

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

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
First Semester							
Part - I							
18UTALA101/ 18UHILA101/ 18UFRLA101	Tamil-I / Hindi-I/ French-I/	5	3	25	75	100	3
Part - II							
18UENLA101	Foundation English-I	5	3	25	75	100	3
Part - III							
20UVCM101	CORE - I: Introduction to Visual Communication	5	3	25	75	100	5
20UVCM102	CORE - II: Computer Applications in Media	5	3	25	75	100	5
20UENVCA101	ALLIED - I: Basic of Writing	4	3	25	75	100	4
20UVCMP101	CORE PRACTICAL - I: Drawing	4	3	40	60	100	3
Part - IV							
18UVE101	Value Education I: Yoga	2	3	25	75	100	2
		30				700	25
Second Semester							
Part - I							
18UTALA201/ 18UHILA201/ 18UFRLA201	Tamil-II/ Hindi-II/ French-II	5	3	25	75	100	3
Part - II							
18UENLA201	Foundation English-II	5	3	25	75	100	3
Part - III							
20UVCM201	CORE - III : Graphic Communication	5	3	25	75	100	5
20UVCM202	CORE - IV : Digital Photography	5	3	25	75	100	5
20UCCVCA201	ALLIED - II: Digital Marketing	4	3	25	75	100	4
20UVCMP201	CORE PRACTICAL - II: Photography	4	6	40	60	100	3
Part - IV							
18UVE201	Value Education II: Environmental Studies	2	3	25	75	100	2
		30				700	25

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

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
Third Semester							
Part - I							
18UTALA301/ 18UHCLA301/ 18UFRLA301	Tamil-III / Hindi-III/ French-III	5	3	25	75	100	3
Part - II							
18UENLA301	Foundation English-III	5	3	25	75	100	3
Part - III							
20UVCM301	CORE - V : Radio Programme Production	5	3	25	75	100	5
20UBAVCA301	ALLIED - III: Media Management	4	3	25	75	100	4
20UVCMP301	CORE PRACTICAL - III: Audio Production	4	6	40	60	100	3
Part - IV							
20UVCSBP301	SBC I: Graphic Design	2	6	40	60	100	2
	NMEC -I	2	3	25	75	100	2
Non Credit							
18ULS301	Career Competency Skills I	1	-	-	-	-	-
	Add On Course - I	2	3	-	-	-	-
		30				700	22
Fourth Semester							
Part - I							
18UTALA401/ 18UHCLA401/ 18UFRLA401	Tamil-IV / Hindi-IV/ French-IV	5	3	25	75	100	3
Part - II							
18UENLA401	Foundation English-IV	5	3	25	75	100	3
Part - III							
20UVCM401	CORE VI: Advertising	5	3	25	75	100	5
20UCSVCA401	ALLIED - IV: Web Designing	4	3	25	75	100	4
20UVCMP401	CORE PRACTICAL - IV: Video Editing	4	6	40	60	100	3
Part - IV							
20UVCSBP401	SBC II: Advertising Production	2	6	40	60	100	2
	NMEC -II	2	3	25	75	100	2

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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
20UVCEL501 / 20UVCEL502	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
20UVCI501	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 Viva-voce	-	6	40	60	100	5

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Part - IV							
20UVCSBP601	SBC IV: E-Content Development	2	6	40	60	100	2
Non Credit							
18ULS601	Career Competency Skills IV	1	-	-	-	-	-
		24				500	20
TOTAL						4000	140

ADD ON COURSES

The candidate shall be declared to have passed the Examination, if the candidate secures not less than 40 marks out of 100 in the Comprehensive Examination in each Theory paper (or) Practical.

Semester	Subject Code	Subject Name
III	20UVCAC301	Add-On Course I: Community Radio
IV	20UVCAC401	Add-On Course II: E-Content Development

NMEC subjects for other department students in THIRD and FOURTH semester

Subject	Subject Code	Subject Name
III	20UVCNM301	NMEC-I: Advertising Basics
IV	20UVCNM401	NMEC-II: Introduction to Multimedia

ADVANCED LEARNERS COURSE (ALC)

The candidate with minimum 60% of Marks with no arrears has the option to select one advanced learners 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	Subject Code	Subject Name
Advanced Learners Course	20UVCAL401	Advanced Learners Course I: Photo Journalism
	20UVCAL501	Advanced Learners Course II: Radio Jockey

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	Subject Code	Subject Name
Elective I:	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 & Viva-Voce 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	Core	9 x 100 =	900	5 x 9 papers	45
	Project	1 x 100 =	100	5 x 1 paper	05
	Core Practical	6 x 100 =	600	3 x 6 papers	18
		2 x 100 =	200	4 x 2 papers	08
	Internship	1 x 100 =	100	2 x 1 paper	02
	Elective	1 x 100 =	100	4 x 1 paper	04
	Allied	4 x 100 =	400	4 x 4 papers	16
Part - IV	VE (Yoga, EVS)	2 x 100 =	200	2 x 2 papers	04
	SBC	4 x 100 =	400	2 x 4 papers	08
	NMEC	2 x 100 =	200	2 x 2 papers	04
Part - V	Extension Activity	-	-	2 x 1 activity	02
Total		40 x 100 =	4000		140

18UTALA101	TAMIL I: கவிதைகளும் கதைகளும்	பருவம் - I	
இப்பாடத்திட்டத்தின் நோக்கங்களாவன: 1.தற்காலத்தமிழ் இலக்கிய வகைகளை மாணவர்களுக்குக் கற்பித்தல். 2.காலந்தோறும் தமிழ்க் கவிதை வளர்ச்சி நிலைகளை அறிமுகப்படுத்துதல். 3.அடிப்படைத் தமிழ் இலக்கணத்தைக் கற்பித்து அரசுப் போட்டித் தேர்வுகளுக்கு ஆயத்தப்படுத்துதல்.			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	மரபுக் கவிதைகள் அ.பாரதியார் - பாரததேசம் ஆ.பாரதிதாசன் - தமிழின் இனிமை இ. நாமக்கல் கவிஞர் - கவிதை என்றால் என்ன? ஈ. முடியரசன் - நல்ல உலகமடா!	10	CO1
II	புதுக்கவிதைகள் அ.வைரமுத்து - ரத்ததானம் - தண்ணீர் பிச்சை ஆ.வெ.இறையன்பு - பூபாளத்திற்கொருபுல்லாங்குழல் - பனித்துளியில் பாற்கடல் இ. தீபா - மழைக்கு ஒரு மடல் - பாரதியார், வறுமை ஈ. சிற்பி - ஒரு கிராமத்து நதி—ஒரு கிராமத்து நதி	10	CO2
III	சிறு கதைகள் அ.அறிஞர் அண்ணா - செவ்வாழை ஆ. கிருத்திகா - உழவுமாடுகள் இ. வள்ளி.வ. - தணல் துண்டாய்...சிலதருணங்கள் ஈ.தி.ஜானகிராமன் - முள்முடி	10	CO3
IV	இலக்கியவரலாறு அ. மரபுக்கவிதையின் தோற்றமும் வளர்ச்சியும் ஆ. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் இ. சிறுகதையின் தோற்றமும் வளர்ச்சியும் ஈ. நாடகத்தின் தோற்றமும் வளர்ச்சியும்	10	CO4
V	அடிப்படை இலக்கணம் அ. முதலெழுத்துகள் மற்றும் சார்பெழுத்துகள் (நன்னூல் விதிப்படி விளக்கம்)	10	CO5

	ஆ. வல்லினம் மிகும் மிகா இடங்கள். இ. மரபுப்பெயர்கள் - இளமைப்பெயர்கள்		
Text Book			
1	தமிழ்த்துறை வெளியீடு, கே.எஸ்.ரங்கசாமி கலை அறிவியல் கல்லூரி (தன்னாட்சி), திருச்செங்கோடு		

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன

CO1	மரபுக்கவிதைகளின் வடிவங்களை அறிதல்.
CO2	புதுக்கவிதைகளின் வடிவங்கள் மற்றும் பாடுபொருள் தன்மையை அறிதல்.
CO3	சிறுகதைகளின் உருவம், உள்ளடக்கங்களை அறிதல்
CO4	காலந்தோறும் மாறும் இலக்கிய வளர்ச்சியை அறிதல்
CO5	எழுத்துகளின் வகைகளை அறிதல்.

18UENLA101	FOUNDATION ENGLISH - I	SEMESTER - I	
<p>COURSE OBJECTIVES:</p> <p>The course aims</p> <ul style="list-style-type: none"> • To enable the students to develop their comprehensive skill. • To introduce the students to know about English poetry. • To introduce the students to know about English short stories. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I & II	<p>POETRY William Wordsworth - The Solitary Reaper Margaret Atwood - This Is a Photograph of Me</p> <p>SHORT STORY A. J. Cronin - Two Gentlemen of Verona</p> <p>GRAMMAR Parts Of Speech Articles</p> <p>COMPOSITION Letter Writing - Formal</p> <p>COMMUNICATION SKILLS Greeting and Introducing Inviting a Person</p>	20	CO1 & CO2
III & IV	<p>POETRY Robert Frost - The Road Not Taken</p> <p>SHORT STORIES Pearl S. Buck - The Refugees C. Rajagopalachary - Tree Speaks</p> <p>GRAMMAR Kinds of Sentences</p> <p>COMPOSITION Dialogue Writing</p> <p>COMMUNICATION SKILLS Seeking Permission Offering a Suggestion and Giving an Advice</p>	20	CO3 & CO4
V	<p>SHORT STORY R. K. Narayan - The Axe</p> <p>GRAMMAR</p>	10	CO5

Question Tag COMPOSITION Reading Comprehension COMMUNICATION SKILLS Persuading		
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TEXT BOOKS:	
1.	<i>G.Damodar, D.Venkateshwarlu, M.Narendra, M.SaratBabu, G.M.Sundaravalli.</i> 2009. English For Empowerment. Published by Orient Blackswan Private Limited. Hyderabad.
2.	<i>M.M.Lukose.</i> 2010. Images, A handbook of Stories. Macmillan Publishers Indian Limited. Chennai.
3.	<i>Dr.A.Shanmugakani, M.A., Ph.d,</i> Prose for Communication. Manimekala Publishing House, Madurai.
4.	<i>SasiKumar V and Syamala V.</i> 2006. Form and Function A Communicative Grammar for Colleges. Emerald Publishers. Chennai.
5.	<i>T.M.Farhathullah.</i> 2006. Communication Skills For Undergraduates. Publishers- RBA Publications. Chennai.
REFERENCE BOOK:	
1.	<i>Thomas, A.J and Martinet, A.V.</i> 1994. A Practical English Grammar. Oxford University Press. Delhi.

COURSE OUTCOMES (CO):

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

CO1	Know the different parts of genres in English.
CO2	Trace the famous authors of English.
CO3	Enrich grammar knowledge.
CO4	Stimulate their writing skills.
CO5	Deserve appreciation for their communication.

20UVCM101	CORE - I: INTRODUCTION TO VISUAL COMMUNICATION	SEMESTER - I	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> To provide knowledge about Visual Communication and its concepts. To offer an insight of Communication Elements and its Process. To introduce them to the Design Concept, Color Theory and the basic of Graphic Design. 			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Basics of Human and visual communication, communication as expressions, skill and process, understanding communication: SMCR- Model - Message, connotation, Denotation and Contextual	10	CO1
II	Elements of visual communication - culture/codes: levels of communication: Technical, semantic, and pragmatic. The semiotic landscape: language and visual communication, narrative representation: visual aesthetics	10	CO2
III	Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design - Line, Shape, Space, color, Texture and Form. Principles of Design: Symmetry, Rhythm, contrast, Balance Mass/Scale	10	CO3
IV	Principles of Visual and other Sensory Perceptions. Color psychology and theory: Definition, Optical/ Visual Illusions; Various stages of design process-problem identification search for solution refinement, analysis, decision making, implementation	10	CO4
V	Elements of Graphic Design. Process of Designing; Research, a source of concept, the process of developing ideas - verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tool; design execution, and presentation	10	CO5
Text Book			
1.	<i>Susan B. Barnes. 2017. An Introduction to Visual Communication: From Cave Art to Second Life. [Second Edition]. Peter Lang Publications, Switzerland.</i>		
Reference Books			
1.	<i>Meredith Davis. 2017. Visual Communication Design: An Introduction to Design Concepts in Everyday Experience. Bloomsbury Publications, United Kingdom.</i>		
2.	<i>Keval J. Kumar. 2013. Mass Communication in India. [Fourth Edition]. Jaico Publications, Mumbai.</i>		

3.	<i>Norman Don. 2018. The Design of Everyday Things. [Second Edition]. Basic Books Publications, New York.</i>
4.	<i>Palmer, Frederic. 1998. Visual Elements of Art and Design. Longman Publications, England.</i>
5.	<i>Paul Martin Lester. 2013. Visual communications: images with Messages. [Sixth Edition]. Wadsworth Publications, USA.</i>

COURSE OUTCOMES (CO)

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

CO1	gain knowledge about Visual Communication and its concepts.
CO2	acquire an insight of Communication Elements and its Process
CO3	obtain familiar with Design Concept, Color Theory and the fundamentals of Graphic Design.
CO4	apply acquired communication skills effectively
CO5	apply the Models, Design, Color Concept and the Graphic Design in the media industry

MAPPING

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

H-High; M-Medium; L-Low

20UVCM102	CORE - II: COMPUTER APPLICATIONS IN MEDIA	SEMESTER - I	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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: 5		Total Hours: 50	
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	10	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	10	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	10	CO3
IV	Desk Top publishing and designing various layouts for print production: production of POP materials, direct mailers, brochures, posters, package designs, corporate identity manual, brand identity manual, stationeries, etc	10	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	10	CO5
Text Book			
1.	<i>Priti Sinha Pradeep K.Sinha.</i> 2018. Computer Fundamentals. BPB Publications, New Delhi.		
Reference Books			
1.	<i>Narasimha Karumanchi.</i> 2014. Elements of Computer Networking. Career Monk Publications, Hyderabad.		
2.	<i>Kumar Bittu.</i> 2017. Computer Basics. V&S Publishers, New Delhi.		
3.	<i>RMD Sundaram Shriram K Vasudevan.</i> 2019. Internet of Things. Wiley Publishers, New Jersey.		
4.	<i>Donald Hearn.</i> 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

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

H-High; M-Medium; L-Low

20UENVCA101	ALLIED - I: BASIC OF WRITING	SEMESTER - I	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> To introduce the concept of writing. To provide an understanding upon techniques of writing. To create knowledge of writing for different groups adapting different styles and also paving way for literary appreciation. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Origin of language - Origin of writing - Types of writing - Readability - Techniques of readability.	10	CO1
II	Effective writing - Techniques - Basics of editing - Writing for Print media, Radio, Television, Web.	10	CO2
III	Writing for special groups: Women, Children, Science, Finance, Economics, Business writing, Technical writing.	10	CO3
IV	Creative writing - Television writing: News, Features, and Interviews - Documentary, Short films.	10	CO4
V	Different types of writing styles - Authors - Stories - Newspapers - Magazines - New Technologies and Their Impact on Media Language - Adaptations from Indian Epics, Shakespear's work in Media.	10	CO5
Text Book			
1.	<i>Scott Andrew Kuehn & James Andrew Lingwall. 2016. The Basics of Media Writing: A Strategic Approach, Sage Publishing.</i>		
Reference Books			
1.	<i>Usha Raman. 2012. Writing for the Media. [First Edition] Oxford University Press.</i>		
2.	<i>Stephen King, 2010. On Writing: A Memoir of the Craft. Scribner; Anniversary edition</i>		
3.	<i>Colin Bulman. 2006. Creative Writing: A Guide and Glossary to Fiction Writing. [First Edition] Polity.</i>		

COURSE OUTCOMES (CO)

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

CO1	understand the concept of writing
CO2	understanding upon techniques of writing and Editing
CO3	write according to different Media
CO4	craft writing for special groups such as Women, Children, Science, Finance, etc.,
CO5	apply the writing technique for literary appreciation

MAPPING

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

H-High; M-Medium; L-Low

20UVCMP101	CORE PRACTICAL - I: DRAWING	SEMESTER - I	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • To introduce the basic concept of drawing, its elements and principles • To acquaint the students to the designing principles and techniques of composition. • To represent the conceived concept visually using different art techniques. 			
Credits: 3		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Basic Geometrical shapes	3	CO1
2.	Basic colors.	3	CO1
3.	Light and shades	4	CO2
4.	Perspectives	5	CO2
5.	Composition	5	CO3
6.	Drawing Landscape.	5	CO3
7.	Logo styles	5	CO4
8.	Symbols	5	CO4
9.	Still life drawing	5	CO5
10.	Basic of faces	10	CO5
The students should be made to submit TWO works in each exercise listed above and submit a record of work in standard format during practical examination			
Text Book			
1.	<i>Jim Dowdalls</i> . 2014. The Fundamentals of Drawing: A Comprehensive Drawing Course for the Beginning Artist Book . Walter Foster Publishing.		
Reference Books			
1.	<i>Barrington Barber</i> . 2013. The Fundamentals of Drawing: Inspiring Projects from the Bestselling Art Instruction Author , Arcturus Publishing Ltd.		
2.	<i>Victor Perard</i> , 2006. Anatomy & Drawing , New Enlarged Edition.		
3.	<i>Ernest R. Norling</i> . 2007. Perspective Made Easy , www.bnpublishing.com. BN Publishing		

COURSE OUTCOMES (CO)

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

CO1	gain knowledge about the basic concept of drawing and its elements and principles
CO2	understand knowledge about the basic concept of Lights and Perspectives.
CO3	acquire about Principles and techniques of composition
CO4	produce Logos with applying appropriate Font and Typefaces
CO5	create drawings of Nature and Still Life

18UVE101	VALUE EDUCATION I: YOGA	SEMESTER - I	
<p>COURSE OBJECTIVES: The course aims</p> <ul style="list-style-type: none"> • 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	CO
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, Acupressure, Relaxation exercises - Yogasanas - Surya namaskar - Padmasana - Vajrasana - Ardhakatti Chakrasana - Viruchasana - Yogamudra - Patchimothasana - Ustrasana - Vakkarasana - Salabasana	6	CO 1
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	CO 2
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	CO 3
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	CO 4
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	CO5

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 PremKalyan Publications, Madurai
6.	Light on yoga - BKS.Iyenger
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.

18UTALA201	TAMIL II: சமய இலக்கியங்கள்	பருவம் - II	
இப்பாடத் திட்டத்தின் நோக்கங்களாவன: 1. சமய இலக்கியங்களை அறிமுகம் செய்தல் 2. சமயச் சான்றோர் நிலைப்பாட்டை உணர்த்துதல் 3. சமயங்கள் வளர்த்த தமிழை அறியச் செய்தல்			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	சைவ,வைணவ இலக்கியங்கள் அ. சம்பந்தர் தேவாரம் - திருக்கொடிமாடச்செங்குன்றூர்- (முதல் ஐந்துபாடல்கள்) ஆ. மாணிக்கவாசகர் - திருவம்மாலை - (முதல் ஐந்துபாடல்கள்) இ. பெரியாழ்வார் - திருப்பல்லாண்டு (முதல் ஐந்துபாடல்கள்) ஈ. ஆண்டாள் - திருமணக் கனவு (முதல் ஐந்துபாடல்கள்)	10	CO1
II	கிறித்துவ, இசுலாமிய இலக்கியங்கள் அ. இரட்சணியயாத்திரிகம் - சிலுவைப்பாடு (முதல் பத்துப் பாடல்கள்) ஆ. நாயகம் ஒருகாவியம்—பாம்பின் நேசமும் தோழரின் பாசமும் (முதல் பத்துப்பாடல்கள்)	10	CO2
III	சமயச் சான்றோர் வரலாறு அ. சைவசமயச் சான்றோர்கள் 1. திருஞானசம்பந்தர், 2. திருநாவுக்கரசர், 3. சுந்தரர், 4. மாணிக்கவாசகர் 5. சேக்கிழார் ஆ. வைணவசமயச் சான்றோர்கள் 1. முதலாழ்வார்கள் 2. திருமங்கையாழ்வார் 3.ஆண்டாள் 4. நாதமுனிகள்	12	CO3
IV	சமய இலக்கியவரலாறு அ.பன்னிருதிருமுறைகள் ஆ. பதினெண்சித்தர்கள் இ. நாலாயிரதிவ்யபிரபந்தம் ஈ. சைவசித்தாந்தசாத்திரங்கள்	08	CO4
V	இலக்கணமும் மொழித்திறனும் அ. ஆகுபெயர் ஆ. தொகைச்சொற்கள் இ. மயங்கொலிச் சொற்கள் (ர,ற வேறுபாடுகள்) ஈ. நேர்காணல்	10	CO5

Text Book	
1	தமிழ்த்துறை. வெளியீடு : கே.எஸ். ரங்கசாமி கலை அறிவியல் கல்லூரி (தன்னாட்சி),திருச்செங்கோடு- 637 215.

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன:

CO1	தேவார, திவ்யபிரபந்தச் சிறப்பினை உணர்தல்.
CO2	கிறித்துவ, இசுலாமிய காவியங்களின் சிறப்பினை உணர்தல்.
CO3	சைவசமய, வைணவ சமயச் சான்றோர் சிறப்புக்களை உணர்தல்.
CO4	சமயவளர்ச்சி, இலக்கியவளர்ச்சி ஆகியவற்றை உணர்தல்
CO5	ஆகுபெயர் வகைகளை உணர்தல், மொழித்திறன் பெறுதல்.

18UENLA201	FOUNDATION ENGLISH - II	SEMESTER - II	
<p>COURSE OBJECTIVES:</p> <p>The course aims</p> <ul style="list-style-type: none"> To enable the students to develop their comprehensive skill. To introduce the students to know about English poetry and short stories. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I & II	<p>POETRY Langston Hughes - I, Too</p> <p>SHORT STORIES Vsevolod M. Garshin - The Signal W. Somerset Maugham - The Man with the Scar</p> <p>GRAMMAR Tenses (Present, Past & Future)</p> <p>COMPOSITION E-mail SMS</p> <p>COMMUNICATION SKILLS Asking Questions</p>	20	CO1 & CO2
III & IV	<p>POETRY Chinua Achebe - Refugee Mother and Child Nissim Ezekiel - Goodbye Party for Miss Pushpa T. S</p> <p>SHORT STORY H. G. Wells - The Stolen Bacillus</p> <p>GRAMMAR Voices (Active and Passive)</p> <p>COMPOSITION Note Making, Note Taking</p> <p>COMMUNICATION SKILLS Praising and Complimenting Complaining and Apologizing</p>	20	CO3 & CO4

V	POETRY	10	CO5
	TripuraneniSrinivas - I Will Embrace only the Sun		
	SHORT STORY		
	O. Henry - One Thousand Dollars		
	COMPOSITION		
	Discourse Pattern		
COMMUNICATION SKILLS			
Expressing Sympathy			
Phoning			

TEXT BOOKS:	
1.	<i>G.Damodar, DVenkateshwarlu, M.Narendra, M.SaratBabu, G.M.Sundaravalli.</i> 2009. English For Empowerment. Published by Orient BlackswanPrivate Limited. Hyderabad -500 029.
2.	<i>M.M.Lukose.</i> 2010. Images, A hand book of Stories. MacmillanPublishers Indian Limited. Chennai-600 041.
3.	<i>SasiKumarVandSyamalaV.</i> 2006. Form and Function A Communicative Grammar for Colleges. Emerald Publishers. Chennai-600 008.
4.	<i>T.M.Farhathullah.</i> 2006. Communication Skills For Undergraduates. Publishers-RBA Publications. Chennai-600 015.
REFERENCE BOOKS:	
1.	<i>Thomas, A.J and Martinet, A.V.</i> 1994. A Practical English Grammar. Oxford University Press. Delhi.
2.	<i>Martin Hewings.</i> 1999. Advanced English Grammar. Cambridge University Press. New Delhi.

COURSE OUTCOMES (CO):

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

CO1	Know the different parts of genres in English.
CO2	Identify the famous authors of English.
CO3	Enrich their grammar knowledge.
CO4	Stimulate their writing skills.
CO5	Deserve appreciation for their communication.

20UVCM201	CORE - III : GRAPHIC COMMUNICATION	SEMESTER - II	
Course Objectives: The Course aims <ul style="list-style-type: none"> To provide basic knowledge in Graphic communication and its related concepts To give an understanding about concepts related to Design, Color, Typography and Designing Software 			
Credits: 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction: Introduction to Graphic Communication - Design Principles and Elements, Digital File, Image Capture, Digital File Output	10	CO1
II	Theory of Design: White Space, Shape, Space- positive space, negative space and deep space, and Rhythm - Color theory - Designing logos, business cards and letterheads, Brochure, Dangles	10	CO2
III	Colors: Color- Definition Nature of Color, characteristics of Color, Types of Color - primary, secondary and tertiary Colors, Color description- hue, chroma, saturation, intensity, value, tone, tints and shades, Color Theory - Additive and Subtractive Color theory, Color Wheel, Psychology of Color	10	CO3
IV	Typography: History of typography - Typography for digital uses - Page Layout - Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography -Type style, Usage, Bit Mapped Fonts, Post Script fonts	10	CO4
V	Designing Software's: CorelDraw - Basics of CorelDraw - Introduction to Drawing, Text, Image, Page Layout and Design. Photoshop - Basics of Photoshop - Introduction to Drawing, Tools, Arranging objects, Layers, Effects	10	CO5
Text Book			
1.	<i>Bertoline</i> .1998. ' Fundamentals of Graphics Communication ' Publisher McGraw-Hill Higher Education.		
Reference Books			
1.	<i>Alex W. White</i> . 2011. The Elements of Graphic Design [Second Edition], Allworth.		
2.	<i>Kamlesh Patel</i> . 2019. Designing Destiny . Westland		
3.	<i>Sophie Cure</i> . 2019. Graphic Design Play Book: An Exploration of Visual Thinking (Logo, Typography, Website, Poster, Web, and Creative Design) , Laurence King Publishing		
4.	<i>Jorge Frascara</i> . 2001. Designing Effective Communications: Creating Contexts for Clarity And Meaning . [First edition] Allworth Press.USA Publishing.		
5.	<i>Aruthur Turnbull</i> . 1999. Graphic Communication . [First edition]. Sage publications. New Delhi, INDIA.		

COURSE OUTCOMES (CO)

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

CO1	gain knowledge in Graphic Communication and its related concepts
CO2	understand about concepts related to theory of Design
CO3	understand about concepts related to Typography and Designing Software
CO4	identify the concepts related to Designing Software
CO5	apply the knowledge of Design, Color, Typography, Software required for Graphic Communication

MAPPING

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

H-High; M-Medium; L-Low

20UVCM202	CORE - IV : DIGITAL PHOTOGRAPHY	SEMESTER - II	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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			
1.	<i>Bryan Peterson.</i> 2009. Understanding Photography Field Guide: How to Shoot Great Photographs with Any Camera. Amphoto Books; Original edition		
Reference Books			
1.	<i>Liz Wells.</i> 2015. Photography: A Critical Introduction , London Routledge, Oxon.		
2.	<i>Tony Northrup.</i> 2012. How to Create Stunning Digital Photography , Mason Press; 2nd edition		
3.	<i>John Hyman.</i> 2006. The Objective Eye - Color, Form, and Reality in the Theory of Art , University of Chicago Press; New edition		
4.	<i>John Hedge Coe.</i> 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

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

H-High; M-Medium; L-Low

20UCCVCA201	ALLIED - II : DIGITAL MARKETING	SEMESTER - II	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • The primary objective of this module is to examine the concept of Digital Marketing and its emphasis in today's business environment. • It focuses on different Digital Marketing for the organizations. • It also focuses on strategies of Digital Marketing. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Digital Marketing - Evolution of Digital Marketing from traditional to modern era, Role of Internet - Current trends, Info-graphics, implications for business & society - Emergence of Digital Marketing as a tool - Digital marketing strategy - Digital marketing plan - Digital marketing models.	10	CO1
II	Internet Marketing and Digital Marketing Mix - Opportunities and challenges - Digital marketing framework - Impact of digital channels on IMC - Search Engine Advertising - Pay for Search Advertisements - Ad Placement - Ad Ranks - Creating Ad Campaigns - Campaign Report - Generation.	10	CO2
III	Display marketing - Types of Display Ads - Buying Models - Programmable Digital Marketing - Analytical Tools - YouTube marketing.	10	CO3
IV	Social Media Marketing - Role of Influencer Marketing, Tools & Plan - Introduction to social media platforms, penetration & characteristics - Building a successful social media marketing Strategy - Facebook Marketing - LinkedIn Marketing - Twitter Marketing - Instagram and Snapchat - Mobile Marketing.	10	CO4
V	Introduction to 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.	10	CO5
Text Book			
1.	<i>Dave Chaffey, PR Smith. 2017. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. [Fifth Edition]. Published by Routledge.</i>		
Reference Books			
1.	<i>Seema Gupta. 2017. Digital Marketing. [First edition]. Mc-Graw Hill Publisher.</i>		

2.	Puneet Singh Bhatia. 2017. Fundamentals of Digital Marketing. [First edition]. Pearson Publisher.
3.	Jason McDonald. 2019. Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing Platform.

COURSE OUTCOMES (CO)

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

CO1	identify the role and importance of Digital Marketing in today's business landscape
CO2	understand the role of advertisements in Digital Marketing.
CO3	apply strategy in Digital Marketing.
CO4	illustrate how the effectiveness of a Digital Marketing campaign can be measured
CO5	produce advanced practical skills in common Digital Marketing tools such as SEO, SEM, Social media and Blogs

MAPPING

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

H-High; M-Medium; L-Low

20UVCMP201	CORE PRACTICAL - II: PHOTOGRAPHY	SEMESTER - II	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • To apply the art of Photography. • To apply the art of Composition, Framing and Lighting. • To capture different kinds of photography. 			
Credits: 3		Total Hours: 50	
S.No	Experiments	Hrs	CO
1.	Outdoor - Single / Group - people	5	CO1
2.	Composition - Normal, Wide, Tele	5	CO1
3.	Nature - Landscape - wide, Close up	5	CO2
4.	Animal Photography	5	CO2
5.	Still life Photography	5	CO3
6.	Advertising Photography	5	CO3
7.	Architecture-interior-exterior	5	CO4
8.	Action photography - Pan, freeze frame	5	CO4
9.	Indoor photography - portrait - single, group	5	CO5
10.	Lighting – Three point lighting, Multiple Exposures	5	CO5
Text Book			
1.	<i>Scott Kelby</i> . 2013. The Digital Photography Book: Part 1 . Publisher: Peachpit press.		
Reference Books			
1.	<i>Kathy Burns-Millyard</i> . 2014. Digital Photography Basics: A Beginner's Guide to Getting Great Digital Photos [Second edition]. Published by electronic perceptions.		
2.	<i>DK</i> . 2015. The Beginner's Photography Guide . [Second edition]. published by Penguin UK		
3.	<i>Gustavo Mercado</i> . 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.

18UVE201	VALUE EDUCATION II: ENVIRONMENTAL STUDIES	SEMESTER - II	
<p>COURSE OBJECTIVES:</p> <p>The course aims</p> <ul style="list-style-type: none"> 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.	<i>ErachBharucha</i> . 2005. Textbook of Environmental studies . Universities press. PVT. Ltd.

COURSE OUTCOMES (CO):

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

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

18UTALA301	TAMIL III : காப்பியம் - சிற்றிலக்கியம்	பருவம் - III	
இப்பாடத் திட்டத்தின் நோக்கங்களாவன: <ol style="list-style-type: none"> 1. தமிழ்க் காப்பியங்கள் தோற்றத்தையும்,காப்பிய இலக்கணத்தையும் காப்பியவகைகளையும் அறிமுகம் செய்தல். 2. சிற்றிலக்கியங்கள் தோற்றம்,வளர்ச்சிநிலைகளையும்,சிற்றிலக்கியங்களையும் அறிமுகம் செய்தல். 3. பகுபதஉறுப்புக்களைக் கற்பித்தல். 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	காப்பியங்கள் - சிலப்பதிகாரம் - வழக்குரைகாதை மணிமேகலை - மலர்வனம் புக்ககாதை.	10	CO1
II	பிறகாப்பியங்கள் - கம்பராமாயணம் - குகப் படலம் பெரியபுராணம் - இளையான்குடிமாறநாயனார் புராணம்.	10	CO2
III	சிற்றிலக்கியங்கள் - குற்றாலக் குறவஞ்சி- வசந்தவல்லியின் காதல் (1-10 பாடல்) கலிங்கத்துப் பரணி - பேய்களைப் பாடியது.	10	CO3
IV	இலக்கியவரலாறு - காப்பியங்கள் - ஐம்பெருங்காப்பியங்கள் - ஐஞ்சிறுகாப்பியங்கள் -புராணங்கள் - சிற்றிலக்கியங்கள்.	10	CO4
V	இலக்கணமும் மொழிப்பயிற்சியும் - பகுபதஉறுப்பிலக்கணம் - சீர் வகைகள் - வழஉச் சொற்கள் - கடிதம் எழுதுதல்.	10	CO5
Text Book			
1	தமிழ்த்துறை வெளியீடு, கே.எஸ்.ரங்கசாமி கலை அறிவியல் கல்லூரி (தன்னாட்சி), திருச்செங்கோடு-637 215.		

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன

CO1	இரட்டைக் காப்பியங்களின் மேன்மை நிலையை உணர்தல்.
CO2	காப்பியக்காலகுடிகளின் நிலையை,உரிமையை உணர்தல்.
CO3	சிற்றிலக்கியங்களின் சிறப்பை உணர்தல்.
CO4	காப்பிய, சிற்றிலக்கியங்களின் வரலாறு குறித்த செய்திகளை அறிதல்.
CO5	இலக்கணம் மற்றும் மொழிப்பயிற்சியின் அமைப்பை உணர்தல்.

18UENLA301	FOUNDATION ENGLISH - III	SEMESTER - III	
<p>COURSE OBJECTIVES:</p> <p>The course aims</p> <ul style="list-style-type: none"> To enable the students to develop their comprehensive skill. To promote language skills through literature. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
<p>I & II</p>	<p>ONE ACT PLAY A. Ball - The Seven Slaves PROSE Somerset Maugham - Mr. Know -All GRAMMAR Degrees of Comparison COMPOSITION Advertisement COMMUNICATION SKILLS Speaking About Oneself The Media</p>	20	CO1 & CO2
<p>III & IV</p>	<p>ONE ACT PLAY R.H. Wood - Post Early for Christmas PROSE Satyajit Ray - Film Making GRAMMAR Determiners COMPOSITION Resume Writing COMMUNICATION SKILLS Imagining Context specific expression-Master of Ceremonies</p>	20	CO3 & CO4
<p>V</p>	<p>PROSE IsaiTobolsky - Not Just Oranges GRAMMAR Reported Speech COMPOSITION</p>	10	CO5

Precise Writing COMMUNICATION SKILLS Inviting Personalities.		
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TEXT BOOKS:	
1.	<i>G.Damodar, D.Venkateshwarlu, M.Narendra, M.SaratBabu, G.M.Sundaravalli.</i> 2009. English For Empowerment. Published by Orient BlackswanPrivate Limited. Hyderabad -500 029.
2.	<i>Ramamurthy.K.S.</i> 1984. Seven-Act Plays. Published in India by Oxford University. New Delhi-110 001.
3.	<i>SasiKumar V and SyamalaV.</i> 2006. Form and Function - A Communicative Grammar for Colleges. Emerald Publishers. Chennai-600 008.
4.	<i>T.M.Farhathullah.</i> 2006. Communication Skills For Undergraduates. Publishers-RBA Publications. Chennai-600 015.
REFERENCE BOOK:	
1.	<i>Raymond Murphy.</i> 1994. Intermediate English Grammar. CambridgeUniversity India Pvt. Ltd, Delhi.

COURSE OUTCOMES (CO):

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

CO1	Know the different parts of genres in English.
CO2	Trace the famous authors of English.
CO3	Enrich their grammar knowledge.
CO4	Stimulate their writing skills.
CO5	Deserve appreciation for their communication.

20UVCM301	CORE - V : RADIO PROGRAMME PRODUCTION	SEMESTER - III	
Course Objectives: The Course aims <ul style="list-style-type: none"> 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: Signals: Definition, Types - AM, FM, Shortwave, Digital. Future of Radio: Satellite Radio, Community Radio, Internet Radio. 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.	Fleming, C. 2009. The Radio Handbook . Rutledge.

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

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

H-High; M-Medium; L-Low

20UBAVCA301	ALLIED - III : MEDIA MANAGEMENT	SEMESTER - III	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> To introduce the principles of management and also the nature, scope and objectives of media management. To familiarize structure and functioning of media organization in the context of management. To give an outline on economic drivers of the media economy and event Management. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Management - Meaning, nature, Scope, Objectives & Function of Management - Hierarchy of management - Principles of Management, Media management- Nature, Scope, Objectives of Media management; structure Functions of Media Departments.	10	CO1
II	Ownership - Licensing - Franchising - Monopolies - Oligopolies - Conglomerates - Mergers & Acquisitions; Types of Media Ownership - Proprietorship - Partnership - private Limited Company - Public Limited Companies - Trusts - Cooperatives - Religion Institutions & Franchises.	10	CO2
III	Media Organization- Concept - Structure - Function - Organizing - Coordinating - Controlling - Planning - Scheduling - Budgeting - Production - Monitoring - Distribution - Documentation.	10	CO3
IV	Media Economics- Definition & Concept ; Economics of print & Electronic Media; Media Revenues- Media sales, Advertising & Capital Cost; Sponsorship- Principles sponsorship, Reason for Companies to sponsor; Identifying Appropriate sponsors	10	CO4
V	Event Management- Need for Event Management; Principles of Event Management - Planning, Creativity, Briefing Time Line and budgeting; Types of Event & Event Management.	10	CO5
Text Book			
1.	<i>B. K. Chaturvedi.2009. 'Media Management'. [First Edition]. Global Vision Publishing.</i>		
Reference Books			
1.	<i>Alan Albarran, Bozena Mierzejewska, Jaemin Jung.2018. Handbook of Media Management and Economics. [Second Edition] Routledge.</i>		
2.	<i>Noam, Eli M.2019.Media and Digital Management.Palgrave Macmillan.</i>		
3.	<i>Friedrichsen, Mike, Mühl-Benninghaus, Wolfgang (Eds.).2013. Handbook of Social Media Management. Springer-Verlag Berlin Heidelberg.</i>		

COURSE OUTCOMES (CO)

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

CO1	ascertain the principles of management and also the nature, scope and objectives of media management.
CO2	analyze the Media Ownership patterns.
CO3	categorize functions of media organization based on the structure.
CO4	identify the economic drivers in the media environment.
CO5	apply principles of event management into practice from identifying the target audience to budgeting and launch of the event.

MAPPING

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

H-High; M-Medium; L-Low

20UVCMP301	CORE PRACTICAL - III: AUDIO PRODUCTION	SEMESTER - III	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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: 3		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.	<i>Woody Woodhall.2011. 'Audio Production and Postproduction'.</i>		
Reference Books			
1.	<i>Gary Davis, Ralph Jones.1988. The Sound Reinforcement Handbook [Second Edition] Yamaha.</i>		
2.	<i>Bobby Owsinski.2009. The Recording Engineer's Handbook Paperback. [Second Edition]. Cengage Learning PTR.</i>		
3.	<i>Tim Dittmar.2011. Audio Engineering 101: A Beginner's Guide to Music Production Paperback[First Edition] Focal Press.</i>		

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.

20UVCSBP301	SBC I: GRAPHIC DESIGN	SEMESTER - III	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • 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	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.	<i>Ellen Lupton, Jennifer Cole Phillips.2008.Graphic Design: The New Basics.</i>		
Reference Books			
1.	<i>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.</i>		
2.	<i>Robin Williams. 2014. The Non-Designer's Design Book (Non Designer's Design Book. [Fourth Edition]. Peachpit Press.</i>		
3.	<i>David Dabner, Sandra Stewart, Abbie Vickress.2017. Graphic Design School: The Principles and Practice of Graphic Design.</i>		

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.

18ULS301	CAREER COMPETENCY SKILLS - I	SEMESTER - III	
COURSE OBJECTIVES:			
The course aims			
<ul style="list-style-type: none"> 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	Basic Grammar – Usage of English – Listening and Speaking (Level-1) Tenses and Voices (Present, Past and Future)	3	CO1
II	Sentence Correction – Sentence Pattern - Reading Comprehension (Level -1)	3	CO2
III	Expansion of Proverbs – Closet Test (Level -1)	3	CO3
IV	Sentence Improvement (Essay Writing, Now- a -Days Vocabulary), Story Writing	3	CO4
V	E-Mail Building (Sending call letters), Letters (Formal and Informal)	3	CO5
TEXT BOOKS:			
1.	<i>Anne Seaton, Mew Y. H. Basic English Grammar for English-Book 1.</i> Learners Saddle point Publishers.		
2.	<i>Mark Newson. Basic English Syntax with Exercises.</i> (E-Copy)		
REFERENCE BOOK:			
1.	<i>Chand S, Agarwal R. S. Objective General English.</i> Arihant Publications (India) Limited.		

COURSE OUTCOMES (CO):

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

CO1	Recall the basic grammar in English.
CO2	Concentrate on Sentence Correction.
CO3	Understand Paragraph Writing.
CO4	Improve the ability of Sentence Construction and Story Writing.
CO5	Format Web Writing and Formal Writing of letters.

18UTALA401	TAMIL IV: சங்க இலக்கியம் - நீதி இலக்கியம்	பருவம் - IV	
இப்பாடத்திட்டத்தின் நோக்கங்களாவன : 1.சங்க இலக்கியம், அற இலக்கியங்களின் சிறப்பை உணர்த்துதல். 2.இலக்கண நூல்களை காலவரிசைப்படி அறியச் செய்தல். 3.அணி இலக்கணத்தின் சிறப்பை உணரச் செய்தல்.			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	எட்டுத்தொகை அ.நற்றிணை—அன்னாய் வாழிப்பத்து (பாடல் எண். 208, 209, 210) ஆ. குறுந்தொகை—யாயும் ஞாயும் (பாடல் எண்.40) இ. கலித்தொகை—ஆற்றுதல் என்பதொன். (பாடல் எண்.103) ஈ. புறநானூறு —பல்சான்றீரேபல்சான்றீரே (பாடல் எண்.195)	10	CO1
II	பத்துப் பாட்டு அ. குறிஞ்சிப்பாட்டு (1 முதல் 106 அடிகள் வரை) -கபிலர்	12	CO2
III	அற இலக்கியங்கள் அ. நாலடியார் -பாடல் எண் (35,59,94,141,333) ஆ. நான்மணிக்கடிகை - பாடல் எண் (04,09,59,69,80) இ. பழமொழி-பாடல் எண் (05,21,120,149,361) ஈ. சிறுபஞ்சமூலம் - பாடல் எண் (05,17,48,83,99)	10	CO3
IV	இலக்கியவரலாறு அ. சங்க இலக்கிய நூல்கள் அறிமுகம் ஆ. முச்சங்கவரலாறு இ. தமிழ் இலக்கண நூல்கள் அறிமுகம் ஈ. அற இலக்கியங்கள் அறிமுகம்	10	CO4
V	இலக்கணம் அ. அணி இலக்கணம் 1. உவமைஅணி 2. உருவகஅணி 3. வேற்றுமைஅணி 4. வஞ்சப்புக்கழ்ச்சிஅணி ஆ. அகத்திணைகள்,புறத்திணைகள் - விளக்கம்	08	CO5
Text Book			
1	தமிழ்த்துறைவெளியீடு,கே.எஸ்.ரங்கசாமிகலைஅறிவியல் கல்லூரி(தன்னாட்சி), திருச்செங்கோடு— 637 215.		

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன

CO1	எட்டுத்தொகை நூல்களின் சிறப்பை அறிதல்
CO2	பத்துப்பாட்டு நூல்களின் சுவை அறிதல்
CO3	அற இலக்கியங்கள் பற்றி அறிதல்
CO4	இலக்கியங்கள் தோற்றமுறையை அறிதல்
CO5	அணி இலக்கணத்தின் பயன் பற்றி அறிதல்.

18UENLA401	FOUNDATION ENGLISH - IV	SEMESTER - IV	
COURSE OBJECTIVES: The course aims			
<ul style="list-style-type: none"> • To promote communication skills through literature. • To enhance the language learning through activities. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I & II	ONE ACT PLAY Monica Thorne-The King Who Limped PROSE A.G.Gardiner-On Shaking Hands GRAMMAR Punctuation COMPOSITION Hints Development COMMUNICATION SKILLS Breaking the Law Honoring the Person	20	CO1 & CO2
III & IV	ONE ACT PLAY Ella Adkins-The Unexpected PROSE MinooMasani-No Man is an Island GRAMMAR Conditional Clause COMPOSITION Report Writing COMMUNICATION SKILLS Brain Storming	20	CO3 & CO4
V	PROSE Arnold Toynbee-India's Contribution to World Unity GRAMMAR Simple, Compound and Complex Sentences COMPOSITION Jumbled Sentences COMMUNICATION SKILLS Role-Play	10	CO5

TEXT BOOKS:	
1.	<i>Ramamurthy.K.S.</i> 1984. Seven-Act Plays. Published in Indiaby OxfordUniversity. New Delhi-110 001.
2.	<i>Damodar.G, D.Venkateshwarlu, M.Narendra, M.SaratBabu, G.M.Sundaravalli.</i> 2009. English For Empowerment. Published by Orient BlackswanPrivate Limited. Hyderabad -500 029.
3.	<i>SasiKumarVand SyamalaV.</i> 2006. Form and Function - A Communicative Grammar for Colleges. Emerald Publishers. Chennai-600 008.
4.	<i>Farhathullah.T.M.</i> 2006. Communication Skills for Undergraduates. RBA Publications. Chennai-600 015.
REFERENCE BOOK:	
1.	<i>RaymondMurphy.</i> 1994. Intermediate English Grammar. Cambridge UniversityIndia Pvt. New Delhi.

COURSE OUTCOMES (CO):

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

CO1	Understand the text on the basis of close reading analytically and critical views.
CO2	Ability to construct a sustained sophisticated and original argument on a specific topic.
CO3	Acquire language skills through composition.
CO4	Acquire both composition and communication skills.
CO5	Apply basic communication skills.

20UVC401	CORE VI: ADVERTISING	SEMESTER - IV	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	H	H	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

20UCSVCA401	ALLIED - IV : WEB DESIGNING	SEMESTER - IV	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> To familiarize graphic design principles that relate to web design. To develop skills in analyzing the usability of a web site. To give an overview on how to plan and construct web sites based on user usability. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Web Design Principles: Basic principles involved in developing a web site - Planning process - Five Golden rules of web designing - Designing navigation bar - Page design - Home Page Layout - Design Concept.	10	CO1
II	Basics in Web Design: Brief History of Internet - What is World Wide Web - Why create a web site - Web Standards - Audience requirement.	10	CO2
III	Introduction to HTML: What is HTML - HTML Documents - Basic structure of an HTML document - Creating an HTML document - Mark up Tags - Heading-Paragraphs - Line Breaks - HTML Tags.	10	CO3
IV	HTML & CSS: Working with Text, Lists, Tables and Frames - Working with Hyperlinks, Images and Multimedia - Working with Forms and controls - Concept of CSS - Creating Style Sheet - CSS Properties	10	CO4
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	10	CO5
Text Book			
1.	<i>Jennifer Robbins. Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics. [5th Edition].</i>		
Reference Books			
1.	<i>Wendy Willard. 2010. Web Design: A Beginner's Guide. [Second Edition]. McGraw-Hill Education.</i>		
2.	<i>Adesh K. Pandey. [2011]. Internet and Web Designing. [Reprint edition]. S.K. Kataria & Sons.</i>		
3.	<i>Navneet Mehra, Bunny Mehra. 2012. Website Development Using HTML and CSS - A Practical Step-By-Step Guide. Unicorn Books.</i>		

COURSE OUTCOMES (CO)

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

CO1	learn how to implement web designing principles into practice.
CO2	get familiarized with developing websites based on audience requirements and web standards.
CO3	understand the basics of HTML and gain foundation skills to create documents for web.
CO4	apply theoretical concepts into practice when working in HTML & CSS platform.
CO5	design basic website features.

MAPPING

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

H-High; M-Medium; L-Low

20UVCMP401	CORE PRACTICAL - IV: VIDEO EDITING	SEMESTER - IV	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> To provide a well-rounded and comprehensive training on video editing through exercises and applications. To emphasize skill proficiency so that students s 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: 3		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.

20UVCSBP401	SBC II: ADVERTISING PRODUCTION	SEMESTER - IV	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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.	<i>Woody Woodhall.</i> 2011. Audio Production and Postproduction (Digital Filmmaker) . Jones & Bartlett Learning.		
Reference Books			
1.	<i>Wells, Moriarty Burnett.</i> 2007. Advertising - Principles & Practice . [Seventh Edition] Prentice Hall of India Private Limited.		
2.	<i>David Ogilvy.</i> 2007. Ogilvy on Advertising Fundamentals of Advertising . [First edition] Otto Kleppner & Prentice Hall, New Jersey, Vintage.		
3.	<i>Winston Fletcher.</i> 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.

18ULS401	CAREER COMPETENCY SKILLS - II	SEMESTER - IV	
COURSE OBJECTIVES:			
The course aims			
<ul style="list-style-type: none"> 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.	R.S. Aggarwal.2017. Quantitative Aptitude , S Chand and Company Limited, New Delhi.		
REFERENCE BOOK:			
1.	AbhijithGuha.2015. Quantitative Aptitude for Competitive Examinations , 5 th Edition, Tata McGraw Hill, New Delhi.		

COURSE OUTCOMES (CO):

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

CO1	Carry out mathematical calculations using shortcuts.
CO2	Calculate problems on age, surds and indices with shortcuts.
CO3	Understand the core concepts of SI and CI, Permutation and Combination.
CO4	Obtain knowledge on shortcuts to calculate number series.
CO5	Perform new methods for aptitude calculations.

20UVCM501	CORE - VII: VISUAL AESTHETICS	SEMESTER - V	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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

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

H-High; M-Medium; L-Low

20UVCM502	CORE - VIII: TELEVISION PRODUCTION	SEMESTER - V	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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-Communication systems, Signal Transport.	10	CO5
Text Book			
1.	<i>Jim Owens, Gerald Millerson.</i> 2012. Television Production. Focal Press.		
Reference Books			
1.	<i>Ashok Jailkhani.</i> 2013. Television Programme Production: Various Activities Studios Use To Produce a Show. [Revised Edition]. V&S Publishers.		
2.	<i>Vasuki Belavadi.</i> 2013. Video Production. [Second edition]. Oxford University Press India.		
3.	<i>Jim Owens.</i> 2019. Television Production. [17 th Edition]. Routledge.		
4.	<i>Zettl, H.</i> 2006. Television Production Handbook: Thomson Wadsworth. Ma. USA.		
5.	<i>Wootton, C.</i> 2005. A Practical Guide to Video and Audio Compression. Focal Press.NY		

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

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

H-High; M-Medium; L-Low

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- steadycam, 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.	<i>David Stump</i> . 2014. Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows . Focal Press		
Reference Books			
1.	<i>Joseph V. Mascelli</i> .1998. Five C's of Cinematography: Motion Picture Filming Techniques . Silman-James Press,U.S.		
2.	<i>Steven Ascher</i> . 2012. The Filmmaker's Handbook . [Fourth edition]. Penguin USA.		
3.	<i>Tania Hoser</i> . 2018. Introduction to Cinematography: Learning Through Practice . [First Edition]. Routledge.		

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

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.	<i>Syd Field. 2005. Screenplay: The Foundations of Screenwriting. [Revised Edition] RHUS;</i>				
Reference Books					
1.	<i>J. Michael Straczynsk.1996.Complete Book of Scriptwriting.[Revised Edition]. Writers Digest Books.</i>				

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

20UVCMP501	CORE PRACTICAL - V: TELEVISION AND VIDEO PRODUCTION	SEMESTER - V	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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: 3		Total Hours: 60	
S.No	Experiments	Hrs	CO
1.	Understanding the Video Production Process: Using the Video Camera, Lights and Lenses, microphones, audio processing, set design.	2	CO1
2.	Understanding the Editing techniques.	2	CO1
3.	Understanding Multi camera Production Process, mixing, effects for a Studio based program.	3	CO2
4.	Produce 3 minutes of instructional / Demonstration Video.	7	CO2
5.	Produce a 3 minutes of outdoor program as a TV Reporter.	7	CO3
6.	Produce 5 minutes of Panel Program using multi camera technique.	7	CO3
7.	Record a sports event, edit and Add commentary.	8	CO4
8.	Produce 3 minutes of business news with graphics, charts, animation, Video mixing.	8	CO4
9.	Produce a 5 minutes musical programme.	8	CO5
10.	Produce a 3 minutes compilation video, using any archive footages and create a new order of appearance.	8	CO5
Text Book			
1.	<i>Jim Owens, Gerald Millerson. 2012. Television Production. Focal Press.</i>		
Reference Books			
1.	<i>Andrew Utterback. 2015. Studio Television Production and Directing: Concepts, Equipment, and Procedures. [Second Edition]. Routledge.</i>		
2.	<i>Gerald Millerson. 2016. Effective TV Production. [Third Edition]. Routledge.</i>		
3.	<i>Jim Owens. 2017. Video Production Handbook. [Sixth Edition]. Routledge.</i>		

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.

20UVCMP502	CORE PRACTICAL - VI: VFX & ANIMATION	SEMESTER - V	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • Understand the various approaches, methods and techniques of Animation Technology. • Exploring various approaches in 2D animation • Develop the skills needed for becoming an effective Animator. 			
Credits: 3		Total Hours: 60	
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 a Documentary.	7	CO2
4	Create a Motion Poster for a film using Photoshop & Illustrator files	7	CO2
5	Do Chromo Keying for a video taken in Indoor.	7	CO3
6	Do Video Retouching (String Removal)	7	CO3
7	Do Camera Tracking using any compositing software	7	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.	<i>Ron Brinkman</i> .2008. The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics . [Second Edition].		
Reference Books			
1.	<i>Frank Thomas and Odie Johnson</i> . 2014. The Illusion of Life: Disney Animation, Disney Editions . [Rev Sub edition].		
2.	<i>Adobe</i> . 2015. Adobe Flash Professional CS5 Classroom in a Book . Adobe Publication.		
3.	<i>Jon Gress</i> . 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.

20UVCSB501	SBC III: ANIMATION (100% Internal Evaluation)	SEMESTER - V	
Course Objectives: The Course aims			
<ul style="list-style-type: none"> To train the students to use 2D and 3D animation software. Students will learn about basic lighting, texturing, rigging and key frame animation. This course takes 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.	<i>Taylor Richard</i> .1999. The Encyclopedia of Animation Techniques . [First Edition], Elsevier Science & Technology, Focal Press.		
Reference Books			
1.	<i>Thomas Johnson, Ollie Johnson</i> . 1981. Disney Animation: The Illusion of Life . Abbeville Pr.		
2.	<i>Richard Williams</i> . 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.	<i>Ian Crook and Peter Beare</i> . 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

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

H-High; M-Medium; L-Low

18ULS501	CAREER COMPETENCY SKILLS - III	SEMESTER - V	
Course Objectives:			
The course aims			
<ul style="list-style-type: none"> 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	<i>Test of Reasoning – RS Aggarwal, S Chand and Company Limited, 2017 Edition, New Delhi.</i>		
Reference Book :			
1	<i>Verbal & Non-Verbal Reasoning For Competitive Exams - Gajendra Kumar, Abhishek Banerjee, Disha publication, New Delhi.</i>		

COURSE OUTCOMES (CO)

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

CO1	Understand the core concepts of Verbal Reasoning
CO2	Formulate Non Verbal Reasoning with shortcuts
CO3	Find Mirror Image, Cubes and Dices
CO4	Obtain the knowledge on shortcuts to solve Puzzles.
CO5	Solve Linear Arrangement and Matrices with shortcuts.

20UVC601	CORE - IX: MEDIA LAW AND ETHICS	SEMESTER - VI	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> To introduce students to the Indian constitution and its related concepts To provide information on the different important Indian Acts It also provides 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

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

H-High; M-Medium; L-Low

20UVCMP601		CORE PRACTICAL - VII: FILM APPRECIATION		SEMESTER - VI	
Course Objectives:					
The Course aims					
<ul style="list-style-type: none"> • To provide an overall idea about Film and its type. • To provide knowledge on the three different stages of Film Making. • It provides information on the concepts of the Marketing and Distribution, Film Appreciation and also Film Criticism. 					
Credits: 4				Total Hours:80	
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.	<i>Jim Piper.</i> 2014. The Film Appreciation Book: The Film Course You Always Wanted to Take. Allworth Press				
Reference Books					
1.	<i>Mast S and Cohen M ed.</i> 1985. Film Theory and Criticism. Oxford.				
2.	<i>Nichols, B ed.</i> 1985. Movies and Methods, Vols. I and II. University of California Press.				
3.	<i>Barnow and Krishnaswamy S.</i> 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

20UVCMP602	CORE PRACTICAL - VIII: WEB PUBLISHING	SEMESTER - VI	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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: 80	
S.No	Experiments	Hrs	CO
1.	Drawing Practical	8	CO1
2.	Photography Practical	8	CO1
3.	Audio Production Practical.	8	CO2
4.	Graphic Design Practical	8	CO2
5.	Video Editing Practical	8	CO3
6.	Advertising Production Practical	8	CO3
7.	Television and Video Production Practical	8	CO4
8.	VFX & Animation Practical	8	CO4
9.	Film Appreciation Practical	8	CO5
10.	E-Content Development Practical	8	CO5
Guidelines:			
Upload the files of practical from 1 st Semester to VI th Semester in Digital Format & present it in your own website.			
Text Book			
1.	<i>Jennifer Robbins. Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics. [Fifth Edition].</i>		
Reference Books			
1.	<i>Jennifer Niederst Robbins .2012. Learning Web Design.</i>		
2.	<i>Satish Jain. 2015. Web Designing and Development: Training Guide.</i>		
3.	<i>Patrick McNeil. 2012. The Designer's Web Handbook: What You Need to Know to Create for the Web.</i>		

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

20UVCSBP601	SBC IV: E-CONTENT DEVELOPMENT	SEMESTER - VI	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • 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.	Submit a presentation with audio using Adobe Captivate.	6	CO1
2.	Submit an Audio Visual presentation of a Demonstration / Lecture.	6	CO2
3.	Conduct & submit : (i) Interactive session (ii) Assignment (iii) Quiz	6	CO3
4.	Submit an E - Content video for 10 Minutes. (Keying, Adding Video Background, Charts, Logo, Titling)	6	CO4
5.	Upload the above E - Content materials in online for teaching learning process.	6	CO5
Text Book			
1.	<i>Diane Elkins, Desiree Pinder. E-Learning Fundamentals: A Practical Guide.</i>		
Reference Books			
1.	<i>Holmes, B. & Gardner.J. 2006. E-learning: Concepts and practice. Great Britain: Sage Publications.</i>		
2.	<i>Kaufman, R., & Herman, J. 1991.Strategic Planning in Education: Rethinking, Restructuring, Revitalizing. Lancaster, PA: Technomic Publishing Company.</i>		
3.	<i>Badrul, H. Khan. 2001. Managing E-Learning: Design, Delivery, Implementation and Evaluation. George Washington University, USA.</i>		

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.

18ULS601	CAREER COMPETENCY SKILLS - IV	SEMESTER - VI	
COURSE OBJECTIVES:			
The course aims			
<ul style="list-style-type: none"> • 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	Basic Grammar- English usage- Reading and Writing (Level-2) Direct and Indirect Speech	3	CO1
II	Spotting Errors - Parts of speech and Punctuation	3	CO2
III	Role Play - Just a Minute (JAM) -Group Discussion	3	CO3
IV	Interview Presentation (Self-Introduction)-Critical thinking,problem solving.	3	CO4
V	Dress Code and Body Language-Leadership	3	CO5
Text Books			
1	<i>Basic English Grammar for English-Book 1, Learners,Anne Seaton, Y.H.Mew, Saddlepoint Publishers(E-Copy)</i>		
2	<i>Basic English Syntax with Exercises, Mark Newson(E-Copy)</i>		
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	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

NMEC subjects for other department students in THIRD semester

20UVCNM301	NMEC-I: ADVERTISING BASICS	SEMESTER - III	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • 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. 			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	Introduction to advertising. Definition and types. Structure and functioning of an ad agency. Advertiser - agency relationship.	6	CO1
II	Audience analysis, segmentation, targeting and position: audience research - demographics, psychographics.	6	CO2
III	Creative Aspects of Advertising. Art Direction. Creative Aspects in print and electronic media. Print production; electronic production.	6	CO3
IV	Outdoor advertising. Media choices. Sales promotion. Advertising ethics. Legal aspects of advertising.	6	CO4
V	The role of PR in advertising. Advertising social issues. Political advertising. Dynamic of creating and executing the complete campaign strategy.	6	CO5
Text Book			
1.	Kleppner, Otto; Fundamentals of Advertising; 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 . [8 th 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

MAPPING

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

H-High; M-Medium; L-Low

NMEC subjects for other department students in FOURTH semester

20UVCNM401	NMEC-II: INTRODUCTION TO MULTIMEDIA	SEMESTER - IV	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • This course aims to introduce the fundamentals of Multimedia. • It will provide an understanding of the different elements of multimedia. • It introduces Macromedia Flash in creating and exporting animation works. 			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	Multimedia - Definitions - Elements - Applications - Interactive - Non-Interactive Applications - Multimedia in Broadcast Applications - Animation Principles & Techniques.	6	CO1
II	Video basics - working with video - video formats - video hardware - encoding - decoding - video editing - non-linear editing - software - video compression - video conversions resolution.	6	CO2
III	Audio basics - working with audio - audio formats - audio hardware & software - digitization of audio - electronic music & synthesizer - sound card.	6	CO3
IV	Basics of 2D & 3D Animation - Warping - Morphing - Tweening - Timeline - Scanning for animation - onion skinning - project planning - execution - delivering the project.	6	CO4
V	Macromedia flash basics - drawing - working with colors using imported artworks - adding sound - working with objects - layers - symbols & instances - creating animation & interactivity - publishing & exporting.	6	CO5
Text Book			
1.	<i>Ze-Nian Li, Mark S. Drew, Jiangchuan Liu.</i> 2014. Fundamentals of Multimedia. [Second Edition].		
Reference Books			
1.	<i>Richard E. Mayer.</i> 2009. Multimedia Learning. [Second Edition]. Cambridge University Press.		
2.	<i>Richard E. Mayer.</i> 2014. The Cambridge Handbook of Multimedia Learning. [Second Edition]. Cambridge University Press.		
3.	<i>Vic Costello.</i> 2016. Multimedia Foundations: Core Concepts for Digital Design. [Second Edition]. Routledge.		

COURSE OUTCOMES (CO)

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

CO1	understand Multimedia and its related concepts.
CO2	gain knowledge of Video as an element in multimedia. production
CO3	utilize the use of Audio as an element in multimedia production.
CO4	apply the techniques involved in Animation.
CO5	analyze the nuances in creating and exporting the animation works using flash.

MAPPING

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

H-High; M-Medium; L-Low

Add-On Course in THIRD semester

20UVCAC301	ADD-ON COURSE I: COMMUNITY RADIO	SEMESTER - III	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • To understand the concept and categories of Broadcasting • To Provide knowledge on features and functions of Community Radio • To offer insights into the setting up of Community Radio, and the role of educational institutions in Educational Broadcasts 			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	Categories of Broadcasting - Public-Service Broadcasting - Commercial or Private Broadcasting - Community Broadcasting - Evolution of Community Radio – Setting up a CR station.	6	CO1
II	Features of Community Radio - Public Access and Participation - Ownership - Management - Funding - Programme Policies.	6	CO2
III	Functions of Community Radio - Local Identity, Character, and Culture - Democratic Process - Development and Social Change - Coverage of Religious and Cultural Events.	6	CO3
IV	Benefits of Community Radio Stations - Broadcasting Equipment - Legal Aspects of Community Radio Stations.	6	CO4
V	Role of Local Educational Institutions - Educational Broadcasts - Factors to Consider When Planning a Community Radio - Audience Surveys.	6	CO5
Text Book			
1.	<i>Katie Moylan.</i> 2019. The Cultural Work of Community Radio. Rowman & Littlefield International.		
Reference Books			
1.	<i>Michael C. Keith.</i> 2010. The Radio Station: Broadcast Satellite and Internet. Focal Press. Oxford.		
2.	<i>Hausman, Messere, Benoit & O'Donnel.</i> 2010. Modern Radio Production: Production, Programming and Performance. Wadsworth Boston.		
3.	<i>Rick Thomson.</i> 2010. Writing for Broadcast Journalists. Routledge, New York.		

COURSE OUTCOMES (CO)

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

CO1	understand the concept and categories of Broadcasting.
CO2	acquire knowledge of features and functions of a Community Radio.
CO3	identify the functions and processes of community radio.
CO4	learn the process of setting up of Community Radio and its essentials.
CO5	analyze the role of educational institution in the educational broadcast and the other related factors.

MAPPING

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

H-High; M-Medium; L-Low

Add-On Course in FOURTH semester

20UVCAC401	ADD-ON COURSE II: E-CONTENT DEVELOPMENT	SEMESTER - IV	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> • To introduce the concept of E-Learning and its concept • To provide knowledge of elements o E-contents and the other requisites • Creation of E-Content material for different platforms 			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	Introduction to E-Learning - E-Content Design - Content Authoring tools - Documentation - Presentation tools - Adobe Captivate.	6	CO1
II	Graphics, Animation, Audio, Video, Podcasting for E-Content Development	6	CO2
III	Google Classroom - Google Forms - Surveys - Polling - Quiz - Google Meet - Online Video Creation	6	CO3
IV	Single Camera Video With Chroma key: Capturing Lecture - Keying - Adding Background - Audio - Effects - rendering.	6	CO4
V	Development of E-Content - LMS Platforms - Moodle - MOOC - Swayam - NPTEL	6	CO5
Text Book			
1.	<i>Diane Elkins, Desiree Pinder. E-Learning Fundamentals: A Practical Guide.</i>		
Reference Books			
1.	<i>Holmes, B. & Gardner, J.2006. E-learning: Concepts and practice. Great Britain: Sage Publications.</i>		
2.	<i>Kaufman, R., & Herman, J.1991. Strategic Planning in Education: Rethinking, Restructuring, Revitalizing. Lancaster, PA: Technomic Publishing Company.</i>		
3.	<i>Badrul, H. Khan. 2001. Managing E-Learning: Design, Delivery, Implementation and Evaluation. George Washington University, USA.</i>		

COURSE OUTCOMES (CO)

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

CO1	understand the concept of E-Learning.
CO2	gain knowledge on the different elements of E-Content.
CO3	illustrate the E-Learning application in Google Class Room.
CO4	apply the knowledge in creating an effective video using adobe platform.
CO5	develop E-Contents to various LMS platform.

MAPPING

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

H-High; M-Medium; L-Low

Advanced Learners Course in FOURTH semester

20UVCAL401	ADVANCED LEARNERS COURSE I: PHOTO JOURNALISM	SEMESTER - IV	
Course Objectives:			
The Course aims			
<ul style="list-style-type: none"> 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 and of photojournalism - Photography for specialized, niche publications.	6	CO5
Text Book			
1.	<i>Jennifer Good, Paul Lowe, and Robert Hariman.</i> 2017. Understanding Photojournalism. Bloomsbury Publishing.		
Reference Books			
1.	<i>Steve McCurry.</i> 1999. Portraits. Phaidon Press.		
2.	<i>Robert Capa.</i> 2005. Photographs. Published by Aperture.		
3.	<i>Will Steacy.</i> 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.

MAPPING

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

H-High; M-Medium; L-Low

Advanced Learners Course in FIFTH semester

20UVCAL501	ADVANCED LEARNERS COURSE II: RADIO JOCKEY	SEMESTER - IV	
Course Objectives: The Course aims <ul style="list-style-type: none"> • 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.	<i>Simran Kohli</i> . 2005. Radio Jockey Handbook . Fusion Books.		
Reference Books			
1.	Neelamalar, M. 2018. Radio Programme Production . PHI Learning Pvt. Ltd.		
2.	<i>Sayed Mohammad Amir</i> . 2019. The Radio Career Book: From Programming to Performance . [First Edition]. SAGE Publications Pvt. Ltd.		
3.	<i>Rakesh Anand Bakshi</i> . 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

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

On Line 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 75]

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 100]

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 30 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) for 100 marks.
- Upon completion of the internship work the candidate shall be required to appear for a Viva-Voce conducted by an internal examiner.

Mark Distribution Pattern

Internal Mark Distribution Continuous Assessment (CA) Total Marks: 100

1. Review (2)	:	40 Marks
2. Work Diary	:	10 Marks
3. Presentation	:	10 Marks
4. Internship Report	:	20 Marks
5. Viva-Voce	:	20 Marks
Total	:	100 Marks