## UNIVERSITY DEPARTMENTS
### REGULATIONS 2010
### M.Sc. (ELECTRONIC MEDIA)
### FIVE YEAR INTEGRATED PROGRAMME

### SEMESTER I

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## FOR ELECTIVES III, IV, V AND VI

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OBJECTIVES

- To develop the four basic skills of language (reading, writing, speaking and listening) in order to acquire a creative and analytical mind that would fit into this new age of technological and global communication.
- To explore the various ways language is used effectively in media.
- To learn the appropriate form and structure essential for effective communication

UNIT 1


UNIT 2


UNIT 3


UNIT 4


UNIT 5


TOTAL: 45 PERIODS
XM 9101 EVOLUTION OF MEDIA

AIM
To introduce the facts, history and theories about the various forms of mass media.

OBJECTIVES
- To know how different types of media evolved from the ancient period.
- To know the facts, history, developments about important media like print, radio, TV and new media.
- To understand the importance of the mass media.

UNIT I TRADITIONAL MEDIA
Definitions of Media and Mass Media; Traditional Forms of Media – signs, wood carving, Sound, drawings, sculptures; Folk Media – Songs, Drama, Puppet Shows, Story Telling etc.

UNIT II PRINT MEDIA
History of the print media and evolution and development of printing technology in India and World; various types of print media, nature, concepts, scope; Content making for print media, reach, advantages and importance.

UNIT III RADIO
Invention and Development of Radio medium, Radio Broadcasting since its inception in world and India, Radio Technology, Establishment of radio stations, growth and development of the medium, AM and FM transmission, Satellite Radio, Programmes, Audience and reach, role in the development.

UNIT IV TELEVISION
Television – origin and development, nature, scope, audience, genre, functions of television; Ownership pattern, debate on autonomy; BBC model of ownership, control and programming – commercial and public service, state and private sectors’ expansion; potential for future development, Prasar Bharati Broadcasting Corporation; Satellite television, DTH, Video on Demand, latest developments.

UNIT V NEW MEDIA
New Media – origin and development of Internet and web, Growth and development of Internet communication, Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e - Publishing.

TOTAL: 45 PERIODS
TEXT BOOK:

REFERENCES:

XM 9102 DRAWING AND VISUAL DESIGN
L T P C
2 0 3 4

AIM
To expand students’ creativity in ideas, relation to behaviours, values expressed in works of Human imagination and thought.

OBJECTIVES:
- To engage in the creative process or interpretive performance required for the visual artist.
- To articulate an informed personal reaction to works in the arts and Humanities
- To develop an appreciating quality for the aesthetic principles in creative works.
- To identify and represent in drawing the basic elements of form and the fundamental geometrical shapes.

UNIT I STRUCTURAL LINES and GEOMETRICAL SHAPES
9
Lines and different strokes using different pencils and brushes, Cartoons, Caricature, Scale drawing.
Practice of Birds, Animals and Human forms, Portraits and Self portrait.

UNIT II LETTERING AND LOGO DESIGNING
9
Lettering and Logo styles, Communication symbols with pencil, Indian ink, paint and stencil cutting,
Story Boarding and Public service communication through art work and paintings.

UNIT III COLOUR
9
Definition, Hue, Saturation and Brightness, Historical background, Additive and Subtractive colours,
Theory of Colours, Colour wheel, Warm and Cool colours, Primary, Secondary and Tertiary Colours
and the right combination of these colours for various purpose. Colour Symbolism and Psychology.Use of Colours in Painting, Printing, Creative Production and Electronic signals. Practice in different colour mediums and air brush.

UNIT IV COMPOSITION AND PERSPECTIVE
9
Composition, Light and shade drawing, Introduction to Chiaroscuro. Principle of perspectives-Linear Perspective, Vanishing Point Perspective, One, two and three point perspective

UNIT V MINIATURE SET DESIGNING AND CLAY MODELLING
9
Creating different miniature models through waste materials, Fundamentals of Sculpture through study on anatomy of Human body.Through standing posture ,Construction, Scale, Proportion, Material, Techniques, Mass, Volume, Shapes, Contour, Direction, Fade, Plasticity and Expression. Introduction to various basic techniques of forming clay through simple shapes and to understand the characteristics of clay material.

TOTAL: 45 PERIODS
TEXT BOOKS

REFERENCES
1. Edouard Lanteri, Modeling and Sculpting the Human Figure, Dover Publications, New York

XM 9103

COMPUTER FUNDAMENTALS

L T P C

3 0 0 3

AIM: To create an awareness of Computers and Internet.

OBJECTIVES:
- To understand the various components of a computer system.
- To familiarize students with different concept of networking.
- To make students acquainted with the latest tools available in internet.
- To help students acquire the ability to use office automation tools effectively.

UNIT I
INTRODUCTION TO COMPUTERS
Introduction to computers, Computer Applications and Characteristics, Evolution, Generations of Computers, Different classification of computers, Basic Computer Organisation – Input unit, Memory Unit, CPU, Output unit, Number Systems and its conversion.

UNIT II
COMPUTER HARDWARE AND SOFTWARE

UNIT III
COMPUTER NETWORKS

UNIT IV
APPLICATIONS OF INTERNET
Basic Internet Terminologies, Evolution of Internet, Intranet and Internet Architectures, Computer and Network Security, Blogs, Podcasts, Wikis and other powerful web tools.

UNIT V
OFFICE AUTOMATION
Introduction to Office packages, Word – Creating and formatting documents, mail merge, Creating Macros, Spreadsheets – Entering data in a worksheet, Basic functions in Excel, Adding Charts, Pivot table reports and pivot chart reports, Powerpoint – Format slides and presentation, Using templates and masters, Importing Multimedia Contents, Animation effects and transition, RDBMS Package – Files and Data management, Database Design, Forms and Reports.

TOTAL: 45 PERIODS
TEXT BOOKS

REFERENCES

XM 9104 ELECTRONICS FUNDAMENTALS

AIM
To provide an exposure to various electronic devices used in the Electronic Circuitry and Equipments.

UNIT I  DC CIRCUIT ANALYSIS  9

UNIT II  FUNDAMENTALS CONCEPTS IN DIGITAL ELECTRONICS  9
Number systems – Binary, Octal, Decimal, Hexadecimal conversion from one to another, complement arithmetic, Boolean theorems of Boolean algebra, sum of products and product of sums, Minterms and Maxterms, Karnaugh map, Tabulation and computer aided minimization procedures.

UNIT III  INTRODUCTION TO SEMICONDUCTOR PHYSICS & DIODE  9
Charge carriers in semiconductors, intrinsic and extrinsic semiconductors, donors and acceptors, charge neutrality Fermi level, carrier drift, carrier diffusion, graded impurity distribution, Hall Effect, PN junction, built in potential, Electrical filed, space charge region and width, reverse bias characteristics, non-uniformly doped junction, PN junction diode, I-V relationship, minority carrier distribution, temperature effects, diffusion resistance.

UNIT IV  AMPLIFIERS BJT & FET  9

UNIT V  APPLICATIONS  9

TOTAL: 45 PERIODS

TEXT BOOKS
XM 9112  COMMUNICATION SKILLS LAB – 1  L T P C  0 0 4 2

OBJECTIVES
- To enable learners to communicate confidently, fluently and effectively in English
- To make students communicate appropriately, with a clear awareness of purpose, audience and register.

Course Description
This course employs thematic Activities using different media. The language need of the activities decide on the appropriate media to be used for implementing it.

2. Listening Activities – Talks, Narratives, Scenes from Plays, Conversation, Excerpts from Literature – Pronunciation Activities – Different Tones in Speaking – Self-instruction CD-ROMs using various English learning software packages
3. Seminar skills - agreeing and disagreeing, clarifying, questioning, persuading, emphasizing, concluding, interrupting; evaluating ideas and actions, presenting solutions, recommending action, comparing and contrasting, probability and possibility, cause and effect, criticizing - Group Discussion Activities on current issues – Presenting your viewpoints
5. Video Comprehension developing combined audio-visual receptive skills to deduce meaning from context - Scenes taken from Movies, Television series, Advertisements – Creating Advertisements to market a product - Use of online resources – Making short speeches – Developing a story and enacting it

TOTAL: 60 PERIODS

REFERENCES

XM 9105  COMPUTER LAB – 1  L T P C  0 0 4 2

AIM
To provide hands on experience with computer hardware and Office Packages.

OBJECTIVES
- To understand the various components of a computer system.
- To familiarize the students with office automation.
- Develop an understanding on how various electronic media are used in real life situations.
EXERCISES
1. Assembling the entire computer system.
2. Formatting and Installing the Windows Operating System.
3. Formatting and Installing MAC OS
4. Formatting and Installing Linux OS
5. Installing Application Softwares.

Word Processing
7. Working with Tables, Inserting Cliparts and Pictures, shapes, symbols, charts, smartarts, input fields.
9. Working with Mail merge and Macros.
10. Protecting the document, providing passwords for opening and modifying the document.

Spreadsheets
12. Working with different types of Charts – Column, Line, Pie, Bar, Area, Scatter and others
13. Working with formulas – Text, Math, Logical, Date & Time and other formulas and functions.
15. Creating Macros.

Presentations
16. Working with Powerpoint – Creating a slide presentation.
17. Using templates and Creating master slide.
18. Importing Multimedia Contents.
19. Adding Animation effects and transition, Creating Macros.

Relational Database Management Software
20. Creating the database and tables, Designing the table structure, Entering data.
21. Working with Queries.
22. Working with Forms.
23. Generating Reports.

Internet Applications
24. Creating and working with Blogs.

TOTAL: 60 PERIODS

XM 9106 ELECTRONICS LAB – 1

1. Verification of Kirchoff’s Laws
2. Verification of Thevenin’s Theorem
3. Characteristics of PN diode
4. Characteristics of Zener diode
5. Verification of Logic Gates.
7. Frequency response of Series and Parallel resonance circuits.
8. Transient analysis of RL & RC circuits.
9. Operational Amplifier Applications
10. Study of CRO & Radio Receivers

TOTAL: 60 PERIODS

XM 9161 PROFESSIONAL ENGLISH

OBJECTIVES
- To orient professionals with integrated skills for communication in Radio and Television –
  Anchoring, Presenting, Reporting, Interviewing, Producing, Writing and Speaking
- To utilize variety of media for teaching English

UNIT I
Synonyms – progressive tense forms – Compound Nouns – Listening to authentic Radio broadcasts
& analysing it – Language for instructions – Role play Exercises – Reading Comprehension – Inferred
understanding of the text – Process description – Instruction flow writing skills - Narrative written
structures to express past events - Futuristic Writing: Based on science fiction books and movies.

UNIT II
Antonyms – Editing – Focus on Spelling – Numerical Expressions – Time, Quantity, Cost &
Numbering Vocabulary - Listening to announcements & instructions – Narrating personal experiences
– Analysing problems and offering solutions – Interpreting tables, charts & maps – Letter to the Editor
– Offering Complains and Offering Suggestions

UNIT III
Collocations – Strong & Weak collocations – One word substitution – Modals – Error correction
– Listening to telephone messages – Telephone Etiquette – Expressing likes & dislikes - Reference
Skills – Thesaurus, journals & articles, Reading telephone messages – Email language – Writing a
telephone message

UNIT IV
Idioms – negative prefixes – Question & Auxiliary verbs – Question tags – Listening for understanding
– Note taking – Discourse functions – arguing, agreeing, disagreeing, apologising etc – Extensive
Decision making activities based on authentic reading materials.

UNIT V
Illustrated meaning – Integrated interrogative and discourse use with targeted vocabulary and
functions - Reported speech – Listening Comprehension of authentic TV broadcasts in British,
American & Indian English – Presentation Skills - Body Language – Reading and interpreting non
contexts.

TOTAL: 45 PERIODS
REFERENCES

XM 9151 PRINCIPLES OF JOURNALISM

AIM
The aim of this course is to make the students to understand the importance of print journalism and to learn the importance of handling sources and writing the inverted pyramid.

OBJECTIVES
- To develop news idea and critical thinking skills to recognize fairness and credibility.
- To understand the basics of news gathering process and get to know the importance of Inverted Pyramid structure and also the importance of ethics to be followed in the profession.

UNIT I NEWS BASICS

UNIT II TYPES OF BEATS
Beat definition, Types of beats, beat development plan, Introduction to political beat, education beat, court beat, sports beat, business beat, environment beat.

UNIT III CONCEPT AND STORY IDEA
Brainstorming, story idea, story mapping, deciding story angle approach, Research, Computer assisted research, Ideas for features, creative ideas for features.

UNIT IV NEWS STRUCTURE
5Ws IH, Inverted pyramid structure, hour-glass structure, language of news, precision, clarity, lead& intro , types of leads, attribution , proof reading , sub –editing , writing headlines, captions.

UNIT V ROLES & RESPONSIBILITY
Duties and responsibility of journalist, objectivity and subjectivity, ethics in reporting, ethical philosophies, freedom of speech and expression with reasonable restrictions, press council guidelines.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES
4. Shahzad Ahmad, “Journalism news coverage “ , Anmol, 2005
Aim
To provide the students a sound knowledge in principles of Mass Communication

Objectives
• To throw light on the theories of communication
• To deal in deep the models of communication
• To provide an account of the theories of the press
• To ascertain the functions and state of media in India

UNIT I COMMUNICATION
Nature and process of communication, functions of communication, kinds of mass communication; history of communication and communication today.

UNIT II MODELS OF COMMUNICATION
Models of communication; SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener and Newcomb; Need of communication models and their importance.

UNIT III THEORIES OF COMMUNICATION
Theories of communication: Magic bullet theory, Spiral of silence theory, Cultivation theory, Uses and gratifications theory, Agenda setting theory, Information, Communication and Entertainment/Education (ICE) and the resultant implications, gate keepers.

UNIT IV THEORIES AND RESPONSIBILITY OF MEDIA
Theories of press: Authoritarian, Libertarian, Social responsibility & Soviet Communist theories, Social systems and media responsibility, Issues of monopoly and ownership patterns of mass media in India

UNIT V COMPARATIVE THEORIES
Indian communication theories; Eastern and Western theories; comparison and critique.

TOTAL: 45 PERIODS

TEXT BOOKS
1. J.Kumar, Keval, ‘Mass Communication in India’, Jaico, New Delhi, 2000

REFERENCES
2. Watson, James, ‘Media Communication-An Introduction to theory and process, Palgrave, 2006

XM 9153 PRINCIPLES OF ADVERTISING

AIM
To give overall concepts about Advertising.

OBJECTIVES
• To introduce the concept and process of advertising and its role in marketing.
• To develop an understanding of the ethical lapses and ethical dilemmas in advertising.
• To prepare professionals interested in careers in advertising, marketing, promotions, public relations or sales managerial jobs, or for individuals in the field.
UNIT I  ADVERTISING: AN INTRODUCTION
Introduction, Definition, the need, role and its key components. The roles and functions of advertising within society and business. Propaganda Publicity, Salesmanship, Sales Promotion, Marketing & Public Relations. Types of Advertising : Advertising, Industrial Products advertising, Advertising for service institutional. The characteristics of effective advertising.

UNIT II  ADVERTISING CAMPAIGN PLANNING

UNIT III  ADVERTISING CREATIVITY
Types of print media; electronic; films; outdoor; transit; internal; traditional; Determining the message; copy writing; script writing for radio commercials. Audio & television; spot or film for cinema creating the advertisement for print media. Principles of good layout, heading subhead and visuals, slogans and photograph, preparation of art work, Execution of advertising Campaigns, Scheduling and Monitoring Control.

UNIT IV  ADVERTISING AGENCY

UNIT V  INTEGRATION AND EVALUATION
Direct marketing, Tools of direct marketing, integrated direct marketing, sales promotion, events and sponsorship, public relations, Retail advertising, business to business advertising, social marketing, international marketing and marketing communication. Evaluating effectiveness, media evaluation, campaign and IMC evaluation.

TOTAL : 45 PERIODS

TEXT BOOKS

REFERENCES
1. V.L. Leymore - The Hidden Myth, Heinemann, New Delhi
2. G. Dyer - Advertising as Communication, Methuen, UK
3. Thakur - Advertising Management, Himalaya, New Delhi
4. Chunawala and Sethia - Advertising Principles and Pratices, Himalaya,New Delhi

XM 9154  ELECTRONIC MEDIA INSTRUMENTATION

AIM
To provide the exposure of Emergent trends in Communication and Media technology.
UNIT I ACOUSTICS

UNIT II BROADCASTING BASICS

UNIT III BASIC PRINCIPLES OF COMMUNICATION

UNIT IV FUNDAMENTALS OF RADIATION ANTENNA

UNIT V NEW TRENDS IN INSTRUMENTATIONS
Scope of development and fabrications of required equipment indigenously in electronic media – Trend of technology development in the area of the course and in indigenous development.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES

XM 9162 COMMUNICATION SKILLS LAB – II

OBJECTIVES
• To speak, write and make presentations in internationally acceptable English that is grammatical, fluent and appropriate for purpose, audience, context and culture.
• To communicate creatively, using a varied range of vocabulary, sentence structures and linguistic devices
• To equip students with communication skills for content creation for e-learning, synchronous/asynchronous learning.
• To provide academic skills in organizing and taking part in a video conferencing sessions involving public and private organizations

ATTACHED

DIRECTOR
Centre For Academic Courses
Anna University, Chennai-600 025
Course Description
This course employs thematic Activities using different media. The language need of the activities decide on the appropriate media to be used for implementing it.

1. Interviewing activities to enhance instruction and explanation processes with specific focus - audio based / video based format interviews - Role play Activities based on complex situations – Discussion Games on different topics – Language games in Class room – Information gathering activities
2. Production of News paper or Magazine in Groups – Co-ordinating in groups to produce a newspaper or magazine – Writing, Editing, Layout, Computer Skills, Headline Writing, Use of appropriate visuals, Importance of fillers, Writing Print advertisements, Social Awareness Messages - Project development in groups and pair work to increase communication practice.
3. Content Production for a radio programme – Production of a variety programme for a radio in groups - Use of drama – Performing Arts – Excerpts from Literature - Enquiry / Conversing over the telephone – Telephone Etiquette — Listening Activities – Lectures, Casual Conversation, Telephone Conversations – Video Conferencing – Organising and Moderating
5. Presentation skills - introductions and stating the purpose, signposting, creating interest and involving audience, using rhetorical questions, emphasizing and highlighting key points, preparing the audience for visuals, integrating audio visual (OHP/Multimedia Projector/audio equipment) summaries, conclusions and closing courtesies; body language and non-verbal communication.

TOTAL: 60 PERIODS

REFERENCES

XM 9155       CREATIVE DESIGN LAB

L T P C       0 0 4 2

AIM
This subject is designed to learn technical knowledge with specialized skills, attitude to work in computer graphics tools to design visual effects and digital effects.

OBJECTIVE
Graphic design in scalar, vector images and text are created using Adobe Photoshop, Adobe Illustrator and Adobe Pagemaker/In Design to compete the latest technology and designs in an industry standards.

1. Creating Logos with shapes and effects
2. Creating different Print collateral using computer graphics tools
   (Visiting card, Letter Head, Brochure, Pamphlets, Danglers, Leaflets, Posters, Book Cover, CD cover, greeting card and other printing materials etc.)
3. Product cover design
4. Package cover Designing
5. Designing an Invitation
6. Editing Photographs with effects and color correction
7. Collage works with photographs
8. Developing graphic Backgrounds and Layouts
9. Designing 3D buttons, Menus
10. Designing a Web Page
11. Creating and designing Newsletter
12. Designing a Calendar
13. Designing a Print Advertisement for Newspapers and Magazine
14. Designing a supplement

TOTAL: 60 PERIODS

XM 9156  ELECTRONICS LAB II  L T P C
0 0 4 2

1. LDR based light sensing circuit
2. Infrared based Optical FIBER voice communication
3. Design of FM Transmitter
4. Design of AM Transmitter
5. Design of FM Radio
6. Design of AM Radio
7. Design of MIC Pre Amplifier
8. Designs of Bass, Treble with Amplifier Circuit
9. Communication based on DTMF
10. Model of Wireless Camera

TOTAL: 60 PERIODS

XM 9211  COMMUNICATION SKILLS FOR MEDIA  L T P C
3 0 0 3

LEARNING OBJECTS
• To develop in students, the ability to analyze English language use for diverse career destinations in the Electronic Media sectors such as Editors, on-line information officers, usability analysts, graphic designers etc.
• To select, analyse, evaluate and use appropriate language which is relevant to specific purposes – Media related

UNIT I
Connotation, Denotation, Reading Comprehension - Reading between Lines – Listening for cues – Arguing skills – Negotiating skills – Introducing a chief guest- Introducing a Programme – Summarising - Evaluative & Analytical Writing -

UNIT II
Foreign words in English – Tense forms – Participle, Perfect – Reading Reviews – Listening to interpret & analyse – Presenting and marketing a product – Scene description – Writing recommendations - Writing a news report – Group created written reports giving instruction on various aspects of target vocabulary.
UNIT III
British/American English – Media related Vocabulary – Understanding Schedules – Listening to interviews & Dialogues – Role plays in various authentic situations – Conducting interviews – Organizing a programme – Job Application with CV (with Cover letter)

UNIT IV
Lexis development and extension in appropriate areas - Phrasal Verbs – Reading and Analysing an Advertisement – Reading Press Releases – Interpreting Images – Listening to tonal inflections – Radio Programme – Anchoring an event – Profile writing – Slogan Writing – Written communication tasks for authentic task oriented goals.

UNIT V
Prepositional phrases – Active & Passive – Extensive Reading – Novels & Plays – Listening for data collection – Evaluating problems and giving suggestions – Giving Directions – Oral & Written - Creative Writing – Using online resources to extract authentic materials on specific areas of interest.

REFERENCES

XM 9201 NEWS REPORTING L T P C
3 1 0 4

AIM
To learn to gathering and writing news with special attention to objectivity, accuracy and fairness; the responsible use of sources; and the style and structure of good news writing.

OBJECTIVE
- To know the various news gathering techniques.
- To develop the news concept and the critical thinking skills to recognize when news lacks fairness and credibility.
- To understand the concept of gate keeping and its importance to responsible reporting and publishing.

UNIT I NEWS, SOURCES AND CONTACTS
News – Definitions, Types, functions; Sources - Importance of Sources, Types of Sources, Credibility, Identifying , Establishing and Maintaining Contacts, Contact book, Confidentiality, Paying the sources, Tip-Off, Check calls, Anonymity ,

UNIT II BEATS AND NEWS SELECTION TECHNIQUES
UNIT III CONCEPT AND STORY IDEA 9

UNIT IV WRITING NEWS SCRIPT 9
Basics of News Writing, 5Ws 1H, Inverted Pyramid, Intro and Leads, Types of Lead, Writing Headlines, Sub - Editing, Feature Writing, Hour - Glass Structure, Telling the Story, Placing the Key Words, Developing the Story, Signposting, Ending the Story, Last line and the last word.

UNIT V NEWS EDITING TECHNIQUES 9
Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Hyperbole, Adjectives. Editing techniques, Editing Softwares, Proof reading.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES

XM 9202 BASICS OF PHOTOGRAPHY

L T P C 3 0 0 3

AIM
To foster an awareness of opportunities for professional and creative expression through the practice and art of photography.

OBJECTIVES
• To recognise the principles of good design in photography.
• To develop an individual style in photographic expression.

UNIT I INTRODUCTION TO PHOTOGRAPHY 9

UNIT II BASIC PHOTOGRAPHIC TECHNIQUES 9
Photographic Composition, Centre of interest, Subject placement-Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle-Eye Level, Low and High, Balance-Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast-Tonal and Colour, Framing, Foreground, Background Perspective- Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives.

UNIT III LIGHTS AND LIGHTING FOR PHOTOGRAPHY 9
Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Softlight, Hardlight, Available Light, Key-Low, High, Side, Fill Light, Kicker, Back and Background Light. Three point Lighting, Five Point Lighting. Lights, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light measurement Units.
UNIT IV PHOTOJOURNALISM

UNIT V DIFFERENT GENRES OF PHOTOGRAPHY

TEXT BOOKS

REFERENCES

XM 9203 SOUND AND ACOUSTIC TECHNIQUES

AIM
To impart knowledge of sound aesthetics

OBJECTIVE
- To make students aware of the basic principles of sound.
- To learn about sound techniques.
- To impart knowledge on acoustics and psycho-acoustics.

UNIT I PRINCIPLES OF SOUND
The Human Ear; Characteristics of Sound: Compression & Rarefaction -Velocity, Amplitude and Acoustical Phase - Loudness, Frequency and Human Hearing - Timbre and Sound Envelope – Physical types of microphones – microphone selection and use.

UNIT II LISTENING SOUND
Educated Ear: Cognitive & Affective Information - Analytical & Critical Listening; Sound’s Dynamic Range; Acoustics & Psycho Acoustics of Sound: Binaural Hearing - Mono & Stereo effects - Direct & Reflected Sound - Reverberation & Echo.

UNIT III DESIGNING SOUND
The roles & responsibilities of a sound designer - Elements of Sound - Perception of various sounds. The steps involved in designing sound - Functions of Sound with respect to Dialogue – Sound aesthetics.

UNIT IV FUNCTIONS OF SOUND
Function of Sound with respect to Picture - Functions of Sound with respect to Special Effects - Functions of Sound with respect to Music – Special effects and its functions; dubbing; creative usage of sound.
UNIT V  STUDIO MANAGEMENT

Studio and live mixing speech - Studio Management: Equipment Management - Transmission & Reception - Studio Operations - Studio Layout & Design - The Sound Control Room - The Sound Recording Room; Station Management

TOTAL : 45 PERIODS

TEXT BOOKS

REFERENCES

XM 9204  PROGRAMMING LANGUAGES I
L T P C  3 0 0 3

AIM:
To impart knowledge on C Programming

UNIT I  INTRODUCTION TO PROGRAMMING
Introduction to programming; Stage involved in software development, Algorithms and Flowcharts, History of C Language; Data Types; Operators and Expressions; Managing Inputs and Output, Decision Making - Branching and Looping.

UNIT II  ARRAYS
Single Dimension Array, Two Dimension Array, and Multi-dimension Array, Handling of Character Strings, String Functions and other Library Functions

UNIT III  FUNCTIONS
User-defined Functions – Definitions, Declarations and Calling - by reference and by value. Recursion, Passing Arrays to String, Passing Strings to functions.

UNIT IV  STRUCTURES AND UNIONS
Structures – Defining, declaring and accessing, Array of Structures, Arrays within Structures, Structures within Structures, Unions,

UNIT V  POINTERS AND GRAPHICS
Pointers – accessing and address of a variable, declaring and initialization of pointer variables, accessing a variable through its pointer, pointer to pointer, dynamic memory allocation, preprocessor directives, macro directives, file inclusion, conditional inclusion, graphics in c.

TOTAL : 45 PERIODS

TEXT BOOKS
REFERENCES

XM 9205  
PHOTOGRAPHY LAB  
L T P C  
0 0 4 2

1. Demonstration of working of a SLR Camera.
2. Demonstration of working of a DSLR Camera and familiarise the students with different settings.
3. Black and White Pictures in Film to practice contrast, texture, pattern and shapes.
4. Colour film with different speeds to practice in capturing sports and moving objects.
5. Practice in film for variable shutter speed.
6. Framing and Composition with different shots and Camera Angle in DSLR.
7. Practicing in available light on selected themes.
8. Manipulation of light to create different moods.
9. Single source indoor lighting for portraits, self portrait and other genres.
10. Multiple sources lighting with reflectors and diffusers for different genres in indoor.
All these assignment photographs with emphasis on each student’s specialisation in specific genre a soft copy will be submitted for Internal Assessments.

TOTAL: 60 PERIODS

XM 9206  
PROGRAMMING LAB  
L T P C  
0 0 4 2

C Programs on
1. Operators and Expressions
2. Loops and Control Constructs
3. Functions
4. Arrays
5. Pointers
6. Structures
7. Unions
8. File Handlings
9. Stacks, Queues, and Linked Lists
10. Hardware Interaction
11. Graphics

TOTAL : 60 PERIODS
During the semester the students will produce a monthly journal / tabloid / newsletter as a group assignment.

1. Handling Sources
2. Campus Story
3. Interviewing
4. Developing Story Idea
5. News Writing – Inverted Pyramid, Leads, Captions
6. Designing Journal
7. Capturing event – Photography
8. Lab Journal editing and Proof reading
9. Theme based journal production

TOTAL: 90 PERIODS

XM 9251

PUBLIC RELATIONS AND EVENT MANAGEMENT

AIM
To learn the developments of public relations industries and practices.

OBJECTIVES
- To give Exposure to the information and PR needs of the professionals in different sectors through theoretical presentations and practical Assignments.
- To study the audio-video channel boom and the Internet revolution the dynamics and paradigm of controlled media.
- To provide in-depth knowledge of all aspects in this sphere of media activity. This course is also placement-oriented.

UNIT I PR ROLES & SPECIALTIES
Definition of PR, Responsibilities of PR Practitioners, PR is an art and social science, Basic principles of PR, art activities of PR,functions of PR in business and society. Obstacles to ideal PR,PR’s origins & evolution,Origin of PR term,PR’s uses,thought history,five stages of PR,PR outlook for the future, Trends in PR, Need for cultural literacy, Implications of technological transparency, Relatives of integrated communications, Sensitivity to the Potential for global impact, research, planning, processes and techniques, formal vs. informal research, Research basics, Research sources, research on public, Research on media audiences, Cycle of Pr research, Types of qualitative research, Types of quantitative research.

UNIT III PUBLICS & PUBLIC OPINION
Definition of stakeholders, public and audience, target or priority public,identifying priority publics, issues management, image and perception, probing an image, image and corporate culture, public opinion research and Pr diffusion cycle,Pr ethics in judging an organization, Role of top management categories ,PR ethics & values, Reputation and ethics, social responsibility, Grey areas of public relations. Crisis and credibility, Anticipating a crisis, characteristics of crisis, categories of crisis, crisis management, crisis public communications climate and crisis, communication plan, crisis evaluating, successful crisis handling.
UNIT III  CAMPAIGNS  9
Definition for campaign, types of pr campaigns, characteristics of successful campaigns, successful campaign models, campaign elements, planning a campaign, implementing the campaign, evaluating the campaign, changing behavior with campaigns, government campaigns, global campaigns.

UNIT IV  EVENT PLANNING, MANAGEMENT AND COORDINATION  9
Introduction to event, event objectives, design objectives of the event experience, Initial Planning, Type of Events, Visualization, Monitoring the Budget, Event Experience Design Objectives, EVENT PLANNING, Organization and Timing, event location.

UNIT V  EVENT PRODUCTION AND STAGE MANAGEMENT  9
Event marketing and event promotions, show production and stage management, media legacies, catering and hospitality management, pre & post event logistics, security management and risk management, event closedown.

TOTAL: 60 PERIODS

TEXT BOOKS

REFERENCES
1. Jethwani Jaishree and Sarkar - Public Relations, Sterling, New Delhi

XM 9252  2D GRAPHICS AND ANIMATION  L T P C
3 0 0 3

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

UNIT II

UNIT III
FLASH Interface - Stage, panels, layers, and the timeline. Creating and modifying vector objects. Manipulating multiple objects—Shapes, Groups, Digital 2-D Animation Techniques. The principles of 2D Animation. Tweens, Graphic, Button, and Movie Clip, Symbols—Libraries and Instances. Gif Animation- Image optimization for optimal download time, Import, Trace, Break apart, and loading bitmaps in FLASH.
UNIT IV
Animated Cartoons – Character, Conceptualization techniques brainstorming, thumbnails, storyboarding Animation Cycles ,scenes, Lip synchronization, Page Layout for the Internet, The Illusion of Depth – Perspective - Rendering Form, flash Video & Sound, Transitions, Importing, file formats.

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

TOTAL: 45 PERIODS

TEXT BOOKS
1. Adobe Flash Guide latest version
4. Jayne Pilling, Animation 2D and Beyond, Rotovision, September 2000

REFERENCES
2. Vikas Gubta & Kogent Solutions Inc. : Multimedia and Web Design.A Revolutionary 3-Stage Sub learning System Published by dream tech.

XM 9253
ICT FOR DEVELOPMENT
L T P C
3 0 2 4

AIM
To introduce the students to principles and tools of information and communication technology (ICT), and its applications for development.

OBJECTIVES
- To understand the information and communication technology developments in India and their role in creating social change.
- To know the different tools of ICT.
- To know the benefits of the tools of ICT for development.

UNIT I
INTRODUCTION

UNIT II
ICT IN HEALTH
UNIT III  ICT IN AGRICULTURE

UNIT IV  ICT IN HOLISTIC DEVELOPMENT

UNIT V  ICT IN SUSTAINABLE DEVELOPMENT
Sustainable Development: Definition – economic, environmental, social and human sustainability – Brundtland report – Improving public awareness – Monitoring – Response systems – Facilitating environmental activism – Enabling more efficient resource use through ICT.

TOTAL: 75 PERIODS

TEXTBOOKS
2. Akhtar Badshah, Sarbuland Khan and Maria Garrido, Connected for Development, UN ICT Task Forces.

REFERENCES

XM 9254  RADIO PROGRAMME PRODUCTION

AIM
To impart knowledge of audio programming.

OBJECTIVES
- To make students aware of the history of radio.
- To learn about audio production and presentation.
- To impart knowledge on audio programming formats.

UNIT I  HISTORY OF RADIO
Radio in today’s Media Scenario - Introduction to acoustics – acoustic principles; different kinds of studios; Evolution of radiobroadcast formats; Principles of sound; the broadcast chain; Recording & Transmission systems; Modulation (AM & FM) Antennas, Receivers, Amplifiers, Multi-track recording technique; Mono, Stereo; Recording & Editing Consoles; OB Van.
UNIT II  RADIO FORMATS

UNIT III  SPECIAL AUDIENCE PROGRAMMING
Music on Radio / Radio commercials, Special Audience programmes on Radio – Programme for Children, Women, Youth, Senior citizens, Rural Folk, Industrial workers, Defense personnel; Develop competences in areas such as script materialization, approach angles, quality and variety of magnetic records.

UNIT IV  PRODUCTION MANAGEMENT
Three phases of production: Pre-production, Production and Post-production; Management of personnel - Improve work team leadership ability in studio environment; Financial and Technical resources; Budgetary planning – control - Direct and Indirect costs; Subject – research; Analysis of existing formats, its form and contents as a distinctive characteristic of certain radio styles: news, interview, reportage, debate, open line, entertainment, opinion – characteristics and goals.

UNIT V  INNOVATIVE DEVELOPMENTS IN RADIO COMMUNICATION
Field Programme Production, Live Programme Production, final editing and mastering; Producing Edutainment and Infotainment Programmes for Radio - Disaster coverage News Bulletins – Emergency Management; Community Radio; satellite radio; Local Radio; Campus Radio; Ham Radio, PAS, Private FM Radio stations.

TOTAL: 45 PERIODS

TEXT BOOKS
1. How to do community radio – Louie Tabing and UNESCO 2002

REFERENCES
1. Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
2. All India Radio, Audience Research Unit, Prasar Bharat, 2002

XM 9255  PROGRAMMING LANGUAGES - II

UNIT I  INTRODUCTION TO OBJECT ORIENTED PROGRAMMING
Different Programming Approaches; Origin and History of Object Oriented Programming; Basic concepts of OOP, Advantages of OOP, C++ fundamentals, Classes and objects – Constructors and Destructors, Operator Overloading – Inheritance, Virtual functions and Polymorphism.

UNIT II  FILE HANDLING
C++ streams – Console Streams – Console Stream Classes - Formatted and Unformatted Console I/O operations, Manipulators - File streams - Classes file modes, file pointers and manipulations file I/O – Exception handling.
UNIT III  INTRODUCTION TO JAVA  15
Introduction to Java, Features of Java, Difference between C++ and Java, Classes and Methods,
Java Fundamentals - Data Types; Operators and Expressions; Managing Inputs and Output, Decision
Making - Branching and Looping.

UNIT IV  STRINGS AND ARRAYS  15
Handling of Characters and Strings, Exception Handling, IO Streams, Arrays – Single and Multi-
dimension, Library Functions, User-defined Functions – Definitions, Declarations and Calling - by
reference and by value.

UNIT V  APPLETS AND SWINGS  15
I/O Applets and Swing. Introduction to Abstract Window, Toolkit, Using AWT controls, layout
managers and menus, Images and Additional Packages.

TOTAL: 75 PERIODS

TEXT BOOKS

REFERENCES
   Delhi 2000

XM 9257  RADIO PROGRAMME PRODUCTION LAB  L T P C
0 0 4 2

AIM
To impart knowledge of audio programming practically.

OBJECTIVES
• To make students aware of the script writing.
• To learn about audio production by producing different programme formats.
• To impart knowledge on audio programme presentation.

EXERCISES
1. Radio Jingles
2. Radio Plays
3. Radio Vox-Pops
4. Radio Actualities
5. Radio Documentaries
6. Radio Features
7. Radio Interviews
8. Radio News
9. Radio Discussion Programmes
10. Radio Speciality Programmes

TOTAL: 60 PERIODS
XM 9258  
2D GRAPHICS AND ANIMATION LAB

L T P C
0 0 4 2

EXERCISES
1. Animated Logo
2. Title Animation with effects
3. Gag Animation
4. Character development with different facial expression
5. Creating animated character with walk cycle.
6. Web Banner advertisement
7. Lip synchronization
8. Compositing
9. Animated buttons and Menus
10. Different User interface designs
11. Dynamic flash web page
12. Game with simple techniques.
13. CBT-Interactive presentation

TOTAL: 60 PERIODS

XM 9259  
CAMPAIGN PLANNING PROJECT

L T P C
0 0 6 3

This course is aimed to give practical experience in creating public awareness on any 6 topics from the following issues:

1. Issues related to Agriculture
2. Issues related to health
3. Problems concerned with Natural Disaster
4. Problems concerned with environment.
5. To identify the social issues.
6. To do awareness campaign inside their college premises.
7. To submit a case study on public awareness campaign done by a corporate.
8. To submit a case study on the role of media in creating public awareness with respect to solid waste management.
9. To conduct an awareness campaign on Women Abuse
10. To conduct an awareness campaign on Child Labor
11. To conduct an awareness campaign on Energy Conservation
12. To conduct an awareness campaign on Water Conservation

TOTAL: 90 PERIODS
AIM:
To provide the insight knowledge about the electronic news production and produce the competent journalists and news producers for the current information world.

OBJECTIVES:
- Developing aptitude for electronic news gathering and reporting.
- Developing skills of news writing for radio, television and web media.
- Understanding the structure of news room and its functioning.

UNIT I   INTRODUCTION TO ELECTRONIC JOURNALISM

UNIT II   RADIO JOURNALISM

UNIT III  TELEVISION JOURNALISM

UNIT VI  ONLINE JOURNALISM
Development of the Online news media, Online news culture, Writing and editing for online media, e-magazines, Page design and Layout for Web pages, New Synergies integration of context and advertisement, webcasting.

UNIT V NEW TECHNOLOGIES FOR ELECTRONIC JOURNALISM
New Technologies - Satellites, Outside Broadcasting, Mobile technologies, convergence, latest technologies for news recording and delivery, broadcasting software’s.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES
1. N.C Pant, Modern Journalism, Kanishka Publishers, 2002
5. Lynette Sheridan Burns, Understanding Journalism, Vistaar Publications, 2006
AIM
To produce and direct quality video productions with a realistic understanding of resources, capabilities and goals.

OBJECTIVES
- To gain experience in the planning and execution of professional video production.
- To function in a crew position contributing as a team member to the completion of projects.
- To understand thoroughly about pre-production and production process in video production.
- To engage in critical self-evaluation as it applies to one’s work on one’s own project as well as one’s work on other projects.

UNIT I VIDEO CAMERA

UNIT II VIDEO RECORDING

UNIT III LIGHTS and LIGHTING TECHNIQUES

UNIT IV VIDEO STUDIO
Studio Floor, Cameras on Pedestals, Microphones, Lighting rigs and the controlling Equipments, the role of Floor Manager, Production Control Room, Vision Control and Sound Control, Video Monitor, Vision Mixer, Audio Mixing console, Character Generator Digital Video Effects, VTR, and Talk Back.

UNIT V SINGLE AND MULTICAMERA PRODUCTION

TOTAL: 45 PERIODS

TEXT BOOKS
REFERENCES

XM 9304 3D GRAPHICS AND ANIMATION

UNIT I INTRODUCTION TO 3D ANIMATION
Theory – Essentials of 3D Animation – Architecture of 3D Animation Softwares – Graphical User Interface – 3D Animation through 3D Animation Softwares

UNIT II ANIMATION CONCEPTS AND STYLES

UNIT III MODELING
Object Modeling – Character Modeling – Backgrounds – Walk Through

UNIT IV SCRIPTING
Key Frame Animation – Motion Capture Technology – tips and Tools in Key Frame Animation – Advanced tools in Rendering.

UNIT V APPLICATION
Development of application using 3D Animation Softwares – Design and Development Issues

TOTAL: 45 PERIODS

TEXTBOOK

REFERENCES

XM 9305 3D GRAPHICS AND ANIMATION LAB

1. Concept, Story and Scripting for 3D Feature
2. Character Designs using 3D Software
3. Design and Layouts of backgrounds using 3D Software
4. Key frame animation of characters using 3D Animation Software
5. Texturing of backgrounds and characters using 3D Package.
6. Application of 3Ds Max Package
7. Application of 3D Titling
8. Uses of Motion Capturing Files
9. 3D Virtual walk through

TOTAL: 60 PERIODS
XM 9303  EDITING TECHNIQUES  L T P C
3 1 0 4

AIM
The course gives in-depth insight into the creative process of post-production. The course will enable students to understand the basic rules in editing which will make a story in a production flow effortlessly across the screen.

UNIT I  INTRODUCTION  9
Definition of editing. Historical evolution of editing – silent Period and Talkies, Impact of new technologies on post production, Overview of the trends in the industry.

UNIT II  EDITOR  9
Roles and responsibilities of editors, skills required for a successful editor, Working Principles - Considering Script as an Architecture, Understanding directional intent, Camera angles and movement, reading light, reading the actor, understanding stories and their purpose. Copyright and ethical issues in editing.

UNIT III  THE VISUAL GRAMMAR  9

UNIT IV  EDITING TECHNIQUES  9
Styles in editing, Techniques in editing, Editing to Manipulate Time, Editing Transitions, Graphics, Animation and Plug-Ins Continuity Editing and Complexity Editing, Dynamics of Sound – discovering the beat, sound as a character, invisible sound, tone and pitch and creative usage of sound in editing. Usage of Colours based on gender, culture and personalities.

UNIT V  EDITING DIFFERENT GENRES  9
Editing styles for reality programs - News, features, bulletins, documentaries, reality shows; Editing styles fictional Narratives – Short Films, Serials, Films; Editing Styles for PSAs, Advertisements and Music Videos. Covering sports and other live and recorded events.

TOTAL: 60 PERIODS

TEXT BOOKS
2. Steven E.Brown, Video Editing – A Post Production Primer , Focal Press, 2002

XM 9306  PRODUCTION AND POST PRODUCTION LAB  L T P C
0 0 4 2

OBJECTIVES
To train students in shooting, editing and finishing on video. This lab will be assignment based where it is mandatory for the students to shoot videos in various genres and then edit the same on the non linear editing systems.
UNIT I  INTRODUCTION TO EDITING SYSTEMS  12
Film and video formats, Difference between linear and non linear editing, the principles of digital
video, types of video signals, Hardware and software requirements for non linear editing, introduction
to various operating systems, overview of software available for editing. Importance of time codes,
records and information.

UNIT II  PRODUCTION  12
Shooting, editing and finishing on video. Stages in production - Preproduction, production and post
production. Production of various genres features, documentaries, short film, music videos,
commercials, trailers and event Coverage.

UNIT III  PLANNING  12
Planning the non linear editing process: Budgeting time, personnel and space. The four steps in the
post production process: acquisition, editorial, effects and distribution.

UNIT IV  EDITING INTERFACE  12
Editing Interface: Clips, Sequences, Projects, logging and suggested bin structures, initial assembly,
first rough cut, breaks and reviews, fine cut, using transitions, effects, titling and graphics. Basics of
online and offline editing. Efficient use of insert and assemble modes of edit, shortcut keys.

UNIT V  OUTPUT  12
Choosing an Output method for final distribution. Video compression and EDLs.

TOTAL: 60 PERIODS

XM 9307  VIDEO JOURNALISM PROJECT  0 0 6 3

OBJECTIVES
The aim of this project is to practice those skills and knowledge learnt during the theory sessions.
The practice include information gathering, news writing, camera operations and editing techniques to
produce a two minutes news feature individually and a half an hour news programme (Which will be
called news day ) as group assignment at the end of the semester.

EXERCISES
1. Handling various sources
2. News Research (Computer assisted research)
3. Planning (Logistic, equipment etc)
4. Interviewing( sound bites)
5. Piece to camera
6. Hour-glass structure excercise
7. Anchoring
8. Preparing run-order
9. Editing and compiling

TOTAL: 60 PERIODS
XM 9351  E-CONTENT DEVELOPMENT  L  T  P  C  3 0 0 3

AIM
To make competent e-content developers through a formal practice for the demand drive content market.

OBJECTIVE
- To know the basics, concepts and need of the e-content in the media industry.
- To learn the production process and techniques of the e-content.
- To develop the effective e-content materials for different field.

UNIT I  NATURE AND SCOPE
9

UNIT II  E-CONTENT PRODUCTION
9

UNIT III  E-LEARNING
9
E-Learning & E-Learners, E-courses, E-learning Ability, Open Educational Resources, Learning Authoring, E-learning Technologies, Learning Authoring Tools, Repository of Educational Content, Problem Based Learning, E-learning Platforms, Production and Re-utilization, Learning processes and context, Management of e-content production (project), Design of e-courses and e-content, Learning objects, Content creation tools, Online learning evaluation, Designing and creating e-courses for a certain learning context, Planning the learning content to be developed, Producing learning content according to international standards; Creating, integrating and exploring the learning content in the LMS, MOODLE, Building/selecting instruments to evaluate the learning content produced.

UNIT IV  ADVANCED TECHNOLOGY LEARNING SYSTEMS
9
Computer & Internet Enabled Learning, IP Learning, Mobile Learning, Videoconferencing, VSAT, Online Learning, Web conferencing, Stand-Alone e-Learning, Assisted e-Learning, e-Cooperative Learning, Blended Learning, info-Learning, small-Learning, Open Source Software’s.

UNIT V  E-CONTENT BUSINESS
9

TOTAL: 45 PERIODS

TEXT BOOKS
REFERENCES
1. Effective Learning – A Practical Guide for Open & Distance Learners, IGNOU, New Delhi, 2005.

XM 9352

MEDIA LAWS AND ETHICS

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AIM
To provide the students with sufficient knowledge of laws and ethics related to media.

OBJECTIVES
- To provide a basic knowledge of the Indian constitution.
- To focus on various laws related to media in India.
- To throw light on Intellectual property rights.
- To educate the students on ethics to be possessed by media professionals.

UNIT I
OVERVIEW OF THE INDIAN CONSTITUTION

UNIT II
MEDIA LAWS IN INDIA
Official Secrets Act, Working Journalists Act, Drugs and Magic Remedies Act, Press Council Act, Cinematograph Act, Prasar Bharati Act, Cable TV Networks (Regulation) Act, Broadcast Bill, Laws of defamation relevant to media in India.

UNIT III
INTELLECTUAL PROPERTY RIGHTS
Forms of Intellectual Property, The Designs Act, Trade and Merchandise Marks Act, The Patents act, The Copyright Act, Case studies on IPR.

UNIT IV
CODE OF ETHICS
Press council’s code of ethics for journalists, AINEC code of ethics, Ethics of broadcasting, ethics of telecasting, codes for radio and Television, ethics of advertising.

UNIT V
CYBER LAWS IN INDIA
Nature and scope of cyber law, cyber crimes in India, digital signature, Piracy (Audio and Video), domain name registration issues, Information technology act.

TOTAL: 45 PERIODS

TEXT BOOKS
XM 9353  TV PROGRAMME PRODUCTION  L T P C
3 0 0 3

AIM: To groom the student as competent television programme producer.

OBJECTIVES:
- To provide a strong background in television theory and principles of television production.
- To make the student well verse in all aspects of Indoor and outdoor production.

UNIT I  VISUALISATION & PREPRODUCTION
Visualisation-Looking at an event, looking in to an event, creating an event, story board, preproduction activities- scripting-copyrights, ethics, selecting the location, checking the feasibility, budgeting, proposal writing-from story line to final output, getting sponsors.

UNIT II  TELEVISION GENRES AND PROGRAMME PRODUCTION
Critical analysis of these television genres to produce effective programs- Interviews, Debate, Talk shows, Drama, Serials-different types, Commercials, Public service announcements, Entertainment Programmes -Different formats of Cine based programmes, celebrity programmes, comedy shows, and sitcoms, Special programmes for festivals and calendar day stories, games shows, Reality shows, Globalisation through television programmes.

UNIT III  ENRICHMENT PROGRAMMES
Documentaries, Features, Sports, Health, Agriculture, Development programmes, Audience –different types, Special Audience, Programmes for special audience, Educational Programmes

UNIT IV  TELEVISION CHANNELS
An introduction to Television channels in Tamil Nadu, India and Transnational television, Existing Ownership pattern of Television channels and its influence in programme producing and political agenda setting.

UNIT V  TELEVISION EFFECTS STUDIES
Understanding the effects of television to make better programmes for the benefit of society. Bardic Television, Catharsis, Narcosis effect, Different types of Audience- Research, Antisocial and Prosocial effects of Media content, Uses and Gratifications, Cultivation of Perceptions of Social Reality, Social Impact of Television programmes.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
AIM
To impart the necessary skills for designing and developing a Website.

UNIT I  HYPERTEXT MARKUP LANGUAGES  12

UNIT II  HTML - FORM ELEMENTS AND MULTIMEDIA ELEMENTS  12

UNIT III  CASCADING STYLE SHEETS  12
Introduction to CSS, Different ways to incorporate Styles, Styles - Background, Text, Font, Link, Lists, Tables, Border, CSS Positioning, CSS Floating, CSS Pseudo Elements.

UNIT IV  INTRODUCTION TO SCRIPTING LANGUAGE  12

UNIT V  JAVASCRIPT OBJECTS  12
Pre defined JavaScript Objects – String, Math, Array, Date, Function and Global objects. Browser Objects – Window, Document, Image, Form, Anchor, Location and History objects. Error Handlings

TEXT BOOKS

REFERENCES

EXERCISES
1. Create a website using HTML
2. Create a website using CSS
3. Validate the website using Javascript
4. Programs related to javascripts objects and methods
5. Programs related to Event handling, Events, and Error handlings
6. Programs related to Window and Document objects

TOTAL: 60 PERIODS
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**EXERCISES**

1. Content Selection
2. Planning
3. Production
4. Scripting
5. Designing
6. Software & Tools
7. Editing
8. Packaging
9. Web Publishing
10. IP Videoconferencing Arrangements
11. Delivery
12. Evaluation

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**XM 9357**

**TV PROGRAMME PRODUCTION PROJECT**

1. **CAMPUS STORY.** Take any aspect of campus life to tell a story and develop a well-thought-out video piece. Edit in the camera. Sound will be from an audiocassette or CD of your choice. Before you start work write out a complete script. This is to be turned in with your video. Don't worry about minor differences between your script and your final video.

2. **PERSON AT WORK.** Illustrate on tape the relationship between a person and a job (a real vocation or avocation, not a fantasy occupation). Tell a complete story of the person-job interaction through the use of establishing shots, close-ups, ECUs, etc. After finish seeing, one should feel he knows the person, know what they do (their complete job), and know how they relate to their job (including people they work with). Sound will be a selection of music of your choice. Try to relate sound and video in this edited piece.

3. **MOOD PIECE.** Through subjective video techniques, establish a basic mood (tranquility, anxiety, reverence, anger, patriotism, or whatever) through your selection of subject matter and the use of camera angles and lighting techniques. Communicate this basically subjective feeling or concept. You may use ambient sound, prerecorded music, or a combination of both.

4. **MINI-DRAMA.** Do a short (approximately two minute) dramatic scene with two or more actors. This piece must include at least six, sequential, A-B dialogue sound edits. Use a variety of shots keeping in mind the techniques of single-camera production described in the text. Particular emphasis will be placed on editing and smooth audio edits. Emphasizing the development of writing skills through pre-production including storyboarding, production charts and shot lists. Analyze stories for their dramatic structure and apply that knowledge to story and script development. Focus on advanced techniques in camera work, set design and audio: framing/composition, tripod/dolly use, backgrounds, lighting, microphone use and audio mixing. Explore higher level editing programs: Adobe Premiere and Final Cut Pro and emphasize more refined editing techniques using special effects, exposure control, transitions, audio mixing, multiple tracks, etc.
The students have to undergo one semester internship in industries during this semester.

XM 9451 MEDIA, SOCIETY AND CULTURE

**AIM**
To focus on the nexus between media, culture and society

**OBJECTIVES**
- To analyse the impact of media on society
- To discuss the effects of media on culture with special reference to India
- To analyse the impact of globalization on Indian media
- To analyse how the values in society affect the media

**UNIT I MEDIA STUDIES**
An introduction to the media, media industries and media audiences. The demassification of media – the changing paradigm. Dynamics of modern communication: the shaping and impact of new communication technologies

**UNIT II MEDIA AND GLOBALIZATION**
Large Corporation and control of the communication industries. Negotiation of control in media organization and occupation, Cultural dependence and mass media. Dynamics of global culture, Diasporas, circular migration. The effect of globalization on Indian media.

**UNIT III MEDIA AND SOCIETY**
Media and social construction of reality, mediation and representation-texts, meaning and audiences. Rules in society, rules and culture, media and rules, Impact of electronic media-public images and private practices

**UNIT IV MEDIA AND CULTURE**
Defining ideology and culture, emotions and culture, language and culture, race and culture, social class and culture, habits and popular culture, popular reception, popular emotions, mediated feelings, Media and cultural imperialism,

**UNIT V MEDIA AND AUDIENCE**
Media and audience, Direct effects, Limited effects, Uses and gratifications, the mass audience, the mass society, rethinking the mass audience, segmentation, Polarization.

**TOTAL : 45 PERIODS**

**TEXT BOOKS**
2. Ganesh, Kalmala & Thakkar, Usha, ‘Culture and the making of Identity in Contemporary India’ Sage publication, 2005

REFERENCES

XM 9452 MEDIA MANAGEMENT

AIM
This course is designed to stimulate the students to manage the newspaper, broadcast station, advertising agency, public relations firm, internet or Communications Company.

OBJECTIVE
- To develop an understanding of the basic functions of management.
- To introduce the concept and process of media management and their role in marketing
- To prepare professionals interested in careers in media management, advertising, marketing, promotions, managerial jobs, or for individuals in the field.

UNIT I MANAGING THE ELECTRONIC MEDIA

UNIT II THEORIES OF MANAGEMENT
Management As Process, Approaches To Management, Classical School Of Management Human Relations School of Management, Modern Approaches to Management, Management and Electronic Media.

UNIT III FINANCIAL MANAGEMENT
Meeting financial goals, implementing financial management, budgeting monitoring financial performances, Financial analysis, Ratio analysis, Break-even Analysis, Reporting financial performance.

UNIT IV PERSONNEL MANAGEMENT
The hiring process, Interviewing, Orientation, Performance Reviews, Promotion, Termination, Part-time Employees, Legal issues in personnel management, Labor issues, Working with unions, Structure, Communication and personnel.

UNIT V PROGRAMMING: STRATEGY AND DISTRIBUTION
Print Media Management, Radio programming, Television programming, Management issues in programming, Intense competition for audiences, Demand for more research, Brand development and Brand extension. News and News room management. Media ownership.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
4. The Elements of Journalism, Bill Kovach and Tom Rosenstiel (Crown Publishers, 2001)

XM 9453 EDUCATIONAL MEDIA

AIM
To make the media as a powerful educational tool for the society through competent and responsible media personals.

OBJECTIVES
- To know the basics, concepts and need of the educational media.
- To learn the production process and techniques of the educational programmes.
- To produce effective educational programmes for different field.

UNIT I EDUCATION AND MEDIA

UNIT II INDIAN EDUCATIONAL MEDIA
AIR, Doordarshan, UGC’s Efforts – CWCR, AVRC’s and EMRC’s, Talkback Experiment, Training and Technology Development Communication Channels, NCERT Schemes, IGNOU’s Projects, EDUSAT, NPTEL, Central and State Educational Media Centres.

UNIT III RADIO FOR EDUCATION
Earlier Experiments in Radio, Educational Programmes through Radio, UK Projects, US Projects, Canadian Efforts, Indian Projects, Gyanvani, Campus Radio, Audio Programmes, Short Programmes, Audio-Radio Programme Production, Planning; Scripting; Production; Visual Posting; Execution, Feedback, Audio-Conferencing.

UNIT IV TELEVISION AND SATELLITES FOR EDUCATION
UNIT V    INTERNET AND WEB FOR EDUCATION
TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES

XM 9454    MEDIA MARKETING PROJECT
L T P C
0 0 6 3
This course will help them to understand the various marketing strategies opted by media industries.

EXERCISES
• To submit a report on print media by comparing two leading newspapers
• To prepare a report on broadcast industry in detail by doing a case study.
• To report on challenges faced by television channels in case of competition, audience erosion and reaching target audiences.
• To account on the need of media planning by taking an advertising agency.
• To prepare a comprehensive report on the usage of internet in various media organization.
• To prepare a detail report on network companies (star group, sun network, zee network) and the global market.

TOTAL: 90 PERIODS

XM 9501    MEDIA RESEARCH
L T P C
3 0 0 3
AIM
To provide a thorough knowledge of various research methodologies applicable in media studies.

OBJECTIVES
• To discuss the scope for research in media
• To provide a knowledge of sampling methods

DIRECTOR
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Anna University, Chennai-600 025
• To provide a knowledge of research methods
• To educate on the nuances of report writing

UNIT I  RESEARCH
Natural and social science research-differences, elements of research, applied VS basic-inductive Vs deductive-Descriptive Vs Explorative, Hypothesis, Variables (dependent, Independent & Intervening), Pilot Study, Nature and scope of communication research, Ethics of research, Review of literature

UNIT II  SAMPLING AND RESEARCH METHODS
Sampling: Probability & Non-probability sampling methods, Quantitative research methods: Survey, Content analysis and Experimental research, Qualitative research methods: In-depth interviews, Focus groups, Discourse analysis, Narrative interviewing, semiotics, case studies, ethnography

UNIT III  COMMUNICATION THEORIES AND MEDIA RESEARCH
Role of theories in research: cognitive dissonance theory, cultivation analysis, Narrative paradigm, Spiral of silence theory, Uses and gratification theory, Media effects: Agenda setting, Conspiracy theory, two-step flow model, Chaos Theory.

UNIT IV  DATA ANALYSIS
Introduction to statistics (Descriptive and inferential), measures of central tendency, measures of dispersion, measures of asymmetry, probability theory, t-test, chi-square, correlation co-efficient

UNIT V  RESEARCH APPLICATIONS AND REPORT WRITING
Research: print media, electronic media, advertising, public relations, mass media research and the Internet. Writing a research project, organization, chapterization, citation, presentation of findings, references

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES

XM 9502  FILM APPRECIATION  L T P C
3 0 2 4

AIM
To develop interest in appreciating the Films and to write Film Reviews.

OBJECTIVES
• To create awareness about Films and to Critically analyse the films.
• To develop skills of Writing Film Reviews
UNIT I  INTRODUCTION  
The purpose of a film – to entertain, educate, persuade or inspire – the value and enjoyment of film viewing – History of Film Making – Film Making Process.

UNIT II  EVOLUTION OF FILM STYLES  
Film Styles of silent movies – Styles of Tamil Films, South Indian Films – Indian Films – Foreign Films – Art Films – Commercial Films, Animation Films.

UNIT III  DOCUMENTRY AND SHORT FILMS  

UNIT IV  WRITING THE FILM REVIEW  
Elements of a film to be considered – Plot, Acting, Setting, Script, Special Effects, Editing, Humour, Sound, Music, Direction, and Audience Care.

UNIT V  TECHNOLOGY AND FILM VIEWING  

In the theory hours, aspects of the above will be explained by screening different types of films.

In the Practical hours, the students have to view the films, and write their views and highlight aspects of each film.

TOTAL: 75 PERIODS

TEXT BOOKS

REFERENCES

XM9503  SCIENCE AND TECHNOLOGY COMMUNICATION  

AIM
To introduce the students to principles of communication, method of science, and how to communicate science.

OBJECTIVES
- To understand the scientific developments in India and the media’s role in disseminating them.
- To know how to communicate different scientific information.
- To know innovative methods of science and technology communication.
# UNIT I  SCIENCE AND COMMUNICATION

Public spaces for science - Science experienced in the world outside - History of science, Methods of Science, Scientific temper, Spirit of Enquiry. Science, communication and culture - Contextualizing knowledge of science - Science and culture - Models of science communication - Public understanding of science (PUS) - Empowering individuals and groups within society through science - Issues in science communication.

# UNIT II  INDIAN SCIENCE POLICY AND S&T INFRASTRUCTURE

Approaches to science communication - Community approach - Governmental approach - Approach by government agencies - Policies of government on science and technology - Fund allocations - Technology infrastructure in India - Concentration on rural areas, women and Dalits - Various media that government use for science propagation - Media as a tool for science development - Government’s media tools for science communication.

# UNIT III  POPULARIZATION OF SCIENCE

Eradication of superstition - Role in improvement of quality of life of masses in rural and urban areas - Improving human development index - Science popularization among children, women, villagers - Role of traditional and modern media – Role of Science movements - Production of media content.

# UNIT IV  WEB SURFING AND INTERNET RESOURCES FOR SCIENCE

Science in the mass media - Digital libraries - Virtual libraries - Networked libraries - Authenticated sources - Social media: podcasting, e-groups, e-forums, list serves - Social networking groups - Technology simulation over the Internet - Content sharing over the Internet.

# UNIT V  SCIENCE AND CONVERGENCE

Science and convergent media - ICT as a tool for science communication: content sharing, training, etc - Reaching rural masses through ICT - Innovative approaches - Science through community radio - Science exhibitions and modelling - Infographics - Scientoons.

**TOTAL: 75 PERIODS**

**TEXTBOOKS**


**REFERENCES**

The students have to form a group of three or four and choose a media research topic of their choice and submit a thesis report.

The students have to do a one semester project (research / local industry) individually and submit a thesis report.

AIM
To impart knowledge of conflict sensitive journalism.

OBJECTIVES
- To know the special features of peace journalism.
- To know different approaches to peace journalism.
- To bring out stories with peace journalism perspective.
- To know the models and theories related to peace journalism.

UNIT I  INTRODUCTION
Peace journalism - definition - Case studies on conflict - Difference between war journalism and peace journalism - Tips for practical peace journalism.

UNIT II  CONFLICT ANALYSIS

UNIT III  PROPAGANDA
Ways to recognize propaganda - Why propaganda works - Development strategies to resist propaganda - Psychology of propaganda.

UNIT IV  DOING PEACE JOURNALISM
Reconceptualizing, re-sourcing, re-framing, re-writing - Reporting on peace proposals, talks and ‘deals’ - Follow-up stories of conflict.

UNIT V  THEORIES AND MODELS OF NEWS
Gate-keeping theory - Propaganda model - Feedback loop model - Liberal theory of press freedom - Objectivity versus reflexivity - Deconstruction - Public service and media campaigning.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES

XM 9022 ONLINE JOURNALISM L T P C
3 0 0 3

AIM
To impart knowledge of online media.

OBJECTIVES
• To know the special features of online media.
• To know the difference between web journalism and journalism of other media.
• To know the impact of converging technologies on traditional media.
• To understand the role played by open source journalism.

UNIT I INTRODUCTION TO INTERNET
Net as a medium of communication - Features of the Net - World Wide Web and other services - History of the Internet - Why did the dotcom bubble burst - Factors favouring online advertising - Basics of HTML - Features of online media: multimediality, interactivity and hyper-textuality.

UNIT II ONLINE JOURNALISM
Different between web journalism and journalism of other media - Formats and styles of writing - Language of news, specialized reports, features, profiles - Writing and editing for online newspapers, e-magazines, newsletters - Presentation with audio, video, animation and digital images - Identification of relative stories for hyper-linking. Synergies between content and advertising – Developing web content on science.

UNIT III INTERNET TECHNOLOGIES
Web cameras - Bandwidth - Browser progressions - Interactive television - Architecture tools - Process of web development - Converging technologies impact on traditional mass media - Trends, strategies of news media such as Internet chat (Yahoo messenger, Google talk, Skype) and podcasting - Website designing concepts - Basics of HTML and scripting language - Deciding the information architecture - Working with templates - Page design and layout for web pages - Free web spaces for building and maintaining a website such as geocities.com - Ensuring visibility - Graphics and photographs for hyper media.

UNIT IV OPEN-SOURCE JOURNALISM
Annotative reporting - Open-source journalism - Participatory / alternative journalism – Hyper-adaptive news - Linking web pages with other related web pages - Blogs (text and visual).
UNIT V DIGITAL DETERMINISM
Determinism - Access and barrier - Convergence in technology, ownership, organizational structure, storytelling, media - Broadband - Network paradigm.

TOTAL : 45 PERIODS

TEXT BOOKS

REFERENCES

XM 9023 SOCIAL PSYCHOLOGY

AIM: To give an overview of key concepts in social psychology

COURSE OBJECTIVES:
- To understand the fundamentals of Social Psychology, the scientific study of social thoughts and behaviour.
- To study the various ways by which people perceive, think about, and feel about the social world, and how these processes shape behaviour towards others.
- To critically assess the influence of media on culture & human social behaviour.
- To study the application of media psychology in all forms of media technologies.

UNIT I INTRODUCTION TO SOCIAL PSYCHOLOGY

UNIT II SOCIAL PERCEPTION

UNIT III UNDERSTANDING SOCIAL RELATIONSHIPS
UNIT IV  SOCIAL INFLUENCE
Conformity, bystander intervention, obedience to authority-Social facilitation -Social Status-Social roles-Social conformity-Interpersonal attraction-Behavioral influences on attitudes-Attitude formation-Cognitive dissonance-fine art of persuasion-resisting persuasion attempts-

UNIT V  MEDIA PSYCHOLOGY

TOTAL: 45 PERIODS

TEXT BOOKS

XM 9024  MULTIMEDIA AUTHORING TOOLS  L T P C
3 0 0 3

UNIT I
Introduction to Authoring – Various formats used in the last two Decades – Advantages and Disadvantages of various earlier authoring tools – Need for Authoring – Principles of Authoring.

UNIT II

UNIT III

UNIT IV

UNIT V

TOTAL: 45 PERIODS

REFERENCES:
XM 9025 MEDIA & SUSTAINABLE DEVELOPMENT

AIM: To impart knowledge and skills required for promoting Sustainable Development through media.

COURSE OBJECTIVES:
- To introduce the concept of Sustainable Development.
- To critically assess current development practices and approaches with Sustainable Development practices.
- To educate students on the potentiality of media to promote Sustainable Development.

UNIT I INTRODUCTION TO ECOLOGY AND ECOLOGICAL ISSUES

UNIT II INTRODUCTION TO SUSTAINABLE DEVELOPMENT

UNIT III APPROACHES TO COMMUNICATING SUSTAINABLE DEVELOPMENT
Definitions – Communications,&Development, Communication problems, Myths and realities about communication, Strategic Communication for sustainable development, the branches of Strategic Communication for Sustainable Development –Development and environmental communication, Social marketing, Non-formal and environmental education, Civil society mobilization, Conflict management and negotiation.

UNIT IV STRATEGIC COMMUNICATION FOR SUSTAINABLE DEVELOPMENT
Situation analysis-Audience and KAP analysis-Communication objectives-Strategy design-Participation of strategic groups-Media selection and mix-Message design-Media production and pretesting-Media use-Monitoring &Evaluation and process documentation,Mainstreaming Sustainable development, Sharing responsibility through alliances.

UNIT V PROJECT COMMUNICATING SUSTAINABLE DEVELOPMENT
Do’s and Don’ts of Strategic Communication for Sustainable Development. Case studies – best practices from around the world. Students are required to develop and implement a creative project promoting the concept of Sustainable development. The project should involve a community and address a local need and is evaluated based on the innovativeness and management of the sustainable development initiative.

TOTAL: 45 PERIODS
BOOKS
2. GadgilMadhav, Guha Ramachandra; This Fissured Land: An Ecological History of India, Oxford University Press, 2003

REFERENCES

XM 9026 HEALTH COMMUNICATION

AIM:
To impart knowledge of various issues concerning health communication.

OBJECTIVES:
- To gain skills to campaign for creating public awareness against an epidemic.
- To gain skills in using a multi-pronged strategy towards AIDS communication.
- To understand the capabilities of telemedicine application.
- To know about intricacies related to occupational health.

UNIT I HEALTH REPORTING

UNIT II CLINICAL RESEARCH
Issues related to clinical researches - Manipulation in conducting trials and reporting - Consent of voluntaries - Pharmaceutical companies influencing research, policies - Conflict of interests – Biomedical waste management.

UNIT III HIV/AIDS COMMUNICATION

UNIT IV TELEMEDICINE
Familiarizing with technology of telemedicine – Scanner, electro stethoscope - Data reception equipment, etc. - Paramedics with information technology skills – Training of doctors.

UNIT V OCCUPATIONAL HEALTH
Physical hazards: noise and vibration - Chemical hazards: TLV for air, gas and chemical contaminants - Equipment for the assessment physical and chemical hazards - Industrial toxicology: definitions, hazard, toxicity - Optimization: shift work - Job and personal risk factors - Selection and training - Fatigue and vigilance – Hygiene.

TOTAL: 45 PERIODS
TEXT BOOKS

REFERENCES

XM 9027 COMMUNITY MEDIA

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TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES
AIM
To understand the crucial role the media can play in disaster management.

OBJECTIVES
- To know about various natural and man-made disasters.
- To stress the importance of disaster mitigation and the media’s role in it.
- To know the means to sensitize journalists on disaster management.

UNIT I  NATURAL AND MAN-MADE DISASTERS

UNIT II  RISK ASSESSMENT AND DISASTER MANAGEMENT

UNIT III  POLICY INITIATIVES AND FUTURE PROSPECTUS

UNIT IV  DISASTER MITIGATION

UNIT V  ROLE OF MEDIA
Media coverage of disasters – Role of media in disaster mitigation, management and relief – Linkage between disaster warning systems and media – Media in reconstruction process – Coverage of disaster related trauma – Media and NGOs / donors – Sensitizing journalists on disaster management – Case studies on media and disaster – The Disaster Management Act, 2005.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
UNIT I  LIGHT AND LIGHTING TECHNIQUES  9
Nature of Light, Purposes and function, the nature of shadows, attached and cast shadows, outer orientation function, and Inner orientation function. Standard Lighting techniques, chiaroscuro lighting, Rembrandt lighting, cameo lighting, flat lighting, silhouette lighting, Media-enhanced and Media generated lighting. Single and Multiple camera lighting, 3 point and 5 point lighting, high key, low key

UNIT II  FIVE Cs OF CINEMATOGRAPHY  9
Camera Angles-objective,subjective, point-of-view, low angle, high angle, dutch angle; continuity-time and space continuity, filming the action, master scene-triple, take technique, directional continuity, screen direction-dynamic, static; cutting-continuity, compilation, cross; composition-moving & static shots, protection shots, dissolves; close-ups-close up, medium close up, choker close up, extreme close ups, cut-in close up and cut away close up-backgrounds for close ups, composition-rules, composition language-lines, forms, masses, movements, balance, formal, informal, unity, perspective, linear, aerial, backgrounds, frames.

UNIT III  FILM LANGUAGE  9
Signs, Icon, Index, Symbol, Metonymy, synecdoche, trope syntax, mise-en-scene, sound, montage, metric, rhythmic, tonal, overtional, intellectual, realism, neo-realism, expressionism, sur-realism, French-new wave.

UNIT IV  SET DESIGNING  9
Idea, concept, material selection (thermocole, card board, plywood, wood, jute, acrylic sheets, aluminium foils, glass sheets, cloth, mud, clay, lights) Basic shapes, choosing the colour relevant to the theme, sequences, continuity of colour and shape, ergonomic approach, set design for special program, children, women, game show, talk show, folk, traditional.

UNIT V  DIGITAL FILM MAKING  9
An overview of film making, forms and genres, digital technology, choosing the right camcorder, preproduction, budget, script and structure, visualizing a film, storyboards, visual tools, production, shooting, sound recording, lighting, post production, sound montage, timecode, using internet broadcast sites, strategies for promotion, film festivals.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES
XM 9030  TAMIL JOURNALISM  L T P C  3 0 0 3

AIM:
To learn to gathering, writing and presenting the news for the Tamil mass media with special attention to the regional importance, culture and development.

OBJECTIVE:
- To understand the Tamil journalism history and present industry
- To know the news gathering, writing and presenting techniques
- To identify the news, regional importance of the Tamil journalism.
- To develop an understanding of the skills necessary for news reporting; to understand the concept of gate keeping and its importance to responsible reporting and publishing.

UNIT I  HISTORY AND DEVELOPMENT OF TAMIL JOURNALISM  9
History of Tamil Newspapers, Pre and Post Independence Tamil Journalism, Its role in the Freedom Struggle, Tamil News Media and Formation of Tamilnadu, Border Issues and Tamil Media, Politics and Journalism, Political and Social Movements and Tamil Journalism, Emergency time Journalism.

UNIT II  NEWS GATHERING AND WRITING FOR TAMIL MEDIA  9
Identifying the News, Regional Importance, News gathering Process, Sources, Credibility, Confidentiality, News Writing for Tamil Media, Writing Styles, Grammar for Tamil news writing.

UNIT III  PRESENT TAMIL NEWS INDUSTRY  9

UNIT III  TAMIL JOURNALISM FOR DEVELOPMENT  9
Tamil culture – Various communities and their cultures, customs; Traditions, Literatures – Sangam and other Tamil literatures; Tamil journalism and socio-economic development of Tamilnadu.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES

XM 9031  NEW MEDIA  L T P C  3 0 0 3

AIM:
This course serves as an introduction to the critical study of digital media and culture. The course will also provide a foundation for digital culture and media studies more generally by close reading their central texts and discursive acts.
OBJECTIVES
Upon the completion of this course, students should be able to:
- define new media
- review the history of new media
- understand how new media affects communication and information behaviors and outcomes

UNIT I INTRODUCTION TO NEW MEDIA
Emergence of New Media and its Technologies, Its impact on other Media forms, Digital divide, information society, global village, knowledge management, Historical aspect of computer based communication.

UNIT II SOCIAL NETWORKING AND CULTURE
Interpersonal communication and relationships, social media and physical space, changes in public sphere, convergence, mobile technology and its impact on culture and social norms, Theories of technological change.

UNIT III ETHICAL ISSUES AND NEW MEDIA
Privacy and identity, Crowd sourcing, data ownerships, Defamation, government in socially mediated world, socially mediated activism, cyber crime, plagiarism.

UNIT IV NEW MEDIA FOR BUSINESS
Social media marketing, blogs and twitter for business, online business, Corporate social media strategy, Digital economics, new media strategy for corporate.

UNIT V SOCIAL MEDIA AND ITS IMPACT ON SOCIETY
Social Media in elections, Online polls, online research, new media and civil society organization, new media and education, new media literacy, new media for social campaigns.

TOTAL : 45 PERIODS

REFERENCES
1. The New Media Book, Edited by Dan Harries, Published by British Film Institute, UK, 2008.

XM 9032 MEDIA CONVERGENCE

UNIT I INTRODUCTION TO CONVERGENCE IN MULTIMEDIA
Developments in broadcasting, telecommunications and information technology - access to entertainment, voice and information services – downloading ‘on demand’ to fixed or mobile terminals - ubiquitous access to Number of channels

UNIT II PROTOCOLS AND STANDARDS
Multiplexing a single data stream - emergence of Internet protocols as de facto standards for multimedia transmission - conventional PSTN for voice conveyance – modem - bandwidths

UNIT III BROADBAND NETWORK
Broadband - Upgrading the existing copper network - wire line alternatives by providing wide area coverage for minimal infrastructure investment - Broadband Fixed Wireless Access (BFWA) - single base station.
UNIT IV WIRELESS NETWORK OPERATORS
Wireless network operators - introduction of cellular telephones. BFWA systems in the 28 & 42 GHz bands - fixed wireless access systems and other services - including satellites - radio local area networks - ISM equipment.

UNIT V SPECTRUM AVAILABILITY
Spectrum availability, standards, performance and service capabilities for all RFA systems. eMWS – Animation and Programming in Cellular phones – PDA – Technology and advancements in color and higher bandwidth for Palm tops

TOTAL: 45 PERIODS

TEXT BOOK:

XM 9033 FOLK MEDIA

AIM:
To understand and practice folk media for communication and social development

OBJECTIVE:
- To understand the folk media
- To know various forms of folk
- To use folk media for communication.
- To develop an understanding of the skills necessary for folk.

UNIT I INTRODUCTION TO FOLKLORE
Origin and meaning of the concept folk media- Characteristic of folk media, relevance of folk media in modern society, Use of folk media for literacy campaign, Nature and Scope of Folklore, Definitions: Folk, Folklore, Folk life, Folkloristic, Characteristics and Functions of Folklore. The Pioneers of folk.

UNIT II THEORIES OF FOLKLORE

UNIT III FOLK COMMUNICATION AND MASS MEDIA
Integrated use of folk and mass media – role of government agencies like song and drama division, information and publicity department books. Advantages of folk media- folk Media for community development – Folk vs electronic media- Participative nature of folk. The phenomena of mass culture, the influence of mass communication and culture. As tool for development in radically promoting literacy, social change, creating political awareness
UNIT IV FOLKLORE RESEARCH
Folklore research: definition of folklore - history of folklore research, Western, India - theories of folklore - folklore research: Data collection, analysis, interpretation. Classification of Folklore, Macro, Micro, Genres of Folklore, Oral Literature, Material Culture, Social Folk Customs, Performing Folk Arts, Folklore and other disciplines, Folklore and Anthropology,

UNIT V FOLKLORISTICS
Folk description: Structuralism in folklore- linguistic forms, style, functions of folk materials- analysis of folk conception of mind. Traditional Art or Folk Art as a mass media instrument - Nature of Folk Media. Current status of Folk Media and its potential. Folklore and Communication

TOTAL: 45 PERIODS

REFERENCE BOOKS
1. ‘Folk theatre in india’ - GargiBalawant
2. The Indian theatre – Mulk Raj Anand
3. Complete book on puppetry in India – Curre D
4. The passing of traditional society – Daniel Lerner

TEXT BOOKS
1. Traditional folk media in India – Shyamparmar

XM 9034 ENVIRONMENTAL SCIENCE AND ENGINEERING L T P C
3 0 0 3

AIM
- The aim of this course is to create awareness among every student about the importance of environment, the effect of technology on the environment and ecological balance and make them sensitive to the environment problems in every professional Endeavour that they participates.

OBJECTIVE
- At the end of this course the student is expected to understand what constitutes the environment, what are precious and infinite resources, how to conserve these resources, what is the role of a human being in maintaining a clean environment and useful environment for the future generations and how to maintain ecological balance and
- preserve bio-diversity. The role of government and civil society organization in managing environment.

UNIT I BASICS OF ENVIRONMENT, ECOSYSTEMS AND BIODIVERSITY
Definition, scope and importance of environment – need for public awareness - concept of an ecosystem – structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem – ecological succession – food chains, food webs and ecological pyramids – Introduction, types, characteristic features, structure and function of the (a) forest ecosystem (b) grassland ecosystem (c) desert ecosystem (d) aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) – Introduction to biodiversity definition: genetic, species and

UNIT II TYPES OF ENVIRONMENTAL POLLUTION 9
Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards – solid waste management: causes, effects and control measures of municipal solid wastes – role of an individual in prevention of pollution – pollution case studies – disaster management: floods, earthquake, cyclone and landslides.

UNIT III NATURAL RESOURCES AND CASE STUDIES 9
Forest resources: Use and over-exploitation, deforestation, case studies – Water resources: Use and overutilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems – Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies – Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies – Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. case studies – Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification – role of an individual in conservation of natural resources – Equitable use of resources for sustainable lifestyles.

UNIT IV SOCIAL ISSUES AND THE ENVIRONMENT 9

UNIT V ENVIRONMENTAL IMPACT ON HUMAN POPULATION 9

TOTAL: 45 PERIODS

TEXT BOOKS:

REFERENCES BOOKS:
UNIT I DATABASE CONCEPTS
Introduction to Fundamental data and database concepts, Relational Database Models. Elements of SQL: Data Definition Language, Data Manipulation Language, Data Control Language and Transactional Control Languages, Data Retrieval. Operators, Filtering: Vertical and Horizontal Filtering of data, wild card characters, Order by, Group by, having Clause.

UNIT II SQL
Aggregate Functions, Character /String Functions, Numeric Functions, Date Functions, Conversion Functions, General Functions, Conditional Expression, Case Expression, Decode function, Querying Multiple Tables : Union, Sub queries and Joins. Different types of Constraints, Indexes, Views, Sequences, PL/SQL Block : Control structures, Iterative Control, Sequential control, Exceptions: Pre-defined Exceptions and User Exception, Procedures and Functions.

UNIT III SERVER SIDE SCRIPTING LANGUAGE

UNIT IV DOT NET CONCEPTS
Basics of ASP DOT NET platform, Namespaces, ASP Server Controls: Server side processing in ASP.NET, HTML Server Controls, Basic Web Controls, validation Controls, Databound List Controls, Creating ASP.NET Applications, , Objects of ASP DOT NET, Method, Properties and collections of ASP.NET Objects, Global.asax: Application and Session State and events.

UNIT V INTEGRATING WITH DATABASE
Connection Strings, Connecting to a Database, Browsing and Adding to a Database, Updating data in the Database, Deleting from the Database, Searching a data from the database. Debuging ASP.NET, Handling Errors, Creating Master Template.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES
UNIT II ARCHITECTING WEB SERVICES

Business motivations for web services – B2B – B2C
Technical motivations – limitations of CORBA and DCOM
Service oriented Architecture (SOA)
Architecting web services
Implementation view – web services technology stack
logical view – composition of web services
deployment view – from application server to peer to peer
process view – life in the runtime

UNIT III WEB SERVICES BUILDING BLOCK

Transport protocols for web services – messaging with web services
protocols – SOAP
Web services – WSDL
Anatomy of WSDL
manipulating WSDL
web service policy
Discovering web services – UDDI
Anatomy of UDDI
Web service inspection
Ad-Hoc Discovery
Securing web services.

UNIT IV IMPLEMENTING XML IN E-BUSINESS

B2B - B2C Applications
Different types of B2B interaction
Components of e-business XML systems
ebXML – Rosetta Net
Applied XML in vertical industry
Web services for mobile devices.

UNIT V XML AND CONTENT MANAGEMENT

Semantic Web
Role of Meta data in web content
Resource Description Framework
RDF schema
Architecture of semantic web
content management workflow
XLANG – WSFL.

TEXT BOOKS

REFERENCES

XM9075 DOCUMENTARY AND SHORT FILM PRODUCTION

OBJECTIVES:
- Students will be guided by the faculty, in a step by step procedure in making a documentary of their topic.
- At the end of the course, students will produce a documentary as part of their assessment.

OUTCOMES:
- At the end of the course, students will be able to gain adequate skills to produce a documentary for broadcast.
- Students will be able to understand and apply principles of factual program production in their future productions.
UNIT I GRAMMAR OF DOCUMENTARIES

UNIT II DEVELOPING THE STORY – PREPRODUCTION
Understanding story, story basics, finding the story – Developing story ideas, story structure, time on screen, researching for documentaries, kinds of information, finding people as sources, information management, choosing a subject – Visual scope and visual evidence, permissions, funding, pitching your ideas – Proposals, elements of proposals, resources for writing proposals, attracting funding – Ethics in documentary filmmaking.

UNIT III SHOOTING THE STORY – PRODUCTION
Treatment, unscripted and scripted documentaries, planning, and collecting the material – adapting the script, ways to tell a story – Interviews, recce, use of talents, re enactments, reconstruction & docudrama. Choosing the team, bringing together right people, working together, getting the right camera & equipments, camerawork, producing, directing, directing the crew. Shooting, lighting, location sound, problems & issues.

UNIT IV BUILDING THE STORY – POST PRODUCTION
Building the story in the editing table, working with an editor – Crafting the story, Finding your style – The paper edit, reviewing the footage, assembling of rushes, editing the footages, applying effects, transition – Adding sound effects and music, special effects dubbing, rerecording – Narration – Voiceover, using Music, titles and graphics – Colour exposure and colour correction – Credits & acknowledgements.

UNIT V PROJECT – PRACTICE & SCREENING
Project involving the production and direction of an individually or group authored documentary film, accompanied by a research dossier, a proposal and a treatment. The students will also ensure the exhibition of their films for reviews.

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
XM 9077 INTEGRATED MARKETING COMMUNICATION L T P C 3 0 0 3

AIM
This course is designed for students who will become decision makers in almost any company concerned with consumer/customer communications including: advertising, public relations, promotions, Internet, marketing, media and client organizations.

OBJECTIVE
Students will learn and practice message and touchpoint integration with special attention to effectiveness and measurable results. Communication professionals are now more than ever accountable for their programs and strategies. They also have more power to shape the way in which marketing organizations do business. The important IMC movement that looks forward to an integrated brand experience on the part of the customer.

UNIT I
Introduction to advertising, classifying advertising, role, functions and benefits of advertising, branding, brand identity, Advertising research, Marketing definition, Marketing principles and strategy. Marketing Mix and Promotion Mix.

UNIT II
Introduction to Marketing communication, Functional areas of marketing communication, Introduction to Integrated marketing communication, concept and process ,benefits of IMC. Consumer behavior, response, hierarchy-of-Effects Models, AIDA concept.

UNIT III
Marketing Strategies for building brands, IMC planning process, analyzing market, Segmenting, Targeting and Positioning, SWOT analysis, Creative strategy – planning & Development, Creative strategy – Execution and evaluation. Marketing management

UNIT IV
Media planning, Media Classification, Media evaluation, support media, Media Characteristics, Media research, Media buying, Internet and interactivity, online marketing, digital marketing.

UNIT V
Introduction to Public relations and brand publicity, forms of public relation, models of PR, public relation activities, brand publicity tools, functions of public relation, role of PR, Crisis communication and Public relation management. Event objective, planning and management.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES
OBJECTIVES:
• To prepare a storyboard.
• To learn modelling, rigging, lighting, texturing and animating.
• To prepare demo reels in 3D animation using Maya software.

OUTCOMES:
• The students will be able to create a storyboard.
• To familiarize the students with the application of 3D in architecture.
• To get students introduced to advanced modeling tools and techniques

UNIT I INTRODUCTION TO 3D ANIMATION
9

UNIT II ANIMATION
9

UNIT III APPLICATION OF 3D IN ARCHITECTURE
9

UNIT IV SCRIPTING
9
Key Frame Animation – Setup keys – Motion Capture Technology – Key Frame Animation – Advanced tools in Rendering – Graph Editor using Maya – Dynamics – How Dynamics work in Maya – Kinematics – Mental Ray Rendering – Hardware and Software Render in Maya.

UNIT V APPLICATIONS
9

TOTAL: 45 PERIODS

TEXTBOOKS
XM 9081 DIGITAL COMPOSITING L T P C
3 0 0 3

AIM:
This course will focus on gathering elements for compositing of different film, video and Computer generated sources to single elements through variety of techniques to manipulate and combine them.

OBJECTIVES:
- Is to learn the basics of good image-making through the study of frame composition, timing, colour theory, and editorial techniques
- Technically, you will attain mastery of compositing tools and techniques found in Final cut pro, Avid, Combustion, After effects and other software tools

UNIT I INTRODUCTION AND TOOLSETS
Brief history of compositing and visual effects, Different type of compositing software, Introduction to layer and node based software, Types of footage, Working with HDRI footage, Animatics, Story board and concept, Pipeline Introduction. Colour channels, Colour depth, Colour space, Aspect ratios, Resolution, File formats, Frames and time.

UNIT II ROTOSCOPING AND STABILISING
Introduction to roto, Compositing with different footage using roto, Exporting and importing the alpha channel, Rotopaint, Wire removal, Getting a clean plate, Working with clean plate, Tracking the footage, Stabilising the footage using the tracking point, Graph editors, Match moving. Rig removal, Creating a garbage mask.

UNIT III MATTE AND COLOUR CORRECTION
Working with blue/green matte footage, Using different keyers, IBK color, Key light, Chroma key, Alpha key, Matching light space and adjusting for brightness and colour, Creating a garbage mask, Working with keyframe, Matte painting, Set extension, Working with titles, Particles in compositing, Digital crowd, Lights and shadows, Colour correction, Grading the footage.

UNIT IV WORKING WITH 3D MATERIALS
Camera tracking, Applying the camera movement to footage, Introduction to 3D space in compositing, Working with multiple passes, Z-Depth, Working with 3D object, Compositing 3D object in footage, Introduction to python script.

UNIT V ROLE OF COMPOSITOR
Global Animation and visual effects industry, Key players, Production workflow, Role of Project manager, Technical director, Supervisor, and Line producer in Visual effects field, Budgeting and scheduling.

TOTAL: 45 PERIODS
BOOKS

XM9083 PHOTOGRAPHY L T P C
3 0 0 3

AIM
• To foster an awareness of opportunities for Professional and creative expression through the practice and art of Photography.

OBJECTIVES
• To gain basic understanding about grey and colour tones.
• To develop an individual style in Photographic lighting.

UNIT I BLACK & WHITE PHOTOGRAPHY
Understanding Grey tones, The Grey scale Image, Lighting for Black and White, Zone System, Black and White at Night, Filters for Black and White, Study on Ansel Adams images and Zone system.

UNIT II EXPOSURE AND DIFFERENT TYPES OF CAMERAS
Understanding exposure, Aperture, Shutter speed, ISO, Light Meter, D log E curve, Film vs Digital, Understanding Film Stocks, Understanding the Sensor, Types of Cameras, Spherical vs Anamorphic, Basic & Advanced equipment’s, Digital Camera Techniques.

UNIT III COMPOSITION
Compositional Asymmetry, 1/3 Composition, Golden Rule of Composition, Aspect Ratios in Photography.

UNIT IV COLORS
Color, Color Theory, Color Temperature, Human Eye (A basic understanding & functioning of Human eye), Scientific approach to color, Artistic approach to colour, Application of color in photography.

UNIT V LIGHTING

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES:
COURSE OBJECTIVES:
- To understand game design and development
- To understand the processes, mechanics, issues in game design, game engine development
- To understand modeling, techniques, handling situations, and logic.

UNIT I  INTRODUCTION 9

UNIT II  THEORIES AND ELEMENTS 9
Elements of gameplay, Interface, interactivity, Level's Theory & Environmental Animation, Animation Technique, Audio for Gaming, Character design: templates, buddies, mutes, and avatars. Motion and animation. Character development, Story Telling, Narration, Game Balancing, Core mechanics, Principles of level design, Genres of Games, Collision Detection, Game Logic, Game AI, Path Finding

UNIT III  GAMING ENGINE DESIGN 9
Introduction to Game Engine, Script programming, Gameplay and Level Design, Algorithm Design, Game flow and Game Design, Renderers, Software Rendering, Hardware Rendering, and Controller based animation, Spatial Sorting, Level of detail, collision detection, standard objects, and physics

UNIT IV  GAMING PLATFORMS AND FRAMEWORKS 9
Flash, DirectX, OpenGL, Java, Python, XNA with Visual Studio, Mobile Gaming for the Android, iOS, Game engines - Adventure Game Studio, DXStudio, Unity

UNIT V  GAME DEVELOPMENT 9

TOTAL: 45 PERIODS

REFERENCE BOOKS:
10. Andy Harris, “Beginning Flash Game Programming For Dummies”, For Dummies; Updated edition, 2005.

XM9087 MEDIA COMMERCIALS

OBJECTIVES:
- To familiarize the students to different formats of TV commercials.
- To develop writing and creative skills for television and web commercials.
- To produce commercials by learning various techniques.

OUTCOMES:
- The students will be able to produce different types of commercials.
- The students will gain knowledge on copywriting and production techniques for radio, television, web and films.

UNIT I TYPES OF COMMERCIALS
Commercials: Meaning and definition, historical development, social and economic benefits – Elements of a good advertisement – Types and importance of commercials in electronic media – Surrogate – Comparative – Ambient – Seasonal- Commercials and their functions.

UNIT II TARGET GROUPS

UNIT III COPYWRITING
Concept, Ideation, Copywriting and production techniques for radio, television, web and films – Writing for commercials (jingles and spots) – Visualization & Storyboard for TV commercials – Precautions to follow while making life insurance or stock market related commercials- Commercial genres - Adventurous, humour, automobile, jewellery, ethnic and cultural, traditional, tourism, apparels, beauty products- case study of international versus regional tvc.

UNIT IV PLANNING AND EXECUTION
Research: Planning, execution, market research, ethical aspects, emerging trends – Advertising agency – Structure and functions – Creativity Relevance of TVC, infomercials and commotainment- Positive and Negative portrayal of men, women and children in TVC.

UNIT V WEB COMMERCIALS

TOTAL: 45 PERIODS
TEXT BOOKS

REFERENCES

XM 9089 MOTION GRAPHICS

AIM
This course covers the motion graphics by utilizing digital video and various graphics file formats. Course will cover best practices in animation and visual effects in broadcast design, film titles video design and effects.

OBJECTIVES
- To become visually literate, including competence with the non-verbal languages of art and design
- To develop visual, verbal, and written responses to visual phenomena, and organize perception and conceptualizations both rationally and intuitively
- To learn the basic principles of storyboarding and project mapping

UNIT I INTRODUCTION TO GRAPHICS
History of motion graphics, General introduction to Motion, general principles of motion graphics., different software’s used for motion graphics, Photoshop, Final cut pro, Premier Pro, After effects, Combustion, Nuke. Story board sketching, Pipeline introduction.

UNIT II KEYING, ROTO AND TRACKING
Roto, Tracking and camera tracking in different software’s, combining those in graphics, Keying with different keyers.

UNIT III GRADING
Working with RGB, Alpha value, compositing with the original footage, colour grading of Computer generated objects, lights, shadow, Matching light space and adjusting for brightness and colour, mask, difference between layer and node based software’s.

UNIT IV 3D GRAPHICS
Importing 3D materials to various software, titling, compositing 3D title to 2D shot, shifting of projects from one software to other.

UNIT V AUDIO
Different type of audio formats, Synchronising the audio with the visuals, exporting the video with the audio in graphics.

TOTAL: 45 PERIODS
BOOKS
3. Bill Byrne, 3D Motion Graphics for 2D Artists: Conquering the 3rd Dimension, Focal Press, 2010

XM 9072  ADVANCED WEB TECHNOLOGIES LAB

EXERCISES
1. SQL Queries: DDL and DML commands
2. SQL Queries using Data Retrieval Commands and Functions
3. Creating a PL/ SQL Blocks
4. Real Calculator as Web Application and Windows Application
5. AdRotator, Validators
6. Calendar with navigating months
7. Sign in Page
8. Sign Up Page
9. Edit Profile, Delete Profile, Forgot Password Screen
10. Search page
11. File Upload
12. Online Examination System
13. Chat Room Application
15. Simulating Twitter Application

TOTAL : 60 PERIODS

XM 9074  XML AND WEB SERVICES LAB

1. Create a XML document to store an address book.
2. Create an XML document to store information about the books and create the DTD files
4. Create an XML document to store resumes for a job website and create the DTD file.
6. Write an XSLT program to extract book titles, authors, publications, book rating from the book’s XML document and use formatting,
7. Use Microsoft DOM to navigate and extract information from the book’s XML document.
8. Use Microsoft DSO to connect HTML form or VB form to the book’s XML document and display the information
9. Create a web service for temperature conversion with appropriate client program.
10. Create a web service for currency conversion (at five currencies) with appropriate client program.

TOTAL: 60 PERIODS

XM 9076 DOCUMENTARY AND SHORT FILMS PRODUCTION LAB

AIM
To impart knowledge of creating documentaries and short films for television practically. To train students in shooting, editing and finishing on documentaries, docu-dramas and short films. This lab will be assignment based where it is mandatory for the students to record and shoot videos in various documentaries genres and short films and then edit the same on the non linear editing systems.

OBJECTIVES
- To make students aware of the script writing for documentaries and short films.
- To learn about documentaries and short films production by producing different formats.
- To impart knowledge on creating unique documentaries and short films.

EXERCISES
Documentaries and short films to be created after developing the script for individual assignment as assigned by the faculty.
1. Research
2. Planning
3. Pre-Production
4. Post-Production

TOTAL: 60 PERIODS

XM 9078 INTEGRATED MARKETING COMMUNICATION LAB

EXERCISES
- Case studies focusing on Theories, Models of Advertising, Anthropological, Sociological and Psychological Perspective.
- Case studies on Brands and Branding—Identity, Strategy, Positioning and Management.
- Case studies on Creative Thinking, Ideation, Copy Writing for Press, Radio, Television, Internet and Outdoor Campaigns.
- Case studies on Operations Management, Event Marketing, Managing New Media and e-Business.
- Case studies on integrated marketing communication comprising on pr, sales promotion, advertising.
- Creating concepts for 360 degree campaign for a product of the company
- Using IMC strategy create concepts for a service oriented campaign.
- Create and plan innovative Digital Marketing Technology for a product to enhance sales profit.
- Analyse International Media business and Marketing strategy.
- Analyse Cross-Media Ownership.

**XM 9080**
**ADVANCED 3D GRAPHIC AND ANIMATION LAB**

1. Texturing
2. Key frame Animation
3. Character Animation
4. Develop a game using character
5. Kinematics

TOTAL: 60 PERIODS

**XM 9082**
**DIGITAL COMPOSITING LAB**

1. Single, Double, Four point tracking
2. March moving
3. Roto
4. Roto Paint
5. Title
6. Particle system
7. Multiple passes
8. Z-Depth
9. 3D Compositing
10. Camera tracking
11. Matte painting
12. Clean plate
13. Set extension
14. Python script
15. Colour correction
16. Lights and shadows

TOTAL: 60 PERIODS

**XM9084**
**PHOTOGRAPHY LAB**

1. Product
2. Landscape
3. Portrait
4. Texture, Shapes & Colors

TOTAL: 60 PERIODS
1. Design a Storyboard for a 1min
2. Graphics development
3. Creating Interface, interactivity
4. Create a Character design
5. Develop a Level Design
6. Algorithm Design
7. Game flow and
8. Game Design

TOTAL: 60 PERIODS

XM 9088  
MEDIA COMMERCIALS LAB  
L T P C  
0 0 4 2

AIM
To impart knowledge of creating commercials for television, radio, web, films and mobile phones practically. To train students in shooting, editing and finishing on video. This lab will be assignment based where it is mandatory for the students to record and shoot audios/videos in various genres and then edit the same on the non linear editing systems.

OBJECTIVES
- To make students aware of the script writing for commercials.
- To learn about commercials production by producing different commercial formats.
- Developing skills of commercial writing for radio, television and web media.
- To impart knowledge on creating unique commercials for various media.

EXERCISES
The following commercials to be created after developing the script for individual assignment:
1. Radio Jingles and commercials
2. PSA for radio and television
3. Product placement and demonstration commercial
4. Slice of life commercial
5. Culture oriented commercial
6. Insurance and Mutual funds commercial
7. Seasonal commercial
8. Surrogate commercial
9. Ambient commercial for a local product/service
10. Comparative commercial
11. Web Banner commercial
12. Dynamic web commercial

TOTAL: 60 PERIODS

XM 9090  MOTION GRAPHICS LAB  L T P C
0 0 4 2

1. Roto
2. Roto Paint
3. Title
4. Particle system
5. Multiple passes
6. Z-Depth
7. 3D Compositing
8. Camera tracking
9. Matte painting
10. Colour correction
11. Lights and shadows

TOTAL: 60 PERIODS