

AFFILIATED INSTITUTIONS
ANNA UNIVERSITY : : CHENNAI – 600 025.

R-2009

I TO IV SEMESTERS (FULL TIME) CURRICULUM AND SYLLABI

M.SC VISUAL COMMUNICATION

SEMESTER I

S.No	SUBJECT	L	T	P	C
VC9311	Dynamics of Visual Communication	3	0	0	3
VC9312	Multimedia and applications	3	0	0	3
VC9313	Media, Culture and Communication	3	0	0	3
VC9314	Integrated Marketing Communication	3	0	0	3
	Elective –I	3	0	0	3
Practical					
VC9315	Advertising Practical	0	0	3	2
VC9316	Computer Graphics Lab	0	0	3	2
	TOTAL	15	0	6	19

SEMESTER II

S.No	SUBJECT	L	T	P	C
VC9321	Photography	3	0	0	3
VC9322	Theories of Communication and Visual Analysis	3	0	0	3
VC9323	Design Principles and Packaging	3	0	0	3
VC9324	Writing for Print and Broadcast Media	3	0	0	3
VC9325	Introduction to Film Studies	3	0	0	3
	Elective –II	3	0	0	3
Practical					
VC9326	Photography & Visual Design Production	0	0	3	2
	TOTAL	18	0	3	20

SEMESTER III

S.No	SUBJECT	L	T	P	C
VC9331	Mass Media Research Methods	3	0	0	3
VC9332	New Media Studies	3	0	0	3
VC9333	Audio and Video Production Techniques	3	0	0	3
	Elective III	3	0	0	3
	Elective IV	3	0	0	3
Practical					
VC9334	Electronic Media Production	0	0	3	2
	TOTAL	15	0	3	17

SEMESTER IV

S.No	SUBJECT	L	T	P	C
	Elective V	3	0	0	3
	Elective VI	3	0	0	3
Practical					
VC9341	Project Work	0	0	20	10
	TOTAL	6	0	20	16

LIST OF ELECTIVES

S.No	SUBJECT	L	T	P	C
VC9001	Introduction to Graphics Design	3	0	0	3
VC9002	Web Designing Principles and Technology	3	0	0	3
VC9003	Graphics and Animation web Designing (Practical)	3	0	0	3
VC9004	Consumer Behavior	3	0	0	3
VC9005	Media Planning	3	0	0	3
VC9006	Convergence advertising	3	0	0	3
VC9007	Market research	3	0	0	3
VC9008	Scripting	3	0	0	3
VC9009	Direction	3	0	0	3
VC9010	Cinematography	3	0	0	3
VC9011	2D Graphics and Animation	3	0	0	3
VC9012	3D Graphics and Animation	3	0	0	3
Practical					
VC9013	Documentary and short Film production	0	0	3	2
VC9014	Film Productions	0	0	3	2
VC9015	Advanced 3D Graphics and Animations	0	0	3	2

UNIT I **9**

Light and visual – Visualization process – Visual image – Principles of Colour: Psychology of colour, Colour theory and meanings – Sensual and perceptual theories – Attributes of visuals: Colour, Form, Depth and Movement.

UNIT II **9**

Visual language and culture – World culture, society and ethics, Understanding Popular Culture and Sub culture – Abstract thinking, Linear and lateral thinking – Holistic visual thinking.

UNIT III **9**

Visual media – Principles – Image and Imagination - Perspectives of visual images – Visual perception – Communication design, Graphic design and informational designs – Visual persuasion in various fields.

UNIT IV **9**

Introduction semiotics – Analysis - Aspects of signs and symbols – Sign and meanings – Description of signs – Denotations and connotations – Paradigmatic and syntagmatic aspects of signs – Signs and codes – reference systems – Audience interpretations.

UNIT V **9**

Visual perspectives and its special features: photography, motion picture, television, computer graphics, new media, World Wide Web.

TOTAL : 45 PERIODS

REFERENCES:

1. Visual Communication – Images with messages 3rd Edition, Paul Martin Lester, Thomson Wadsworth, USA 2003.
2. Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman.
3. Luin Annette, Power of the images, Rutledge and Kegan Paul, London 1985.
4. Nick Lacy, Images and Representation, Macmillan, London 1998.
5. John Fiske, Understanding Popular Culture, Unwin Hyman, London 1989.
6. Pradeep Manda. Visual Media Communication. Authors Press, New Delhi 2001.

UNIT I **9**

Introduction to multi media – Multimedia elements – multimedia applications – multimedia highway – uses – stages of multimedia project – The multimedia team – multimedia hardware peripherals: memory inputs, outputs and communication hardware for multimedia.

UNIT II **9**

Multimedia software: basic tools – painting and drawing tools – 3D modeling and animation tools – OCR software – sound editing programs – animation – video and digital movies – linking multimedia objects – presentation tools.

UNIT III**9**

Introduction to photo shop – tools overview, classification of images – creation of background and textures – working with colours, layers, filters, importing artworks from corel Draw and illustrator, creation of slices for web page designing, introduction to page making softwares. Text: fonts, faces, computers and text, font editing and design tools, hypermedia and hypertext. Sound: Nature of sound, digitalization and processing sound, multimedia system sounds. Digital audio, Audio file formats, sound in windows.

UNIT IV**9**

Vector and Bitmap images: Introduction to computer graphics – vector and bitmap graphics – combining vectors and bitmaps – file formats – vector shapes – transformation and filters – different image formats – Corel Draw, Creating artworks with Corel Draw, Bitmap conversions – special effects in Corel Draw – Exporting to Adobe Photoshop and Adobe Illustrator, Corel Draw photo paint bitmap – image compression – image manipulation, geometric transformation.

UNIT V**9**

Images: Still images, colour, image file format – concept of animation – Principles of animation – captured animation and image sequence – digital cell – stop animation. Video: usage – video standards – integrating computer and television – recording formats – video compression

Practicals: Creating different types of vector images – artworks with Corel Draw and illustrator – Giving special effects in Corel Draw and Illustrator – Exporting paths to Photoshop, importing images – Tracing images – Filters – Identifying images – Image formats – creating different types of images – bitmaps – Image touchup and manipulation in Photoshop – creating different page layouts – magazines – sound recording in windows – identifying different types of sound formats.

TOTAL : 45 PERIODS**REFERENCES:**

1. Photoshop for Dummies, Dake MC celland, IDG Books, New Delhi 2000
2. Multimedia and CD-Roms for Dummies, Dake MC celland, IDG Books, New Delhi 1997.
3. Multimedia – Making it work by Tay Vaughan, Tata McGraw Hill Publication, New York 1998.
4. Multimedia ; An Introduction by John Villamil and Louis Molina, Prentice Hall, New Delhi 1998.
5. Corel Draw 9 for Dummies by Dake MC celland, IDG Books, New Delhi 1997.

VC9313**MEDIA CULTURE AND COMMUNICATION****L T P C
3 0 0 3****UNIT I****9**

Media and society – contemporary importance of media in modern society – media's influence on audience thinking and social behavior – media dependency – pluralistic media and Indian society.

UNIT II**9**

Media in democratic society – Media and social process – Mediated role and social conferment, status conferral, socialization – Politics and Industrial power – Political economy of policy perspectives.

UNIT III **9**
Media, Politics and ideology – Market oriented media and social dilemma culture and communication - mass mediated culture – communication and social conflicts – religion and communication – contemporary relevance of Gandhian model of communication

UNIT IV **9**
Communication across culture – New communication technologies – change and challenges – trends in mass communication in the internet era – knowledge society – information rich and information poor.

UNIT IV **9**
Mass Communication: characteristics; Mass media – Growth, New media context, access, control and use. Functions of mass communication – information, education and entertainment, social norm, status conferral, privatization, monopolization, canalization, inoculation, Mass media and mass culture – Dysfunction: stereotyping, cultural alienation, impact on children – regulatory mechanism: government, professional bodies and citizen groups.

TOTAL : 45 PERIODS

REFERENCE:

1. Communication and culture – a World view by K.S. Seetharam, McGraw Hill Publisher, New Delhi 1991.
2. Social accounting in communication by Richard Butney, Sage Publications, 1993.
3. Global information and world communication, Hamid mowlana, Sage publications, 1997.
4. Mass Media and Political thought (Ed) Sidney Karns and Richard Perlof, Sage, 1985
5. Language of Communication by George N Gorden, Hustings hower, 1969.
6. Theory of information society, France Webstar, Routledge, 1997
7. Mass mediated Culture by Micheal R. Real, Prentice hall, 1977.
8. Communication and Media: Constructing a cross discipline – George N Gorden, Hasting House, 1975.
9. More than world: An introduction to Communication, Richard Dimpleby & Greema Buton, Routledge, 1998.

VC9314 **INTEGRATED MARKETING COMMUNICATION** **L T P C**
3 0 0 3

UNIT I **9**
Integrated Marketing Communication – definition –marketing and integrated communication mix – communication plan – Marketing Communication theory and functions - understanding market – market research – marketing communication tools.

UNIT II **9**
Growth of advertising and promotion – IMC and Indian perspectives – Promotional Mix – IMC involves audience contacts – IMC planning process – Role of IMC in the marketing Process.

UNIT III **9**
Advertising media: Print and Electronic media – characteristics - media planning strategies – developing the media plan – Market analysis and target market identification – establishing media objectives – developing and implementing media strategies.

UNIT IV**9**

Advertising management – Departments – Functions – Duties and responsibilities – Art department – Creative Department – Client servicing – Media planning – Advertising Production and studio management.

UNIT V**9**

Public Relations – Process and tools of public relations – Publicity – perspectives – corporate advertising – Media Relations, The internet and Interactivity – addressable media and interactive media.

TOTAL : 45 PERIODS**REFERENCES:**

1. Marketing management – A south Asian perspective (13th Edn.) by Phillip Kotler, Kevin Lane Keller, Abraham Koshi, Mithuleswar Jah, Pearson Prentice Hall, (2009).
2. Marketing Communication – an integrated approach (4th edn.) by PR Smith and Jonathan Taylor, Kogan Page publisher 2005.
3. Principles of Advertising and IMC (2nd edn.) by Tom Duncan, Tata McGraw Hill company Ltd., New Delhi 2008.
4. Advertising and Promotion, an Integrated Marketing Communications Perspective (7th edn.) by George E Belch, Micheal A Belch and Keyoor Purani, Tata McGraw Hill company Ltd., New Delhi 2010.
5. Advertising Principles and practice (6th Edn.) by Wells, Burnett, Moriarty, Prentice Hall, India

VC9315**ADVERTISING PRACTICAL****L T P C
0 0 3 2****Print**

1. Designing a logo
2. Solus Advertisement - Magazine / Newspaper
3. Half Page Advertisement - Magazine / Newspaper
4. Brochure (two fold)
5. Menu card

Indoor advertisement

1. Dangler
2. Table top
3. Slide designing

Outdoor advertisements

1. Transit advertisement
2. Hoarding Design

Radio

1. Radio ad for Product sector
2. Radio ad for service sector

Television

1. Product advertisement
2. Non Product advertisement
3. Public service advertisement

The relevant multimedia tools and applications shall be used for the above said practical exercises.

TOTAL : 45 PERIODS

VC 9316

COMPUTER GRAPHICS LAB

**L T P C
0 0 3 2**

1. Concepts creation, story boarding, scripting and project developing methods
2. 3D designing and animation dynamics –lens, effects, ray tracing, lighting, reflection, texturing techniques

TOTAL : 45 PERIODS

VC9321

PHOTOGRAPHY

**L T P C
3 0 0 3**

UNIT I

9

Introduction to Photography: Define photography – Brief history and development of photography –camera ; types, usage – Lens; types, usage – Lights; Types, usage – Filters; types, usage – Film ; types, film speed and size – Tripod ; types and usage; Light meter; usage – Flash; types, usage – Electronic Flash – Selection of Right Flash Mode – Other Useful accessories.

UNIT II

9

Photo Composition: Basic techniques for better image – Aperture – usage –Shutter speed – usage – Depth of Field – Focal length – Basic Lighting – Key Light – Fill Light – Low key and high Key picture – Rule of Third – Angle of view – Picture Format.

UNIT III**9**

Introduction to Digital Photography : Definition of digital photography – Digital still camera – Digital SLR Camera – Types – Working with digital camera – Major components and functions – camera operation – mode – advantages – set up for digital imaging – Windows and Macintosh – Desk top computer components – Data storage and Transfer options – software for digital process (Digital Dark Room) – Image Editor – File formats – Convertors – Working with Scanner – Types – Scanning techniques – Film scanning – Photo Printers – How Printer works – Photo quality – Printing paper – types.

UNIT IV**9**

Introduction to Digital Imaging: Define Photoshop – Photoshop work space – Palettes – Buttons – choosing colour – Brush shape – operations and usage of tools – Pencil tool – Paint Brush tool – Air Brush tool – Text tool – Paint Bucket tool – Gradient tool – smudge tool – Focal tool – toning – Eye dropper – Zoom tool – Morgue Tool – Lasso Tool – Magi Wand – Art Marks – Art Layers – Layer Mark – Create Layer – Fill tool – Trashcan – Cloning – Clone Align – Art Filter – Plug ins – Rule of Thumb – Kerning – leading digital image on various media.

UNIT V**9**

Introduction to Digital Studio: Photography Project – Assignments – Photo Power point presentations – Photo documentary – Photo essay – small budget studio – design – equipments and budget – Corporate Studio – Design – Equipments and Budget – Popular Photography websites – Creating Photography Website – Connecting images of internet use.

TOTAL : 45 PERIODS**REFERENCES:**

1. Tom and Mitchell Beazley, Digital Photography, A step by step guide and manipulating great images,
2. O.P Sharma, Practical Photography, Hind Pocket Books,
3. Richard Zakia, Leatie Stroebel, The Focal encyclopedia of Photography 3rd edn. Focal Press, Baston, London (1993).
4. Peter K. Burian, Mastering Digital Photography and Imaging, First edition, Sybex Publisher, USA, 2001.
5. Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray, The Manual of Photography, 9th edn. Focal Press, 2000.
6. John Hedgecoe's Alfred A, The photographer's Handbook, Knopf Publisher, 1999.
7. Roger Hicks and Frames Schultz, Interior shots, Rotovision, Switzerland, 2002.
8. Joseph A Ippolito, Understanding Digital Photography, Thomson Delmar Learning, USA 2003.
9. Catherine Jamieson, Sean McCormick, Digital Portrait Photography and Lighting: Take Memorable shots every time, Wiley Jamieson and McCormick Publisher, London, 2005.

UNIT I**9**

Communication Theory: Introduction – Communication concepts and theory – Media systems and theories; Authoritarian, Libertarian, Social Responsibility and communist theories – Basic communication theories – Two step flow of information – theories of selective influence.

UNIT II**9**

Defining Communication models; Aristotle's model – Lasswell's model – Shannon & Weaver's mathematical model – Newcomb's model – Osgood Schramm model – Gerbner's model – Katz and Lazerfeld's model – David Berlo's model – White's Gatekeeper's model.

UNIT III**9**

Media uses and effects: effects theory – Uses and Gratifications theory – media dependency theory – social learning theory – cultivation analysis – agenda setting theory – diffusion of innovation – cultural studies and critical approaches.

UNIT IV**9**

Visual analysis theories: Sign and meaning making process; The semiotic and structuralistic approach to Visuals – Psychoanalysis and visuality; Subjectivity and unconscious – Voyeuristic gaze to the laconian gaze.

UNIT V**9**

Feministic approach to visual media – Postmodern and postcolonial approach to visuals – Marxist approach to visual texts.

TOTAL : 45 PERIODS**REFERENCES**

1. Mass Communication theory (6th edn) South Asia Edition, Sage, New Delhi, 2010
2. Theories of Mass Communication by Mattelart et.al, Sage, London 1998.
3. Essentials of Mass Communication by Asa Berger, Sage, New Delhi 2000.
4. Understanding Media Theory by Kevin Williams, Oxford University Press, New York 2003.
5. Visual Methodologies, Gillian Rose, Sage Publications, London 2001.
6. Media Analyzing Techniques, Berger Asa, Sage Publications, New York 1998.
7. Ways of Seeing, Berger J, BBC London 1972.
8. Gender Trouble, Butler J. Routledge, London, 1990.

UNIT I**9**

A brief history of graphic design – Elements of design – Principles of design – Process of Design – Functions of Design – Creativity and creative process – Traditional and modern design.

UNIT II**9**

Text and images: typography – styles and features – Colour in design – colour theory and combinations – Design and composition – Graphic design softwares – Features and applications of Coral Draw, Photoshop, Illustrator, Quark Xpress, Page Maker.

UNIT III **9**
Definition of packaging – History of packaging – The changing face of retailing – Packaging and social change – Packaging design today – Future developments – Types of packaging; basic, surprising, interactive and promotional.

UNIT IV **9**
Packaging process: Analysis of product – deciding the mode of packaging – Flexible packaging – Paper – Plastic films – Foils and specialty films – containers; Board based containers – Plastic containers – Glass containers – Metal containers – Labeling and Legislations; Nutritional and barcode labeling – Legal requirements.

UNIT V **9**
Final process of packaging: Lamination – Die cutting – Creasing – Folding – Strapping and stapling – Radio Frequency Identification tags and types.

TOTAL : 45 PERIODS

REFERENCES:

1. Bridgewater, Peter. An Introduction to Graphic Design. Quintel Publications, London 1997.
2. Gollingwood, R.G. The Principles of Art. Oxford University Press, New York 1958.
3. Nakamira, Sadao. The colour source book for Graphic Designers. Shoin Pub. Co Japan 1990.
4. Best of Graphic Design. Page One publishing, Singapore 1993.
5. Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi 1998.
6. Steven Sonsino, Packaging design–Graphics materials technology, Thames & Hudson Ltd., London 1990
7. Packaging Graphics + Design by Renee Phillips, Rockport Publishers, USA, 2001
8. The perfect Package by Catharine M. Fishel, Rockport Publishers, USA, 2000.
9. Packaging by Design Library, Rockport Publishers, USA, 1995.
10. Hand Book of package Engineering – Joseph F, Hanlon, Mc Graw Hill Book Company.
11. A Hand book of food packaging – Frank A Paine & Heather Y.Paine Leonard Hill Publishers, Glasgow G642 NZ.
12. Packaging Encyclopedia – Cahners Publishing company.

VC9324

WRITING FOR PRINT AND BROADCAST MEDIA

**L T P C
3 0 0 3**

UNIT I **9**
Print media : Nature and Characteristics – News story : Elements, deadline, Content – Reader's perception – inverted pyramid style – headline, lead and its types – principles of news writing – general and specialized newspapers – vernacular newspaper and analysis.

UNIT II **9**
Editorial policy and style – editorial freedom vs. newspaper policies and objectives – writing style and use of language – general and specialized magazines – vernacular magazines – feature writing: types, characteristics and styles – Special articles – Editorial practice.

UNIT III **9**
Radio: characteristics of the medium – broadcasting policies and codes – writing for radio: Principles and guidelines, programme formats for general and special audience – content variety and style – News production – Interviews – features – Talk shows – Radio jockeying and commercial aspects.

UNIT IV **9**
Television: characteristics of the medium – Television for information, education and entertainment – writing television news – language and style of presentation – pre production – programme production – post production – Television formats – Video jockeying – Live programme broadcasting.

UNIT V **9**
New media – Internet – Nature and characteristics – contents online – users profile – multimedia support – textual and visual impact – online journalism – problems of access – uses and challenges in new media.

TOTAL : 45 PERIODS

REFERENCES:

1. Radio and Tv Journalism by Srivastave, Sterling Publications, 1989.
2. Professional Broadcasting – a brief introduction by John Bittner, Prentice hall 1981.
3. Newspaper Reporting and writing by Mencher, Melvin, McGraw Hill, NewYork 2003
4. Newspaper handbook by Keeble, Richard, Routledge publications, London 2001.
5. Writing for TV, Radio & New Media 8th Edn, Belmont wadsworth Publications, 2004
6. Broadcast Newswriting, reporting and production, 4th Edn, Oxford, Focal Press 2006.

VC9325

INTRODUCTION TO FILM STUDIES

L T P C
3 0 0 3

UNIT I **9**
Short History of Indian cinema – Brief history and trends of foreign cinema – Film as a medium of communication and Social change – Growth of Tamil Cinema – contributions of Tamil cinema to social and political awareness – Film Industry status – contemporary trends.

UNIT II **9**
Planning, Pre-production: Concept / story development – Scripting / Screen play 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.

UNIT III **9**
Mis-en-scene – space and time – framing – Film culture – Film genres – dividing a feature film into parts and genres (language, style, grammar, syntax), Documentary genres, Role of a cinematography, Editing dimensions of film editing – deconstruction of film, Award winning films – review – The power of sound, Foley sound, theatrical sound formats.

UNIT IV**9**

Camera Production: the shot, scene, sequence, story board, types of script, location shooting. Single camera Vs. multi camera production – rehearsal – digital intermediate – video format.

UNIT V**9**

Documentary and short films – World union of documentary film makers – cinema of reality – real life characters – real issues – story material – propaganda films and corporate films – films of expression – Indian documentary forms – National film policy.

TOTAL : 45 PERIODS**REFERENCES:**

1. Ashish Rajadhyasha, Paul Wileman, Encyclopedia of Indian Cinema, Oxford Uni. Press, New Delhi 2005.
2. Proferes, Nicholas, Film Directing Fundamentals, Oxford University Press, 2001.
3. Paul Wheeler, Digital Cinematography, Focal Press 2001
4. Monoco, James. How to read a film, Routledge, London 2001
5. Thoraval, Yves. The Cinema of India (1896 -2000). Jag Moham, Documentary Films and Indian Awakening, Publications Division, New Delhi 1980.
6. Gaston Roberge, Another Cinema for Another society, Seagull Publications Calcutta 1985.
7. Sanjit Narwekar, Spectrum India 1994, 3rd Bombay International Film Festival for Documentary, Short and Animation Films.

VC9326**PHOTOGRAPHY & VISUAL DESIGN PRODUCTION LAB****L T P C
0 0 3 2****Part-I**

1. Still Life
2. Portrait
3. Children

4. Silhouette
5. Rim Lighting
6. Product – Indoor and Outdoor
7. Advertising Photography
8. Architecture – Interior and Exterior
9. Industrial Photography
10. Photographs on Human Interest
11. Photographs on Foods and Beverage
12. Wild Life Photography
13. Multiple Exposures
14. Photo Essay on Developmental activities

Part-II

Graphic design applications in Brochure, Newsletter, Direct mail, Magazines, Posters, Newspapers, Billboards, Catalogue, Letterhead, Corporate merchandising, Product packaging in different forms.

TOTAL : 45 PERIODS

UNIT I**9**

Development of mass media research around the world – phases of media research – mass communication research in India - Thrust areas in media research – present media context – Evolution of new media and audiences – Need for media analysis – concepts and theories in media studies.

UNIT II**9**

Research procedures : Steps in doing research – media research problems – review of media studies – sources of secondary data – research questions and hypotheses – Types of hypotheses – Sampling procedures – Probability and Non-probability sampling techniques – merits and demerits of each – Determinants of sample size – sampling error.

UNIT III**9**

Primary data : Types of data; nominal, ordinal, interval and ratio – Data collection methods and tools; questionnaire – types of questions – construction of questionnaire – administration; interview schedule and techniques – focus groups – observation techniques; measurement of variables: scales – attitude scales ; procedure and applications of thrustone, likert , semantic differential scales – methods of testing; validity and reliability of measurements.

UNIT IV**9**

Research Design: Experimental and non experimental research methods and procedures – qualitative and quantitative studies – Descriptive and Analytical research – Cross sectional and longitudinal research designs – Factorial design – Content analysis procedures and methods – Case study approach.

UNIT V**9**

Data analysis: Data classification , coding and tabulation – graphic presentation of data – Basic elements of statistics – Applications of parametric and non-parametric statistics in hypothesis testing : chi-square, student „t□ test, correlation techniques, ANOVA, Thesis writing methods – use of SPSS – Thesis writing formats and styles – ethics in conducting research.

TOTAL : 45 PERIODS**REFERENCES:**

1. Applied Communication Research by Judith M. Buddenbaum, Katherine B. Novak, Surjeet Publications, New Delhi. 2005
2. Media and Communication Research Methods by Arthur Asa Berger, 2nd Edn, Sage Publications, 2011.
3. Audience Analysis by Denis Mc Quail, Sage Publications, New Delhi.
4. Research methods in Mass communication by Stempell and Westley, Prentice Hall, (1981).
5. Mc Quails Mass Communication Theory (6th edn) by Denis Mc Quail, Sage South Asia Edition, 2010
6. Mass media Research – An Introduction by Roger Wimmer and Joseph Dominic, 3rd edn. Wads worth Publications (1991)
7. Studies in Mass Communication and Technology Ed by Art Thomas, Ablex Publishing Co.. (1984).
8. Qualitative methodologies for Mass Communication Research Ed by – Klaus Bruhn Jenson and Nicholas W. Jankowski, Routledge, London (1991).
9. Introduction to communication studies 2nd Edn by John Fiske, Routledge (1990)
10. Channels of discourse Ed by Robert Allen, Methuen and Co Ltd., London (1987).

UNIT I**9**

New media: Introduction, Definition, Characteristics – New media technology – Communication revolution – new media versus old media – differences between media – Digital divide: E-Governance – Process, Social and legal frameworks – Policy initiatives.

UNIT II**9**

New media and mass communication – Theme of new media theory – applying medium theory to new media – new patterns of information traffic – computer –mediated community formation – political formation – new media and democracy – technologies of freedom – new equalizer or driver - Theories of information society – technological determinism – concept of modernism and post modernism

UNIT III**9**

Global media communication: origin – driving forces – global media structure – International media dependency – Global trade in media culture - hegemony – cultural invasion – cross cultural impact

UNIT IV**9**

Media structure and governance: Principles and accountability – Mass media governance – The regulations of mass media – media convergence – Diffusion of innovation

UNIT V**9**

Cyber world – IT act – RTI – media self regulation and control – commodification of news and other media

TOTAL : 45 PERIODS**REFERENCES:**

1. Mass Communication Theory (6th edn) by Denis Mcquail, Sage south Asia Edition, New Delhi (2010)
2. Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996.
3. Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000.
4. Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000.
5. Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997.
6. New media and Politics – Ed. By Barrie Oxford & Richard Huggins, Sage Publications, New Delhi, 2001
7. World Communication Report: The media and the challenge of the new technologies – Ed. By Alaine Modouz, UNESCO Publishing 1997.
8. Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2000.
9. Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997.
10. The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001.
11. Media morphosis – By Roger Fidler, Sage publications, 1998.
12. New media – By Ronald Rice, Sage Publications, 1984.
13. Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
14. Media performance – By Denis McQuail, Sage Publications London, 1992
15. Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
16. New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications.
17. E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004.

- UNIT I** **9**
Sound waves – Types, Classification and quality – pitch, low and high frequency – Input transducers – Microphones – types of microphones – sensitivities of microphones – Output transducers – Loudspeaker – Mono – Stereo – panning, surround and filters – Perception of sound – wave length – Amplitude – Frequency – pitch – harmonics – equalization – reverberation time – basic set-up of recording system – analog, digital – cables and connectors.
- UNIT II** **9**
Mixing console – Echo and reverberation – special effects units – equalizers and compressors-plug-ins – digital recording software – editing techniques – Input devices – storage – output devices – basics of broadcasting – AM, FM, mobile radio, internet radios, community radio, educational radio broadcasts – compression ratios – various sound file extensions – time code – synchronization – positioning of microphones – speech - musical instruments and mixing.
- UNIT III** **9**
Introduction to digital video equipments: digital video camera – types – format – major components – operation and functions – Lens – types – aperture – shutter – focusing methods – Focal length – depth of field – video signal – video format – video lights – types and functions – tripod – types – clapboard – usage – light meter – other useful accessories.
- UNIT IV** **9**
Introduction to digital video production: Digital camera – Movements – composition – shots – angles – Mise-en-scene – Colour temperature – multi camera setup – Lighting – basic and special lighting setup – atmospheric lighting – ENG – Anchoring – Compeering – Montage – News documentary.
- UNIT V** **9**
Single Camera Production, Multi camera production – Documentary Production – Short Film Production – Electronic Field Production – Talk shows – Interviews the EDL – Dimensions of editing – spatial – Rhythmic – graphic – temporal editing – continuity editing – Dimensions of film sound – Voice over – Dubbing – Re-recording – Titling – Adding special effects.

TOTAL : 45 PERIODS

REFERENCES:

1. Philip Newell, Elsivier. Recording studio design, Oxford, Focal Press. 2005
2. Strutt, John Williams, Baron. The Theory of sound Rayleigh 1996.
3. Fahy, Frank Foundations of Engineering Acoustics. Academic Press 2001.
4. Video Production Techniques – Zettl – 2002.
5. Television Production – Gerald Millerson, Focal Press, London, 1999.
6. The Techniques of Television Production - Gerald Millerson, Focal Press, London, 2001.

List of Practicals

1. Script
2. Story board
3. Camera movements
4. Shots
5. Angles
6. Multi camera setup
7. Editing techniques
8. Linear and Non-Linear editing
9. Capturing – Rendering – Storage media – Transitions
10. Edit Design List preparation
11. Basic Lighting techniques
12. Atmospheric lighting
13. Electronic News Gathering
14. Anchoring
15. Titling
16. TV commercial
17. Montage
18. Interview
19. News Production
20. Talk show
21. Compeering with Songs
22. Short Film
23. Documentary

TOTAL : 45 PERIODS**UNIT I****9**

A brief history of graphic design: Elements of design; Principles of design: Unity, balance, rhythm, proportion, movement; Language of design: white space, fonts, pictures, page layout and design.

UNIT II**9**

Design process: conceptualization, stages involved; types of design; creativity in design; traditional and modern designs – technology in designing.

UNIT III**9**

Text and Images: typography- styles and features, application and techniques in design; Colour in design: colour theory, colour combinations, colours and meanings, psychology of colours, Logo design, illustration techniques, design and composition.

UNIT IV **9**
Introduction to graphic design softwares – Features and application of Coral Draw, Photoshop, Illustrator, Quark Xpress, PageMaker. Review of graphic designs (cases).

UNIT V **9**
Graphic design application in brochure, newsletter, directmail, magazines, posters, newspapers, billboards, catalogue, letter head, corporate merchandising , packaging, product. (Practical exercises in creating designs using computer softwares to be done regularly.)

TOTAL : 45 PERIODS

REFERENCES:

1. Bridgewater, Peter. An Introduction to Graphic Design. Quintel Pub. London. 1997.
2. Gollingwood, R.G. The Principles of Art. Oxford Univ. Press. NY. 1958.
3. Nakamira, Sadao. The Colour source book for Graphic Designers. Shoin Pub. Co. Japan. 1990.
4. Pradeep Mandav. Visual Media Communication. Authors Press, New Delhi. 2001.
5. Best of Graphic Design. Page One Publishing, Singapore. 1993.
6. Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi. 1998.

VC9002 **WEB DESIGNING PRINCIPLES AND TECHNIQUES** **L T P C**
3 0 0 3

UNIT I **9**
Introduction to Web Designing: Design- Principles of Design. Website Design Principles. Design for Medium- Low Bandwidth-Portables-Easy Accessible. Design the Whole Sight- Smooth Transition. Visual Structure. Active White Space. Design for the User- Interaction, Location-Guide the User's Eye. Flat Hierarchy. Hyper Text Linking. Limitations of Content. Design for a Screen- Screen is NOT a page.

UNIT II **9**
Identify the Aim and Objectives of Web Designing : Analyze your Audience- Identify Technology, Issues and Constrains. Diagram the Sight- Create the Information Structure and Data. Using text based Navigation- Linking with individual files, Documentary Fragments, External Documents Fragments, and Using Graphic Based Navigation. Table Pointers- Easy- to - Read Table Code. Creating a Page Template- Future Cells. Link Columnwidth, Vertical Aligning Cells, Two Columns, And Three Column Templates.

UNIT III **9**
Web typography: Fonts – Size and Color. Design for Legibility. Controlling Typography with elements and Style Sheet, Styling with CSS- Documentary Division, Standard Paragraphs, Chapter Number and Title. File Format: GIF, JPG, PNG, Using the Elements(IMG), Replacing attributes with Style Sheets. Aligning Texts and Images. Adding White Spaces around Images. Using Single Pixels Rules. Working with Hexadecimal colors: Universal Color names, Background Page Colors, Changing Link Colors.

UNIT IV**9**

Intro to Interactive features and Internet; Advanced 3D animation techniques. Morphing Materials editing. Texture mapping and scaling. Reflection mapping and scaling. Bump map. Opacity map. Audio editing features. Incorporating 3D models and 3D renderings. Linking digital video. User interface building principles. User interface toolkit and interaction scripting. Embedding completed animations in web pages and other media containers.

UNIT V**9**

Introduction to telecommunication terms, concepts, equipment. Electronic mail accounts. Using browsers Anatomy of a URL. Connecting to an intranet server to download. Copyright laws and implications . Bookmarking sites: Good models. Storyboarding a site. Saving Text files and Moving Between applications. Using HTML to format text. Working with background Colors. Working with Tables. Scanning Pictures -Digital Pictures. Working with Graphics: Modifying Graphics, illustrating, graphic tools on the Internet. locating and sharing HTML resources .Including graphics into HTML Documents . Coding for Graphics.

TOTAL : 45 PERIODS**REFERENCES:**

1. WORLD WIDE WEB DESIGN WITH HTML (2000) by C.Xavier.Tata Mc Graw- Hill. New Delhi. Transcending CSS: The Fine Art of Web Design (2004) by Andy Clarke, Molly E. Holzschlag - New Riders Press. New Delhi.
2. Principles of Web Design 2nd Edn.(2007);by Joelsklar -Thomson course Technology.Haryana India. The Internet complete reference (2005)by Harley Hahl – Tata McGrawhill , New Delhi.
3. HTML:A Beginner's Guide(2006) Second Edition. by Wendy Willard. McGraw Hill. New Delhi. Learning Web Design: A Beginner's Guide to HTML, Graphics, and Beyond(2006) by Jennifer Niederst. City University. London.
4. HTML for the World Wide Web with XHTML and CSS(2007); (Visual Quick Start Guide) by Elizabeth Castro. Sage Publications. New Delhi. DHTML Utopia: Modern Web Design Using JavaScript & DOM(2006) by Stuart Langridge. Sage Publications. New Delhi.. 3ds Max 7 Fundamentals and Beyond Courseware(2002) .by Discreet – Focal press. Boston. WEBDESIGN-CSS Cookbook(2006), 2ndEdn. by Christopher Schmitt-O'Reilly Media London. WEB DESIGN - 1 Hour Web Site: 120 Professional Templates and Skins(2007). by Michael Utvich, Ken Milhous, Yana Beylinson. Wiley. New york.

VC9003**GRAPHICS AND ANIMATION WEB DESIGNING****L T P C
3 0 0 3****List of Practicals:****Create a 2D and 3D Animation for the following items using the appropriate software**

1. Create multiple objects using Pen tool and animate the same
2. Create and animate text using Flash
3. Create a human character using lines and animate
4. Create a key frame animation using library and symbols in Flash
5. Create an object and text animation using Tweening methods
6. Create masking animation using Flash
7. Create background using multi-layer techniques in Flash

8. Create animation with sound
9. Create multiple objects using standard Primitives in 3D Studio Max
10. Convert 2D objects into 3D objects
11. Create an animated 3D titling with sound
12. Create an object/ character highlighting texturing using 3D Studio Max
13. Create multiple objects with different lightings using 3D Studio Max
14. Create a human character using Character studio and animate the same
- 15 .Create a walk-through using 3D Studio Max.

Web Designing

List of Practicals:

Design a web site Home page with all the elements for the following:

1. For an Educational Institution
2. For an in-house advertising agency
3. For a multi-specialty hospital
4. For a Travel and Tourism Agency
5. For an on-line newspaper
6. For a five star restaurant
7. For a government department
8. For a leading manufacturer of consumer electronics
9. For a national Bank
10. A complete project for any of the above (live with all factual information on a theme or on a topic for an organization)

TOTAL : 45 PERIODS

VC9004

CONSUMER BEHAVIOR

**L T P C
3 0 0 3**

UNIT I

9

Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Development of the Marketing Concept-The Marketing concept, Implementing the Marketing Concept, Segmentation, Targeting, Positioning

UNIT II

9

The Marketing Mix, Nature & Characteristics of Indian Consumers, Consumer Movement and Consumer Rights, Marketing Ethics and Social Responsibility, Social and Societal Marketing Concepts, Consumer Movement in India, Rights of the Consumer, Responsibilities of consumers in India, Benefits of consumerism

UNIT III

9

Role of Research in understanding consumer behaviour: Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods, Combining Qualitative and Quantitative Research Findings) The consumer research process - Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings. Input-Process-Output.

UNIT IV **9**
 Model of Consumer Behaviour - Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences - Social Class, Culture, Reference Groups, Family Levels of Consumer Decision Making - Complex Decision Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making (economic, passive, cognitive, emotional) Situational Influences- The Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation) Situational Characteristics and consumption behavior (Physical features, Social Surroundings, Temporal Perspectives, Task Definition, Antecedent States)

UNIT V **9**
 Individual Influences on Consumer Behavior: Motivation, Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories and Marketing Strategy Maslow's Hierarchy of Needs, Critical evaluation of marketing hierarchy and marketing applications, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motive, Personality : Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Perceptions : Basics of Perception & Marketing implications, Elements of Perception(Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization), Consumer Imagery, Product positioning and repositioning

TOTAL : 45 PERIODS

REFERENCES:

1. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,8/E
2. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
3. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004 4.
- Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
5. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing Chunawalla S.A(2002).Commentary on consumer behaviour Mumbai: Himalaya Publishing House. Nair, S. R (2000). Consumer behaviour. Mumbai: Himalaya Publishing House Levy, S. J. (1999). Brands, consumers, systems and research. London: Sage Publications

VC9005 **MEDIA PLANNING** **L T P C**
3 0 0 3

UNIT I **9**
 Media planning : Definition- need and importance of media planning in advertising-Aperture concept in media planning- Media Planning department.

UNIT II **9**
 Media Buying – Media Characterstics- Newspapers – Magazines –Television- Radio-Direct Response – Out door- pros & cons .Media mix.

UNIT III **9**
 Media planning : Information Sources and analysis-marketing sources, Creative sources& Media sources- Setting Media Objectives : Audience objective & Distribution Objective.

UNIT IV **9**
Developing Media strategy – Main components of media strategy –Media Environment –
Calculating cost efficiency in media planning –Testing the media plans.

UNIT V **9**
Implementation and control of media plan –Use of computers in Media planning –linear
programming, Stimulation models, and formula models.

TOTAL : 45 PERIODS

REFERENCES:

1. Media planning Work book, WilliamB.Goodrich, Jack.Z.Sissors.5th Edition, 1996, NTC Business Books.
2. Advertising & Media Planning ,Jack Z.Sissors, Lincoln Bumba Third Edition,1991,NTC Business Books.

VC9006 **CONVERGENCE ADVERTISING** **L T P C**
3 0 0 3

UNIT I **9**
Definition, nature & scope of advertising, Roles of advertising; societal, communication,
marketing & economic, functions of advertising

UNIT II **9**
Based on target audience, geographic area, media & purpose. Corporate and promotional
dvertising, web advertising, Digital Signage

UNIT III **9**
Environment components-advertiser, advertising agency & media. Consumer behavior, latest
trends in advertising (India and abroad). Ad agency- strcuture of small, medium & big agencies,
functions. Types of agencies-inhouse, Independent, Full service &Specialized.

UNIT IV **9**
Client Brief, account planning, creative strategy and brief, communication plan, brand
management, positioning brand personality, brand image brand equity, case studies.

UNIT V **9**
Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing &
layout, copy writing- types of headlines, body copy base lines, slogans, logos & trade marks,
scripting, story board. Advertising campaign-from conception to execution.

TOTAL : 45 PERIODS

REFERENCES

1. Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice.
2. AAITBS Publishers Stansfied, Richard:
3. Advertising Managers Handbook. UBBSPD Publications. Third Edition Advertising Handbook:
4. A Reference Annuakon Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications. Mohan:
5. Advertising Management: Concepts and Cases. Tata McGraw- Hill Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning

UNIT I	9
Introduction to Marketing Research; Role of marketing research in marketing; Definition: Scope, Significance, Limitations, Obstacles in acceptance, Ethics in marketing research, Difference between Marketing Research and Market Research, Introduction to Market Research; Types of Research – Basic & Applied, Nature, Scope, Objectives, Importance and Limitations of Market Research, Prominent Research agencies in India; Jobs in marketing research – skill sets required - job and growth prospects	
UNIT II	9
Marketing Intelligence system; what is marketing intelligence? ;Marketing Decision Support System components; Scope and Significance of Marketing Intelligence in decision making; Quality and quantity of Market Information; Value of information; Decision tree and Bayesian analysis concept; Types of market information.	
UNIT III	9
Research process; Identification of Management Problem; Formulation of Research Problem; Steps in Research Process; Common Research Errors; Evaluation and Control of the Marketing Research Efforts	
UNIT IV	9
Research designs; Definition of Research Design; Types of Research Design; Exploratory Research; Conclusive Research Sources and collection of Secondary Data.; Types of data; Secondary data Sources and collection of Primary Data.; Advantages & Limitations of primary data; Methods of Collecting Primary Data; Survey method of Primary Data Collection Questionnaire Design; Observation Method; Consumer Panel Method Experimental Research Method Scaling Techniques Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale	
UNIT V	9
Applications of Marketing Research: Cluster analysis for identifying market segments; Conjoint analysis for Product research; Multi-dimensional scaling	

TOTAL : 45 PERIODS

REFERENCE:

1. Market research-G.C.Beri Marketing Research-Rajendra Nargundkar(Tata Mc) Research for Marketing Decisions by Paul Green, Donald Tull Business Research Methods-Donald R.Cooper. Marketing Research, Concept & Cases – Cooper Schindler. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Alburn Marketing Research – Aakar, Kumar, Day Marketing Research by Ramanuj Majumdar Marketing Research by Mishra Marketing Research by M.V.Kulkarni Marketing Research by D.M. Sarawte. MarketingResearch–ThomasC.Kinnear

UNIT I**9**

The Current Campfire: Film as a Storytelling Device- The history of storytelling - Plays vs. novels vs. film - What is a “story”? - The “idea” vs. “story” vs. “screenplay”

UNIT II**9**

The Screen Story- What is it? - The logline - The essence of a screen story - Conflict (and why we love it) - Form, format and formula

UNIT III**9**

The Structure of a Screenplay- Back to story- Aristotle (and what he had in common with Superbad) - The three act screenplay - The scene - Plot points

UNIT IV**9**

The First Act- Establish, introduce and hook- The inciting incident - The first act plot point The Second Act- Rising conflict and overcoming obstacles - The second act plot point The Third Act- The “final battle” - The outcome of the final battle - The denouement - Happy vs. hopeful endings

UNIT V**9**

Character - Plot vs. Character - Character vs. Characteristics- Actions speak louder than words - The main character (our hero!)- Other characters and character types Dialogue - The functions of dialogue – Voiceover. The Kitchen Sink-Back story & exposition- Subplots- Setup and payoff - Flashbacks- Theme Breaking the Rules - How screenwriters break them and why Genre - “What is this movie anyway?”

TOTAL : 45 PERIODS**REFERENCE:**

1. The Writer’s Journey by Christopher Vogler Adventures in the Screen Trade by William Goldman The New Screenwriter Looks at the New Screenwriter by William Froug

UNIT I**9**

Film language and Grammer ; Film Language; shots; Film grammer; 180 Degree Rule; 30 Degree Rule; Screen Direction; Film –Time; Compression; Elaboration; Familiar Image

UNIT II**9**

Dramatic elements embedded in the screen play; Spines; charaacter; circumsatance; dynamic relationship; wants; expectations; action; activity; acting beats; dramatic blocks; narrative beats fulcurm

UNIT III**9**

Staging ; Pattern of dramatic movement; changing the stage with in a scene; staging as part of a film□s ; Floor plan Developmeent of screen play; staging and camera angles for story board for story board artist.

UNIT IV **9**
Camera as Narrator; Reveal; entrance; objectives camera; subjective camera; visual design; style; coverage; lenses; composition; dramatic blocks and camera; shot lists; story board and setups

UNIT V **9**
Dialogue Exercises, Advertising films , Music videos , Documentary including full research Learning and craft through film analysis Alfred Hitchcock's notorious Peter Weir's the Truman show Federico Fellini's 8 1/2 Tokyo story, Yasujiro Ozu (1953, Japan) The battle of Algiers, Gillo Pontecorvo (1965, France) Little Children, Todd Field (2006)

TOTAL : 45 PERIODS

REFERENCES:

1. Nicholas T. Proferes (2008) Film Directing Fundamentals Focal Press Thoraval, Yves (2000) The Cinema of India (1896-2000) Roberge, Gaston: The Subject of Cinema Roberge, Gaston (1977): Films for an ecology of Mind Halliwell;: The Filmgoers Companion 6th Edition Arora: Encyclopedia of Indian Cinema Baskar, Theodor: Eye of the Serpent

VC9010 **CINEMATOGRAPHY** **LT P C**
3 0 0 3

UNIT I **9**
Motion picture cameras: Various parts of Motion picture cameras; perforation loop; pressure plate; Plate catch; Pull down claw; magazine; threading of film; loading unloading of magazine; Types of magazine; intermittent Movement; Analysis of Claw motion; Registration pin; Sprocket wheel; Frames per sec; View finder; Eye piece adjustment; camera Motors; Slow motion and Fast motion; Reverse Movement; Tacho meter; Lens Mount Flange Depth; matte Box; Blimp; Changing bag; Magazine Cover/rain cover.

UNIT II **9**
Photographic Image: Motion picture Photographic; Emulation; Film base; latent image; Graininess technology, graininess; halation, Anti halation backing; Resolving power: definition; Sensitometer; transition; opacity; Density; base density; Relation between Density and fog level; Characteristic Curve; D-max D-min, Shoulder, Toe; Gamma; Density measurement ; black and white density and Color density; Film speed and shutter index; Contrast. Colour reproduction; Structure of the motion picture film; Colour negative processing Remjet backing; various types of Motion picture films

UNIT III **9**
Film Dimension and Packaging: Negative and positive perforation; Edge No ; Cores and camera spool ; Edge marking; 16mm film winding; a-winding and B-winding; can label information.

UNIT IV **9**
Various Camera Test: Physical condition of the camera and lenses; optical path and focusing; Shutter; gate; camera Choking; motors ; Scratches; Fogging of film; taking care of your camera; sample lens test; eye piece /viewfinder/ground glass

UNIT V**9**

Camera filters: for Motion picture: filter factor; filter grades; UV filter; Infra red filter; Neutral density filter; Colour gradation; polarizing filter; Split effect filters; diffusion filters Fog or prism filter; contrast control filter; star effect; Filter for black and white; Colour conversion. 80B, 85.; Y-1. Filter; Sepia filter; day for night; Contrast viewing filter; Close up and split Field; hand made filter; 85 and ND mixed; Fluorescent correction filter; Mixed light situation

TOTAL : 45 PERIODS**REFERENCES:**

1. Courter, Philip R. The Filmmaker's Craft: 16mm Cinematography. New York: Van Nostrand Reinhold Company, 1982.
 2. Daley, Ken. Basic Film Technique. Boston: Focal Press, 1980.
 3. Detmers, Fred. American Cinematographer Manual. 6th ed. New York: ACS Holding, 1986.
 4. Ferncase, Richard K. Basic Lighting Worktext for Film and Video. Boston: Focal Press, 1992.
 5. Film and Video Lighting Terms and Concepts. Boston: Focal Press, 1995
 6. Fitt, Brian & Joe Thornley. Lighting by Design: A Technical Guide. Boston: Focal Press, 1992.
- Malkiewicz, Kris & Robert E. Rogers. Cinematography. New York: Prentice-Hall, 1979

VC9011**2D GRAPHICS AND ANIMATION****L T P C****3 0 0 3****UNIT I****9**

Introduction to Computer graphics. Basic products of graphic technology, materials and designing formats, different elements in computer graphics. Interactivity and user interface. Coordinate systems, pixels, bitmaps, scalar, raster and vector, etc.

UNIT II**9**

Animation & Concept. Different types of animation, Evolution of Disney Animation, designing elements, styles and formats, properties of multimedia systems. History of animation, traditional animation, types of animation, different styles of animation. Design Aesthetics.

UNIT III**9**

FLASH Interface - Stage, panels, layers, and the timeline. Creating and modifying vector objects Manipulating multiple objects- Shapes, Groups, Digital 2-D Animation Techniques. The principles of 2D Animation. Tweens, Graphic, Button, and Movie Clip, Symbols -Libraries and Instances. Gif Animation- Image optimization for optimal download time, Import, Trace, Break apart, and loading bitmaps in FLASH.

UNIT IV**9**

Animated Cartoons - Character, Conceptualization techniques brainstorming, thumbnails, storyboarding Animation Cycles, scenes, Lip synchronization, Page Layout for the Internet, The Illusion of Depth - Perspective - Rendering Form, flash Video & Sound, Transitions, Importing, file formats.

UNIT V**9**

Scripting Languages: ActionScript and JavaScript Events and event handlers: Mouse, Keyboard, movie clip and time based events, movie Clips and multiple .swf files, components. Advanced techniques, CBT presentation, dynamic web pages, Publishing in internet, user interactions using multimedia systems, advanced animations tools and applications.

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Adobe Flash Guide latest version
2. Adobe action script guide latest version.
3. Mark Simon, Producing Independent 2D Character Animation, Focal Press ,Feb 2003
4. Jayne Pilling, Animation 2D and Beyond, Rotovision, September 2000

REFERENCES:

1. GSBaluja, Dhanpat Rai & CO, Computer Graphics & Multimedia, First Edition, Dhanpat Rai & CO (P) Ltd, 2003.
2. Vikas Gubta & Kogent Solutions Inc. : Multimedia and Web Design.A Revolutionary 3-Stage Sub learning System Published by dream tech.
3. Hedley Griffin, The Animator's Guide to 2D Computer Animation, Focal Press , December 2000

VC9012**3D GRAPHICS AND ANIMATION****L T P C
3 0 0 3**

UNIT I	INTRODUCTION TO 3D ANIMATION	9
Theory – Essentials of 3D Animation – Architecture of 3D Animation Softwares – Graphical User Interface – 3D Animation through 3D Animation Softwares		
UNIT II	ANIMATION CONCEPTS AND STYLES	9
Texturing – Texture Effects – lighting – Rendering – theory and tools – Modeling – Advanced Modeling Tools and Techniques – Paint effects.		
UNIT III	MODELING	9
Object Modeling – Character Modeling – Backgrounds – Walk Through		
UNIT IV	SCRIPTING	9
Key Frame Animation – Motion Capture Technology – tips and Tools in Key Frame Animation – Advanced tools in Rendering.		
UNIT V	APPLICATION	9
Development of application using 3D Animation Softwares – Design and Development Issues		

TOTAL: 45 PERIODS**TEXTBOOK:**

1. Peter Lord, "Creating 3D Animation", Pearson Education, October 1998.

REFERENCES:

1. Paul Steeda, "Modeling a Character in 3Ds Max", Wordware Publishing, July 2001.
2. Mark Giamb Bruno, "3D Graphics and Animation", Pearson Education, 2003.

FILM PRODUCTION**List of Practicals**

- (1) Preproduction** (a) Script in proper format and length (b) Script breakdown and schedule for shooting (c) Detailed budget
- (2) Production** (a) Shooting principles and pickup photography by deadline (b) Work as crew member on at least one other person's film
- (3) Post-production** (a) Film Editing (b) Synchronization of sound track (c) Mixing all sound into a composite sound track
- (4) Production book** Including all notes, budget and receipts, breakdown, camera reports, editing logs, mixing cue sheets, talent releases, music license, etc.
- (5) Evaluation of finished film** (a) Effectiveness of storytelling (b) Technical considerations: focus, clarity of sound, editing (c) Aesthetic considerations: style, pace, creativity

TOTAL : 45 PERIODS**REFERENCES:**

1. Arijon, Daniel. Grammar of the Film Language. Beverly Hills, CA: Silman-James Pr., 1991.
2. Bernstein, Steven. The Technique of Film Production. Boston: Focal Press, 1988.
3. Bloedow, Jerry. Filmmaking Foundations. Boston: Focal Press, 1991.
4. Box, Harry C. Set Lighting Technician's Handbook: Film Lighting Equipment, Practice and Electrical Distribution. Boston: Focal Press, 1993.
5. Brown, Blain. Motion Picture and Video Lighting. Boston: Focal Press, 1996.
6. Carlson, Verne, & Sylvia Carlson. Professional Lighting Handbook, Boston: Focal Press, 1991. Courter, Philip R. The Filmmaker's Craft: 16mm Cinematography. New York: Van Nostrand Reinhold Company, 1982. Daley, Ken. Basic Film Technique. Boston: Focal Press, 1980.
7. Detmers, Fred. American Cinematographer Manual. 6th ed. New York: ACS Holding, 1986. Ferncase, Richard K. Basic Lighting Worktext for Film and Video. Boston: Focal Press, 1992.
8. Film and Video Lighting Terms and Concepts. Boston: Focal Press, 1995.
9. Fitt, Brian, and Joe Thornley. Lighting by Design: A Technical Guide. Boston: Focal Press, 1992.
10. Gadney, Alan. How to Enter and Win Film Contests. New York: Facts on File Pub., 1981. Harmon, Renee. The Beginning Film Maker's Guide to Directing. New York: Walker & Co., 1992. Hodgdon, Dana H. & Stuart M. Kaminsky. Basic Filmmaking. New York: Prentice-Hall General Reference & Travel, 1981.
11. Lipton, Lenny. Independent Filmmaking. New York: Simon & Schuster Trade, 1983.
12. Lyver, Des, and Graham Swainson. Basics of Video Lighting. Boston: Focal Press, 1995. Malkiewicz, Kris & Robert E. Rogers. Cinematography. New York: Prentice-Hall, 1979.
13. Mamer, Bruce. Film Production Technique: Creating the Accomplished Image. Belmont, CA: Wadsworth, 1996.
14. Schaefer, Dennis and Salvato, Larry. Masters of Light: Conversations with Contemporary Cinematographers. Berkeley: University of California Press, 1984.
15. Schmidt, Rick. Feature Filmmaking at Used-Car Budgets. New York: Penguin Books, 1993. Sherman, Eric. *Frame by Frame: A Handbook for Creative Filmmaking*. Los Angeles: Acrobat Books, 1987.
16. Sobchack, Thomas & Vivian C. Sobchack. An Introduction to Film. 2nd ed. Glenview, IL: Scott, Foresman & Co., 1987.
17. Vasey, John. Concert Sound and Lighting Systems, 2nd ed. Boston: Focal Press, 1993.
18. Wilson, Anton. Anton Wilson's Cinema Workshop. 4th edn. Hollywood: ASC Holding Corp., 1996.

VC9014

FILM PRODUCTIONS

**L T P C
0 0 3 2**

I. LIST OF PRACTICALS

1. Script
2. Story board
3. Shots
4. Basic lighting techniques
5. Capturing - Rendering – Storage Media- Transitions
6. EDL preparation
7. Film editing
8. Titling
9. Pre-Production and Post-Production,
10. Outdoor shooting
11. Studio shooting
12. Lights: type and use
13. Sound: recording & dubbing

TOTAL : 45 PERIODS

VC9015

ADVANCED 3D GRAPHICS AND ANIMATIONS

**L T P C
0 0 3 2**

1. Finishing Tools, Special Effects, Scripting
2. Advanced Tips and Techniques with Maya/3D Max/Combustion
3. Basic Animated Character, Movements shots (walk, run etc, Logos/Titles
4. TV Commercial/Promotions, Public Service Announcements
5. Short Animation Film, Information-Educational Programs
6. Audio and Video Editing Software
7. Advanced Effects/Finishing Tools

TOTAL : 45 PERIODS