

ANNEXURE I

S.No	Course	Semester	Modifications
1.	ALLIED - I: Basics of Writing	I	Include adaptations from Indian Epics, Shakespeare works related to media.
2.	Cinematography	V	Nomenclature to be changed to Digital Cinematography.
3.	Project Viva-voce and Examination (Short Film / Documentary Production)	VI	Guidelines for Short Film / Documentary Production to be changed to Short Film OR Documentary Production.

The Board resolved to adopt the following Elective courses in the fifth Semester. Student shall select any one of the subject as Elective course.

S.No	Semester	Course Code	Course
1	V	20UVCEL501	Digital Cinematography
2	V	20UVCEL502	Script Writing

The Board resolved to adopt the following Value added courses in the Odd and Even semester. Student from any department can select this value added courses in the respective semesters.

S.No	Semester	Course Code	Course
1	Odd	20UVCCC01	Value added course I: Fashion Photography
2	Even	20UVCCC02	Value added course II: Mobile Journalism

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B.Sc., Visual Communication (Students admitted from 2020 - 2021 onwards)

Non Credit							
18ULS401	Career Competency Skills II	1	-	-	-	-	-
	Add-On Course - II	2	3	-	-	-	-
	Advanced Learners Course - I	-	3	-	-	-	2*
		30				700	22
Fifth Semester							
Part - III							
20UVCM501	CORE - VII: Visual Aesthetics	5	3	25	75	100	5
20UVCM502	CORE - VIII: Television Production	5	3	25	75	100	5
	Elective I	5	3	25	75	100	4
20UVCMP501	CORE PRACTICAL - V: Television and Video Production	6	6	40	60	100	3
20UVCMP502	CORE PRACTICAL - VI: VFX & Animation	6	6	40	60	100	3
20UVC1501	Internship & Viva Voce (100% Internal Evaluation)	-	-	100	-	100	2
Part - IV							
20UVCSB501	SBC III: Animation (100% Internal Evaluation)	2	-	100	-	100	2
Part - V							
18UE501	Extension Activity	-	-	-	-	-	2
Non Credit							
18ULS501	Career Competency Skills III	1	-	-	-	-	-
	Advanced Learners Course II	-	3	-	-	-	2*
		30				700	26
Sixth Semester							
Part - III							
20UVCM601	CORE - IX: Media Law and Ethics	5	3	25	75	100	5
20UVCMP601	CORE PRACTICAL - VII: Film Appreciation	8	6	40	60	100	4
20UVCMP602	CORE PRACTICAL - VIII: Web Publishing	8	6	40	60	100	4
20UVCMP603	Project and Viva-voce Examination	6	6	40	60	100	5

Elective Courses

The department offers the following Elective courses. Student shall select any one of the following subject as Elective in the fifth Semester.

Subject Code	Subject Name
20UVCEL501	Digital Cinematography
20UVCEL502	Script Writing

FOR COURSE COMPLETION

Students shall complete:

- Language subjects (Tamil/ Hindi/French and English) in I, II, III and IV Semesters.
- Value Education Yoga and Environmental Studies in I and II Semesters respectively.
- Allied subjects in I, II, III and IV semesters.
- Two Add on Courses during Semester III and Semester IV.
- Non Major Elective Courses (NMEC I & NMEC II) during Semester III and Semester IV.
- Skill Based Courses (SBC) from Semester III to Semester VI.
- Extension Activity in V semester.
- Elective subjects in the V semester.
- 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.

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20UVCEL501	ELECTIVE I: DIGITAL CINEMATOGRAPHY	SEMESTER - V	
Course Objectives: The Course aims <ul style="list-style-type: none"> 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: 4		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.	Tania Hoser. 2018. Introduction to Cinematography: Learning Through Practice. [First Edition]. Routledge.
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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


PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	H
CO2	M	M	M	H	H
CO3	M	H	H	H	H
CO4	M	H	H	H	H
CO5	H	H	H	H	H


H-High; M-Medium; L-Low


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20UVCEL502	ELECTIVE I : SCRIPT WRITING	SEMESTER - V	
Course Objectives: The Course aims <ul style="list-style-type: none"> 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: 4		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 - Non fiction 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 interview - 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.		


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2.	Robert Mckee.2016. Dialogue: The Art of Verbal Action for Page, Stage, and Screen. Grand Central Publishing
3.	<i>Patricia Cooper.</i> 2006. Writing the Short Film. [Second Edition]. Elsevier.
4.	<i>Syd Field.</i> 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

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	M	M	H
CO2	M	M	H	H	H
CO3	M	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

H-High; M-Medium; L-Low

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