

BACHELOR OF SCIENCE (VISUAL COMMUNICATION)

VISION

Impart knowledge and necessary skills to create socially responsible media personnel. To provide holistic learning environment that encourage students to identify and enhance their potentials.

MISSION

- To deliver comprehensive media education for developing media literacy, pluralistic media space and socially responsible media personnel.
- To design and deliver learning inputs to develop the employability and professionalism requires for the media environment.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1: To impart the basic knowledge of Visual communication and related concepts of media.

PEO 2: To prepare students into media industry ready professionals and entrepreneurs by developing professional skills, life skills, media literacy and digital competency.

PEO 3: To inculcate professional ethics, values and social responsibility to work in global media environment.

PROGRAMME OUTCOMES (PO)

After completion of the programme, the graduates will be able to

PO 1: Understand basics of visual communication and various media platforms.

PO 2: Gain professional skills, life skills, media literacy and digital competency.

PO 3: Perform media works based on the needs and standards of media industry.

PO 4: Enhance leadership qualities, entrepreneurship and team work.

PO 5: Become professionally competent and socially responsible in performing media tasks.

PROGRAMME SPECIFIC OUTCOMES (PSO)

After completion of the programme, the graduates will be able to

- PSO1:** Acquire fundamental knowledge of visual communication and various media platforms.
- PSO2:** Gain Information Communication Technologies (ICTs) skills and digital competency.
- PSO3:** Develop media literacy and professional competencies.
- PSO4:** Apply the acquire skills in performing industry standard media works.
- PSO5:** Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.

REGULATIONS

1. ELIGIBILITY

Candidates seeking admission to the first year of the Bachelor of Science in Visual Communication should have pass in the Higher Secondary Examination conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the syndicate, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the B.Sc., Visual Communication Degree of this university after a course of study of Three Academic Years.

2. DURATION OF THE PROGRAMME

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

3. MAXIMUM DURATION FOR THE COMPLETION OF THE UG PROGRAMME

The maximum duration for completion of the UG Programme shall not exceed 12 semesters.

SCHEME OF EXAMINATION

Course Code	Course	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
First Semester							
Part - I							
23UTALA101/ 23UHILA101/ 23UFRLA101	Tamil-I / Hindi-I/ French-I	5	3	25	75	100	3
Part - II							
23UENLA101	General English-I	5	3	25	75	100	3
Part - III							
23UVCM101	DSC - I: Introduction to Human Communication	5	3	25	75	100	5
23UVCM102	DSC - II: Visual Arts and Aesthetics	5	3	25	75	100	5
23UVCAP101	GEC Practical - I: Graphic Design and Typography	5	6	40	60	100	3
Part - IV							
23UVCNMP101	SEC - I:	2	3	40	60	100	2
23UVCSBP101	SEC - II: Digital Drawing and Painting	3	6	40	60	100	2
	Total	30				700	23
Second Semester							
Part - I							
23UTALA201/ 23UHILA201/ 23UFRLA201	Tamil-II/ Hindi-II/ French-II	5	3	25	75	100	3
Part - II							
23UENLA201	General English-II	5	3	25	75	100	3
Part - III							
23UVCM201	DSC - III: Digital Photography	5	3	25	75	100	5
23UVCMP201	DSC Practical - I: Photography	6	6	40	60	100	4
23UVCAP201	GEC Practical - II: Commercial Production	4	6	40	60	100	3
Part - IV							
23UVCNM201	SEC I:	2	3	25	75	100	2
23UVCSB201	SEC - II: Multimedia and Graphics	3	3	25	75	100	2
	Total	30				700	23

Subject Code	Subject	Hrs of Instruct ion	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
Third Semester							
Part – I							
23UTALA301/ 23UHILA301/ 23UFRLA301	Tamil-III / Hindi-III/ French-III	4	3	25	75	100	3
Part – II							
23UENLA301	English-III	4	3	25	75	100	3
Part – III							
23UVCMP301	DSC - IV: Radio Programme Production	6	3	25	75	100	5
23UVCA301	GEC- III: Computer Application in Media	4	3	25	75	100	4
23UVCMP301	DSC Practical – II Audio Production	6	6	40	60	100	4
Part – IV							
23UVCSBP301	SEC – II: Graphic Design	3	6	40	60	100	2
23UVE301	AECC - Environmental Studies	2	3	25	75	100	2
Part – V (Non Credit)							
23ULS301	NCC: Career Competency Skills I	1	-	-	-	-	-
	Total	30				700	24
Fourth Semester							
Part – I							
23UTALA401/ 23UHILA401/ 23UFRLA401	Tamil-IV/ Hindi-IV/ French-IV	4	3	25	75	100	3
Part – II							
23UENLA401	English-IV	4	3	25	75	100	3
Part – III							
23UVCMP401	DSC – V: Advertising	6	3	25	75	100	5
23UVCMP401	DSC Practical - III: Video Editing	6	6	40	60	100	4
23UVCA401	GEC- IV: New Media Studies	4	3	25	75	100	4
Part – IV							
23UVCSBP401	SEC – II: Advertising Production	3	6	40	60	100	2
23UVE401	AECC - Yoga	2	3	25	75	100	2
Part – V (Non Credit)							
23ULS401	NCC: Career Competency Skills II	1	-	-	-	-	-
	Total	30				700	24

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
Fifth Semester							
Part - III							
23UVCM501	DSC - VI: Television Production	5	3	25	75	100	5
23UVCM502	DSC - VII: Film Studies	5	3	25	75	100	5
	Discipline Specific Elective Course I	5	3	25	75	100	5
23UVCMP501	DSC Practical - IV: Television and Video Production	6	6	40	60	100	4
23UVCMP502	DSC Practical - V: VFX & Animation	6	6	40	60	100	4
Part - IV							
23UVCSB501	SEC II: Animation	2	3	25	75	100	2
Part - V							
23UE501	Extension Activity	-	-	-	-	-	2
Part- V (Non Credit)							
23ULS501	NCC: Career Competency Skills III	1	-	-	-	-	-
23UVCI501	Internship	-	-	-	-	-	-
		30				600	26
Sixth Semester							
Part - III							
23UVCM601	DSC- VIII: Visual Aesthetics	5	3	25	75	100	5
	Discipline Specific Elective Course II	5	3	25	75	100	5
23UVCMP601	DSC Practical - VI: Film Appreciation	5	6	40	60	100	4
23UVCMP602	DSC Practical - VII: Web Publishing	5	6	40	60	100	4
23UVCPR601	DSC: Project and Viva-voce Examination	6	6	40	60	100	4
Part - IV							
23UVCSBP601	SEC - II: E-Content Development	3	6	40	60	100	2
Part - V (Non Credit)							
23ULS601	NCC: Career Competency Skills IV	1	-	-	-	-	-
		30				600	24
	Total	30				4000	142

Skill Enhancement Courses (SEC) – I: for other department students in THIRD and FOURTH semester

Subject	Subject Code	Subject Name
III	23UVCNM301	SEC I: Digital Storytelling and Scriptwriting
IV	23UVCNM401	SEC I: Advertising Basics

Additional Credit Course (ACC) – I

The candidate with minimum 60% of Marks with no arrears has the option to select one Additional Credit Course each in Semester IV and Semester V. The candidate shall be declared to have passed the Examination and awarded two extra credits, if the candidate secures not less than 40 marks out of 100 in the Comprehensive Examination. Alternatively, the candidate may enroll and complete any MOOC and by producing the certificate, he/ she shall obtain two extra credits.

Subject Code	Subject Name
23UVCAL401	ACC I: Photo Journalism
23UVCAL501	ACC I: Radio Jockey

Discipline Specific Elective Courses

The department offers the following Discipline Specific Elective Courses. Student shall select any one of the following subject as Elective in the fifth and Sixth Semester.

Subject Code	Subject Name
23UVCEL501	DSE I: Digital Cinematography
23UVCEL502	DSE I: Script Writing
23UVCEL601	DSE II: Media Laws and Ethics
23UVCEL602	DSE II: Media Society and Culture

FOR COURSE COMPLETION

Students shall complete:

- Language subjects (Tamil/ Hindi/French and English) in I, II, III and IV Semesters.
- Ability Enhancement Compulsory Courses (AECC) Environmental Studies and Yoga in III and IV Semesters respectively.
- Generic Elective Courses (GEC) in I, II, III and IV semesters.
- Skill Enhancement Courses (SEC) – I: during Semester I and Semester II.
- Skill Enhancement Courses (SEC) – II: from Semester III to Semester VI.
- Extension Activity in semester V.
- Discipline Specific Elective subjects in the semester V and semester VI.
- Non-Credit Courses (NCC): Career Competency skills (CCS) from Semester III to Semester VI.
- A Group Project and Viva-Voce Examination at the end of VI semester, but they have to carry out their Project work from V Semester onwards.

TOTAL CREDIT DISTRIBUTION

Components	Subjects	No. of Subjects x Marks	Total	Credits x Papers	Credits
Part - I	Tamil	4 x 100 =	400	3 x 4 papers	12
Part - II	General English	4 x 100 =	400	3 x 4 papers	12
Part - III	Discipline Specific Courses	8 x 100 =	800	5 x 8 papers	40
	Project	1 x 100 =	100	4 x 1 paper	04
	Discipline Specific Courses (Practical)	7 x 100 =	700	4 x 7 papers	28
	Discipline Specific Elective Courses	2 x 100 =	200	5 x 2 paper	10
	Generic Elective Courses	2 x 100 =	200	4 x 2 papers	08
		2 x 100 =	200	3 x 2 papers	06
Part - IV	Ability Enhancement Compulsory Courses (AECC) – I: VE (Yoga, EVS)	2 x 100 =	200	2 x 2 papers	04
	Skill Enhancement Courses (SEC) – II	6 x 100 =	600	6 x 2 papers	12
	Skill Enhancement Courses (SEC) – I	2 x 100 =	200	2 x 2 papers	04
Part - V	Extension Activity	-	-	2 x 1 activity	02
Total		40 x 100 =	4000		142

23UTALA101	பொதுத்தமிழ் - I	பருவம் - I	
இப்பாடத்திட்டத்தின் நோக்கங்களாவன - தமிழ்மொழி இலக்கியங்களை அறிமுகம் செய்தல் - தற்கால இலக்கியப் போக்குகளையும் இலக்கணங்களையும் மாணவர் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல் - தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.			
Credits:3		Total Hours:50	
UNIT	CONTENTS	Hrs	CO
I	மரபுக் கவிதை 1.பெ.சுந்தரனார் – தமிழ்த் தெய்வ வணக்கம் 2.பாரதிதாசன் - சிறுத்தையே வெளியில் வா 3.கவிமணி – புத்தரும் சிறுவனும் 4.முடியரசன் - மொழி உணர்ச்சி 5.கண்ணதாசன் - ஆட்டனத்தி ஆதிமந்தி – ஆதிமந்தி புலம்பல் 6.சுரதா – துறைமுகம் (வினாத்தாள்) 7.தமிழ் ஒளி – கடல்	10	CO1
II	புதுக்கவிதை 1.அப்துல் ரகுமான் - வீட்டுக்கொரு மரம் வளர்ப்போம் 2.ஈரோடு தமிழன்பன் - சென்ரியூ கவிதைகள் (1.கல்லூரியிலிருந்து-ப.15, 2.சிலைக்கு வெளியே-ப.40, 3.அயர்ந்த தூக்கத்தில்-ப.55, 4.தொட்டிமீன்-ப.86, 5.தண்டனைகளை வைத்து-ப.100) (மேற்கண்ட தொடங்கும் கவிதைகள்). 3.வைரமுத்து – பிற்சேர்க்கை 4.மு.மேத்தா – வாழைமரம் 5.அறிவுமதி – வள்ளுவம் பத்து 6.நா.முத்துக்குமார் – ஆனந்த யாழை மீட்டுகிறாய் 7.சுகிர்தராணி – சபிக்கப்பட்ட முத்தம் 8.இளம்பிறை – நீ எழுத மறுக்கும் எனது அழகு	10	CO2
III	சிறுகதைகள் 1.வாய்ச் சொற்கள் - ஜெயகாந்தன் (மாலை மயக்கம் தொகுப்பு) 2.கடிதம் - புதுமைப்பித்தன் 3.கரு – உமாமகேஸ்வரி 4.முள்முடி – தி.ஜானகிராமன் 5.சிதறல்கள் - விழி.பா.இதயவேந்தன் 6.காகித உறவு – சு.சமுத்திரம் 7.வீட்டின் மூலையில் சமையல் அறை – அம்பை 8.(மொழிபெயர்ப்புக் கதை) ஆண்டன் செக்காவ் - நாயக்காரர் சீமாட்டி, சந்தியா பதிப்பகம்.	10	CO3
IV	இலக்கிய வரலாறு (பல்லவர் காலம், நாயக்கர் காலம்) 1.20-ம் நூற்றாண்டு கவிஞர் பெருமக்கள் 2.கவிதையின் வகையும், வளர்ச்சியும் 3.தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும் 4.தமிழ்ச் சிறுகதையின் தோற்றமும் வளர்ச்சியும் 5.மொழிபெயர்ப்புகள் தோற்றமும் வளர்ச்சியும்	10	CO4

V	மொழித்திறன் போட்டித் தேர்வு 1.பொருள் பொதிந்த சொற்றொடர் அமைத்தல் 2.ஓர் எழுத்து ஒரு மொழி 3.வேற்றுமை உருபுகள் 4.திணை, பால், எண், இடம் 5.கலைச்சொல்லாக்கம், மொழிபெயர்ப்பு	10	CO5
பாடநூல்	1.தமிழ் இலக்கிய வரலாறு – சிற்பி.பாலசுப்பிரமணியன் 2.புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு – தமிழண்ணல் 3.வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு – முனைவர் பாக்கியமேரி.		

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன:

CO1	பாரதியார் காலந்தொட்டு தற்காலப் புதுக்கவிதைகள் வரை கவிதை இலக்கியம் அறிமுகப்படுத்தப்படுவதால் படைப்பாற்றல் திறன் பெறுதல்.
CO2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்.
CO3	இக்கால இலக்கிய வகையினைக் கற்பதன் மூலம் படைப்பாக்கத் திறனைப் பெறுவர்.
CO4	மொழியறிவோடு சிந்தனைத்திறன் அதிகரித்தல்.
CO5	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல்.

23UENLA101	GENERAL ENGLISH I		SEMESTER – I	
COURSE OBJECTIVES: The course aims • To enable learners to acquire the linguistic competence necessarily required in various life situations. • To help them understand the written text and able to use skimming, scanning skills. • To assist them in creative thinking abilities. • To enable them become better readers and writers • To assist them in developing correct reading habits, silently, extensively and intensively				
Credits: 3			Total Hours: 50	
UNIT	CONTENTS	Hrs	CO	
I	Poetry 1.1 A Patch of Land - Subramania Bharati 1.2 The Sparrow - Paul Laurence Dunbar 1.3 A Nation’s Strength - Ralph Waldo Emerson 1.4 Love Cycle - Chinua Achebe	10	CO1	
II	Prose 2.1 JR - Harish Bhat 2.2 Us and Them - David Sedari From Dress Your Family in Corduroy and Denim - David Sedari 2.3 Uncle Podger Hangs a Picture - Jerome K Jerome	10	CO2	
III	Short Stories 3.1 The Faltering Pendulum - Bhabani Bhattacharya 3.2 How I Taught my Grandmother to Read - Sudha Murthy 3.3 The Gold Frame - R.K. Laxman	10	CO3	
IV	Language Competency 4.1 Vocabulary : Synonyms, Antonyms, Word Formation 4.2 Appropriate use of Articles and Parts of Speech 4.3 Error correction	10	CO4	
V	English for Workplace 5.1 Self - introduction, Greetings 5.2 Introducing others 5.3 Listening for General and Specific Information 5.4 Listening to and Giving Instructions /Directions	10	CO5	
TEXT BOOK:				
1	Steel Hawk and other stories by Bhattacharya, Bhabani, New Delhi:Sahitya Akademi, 1967			
2	How I taught my Grandmother to Read and other Stories, Murthy,Sudha,Penguin Books, India, 2004			

WEB RESOURCES	
1.	A patch of land by Subramania Bharati translated by Usha Rajagopalan : https://books.google.co.in/books?id=iSHvOmXuvLMC&printsec=frontcover&dq=subramania+bharati+poems&hl=en&newbks=1&newbks_redir=0&source=gb_mobile_search&sa=X&redir_esc=y#v=onepage&q=subramania%20bharati%20poems&f=false
2.	The Sparrow by Paul Laurence Dunbar https://poets.org/poem/sparrow-0
3.	A Nation's Strength by Emerson https://poets.org/poem/nations-strength
4.	Love Cycle by Chinua Achebe : https://www.best-poems.net/chinua-achebe/love-cycle.html
5.	JRD by Harish Bhat https://www.tata.com/newsroom/heritage/coffee-tea-jrd-tata-stories
6.	Us and Them by David Sedaris From Dress Your Family in Corduroy and Denim https://legacy.npr.org/programs/morning/features/2004/jun/sedaris/usandthem.h
7.	Uncle Podger Hangs a Picture: http://rosyhunt.blogspot.com/2013/01/uncle-podger-hangs-picture.html
8.	The Gold Frame: https://fybaenglish.blogspot.com/2018/12/the-gold-frame-r-k-laxman.html

REFERENCE BOOKS

1	English in use - A textbook for College Students (English ,Paper back, - T.Vijay Kumar, KDurga Bhavani, YL Srinivas
2	Practical English Usage - 4th Edition By Michael Swan
3	The Art of Civilized Conversation: A Guide to Expressing Yourself with Style and Grace - Margaret Shepherd, Penny Carter, (Illustrator), Sharon Hogan, 2005.

23UVCM101	DSC - I: INTRODUCTION TO HUMAN COMMUNICATION	SEMESTER - I	
Course Objectives: The Course aims • Define and categorize various types of communication (Remembering) • Analyze communication as a skill, expression, and process (Understanding) • Evaluate barriers to communication and develop strategies to improve listening skills (Evaluating) • Apply principles of effective interpersonal communication in relationship building (Applying) • Create and deliver effective public speeches and presentations (Creating)			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Foundations of Communication: Communication: Communication: Definition - types of Communication - Need for and the Importance of Human and Visual Communication - Nature of communication - Communication as expression - skill and process - Understanding Communication - SMCR Model - Communication in different contexts: interpersonal, group, organizational, and mass communication	10	CO1
II	Communication Processes and Language: Communication as a process and a Product Message, Meaning, Connotation, Denotation, Culture/Codes, etc. Flow of Communication, barriers to Communication - Levels of communication: Technical, Semantic, and Pragmatic - The semiotic landscape: language and visual communication, narrative representation.	10	CO2
III	Non-verbal Communication and Listening Skills: Introduction to nonverbal communication: types and functions - Understanding body language, facial expressions, gestures, and posture - The importance of active listening in effective communication - Barriers to effective listening and strategies to improve listening skills.	10	CO3
IV	Interpersonal Communication and Relationship Building: Principles of effective interpersonal communication - Communication styles: assertive, passive, aggressive, and passive-aggressive - Conflict resolution and negotiation skills - Building and maintaining professional relationships through communication.	10	CO4
V	Public Speaking and Presentation Skills: Basics of public speaking: overcoming fear, audience analysis, and speech organization - Developing effective verbal and visual presentation skills - Using technology in presentations: PowerPoint, Prezi, and other tools - Evaluating and	10	CO5

	improving public speaking and presentation skills through feedback and practice.		
Text Book			
1.	Berger, A. A. (2016). Messages: An Introduction to Communication. Routledge		
Reference Books			
1.	Gareis, J., & Cohn, E. (2021). Communication As Culture: An Introduction to the CommunicationProcess. Kendall Hunt Publishing Company.		
2.	Keval J. Kumar. 2013. Mass Communication in India. [Fourth Edition]. Jaico Publications, Mumbai.		
3.	Roden, M. S. (2014). Introduction to Communication Theory. Elsevier		
4.	Turner, L. H., & West, R. (2018). An Introduction to Communication. Cambridge University Press.		
5.	Bar-Am, N. (2016). In Search of a Simple Introduction to Communication. Springer		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Define and differentiate between different types of communication, evaluate the impact of communication on society, and create effective communication strategies for different contexts
CO2	Analyze communication processes and barriers, synthesize solutions to overcome communication barriers, and evaluate the effectiveness of communication strategies in real-world scenarios
CO3	Apply nonverbal communication and active listening skills to improve interpersonal relationships, evaluate the effectiveness of communication skills in relationships, and create communication plans for building and maintaining professional relationships
CO4	Evaluate different communication styles and their effectiveness in managing conflicts, design and implement effective conflict resolution strategies, and evaluate the effectiveness of negotiation strategies in different contexts.
CO5	Develop and deliver persuasive public speeches and presentations, integrate appropriate technology tools to enhance the impact of the message, and evaluate the effectiveness of public speeches and presentations in real-world scenarios.

MAPPING

PO / PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO										
CO1	M	L	L	L	L	L	L	L	L	L
CO2	M	L	M	L	L	M	M	M	L	L
CO3	H	M	H	L	M	H	H	H	M	M
CO4	L	L	L	H	M	L	L	M	M	H
CO5	L	M	M	L	M	L	H	M	H	H

H-High; M-Medium; L-Low

23UVC102	DSC - II: VISUAL ARTS AND AESTHETICS	SEMESTER - I	
Course Objectives: The Course aims • To understand the concepts of aesthetics and the philosophy of beauty. • To study the evolution of art and the various styles and movements in Western and Eastern art. • To analyze the role of art in society and the artist as an agent of change. • To develop an understanding of the elements of art and principles of composition. • To explore the connection between art and everyday life, including the role of aesthetics in enhancing the human experience.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Visual Art and Aesthetics: Aesthetic Experience, Objectivism vs. Subjectivism - Elements of Visual Art - Creativity and Expression in Art, Symbolism and Iconography - Form and Function Form; Content and Composition; Form - Representational and Abstract - Emerging Visual Context - Virtual Reality and Digital Culture	10	CO1
II	Indian Art: Prehistoric cave paintings - Bhimbetka, Indus Valley Civilisation, Buddhist Art - Murals - Ajantha, Ellora, Bagh and Sittanvasal - Art Movements - Bengal School, Bombay Progressive Artist Group, Baroda Group of Artists - Progressive Painters Association - Madras Art Movement	10	CO2
III	Western Art: Pre-historic art, Greek, Romanesque, Byzantine, Gothic - Renaissance, Baroque, Realism, Impressionism, Postimpressionism - Pointillism, Symbolism, Cubism, Expressionism - Futurism, Dadaism, Surrealism, Op, Pop, - Minimal, Conceptual Art, Performance Art	10	CO3
IV	Contemporary Movements and Artists: Street Art, Digital Art, Neo Pop Art, Installation Art, Afrofuturism - Internet Art, Anish Kapoor, Sudarshanshetty, Nalinimalani, Amar kanwar, Shilpagupta, Atuldodiya, Jitishkallat,Bhartikher, Subodhgupta, CJ Anthony dass, James parker, Sean dockray, Bill viola, Isaac julien, Hitosteyerl, Arthur jafa	10	CO4
V	Visual Art Analysis and Appreciation: Description, Analysis, Interpretation, Judgment - Heinrich Wölfflin - Principles of Art History - Clive Bell - Significant Form - Erwin Panofsky -	10	CO5

	Three levels of Iconography - Roland Barthes – Rhetoric of the Image		
Text Book			
1.	Kleiner, F. S., Gardner, H. (2009). Gardner's Art through the Ages: A Global History. United States: Thomson/Wadsworth.		
Reference Books			
1.	Pande, A. (2013). Masterpieces of Indian Art. India: Lustre Press.		
2.	Bahl, S. (2012). 5000 Years of Indian Art. India: Lustre Press.		
3.	Adams, L. (2005). A history of western art. Boston: McGraw-Hill.		
4.	Berleant, A. (2019). Aesthetics and Environment: Variations on a Theme. Routledge.		
5.	Barthes, R. (1977). Image-Music-Text. United Kingdom: Farrar, Straus & Giroux		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Identify and describe the different styles and movements in art history.
CO2	Develop critical thinking skills in analyzing and interpreting artworks.
CO3	Demonstrate the ability to communicate ideas and emotions through art.
CO4	Engage in constructive critique and feedback of one's own and others' artwork.
CO5	Recognize the significance of art in contemporary society and its impact on cultural and social issues.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	L	L	L	L	L	L
CO2	H	H	M	H	M	M	L	M	M	L
CO3	H	M	H	M	L	H	L	H	H	L
CO4	H	H	M	H	M	M	M	M	L	H
CO5	L	M	H	M	L	L	H	L	L	M

H-High; M-Medium; L-Low

23UVCAP101	GEC PRACTICAL- I: GRAPHIC DESIGN AND TYPOGRAPHY	SEMESTER - I	
Course Objectives: The Course aims - To understand the principles and practices of graphic design - To develop skills in typographical design - To learn how to communicate effectively through graphic design - To acquire knowledge of different design elements and principles - To be able to apply design principles and skills to real-world graphic design project.			
Credits: 3		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Graphic Design – Elements of Design –Principles of Design.	5	CO1
2.	Design Process – Typography - Grid and Layout - Composition and Color.	5	CO1
3.	Create a visual composition using basic elements of design (lines, shapes, and forms).	5	CO2
4.	Design a balanced layout incorporating proximity and alignment principles.	5	CO2
5.	Develop a color palette based on color theory and color associations.	5	CO3
6.	Analyze an existing design and critique its use of design elements and principles.□	5	CO3
7.	Redesign a poorly balanced composition by applying design principles.	5	CO4
8.	Draw a complex pattern using multiple shapes and forms.	5	CO4
9.	Design a unique, hand-lettered alphabet.	5	CO5
10.	Demonstrate ability to create different shapes and forms, and explore how to manipulate them to achieve different effects.	5	CO5

Text Book	
1.	<i>White, A. W. (2011). The Elements of Graphic Design. United States: Allworth Press.</i>
Reference Books	
1.	<i>Phillips, J. C., Lupton, E. (2015). Graphic Design: The New Basics: Second Edition, Revised and Expanded. United States: Princeton Architectural Press.</i>
2.	<i>Casey, A., Calvert, S., Dabner, D. (2010). The New Graphic Design School: A Foundation Course in Principles and Practice. United Kingdom: Wiley.</i>
3.	<i>Dabner, D., Stewart, S., Zempel, E. (2013). Graphic Design School: The Principles and Practice of Graphic Design. United States: Wiley.</i>
4.	<i>Reveley, R. (2019). Learn Graphic Design (Page by Page): 50 Exercises in Colour, Composition, Typography, Branding, Packaging, Editorial Design and Contextual Studies. (n.p.): Independently Published.</i>
5.	<i>Frasie, R. (2018). Graphic Design Handbook. United States: Independently Published.</i>

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	gain a solid foundation in graphic design principles, design process.
CO2	creating visually appealing and balanced compositions using basic design elements
CO3	generating harmonious color palettes based on color theory and associations
CO4	applying design principles effectively and create a complex pattern.
CO5	creating diverse shapes and forms and exploring their manipulation to achieve various effects.

23UVCSBP101	SEC - II: DIGITAL DRAWING AND PAINTING	SEMESTER - I	
Course Objectives: • Develop an understanding of Digital Painting and Drawing as an art form and as a visual effects technique, including the ability to differentiate it from other related disciplines such as concept art and fantasy art. • Acquire practical skills in digital painting and drawing tools and techniques, including using a digitizing tablet, customizing brushes, and creating patterns and textures. • Learn to apply fundamental principles of perspective, color, and lighting in the creation of paintings and drawings, including using atmospheric perspective, vanishing points, and different types of lighting. • Gain proficiency in compositing and integrating matte paintings with live action or 3D elements, including using camera projection, multi-plane setups, and compositing techniques. • Develop advanced skills in Digital Painting and Drawing, including creating environments and transitions, incorporating visual effects such as smoke and fire, and creating simulated natural phenomena such as precipitation.			
Credits:2		Total Hours: 30	
S.No	Experiments	Hrs	CO
1.	Digital Painting and Drawing - Perspectives	3	CO1
2.	Color Theory - Texturing - Camera, Lighting and Composition	3	CO1
3.	Genres of Digital Painting - Advanced Techniques - Photoshop	3	CO2
4.	Create a concept environment using only 2 reference images	3	CO2
5.	Create a stylized painting of a sci-fi city using only basic shapes and custom brushes	3	CO3
6.	Create a transition from day to night of a landscape using color correction and lighting techniques.	3	CO3
7.	Create a stop motion effect using still frames of a character walking through different environments.	3	CO4
8.	Create watercolor and oil painting style matte paintings using custom brushes and layer styles.	3	CO4
9.	Create a sci-fi vehicle in a futuristic city environment.	3	CO5
10.	Create three different illustration styles like pen & ink, stylized and soft focus using filters and effects.	3	CO5
The student have to submit maximum TWO works in each exercise listed above and submit a record of work in standard format during practical examination			
Text Book			
1.	<i>Mattingly, D. B. (2011). The Digital Matte Painting Handbook.</i> John Wiley & Sons		

Reference Books	
1.	<i>Bloom, S. R. (2012). Digital Painting in Photoshop. CRC Press.</i>
2.	<i>Dinur, E. (2021). The Complete Guide to Photorealism for Visual Effects, Visualization and Games. Routledge.</i>
3.	<i>Mattingly, D. B. (2011). The Digital Matte Painting Handbook. John Wiley & Sons.</i>

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	Create digital paintings and drawings using various painting techniques, software tools, and custom brushes.
CO2	Analyze and evaluate digital paintings and drawings and identify the elements of perspective, color, texture, and lighting used in the artwork.
CO3	Develop advanced skills in compositing, camera projection, and special effects using third-party software and compositing techniques.
CO4	Synthesize their learning by designing and completing practical exercises in digital paintings and drawings, including creating a photo-realistic environment, a transition from day to night, and creating an concept environment.
CO5	Apply critical thinking and problem-solving skills to develop original and creative digital paintings and drawings that demonstrate an understanding of the principles and techniques covered in the course.

23UVCNMP101	SEC - I: DIGITAL STORYTELLING AND SCRIPT WRITING	SEMESTER - I	
Course Objectives: • To understand the process involved in writing script and story development • To demonstrate understanding of techniques, principles, genres of story, and scriptwriting • To analyse the process of research concepts and elements of the script • Develop a story, characters, and dialogues for the script • Communicating clear ideas in the script, Review, Revision, and Edit scripts			
Credits:2		Total Hours: 30	
S.No	Experiments	Hrs	CO
1.	Introduction to Story: Terminology of story design - Principles of story design - Story structure – Three-act structure - Freytag’s pyramid-Hero journal structure – Dan Harmon’s story circle	3	CO1
2.	Analyze any 5 films for Three – act structure	3	CO1
3.	Elements of Script: Definition, Meaning of the script - Script preparation - Basics of scriptwriting – script and story ideas - Screenplay formatting.	3	CO2
4.	Write a script for short story in appropriate format	3	CO2
5.	Development of Script: Process of script development - Strategies for script development - Structure of scripts – Storytelling techniques	3	CO3
6.	Prepare a documentary script	3	CO3
7.	Types of Script: Writing for fiction and non-fiction - Documentary script format - Commercial, PSA, News, and Radio scripts - Script for videogame - Standalone and Spec Script	3	CO4
8.	Create a PSA video.	3	CO4
9.	Analysis of Story and Script: Elements of story analysis - Culture and practices in the story - McKee’s Story Analysis Approach - Narrative Paradigm	3	CO5
10.	Create a Photo voice (Slideshow, Photographs and Sound)	3	CO5
The student have to submit their works in each exercise listed above and submit a record of work in standard format during practical examination			

Text Book	
1.	<i>Aronson, Linda: (2010) Scriptwriting Updated</i> , Allen &Unwin.
Reference Books	
1.	<i>Condy, Janet. 2015. Telling Stories Differently: Engaging 21st Century Students Through Digital Storytelling.</i> AFRICAN SUN MeDIA.
2.	<i>Dunford, Mark, and Tricia Jenkins. 2017. Digital Storytelling: Form and Content.</i> Springer.
3.	<i>Lambert, Joe. 2013. Digital Storytelling: Capturing Lives, Creating Community.</i> Routledge.

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Learners can express ideas fluently in standard screenwriting formats.
CO2	Learners will be able to craft characters – based stories with clear conflicts at an advanced level
CO3	Learners will be able to analyse film and television structure
CO4	Learners will be able to work with their creative ideas – input in writing full-length scripts
CO5	Learners can understand how to write scripts for special budget

23UTALA201	பொதுத்தமிழ் - II	பருவம் -II	
இப்பாடத்திட்டத்தின் நோக்கங்களாவன			
- சமய இலக்கியங்களையும் சிற்றிலக்கியங்களையும் மாணவர்களுக்கு அறிமுகப்படுத்துதல். - மொழித்திறனையும் சிறுகதை இலக்கிய வடிவத்தையும் மாணவர்க்கு உணர்த்துதல்.			
Credits:3		Total Hrs: 50	
UNIT	CONTENTS	Hrs	CO
I	பக்தி இலக்கியம் 1.திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லோம் எனத் தொடங்கும் பதிகம் (10 பாடல்கள்) 2.ஆண்டாள் - திருப்பாவை (முதல் 10 பாசரம்)	10	CO1
II	பிற பக்தி இலக்கியங்கள் 1.வள்ளலார் – அருள் விளக்க மாலை (முதல் 10 பாடல்கள்) 2.எச்.ஏ.கிருட்டிணப்பிள்ளை - இரட்சணிய மனோகரம் - பால்ய பிரார்த்தனை 3.குணங்குடி மஸ்தான் சாகிபு – பராபரக்கண்ணி (முதல் 10 கண்ணி)	10	CO2
III	சிற்றிலக்கியங்கள் 1.தமிழ்விடு தூது (முதல் 20கண்ணி) 2.திருக்குற்றாலக் குறவஞ்சி – குறத்தி மலைவளம் கூறுதல் 3.முக்கூடல் பள்ளு – நாட்டு வளம்	10	CO3
IV	இலக்கிய வரலாறு (பல்லவர் காலம், நாயக்கர் காலம்) 1.பன்னிரு திருமுறைகள் 2.நாலாயிரத் திவ்வியப் பிரபந்தம் 3.திருமடங்களின் தமிழ்ப்பணி 4.சிற்றிலக்கியங்கள் 5.சைவ சித்தாந்த சாத்திரங்கள்	10	CO4
V	மொழித்திறன் போட்டித் தேர்வு 1.தொடர் வகைகள் 2.மரபுத்தொடர், பழமொழிகள் 3.பிறமொழிச் சொற்களைக் களைதல் 4.வழுஉச்சொற்கள் நீக்குதல் 5.இலக்கணக் குறிப்பு அறிதல்	10	CO5
பாடநூல்	1.தமிழ் இலக்கிய வரலாறு – சிற்பி.பாலசுப்பிரமணியன் 2.புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு – தமிழண்ணல் 3.வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு – முனைவர் பாக்கியமேரி.		

COURSE OUTCOMES(CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன:

CO1	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், சமய நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்.
CO2	சிற்றிலக்கியங்களின் வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுதல்.
CO3	பட்டப் படிப்பினைப் படிக்கும்போதே பெரும்பான்மையான தமிழ் இலக்கியங்கள் குறித்த அறிவினைப் பெறுவர்.
CO4	தமிழ்ச் சமூகப் பண்பாட்டு வரலாற்றினை இலக்கியங்கள் வாயிலாக அறிவர்.
CO5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் ஏற்ற பயிற்சி பெறுவர்.

23UENLA201	GENERAL ENGLISH - II	SEMESTER - II	
Course Objectives: - To enable the students to develop their comprehensive skill. - To make the students to know about Communication skills. - To make the students to practice the forms and functions of Grammar and Vocabulary.			
Credit: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	1.Listening: a. Listening & responding to complaints b. Listening to problem & offering solution 2.Speaking: a. Opening conversation b. Turn taking c. Closing conversation 3.Reading: a. Types of Reading i. Intensive reading - ii.Extensive reading 4.Writing: a. Effective use of SMS b. E-mail message 5.Grammar in Context & Vocabulary: a. Regular & irregular verbs b. Tenses Vocabulary: a. Homophones b. Homonyms	10	CO1
II	1.Listening: a. Listening to Mass Media Documentaries 2.Speaking: a. Asking Directions b. Giving Directions 3.Reading: a. Reading Newspaper Article b. Reading a Short Story c. Reading Comprehension 4.Writing: a. Writing a Review b. Report Writing 5.Grammar in Context & Vocabulary: a. Types of Sentence & Sentence Pattern Vocabulary: - Commonly Mispelt words	10	CO2

III	1.Listening: a. Tonal Variation 2.Speaking: a. Conversation Skill of Stress, Intonation, Pronunciation and Meaning 3.Reading: a. Speed Reading: Skimming 4.Writing: a. Writing Instructions b. Drafting Forms (Aadhar Enrolment Update form and Postal form) 5.Grammar in Context & Vocabulary: Voice (Active and Passive) Vocabulary: American English, British English	10	CO3
IV	1.Listening: a. Telephonic Conversation b. Telephonic Etiquette 2.Speaking: a. Interview skills – Mock Interview b. Role play 3.Reading: a. Scanning: Job Advertisement 4.Writing: a. Job Cover Letter b. Resume 5.Grammar in Context & Vocabulary: Numerical Adjectives Vocabulary: Abbreviations & Acronyms	10	CO4
V	1.Listening: a. Listening to TED Talks 2.Speaking: a. Group Discussion b. Types of Group Discussion 3.Reading: a. Note-Taking 4.Writing: a. Precise Writing b. Transcoding – interpretation of charts, maps, graphs, pie chart and bar charts 5.Grammar in Context & Vocabulary: Gerunds & Infinitives Vocabulary: Word Formation – Prefix & Suffix Compound Words	10	CO5

Reference Book:	
1.	Hewings Martin, 2013, <i>Advanced Grammar in Use</i>
2.	Anderson Chris, 2000, <i>TED Talks: The Official TED Guide to Public Speaking</i>
3.	Piankova Tamara, 2014, <i>The Pronunciation of English: A Reference and Practice Book</i>
4.	<i>Practical English Usage</i> by Michael Swan, Oxford University Press – 2016.
5.	<i>English Language Communication Skills – Lab Manual cum Workbook</i> , Cengage learning India Pvt Limited

COURSE OUTCOMES (CO)

On completion of this course, the students should be able to

CO1	Understand and apply the Fundamentals of Communication Skills in their communication skills.
CO2	Identify the nuances of Language skills.
CO3	To impart basic English grammar and essentials of language skills as per present requirement
CO4	Understand and use all types of English vocabulary and language proficiency.
CO5	Adopt the Techniques of Interview and Professional skills.

23UVC201	DSC - III: DIGITAL PHOTOGRAPHY	SEMESTER - II	
Course Objectives: The Course aims - To introduce the features of DSLR cameras and techniques of creatively controlling photographic contents using lights, lenses, aperture settings and composition. - To help develop a concept based approach for making and understanding photography as a form of visual art. - To expose professional career and entrepreneurial opportunities in the field of photography with an understanding to professional and practices			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	History of photography – characteristics of light, types of cameras – Compact camera - SLR and DSLR - structure and functions of camera – Mirror less cameras.	10	CO1
II	Composition: Aperture – Usage - Shutter Speed – Usage - Depth of Field. Focal Length. Rule of Third. Basic Lighting- key light-fill light. Color – shape – form – texture – pattern – depth – format – angles- frame – movement – White Balance – Color temperature.	10	CO2
III	Techniques: Interchangeable lenses – macro photography – exposure – focusing – shutter speed – filters and common faults-Inputs and File Formats.	10	CO3
IV	Type of photography: News photography nature – architecture – wildlife – travel – funfairs – weddings – sports and people.	10	CO4
V	Ethical issues in photography – Codes of ethics for photographers - digital improvement – privacy - moral rights of subjects etc. Basic software of photo editing tools - Introduction to Photoshop.	10	CO5
Text Book			
<i>Bryan Peterson. 2009. Understanding Photography Field Guide: How to Shoot Great Photographs with Any Camera. Amphoto Books; Original edition</i>			
Reference Books			
1	Liz Wells. 2015. Photography: A Critical Introduction , London Routledge, Oxon.		
2	Tony Northrup. 2012. How to Create Stunning Digital Photography , Mason Press; 2nd edition		
3	John Hyman. 2006. The Objective Eye – Color, Form, and Reality in the Theory of Art , University of Chicago Press; New edition		
4	John Hedge Coe. 1993. Basic photography . London: Collins & Brown.		
5	L.Lorelle. 1956. The colour book of photography . London: Focal press.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the features of DSLR cameras.
CO2	identify the techniques of creatively controlling photographic contents using lights, lenses, aperture settings and composition.
CO3	compose a picture with a knowledge of triangular exposure.
CO4	capture different kinds of photographs.
CO5	apply post production techniques and follow the ethical norms and codes.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	M	M	H	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H
CO3	M	H	M	M	M	M	M	H	M	H
CO4	H	H	H	H	H	H	M	H	H	H
CO5	H	M	H	M	M	M	H	H	H	H

H-High; M-Medium; L-Low

23UVCMP201	DSC PRACTICAL - I: PHOTOGRAPHY	SEMESTER - II	
Course Objectives: The Course aims - To apply the art of Photography. - To apply the art of Composition, Framing and Lighting. - To capture different kinds of photography.			
Credit: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1	Portrait Photography	5	CO1
2	Landscape Photography	5	CO1
3	Street Photography: Candid shots and Storytelling	5	CO2
4	Animal Photography	5	CO2
5	Fashion Photography	5	CO3
6	Product Photography	5	CO3
7	Architecture-interior-exterior	5	CO4
8	Action photography - Pan, freeze frame	5	CO4
9	Photojournalism	5	CO5
10	Lighting – Three point lighting, Multiple Exposures	5	CO5
TEXT BOOK			
Scott Kelby. 2013. The Digital Photography Book: Part 1 . Publisher: Peachpit press.			
Reference Books			
1	Kathy Burns-Millyard. 2014. Digital Photography Basics: A Beginner's Guide to Getting Great Digital Photos [Second edition]. Published by electronic perceptions.		
2	DK. 2015. The Beginner's Photography Guide . [Second edition]. published by Penguin UK		
3	Gustavo Mercado. 2019. The Filmmaker's Eye: The Language of the Lens: The Power of Lenses and the Expressive Cinematic Image . [First edition]. Routledge.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	understand Photography as an art with good Composition.
CO2	frame the photographs with various lenses.
CO3	take indoor, outdoor as well as Advertising photography.
CO4	capture Architecture and Action kinds of photography.
CO5	produce photographs under different lighting conditions.

23UVCAP201	GEC PRACTICAL - II: COMMERCIAL PRODUCTION	SEMESTER - II	
Course Objectives: The Course aims • Understand the historical evolution and current trends in radio commercials. • Learn the art of identifying and connecting with the target audience through advertising. • Develop skills to translate advertising ideas into compelling visual stories. • To help them for applying visual storytelling techniques to promote technological advancements. • To understand the dynamics of digital platforms for broadcasting and advertising.			
Credit: 3		Total Hours: 30	
S.No	Experiments	Hrs	CO
1	Radio Advertising: Trends in radio commercials - Scriptwriting for radio - Voiceover recording techniques	3	CO1
2	Produce a Product Launch Commercial for Radio	3	CO1
3	Branding and Campaign Development: Positioning strategies in radio commercials - Planning and executing.	3	CO2
4	Produce audio content for Environmental Awareness Campaign	3	CO2
5	Visual Advertising: Visual elements in advertising - Visual stories - Storyboarding techniques.	3	CO3
6	Create a storyboard outline for launching Restaurant.	3	CO3
7	Production & Post Production: Cinematography for commercials - Effective editing - Digital Platforms	3	CO4
8	Produce a radio commercial to promote a local community event or initiative	3	CO4
9	Create a video content for introduce and showcase a new technological innovation.	3	CO5
10	Create a short video in Reels format to showcase and promote a travel destination.	3	CO5
The students have to submit their works in each exercise listed above and submit a record of work in standard format during practical examination.			
TEXT BOOK			
George E. Belch, Michael A. Belch (2021) "Advertising and Promotion: An Integrated Marketing Communications Perspective"			
Reference Books			
1	Stephen N. Chapman (2018) "Production Planning and Control"		
2	Michael C. Keith (2018) "The Radio Station: Broadcast, Satellite & Internet"		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Explore the art of voiceover narration and its significance in radio advertising.
CO2	Develop a comprehensive understanding of the planning process for radio advertising campaigns.
CO3	Achieve proficiency in combining visual elements, storytelling techniques, and storyboarding skills to craft a compelling storyboard within the field of visual advertising.
CO4	Gain mastery in cinematography for commercials, and utilizing digital platforms, demonstrated through the production of a radio commercial.
CO5	Students will acquire the expertise to produce engaging video content in both conventional and Reels formats.

23UVCSB201	SEC - II: MULTIMEDIA AND GRAPHICS	SEMESTER - II	
COURSE OBJECTIVES: The course aims - To understand animation principles and techniques for effective multimedia content creation. - To understand fundamentals of audio and video techniques - To develop skills in photo retouching, editing, and gain knowledge about various image file formats, enhancing proficiency in graphic design. - To empower students with the knowledge and skills for adeptly producing 2D animations. - To develop proficiency in 3D animation, dynamic particles, and advanced animation techniques.			
Credit: 2		Total Hours: 30	
Unit	Contents	Hrs	CO
I	Multimedia – definitions - elements – applications – multimedia in broadcast applications - principles & techniques of animation	3	CO1
II	Video basics - video formats - video editing - Video Streaming Technologies – software - video compression - Audio basics - audio formats – audio editing - software.	3	CO2
III	Graphic Communication – Definition and Principles of design. Fundamentals of Layout – typography color theory & basics - Photo retouching – editing – Image file formats.	3	CO3
IV	Introduction to 2D Animation – timeline – key frame - ease in ease out - Particles and dynamics – rendering the animation - masking – Stop motion animation	3	CO4
V	Introduction to Visual Effects – CG VFX - 3D animation - Modeling – lighting – dynamic particles – animation techniques - Inverse Kinematics– simulation – motion capturing.	3	CO5
Reference Books			
1	<i>Tay Vaughan, (2006) Multimedia: Making It Work, Ninth Edition</i>		
2	<i>Ellen Lupton and Jennifer Cole Phillips (2015) "Graphic Design: The New Basics", Princeton Architectural Press</i>		
3	<i>Richard Williams (2015) "The Animator's Survival Kit", Farrar, Straus and Giroux</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Students will demonstrate a comprehensive understanding of multimedia, including its definitions, elements, and various applications.
CO2	Understanding the basics of Video and Audio, including formats, hardware, and editing software, and applying them to multimedia projects.
CO3	Ability to follow the design process and utilize computers effectively in graphic design.
CO4	To gain the Knowledge of particles and dynamics in animation.
CO5	Comprehensive understanding of visual effects, CG, and 3D animation principles and techniques.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	L	M	H	M	M	M	M
CO2	H	H	M	L	M	H	H	M	M	M
CO3	H	H	H	L	H	M	H	H	H	M
CO4	L	M	L	L	L	L	M	L	L	L
CO5	M	H	M	M	M	M	H	M	M	M

H-High; M-Medium; L-Low

23UVCNM201	SEC I: ADVERTISING BASICS	SEMESTER - II
COURSE OBJECTIVES: The course aims - To introduce the basic concepts related to Advertising. - To provide an insight of the creative aspects of creating an advertisement according to different media. - To offer an idea about media choices, strategies, its association with PR and ethics to be followed.		
Credit: 2		Total Hours: 25
Unit	Contents	Hrs
I	Introduction to advertising. Definition and types. Structure and functioning of an ad agency - Advertiser - agency relationship.	5
II	Audience analysis - segmentation - targeting and position: audience research - demographics - psychographics.	5
III	Creative Aspects of Advertising - Art Direction - Creative Aspects in print and electronic media - Print production; electronic production.	5
IV	Outdoor advertising - Media choices - Sales promotion - Advertising ethics - Legal aspects of advertising.	5
V	The role of PR in advertising - Advertising social issues - Political advertising - Dynamic of creating and executing the complete campaign strategy.	5
Text Book		
<i>Kleppner, Otto; Fundamentals of Advertising</i> ; Prentice Hall; New Jersey. 1980.		
Reference Books		
1	<i>Roger Baron.</i> 2010. Advertising Media Planning. [Seventh Edition]. McGraw-Hill Education.	
2	<i>Helen Katz.</i> 2010. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying. [Fourth Edition]. Routledge.	
3	<i>Thomas O'Guinn.</i> 2018. Advertising and Integrated Brand Promotion. [8th Edition]. Cengage Learning.	

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	understand the basic concepts related to Advertising.
CO2	identify the demographics and psychographic of the audience member.
CO3	gain knowledge about the creative aspects of creating an advertisement according to different media.
CO4	apply better Media Selection and Media Strategies.
CO5	understand the role as well as the association of Advertising to Public Relations.

23UTALA301		பொதுத்தமிழ் - III		பருவம் - III	
இப்பாடத்திட்டத்தின்நோக்கங்களாவன - சமயங்கள் பற்றி அறிமுகம் செய்தல் - சமய இலக்கியங்கள் பற்றி மாணவர் அறியுமாறு செய்தல் - பிறநீதி இலக்கியங்கள் மூலம் மாணவர்களுக்கு அறத்தினை வலியுறுத்துதல்					
Credits: 3				Total Hours: 50	
UNIT	CONTENTS	Hrs	CO		
I	சைவம், வைணம் அ) திருஞானசம்பந்தர் - கோளறு பதிகம் ஆ) குலசேகராழ்வார் - பெருமாள் திருமொழி - திருப்பதியில் பிறக்க அவாவுறுதல்.	10	CO1		
II	கிருத்துவ இஸ்லாமிய இலக்கியங்கள் அ) கண்ணாதசன் - இயேசுகாவியம் - சிலுவைபாடு (முதல் 10 பாடல்) ஆ) சீறாப்புராணம் - நுபுவத்துக்காண்டம் - மானுக்குப் பிள்ளை நின்றபடலம்	10	CO2		
III	பிறநீதி இலக்கியங்கள் அ) கொன்றைவேந்தர் - முதல் 20 பாடல்கள் ஆ) வெற்றிவேற்கை-முதல் 20 பாடல்கள் இ) நீதிநெறிவிளக்கம் - முதல் 5 பாடல்கள் ஈ) உலகநீதி - முதல் 5 பாடல்கள் உ)முதுரை -முதல் 5 பாடல்கள்	10	CO3		
IV	சமய இலக்கியவரலாறு அ) சைவம் தோற்றம் வளர்ச்சி ஆ) வைணவம் தோற்றம் வளர்ச்சி இ) கிறித்துவ தோற்றம் வளர்ச்சி ஈ) இஸ்லாம் தோற்றம் வளர்ச்சி உ)பிற்காலநீதி இலக்கியங்கள் அறிமுகம்	10	CO4		
V	இலக்கணம் அ) அணியிலக்கணம் 1. தற்குறிப்பேற்ற அணி 2. உவமையணி 3. பின்வருநிலையணி 4. உருவக அணி 5. வஞ்சுகழ்ச்சியணி 6. உயர்வுநவிற்சியணி 7. நிரல்நிறையணி 8. இரட்டுறமொழிதல் அணி ஆ) மொழிப்பெயர்ப்பு (ஆங்கிலம் - தமிழ்)	10	CO5		

பாடநூல்
1.தமிழ்த்துறைவெளியீடு
பார்வைநூல்கள்
த.கோ.வேந்தன், நாலாயிரதிவ்யபிரபந்தம், சாரதாபதிப்பகம், சென்னை, 2017 தமிழண்ணல், புதியநோக்கில் தமிழ் இலக்கியவரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை– 2017. தண்டியலங்காரம், கழக வெளியீடு.

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன

CO1	பக்தி இலக்கியங்கள், மொழிவளர்ச்சிக்கு உதவியதைக் கூறுதல்.
CO2	சமய இலக்கியங்கள் பற்றி அறிதல்
CO3	நீதி இலக்கியங்கள் வழி அறத்தை வலியுறுத்துதல்
CO4	சமய இலக்கியங்கள் தோற்றம் வளர்ச்சியை அறிதல்.
CO5	மொழியின் அடிப்படை இலக்கணத்தை அறிதல்.

23UENLA301	GENERAL ENGLISH- III	SEMESTER - III	
Course Objectives: The Course aims to, • Communicate in simple and routine tasks on familiar topics and activities • Understand the importance of listening and practice effective listening. • Use grammar effectively for accuracy in writing and speaking. • Use relevant vocabulary in everyday communication			
Credit: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	1. Listening: Listening to basic conversations and instructions. 2. Speaking: Role play-Seeking and sharing information 3. Reading: Critical reading 4. Writing: Extended Definitions, Dialogue writing, Film/ Book review 5.Grammar: Wh- questions, Question Tag. Punctuation 6.Vocabulary: Business Jargon (Synonyms & Antonyms)	10	CO1
II	1.Listening: Listening to advertisements and brief Documentary films(with subtitles) 2.Speaking: Brainstorming (mind mapping) Small group discussions (subject- specific) 3.Reading: Reading visual texts – Advertisements 4. Writing: Advertisement Writing, Blog Writing. 5. Grammar: Concord 6.Vocabulary: Word formation using Prefixes	10	CO2
III	1.Listening : Listening to interviews 2. Speaking: Small Talks, Non-Technical presentation 3. Reading: Short passage. 4.Writing: Creative writing, Process description. 5.Grammar: Conditional Clauses 6.Vocabulary: – Portmanteau Words	10	CO3
IV	1.Listening : Listening to TED talks. 2. Speaking: Giving ideas and opinions during the meeting and making concluding remarks. 3.Reading: Reading a biography (eminent speakers and writers) 4. Writing: Hints development, Check list. 5.Grammar : Reported speech 6.Vocabulary: Idioms and Phrasal Verbs.	10	CO4

V	1.Listening : Listening to presentation. Listening to lectures. Watching- documentaries (discovery/history channel) 2.Speaking: Polite form of long sentences (Can-do Statements) Making formal presentations (PPT) 3. Reading: Reading to identify point of view and perspective (opinion pieces, editorials etc.) 4.Writing: Narrative writing - writing narrative essays of two to three paragraphs 5.Grammar: Simple, Compound and Complex sentences 6.Vocabulary: Discourse Markers	10	CO5
Text Book			
A Textbook of English Language Communication Skills, Infinite Learning Solutions–(Revised Edition) 2021.			
Technical Communication by Gajendra Singh Chauhan and Et al, Cengage learning India Pvt Limited [Latest Revised Edition] – 2019			
Reference Book			
1.	Communication Skills by Sanjay Kumar and Pushp Lata, Oxford University Press - 2019.		
2.	2) 4) A Course in Technical English–D Praveen Sam, KN Shoba, Cambridge University Press – 2020..		
3.	English for Engineers by N.P.Sudharshana and C.Savitha, Cambridge University Press – 2018. 3)		
4.	Reading Skills: How to Read Better and Faster- Speed Reading, Reading Comprehension & Accelerated Learning (2nd Edition), Nick Bell.		
5.	English Vocabulary in Use: Upper Intermediate, Cambridge University Press.		
Web Sources			
1.	https://learnenglish.britishcouncil.org/skills/listening/a2-listening/four-conversations		
2.	https://www.csuohio.edu/writing-center/critical-reading-what-critical-reading-and-why-do-i-need-do-		
3.	https://learnenglish.britishcouncil.org/grammar/b1-b2-grammar/reported-speech-statements		
4.	https://www.youtube.com/watch?v=TdWcUi4RjtA		
5.	https://hbr.org/2013/06/how-to-give-a-killer-presentation		

23UVC301	DSC - IV : RADIO PROGRAMME PRODUCTION	SEMESTER - III	
Course Objectives: The Course aims - To demonstrate an understanding of radio as a mass medium and various roles in radio programme production. - To impart knowledge on writing for radio and radio programme formats. - To expose the production and transmission process in radio programme production.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction of Radio: History of Radio: Growth and development. Radio as a Mass - Medium: Uses and characteristics of radio. Professions in the Industry - Production Staff - Radio jockey - News anchor - Talk show Management Staff - Station director - Programming heads.	10	CO1
II	Writing for Radio: Concept: Definition - Importance - Scripting - Use of Language - Voice Modulation. Elements of Radio Script - Spoken - immediate - person to person - entertain & inform.	10	CO2
III	Radio Programme Formats: What is Radio format? Types of Radio formats - Radio Drama - Radio Documentary - Radio Live Show- Jingles - Talk Show and Discussions - Radio Music programme and News Bulletins.	10	CO3
IV	Radio Program Production Process: Basic Equipment - Microphone - Types - Console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Pro-tools - Audition - Neuando - Audacity and Sony Vegas). Packaging: music and sound effects.	10	CO4
V	Radio Transmission: AM - FM - Future of Radio: Internet Radio - Satellite Radio - Community Radio - Features & Functions of Community Radio - Community - Radio as a tool for Development.	10	CO5
Text Book			
1.	M.Neelamalar.2018. 'Radio Programme Production'. PHI Learning Pvt.		
Reference Books			
1.	McInerney, V. 2001. Writing For Radio . Manchester University Press.		
2.	Sharma, Basic Radio and Television , McGraw-Hill Inc.,US		
3.	M.H. Adams, K.K. Massey. 1994. Introduction to Radio: Production and Programming . Brown (William C.) Co ,U.S		
4.	McLeish, R. 2012. Radio Production . CRC Press.		

5.	<i>Fleming, C. 2009. The Radio Handbook. Rutledge.</i>
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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	comprehend the nature and characteristics of Radio as a mass medium and roles of individual involved in radio programme production.
CO2	acquire knowledge on writing for radio.
CO3	identify various radio programme formats.
CO4	demonstrate the technical elements in radio program production process.
CO5	design and develop radio transmission, advancements in radio and radio as catalyst for development.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	L	M	H	M	H	H	H
CO2	H	H	H	L	H	H	L	L	H	H
CO3	H	M	H	L	M	H	M	H	H	H
CO4	H	H	H	L	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H-High; M-Medium; L-Low

23UVCA301	GEC - III: COMPUTER APPLICATION IN MEDIA	SEMESTER - III	
Course Objectives: The Course aims - To introduce the fundamentals of Computer and Graphics. - To inculcate knowledge on the DTP techniques, tools and transformations using interactive devices. - To create and publish documents, graphics using Computer, graphics and Desk Top Publishing.			
Credits: 4		Total Hours: 40	
UNIT	CONTENTS	Hrs	CO
I	Introduction to computers - definition - classification of computers - speed - reliability - storage capacity and productivity - application of computers in the media industry- operation system - networking of computers.	8	CO1
II	Overview of graphics systems - I/o devices - display devices - CRT and LCD monitors - hard copy devices - printer - Scanner - Interactive input methods - keyboard - light pens - joysticks - track ball mouse.	8	CO2
III	MS-Office and its applications - MS Word - word processing Techniques - Mail Merge - Ms Excel - Spread Sheet & Graph preparation - power point - presentation and projection - OHP & slide preparation.	8	CO3
IV	Desk Top publishing & designing various layouts for print production: production of POP materials, direct mailers - brochures - posters - package designs - corporate identity manual - brand identity manual - stationeries - etc.	8	CO4
V	Internet - concepts - evolution of internet - internet connection - dial-up - leased line - ISDN - ISP - World Wide Web - web browsers - web servers - domain - protocols - chat email - e-groups.	8	CO5
Text Book			
1.	Priti Sinha Pradeep K.Sinha. 2018. Computer Fundamentals . BPB Publications, New Delhi.		
Reference Books			
1.	Narasimha Karumanchi. 2014. Elements of Computer Networking . Career Monk Publications, Hyderabad.		
2.	Kumar Bittu. 2017. Computer Basics . V&S Publishers, New Delhi.		
3.	RMD Sundaram Shriram K Vasudevan. 2019. Internet of Things . Wiley Publishers, New Jersey.		
4.	Donald Hearn. 1990. Computers graphics . Prentice-Hall of India Private Limited, New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	gain basic knowledge of Computer and Graphics.
CO2	know different MS tools in creating a document.
CO3	acquire an idea of publishing using DTP techniques, tools and transformations using interactive devices.
CO4	create documents ready for publishing.
CO5	publish documents, graphics, using Computer and Internet.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	H	H	M	H	M	L
CO2	M	M	H	H	H	H	L	L	H	H
CO3	L	L	H	H	H	M	M	M	L	L
CO4	H	H	H	H	H	M	H	H	H	L
CO5	H	H	H	H	H	M	H	M	L	H

H-High; M-Medium; L-Low

23UVCMP301	DSC PRACTICAL - II: AUDIO PRODUCTION	SEMESTER - III	
Course Objectives: The Course aims - To introduce the basic principles of the art and science of sound production and design. - To provide hands-on experience in field sound recording, foley, ADR, sound effects gathering, scoring, digital audio editing and mixing. - To enable the students s to employ and apply audio production technologies to produce creative audio content.			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Audio Editing software – Project settings – Importing files.	4	CO1
2.	Adding Tracks - Mixing Multiple tracks – Applying transitions & effects.	4	CO1
3.	Mastering - Export settings – Audio file formats.	4	CO1
4.	Produce audio content for a 5-minute Talk show.	5	CO2
5.	Produce audio content for a 5-minute Panel Discussion.	5	CO2
6.	Conduct and record live interview with Professionals (5 Minutes).	5	CO3
7.	Recording of a festival /sports event for 5 minutes.	5	CO3
8.	Produce audio content for 5 minutes to convey space and time to the listener using audio clips.	5	CO4
9.	Create an audio story book (5 min) with ambience sound and effects.	5	CO4
10.	Do Dubbing for a Video (10 Minutes).	8	CO5
Text Book			
1.	Woody Woodhall.2011. ‘Audio Production and Postproduction’.		
Reference Books			
1.	Gary Davis, Ralph Jones.1988. The Sound Reinforcement Handbook [Second Edition] Yamaha.		
2.	Bobby Owsinski.2009. The Recording Engineer's Handbook Paperback. [Second Edition]. Cengage Learning PTR.		
3.	Tim Dittmar.2011. Audio Engineering 101: A Beginner's Guide to Music Production Paperback[First Edition] Focal Press.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the basic principles of the art and science of sound production and design.
CO2	identify various types of audio programme format.
CO3	develop skills to perform in Live recording & audio editing.
CO4	apply the principles of the art and science of sound production in producing audio content.
CO5	create audio content for various audio programme formats including Talk show, Panel Discussion, interview, event and audio story book.

23UVCSBP301	SEC II: GRAPHIC DESIGN	SEMESTER – III	
Course Objectives: The Course aims • To introduce the principles and techniques of design to produce various promotional and informational materials. • To impart skills in developing and designing print materials to suit the needs of different organizations. • To develop abilities to innovatively design materials in different formats.			
Credits: 2		Total Hours: 30	
S.No	Experiments	Hrs	CO
1.	Elements of Design.	2	CO1
2.	Principles of Design.	2	CO1
3.	Color Theory & Typography.	2	CO1
4.	Logo designing.	3	CO2
5.	Business card.	3	CO2
6.	Poster design.	3	CO3
7.	Tri-fold brochure.	3	CO3
8.	Print ad.	4	CO4
9.	CD Cover design.	4	CO4
10.	Photo Manipulation.	4	CO5
Text Book			
1.	Ellen Lupton, Jennifer Cole Phillips.2008.Graphic Design: The New Basics.		
Reference Books			
1.	Josef Mülller-Brockmann.1999.Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers. Bilingual edition Antique Collectors Club.		
2.	Robin Williams. 2014. The Non-Designer's Design Book (Non Designer's Design Book. [Fourth Edition]. Peachpit Press.		
3.	David Dabner, Sandra Stewart, Abbie Vickress.2017. Graphic Design School: The Principles and Practice of Graphic Design.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	learn the principles and techniques of graphic design.
CO2	develop skill to produce innovative design materials in different formats.
CO3	apply the principles and skills in delivering design services.
CO4	create logos, design posters, business cards and brochures.
CO5	design print ads and other promotional materials and perform photo enhancing.

23UVE301	AECC - ENVIRONMENTAL STUDIES	SEMESTER - III	
Course Objectives: The course aims - To enable the students acquire knowledge, values, attitudes, commitment and skills needed to protect and improve the environment. - To implicate awareness among young minds for safeguarding environment from manmade disasters.			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	Environment - Definition - Scope - Structure and function of ecosystems - producers, consumers and decomposers - Energy flow in the ecosystem - Ecological succession- food chain, food webs and ecological pyramids - Concept of sustainable development.	06	CO1
II	Natural resources: Renewable - air, water, soil, land and wildlife resources. Non-renewable - Mineral coal, oil and gas. Environmental problems related to the extraction and use of natural resources.	06	CO2
III	Biodiversity - Definition - Values - Consumption use, productive social, ethical, aesthetic and option values threats to bio diversity - hotspots of bio diversity - conservation of bio- diversity: in - situ Ex - situ. Bio - wealth - National and Global level.	06	CO3
IV	Environmental Pollution: Definition - causes, effects and mitigation measures - Air pollution, Water pollution, Soil pollution, Noise pollution, Thermal pollution - Nuclear hazards - Solid wastes acid rain - Climate change and global warming environmental laws and regulations in India - Earth summit	06	CO4
V	Population and environment - Population explosion - Environment and human health - HIV/AIDS - Women and Child welfare - Disaster Management - Resettlement and Rehabilitation of people, Role of information technology in environmental health - Environmental awareness.	06	CO5
Text Book			
1. Department of Biochemistry. Environmental Studies (Study Material). Published by K. S. Rangasamy College of Arts & Science (Autonomous). Tiruchengode.			
Reference Book			
1. Erach Bharucha. 2005. Textbook of Environmental studies . Universities press. PVT. Ltd.			

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Describe the types of ecosystem and concepts in sustainable development
CO2	Explain the importance of natural resources
CO3	Recite about the biodiversity, hot spots of biodiversity and its Conservation
CO4	Be conscious on the effects of pollution and global warming
CO5	Implement the preventive measures for environmental issues

23ULS301	NCC : CAREER COMPETENCY SKILLS - I	SEMESTER - III	
Course Objectives: The course aims • To understand the basic needs of Communication • To utilize the communication skills for achieving at the time of Interview			
Total Hours: 15			
UNIT	CONTENTS	Hrs	CO
I	Tenses, concord, sentence pattern.	3	CO1
II	Communication effectiveness, personal skills, presentation & public speaking	3	CO2
III	Resume writing, formal letter (sending invitation/ accepting invitation/ declining invitation/ permission letter)	3	CO3
IV	Professional Skills (leadership skills, Emotional Intelligence (EI &EQ), Negotiating, Delegation)	3	CO4
V	Group Discussion, Interview Skills, Mock GD & Interview	3	CO5
Text Book			
1	Basic English Grammar for English-Book 1, Learners, Anne Seaton, Y.H. Mew, Saddle point Publishers(E-Copy)		
2	Basic English Syntax with Exercises, Mark Newson (E-Copy)		

Reference Book	
1	<i>Objective General English, S. Chand, Dr. R.S. Agarwal</i>

COURSE OUTCOMES (CO):

After completion of the course, the students will be able to

CO1	Able to recall the basic grammar in language
CO2	Easy to concentrate on sentence correction
CO3	Preparing for resume building & letter formatting.
CO4	Improving the ability of skill development
CO5	Improving the interview skills.

23UTALA401		பொதுத்தமிழ் - IV		பருவம் - IV	
இப்பாடத்திட்டத்தின்நோக்கங்களாவன • சங்க இலக்கியங்களைஅறிமுகம் செய்தல். • அற இலக்கியங்கள் பற்றிமாணவர்கள் அறியசெய்தல் • இலக்கியவரலாறுகளைஅறியவைத்தல்					
Credits: 3				Total Hours: 50	
UNIT	CONTENTS	Hrs	CO		
I	சங்க இலக்கியம் (எட்டுத்தொகை) அ) குறுந்தொகை—பாடல் 2,3,4,40,167 ஆ) கலித்தொகை—பாடல் 1-15 இ) புறநானூறு —பாடல் 3,112 ஈ) ஐங்குறுநூறு —வேட்கைப்பத்து (முதல் 15 பாடல்கள்)	10	CO1		
II	சங்க இலக்கியம் (பத்துப்பாட்டு) அ) முல்லைப்பாட்டுமுழுவதும் (103 வரிகள்)	10	CO2		
III	அற இலக்கியம் அ) திருக்குறள் - விருந்தோம்பல் ஆ) நாலடியார் - கல்வி (முதல் 5 பாடல்கள்) இ) இனியவைநாற்பது—முதல் 5 பாடல்கள் ஈ) முதுமொழிக்காஞ்சி—தண்டாப்பத்து	10	CO3		
IV	இலக்கியவரலாறு அ) முச்சங்கவரலாறுஅறிமுகம் ஆ) எட்டுத்தொகை நூல்கள் இ) பத்துப்பாட்டு நூல்கள் ஈ) பதினெண்கீழ்க்கணக்கு நூல்கள்	10	CO4		
V	இலக்கணம் அ) வல்லினம் மிகும்மிகா இடங்கள் ஆ) தன்வினை,பிறவினை,செய்வினை, செய்பாட்டுவினைவாக்கியங்கள் இ) நேர்காணல்	10	CO5		
பாடநூல்					
1.தமிழ்த்துறைவெளியீடு					
பார்வைநூல்கள்					
ச.வே.சுப்பிரமணியம்,பதினெண்கீழ்க்கணக்கு நூல்கள்,மணிவாசகர் பதிப்பகம்,சென்னை, 2012. புலியூர் கேசிகள்,குறுந்தொகை,சாரதாபதிப்பகம்,சென்னை- 2010 முல்லைப்பாட்டு,மறைமலையடிகள், இராமையாபதிப்பகம்,சென்னை-					

COURSE OUTCOMES(CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன

CO1	எட்டுத்தொகை நூல்கள் பற்றி அறிதல்.
CO2	பத்துப்பாட்டு நூல்கள் பற்றி அறிதல்.
CO3	அற இலக்கியங்கள் வழி வாழ்க்கை கூறுகளை உணர்த்துதல்
CO4	இலக்கியவரலாற்றின் தோற்றம் வளர்ச்சியை அறிதல்
CO5	அடிப்படை இலக்கணத்தை அறிதல்.

23UENLA401	GENERAL ENGLISH-IV	SEMESTER - IV	
Course Objectives: The course aims to, • Develop the language skills of students by offering adequate practice in professional contexts • To focus on developing students’ knowledge of domain specific registers and the required language skills • Impart basic English grammar and essentials of important language skills • To enhance English vocabulary and language proficiency for better communication skills			
Credits:3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	1. Listening: Listening to audio text and answering questions Listening to Instructions 2. Speaking: Public speaking, Extempore 3. Reading: Comprehension passages -Differentiate between facts and opinion 4. Writing: Developing story with pictures. 5.Grammar: Prepositions 6.Vocabulary: Fixed Expressions	10	CO1
II	1. Listening: Process of communication Barriers to effective communication 2. Speaking: Techniques for Neutralization of mother tongue influence 3. Reading: News magazines, Reading for unfamiliar words 4. Writing: Summary writing, Précis Writing 5.Grammar: Common errors (Tenses, Subject-Verb agreement) 6.Vocabulary: Compare and Contrast Expressions	10	CO2
III	1. Listening : Listening to Dialects of English – British & American Regional 2. Speaking: Debate, Persuasive talk. 3. Reading: Short narratives and descriptions from newspapers including dialogues and conversations 4. Writing : Essay Writing 5. Grammar : Mood, Modifiers 6. Vocabulary : Changing words from one form to another	10	CO3

IV	1.Listening : Radio News / TV –News telecast 2.Speaking : Watch or Listen to documentaries and ask Questions 3.Reading: Reading Motivational Stories(Success stories in subject areas) 4.Writing : Business Letters: Calling for Quotation, Complaint & Sales Letter 5. Grammar: Negation (Statements & Questions) 6. Vocabulary : Sequence of words	10	CO 4
V	1. Listening : Listening to health problems and advice, Stress in responses, Listening to restaurant orders 2. Speaking: Expressing Likes and dislikes, Agreeing and disagreeing , Table manners, Ordering a meal 3. Reading : Reading about the new hobby of geocaching 4. Writing : Meeting Minutes, Memos 5. Grammar : Relative clause 6. Vocabulary in Context Unlocking the word meanings Directly Unlocking the word meanings Indirectly	10	CO5
Text Book			
1.	A Textbook of English Language Communication Skills, Infinite Learning Solutions– (Revised Edition) 2021.		
Reference Books			
1.	Interchange By Jack C.Richards&Jonathan Hull, Cambridge Univ. Press, 2015.		
2.	A Course Book On Technical English By Lakshminarayanan, Scitech Publications (India) Pvt. Ltd		
Web Sources			
1	https://www.fluentu.com/blog/educator-english/esl-listening-websites/		
2	https://americanenglish.state.gov/resources/teachers-corner-listening		

COURSE OUTCOMES (CO)

On completion of this course, the students should be able to

CO1	Comprehend and correspond with others in various contexts, effectively exchanging information and ideas through written and spoken communication.
CO2	Speak legibly and fluently in diverse life-time situations by applying appropriate communication modules to convey their thoughts clearly and confidently.
CO3	Understand a variety of writings analyzing both the meaning and language to extract information and gain insights from diverse sources.
CO4	Evaluate their own proficiency level in English language skills, identifying strengths and areas for improvement through self-assessment and reflection.
CO5	Create situational conversations and writing styles for interpersonal and effective communication, adapting language and discourse patterns to suit different contexts and purposes.

23UVC401	DSC V: ADVERTISING	SEMESTER - IV	
Course Objectives: The Course aims - To demonstrate an understanding of the overall role of advertising in the business world. - To give basic understanding of operations of advertising agencies, advertising strategies, budgets and identify the various advertising media. - To present the Professional ethics in advertising.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	History of advertising and its role in the market place, advertising industry in India – advertising as a process of communication - Social effects of advertising. The changing world of advertising.	10	CO1
II	Types of advertising: consumer – corporate – industrial – retail - cooperative and Public service advertising - tone and content - reading the advertisement - review with current ad campaigns.	10	CO2
III	Advertising agency: Structure and functions; Leading agencies in India - Diversification and competition – full service agencies – multinational clients – challenges and opportunities - How to choose an advertising agency - agency briefing and evaluating an agency.	10	CO3
IV	Advertising campaign: objectives – creative strategy: message – appeals - target market - level of response - media Planning - advertising budget - pre testing and post testing.	10	CO4
V	Professional ethics in advertising- cases of ethical violations – Advertising Standards Council – Social and cultural issues – Global regulations and Future trend.	10	CO5
Text Book			
1.	<i>S Ramesh Kumar & Anup Krishnamurthy. 2020. Advertising, Brands and Consumer Behavior. Sage Publication.</i>		
Reference Books			
1.	<i>Wells.W, Moriarty. S, Brunett. N, Advertising: Principles and Practice[Seventh Edition] ed PHI</i>		
2.	<i>Rossiter, John R. & Larry Percy (1997), Advertising Communications and Promotion Management. New York: McGraw Hill.</i>		
3.	<i>Fox, Stephen. 1997. The Mirror Makers: A History of American Advertising and Its Creators. Chicago: University of Illinois Press.</i>		
4.	<i>Kleppner, Otto. 1980. Fundamentals of Advertising. Prentice Hall; New Jersey.</i>		
5.	<i>Hart, Norman. 1990. The practice of advertising. Heinemann Pub.; London.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	determine the role of advertising as communication tool and understand the Social effects of advertising.
CO2	identify the types of advertising and analyze tone and content.
CO3	comprehend structure and functions of advertising agency and evaluate ad agencies based on the services, challenges and opportunities.
CO4	acquire knowledge on advertising campaign strategies and tools.
CO5	understand the Professional ethics in advertising and future trends in advertising.

MAPPING

PO / PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO										
CO1	H	H	M	H	H	H	M	H	M	H
CO2	H	M	H	L	H	H	M	H	H	H
CO3	H	H	H	H	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	M
CO5	H	H	H	H	H	H	L	H	H	H

H-High; M-Medium; L-Low

23UVCMP401	DSC PRACTICAL - III: VIDEO EDITING	SEMESTER - IV	
Course Objectives: The Course aims - To provide a well-rounded and comprehensive training on video editing through exercises and applications. - To emphasize skill proficiency so that students can practically contribute and provide support to the relevant industry. - To maximize the production of high quality videos, films, documentaries and other related formats.			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	NLE - software - Project settings - Capturing process - workspace - Importing files.	2	CO1
2.	Demonstrate the above process using any video clip.	8	CO1
3.	Editing on a Timeline- Cutting clips, adding transition - Trimming, moving, organizing clips - Continuity, matching, overlapping - Rough cut - Final Cut.	2	CO2
4.	Do a trailer for 2 minutes.	8	CO2
5.	Audio Editing – Multiple tracks - Dub matching – Gaining - Fading - Balancing - Setting Track Volume & Mixing Tracks.	2	CO3
6.	Do a promotional video for an actor / actress using multiple video & audio tracks.	8	CO3
7.	Color Correction – white balance – tone - Curves – Color wheels – HSL.	2	CO4
8.	Shoot & Do a Color correction for 5 min (Day – Night, Curves, HSL, Keying, Color Wheels).	8	CO4
9.	Export settings - working with Title – subtitle – Rendering - export edited video.	2	CO5
10.	Create a subtitle for any video for 5 minutes & export the files in different file format.	8	CO5
Text Book			
1.	<i>Robert M. Goodman, Patrick McGrath.</i> 2002. Editing Digital Video: The Complete Creative and Technical Guide. McGraw Hill Professional.		
Reference Books			
1.	<i>Ken Dancyger.</i> 2018. The Technique of Film and Video Editing: History, Theory, and Practice. [Sixth Edition]. Routledge.		
2.	<i>Greg Keast.</i> 2015. The Art of the Cut: Editing Concepts Every Filmmaker Should Know. Createspace Independent Pub.		
3.	<i>Tom Wolsky.</i> 2002. Final Cut Pro 3 Editing Workshop. [Second Edition]. Focal Press.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	demonstrate the NLE process.
CO2	perform audio and video editing using the NLE platform and create trailer.
CO3	make use of Audio track settings and create promotional video.
CO4	applying color correction for a video.
CO5	produce audio-video content including titling and export the video in desired format in post production.

23UVCA401	GEC - IV: NEW MEDIA STUDIES	SEMESTER - IV	
Course Objectives: The Course aims • To understand New Media Characteristics and explain the key features of new media. • Analyze the Digital Divide, Assess the digital divide, e-governance processes and policies. • Describe Information Societies and discuss the characteristics and theories of information and post-industrial societies.			
Credits: 4		Total Hours: 40	
UNIT	CONTENTS	Hrs	CO
I	New media Technology - characteristics: Information Superhighway, Convergence, Structure and Functions; - Digital Divide: E-governance - process, social and legal frameworks - Policy initiatives.	8	CO1
II	Information and Knowledge society - Definitions and characteristics of Information Society, Post-industrial society -Information Society Theories: Daniel Bell, Machlup, Webster, Schiller - Evolution of New media audiences: Elite, Mass, Specialized and Interactive - New media uses and gratifications -Influencing factors.	8	CO2
III	Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media - ICTs for Development - Empowerment.	8	CO3
IV	New Media Theory - Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media - Uses, Adoption ICT and Social Transformation - socio-technical paradigm, Information commodification new consumption norms - knowledge gap.	8	CO4
V	New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.	8	CO5
Text Book			
1.	Flew, Terry. "New Media: An Introduction." Oxford, UK: Oxford University Press, 2014.		
Reference Books			
1.	Hamid Mowlana., “Global Communication in Transition: The end of diversity”, Sage Publications, Newbury Park, 1996.		
2.	Barrie Oxford, Richard Huggins., “New media and Politics”, Sage Publications, New Delhi, 2001.		
3.	Mark Hukill et al., “Electronic Communication Convergence: Policy challenges in Asia”, Sage Publications, New Delhi, 1997.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	determine the role of advertising as communication tool and understand the Social effects of advertising.
CO2	identify the types of advertising and analyze tone and content.
CO3	comprehend structure and functions of advertising agency and evaluate ad agencies based on the services, challenges and opportunities.
CO4	acquire knowledge on advertising campaign strategies and tools.
CO5	understand the Professional ethics in advertising and future trends in advertising.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	H	H	M	H	M	H
CO2	H	M	H	L	H	H	M	H	H	H
CO3	H	H	H	H	H	H	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	M
CO5	H	H	H	H	H	H	L	H	H	H

H-High; M-Medium; L-Low

23UVCSBP401	SEC II: ADVERTISING PRODUCTION	SEMESTER - IV	
Course Objectives: The Course aims - To introduce advertising principles that includes messages that company pays for, delivers through a mass medium and uses to persuade consumers to make a purchasing decision. - To impart knowledge on structuring commercial and public service advertising for broadcast media platforms. - To develop technical skills necessary for producing ads.			
Credits: 2		Total Hours: 30	
S.No.	Experiments	Hrs	CO
1.	Produce a radio spot /jingle promoting an institution.	6	CO1
2.	Produce a radio spot / jingle for a consumer product.	6	CO2
3.	Produce a radio spot /jingle promoting a social cause.	6	CO3
4.	Produce a public service television commercial.	6	CO4
5.	Produce a television commercial for a consumer product.	6	CO5
Text Book			
1.	Woody Woodhall. 2011. Audio Production and Postproduction (Digital Filmmaker) . Jones & Bartlett Learning.		
Reference Books			
1.	Wells, Moriarty Burnett. 2007. Advertising - Principles & Practice . [Seventh Edition] Prentice Hall of India Private Limited.		
2.	David Ogilvy. 2007. Ogilvy on Advertising Fundamentals of Advertising . [First edition] Otto Kleppner & Prentice Hall, New Jersey, Vintage.		
3.	Winston Fletcher. 2013. Advertising: A Very Short Introduction . [Second Edition]. Oxford University Press.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the advertising principles to promote an institution.
CO2	acquires technical skills necessary for producing Consumer ads.
CO3	construct scripts for Public Service Advertisements and paid ads.
CO4	apply advertising principles in production of radio and television advertising.
CO5	produce television commercial advertising for a consumer product.

23UVE401	AECC - YOGA	SEMESTER - IV
Course Objectives: The course aims • To understand physical body and Health concepts • To have the basic Knowledge on Simplified Physical Exercises and Asanas and Meditation • To Introspect and improve the behaviors • To inculcate cultural behavioral patterns		
Credits: 2		Total Hours: 30
UNIT	CONTENTS	Hrs
I	Yoga and Physical Health: Health - Meaning and Definition - Physical Structure - Three bodies - Five limitations - Simplified Physical Exercises - Hand, Leg, Breathing, Eye exercises - Kapalabathi, Makarasana 1, 2, Massage, Acu pressure, Relaxation exercises - Yogasanas - Surya namaskar - Padmasana - Vajrasana - Ardha katti Chakrasana - Viruchasana - Yogamudra - Patchimothasana - Ustrasana - Vakkarasana - Salabasana	6
II	Greatness of Life Force and Mind: Maintaining youthfulness - Postponing the ageing process - Sex and spirituality - Significance of sexual vital fluid - Married life - Chastity - Development of mind in stages - Mental Frequencies - Methods for Concentration - Meditation and its Benefits	6
III	Personality Development - Sublimation: Purpose and Philosophy of Life - Introspection - Analysis of Thought - Moralization of Desire - Analysis and practice - Neutralization of Anger - Strengthening of will-power	6
IV	Human Resources Development: Eradication of Worries - Analysis and Eradication practice - Benefits of Blessings - Effect of good vibrations - Greatness of Friendship - Guidance for good Friendship - Individual Peace and world peace - Good cultural behavioral patterns	6
V	Law of Nature: Unified force - Cause and effect system - Purity of thought deed and Genetic Centre - Love and Compassion - Gratitude - Cultural Education - Fivefold culture.	6

Text Book:

- | | |
|----|--|
| 1. | Value Education - World Community Service centre, Vethathiri Publications, Erode. |
|----|--|

Reference Books:	
1	<i>Vethathiri Maharishi</i> , 2011, Journey of Consciousness, Erode, Vethathiri Publications.
2	<i>Vethathiri Maharishi</i> , 2014, Simplified Physical Exercises, Erode, Vethathiri Publications.
3	<i>Vethathiri Maharishi</i> , 2004, Unified force, Erode, Vethathiri Publications
4	Yoga for Modern age - Thathuvagnani Vethathiri Maharishi
5	Sound Health through yoga – Dr. K. Chandrasekaran, November 1999 Prem Kalyan Publications, Madurai
6	Light on yoga - BKS.lyenger
7	Thathuvagnani Vethathiri Maharishi – Kayakalpa yoga – First Edition 2009 –Vethathiri Publications, Erode.
8	Environmental Studies - Bharathidasan University Publication Division

COURSE OUTCOMES (CO)

After completion of the course, the student will be able to

CO1	Understand the physical structure and simplified physical exercises.
CO2	Nurture the life force and mind
CO3	Introspect and improve the moral values
CO4	Realize the importance of human resources development
CO5	Enhance purity of thought and deed

23ULS401	NCC: CAREER COMPETENCY SKILLS – II	SEMESTER – IV	
COURSE OBJECTIVES: The course aims - To impart knowledge on the aptitude skills. - To enhance employability skills and to develop career competency.			
Total Hours: 15			
UNIT	CONTENTS	Hrs	CO
I	Aptitude: Speed Maths - Multiplication of Numbers - Simplification - Squaring of numbers - Square roots and cube roots - HCF&LCM – Decimals-Averages, Powers and Roots.	3	CO1
II	Aptitude: Problems on Numbers – Problems on Ages – Surds & Indices – Percentage – Profit & Loss – Ratio & Proportion – Partnership – Chain Rule.	3	CO2
III	Aptitude: Simple & Compound Interest – Alligation or Mixture - Permutation and Combination.	3	CO3
IV	Aptitude: Probability – Missing Number series – Wrong Number Series –Races & Games of Skill.	3	CO4
V	Aptitude: Time & Work – Pipes & Cistern – Time & Distance – Problems on Trains – Boats and Streams.	3	CO5
TEXT BOOK:			
1.	Quantitative Aptitude – RS Aggarwal, S Chand and Company Limited, 2017Edition, New Delhi.		
REFERENCE BOOK:			
1.	Quantitative Aptitude for Competitive Examinations, Abhijith Guha, 5 th Edition, Tata McGraw Hill, 2015, New Delhi.		

COURSE OUTCOMES (CO) :

After completion of the course , the students will be able to :

CO1	Solve problems involving the concepts HCF, LCM, Decimals, Averages, Powers and Roots.
CO2	Solve problems on numbers and ages, Profit and Loss, Ratio and Proportions
CO3	Compute simple interest, compound interest, Permutation and Combination.
CO4	Solve the problems involving the concepts Missing numbers, Wrong number series, Races and Games of Skill
CO5	Solve problems on Time and Work, Pipes and Cistern, Time and Distance, Trains, Boats and Streams.

23UVC501	DSC - VI: TELEVISION PRODUCTION	SEMESTER - V	
Course Objectives: The Course aims - To Demonstrate Television Studio Structure and techniques of Television Production Process. - To present Operations and functions involved in producing television content. - To teach the pre production, production and Post-production Process in detail.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Basic Television Studio Structure - Elements of Studio Production - Elements of Field Production - Studio Layout and Design.	10	CO1
II	Digital Television – Camera parts - Operations and functions - Accessories - Types of Video camera - Video Formats - Picture Compositions - Framing effective Shots - Lights and lighting, lighting instruments - Techniques of television lighting.	10	CO2
III	Preproduction – planning – Scheduling - Script Formats - Script writing - Visualization and sequencing - Production crew - Television Talent - Acting Techniques – Auditions – Makeup – Costuming - Difficulties in Indoor and Outdoor Shooting.	10	CO3
IV	Postproduction - Editing modes - Basic editing systems - Nonlinear Editing features and Techniques - Editing Procedures - Online Editing - Editing Software - Special effects - Audio Sound Control.	10	CO4
V	Video recording and storage systems - designing and Using Television Graphics - Single camera set up - Multi Camera set up - Live coverage - Other Communication System - Signal Transport.	10	CO5
Text Book			
1.	<i>Jim Owens, Gerald Millerson. 2012. Television Production. Focal Press.</i>		
Reference Books			
1.	<i>Ashok Jailkhani. 2013. Television Programme Production: Various Activities Studios Use to Produce a Show. [Revised Edition]. V&S Publishers.</i>		
2.	<i>Vasuki Belavadi. 2013. Video Production. [Second edition]. Oxford University Press India.</i>		
3.	<i>Jim Owens. 2019. Television Production. [17th Edition]. Routledge.</i>		
4.	<i>Zettl, H. 2006. Television Production Handbook: Thomson Wadsworth. USA.</i>		
5.	<i>Wootton, C. 2005. A Practical Guide to Video and Audio Compression. Focal Press.NY</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the Structure of studio production and the roles of production team.
CO2	acquire the significant knowledge about the various types of cameras and formats.
CO3	demonstrate Preproduction in indoor and outdoor shooting Planning.
CO4	identify the resources and techniques employed in Post production process.
CO5	develop knowledge about the techniques to handle and manage Live Coverage & Multi Camera Set-up.

MAPPING

PO / PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO										
CO1	H	M	H	H	M	H	H	H	H	H
CO2	H	M	H	L	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H	H
CO4	M	H	H	L	H	H	H	H	H	H
CO5	M	H	H	L	H	H	H	H	H	H

H-High; M-Medium; L-Low

23UVC502	DSC - VII: FILM STUDIES	SEMESTER - V	
Course Objectives: The Course aims - To provide knowledge about Film Studies and its concepts. - To offer an insight of Film as a medium of Mass Communication. - To disseminate knowledge in various aspects of film.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Film studies: Definition & Concept; - Culture & Art; Film as a medium; Characteristic of Film Studies; Film theory & Semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation.	10	CO1
II	History of Cinema: Motion Picture - Pioneers of Cinema-The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box - Office Era, New Technology Era, Special Effects Era, and Digital Era & High-Definition Era (HD).	10	CO2
III	Narrative Structure: Mise-en-scene - Film Genre - Types of Film Genres Main Film Genres, Sub Film Genres - Narrative Cinema - Story, Three Act Structure & Plot; Non-Narrative Cinema - Experimental film; Types of Non-Narrative Cinema - Documentary, Abstract, Music Videos & Live Cinema (Performance); Style & Ideology.	10	CO3
IV	Film Production: Planning, Pre-production: Concept / Story Development – Scripting / Screenplay writing – Budgeting – Casting – Locations – Financing. Production: Shooting – Problems of Artists – Direction, Cinematography. Post-Production: Editing - Sound Recording – Dubbing – Special Effects – Graphics and Final Mixing – Distribution and Exhibition, Marketing & Distribution.	10	CO4
V	Censorship & Film Certification: Censorship laws in India – Debates around censorship - Film Certification - CBFC: NFDC: Film Division, NFAI, FTII & Film Society - Film Festivals - International & National Festivals; International & National Film Awards.	10	CO5
Student has to watch two movies (world cinema) per unit and submit the review for internal assessment.			
Text Book			
1.	Ashish Rajadhyaksha, Paul Willemen. 1999. Encyclopedia of Indian Cinema. Routledge.		

Reference Books	
1.	Geoffrey Nowell-Smith. 1997. The Oxford History of World Cinema. OUP Oxford.
2.	Vebhuti Duggal, Bindu Menon, Spandan Bhattacharya. 2022. Film Studies: An Introduction. Worldview Publications.
3.	Manju Jain. 2013. Narratives of Indian Cinema. Primus Books.
4.	Blain Brown. 2020. The Basics of Filmmaking: Screenwriting, Producing, Directing, Cinematography, Audio, & Editing. Routledge; 1st edition.

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the concept of film studies in light of various film theories.
CO2	analyze the history of cinema.
CO3	acquire knowledge on world cinema.
CO4	understand production stages of film.
CO5	evaluate film as a Medium of Communication.

MAPPING

PO / PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO										
CO1	H	H	M	L	M	H	L	H	M	H
CO2	H	H	M	L	M	H	L	H	M	H
CO3	H	H	H	L	M	H	L	H	H	H
CO4	H	H	H	L	H	H	L	H	H	M
CO5	H	H	H	L	H	H	L	H	H	M

H-High; M-Medium; L-Low

23UVCEL501	DSE I: DIGITAL CINEMATOGRAPHY	SEMESTER - V	
Course Objectives: The Course aims - To expose students to a broad range of Cinematography in the media field. - To provide students with a better understanding of 5 C's of Cinematography - To instruct about motion picture camera operation, digital cameras and cine lenses.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	History of cinematography - cinematic aspects of filming- Technical evolution - One reel to full feature - B&W - early color - Technicolor - Silent films - sound films - operational features & technology of motion picture camera - turret lenses - early cinematography view finders - rushes - video tape - monitors.	10	CO1
II	Arriflex - Panavision film based cameras - aspect ratio - standard - anamorphic - widescreen - Imax - film gauges - sound on cinema - Nagra field recorders-stereo - surround - Dolby - DTS - SDDS - THX - atmos - immersive sound cinema.	10	CO2
III	5c's of cinematography -digital cinema- DCI- digital cinematography cameras-resolution - latitude - gamma - film Vs. digital - view finders - monitors - camera form factors.	10	CO3
IV	Cinematography lenses- lenses and focus - focal length-T number - depth of field - lens perspectives -shallow - deep focus- spherical. Anamorphic- glare - flare - bokeh - matte boxes - prime lenses - fixed variable -lens mounts-aspect ratio & crop factors- rack focus- steady cam - special camera-rigging.	10	CO4
V	Lighting -hard light, soft light-direction and intensity of light-low key - high key lighting-shadows - gobos - moving camera, moving subject - composition - lighting constrictions & improvisation - cheats - outdoor - indoor - various lighting devices & accessories - light meters - cinema look & theme - art of cinematography.	10	CO5
Text Book			
1.	David Stump. 2014. Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows. Focal Press		
Reference Books			
1.	Joseph V. Mascelli.1998. Five C's of Cinematography: Motion Picture Filming Techniques. Silman-James Press,U.S.		
2.	Steven Ascher. 2012. The Filmmaker's Handbook. [Fourth edition]. Penguin USA.		

3.	<i>Tania Hoser. 2018. Introduction to Cinematography: Learning Through Practice. [First Edition]. Routledge.</i>
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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	demonstrate the technical aspects of Cinematography.
CO2	determine the importance of Audio technology in Cinema.
CO3	examine the elements of Cinematography.
CO4	apply current best practices in cinematography.
CO5	elaborate on aesthetics of lighting, resources and equipments required to produce a film.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H	H	H	H	H	H
CO2	H	H	H	M	H	H	M	H	M	M
CO3	H	H	H	L	M	H	H	H	H	H
CO4	M	H	H	H	H	M	H	H	M	H
CO5	M	H	H	M	H	M	H	H	H	H

H-High; M-Medium; L-Low

23UVCEL502	DSE I: SCRIPT WRITING	SEMESTER – V	
Course Objectives: The Course aims • To provide an insight into the elements of scriptwriting from writer’s perspective. • To introduce basic research approaches for strengthening script and ethical consideration. • To enhance knowledge and skills to develop scripts based on the target audience.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction - Visual thinking - Types of films/videos – fiction – documentary – animation - educational program - Scripting for fiction and nonfiction film/videos - differences and similarities between scripting for fiction and non -fiction films.	10	CO1
II	Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format.	10	CO2
III	Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Nonfiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats.	10	CO3
IV	Research for non fiction films - differences between program research and academic research - Sources of information - historical documents - statistical data – journals – observation – interview - processing information - qualitative and quantitative information - types of interviews - interview techniques.	10	CO4
V	Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women’s program - scripting for commercials.	10	CO5
Text Book			
1.	Syd Field. 2005. Screenplay: The Foundations of Screenwriting . [Revised Edition] RHUS;		
Reference Books			
1.	J. Michael Straczynsk.1996. Complete Book of Scriptwriting . [Revised Edition]. Writers Digest Books.		

2.	Robert McKee.2016. Dialogue: The Art of Verbal Action for Page, Stage, and Screen. Grand Central Publishing
3.	Patricia Cooper.2006. Writing the Short Film. [Second Edition]. Elsevier.
4.	Syd Field. 2006. The Screenwriter's Workbook Paperback. [Revised Edition] RHUS;

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the basics of visual thinking and scripting for fiction and nonfiction visual formats.
CO2	gain knowledge on stages of scripting and script writing formats.
CO3	develop skills to write scripts for fiction and nonfiction films.
CO4	adopt appropriate research method and ethically collect information to strengthen their scripts.
CO5	evaluate and develop scripts suitable for target audience.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	L	M	H	L	M	H	H
CO2	H	H	H	L	M	H	L	M	H	H
CO3	H	H	H	M	M	H	L	M	H	H
CO4	H	H	H	L	H	H	M	H	H	H
CO5	H	H	H	L	H	H	M	H	H	H

H-High; M-Medium; L-Low

23UVCMP501	DSC PRACTICAL - IV: TELEVISION AND VIDEO PRODUCTION	SEMESTER - V	
Course Objectives: The Course aims			
- To give training to handle equipment involved in producing audio and video content. - To familiarize the art of controlling lights and use of microphones, sets, audio and editing techniques. - To equip the students in the production of different types of TV programs using formats.			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Video Production Process: Using Video Camera, Lights and Lenses, microphones, audio processing, set design.	2	CO1
2.	Editing techniques.	2	CO1
3.	Multi camera Production Process, mixing, effects for a Studio based program.	3	CO2
4.	Produce 3 minutes of instructional / Demonstration Video.	5	CO2
5.	Produce a 3 minutes of outdoor program as a TV Reporter.	5	CO3
6.	Produce 5 minutes of Panel Program using multi camera technique.	5	CO3
7.	Record a sports event, edit and Add commentary.	7	CO4
8.	Produce 3 minutes of business news with graphics, charts, animation, Video mixing.	7	CO4
9.	Produce a 5 minutes musical programme.	7	CO5
10.	Produce a 3 minutes compilation video, using any archive footages and create a new order of appearance.	7	CO5
Text Book			
1.	Jim Owens, Gerald Millerson. 2012. Television Production . Focal Press.		
Reference Books			
1.	Andrew Utterback. 2015. Studio Television Production and Directing: Concepts, Equipment, and Procedures . [Second Edition]. Routledge.		
2.	Gerald Millerson.2016. Effective TV Production . [Third Edition]. Routledge.		
3.	Jim Owens. 2017. Video Production Handbook . [Sixth Edition]. Routledge.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	knowing the importance of Video Production, Camera, Audio & Multi-Camera Production Process.
CO2	employ skills in Production methods, Multi camera set up, Studio based program and out.
CO3	apply editing Techniques, sound synchronization and computer graphics for business news.
CO4	produce indoor programs including panel discussion, Instructional / Demonstration and Business News and outdoor programs like sports events.
CO5	create Musical Programme using art of sound design and their synchronization.

23UVCMP502	DSC PRACTICAL - V: VFX & ANIMATION	SEMESTER - V	
Course Objectives: The Course aims - To understand the various approaches methods and techniques of Animation Technology. - To impart knowledge on exploring various approaches in 2D animation - To train the student skills needed for becoming an effective Animator.			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1	Introduction to Compositing software – project settings – Working with texts, layers, masks, shapes, audio & video.	2	CO1
2	Understanding tools & techniques, effects, rendering.	2	CO1
3	Create a 2D Title for any production.	5	CO2
4	Create a Motion Poster for a film using Photoshop & Illustrator files.	5	CO2
5	Do Chromo Keying for a video taken in Indoor.	5	CO3
6	Do Video Retouching (String Removal).	5	CO3
7	Do Camera Tracking using any compositing software.	5	CO4
8	Create video stabilization for a video taken in Outdoor.	7	CO4
9	Do Color Correction for a video taken in outdoor (DI).	7	CO5
10	Rendering techniques for a composited video.	7	CO5
Text Book			
1.	Ron Brinkman.2008. The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics. [Second Edition].		
Reference Books			
1.	Frank Thomas and Odie Johnson. 2014. The Illusion of Life: Disney Animation, Disney Editions. [Rev Sub edition].		
2.	Adobe. 2015. Adobe Flash Professional CS5 Classroom in a Book. Adobe Publication.		
3.	Jon Gress. 2015. Visual Effects and Compositing. [First Edition]. Published by New Riders.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	acquire skills in the use of software to develop 2D animation including creating, importing and sequencing media elements to create multi-media presentations.
CO2	develop virtual reality elements and match these elements to video content.
CO3	apply technology effectively in the development of animation projects through various rendering options.
CO4	apply industry standards and procedures for Color grading techniques.
CO5	construct motion graphics to fit current industry trends and practices.

23UVCSB501	SEC II: ANIMATION	SEMESTER - V	
Course Objectives: The Course aims - To train the students to use 2D and 3D animation software. - To learn about basic lighting, texturing, rigging and key frame animation. - To train the students through various aspects of animation using a variety of 2D software.			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	Animation – Definition - Types of Animation 2D & 3D – Difference between Graphics & Animation – Application of 2D & 3D Animation – Software.	6	CO1
II	Types of 2D Animation – Techniques of 2D Animation – Color – Text – Formation – Size – Time Line Effects.	6	CO2
III	Application of 2D Animation – Characterization 2D – Principle of 2D Animation – Concept Development - principles of animation.	6	CO3
IV	3D Animation & its Concepts – Types of 3D Animation – Cycle & Non-Cycle Animation – Theory of Character 3D Animation.	6	CO4
V	Concept Development – Scripting – Story Developing – Output Formats - Colors – Color Cycle – Color Formats – 3D Production Budget – 3D Animated Movies – Fields in 3D Animation.	6	CO5
Text Book			
1.	Taylor Richard.1999. The Encyclopedia of Animation Techniques . [First Edition], Elsevier Science & Technology, Focal Press.		
Reference Books			
1.	Thomas Johnson, Ollie Johnson. 1981. Disney Animation: The Illusion of Life . Abbeville Pr.		
2.	Richard Williams. 2009. The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators . [Third Edition] Faber.		
3.	Ian Crook and Peter Beare. 2015. Motion Graphics: Principles and Practices from the Ground Up . Fairchild Books.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	gain knowledge about the types and techniques of animation.
CO2	categorize techniques of 2D Animation.
CO3	determine applications of 2D Animation and Concept Development.
CO4	classify types of 3D Animation and concepts related.
CO5	develop animation concepts based on the field of application.

MAPPING

PO / PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO										
CO1	H	H	H	L	M	H	H	H	H	M
CO2	H	H	H	L	M	H	H	M	H	M
CO3	H	H	H	H	M	H	H	H	H	H
CO4	H	M	M	L	M	H	M	M	H	M
CO5	H	M	H	M	M	H	M	H	H	H

H-High; M-Medium; L-Low

23ULS501	NCC: CAREER COMPETENCY SKILLS - III	SEMESTER - V	
Course Objectives: The course aims - To impart knowledge on the logical reasoning. - To enhance employability skills and to develop career competency.			
Total Hours: 15			
UNIT	CONTENTS	Hrs	CO
I	Verbal Reasoning: Number Series Completion- Alpha Series Completion- Blood Relation- Distance and Direction- Analogy- Inequality- Classification.	3	CO1
II	Non-Verbal Reasoning: Series Completion - Analogy and Classification - Completion of Incompletion Pattern.	3	CO2
III	Non-Verbal Reasoning: Mirror Image and Water Image -Statement and Arguments - Cubes and Dices.	3	CO3
IV	Reasoning: Puzzle Arrangement - Syllogism - Input and Output.	3	CO4
V	Verbal Reasoning: Linear Arrangement - Circular Arrangement - Matrix Arrangement.	3	CO5
Text Book:			
1	Test of Reasoning – RS Aggarwal, S Chand and Company Limited, 2017 Edition, New Delhi.		
Reference Book :			
1	Verbal & Non-Verbal Reasoning For Competitive Exams - Gajendra Kumar, Abhishek Banerjee, Disha Publication, New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course , the students will be able to :

CO1	Apply the core concepts of Verbal Reasoning
CO2	Formulate Non Verbal Reasoning with shortcuts
CO3	Solve problems involving Mirror image and Water image, Cubes and Dices.
CO4	Design and formulate Puzzle arrangement
CO5	Generate Linear Arrangement, circular arrangement and Matrix arrangements.

23UVC601	DSC - VIII: VISUAL AESTHETICS	SEMESTER - VI	
Course Objectives: The Course aims - To introduce the visual process including principles, characteristics and forms of visual. - To impart knowledge to analyze visual messages through various approaches. - To enable the students s to communication in a creative and innovative perspective through visual imagery and media.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	The visual process - the psychology of the eye. Perception of depth and distance - movement. Sensual and perceptual theories of visual communication - Elements & principles of visual.	10	CO1
II	Procedure for analyzing a visual message. Personal - Historical - Technical - Ethical - Cultural - Critical perspectives.	10	CO2
III	The language of photography - Composition and lighting. Representation. Basic principles.	10	CO3
IV	Television and video. Basic structure and forms. Genres. Television audience.	10	CO4
V	Self Study: The language of cinema. World wide web. The dynamics of language. Digital aesthetics.	10	CO5
Text Book			
1.	<i>Kenneth L. Smith, Sandra Moriarty, Keith Kenney, Gretchen Barbatsis.</i> 2011. Handbook of Visual Communication: Theory, Methods, and Media.		
Reference Books			
1.	<i>Palmer, Frederic.</i> 1989. Visual Elements of Art and Design. Longman.		
2.	<i>Philip Hayward.</i> Media Representations of Visual Art and Artists (Arts Council Arts & Media. [Second Edition], University of Luton Press.		
3.	<i>Gokul. S.</i> 1995. Multimedia Magic. BPB Publication.		
4.	<i>Theo van.</i> 2003. Handbook of Visual analysis, Sage Publication, London		
5.	<i>Gillian Rose.</i> 2011. Visual methodologies, Routledge, London.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	determine and evaluate the concepts and theories of visual communication.
CO2	analyze visual messages using various approaches.
CO3	evaluate the art of photography using photography language and basic principles of composition & lighting.
CO4	determine structure, form and genres of video content and the target audience.
CO5	generate a sharpened sense of aesthetics and skills in communication through visual imagery and media.

MAPPING

PO / PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO										
CO1	H	M	H	L	H	H	L	H	M	H
CO2	H	M	H	M	M	H	M	H	H	M
CO3	H	H	H	L	M	H	M	H	H	M
CO4	H	M	H	L	H	H	H	H	H	H
CO5	M	M	H	M	M	M	L	H	H	M

H-High; M-Medium; L-Low

23UVCEL601	DSE II: MEDIA LAWS AND ETHICS	SEMESTER - VI	
Course Objectives: The Course aims - To introduce students to the Indian constitution and its related concepts - To provide information on the different important Indian Acts - To provide deeper insights into Cyber Laws, Press Council of India and the Code of Conducts for Journalist			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Indian constitution - preamble - salient features - Fundamental rights and duties, directive principle of state policy - freedom of speech and expression - article 19 (1) (a) and reasonable Restrictions article 19 (2) - Press Freedom during Emergency.	10	CO1
II	Rights - privileges and liabilities of the press - press of the Registration of Books Act 1867 - right to information act - Indian Cinematograph Act 2006 - censorship - Human Rights.	10	CO2
III	Media Acts - Official Secrets Act - Copy Right Act - Working Journalist Act of 1955 - Prasar Bharati act - Indian evidence act.	10	CO3
IV	Cyber laws: Information Technology Act 2000 - Hackers - cyber terrorism - Cyber stalking - spamming cryptography and digital signature - Computer viruses.	10	CO4
V	Press Council of India - Press commission of India - pluralistic media in India - Ombudsman in media. Code of conduct - Ethics for journalists.	10	CO5
Text Book			
1.	<i>Neelamalar M. Media Law and Ethics.</i> Publisher: PHI Learning.		
Reference Books			
1.	<i>Ashley Packard.</i> 2012. Digital Media Law. [Second Edition]. Wiley-Blackwell.		
2.	<i>Roy Moore, Michael Murray, Michael Farrell,</i> .2017. Media Law and Ethics (Routledge Communication Series). [Fifth Edition]. Routledge.		
3.	<i>George E. Padgett.</i> 2019. Cases, Concepts & Theories: Media Law & Ethics Study Guide No. 4. Independently published.		
4.	<i>B.N. Ahuja. Surjeet.</i> 1981. History of press, press laws and communication. Pub. Delhi.		
5.	<i>M.K. Joseph, Anmol Pub.</i> 1997. Freedom of the press. New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand about the Indian Constitution and its related concepts.
CO2	gain knowledge upon the different important Acts.
CO3	understand the Act which limits the functioning of a Media person.
CO4	provide deeper insights into Cyber Laws and the issues related to it.
CO5	understand an idea of Press Council of India and the Code of Conducts for Journalist.

MAPPING

PO / PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO										
CO1	H	H	M	L	H	H	L	H	M	H
CO2	H	M	H	H	H	H	L	H	H	H
CO3	H	M	H	M	H	H	L	H	H	H
CO4	H	H	H	M	M	H	M	H	H	M
CO5	H	H	H	H	H	H	M	H	H	H

H-High; M-Medium; L-Low

23UVCEL602	DSE II: MEDIA SOCIETY AND CULTURE	SEMESTER – VI	
Course Objectives: The Course aims - To provide knowledge about Media Society & Culture. - To offer an insight of Media as a watchdog. - To focus on different Culture & Society.			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Mass media and society: Mass Media - Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.	10	CO1
II	Media and democracy: Public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog. Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women.	10	CO2
III	Culture & Media: Ideology and the Mass Media; The role of media and popular culture; The media audience and technological change; Emotion & Culture; Media and cultural imperialism; New communication skills and the personalization of culture.	10	CO3
IV	Culture & Society: Indian social structure; Social institution – Caste, Class, Tribes, Village; Folk culture and its relation with social communication; Communalism, Secularism & Nationalism and their relation with cultural thoughts.	10	CO4
V	Media credibility: Factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news	10	CO5
Text Book			
1.	<i>Paul Hodgkinson.</i> 2010. Media, Culture and Society: An Introduction. Sage Publications Ltd.		
Reference Books			
1.	<i>Richard Campbell.</i> 2019. Media & Culture: An Introduction to Mass Communication. Bedford/st Martins.		
2.	<i>BirBalaAggarwal.</i> 2002. Media and Society: Challenges and Opportunities. Concept Publishing Co.		

3.	Michael Bromley, Angela Romano. 2005. Journalism and Democracy in Asia. RoutledgePublications.
4.	Paul Hodkinson. 2016. Media, Culture and Society: An Introduction. SAGE Publications Ltd.

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand the interaction between Media and Society.
CO2	gain knowledge about Media and Democracy.
CO3	evaluate the role of Media and Popular culture.
CO4	analyze the importance of Indian Societal Structure.
CO5	determine the importance of Media & Media credibility.

MAPPING

PO / PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO										
CO1	H	H	M	L	M	H	L	H	H	H
CO2	H	H	M	L	H	H	L	H	H	H
CO3	M	M	M	L	H	M	L	H	H	H
CO4	H	H	M	L	H	H	L	H	H	H
CO5	H	H	M	L	H	H	L	H	H	H

H-High; M-Medium; L-Low

23UVCMP601	DSC PRACTICAL - VI: FILM APPRECIATION	SEMESTER - VI	
Course Objectives: The Course aims - To provide an overall idea about Film and its type. - To provide knowledge on the three different stages of Film Making. - To provide information on the concepts of the Marketing and Distribution, Film Appreciation and also Film Criticism.			
Credits: 4		Total Hours:50	
S.No	Experiments	Hrs	CO
1.	A short history of cinema.	8	CO1
2.	Types of cinema: World cinema, National and regional Cinema; Parallel cinema; Third world cinema.	8	CO1
3.	Film genre and Film language - shot - scene - cuts - transitions - film appreciation.	8	CO2
4.	Short film, Documentary, Docudrama, Serials, Web series.	8	CO2
5.	Pre-production - treatment - script - storyboard - schedule - location - art direction- casting.	8	CO3
6.	Production - camera - sound - art - cast.	8	CO3
7.	Post-production - visual editing - sound editing - distribution.	8	CO4
8.	Marketing & Distribution; Film festivals and awards, OTT platform	8	CO4
9.	Approaches to film criticism. Film and politics. Film society movement.	8	CO5
10.	Film appreciation: How to write a film review. Ten Reviews of Indian films will have to be submitted.	8	CO5
The Record Work related to the above topics along with the film reviews will be submitted for Practical exam to be evaluated by the External Viva Voce Examiner.			
Text Book			
1.	Jim Piper. 2014. The Film Appreciation Book: The Film Course You Always Wanted to Take. Allworth Press		
Reference Books			
1.	Mast S and Cohen M ed. 1985. Film Theory and Criticism. Oxford.		
2.	Nichols, B ed. 1985. Movies and Methods, Vols. I and II. University of California Press.		
3.	Barnow and Krishnaswamy S. 1990. Indian Film. New York.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	understand about Film and its related concepts.
CO2	learn about the types of film.
CO3	gain knowledge on the three different stages of Film Making.
CO4	acquire the information related to the concepts of the Marketing and Distribution, Film Festival.
CO5	appreciate and criticize a Film.

23UVCMP602	DSC PRACTICAL - VII: WEB PUBLISHING	SEMESTER - VI	
Course Objectives: The Course aims - To compile all the practical works done by the students in under graduation - To save the students work digitally - To publish the works of the students globally through his own website			
Credits: 4		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Drawing Practical.	5	CO1
2.	Photography Practical.	5	CO1
3.	Audio Production Practical.	5	CO2
4.	Graphic Design Practical.	5	CO2
5.	Video Editing Practical.	5	CO3
6.	Advertising Production Practical.	5	CO3
7.	Television and Video Production Practical.	5	CO4
8.	VFX & Animation Practical.	5	CO4
9.	Film Appreciation Practical.	5	CO5
10.	E-Content Development Practical.	5	CO5
Guidelines: Upload the files of practical from I st Semester to VI th Semester in Digital Format & present it in your own website.			
Text Book			
1.	Jennifer Robbins. Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics. [Fifth Edition].		
Reference Books			
1.	Jennifer Niederst Robbins .2012. Learning Web Design.		
2.	Satish Jain. 2015. Web Designing and Development: Training Guide.		
3.	Patrick McNeil. 2012. The Designer's Web Handbook: What You Need to Know to Create for the Web.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	convert digital scanned copy of their works.
CO2	store their works in various formats.
CO3	upload their video files in online platforms.
CO4	create their own television & animation production.
CO5	showcase their profile digitally with all their works to the other member globally anywhere.

23UVCSBP601	SEC II: E-CONTENT DEVELOPMENT	SEMESTER – VI	
Course Objectives: The Course aims - To prepare course content with various tools. - To create E-Content in the form of Text, Audio and Video - To upload the E-Content in LMS platform.			
Credits: 2		Total Hours: 30	
S.No	Experiments	Hrs	CO
1.	E-Content Design - Podcasting for E-Content Development - LMS Platforms.	6	CO1
2.	Produce an Audio Visual presentation of a Demonstration / Lecture.	6	CO2
3.	Produce the following: (i) Interactive session (ii)Assignment (iii) Quiz.	6	CO3
4.	Produce E - Content video for 10 Minutes. (Keying, Adding Video Background, Charts, Logo, Titling).	6	CO4
5.	Uploading the above E – Content materials in online for teaching learning process.	6	CO5
Text Book			
1.	Diane Elkins, Desiree Pinder. E-Learning Fundamentals: A Practical Guide.		
Reference Books			
1.	Holmes, B. & Gardner.J. 2006. E-learning: Concepts and practice. Great Britain: Sage Publications.		
2.	Kaufman, R., & Herman, J. 1991. Strategic Planning in Education: Rethinking, Restructuring, Revitalizing. Lancaster, PA: Technomic Publishing Company.		
3.	Badrul, H. Khan. 2001. Managing E-Learning: Design, Delivery, Implementation and Evaluation. George Washington University, USA.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	develop a course content for students.
CO2	capture and record an audio visual lecture.
CO3	create quiz, assignment for interactive learning.
CO4	produce E-Content in the form of Audio and Video.
CO5	upload the developed E-Content in LMS platform.

COURSE OUTCOMES (CO):

After completion of the course, the students will be able to

CO1	Recall the basic grammar in language.
CO2	Concentrate on sentence correction.
CO3	Recognize the differences among facts, opinions and judgment.
CO4	Develop their personal skills through interview.
CO5	Appropriately apply their learning and leadership style and strength.

23ULS601	NCC: CAREER COMPETENCY SKILLS - IV	SEMESTER - VI	
Course Objectives: The course aims - To understand the basic needs of Communication - To utilize the communication skills for achieving at the time of Interview			
Total Hours: 15			
UNIT	CONTENTS	Hrs	CO
I	Spotting Errors – Parts of speech, Punctuation, Subject Verb agreement	3	CO1
II	E-Mail, Report Writing (3types), Interpretation of Charts.	3	CO2
III	Role Play – Just a Minute (JAM) -Story Narrating - Group Discussion	3	CO3
IV	Interview Presentation (Self-Introduction)-Dress Code & Body language.	3	CO4
V	Leadership, Critical thinking, Problem Solving.	3	CO5
Text Books			
1	Mastering Interviews and Group Discussions		
Reference Book			
1	Mathur, Dinesh CBS Publishers & Distributors Pvt Limited, India, 30 Mar. 2020.		

After completion of the course, the students will be able to

COURSE OUTCOMES (CO)	
CO1	Recall the usage of grammar.
CO2	Interpret and exemplify the profession writing.
CO3	Apply the names of speaking in workspace.
CO4	Evaluate the personality during Interview.
CO5	Create the ability to enhance Personal Skills.

Additional Credit Course (ACC) – I in FOURTH semester

23UVCAL401	ACC I: PHOTO JOURNALISM	SEMESTER – IV	
Course Objectives: The Course aims - To introduce the students to the area of Photojournalism and the basics of photography. - To provide an idea of news paper organization and the role of photography for different purposes. - To make a student to become a photojournalist by capturing a photo and applying the post production work.			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	History of photojournalism - Fundamentals of Visual News storytelling - Photography Mechanics – Apertures - Shutter Speeds - Focus and Focal Lengths – Lighting - Composition.	6	CO1
II	Organization of a Newspaper - Structure of Newsroom - Role of Photojournalists in a Newsroom - Photographs for photo features - photo stories and photo essays.	6	CO2
III	Types of news stories - Need for Editing - Reading the mistakes in photos (noise in photographs - over exposure etc.) - Caption Writing - Management of photographs and Digital archives.	6	CO3
IV	Coordination among photojournalists - editorial and page design collage - opportunities for young photojournalists outside newspaper journalism.	6	CO4
V	Introduction to photo editing software - Principles and Ethics of photojournalism - Photography for specialized - niche publications.	6	CO5
Text Book			
1.	Jennifer Good, Paul Lowe, and Robert Hariman.2017. Understanding Photojournalism. Bloomsbury Publishing.		
Reference Books			
1.	Steve McCurry. 1999. Portraits. Phaidon Press.		
2.	Robert Capa. 2005. Photographs. Published by Aperture.		
3.	Will Steacy. 2012. Photographs not taken: A collection of photographers' essays. Published by Daylight.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	gain an idea of Photojournalism and the basics of photography.
CO2	understand of a news paper organization and the how the photojournalism is taking different forms based on purposes.
CO3	edit photographs for Photojournalism.
CO4	apply knowledge on Editorial and Pagination in newsroom.
CO5	become a photojournalist by capturing a photo and applying the post production work.

Additional Credit Course (ACC) - I in FIFTH semester

23UVCAL501	ACC I: RADIO JOCKEY	SEMESTER - IV	
Course Objectives: The Course aims - To introduce students to Radio and its related concepts - To introduce them to the process of sound recording - To provide information on audience measurement and production of different musical programmes.			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	History of Radio - Radio Programme Formats - Functions & Characteristics of Radio - Script for various Radio Programmes.	6	CO1
II	Idea of Writing Scripts - Radio Presentation - Public Speaking - Personality Development, Sound Accents.	6	CO2
III	Voice Projecting - Voice Culture Exercise - Practice on Language - Public Speaking - News Reading and Voice Over.	6	CO3
IV	Sound Recording: Use of Microphones - Console handling - OB Recordings & Live Shows - Radio audience measurements systems.	6	CO4
V	Production of Musical Programmes - Use of Music Database - Drama/ Skits - Advertisements, Promos, Jingles.	6	CO5
Text Book			
1.	Simran Kohli. 2005. Radio Jockey Handbook . Fusion Books.		
Reference Books			
1.	Neelamalar, M. 2018. Radio Programme Production . PHI Learning Pvt. Ltd.		
2.	Sayed Mohammad Amir. 2019. The Radio Career Book: From Programming to Performance . [First Edition]. SAGE Publications Pvt. Ltd.		
3.	Rakesh Anand Bakshi. 2019. Let's Talk On-Air: Conversations with Radio Presenters (City Plans) . Puffin.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to:

CO1	gain knowledge about Radio and its related concepts.
CO2	learn about scripting for different programmes.
CO3	gain knowledge on the process of sound recording.
CO4	understand audience measurement.
CO5	produce different musical programme.

MAPPING

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H	H	H	H	H	H
CO2	H	H	H	M	H	H	H	H	H	H
CO3	H	H	H	L	H	H	H	H	H	H
CO4	M	M	M	L	H	M	H	H	H	H
CO5	M	H	H	H	H	M	H	H	H	H

H-High; M-Medium; L-Low

GUIDELINES

1 SUBMISSION OF RECORD NOTE BOOKS AND PROJECT DISSERTATION: Candidates appearing for Practical Examinations and Project Viva-voce shall submit Bonafide Record Note Books/ Dissertation prescribed for Practical / Project Viva-voce Examinations, otherwise the candidates will not be permitted to appear for the Practical/ Project Viva-voce Examinations.

2 PASSING MINIMUM AND INTERNAL MARK DISTRIBUTION (Theory and Practical)

(i) THEORY

The candidate shall be declared to have passed the Examination, if the candidate secures not less than 40 marks put together out of 100 in the Comprehensive Examination in each Theory paper with a passing minimum of 30 marks in External out of 75.

Internal Marks Distribution [CA- Total Marks: 25]

Attendance	: 5 Marks
Assignment/Seminar	: 5 Marks (2 Assignments and 1 Seminar)
Internal Examinations	: 15 Marks
Total	: 25 Marks

(ii) THEORY (If Internal Evaluation is for 100 Marks)

The candidate shall be declared to have passed the Examination, if the candidates secure not less than 40 marks out of 100 in the Comprehensive Examination (Internal Evaluation only).

Internal Marks Distribution [CA- Total Marks: 100]

Attendance	: 10 Marks
Assignment and Seminar	: 30 Marks (2 Assignments and 1 Seminar)
Internal Examinations	: 60 Marks
Total	: 100 Marks

(iii) PRACTICAL

The candidate shall be declared to have passed the Examination, if the candidate secure not less than 40 marks put together out of 100 in the Comprehensive Examination in each Practical paper with a passing minimum of 24 marks in External out of 60.

Internal Marks Distribution [CA- Total Marks: 40]

Experiment	: 10 Marks (10 Experiments)
Attendance	: 5 Marks
Record	: 5 Marks
Internal Examinations	: 20 Marks
Total	: 40 Marks

(iv) CAREER COMPETENCY SKILLS

Viva voce– Semester V

- The student has to come in proper dress code for the Viva Voce
- Questions will be asked to evaluate the reading, speaking and listening skills of the students.
- E-mail and Letter drafting exercises will be given.

Online Objective Examination (Multiple Choice questions) – Semester VI

- 100 questions-100 minutes
- Twenty questions from each UNIT.
- Online examination will be conducted at the end of the IV.

3. QUESTION PAPER PATTERN AND MARK DISTRIBUTION

(i) THEORY

Question Paper Pattern and Mark Distribution [Maximum Marks 100]

1. PART - A (10 x 2 = 20 Marks)

Answer ALL questions Two questions from each UNIT

2. PART - B (5 x 7 = 35 Marks)

Answer ALL questions One question from each UNIT with Internal Choice

3. PART - C (3 x 15 = 45 Marks)

Answer ANY THREE questions Open Choice – 3 out of 5 questions One question from each UNIT.

Question Paper Pattern and Mark Distribution [Maximum Marks 75]

1. PART - A (10 x 2 = 20 Marks)

Answer ALL questions Two questions from each UNIT

2. PART - B (5 x 5 = 25 Marks)

Answer ALL questions

One question from each UNIT with Internal Choice

3. PART - C (3 x 10 = 30 Marks)

Answer ANY THREE questions Open Choice – 3 out of 5 questions One question from each UNIT.

(ii) PRACTICAL

Question Paper Pattern and Mark Distribution [Maximum Marks 60]

Question Paper Pattern:

Practical Examinations shall be conducted at the end of every Semester.

External Marks Distribution [CE- Total Marks: 60]

i) Exercise 1	: 20 Marks
ii) Exercise 2	: 20 Marks
iii) Result	: 20 Marks
Total	: 60 Marks

4 PROJECT GUIDELINES:

SHORT FILM (OR) DOCUMENTARY PRODUCTION

- Three members per team (Director, Cinematographer, Editor).
- Student has to submit either a Documentary or Short Film for duration of 30 minutes and not less than 15 minutes.
- The film should be an original work of the team members.
- The film should not be uploaded online until the Comprehensive Examination.
- Student should maintain a work diary wherein weekly work carried out has to be written. Mentor should review the work every week.
- The student has to produce a record of Production Work Diary, Budget, Script work, Shot division, Storyboard and other necessary materials of production during Viva voce.
- The Student has to attend 2 reviews before completing his/her Project and it will be evaluated by an internal examiner.
 - I. 1st Review – Pre-Production (One-line, Description, Script, Budget, Shot division, Story Board)
 - II. 2nd Review – Production (Footages, Rough Cut, Project Report)
- The assessment of student performance in a semester is calculated by Continuous Internal Assessment (CA) for 40 marks and External Assessment for 60 marks.
- Upon completion of the Project work the candidate shall be required to appear for a Viva-Voce conducted by an external examiner.
- The candidate shall be declared to have passed the Examination, if the candidate secure not less than 40 marks put together out of 100 in the Comprehensive Examination in Project with a passing minimum of 24 marks in External out of 60.

Mark Distribution Pattern

Internal Mark Distribution Continuous Assessment (CA) Total Marks: 40

1. Attendance	:	10 Marks
2. Review (2)	:	20 Marks
3. Presentation	:	10 Marks
Total	:	40 Marks

External Mark Distribution Comprehensive Examination (CE) Total Marks: 60

1. Project work done	:	20 Marks
2. Project report	:	20 Marks
3. Viva-Voce	:	20 Marks
Total	:	60 Marks

5. INTERNSHIP & VIVA VOCE GUIDELINES:

- Students must complete an internship for 15 days [Minimum] during their course of study (Ist Semester to IVth Semester vacations) under a guidance of a mentor.
- It is compulsory for the students to take internship in any Media House – TV, Radio / Print Media / Advertising Agency / Media Professional / Film Industry.
- Student should maintain a work diary on a daily basis during their period of Internship.
- At the end of the internship the students has to produce a certificate from the Media House.
- A record of verification (Internship report) for the work done has to be submitted to the department.
- The Student has to attend 2 reviews during Vth Semester and it will be evaluated by an internal examiner.
 - I. Ist Review – Briefing Organization, Nature of work done, Work diary.
 - II. IInd Review – Certificate, Presentation, Internship report.
- The assessment of student performance in a semester is calculated by Continuous Internal Assessment (CA) / Review meetings.
- Upon completion of the internship work the candidate shall be required to appear for a Viva-Voce conducted by an internal examiner.
- The final result should be Commended (or) Highly Commended.