

Based on the suggestions given by the BoS members, courses which focused on Employability, Entrepreneurship, and Skill Development were introduced to build the students to be successful employees.

The details of these subjects are given below.

Skill Development (SD), Employability (EM) and Entrepreneurship (EN)

SN O	Subject Code	Subject Name	SD	EM	EN
1.	20UVCM102	CORE - II: Computer Applications in Media		✓	
2.	20UVCMP101	CORE PRACTICAL - I: Drawing	✓		
3.	20UVCM202	CORE - IV : Digital Photography	✓	✓	✓
4.	20UCCVCA201	ALLIED - II: Digital Marketing		✓	
5.	20UVCMP201	CORE PRACTICAL - II: Photography	✓	✓	✓
6.	20UVCM301	CORE - V : Radio Programme Production		✓	
7.	20UBAVCA301	ALLIED - III: Media Management		✓	✓
8.	20UVCMP301	CORE PRACTICAL - III: Audio Production	✓	✓	
9.	20UVCSBP301	SBC I: Graphic Design	✓	✓	
10.	20UVCAC301	Add-On Course I: Community Radio		✓	
11.	20UCSVCA401	ALLIED - IV: Web Designing	✓	✓	
12.	20UVCMP401	CORE PRACTICAL - IV: Video Editing	✓	✓	✓
13.	20UVCSBP401	SBC II: Advertising Production	✓	✓	
14.	20UVCAC401	Add-On Course II: E-Content Development	✓		
15.	20UVCAL401	Advanced Learners Course I: Photo Journalism		✓	
16.	20UVCM502	CORE - VIII: Television Production	✓	✓	
17.	20UVCMP501	CORE PRACTICAL - V: Television and Video Production	✓	✓	✓
18.	20UVCMP502	CORE PRACTICAL - VI: VFX & Animation	✓	✓	
19.	20UVCSB501	SBC III: Animation	✓		
20.	20UVCAL501	Advanced Learners Course II: Radio Jockey	✓	✓	
21.	20UVCMP602	CORE PRACTICAL - VIII: Web Publishing		✓	✓
22.	20UVCMP603	Project and Viva-voce Examination	✓		
23.	20UVCSBP601	SBC IV: E-Content Development	✓		

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DEPARTMENT OF VISUAL COMMUNICATION**

**Courses having focus on Employability/ Entrepreneurship/ Skill Development
Programme : B.Sc Visual Communication**

COURSE CODE	COURSE NAME	Employability/ Entrepreneurship/ Skill Development	Content
20UVCM102	CORE - II: Computer Applications in Media	Employability	Unit II: MS-Office and its applications, word processing Techniques & Ms Excel.
20UVCMP101	CORE PRACTICAL - I: Drawing	Skill Development	Experiments (1 to 10) : Basic Geometrical shapes, Basic colors, Light and shades, Perspectives, Composition, Drawing Landscape, Logo styles, Symbols, Still life drawing, Basic of faces.
20UVCM202	CORE - IV : Digital Photography	Employability	Unit IV: Type of photography: News photography
		Entrepreneurship	Unit IV: wildlife – travel – funfairs – weddings – sports Photography
		Skill Development	Unit 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.

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20UCCVCA201	ALLIED - II: Digital Marketing	Employability	Unit V: SEO – SEM - Web Analytics - Mobile Marketing - Trends in Digital Advertising - Web Analytics - Google Analytics & Google Ad Words - data collection for web analytics - Trends in digital advertising.
20UVCMP201	CORE PRACTICAL - II: Photography	Employability	Exp: 6. Advertising Photography. 9. Indoor photography - portrait - single, group.
		Entrepreneurship	Exp: 10. Lighting – Three point lighting, Multiple Exposures.
		Skill Development	Exp: 2. Composition - Normal, Wide, Tele. 3. Nature - Landscape - wide, Close up. 8. Action photography - Pan, freeze frame.
20UVCM301	CORE - V : Radio Programme Production	Employability	Unit II: Writing for Radio - Use of Language - Voice Modulation. Elements of Radio Script. Unit III: Types of Radio formats - Radio Drama - Radio Documentary - Radio Live Show- Jingles - Talk Show and Discussions - Radio Music programme and News Bulletins.
20UBAVCA301	ALLIED - III: Media Management	Employability	Unit III: Media Organization - Planning – Scheduling – Budgeting - Production – Monitoring - Distribution - Documentation.
		Entrepreneurship	Unit V: Event Management - Need for Event Management; Principles of Event Management – Planning, Creativity - Briefing Time Line and budgeting - Types of Event & Event Management.

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20UVCMP301	CORE PRACTICAL - III: Audio Production	Employability	Exp: 3. Mastering; 10. Dubbing for a Video
		Skill Development	Exp: 4 to 9. Producing audio content for Talk show, Panel Discussion, live interview, sports events, audio story book
20UVCSBP301	SBC I: Graphic Design	Employability	Exp: 4 to 10. Designing Logo, Business card, Poster, Tri-fold brochure, Print ad, CD cover, Photo Manipulation.
		Skill Development	Exp: 2. Principles of Design & 3. Color Theory
20UVCAC301	Add-On Course I: Community Radio	Employability	Unit V: Educational Broadcasts - Factors to Consider When Planning a Community Radio - Audience Surveys.
20UCSVCA401	ALLIED - IV: Web Designing	Employability	Unit V: Web Publishing or Hosting: Creating the Web Site - Saving the site - Working on the web site - Creating web site structure - Creating Titles for web pages.
		Skill Development	Unit I: Developing a web site - Planning process - Five Golden rules of web designing - Designing navigation bar - Page design - Home Page Layout - Design Concept



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20UVCMP401	CORE PRACTICAL - IV: Video Editing	Employability	Exp: 5. Audio Editing, 7. Color Correction, 9.Export Settings
		Entrepreneurship	Exp: 4.Trailer, 6.Promotional Videos, 8.Color correcting, 10.Creating Subtitle.
		Skill Development	Exp: 3.Editing on a Timeline- Cutting clips, adding transition - Trimming, moving, organizing clips - Continuity, matching, overlapping - Rough cut - Final Cut
20UVCSBP401	SBC II: Advertising Production	Employability	Exp: 1 to 3. Producing Radio spot or jingle for institution, consumer product, promoting a social cause
		Skill Development	Exp: 4 & 5. Producing TV Commercials
20UVCAC401	Add-On Course II: E-Content Development	Skill Development	Unit I to V: E-content, Developing Software, Audio video tools, Camera Techniques, E-content Platforms, Graphics and animations etc.
20UVCAL401	Advanced Learners Course I: Photo Journalism	Employability	Unit 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.


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20UVCMP502	CORE - VIII: Television Production	Employability	<p>Unit 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.</p> <p>Unit IV: Postproduction - Editing modes - Online Editing - Editing Software - Special effects - Audio Sound Control.</p>
		Skill Development	<p>Unit II: Picture Compositions - Framing effective Shots - Lights and lighting, lighting instruments - Techniques of television lighting.</p> <p>Unit V: Using Television Graphics</p>
20UVCMP501	CORE PRACTICAL - V: Television and Video Production	Employability	Exp: 4 to 10. Produce various television programs.
		Entrepreneurship	Exp: 1. Video Production Process, 2.Editing techniques
		Skill Development	Exp: 1. Video Production Process, 2.Editing techniques, 3.Multi camera Production Process, mixing, effects for a Studio based program.
20UVCMP502	CORE PRACTICAL - VI: VFX & Animation	Employability	Exp: 3 to 9.Produce various 2D and 3D motion animation for film and video production
		Skill Development	Exp: 1,2,10. Understanding Compositing, tools & techniques, effects, rendering


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20UVCSB501	SBC III: Animation	Skill Development	<p>Unit: II: Time Line Effects</p> <p>Unit: III: Concept Development - principles of animation.</p> <p>Unit: IV: Concept Development – Scripting – Story Developing</p>
20UVCAL501	Advanced Learners Course II: Radio Jockey	Employability	<p>Unit IV: Sound Recording: Use of Microphones - Console handling – OB Recordings & Live Shows - Radio audience measurements systems.</p> <p>Unit V: Production of Musical Programmes - Use of Music Database - Drama/ Skits - Advertisements, Promos, Jingles.</p>
		Skill Development	<p>Unit II: Idea of Writing Scripts - Radio Presentation - Public Speaking - Personality Development, Sound Accents.</p> <p>Unit III: Voice Projecting - Voice Culture Exercise – Practice on Language - Public Speaking - News Reading and Voice Over.</p>
20UVCMP602	CORE PRACTICAL - VIII: Web Publishing	Employability	Exp: Compiling all the practical works in online medium and creating portfolio.
		Entrepreneurship	Exp: Publishing & promoting the works of the students globally through his own website.
20UVCMP603	Project and Viva-voce Examination	Skill Development	Project : Film making
20UVCSBP601	SBC IV: E-Content Development	Skill Development	Exp: 1 to 5. Produce various forms of E – Content materials for teaching learning process.