Design

Module:4	2D Rigging	8 hours

- ● Basic anatomy study
- ● Rigging Workflow
- ● Character Rigging

Module:5	2D Animation	24 hours

- ● Animation Styles
- ● Principles of Animation
- ● Tweening Animation
- ● Frame by Frame Animation
- ● Rotoscopy Animation
- ● Publishing

Module:6	Understanding 3D Applications	4 hours

●	Interface		
●	Tools and techniques		
●	Planning, Building, and Breaking Down for 3D Pre-visualization		
●	3D Pipeline		

Module:7	**3D Modeling (Organic and Inorganic) and Texturing**	**16 hours**
● Polygon Modelling		
● Materials and Shaders		
● UV Mapping		

Module:8	**3D Animation**	**24 hours**
● Basic Understanding of 3D Rigging		
● Layout Animation		
● Fine Tuning		

Module:9	**Lighting and Rendering**	**16 hours**
● Types of Light		
● Environmental Lighting and Rendering		
● Final Output		

		Total Lecture hours:	**120 hours**

Text Book(s)

1. **12.**   Steve D. Katz,Film Directing: Shot by Shot - 25th Anniversary Edition: Visualizing from Concept to Screen,2019, 25th Edition, Michael Wiese Productions, USA.

Reference Books

1. 13.   Jason E Squire, The Movie Business Book, 2016, 4th Edition, Routledge, USA.

2. 14.   Kurt Lancaster, Basic Cinematography A Creative Guide to Visual Storytelling, 2019, 1st Edition, Taylor & Francis, USA.

3. 15.   Kelly Gordon Brine, The Art of Cinematic Storytelling: A Visual Guide to Planning Shots, Cuts, and Transitions,2020,1st Edition, Oxford University Press, USA.

4. 16.   Yong Liu, 3D Cinematic Aesthetics and Storytelling, 2018, 1st Edition, Palgrave Macmillan, UK.

Mode of Assessment: Assignment, Project reviews and FAT

Course code	**ADVERTISEMENT PRODUCTION**		**L**	**T**	**P**	**J**	**C**
BVI2009			**0**	**0**	**8**	**4**	**5**
Pre-requisite	BVI1008 - Advertising and Public Relations		**Syllabus version**				
			v. xx.xx				

Course Objectives:

This course is aimed at:

1. Defining the practical and creative process of advertising production by the implementation of effective visual languages and messages in various formats of advertisements.

2. Outlining strategies of communication in a wide range of advertising media such as broadcasting and online advertising.

3. Exemplifying an understanding and knowledge to manage the pre-production, production and post-production process to meet the advertising campaign schedule for advertising project management and future career in advertising.

Expected Course Outcome:

At the end of this course, the students will be able to

1. Apply effective visual language in advertising production.

2. Evaluate potential problems encountered in advertising campaigns.

3. Execute the production process for advertising.

4. Articulate the steps of advertising production and cooperate with different advertising production units.

5. Operate advertising projects from concept to completion using the tools of the industry.

Module:1	**COPYWRITING FOR PRINT ADS**		**12 hours**

●   Writing the headline.
●   Shaping the subheads.
●   Building the body copy.

Module:2	**BREAKING INTO TV COMMERCIALS**		**12 hours**

●   Types of TV commercials
●   Case Study of TV commercials

Module:3	**WRITE A CREATIVE BRIEF**		**12 hours**

●   Brand guidelines
●   Format
●   Budget
●   Timing

Module:4	*1.* *WRITING THE AD SCRIPT*		**12 hours**

●   Speech
●   Voice overs
●   Acting notes
●   Superimposition

Module:5	**STORYBOARDING FOR AD**		**12 hours**

●   Camera angle

● Focus point		
● Camera movement		
● Dialogue/Voice-over		
Module:6	*2. CHOICE OF LOCATIONS, CASTING CREW AND EQUIPMENTS*	**12 hours**
● Indoor/Outdoor		
● Director		
● Cinematographer		
● Art director		
● Choice of models		
● Camera and accessories		
● Lights, Cutters and Reflectors		
● Transportation		
● Microphones		
Module:7	**SHOOTING DAYS**	**12 hours**
● Interior/Exterior		
● Make Up		
● Stylist		
● Lighting		
● Assistants		
Module:8	**EDITING AND POST PRODUCTION**	**12 hours**
● Editing the ad		
● Adding animation		
● Adding special effects		
● Adding titles		
● Carrying out color correction		
Module:9	**SOUND MIXING FOR ADVERTISING**	**12 hours**
● Sound processing in the studio.		
● Recording narration/voice-over for the ad.		
● Composing music/BGM for the ad.		
Module:10	**ADVERTISING IN THE DIGITAL AGE**	**12 hours**
● Types of social media advertising		
● Creating social media ads		
	Total Laboratory hours:	**120 hours**

Text Book(s)

1.	Tom Von Logue Newth, The Ad- Makers, How the Best TV Commercials are Produced, 2013, 1st edition, Ilex Press Ltd., United Kingdom.
2.	Lake Sullivan, Hey Whipple, Squeeze This: The Classic Guide To Creating Great Ads, 2016, 5th edition, John Wiley & Sons Inc., New Jersey.

Reference Books

1.	Ivan Cury, TV Commercials: How to Make Them, 2013, Routledge, 5th edition, United Kingdom.

2.	Eliza Williams, How 30 Great Ads Were Made: From Idea to Campaign, 2012, 1st edition, Laurence King Publishing Ltd., London.
3.	Joseph Sugarman, The Adweek Copywriting Handbook, 2007, 1st edition, John Wiley & Sons, New Jersey.
4.	Thomas Richter, The 30-Second Storyteller: The Art and Business of Directing Commercials, 2007, 1st edition, Thomson Course Technology, USA.

Mode of Assessment: Assignment, Project reviews and FAT			
List of J component projects			
1	Copywriting for 10 different types of products (print ad)		
2	To write script and draw storyboard for a 30 second commercial		
3	To produce a public service advertisement		
4	To produce an infomercial advertisement		
5	To produce a commercial for a brand		
Mode of Assessment: Reviews			
Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	CASTING DIRECTION	L	T	P	J	C
BVI2010		0	0	8	4	5
Pre-requisite	BVI1005 - Folk Arts and Performance	Syllabus version				
		v. xx.xx				

Course Objectives:

The course is aimed at

1. Gaining wide knowledge of cinema and actors.

2. Analyzing the industry needs in terms of Stardom and Box-office.

3. Understanding the process of audition and recruiting.

Expected Course Outcome:

At the end of this course, the students will be able to

1. Understand the roles and responsibilities of casting directors.

2. Understand the art of acting and be aware of a wide range of new and existing talent.

3. Spot actors with star quality and who will fit well into individual projects and roles.

4. Have the patience to conduct a long and thorough search for the right actor for each role.

5.Communicate well with the producer and director to understand their requirements.

Module:1	Casting Fundamentals	15 hours

● Background of the casting industry
● Examples of casting in films and TV shows
● Casting office
● Entry of casting director in a project
● Basics of casting for a project
● Reading scripts
● Presenting actors
● Communication Skills

Module:2	Role of a Casting director	15 hours

● Finding the stars
● Bringing the characters in a film / theater / TV to life
● Meeting with producers and directors
● Finding someone who looks right for the role as well as acting it well
● Actor's availability, fees and box office value
● Professional network

Module:3	Talent Analysis	15 hours

● Identifying and segregating actors of different platforms
● Involvement
● Dialogue delivery
● Accent
● Action
● Body language
● Emotions
● Timing
● Scale of acting (Overacting and Underplay)
● Improvisations
● Supporting skills like Dance and Stunts

Module:4	Actors and Acting	15 hours
●	Art of acting	
●	knowledge of actors and their bodies of work	
●	Presenting actor's ideas to Directors and Producers	
●	Knowledge across the lead actors - day players – supporting artists	
●	Aware of bankable actors	
●	Spotting upcoming talent	
●	Eye for talent	
Module:5	Script and Direction	15 hours
●	Character's psychology	
●	Artistic taste	
●	Style of the director	
●	Culture	
●	Period	
●	Styles of national and international actors and acting.	
Module:6	Production	15 hours
●	Audition	
●	Pre-audition	
●	Self-tape	
●	Screen test	
●	Chemistry read	
●	Finalizing the actors and their roles	
●	Pre-production Rehearsal	
Module:7	Unions and Contracts	10 hours
●	Unions, guilds and agreements	
●	Negotiating actors' deal points or conditions	
●	Contract with the actor's agent	
●	Special contracts	
●	Negotiation by agents and lawyers	
●	Junior artist / Animal unions	
Module:8	Specializing Fields	10 hours
●	Street casting and open calls	
●	Commercials	
●	Casting children	
●	Casting animals	
●	Differing demands of casting for theater/TV/feature film/Web	
Module:9	Association with Film crew	10 hours
●	Collaborating with assistant/associate directors in shortlisting the talents	
●	Production accountants - Casting budget	
●	Production Associates	
●	Costume Suggestions	
●	Makeup Suggestions	
●	Guiding the new talents over On and Off camera behaviour	
●	Identifying additional/extra artists on the spot/location	
	Total Laboratory hours:	120 hours
Text Book(s)		
1.	Suzy Catliff and Jennifer Granville, The Casting Handbook for Film and Theater Makers,	

	2013, 1st Edition, Routledge, USA.
Reference Books	
1.	Nancy Bishop, Auditioning for Film and Television: Secrets from a casting director, 2015, 2nd Edition, Bloomsbury, UK.
2.	Hester Schell, Casting Revealed: A Guide for Film Directors, 2016, 2nd Edition, Focal Press, UK.
3.	Jen Rudin, Confessions of a Casting Director: Help Actors Land Any Role with Secrets from Inside the Audition Room, 2013, 1st Edition, HarperCollins, UK.
4.	Sharon Bialy, Bryan Cranston, How To Audition On Camera: A Hollywood Insider's Guide for Actors, 2016, 2nd Edition, Tilbury House Publishers, USA.

Mode of Assessment: Assignment, Project reviews and FAT

List of J component projects		
1.	Report preparation on suggested artist to the direction and the production house.	
2.	Talent analysis report preparation.	
3.	Case study on evolution of a given actor's acting.	
4.	Casting actors by analyzing showreel videos of actors for the given script.	
5.	Casting actors by conducting a live audition for the given script.	

Mode of Assessment: Reviews

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	**ADVANCED FILM PRODUCTION**	**L**	**T**	**P**	**J**	**C**
BVI3001		**0**	**0**	**8**	**4**	**5**
Pre-requisite	Digital Film Making	**Syllabus version**				
		v. xx.xx				

Course Objectives:

The course is aimed at:
1. Providing a deeper understanding of the advanced filmmaking concepts.
2. Enriching the film-making knowledge.
3. Enabling the students to produce a music video, vlog & documentary.

Expected Course Outcome:

At the end of the course, students should be able to :
1. Operate and switch multi-cameras.
2. Organize and perform online editing.
3. Produce music video, vlog, and documentary production.
4. Understand the recent trends in film-making.
5. Collaborate and execute projects as a team.

Module:1	**Production Control Room**	**10 hours**

● Asset management
● Crew Management
● Schedule Management
● Storage & Archive

Module:2	**Multi-cam Concepts**	**15 hours**

● Single Vs. Multicamera setup
● Advantage of Multicam setup
● Case studies – Video screening

Module:3	**Video Switcher – Online Editing**	**15 hours**

● Engineering setups
● Suite Preferences
● Panel Preferences
● Signal Routing
● Mix/Effects
● Transitions
● Keying

Module:4	**Shooting a Music Video**	**15 hours**

● Knowing the music
● Visual Ideas
● Location Scouting
● Master Shots
● Post-production

Module:5	**Remaking a Film Sequence**	**15 hours**

● Scene selection from a movie
● Requirement analysis
● Identifying location, props, casting, and crew

●	Production	
●	Post-production	
Module:6	**Vlogging**	**10 hours**
●	Documenting Vs. Creating	
●	Content selection	
●	Requirement analysis	
●	Production	
●	Post-production	
Module:7	**Documentary Production - I**	**20 hours**
●	The exciting topic	
●	Research	
●	Planning	
●	Budgeting	
●	Proposal	
Module:8	**Documentary Production - II**	**10 hours**
●	Shot list	
●	Shooting	
●	Scripting	
●	Post-production	
Module:9	**Recent Trends in Film-making**	**10 hours**
●	Hands-on Workshop	
	Total Laboratory Hours:	**120 hours**

Text Book(s)

1.

17.　　Safari et al., Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, 2016, 3rd Edition, Focal Press, USA.

2.　**18.**　　Wright & Steve, "Digital compositing for film and video: production workflows and techniques" 2018, Taylor & Francis Ltd, United Kingdom.

Reference Books

1.　Dara Waldron, New Nonfiction Film: Art, Poetics, and Documentary Theory, 2018, Bloomsbury USA Academic, USA.

2.

19.　　Eric Ames, Ferocious Reality: Documentary according to Werner Herzog, 2012,

3.　University of Minnesota Press, USA.

4.

20.　　Herbert Zettl, Television Production Handbook, 2014, 12th Edition, Cengage Learning, USA.

21.　　Martingell Paul, Better Location Shooting: Techniques for Video Production, 2011, Focal Press, USA.

Mode of Assessment: Assignment, Project reviews and FAT				
List of J component projects				
1.	Multicam program production			
2.	Shooting & Uploading a music video to YouTube			
3.	Remaking a film sequence			
4.	Shooting & uploading a vlog to YouTube			
5.	Documentary production			
Mode of Assessment: Reviews				
Recommended by Board of Studies	09-02-2021			
Approved by Academic Council	No. 61	Date	18-02-2021	

Course code	FILM DIRECTION	L	T	P	J	C
BVI3002		0	0	8	4	5
Pre-requisite	Digital Film Making	**Syllabus version**				
		v. xx.xx				

Course Objectives:

The course is aimed at:

1. Providing an understanding of the direction process and the need for direction in film.
2. Encouraging the students to learn and appreciate film direction methods & techniques.
3. Training on how to manage a team and direct in various settings.

Expected Course Outcome:

At the end of the course, student should be able to:

1. Understand the nuances of film direction.
2. Analyze the stages in film direction.
3. Understand the director's grammar.
4. Develop stories and dramatize them.
5. Understand the stages of film production from a director's point of view.

Module:1	Concepts of Direction	15 hours

- Visual language
- Contribution of D.W. Griffith and Eisenstein
- Filmography of renowned Directors
- Director's roles and responsibilities
- Direction team
- Film direction organogram
- Director as a leader
- Visual reproduction process
- Narrative Vs. non-narrative visual communication
- Recruitment for a project

Module:2	Story Development	15 hours

- Elements of film/drama
- Curating a story into a drama
- Plot
- Time
- Structure
- Screenplay rules
- Script analysis and development
- Authorship and aesthetics
- Cinematic storytelling

Module:3	Director's Grammar	15 hours

- Film language
- Framing
- Shots
- Composition
- Continuity
- Figurative narration
- The film pipeline

Module:4	Elements of Drama	15 hours

- Duality and Conflict
- Elements of conflict and action

	The objectives & throughlines	
●	The stakes	
●	The obstacles	
●	From story to dramatic narrative	
●	Dramatic arc	
●	Three act structure	
●	Essentials of dramatization	
Module:5	**Cinematic Point of View**	**15 hours**
●	Point of view in literature	
●	Point of View in Film	
●	One point of view	
●	Multiple points of view	
●	Directors point of view	
●	The audience point of view	
●	Planning a point of view	
Module:6	**Form and Style**	**10 hours**
●	The storytellers' vision	
●	Visual design	
●	Sound Design	
●	Performance style	
●	Editorial style	
●	Rhythmic design	
●	Directorial style	
Module:7	**Direction and Logistics**	**10 hours**
●	Location scouting	
●	Shot order	
●	The call sheet	
●	Budgeting	
●	Equipment list	
●	Contingency plans	
●	Warnings	
Module:8	**Production Stages**	**15 hours**
●	Pre-Production: Script (Casting – Acting – Rehearsals – Planning & visual design)	
●	Production: Organizing the crew (Choosing the right technology – working on the set – maintaining continuity and flow)	
●	Post-Production: (Assembling the footage – performing rough cuts & fine cuts – adding music – re-recording & sound mixing – final output)	
Module:9	**Direction as a Career**	**10 hours**
●	Indian cinema – Opportunities	
●	World Cinema - Opportunities	
●	Career pathway & Hands-on workshop	
	Total Laboratory Hours:	**120 hours**

Text Book(s)

1.	Michael Rabiger, Mick Hurbis-Cherrier, Directing: Film Techniques and Aesthetics, 2017, Focal press, USA.
2.	Nicholas T. Proferes, Film Directing Fundamentals: See Your Film Before Shooting, 2017, Routledge, United Kingdom.

Reference Books	
1.	Rosenthal, A., & Eckhardt, N, *Writing, Directing, and Producing Documentary Films and Digital Videos*, 2016, 5th Edition, Carbondale: Southern Illinois University Press, USA.
2.	22. Myrl A. Schreibman, The film director, prepares: a complete guide to directing for film and tv, 2013, Ten Speed Press, USA.
3.	23. Ray Morton, A Quick Guide to Film Directing, 2014, Limelight Editions, USA.
4.	**24.** Regge Life, Becoming an Actor's Director: Directing Actors for Film and Television, 2019, Routledge, United Kingdom.

Mode of Assessment: Assignment, FAT	
List of J component projects	
1.	Writing fiction: Different points of view
2.	Curating a story into a drama
3.	Shooting a fiction film
4.	Short film based on three-act structure
5.	Research on a chosen Director
Mode of Assessment: Reviews	

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	**PROFESSIONAL PHOTOGRAPHY**	**L**	**T**	**P**	**J**	**C**
BVI2011		0	0	8	4	5
Pre-requisite	BVI1004 - Photography Basics			**Syllabus version**		
				v. xx.xx		

Course Objectives:

The Course is aimed at:

1. Understand advanced techniques and concepts related to Photography.

2. Enhance technical skills in lighting a subject under real-world scenarios.

3. Evaluate and recreate mood for complex lighting requirements.

Expected Course Outcome:

At the end of the course the student should be able to

1.   Operate advanced Photographic Equipment and their related accessories.

2.   Analyze and infer various conditions and different environments for a photo-shoot and capture it.

3.   Visualize concepts and shoot photos based on a theme or a one-liner.

4.   Planning and executing the requirements for Model shoot and events.

5.   Appraise photographs based on Composition, Lighting, Subject and Mood.

Module:1	**Portrait Photography - Indoor**	**15 hours**

● Preparing the model for photoshoot. (Costume, Makeup and Assets)

● Lighting the model.

Module:2	**Model Photography - Indoor**	**15 hours**

● Preparing the model for photoshoot. (Costume, Makeup and Assets)

● Lighting the model.

Module:3	**Event Photography**	**15 hours**

● Prepare the shooting requirements for the event.

● Setting up the equipment for an event photography.

●	Synchronized coverage of the event.		
Module:4	**Outdoor Photography using Flash**		**15 hours**
●	Selecting the location for outdoor shoot		
●	Preparing the model for photoshoot. (Costume, Makeup and Assets)		
●	Lighting the model.		
Module:5	**Long Exposure Photography**		**15 hours**
●	Idea finalization and selecting the location for shoot.		
●	Prepare the requirements for the shoot.		
●	Setting up the equipment for Long Exposure Photography.		
Module:6	**High Speed Photography**		**15 hours**
●	Idea finalization and selecting the location for shoot.		
●	Prepare the requirements for the shoot.		
●	Setting up the equipment for High Speed Photography.		
Module:7	**Macro & HDR Photography**		**15 hours**
●	Idea finalization and selecting the location for shoot.		
●	Prepare the requirements for the shoot.		
●	Setting up the equipment for Macro & HDR Photography.		
Module:8	**Digital Color Correction and Photo Enrichment**		**10 hours**
●	Digital color correction and enhancement.		
Module: 9	**Digital Photo Publishing**		**5 hours**
●	Creating a digital presence in a professional online portal.		
	Total Laboratory Hours:		**120 Hours**
Text Book(s)			
1.			

2.	David Taylor , The Advanced Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera, 2018, DK Publications, United Kingdom. **25.** Tilo Gockel, One Flash!: Great Photography with Just One Light, 2015, Rocky Nook, USA.

Reference Books

1. 2.	26. Tom Ang, Digital Photography Masterclass: Advanced Techniques for Creating Perfect Pictures, 2017, DK Publications, United Kingdom. 27. Bryan Peterson, Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera, 2016, Amphoto Books, Denver, USA.

Mode of Assessment: Assignment, Project reviews and FAT

List of J component projects

1.	Portrait Photography – 5 Types of Lighting
2.	Model Photography – 5 Types of Lighting
3.	Event Photography – Outdoor and Indoor Shoot
4.	Outdoor Flash Photography - 5 Types of Lighting
5.	Long Exposure Photography – 5 Different Types
6.	High Speed Photography - 5 Different Types
7.	Macro & HRD Photography – 5 Different Types

Mode of Assessment : Reviews

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	ADVERTISEMENT PHOTOGRAPHY	L	T	P	J	C
BVI2012		0	0	8	4	5
Pre-requisite	BVI 1004 - Photography Basics	Syllabus version				
		v. xx.xx				

Course Objectives:

The Course is aimed at:

1. Creating visuals for promoting a product, brand or an idea.

2. Analyze various requirements in bringing the conceptual idea to convincing visual.

3. Evaluate the visuals for enhancing the brand identity of product, brand and organization.

Expected Course Outcome:

At the end of the course the student should be able to

1. Collaborate and understand the requirements of Visualizers for creating an Advertisement.

2. Analyze the requirements for creating convincing visuals for branding.

3. Visualize concepts and shoot photos based on a theme or a one-liner.

4. Plan the requirements and complete an Ad- Photography shoot.

5. Appraise photographs based on Composition, Lighting, Subject and Mood.

Module:1	Product Photography - Basics	5 hours

● Product Photography Shoot Setup

● Lighting for Product Photography

Module:2	Advanced Lighting for Product Photography	15 hours

● Creative Lighting for Product photography

● Using Gels / Filters for Product Shoot

Module:3	Ad Photography - Consumer Product	15 hours

● Setting up the product for Product Shoot

● Lighting for Product Shoot

Module:4	Ad Photography – Food & Beverages	15 hours
● Setting up the Food & Beverage for Shoot ● Lighting for Food and Beverage		

Module:5	Ad Photography – Cosmetics & Beauty	15 hours
● Setting up the Cosmetic & Beauty product for Shoot ● Lighting for Cosmetic & Beauty product		

Module:6	Ad Photography – Posing for Models	15 hours
● Understanding various posing techniques for a Model Shoot ● Bringing out personality, mood using posing techniques in Model.		

Module:7	Ad Photography – Model	15 hours
● Planning a Model Shoot based upon an idea or concept with props and costume. ● Light the model according to the requirement.		

Module:8	Automobile / Miniature Shoot	15 hours
● Plan for an Automobile or a Miniature product shoot. ● Light the product accordingly to enhance the output.		

Module:9	Image Editing & Color Correction	10 hours
● Digital Image Editing, Color Correction and Enhancement for Print and New Media.		
	Total Laboratory Hours:	**120 Hours**

Text Book(s)

1.	28. Bryan Peterson, Learning to See Creatively: Design, Color, and Composition in Photography, 2015, 3rd edition, Amphoto Books, Denver, USA.
2.	29. Tilo Gockel, Creative Flash Photography: Great Lighting with Small Flashes: 40 Flash Workshops, 2014, Rocky Nook, USA.

Reference Books	
1.	Fil Hunter; Steven Biver; Paul Fuqua, Light Science & Magic: An Introduction to Photographic Lighting, 2015, Routledge, United Kingdom.
2.	30. Valenzuela Roberto, Picture Perfect Posing: Practicing the Art of Posing for Photographers and Models (Voices That Matter), 2018, New Riders, USA.

Mode of Assessment: Assignment, Project reviews and FAT

List of J component projects	
1.	Product Photography – 5 Products
2.	Consumer Product – 5 Products
3.	Food & Beverages – 5 Products
4.	Cosmetic and Beauty - 5 Products
5.	Model photography – 5 Poses
6.	Automobile Shoot – 5 Ideas

Mode of Assessment: Reviews

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	WEB PRODUCTION AND PUBLISHING	L	T	P	J	C
BVI3003		0	0	8	4	5
Pre-requisite	BVI2002 Graphic Design	**Syllabus version**				
		v. xx.xx				

Course Objectives:

The course is aimed at

1. Exploring the different methodologies for designing a website.
2. Learning the principles behind the website production.
3. Hosting a website in the World Wide Web.

Expected Course Outcome:

At the end of this course, the students will be able to:

1. Understand the latest trends used in the web design industry.
2. Apply the aesthetics and creativity in web designing.
3. Demonstrate the knowledge and apply the design principles to create a website.
4. Construct the webpage using HTML and also with Web building tools.
5. Develop a blog using an online web design tool.

Module:1	Introduction to Web	10 hours

● Introduction to World Wide Web
● Types and principles of web design
● Layout design

Module:2	Content Creation	10 hours

● Content preparation
● Creative writing
● Image editing for web

Module:3	Planning and designing a website	10 hours

● Five Golden rules of web designing
● Sitemap creation
● Static and Dynamic Website

Module:4	HTML	10 hours

● Structure of HTML
● HTML tags
● Meta tags

Module:5	Elements of HTML	10 hours

● Images, Tables and Form creation
● Hyperlinks
● List and Multimedia elements

Module:6	Cascading style sheet	10 hours

● Concept of CSS
● CSS Properties
● CSS styling

Module:7	HTML Webpage	10 hours

●	Single web page layout		
●	Multiple page layout		
Module:8	**WYSIWYG editor**		**10 hours**
●	Introduction to Interface		
●	Browser compatibility		
●	Tools and Panels		
Module:9	**Using IDE (Integrated Development Environment)**		**10 hours**
●	Creating website structure using IDE		
●	Working with multiple layouts		
Module:10	**Online Web developing tool**		**10 hours**
●	Blog creation		
●	Working with templates		
Module:11	**Web Publishing and hosting**		**10 hours**
●	Understanding server		
●	Testing the website		
●	Registering Domains		
●	Hosting process		
Module:12	**Website Creation**		**10 hours**
●	Creating a website with all multimedia elements for your portfolio		
	Total Laboratory hours:	**120 hours**	

Text Book(s)	
1.	Thomas A. Powell, "HTML & CSS: The Complete Reference" 2017, Fifth Edition, McGraw Hill, India
Reference Books	
1.	Paul and Harvey Deitel, Internet and World Wide Web How to Program, 2012, Pearson publication. New Jersey.
2.	Jim Maivald, Adobe Dreamweaver CC Classroom in a Book, 2019, Adobe press. USA
3.	Nate Cooper, Build Your Own Website: A Comic Guide to HTML, CSS and Wordpress, 2014, No Starch Press. USA
4.	Jason Nadon, Website Hosting and Migration with Amazon Web Services: A Practical Guide to Moving Your Website to AWS, 2017, Apress publisher. New york
Mode of Assessment: Assignment / FAT / Project	

List of J component project titles			
1.	Single page commercial website design using the WYSIWYG editor		
2.	Non- commercial Website design using the WYSIWYG editor		
3.	Commercial Website design using the Online web developing tool		
4.	Non- commercial Website design using the Online web developing tool		
Mode of Assessment: Reviews			
Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	PRINTING AND PUBLISHING	L	T	P	J	C
BVI3004		0	0	8	4	5
Pre-requisite	BVI2002 - Graphic Design			v. xx.xx		

Course Objectives:

The course is aimed at:

1. Understanding the Importance of printing processes in design decisions.
2. Identifying the various printing processes and stages in printing workflow.
3. Understanding the publishing methods in the digital world.

Expected Course Outcome:

At the end of this course, the students will be able to:

1. Comprehend the relationship between designer, customer and printer.
2. Learn the key identifying characteristics of each printing process.
3. Create layouts and designs for various print products.
4. Print and analyze the packaging designs.
5. Publish the required results in digital form.

Module:1	Introduction to Printing	10 hours

● History and Principles of printing
● (Relief, Planography, Intaglio, Silk Screen) Type-setting methods

Module:2	Printing process	10 hours

● Types of printing processes - Letter Press, Offset, Gravure, Flexography and Silk Screen.
● Different printing mediums, DPI

Module:3	Colour Printing process	10 hours

● Colour separation, colour correction and colour reproduction
● Current trends in printing processes (Laser Printers, Scanners, Ink-jet printers: Image setters, Direct-to-plate printing)

Module:4	Elements of publication design	10 hours

● Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogue
● Typography-typeface design

Module:5	Special Designs	10 hours

● Special designs (information graphics, charts, tables, boxes

Module:6	Digital Image	10 hours

● Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process.

Module:7	Measurements and Spacing	10 hours

● Page Layout-Fonts, Body, Measurements, Spacing, Point systems, and families.

Module:8	Designing for Media	10 hours

● Designing for Newspapers, Booklets, Magazines, Business publications

Module:9	Advertisement Designs	10 hours

● Banners & Posters, Advertising, Transit, Interactive, Web and Maps.

Module:10	Compiling process		10 hours
●	Binding, finishing and ancillary processes on design		

Module: 11	Materials		10 hours
●	Selection and specification of ink, paper and other materials		
●	Package printing		

Module: 12	Process of Publishing		10 hours
●	Technical requirements for e-publishing		
●	Online tools for Publishing		

	Total Laboratory Hours:	**120 hours**

Text Book(s)	
1.	Aaris Sherin, Irina Lee, Poppy Evans, The Graphic Design Reference & Specification Book, 2013, Rockport Publishers. Beverly, USA
Reference Books	
1.	Cath Caldwell & Yolanda Zappaterra, Editorial design: digital and print, 2014, Laurence King Publishing Limited, London
2.	A&C Black, Dictionary of Publishing and Printing, 2010, A&C, London
3.	Ouyang, Yun, Advanced Printing and Packaging Materials and Technologies, 2015, Trans Tech Publishers, Switzerland.
4.	Norman Underwood, The Chemistry and Technology of Printing Inks,2015, Yokai Publishing, Japan.
Mode of Assessment: Assignment / FAT / Project	

List of J component projects	
1.	Publishing of a newsletter for institute
2.	Editing of books, journals and newsletters
Mode of Assessment : Reviews			

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	**CONCEPT ART**		**L**	**T**	**P**	**J**	**C**
BVI3005			**0**	**0**	**8**	**4**	**5**
Pre-requisite	BVI2001 - Visual Arts-2		**Syllabus version**				
			v. xx.xx				

Course Objectives:

The course is aimed at:

1. Developing advanced drawing and illustration skills to execute concept art-works in professional standards.
2. Acquiring in-depth knowledge of the contemporary concept art practices globally.
3. Practicing concept art and design in creative media productions.

Expected Course Outcome:

At the end of the course the student should be able to:

1. Visualize and demonstrate an idea and express through illustrations.
2. Illustrate concept artworks for specific genres like films, animation and gaming industries.
3. Justify the choice of appropriate tools according to the type of digital and manual artwork.
4. Build professional model sheets, mood boards and portfolios for graphic novels and comic designs.
5. Demonstrate the knowledge of design, colors and composition and apply them effectively in various creative content creation.

Module:1	**Understanding concept based illustration**	**8 hours**

● Understanding doing illustrations based on a specific concept and purpose
● Looking into the illustrations and concept art and making a study report
● Understanding the difference between different genres of concept art

Module:2	**Understanding Color relationships**	**8 hours**

● Understanding the color psychology of visual arts
● Studying the different color applications in concept art based on story or an idea
● Creating a color chart based on a given story

Module:3	**Adding Realism To The Concept Art**	**10 hours**

● Focus on anatomical structure and form
● Drawing objects from life and developing them into concept designs
● Developing concise and direct ways of simplifying complex human anatomy expressing essential character qualities.

Module:4	**Human Character**	**14 hours**

● Villain and Hero characters
● Contemporary characters
● Mythological characters
● Expressing characters in cartoon style
● Expressing characters in realistic style

Module:5	**Creatures Character**	**10 hours**

● Studying the drawings of different animals
● Creating a creature character based on an idea in black and white
● Adding colors and details to the character

Module:6	Alien Character	10 hours
● Studying different organic forms to create alien characters		
● Expressing alien characters based on an idea or story		
● Detailing an alien character with costume and props		
Module:7	Vehicles and Props	10 hours
● Organic objects and props		
● Inorganic objects and props		
● Expressing a vehicle design based on an idea or story		
Module:8	Natural Environment	10 hours
● Planning and drafting environment layouts based on ideas and stories		
● Creating black and white environments: emphasis on light and shadow		
● Creating colored environments with details		
Module:9	Architecture and Cityscape	10 hours
● Creating architecture studies and drawings		
● Drawing mythological architecture and cityscape		
● Drawing sci-fi architecture based on specific ideas		
● Creating cityscapes with architectural details		
Module:10	Creating Mood boards	10 hours
● Understanding mood boards		
● Creating mood boards based on a short story		
● Emphasizing on character expressions while making the mood board [part-1]		
● Emphasizing on character actions while making the mood board [part-2]		
Module:11	Storyboarding	10 hours
● Making storyboarding for different genres		
● Making short storyboard panels based on a story		
● Coloring and adding details in the storyboard		
Module:12	Final works presentation	10 hours
● Recording step by step design process in making the complete showcase of working process		
● Importance of references from artworks and real life objects		
● Creating a complete portfolio with concept ideas, mood boards, visual narratives, final artworks and artist statements.		
	Total Laboratory hours:	120 hours

Text Book(s)

1. Chris Oatley, The Ultimate Concept Art Career Guide, 2018, 1st edition, 3DTotal Publishing.
2. Andrew Loomis, Creative Illustration, 2012, Reprint illustrated edition, Titan Books.

Reference Books

1. Marc Taro Holmes, Designing Creatures and Characters: How to Build an Artist's Portfolio for Video Games, Film, 2016, 3rd edition, IMPACT Books.
2. James Gurney, Imaginative Realism: How to Paint What Doesn't Exist, 2018, [2nd edition]

3.	Andrews McMeel Publishing.
	Amid Amidi, The Art of Pixar: 25th Anniversary.: The Complete Color Scripts and Select Art from 25 Years of Animation, 2011, Illustrated edition, Chronicle Books.
4.	Scott Robertson, How to Draw: Drawing and Sketching Objects and Environments from Your Imagination, 2013, 2nd edition, Design Studio Press.

Mode of Assessment: Assignment, Project reviews and FAT

List of J component projects	
1.	Create a complete concept art portfolio based on alien invasion on earth [character designs, environment designs, 5 panel storyboard].
2.	Making a graphic novel based on an original story.
3.	Creating concept art-works based on any films depicting the storyline.
4.	Re-imagining existing characters and drawing panels with story relating to the characters.
5.	Follow a concept artist and create drawings with direct and indirect reference to the artist.

Mode of Assessment: Reviews			
Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	ART DIRECTION	L	T	P	J	C
BVI3006		0	0	8	4	5
Pre-requisite	BVI2001 Visual Arts -2	**Syllabus version**				
		v. xx.xx				

Course Objectives:
The course is aimed at:
1. Examines the collaborative relationship between direction, production design and cinematography.
2. Multi-disciplinary approach to art direction, giving you the opportunity to develop your understanding and application of set design.
3. Creating the projects in art direction for television and film production.

Expected Course Outcome:
At the end of this course, the students will be able to:
1. Discover resources and design references as inspiration.
2. Investigate available papers and surface textures.
3. Explore the new potentialities and possibilities in art direction.
4. Creating and establishing an environment for cinematic storytelling and visualization.
5. Demonstrate team skills including taking and giving constructive criticism, leading and/or following directions.

Module:1	Pre-production process: Teams Involved	10 hours

- Visual history
- Hierarchy of responsibilities
- Art department
- Art department Setup

Module:2	Pre- production process: Narrative Design Process	10 hours

- Inception
- Prototyping
- Manufacturing
- Finishing

Module:3	Design process	10 hours

- The conceptual design
- Beginning the designing process
- Digital Asset and Nomenclature
- Budget
- Research: Set Design and Schedules

Module:4	Real Time Scenario	10 hours

- Plan: Spotting, Director, Instrumental, Location
- Concept Illustrating
- Physical Build
- Designing for the Lens
- Camera Angle Test

Module:5	Set Construction: Idea become reality	20 hours

- Interior set
- Exterior set
- Vendors
- Rental Backing

●	Mechanical Effect		
Module:6	**Material Collection**		**20 hours**
●	Carpentry		
●	Fabrication		
●	Molding		
●	Light source		
Module:7	**Miniature**		**30 hours**
●	Property		
●	Foreground		
●	Background		
●	Mobile		
Module:8	**Merge Media**		**10 hours**
●	Lighting		
●	Digital Filming		
●	Composting		
●	Fine tuning		
●	Final Look		
		Total Laboratory hours:	**120 hours**

Text Book(s)

1.	Rizzo, Michael, The Art Direction Handbook for Film Television, 2015, First edition, Focal press, USA.
2.	Steven Brower, Inside Art Direction Interviews and Case studies, 2016, First edition Bloomsbury Publishing, UK.

Reference Books.

1.	Lucy Fischer, Art Direction and Production Design, 2015, First edition, Rutgers University Press, Germany.
2.	Rizzo, Michael, The Art Direction Handbook for Film, 2013, Second edition, Focal press, USA.

Mode of Assessment: Assignment, Project reviews and FAT

List of J component projects

1.	Idea (outline)
2.	Concept illustration
3.	Material collection
4.	Miniature set
5.	Final out(digital)

Mode of Assessment: Reviews

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021

Course code	SOUND DESIGN	L	T	P	J	C
BVI2013		0	0	8	4	5
Pre-requisite	Audio Production and Broadcasting	Syllabus version				
		v.xx.xx				

Course Objectives:

This course is aimed at:
1. Gaining Knowledge on Sound Design Concepts.
2. Planning of Sound Design for audio only skit and for a visual output.
3. Executing Sound Design for audio only skit and for a visual output.

Expected Course Outcome:

At the end of this course, the students will be able to,
1. Understand concepts of sound design by reviewing a movie sound design.
2. Get knowledge on how sound interacts with the environment and to know the role of studio acoustics.
3. Know the sound designing tools to alter the tonal quality of sound and to bring the desired sounding.
4. Prepare sound design que-sheet by listing the aesthetic requirements of sound elements.
5. Execute sound design for radio skit using only audio to tell the story and to design sound for video.

Module:1	THE DAWN OF SOUND DESIGN	8 hours

● Origins and Influences: Sounds of Early Cinema, Applications of Sound Design, Hi-Fi Youth Culture, The legacy of Dolby Stereo
● Speculation in 2001: A Space Odyssey, Classical Hollywood Music Model, A new sound consciousness, The art of effective communication with sound.

Module:2	SOUND STUDIO DESIGN	8 hours

● Sound Perception: Ear Sensitivity, Area of Audibility, Spatial Perception
● Acoustic Concept: Sound Propagation, Decibel Scale, Frequency, Vibration insulation, Dissipation of Sound Energy, Sound Absorbents, Placement of Materials
● Physics of Sound: Reflection, Diffraction, Refraction, Diffusion and Absorption.

Module:3	SOUND CAPTURE TO CONSTRUCTION - ANALYSIS	8 hours

● Building Lexicon of Sound Design: Star Wars, Science Fiction Sound Effects, Thematic Consideration
● Effective Sound Design: Points to Consider, Guidelines for Sound Design, Audio Visual Contract.

Module:4	SOUND DESIGN TOOLS	12 hours

● Microphones: Dynamic Range, Frequency Response, Granular Synthesis
● Digital Sound: Distortion, Saturation, Overdrive, Bit Crushing, Compression
● Filtering – Harmonics – Resonators – Reverberation – Convolution - Modulation.

Module:5	AESTHETICS OF SOUND DESIGN	12 hours

● Sound Cues – Semiotics – Emotional Anticipation – Silence
● Visual Coordination: On-Screen vs Off-Screen Sounds, Creating environment
● Analyzing Sound Design of a movie

Module:6	SOUND DESIGN METHODOLOGY	12 hours

● Gulping the Script – Attention to Details
● Challenges in Ambience – Establishing Location Characteristics
● Review the Script – Choice of Equipment
● Preparing Cue Sheet

Module:7	SOUND DESIGN PLANNING	12 hours

● Sound Creation: Primary Sounds, Secondary Sounds, Working with vocals, Working with Samples, Handling Diegetic and Non-Diegetic Sounds
● Sound Modulation: Digital Signal Processing, Layering Sounds, and Mixing Sounds.

Module:8	SOUND DESIGN FOR RADIO	12 hours

● Designing Sound for Radio Program: Audio Script, Collecting required sounds
● Sound Creation: Recording skeleton sound, Creating environment using sounds, Adding sound effects
● Balancing audio tracks: Timbre adjustment, experimenting with sound modulation and Sound Mixing.

Module:9	SOUND DESIGN FOR VIDEO	16 hours

● Designing Sound for Short Story: Creating the background story sounds, Working with Aural Cues, Synchronizing sounds with Visual elements
● Designing Sound for Video Game: Creating Sounds from Samples, Digital Looping, Embedding Sound.

Module:10	SURROUND SOUND MIXING	20 hours

● Setting up Surround Mixing Channels
● Assigning PAN Controls
● Isolating Sound Elements from Centre Channel
● PAN Automation
● Dolby, SMPTE and ITU Standard

	Total Laboratory hours:	120 hours

List of J component projects

1.	Exploring the root of Sound Design by watching a movie that has spectacular sound design
2.	Understanding the nature of sound and how it interacts with objects by observing the sounding in class room and acoustically treated sound studio room.
3.	Watching a movie for identifying Sound Design Elements from the movie.
4.	Understanding working principle of Microphone and the proximity effect of microphone by placing the microphone at various distance.
5.	Preparing Sound Design Cue Sheet for a written script by identifying needed sound elements.

Text Book(s)

1.	Amber Case and Aaron Day, Designing with Sound, 2019, O'Reilly Media Inc., Sebastopol, USA.
2.	Jay Beck, Designing Sound: Audio Visual Aesthetics in 1970s American Cinema, 2016, Rutgers University Press, London.

Reference Books

1.	Jean-Luc Sinclair, Principles of Game Audio and Sound Design: Sound Design and Audio

2.	Implementation for Interactive and Immersive Media, 2020, Routledge, London. Amy DeLouise and Cheryl Ottenritter, Nonfiction Sound and Story for film and video: A practical Guide for filmmakers, 2020, Routledge, New York.	
3.	Leo Murray, Sound Design Theory and Practice, 2019, Routledge, New York.	
	Mode of Assessment: Reviews	

Recommended by Board of Studies	09.02.2021		
Approved by Academic Council	No.61	Date	18-02-2021

Course code	SOUND PRODUCTION	L	T	P	J	C
BVI2014		0	0	8	4	5
Pre-requisite	Audio Production and Broadcasting	**Syllabus version**				
		V.xxxx				

Course Objectives:

This course is aimed at:
1. Gaining Knowledge on Sound Recording
2. Operating Sound Recorder
3. Producing Sound for Short-film

Expected Course Outcome:

At the end of this course, the students will be able to,
1. Know the physical Characteristics of Sound generated at various environment.
2. Understand conversion principle of analogue audio signal to digital audio.
3. Operate I/O unit, Track and Bus Routing in an Digital Audio Workstation
4. Work in an audio production software from recording sound signals to reproducing the sound in speaker.
5. Perform the audio mixing by setting up the output standard for various audio formats

Module:1	**SOUND, SIGNALS AND STUDIO ACOUSTICS**	**8 hours**

● Sound wave creation: Characteristics of sound waves, Behavior of sound in rooms, Acoustic Treatments
● Sound Studio: Equipment, Cable and Connectors, Radio Frequency Interface (RFI), Monitoring, Cue System, Microphones

Module:2	**DIGITAL RECORDING**	**12 hours**

● An overview of analogue recording
● Digital Recording: Bit Depth, Sampling Rate, Digital Recording Level, Digital Audio Signal Formats, Dither, Jitter, Digital Transfers and Copies, Flash Memory Recorder.

Module:3	**DIGITAL AUDIO WORKSTATION (DAW)**	**16 hours**

● I/O Setup: Configuring Hardware in I/O Setup, Signal Routing, Creating Sub Paths
● Tracks: Track Types, Track Level Meter, Creating Tracks, Assigning Audio Inputs and Outputs to Tracks, Grouping Tracks.

Module:4	**RECORD SETUP**	**16 hours**

● Connecting a Sound Source – Record Modes – Selecting Record input monitoring – Punch Recording Modes
● Recording from Digital Source: MIDI Recording, Loop recording MIDI – Setting up file names.

Module:5	**AUDIO EDITING**	**16 hours**

● Edit Mode: Shuffle Mode, Slip Mode, Spot Mode, Grid Mode
● Edit Tools: Zoomer Tool, Zoomer Toggle, Trimmer Tool, Selector Tool, Grabber Tool, Pencil Tool
● Editing Regions: Selecting Track Material, Nudging Regions, Quantizing Grids, Consolidating Regions, Rating Regions – Fades: Crossfades and curves, Using Auto-fades, Nudging Fades – Beat Detection – MIDI Editing.

Module:6	ENHANCING AUDIO	12 hours
● Audio Equalization: Working with Low Frequency, Altering Q Factor in Equalization – ● Altering Dynamics of Sound: Applying Compressor, Creating tonal variations, practicing proximity relations – Working with Pitch and Timing.		

Module:7	PREPARING FOR MIX	12 hours
● Time and Tempo: Main Time Scale, Tick Based Timing, Graphic Tempo Editor, Editing Tempo Events, Meter Events, Insert/Cut Time ● Working with memory Locations – Working with Regions – Region Loops and Grouping – Audio Suite Processing – Event Operations.		

Module:8	MIXING	16 hours
● Mixing Concepts: Metering and Calibration, Audio Tracks and Signal Flow, Configuring Inserts, Setting I/O Paths, Signal Routing and Monitoring, Plugins – Automation: Automation modes, Auto matching Controls, Editing Automation, Capturing Automation – Creating Sub-mix ● Working with Bus routing – Bouncing Options – Final Mixdown.		

Module:9	WORKING WITH VIDEO	12 hours
● Importing Video: Configuring Import Options, Working with video synchronization, Generating Timecode, Speed Correction for video ● Playing video in external monitor – Bouncing Video Track – Web Audio and On-line collaboration – Delivery Formats: Mono, Stereo and Surround Sound.		
	Total hours:	120 hours

Lab Experiment (Indicative)

1.	Absorbing sound properties in class room and outdoor and Studio Acoustic Room
2.	Practice recording audio using a portable audio recorder and a camera from a live location.
3.	Ingesting sound in Digital Audio Workstation using microphone, cable and connectors. Importing recorded sound to the workstation.
4.	Setting up microphone for voice recording. Signal routing through the audio mixer and recording the voice using various monitoring methods.
5.	Recording sound from electronic musical instruments. Setting up MIDI track and routing to samplers.
6.	Using audio editing tools to adjust track based sounds and clip based sounds
7.	Working with automation and Digital Signal Processing tools to enhance sounding.
8.	Bouncing audio and practice taking mono, stereo and surround mix outputs.

Text Book(s)

1.	Julian Ashbourn, Audio Technology, Music, and Media: From Sound Wave to Reproduction, 2021, Springer, Switzerland.
2.	Floyd E. Toole, Sound Reproduction: The Acoustics and Psychoacoustics of Loudspeakers and Rooms, 2018, 3rd Edition, Routledge, Newyork.

Reference Books

1.	Amy DeLouise, Nonfiction Sound and Story for Film and Video – A Practical Guide for Filmmakers and Digital Content Creators, 2020, Routledge, New York.
2.	Karen Collins, Studying Sound – A theory and Practice of Sound Design, 2020, MIT Press, Massachusetts, London.
3.	Jay Kadis, The Science of Sound Recording, 2013, Focal Press, New York.

	Mode of Assessment: Assignments,FAT, and Project reviews		
Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	61	Date	18-02-2021

Course code	PORTFOLIO PRODUCTION	L	T	P	J	C
BVI3007		0	0	8	4	5
Pre-requisite	NIL	Syllabus version				
		v. xx.xx				

Course Objectives:

The Course is aimed at:

1. Understanding the recent trends in media industries.
2. Developing pre-production, production and post-production phases.
3. Creating a portfolio and publishing on a platform.

Expected Course Outcome:

The students will be able to

1. Analyze about the project works.
2. Explore creative ideas for the project work.
3. Understanding assets and material needed for production work.
4. Developing creative work to showcase in portfolio.
5. Publish the designed project in a suitable platform.

Module:1	Reviewing industry trends	10 hours

- Analyzing current industry trends
- Evaluating right choice of platform
- Identifying software and hardware needs

Module:2	Idea creation	10 hours

- Justifying the choice of theme and goals
- Lay outing the basic framework
- Charting the schedule of works

Module:3	Pre-Production	20 hours

- Starting off with the project work
- Ground works and asset creations
- Sorting the raw materials and foundational designs
- Developing the skeleton of the creative work

Module:4	Production - Phase 1	20 hours

- Conversion of basic assets into a developed version
- Following the initial blue prints and pre-produced materials
- Reviewing the progress

Module:5	Production - Phase 2	20 hours

- Incorporating changes from the review
- Further development of the project work
- Achieving the unpolished final product/design

Module:6	Post-production	30 hours

- Fine tuning the developed product/design
- Polishing the presentational elements
- Readying the creative work for showcasing

Module:7	Exhibit/Publish	10 hours

- Reviewing and deciding a suitable publishing platform.

● Arranging and preparing the assets for chosen publishing platform ● Optimize the publishing medium for presentation and sharing	

Sample J Component Topics:

●   Photography Portfolio Creation
●   Developing and publishing a Documentary Video.
●   Storyboard Development and Publishing
●   Case Study publication on Effective Communication.
●   Forming and executing a Radio Skit.

	Total Lecture hours:	**120 hours**	

Text Book(s)

1.	Karen Freberg, Portfolio Building Activities in Social Media: Exercises in Strategic Communication, 2018, 1ST Edition, SAGE Publication, US.

Reference Books

1.	Paula Beesley, Making the Most of Your Social Work Placement, 2019, 1st Edition, SAGE Publications, US.

Mode of Evaluation: Reviews / Project Presentation / Debates

Recommended by Board of Studies	09-02-2021		
Approved by Academic Council	No. 61	Date	18-02-2021