

# DEPARTMENT OF VISUAL COMMUNICATION

**COURSE STRUCTURE & SYLLABI**  
(For the students admitted from year 2023-2024 onwards)

**Programme : B.Sc. Visual Communication**



**JAMAL MOHAMED COLLEGE (AUTONOMOUS)**  
Accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) with CGPA 3.69 out of 4.0  
(Affiliated to Bharathidasan University)  
**TIRUCHIRAPPALLI – 620 020**

## B.Sc. VISUAL COMMUNICATION

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/Week	Credit	Marks		Total
							CIA	ESE	
I	23U1LT1/LA1/LF1/LH1/LU1	I	Language - I		6	3	25	75	100
	23UCN1LE1	II	English - I	English for Communication - I	6	3	25	75	100
	23UVC1CC1	III	Core - I	Introduction to Visual Communication	5	5	25	75	100
	23UVC1CC2		Core - II	Advertising Basics	3	3	25	75	100
	23UVC1AC1P		Allied - I	Drawing - Practical	5	4	20	80	100
	23UVC1AC2P		Allied - II	Graphic Design - Practical	3	2	20	80	100
	23UCN1AE1	IV	AECC - I	Value Education	2	2	-	100	100
<b>Total</b>					<b>30</b>	<b>22</b>			<b>700</b>
II	23U2LT2/LA2/LF2/LH2/LU2	I	Language - II		6	3	25	75	100
	23UCN2LE2	II	English - II	English for Communication - II	6	3	25	75	100
	23UVC2CC3	III	Core - III	Media, Culture and Society	6	6	25	75	100
	23UVC2CC4		Core - IV	New Media	3	3	25	75	100
	23UVC2AC3P		Allied - III	Painting - Practical	4	4	20	80	100
	23UVC2AC4P		Allied - IV	Digital Art - Practical	3	2	20	80	100
	23UCN2SS	IV	Soft Skills Development	Soft Skills Development	2	2	-	100	100
	23UCN2CO	V	Community Outreach	JAMCROP	-	@	-	-	@
	23U2BT1 / 23U2AT1		Basic Tamil - I / Advanced Tamil - I	எழுத்தும் இலக்கியமும் அறிமுகம் - I / தமிழ் இலக்கியமும் வரலாறும் - I	-	-	-	100 #	-
<b>Total</b>					<b>30</b>	<b>23</b>			<b>700</b>
III	23U3LT3/LA3/LF3/LH3/LU3	I	Language - III		6	3	25	75	100
	23UCN3LE3	II	English - III	English for Communication - III	6	3	25	75	100
	23UVC3CC5	III	Core - V	Communication Theories	4	4	25	75	100
	23UVC3CC6P		Core - VI	2D animation - Practical	3	2	20	80	100
	23UVC3AC5		Allied - V	Media Psychology	3	3	25	75	100
	23UVC3AC6P		Allied - VI	Photography - Practical	4	3	20	80	100
	23UVC3GE1P	IV	Generic Elective - I		2	2	-	100	100
	23UCN3AE2		AECC - II	Environmental Studies	2	2	-	100	100
	<b>Total</b>					<b>30</b>	<b>22</b>		
IV	23U4LT4/LA4/LF4/LH4/LU4	I	Language - IV		6	3	25	75	100
	23UCN4LE4	II	English - IV	English for Communication - IV	6	3	25	75	100
	23UVC4CC7	III	Core - VII	Media Production	3	3	25	75	100
	23UVC4CC8P		Core - VIII	Television Production - Practical	5	5	20	80	100
	23UVC4AC7P		Allied - VII	Radio Production - Practical	5	4	20	80	100
	23UVC4AC8		Allied - VIII	Writing for Mass Media	3	2	25	75	100
	23UVC4GE2P	IV	Generic Elective - II		2	2	-	100	100
	23UCN4EL		Experiential Learning	Internship	-	2	-	100	100
	23UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-
23U4BT2 / 23U4AT2		Basic Tamil - II / Advanced Tamil - II	எழுத்தும் இலக்கியமும் அறிமுகம் - II / தமிழ் இலக்கியமும் வரலாறும் - II	-	-	-	100#	-	
<b>Total</b>					<b>30</b>	<b>25</b>			<b>800</b>
V	23UVC5CC9	III	Core - IX	Media Laws and Ethics	5	5	25	75	100
	23UVC5CC10		Core - X	Media Research Orientation	5	5	25	75	100
	23UVC5CC11		Core - XI	Visual Analysis	6	6	25	75	100
	23UVC5CC12P		Core - XII	3D animation - Practical	6	6	20	80	100
	23UVC5DE1A/B		Discipline Specific Electives - I		4	4	25	75	100
	23UVC5SE1P	IV	Skill Enhancement Course - I	Entrepreneurship Skills - Practical	2	1	-	100	100
	23UVC5SE2P		Skill Enhancement Course - II	Art of Acting - Practical	2	1	-	100	100
	23UVC5EC1		Extra Credit Course - I <sup>†</sup>	Online Course	-	*	-	-	-
<b>Total</b>					<b>30</b>	<b>28</b>			<b>700</b>
VI	23UVC6CC13	III	Core - XIII	Communication for Development	4	4	25	75	100
	23UVC6CC14		Core - XIV	Media Relations	5	5	25	75	100
	23UVC6CC15P		Core - XV	Domain Study - Practical	4	4	20	80	100
	23UVC6CC16P		Core - XVI	Visual Effects - Practical	6	6	20	80	100
	23UVC6DE2A/BP		Discipline Specific Electives - II		6	4	20	80	100
	23UVC6DE3A/BP		Discipline Specific Electives - III		4	4	20	80	100
	23UCN6AE3	IV	AECC - III	Gender Studies	1	1	-	100	100
	23UVC6EC2		Extra Credit Course - II*	Online Course	-	*	-	-	-
23UVCECA		Extra Credit Course for all**	Online Course	-	**	-	-	-	
<b>Total</b>					<b>30</b>	<b>28</b>			<b>700</b>
* Programme Specific Online Course for Advanced Learners ** Any Online Course for Enhancing Additional Skills									
<b>Grand Total</b>						<b>148</b>			<b>4400</b>

### GENERIC ELECTIVE COURSES

Semester	Course Code	Course Title
III	23UVC3GE1P	Pencil Sketching - Practical
IV	23UVC4GE2P	Art from Anything - Practical

### # Self-Study Course – Basic and Advanced Tamil

(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

Semester	Course Code	Course Title
II	23U2BT1	Basic Tamil – I (எழுத்தும் இலக்கியமும் அறிமுகம் - I)
	23U2AT1	Advanced Tamil – I (தமிழ் இலக்கியமும் வரலாறும் - I)
IV	23U4BT2	Basic Tamil – II (எழுத்தும் இலக்கியமும் அறிமுகம் - II)
	23U4AT2	Advanced Tamil – II (தமிழ் இலக்கியமும் வரலாறும் - II)

### Mandatory

Basic Tamil Course - I and II are offered for the students who have not studied Tamil Language in their schools and college.

Advanced Tamil Course - I and II are offered for those who have studied Tamil Language in their schools but have opted for other languages under Part - I.

### DISCIPLINE SPECIFIC ELECTIVES

Semester	Course Code	Course Title
V	23UVC5DE1A	Elements of Film Making
	23UVC5DE1B	Film Appreciation
VI	23UVC6DE2AP	Editing - Practical
	23UVC6DE2BP	Web Designing
	23UVC6DE3AP	Show Reel Creation - Practical
	23UVC6DE3BP	Creative Advertising - Practical

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UVC1CC1	Core – I	5	5	25	75	100
<b>Course Title</b>		Introduction to Visual Communication					

SYLLABUS		
Unit	Contents	Hours
I	Communication – Definition-Need For Communication-Types -Intrapersonal, Interpersonal - Phatic, Personal, Intimate -Group Communication - Mass Communication-Interactive Communication-Significance of Visual Communication - Communication Barriers – Physical, Mechanical, Language, Cultural, *Cross Cultural Communication*	15
II	Forms of Communication- Verbal, Non-Verbal Communication- Body language as a language -Posture-Gesture-Eye movements- Facial Expression, Artifacts-Proxemics, Chronemics - Kinesics, Haptics *Para language*	15
III	Visual elements – Dot, Line, Shape, Form, Colour, Texture, Movement - Visual Process - Sensing, Selecting, Perceiving, Remember, Know - Principles of design – Symmetry, Balance, Harmony, Rhythm, Unity- - Semiotics – Signs-Iconic, Indexical, Symbolic, Codes *Understanding psychological concepts in Visual Communication*	15
IV	Typography – Type Faces-Illustration - Layout - Colour theory – Primary (RBY,RGB),Secondary, Tertiary –Warm, Cool *Colour Psychology*	15
V	New Trends in Visual Technologies -Digital Photography - Motion Pictures - Cartoon, Computer Generated Images (CGI), Visual Effects (VFX), DTH, OTT *Internet and Mobile Communication*	15

\*.....\* Self Study

<b>Text Book(s):</b>
1.N. N Sarkar, Art and Print Production, Oxford Publications, Second Edition, 2013.
2.Keval Jayakumar Mass Communication in India
<b>Reference Book(s):</b>
1.Golombisky, K White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design, CRC press, 2016
2. Seema Hasan, Mass Communication Principles and Concepts, CBS Publications, Third Edition, 2016.
3. Paul M Lester, Visual Communication: Images with messages, Eighth Edition, 2019
<b>Web Resource(s):</b>
<a href="http://www.thecommunicationprocess.com">www.thecommunicationprocess.com</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	List the types of communication	K1, K2
CO2	Explain the body language	K3
CO3	Examine the visual process	K4
CO4	Apply the principles of design	K4
CO5	Analyse the visual message	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	0	0	3	3	0	0	0	3	1.3
<b>CO2</b>	2	2	2	3	2	3	2	3	2	0	2.1
<b>CO3</b>	2	2	3	2	2	2	3	2	3	2	2.3
<b>CO4</b>	2	3	2	2	2	3	2	0	2	2	2.0
<b>CO5</b>	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.96
<b>Correlation</b>											Medium

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: Mr.K. Shanmuga Velayutham**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UVC1CC2	Core – II	3	3	25	75	100
<b>Course Title</b>		Advertising Basics					

### SYLLABUS

Unit	Contents	Hours
I	<b>Introduction to Advertising:</b> Definition, Origin & Growth, Nature and role, Types, Functions of advertising- Informing, Persuading, and Reminding Consumers. Advantages of Advertising, Advertising Appeals* Differences between Advertising and Publicity*	9
II	<b>Audience:</b> AIDA-Target audience - Identifying target audience characteristics, Audience Surveys, Types of Audience Consumer behaviour-Understanding the identifying consumer needs and motivations media relations - media relations. *Decision-making process of consumers*	9
III	<b>Branding -</b> Brand Image, Brand Positioning- Brand Recall, Product life cycle, Segmentation, Advertising spiral*Brand Value*	9
IV	<b>Elements of an Advertisement-</b> Logo, Slogan, Visual, Signature, Copy- Types of Copy, Copywriting, Rules of Copywriting, Layout-Types-Thumbnail, Comprehensive, Rough, Final Layout, Functions of Layout*Digital Ad*	9
V	<b>Advertising Agencies:</b> Types and Roles of Advertising Agencies- Steps involved in organizing an Advertising Campaign *Advertising Agencies in India*	9

\*.....\* Self Study

<b>Text Book(s):</b>
1.Virbala Agarwal & B.S.Gupta Handbook of Journalism and Mass Communication 2.Klepner's Advertising Procedure 3.V.Natrajan Advertising Book
<b>Reference Book(s):</b>
1.S.A.Chunawalla,Advertising, Sales and Promotion, Himalaya Publishing House,4th Revised Edition,(2012) 2.P.Saravanavel &P.Sumathi, Advertising and Salesmanship, Second Edition,2018 3.Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture), Fifth Edition,2010.
<b>Web Resource(s):</b>
1. <a href="https://www.slideshare.net/s5750369s/consumerism-42593549">https://www.slideshare.net/s5750369s/consumerism-42593549</a> 2. <a href="https://www.slideshare.net/shubhrat1/top-indian-advertisement-agencies">https://www.slideshare.net/shubhrat1/top-indian-advertisement-agencies</a>

### Course Outcomes

Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall the function of Advertising.	K1, K2
CO2	Apply the principle of design for layout.	K3
CO3	Examine the consumer behaviour	K3
CO4	Classify the advertising agencies	K4
CO5	Evaluate the Media advertising	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	3	0	0	3	3	0	0	0	3	1.5
<b>CO2</b>	3	3	2	3	2	3	2	3	2	0	2.3
<b>CO3</b>	3	2	3	2	3	2	3	2	3	2	2.5
<b>CO4</b>	2	3	2	2	3	3	3	0	2	2	2.2
<b>CO5</b>	3	2	1	3	1	3	2	1	3	3	2.1
<b>Mean Overall Score</b>											2.12
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. R. Rajeshkumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UVC1AC1P	Allied - I	5	4	20	80	100
<b>Course Title</b>		Drawing - Practical					

### SYLLABUS

Exercise	Contents	Hours
1.	Drawing the visual elements (Dot, line, shape, form, Texture)	6
2.	Learn the principles of Design (Balance, Symmetry, Rhythm, Proportion, Harmony, Unity)	7
3.	Illustrating the types of perspectives ( One point, Two point, Three point)	7
4.	Colour Theory using colour wheel	7
5.	Handling Colour Pencil ,Crayons	8
6.	Studying the inanimate objects (Still life)	8
7.	Different style of Pen Drawings(Pointillism)	8
8.	Drawing stick figures (Body, Hands, Legs)	8
9.	Sketching the basics of Human anatomy -forms, postures, Portrait	8
10.	Studying the Landscape, Cityscape	8

### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Outline the Visual elements	K1, K2
CO2	Classify the perspectives and principles of design	K2
CO3	Simplify the still life and storyboard	K3
CO4	Interpret the human anatomy	K4
CO5	Distinguish the landscape and cityscape	K5



**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	0	0	3	0	0	3	0	2	1.2
<b>CO2</b>	2	2	2	3	2	0	2	3	2	2	2.0
<b>CO3</b>	2	2	3	2	2	2	3	2	3	2	2.3
<b>CO4</b>	2	3	2	2	2	3	2	0	2	2	2.0
<b>CO5</b>	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.92
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr.B.Ramakrishnan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UVC1AC2P	Allied - II	3	2	20	80	100
<b>Course Title</b>		Graphic Design - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Drawing different types and thickness of Lines	5
2.	Typography (Structure, design and function) – Different types of Lettering and Numbering, Calligraphy, Doodle	5
3.	Practising Colour Schemes	4
4.	Creating Space using drawing ( Positive and Negative)	4
5.	Drawing texture using visual elements	4
6.	Creating Geometrical pattern design	5
7.	Creating Radial Design	4
8.	Creating designs using Stencil	4
9.	Creating Logo , Emblem , Monogram	5
10.	Collage Work	5

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Outline the Visual elements	K1, K2
CO2	Compare positive and negative space	K2
CO3	Make use of visual elements to create design	K3
CO4	Simplify the geometrical pattern	K4
CO5	Interpret logo and creating collage	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	0	0	3	3	2	0	0	3	1.5
<b>CO2</b>	2	2	2	3	2	3	2	3	2	0	2.1
<b>CO3</b>	2	3	2	2	2	2	2	2	2	2	2.1
<b>CO4</b>	2	3	2	2	2	3	2	0	2	2	2.0
<b>CO5</b>	2	2	1	3	1	2	2	1	3	3	2.0
<b>Mean Overall Score</b>											1.94
<b>Correlation</b>											Medium

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: Mr.B.Ramakrishnan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UCN1AE1	AECC - I	2	2	-	100	100

<b>Course Title</b>	<b>Value Education for Men</b>
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SYLLABUS		
Unit	Contents	Hours
I	<b>VALUES IN LIFE:</b> Purpose and philosophy of life – Need for values –five fold moral culture. Values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, punctuality, kindness, gratitude, patience, respect and character building.	6
II	<b>PERSONAL WELLBEING:</b> Social responsibility - taming a healthy mind and body – personal hygiene - Balanced diet – meditation – yoga - positive thinking – introspection - a passion for Nature- Win-win strategy.	6
III	<b>ROLE OF MEN IN FAMILY:</b> As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	<b>MAN A SOCIAL BEING:</b> A friendly neighbour - living a life with definite motives – emotions and moral desire- uncompromising will power- puberty-secondary sexual characters- marriage: Purpose – marital life- Harmony with spouse- fidelity towards spouse.	6
V	<b>PROFESSIONAL VALUES:</b> More of a giver than a taker - being compassionate – patriotism - respecting culture - dependence on God – avoiding worry-professional ethics.	6

**Hours of Teaching: 5 Hours and Hours of Activity: 25 Hours**

<b>Textbook(s):</b>
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications 2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998 3. K.R. Lakshminarayanan and M. Umamageshwari, Value Education, Nalnilam Publication, Chennai.
<b>Web References:</b>
1. <a href="https://www.slideshare.net/humandakakayilongranger/values-education-35866000">https://www.slideshare.net/humandakakayilongranger/values-education-35866000</a> 2. <a href="https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/">https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/</a> 3. <a href="https://www.un.org/esa/socdev/family/docs/men-in-families">https://www.un.org/esa/socdev/family/docs/men-in-families</a>

**Activity:**

- Assignment on Values (not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing: Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

**EVALUATION COMPONENT: TOTAL: 100 MARKS****Component I:**

Documentary (or) Poster Presentation (or) Elocution - 25 marks

**Component II:**

Quiz (or) Multiple choice questions Test - 25 marks

**Component III:**

Album Making (or) Case Study on a topic (or) Field visit - 25 marks

**Component IV:**

Assignment (or) Essay Writing (or) Debating - 25 marks

**Course Coordinator: Dr. M. Purushothaman**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UVC2CC3	Core - III	6	6	25	75	100
<b>Course Title</b> Media, Culture and Society							

SYLLABUS		
Unit	Contents	Hours
I	Media: Introduction to Media studies, Media in contemporary times, Functions of Media- Inform, educate, entertain and persuade, effects of media, How and How not to study media- Print Media: Newspapers-Magazines, The impact of print. * Importance of Media Culture*	18
II	Culture and Society: Definition, Characteristics, Types, Impact of media and Culture, Role- Media in Society: Development and representation of media in society. Media Identity and culture *Role of media in shaping youth culture*	18
III	Media Circus ,Media Hype- Ownership- Media Regulation, Media Organization- PCI, ABC, ANI and INS, Media Audience: Psychology of media audience, *Effects of Ownership*	18
IV	LPG Concept - Media Censorship- Need, Effectiveness of Censorship in India Avoiding Offence-Pornography-Violence * Cultural Imperialism *	18
V	Effects of Media: In Education- Children and the Media- Representations of Gender in the Media, Media Violence - Mass Media and Politics- Need and Importance of Media Literacy * Consumeristic Culture *	18

\*.....\* Self Study

<b>Text Book(s):</b>
1. Keval J.Kumar, Mass Communication in India, Fourth edition,2014 2. Paul Hodgkinson, Media Culture and Society, Second Edition,2017 3. Dr.Sayan Dey&Dr.V. Rathna Mala, Media Culture and Society: A South Asian Reader,2022.
<b>Reference Book(s):</b>
1. Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture),Fifth Edition,2010. 2. Om Gupta , Media Society and Culture,Isha Books, 2006.
<b>Web Resource(s):</b>
1. <a href="https://www.slideshare.net/truptim1/intro-to-media-studies">https://www.slideshare.net/truptim1/intro-to-media-studies</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Students would be understand of latest thinks of Media, Culture	K1, K2
CO2	Make use of Media & Society	K3
CO3	Have Knowledge about the Media Organization	K3
CO4	Analyse the online education platforms& ICT tools	K4
CO5	Identify the Media Literacy	K5

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	0	3	0	0	3	0	0	2	1.4
<b>CO2</b>	3	2	2	3	2	3	2	3	2	0	2.2
<b>CO3</b>	2	2	2	2	3	3	2	2	3	2	2.3
<b>CO4</b>	2	3	2	2	3	2	3	0	2	1	2.0
<b>CO5</b>	2	2	1	3	1	2	2	3	3	2	2.1
<b>Mean Overall Score</b>											2.0
<b>Correlation</b>											Medium

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr.K.Shanmuga Velayutham**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UVC2CC4	Core – IV	3	3	25	75	100
<b>Course Title</b>		New Media					

SYLLABUS		
Unit	Contents	Hours
I	New media – definition, scope, characteristics, five C’s – Communication, Collaboration, Community, Creativity and Convergence -Importance of new media in contemporary era. *Mobile Communication*	9
II	Socializing – definition – Importance of socialization in Digital age- Role of New Media in Socialization, Digital Society-Impact of Digital Socialization- Transparency, Need for Gatekeeping, Fake News *Virtual Socialization*	9
III	Social Media: definition – types of Social Networking Sites(Facebook, Instagram, WhatsApp, Twitter, YouTube) – Characteristic of social media – Advantages and Disadvantages of social networking sites, Effects of Social Media on Youth ,Cyber Attack and Cyber Security*Cyber Culture*	9
IV	E-Governance- E-Learning –E – books, E –Publishing traditional reading and online reading – Online education platforms (SWAYAM,MOOC,NPTL), - MOJO *Citizen Journalism*	9
V	Role of New media in Edutainment, Infotainment and Politics- New media technologies- Radio over Internet Protocol(RoIP) –Podcast –Internet Protocol Television(IPTV) *Artificial Intelligence*	9

\*.....\* Self Study

<b>Text Book(s):</b>
1. Ashwin Razdan, New Media Techniques and Trends, Vitasta Publishing Pvt. Ltd, First edition (2008) 2. Electronic media (second edition), then, now and later, Norman J. Medoff, Barbara K. Kaye, (2017) 3. Lievrouw,L.A &Livingstone,S.M.,Handbook of New Media: Social Shaping and Consequences of ICTs,London :SAGE (2008)
<b>Reference Book(s):</b>
1. Lister. M, New Media : A Critical Introduction , London :Routledge (2010)
<b>Web Resource(s):</b>
<a href="http://www.thoughtco.com">www.thoughtco.com</a> , <a href="http://www.newmedia.com">www.newmedia.com</a> , <a href="http://www.mason.gmu.edu">www.mason.gmu.edu</a>



### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall 5C's of new media	K1, K2
CO2	Make use of social media for socialization	K3
CO3	Have Knowledge about the Social Networking	K3
CO4	Simplify the MOJO & M-Learning	K4
CO5	Apply the New Media Technologies for social needs	K5

### Relationship Matrix:

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	0	0	3	3	3	0	0	0	2	1.4
<b>CO2</b>	3	2	2	3	2	3	2	3	2	0	2.2
<b>CO3</b>	3	2	2	2	3	2	2	2	3	2	2.3
<b>CO4</b>	2	3	2	2	2	3	3	0	2	2	2.1
<b>CO5</b>	2	2	1	3	1	2	2	1	3	3	2.0
<b>Mean Overall Score</b>											2.0
<b>Correlation</b>											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr.D.Pradheepan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UVC2AC3P	Allied - III	4	4	20	80	100
<b>Course Title</b>		Painting - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Handling Brush (Flat, Round)	4
2.	Poster colour (Murals)	6
3.	Water colour (Lands Scape)	8
4.	Acrylic colour (Lands Scape, Still life)	8
5.	Mixed media	8
6.	Abstract Painting	8
7.	Outdoor study: Spot painting	8
8.	Analyzing the works of Eminent Artists- World (Leonardo Da Vinci, Michel Angelo, Bablo Picasso) & Indian (Abanindranath Tagore, Raja Ravi Varma, D. P. Roy Choudhury) Artist's Masterpieces	10

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Classify the medium for painting	K1, K2
CO2	Illustrate the murals	K2
CO3	Demonstrate painting using various medium	K3
CO4	Make use of mixed media for creating abstract painting	K4
CO5	Justify the spot painting during outdoor study	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	0	0	3	3	0	0	0	2	1.2
<b>CO2</b>	2	2	2	3	2	3	2	3	2	0	2.1
<b>CO3</b>	2	2	3	2	2	2	0	2	3	2	2.0
<b>CO4</b>	2	3	2	2	2	3	2	0	2	2	2.0
<b>CO5</b>	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.88
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr.B.Ramakrishnan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UVC2AC4P	Allied - IV	3	2	20	80	100
<b>Course Title</b>		Digital Art - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Logo & Visiting Card	4
2.	Flyers	4
3.	Poster Design	4
4.	Banner Design	5
5.	Advertising Design	4
6.	Pamphlets	5
7.	Create 3D Text	4
8.	Surreal miniature	5
9.	Packaging Design	5
10.	Magazine Front Cover	5

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Outline the Logo Design	K1, K2
CO2	Classify the poster design	K2
CO3	Apply banner design to advertisement	K3
CO4	Categorize the 3D Text and Surreal miniature	K4
CO5	Importance of Packaging Design	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	0	2	3	2	3	2	2.1
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	3	2	2	1	2	3	2.2
<b>Mean Overall Score</b>											1.94
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. R. Rajeshkumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UCN2SS	Soft Skills Development	2	2	-	100	100
<b>Course Title</b>		<b>Soft Skills Development</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>Communication Skills:</b> Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	6
II	<b>Emotional Skills:</b> Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	6
III	<b>Functional Skills:</b> Using the tools of communicatory and emotional skills - Resume writing - Preparation of Curriculum Vitae - interview skills - Acing the interview - Group dynamics - Mock interviews and Group discussions	6
IV	<b>Interpersonal Skills:</b> Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	6
V	<b>Personality Skills:</b> Leadership skills - Attributes and Attitudes - Social leader Vs The Boss - critical and creative thinking	6

**Hours of Teaching : 5 hours and Hours of Activity: 25 hours**

<b>Textbook(s):</b>
<ol style="list-style-type: none"> <li>1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006.</li> <li>2. Body Language in the workplace - Allan and Barbara Pease; 2011.</li> <li>3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.</li> </ol>
<b>Web References:</b>
<ol style="list-style-type: none"> <li>1. <a href="https://nptel.ac.in/courses/109105110">https://nptel.ac.in/courses/109105110</a></li> </ol>

## EVALUATION CRITERIA

<b>Work Book (Each unit carries 10 marks)</b>	-	<b>50 Marks</b>
<b>Examination</b>	-	<b>50 Marks</b>

1. Teacher who handles the subject will award 50 marks for work book based on the performance of the student.
2. On the day of examination the examiners (Internal & External) will jointly award the marks for the following categories:
  - Self-Introduction - 20 Marks
  - Resume - 10 Marks
  - Mock Interview - 20 Marks

To assess the self-introduction, Examiners are advised to watch the video presentation submitted by the students. If they failed to submit the video presentation, the Examiners may direct the student to introduce himself orally and a maximum 10 marks only will be awarded.

### **Mock Interview Marks Distribution**

**(20-Marks)**

Attitude (self interest, confidence etc.) (4 Marks)	Physical appearance including dress code (4 Marks)	Communication Skills  (6 Marks)	Answering questions asked from the resume and work book (6 Marks)
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**Course Coordinator:**  
**Dr. M. Syed Ali Padusha**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UVC3CC5	Core – V	4	4	25	75	100
<b>Course Title</b>		Communication Theories					

SYLLABUS		
Unit	Contents	Hours
I	Mass Communication: Definition, scope and need for communication – Elements of Communication – Theories of Persuasion and Human Communication	6
II	Theories of Media and Society – Marxist theory – Functionalist theory – Critical Political economic theory – Development theory – Information theory and cultural theory	6
III	Sociological Theories of Mass Communication: Cultivation theory – Social Learning theory – Agenda setting theory – Play theory – Uses and Gratification theory – Dependency theory	6
IV	Normative theories of Mass media: Authoritarian theory – Libertarian theory – Social Responsibility theory – Soviet Communist theory – Development media theory – Democratic participant media theory	6
V	Media effects – Long term and short term – Comstock’s model – effects model – Media audience – Audience positioning – Audience research tradition	6

\*.....\* Self Study

Reference Book(s):
Brooks Brain, News Reporting and Writing, Bedford / St. Martin’s, 2011. M.K.Verma, News Reporting and Editing, APH Publishing Corporation, 2009. Smith Ronald, Media Writing, Lawrence Erlbaum Associates Publishers, 2004

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Know the elements of News	K1, K2
CO2	List the types of news reporting	K3
CO3	Explain the reporting methods	K4
CO4	Illustrate the reporting tools	K4
CO5	Summarize the writing methods	K5



**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	0	0	3	3	0	0	0	3	1.3
<b>CO2</b>	2	2	2	3	2	3	2	3	2	0	2.1
<b>CO3</b>	2	2	3	2	2	2	3	2	3	2	2.3
<b>CO4</b>	2	3	2	2	2	3	2	0	2	2	2.0
<b>CO5</b>	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.96
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr Ragnathan. S**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UVC3CC6P	Core - VI	3	2	20	80	100
<b>Course Title</b>		<b>2D Animation - Practical</b>					

SYLLABUS		
Exercise No.	Contents	Hours
1.	Using the tools to draw basic shapes and forms	5
2.	Create an image ( <b>Vector</b> )	5
3.	Characterize the image	6
4.	Draw the background suitable for the character	6
5.	Rigging, Lighting & Colour	6
6.	Create a Scene & Animate ( <b>Walk Cycle</b> )	5
7.	Create an Awareness, lyric Song or Scene Spoof using 2D animated image	6
8.	<b>Types of animation</b>	6

Students need to submit a DVD with completed exercises during the practical classes and animated ad for online or PSA (Minimum 5) final output for the animation should be in suitable file format.

Students who have completed and submitted the DVD are eligible for appearing external examination External practical examination will be creating an animation using open source software.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Know the tools for creating 2D images	K1, K2
CO2	Illustrate the characters for the story	K2
CO3	Manage the background and concept art	K3
CO4	Apply the principles of animation	K4
CO5	Create and animate the images using open source software	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	0	0	3	0	0	3	0	2	1.2
<b>CO2</b>	2	2	2	3	2	0	2	3	2	2	2.0
<b>CO3</b>	2	2	3	2	2	2	3	2	3	2	2.3
<b>CO4</b>	2	3	2	2	2	3	2	0	2	2	2.0
<b>CO5</b>	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.92
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of Cos / Total Number of Cos**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. H. Mohamed Fayaz**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UVC3AC5	Allied – V	3	3	25	75	100
<b>Course Title</b>		Media Psychology					

SYLLABUS		
Unit	Contents	Hours
I	Psychology – Structuralism – Functionalism – Behaviourism – Gestalt psychology – Psychoanalytic psychology – Humanistic Psychology Media Psychology – Defining Mass media – Psychology in Media. *Practising media Psychology*	9
II	Psychological effects and influences of media – The effects of Media violence – Cognitive factors of Media violence – Pro social effects of Media – Parental Mediation. *Psychology in advertising*	9
III	Social Psychology of the Media – Representation of social groups – Media audience – Audience participation – Future of Media Psychology – Internet – Individual aspects of internet use –Media performance. *Science in Media*	9
IV	Developmental issues in Media Psychology – Young child and Television – Children socialization through media – Imagination – Theory of Mind – Media and Adolescence – Cultural functions of Media use. *Body Image*	9
V	Case study -3 No's 1. Impact of political in media. 2. Impact of Violence in media. 3. Impact of Love in media. *Impact of Image Representation in media*	9

\*.....\* Self Study

<b>Text Book(s):</b>
1.L.J. Shrum, The Psychology of Entertainment Media, Lawrence Erlbaum associates publishers, First edition, 2005
2.Coon Dennis, Introduction to psychology, Wadsworth Cengage learning, 2010.
David Giles, Media Psychology, Lawrence Erlbaum associates publishers, First edition, 2003
3.Rashmi Gahlowt Introduction to media psychology First edition-2016
4. Gayle S. Steve David, C. Giles, J. David Cohen Mary, E. Myers ,Understanding Media psychology,2022
<b>Reference Book(s):</b>
1.Naveen kumar,Media Psychology: Exploration and application, South Asia Edition, Routledge; First edition 2020.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Classify the school of Psychology	K1, K2
CO2	Explain the approaches to media	K3
CO3	Simplify the Psychology in advertising	K3
CO4	Comment on impact of media and adolescents	K4
CO5	Illustrate the social psychology of media	K5

**Relationship Matrix:**

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	0	0	3	3	3	0	0	0	2	1.4
<b>CO2</b>	3	2	2	3	2	3	2	3	2	0	2.2
<b>CO3</b>	3	2	2	2	3	2	2	2	3	2	2.3
<b>CO4</b>	2	3	2	2	2	3	3	0	2	2	2.1
<b>CO5</b>	2	2	1	3	1	2	2	1	3	3	2.0
<b>Mean Overall Score</b>											2.0
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of Cos / Total Number of Cos**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr.D.Pradheepan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UVC3AC6P	Allied - VI	4	3	20	80	100
<b>Course Title</b>		Photography - Practical					

### SYLLABUS

Exercise No	Contents	Hours
1.	Portrait, Still Life Objects	6
2.	Shooting Landscape, Cityscape	6
3.	Capturing the moving Objects (Sports)	6
4.	Composing Twilight Photographs	6
5.	Product Photography	6
6.	Street Photography	6
7.	Candid Photography	6
8.	Wedding Photography	6
9.	Stop Motion Photography	6
10.	Documentary Photography (Minimum 16 Snaps)	6

### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Outline the Visual elements	K1, K2
CO2	Classify the perspectives and principles of design	K2
CO3	Simplify the still life	K3
CO4	Interpret the human anatomy	K4
CO5	Distinguish the landscape and cityscape	K5

**Relationship Matrix:**

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	0	0	3	0	2	1.2
CO2	2	2	2	3	2	0	2	3	2	2	2.0
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.92
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr Ragunathan. S**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UVC3GE1P	Generic Elective - I	2	2	-	100	100
<b>Course Title</b>		Pencil Sketching - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Various thickness of lines	4
2.	Various shapes	4
3.	Different basic forms	3
4.	Colour	4
5.	Composition	4
6.	Light and shade	4
7.	Still Life	4
8.	Typography	3

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Handling pencil for drawing	K1, K2
CO2	Illustrate the visual elements	K2
CO3	Know the colour theory	K3
CO4	Draw the images using light and shade	K4
CO5	Write letters using typography	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	0	0	3	0	2	1.2
CO2	2	2	2	3	2	0	2	3	2	2	2.0
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.92
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: B. Ramakrishnan**



Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UCN3AE2	AECC - II	2	2	-	100	100
<b>Course Title</b>		<b>Environmental Studies</b>					

Unit	Contents	Hours
I	The multidisciplinary nature of environmental studies Definition, scope, importance, awareness and its consequences on the planet.	6
II	<b>Ecosystems:</b> Definition, structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	6
III	<b>Natural Resources:</b> Renewable and Non-renewable Resources: Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. renewable energy resources significance of wind, solar, hydal, tidal, waves, ocean thermal energy and geothermal energy.	6
IV	<b>Biodiversity and Conservation:</b> Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns biodiversity hot spots. mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: <i>In situ</i> and <i>Ex situ</i> conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	6
V	<b>Environmental Pollution &amp; Conservation:</b> Environmental pollution: types, causes, effects and controls; Air, water, soil, chemical and noise pollution Waste to wealth - Energy from waste, value added products from waste, fly ash utilization and disposal of garbage, solid waste management in urban and rural areas, Swachh Bharat Abhiyan, recent advances in solid waste management, modern techniques in rain water harvesting and utilization.	6

#### Text books:

1. Asthana DK and Meera A, Environmental studies, 2<sup>nd</sup> Edition, Chand and Company Pvt Ltd, New Delhi, India, 2012.
2. Arumugam N and Kumaresan V, Environmental studies, 4<sup>th</sup> Edition, Saras Publication, Nagercoil, Tamil Nadu, India, 2014.

#### Activity – I:

1. Assignments – Titles on Environmental awareness to be identified by teachers from the following (scripts not less than 20 pages)
2. Elocution – (Speech on “Environment beauty is the fundamental duty” of citizen of the country for 3 to 5 minutes)
3. Environment issues – TV, Newspaper, Radio and Medias messages – Discussion ∞ Case Studies/Field Visit/Highlighting Day today environmental issues seen or heard
4. Debating/Report Submission – Regarding environment issues in the study period Activity II
5. Environmental awareness through charts, displays, models and video documentation.

**Celebrating Nationally Important Environmental Days**National Science Day – 28<sup>th</sup> FebruaryWorld wild life Day – 3<sup>rd</sup> MarchInternational forest Day – 21<sup>st</sup> MarchWorld Water Day – 22<sup>nd</sup> MarchWorld Meteorological Day – 23<sup>rd</sup> MarchWorld Health Day – 7<sup>th</sup> AprilWorld Heritage Day – 18<sup>th</sup> AprilEarth / Planet Day – 22<sup>nd</sup> AprilPlants Day – 26<sup>th</sup> MayEnvironment Day – 5<sup>th</sup> June Activity III Discipline specific activities**EVALUATION COMPONENT:**

Component I: (25 Marks) Document (or) Poster presentation or Elocution

Component II: (25 Marks) Album making (or) case study on a topic (or) field visit

Component III: (25 Marks) Essay writing (or) Assignment submission

Component IV: (25 Marks) Quiz (or) multiple choice question test

**Course Outcomes****Course Outcomes:** Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-level)
CO1	To understand the multi-disciplinary nature of environmental studies and its importance	K1
CO2	To obtain knowledge on different types of ecosystem	K2
CO3	To acquire knowledge on Renewable and non-renewable resources, energy conservation	K3
CO4	To understand biodiversity conservation	K4
CO5	To analysis impact of pollution and conversion waste to products	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	02	02	02	02	02	03	03	03	03	03	2.5
CO2	02	03	03	02	03	03	03	03	03	03	2.8
CO3	02	03	03	03	03	03	03	03	03	03	2.9
CO4	02	02	03	03	03	03	03	03	03	03	2.8
CO5	02	03	03	03	03	03	03	02	03	03	2.8
<b>Mean Overall Score</b>											2.7
<b>Correlation</b>											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. B. Balaguru**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UVC4CC7	Core - VII	3	3	25	75	100
<b>Course Title</b>		Media Production					

SYLLABUS		
Unit	Contents	Hours
I	<b>Visualization:</b> Definition-Images sounds and the creative process Conveying information, Rhetorical persuasion, Artistic expression. Pre-production, Production and Post-Production. *Program idea*	9
II	<b>Producing:</b> Role of the Producer, Production strategies Production Management: Script Breakdown, Shooting schedule, Production Budget Script writing: Visual Thinking, Script writing ideas. *Formats of scripts*	9
III	<b>Aesthetics Principles and production:</b> Aesthetic approaches, Composition, Combining shots, Sound and Image Interaction, Production co-ordination, Single-Camera production. *Multi-camera production*	9
IV	<b>Audio/Sound:</b> Aesthetics of sound, Types of microphone, Lighting and Design: Lighting Instruments, Light Control, Three and Four Point Lightings. Camera : Camera placement, Lens control. *Analogue video and Digital Video*	9
V	<b>Post Production:</b> Editing (Linear and Non-Linear Editing, Online and Offline editing,) Voice Over, Background Music, Rerecording, Dubbing, Graphics and Animation, Sound effects. Visual Effects. Export files to various formats. *Creating Master copy after editing and Distribution*	9

\*.....\* Self Study

<b>Text Book(s):</b>
1. Robert B. Musburger & Gorham Kindem, Introduction to Media Production, Focal Press, Fourth edition, 2009
2. Jim Owens, Television Production, Focal Press, Sixteenth edition, 2016
3. Gerald Millerson Jim Owens, Video Production handbook, Fourth Edition.
4. Vasuki belavadi, Video Production, 2013

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understanding the project work of media	K1, K2
CO2	Learning the stages of Production	K3
CO3	Know the color temperature and color balance	K3
CO4	Know the basics of Media production	K4
CO5	Apply the knowledge in Post production work	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	0	0	3	3	0	0	0	3	1.3
<b>CO2</b>	2	2	2	3	2	3	2	3	2	0	2.1
<b>CO3</b>	2	2	3	2	2	2	3	2	3	2	2.3
<b>CO4</b>	2	3	2	2	2	3	2	0	2	2	2.0
<b>CO5</b>	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.96
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: Mr. D. Pradhepan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UVC4CC8P	Core - VIII	5	5	20	80	100
<b>Course Title</b>		Television Production - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Writing scripts and creating story board for a television program	7
2.	Lighting Techniques in television production	7
3.	Conducting interview (20 Minutes)	5
4.	Creating a Reality Show	8
5.	News Reporting and Writing	6
6.	News Anchoring and program presentation	5
7.	Editing Techniques	9
8.	Chromo key Techniques	8
9.	Basic Visual Effects Techniques	8
10.	Exporting different file formats	4
11.	Creating Advertisements (PSA and Commercials)	8

Students need to submit a Soft copy with Scripts for each practical Students who have completed and submitted the record are eligible for appearing external examination.

External practical examination will be a viva-voce or exercises to test students' ability in basics of television production

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Know the basics of television production	K1, K2
CO2	Write the script	K2
CO3	Draw the storyboard	K3
CO4	Create Advertisements	K4
CO5	Apply the techniques in Program production	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	2	2	0	0	3	3	0	0	0	3	1.3
<b>CO2</b>	2	2	2	3	2	3	2	3	2	0	2.1
<b>CO3</b>	2	2	3	2	2	2	3	2	3	2	2.3
<b>CO4</b>	2	3	2	2	2	3	2	0	2	2	2.0
<b>CO5</b>	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.96
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. H. Mohamed Fayaz**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UVC4AC7P	Allied - VII	5	4	20	80	100
<b>Course Title</b>		Radio Production - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Introduction to interface of audacity	10
2.	Studio chain (web radio)	15
3.	Interview – Indoor and Outdoor	10
4.	Creating PSA/ Commercials	10
5.	Promo for an event	10
6.	News Presentation	10
7.	Documentary/Radio feature	10

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Classify the medium of Radio	K1, K2
CO2	Illustrate the sounds	K2
CO3	Demonstrate various programme	K3
CO4	Make use of radio equipment	K4
CO5	Justify the PSA	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.96
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr.D.Pradheepan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UVC4AC8	Allied – VIII	3	2	25	75	100
<b>Course Title</b>		Writing for Mass Media					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Mass Media Writing:</b> Course overview and expectations - Introduction to mass media and its impact - Historical overview of media writing - Ethical considerations in mass media writing - Types of media writing (news, feature, opinion, advertising, PR) - Identifying and defining target audiences - Writing for different platforms (print, digital, social media) *Grammar and style fundamentals for media writing*	9
II	<b>Journalism and News Writing:</b> The role of journalism in society - News values - Structuring news stories: Inverted pyramid style - Conducting interviews and gathering information - Writing news leads and headlines - Developing news stories with clarity and accuracy - Legal and ethical issues in journalism - Workshop: *Writing news articles and headlines*	9
III	<b>Feature Writing and Storytelling:</b> Understanding feature writing - Types of feature stories (human interest, profiles, reviews) - Crafting engaging openings and leads *Writing feature stories with a strong narrative*	9
IV	<b>Advertising and Public Relations Writing:</b> Introduction to advertising and public relations - Persuasive writing techniques in advertising - Writing effective ad copy and slogans. *Creating PR materials (press releases, media kits)*	9
V	<b>Digital Media and Social Media Writing:</b> Writing for online platforms and websites - Blogging and content marketing - Social media strategies and engagement - SEO (Search Engine Optimization) principles - Crafting effective social media posts - Monitoring and analyzing social media metrics - Digital media content creation. *News fact checking*	9

\*.....\* Self Study

<b>Text Book(s):</b>
1. James G. Stovall, Writing for the Mass Media Pearson Edition: 9th Edition, 2019 2. W. Richard Whitaker, Janet E. Ramsey, and Ronald D. Smith, Media Writing: Print, Broadcast, and Public Relations by Routledge Edition: 5th Edition, 2020 3. Bill Kovach and Tom Rosenstiel The Elements of Journalism, What News people Should Know and the Public Should Expect Three Rivers Press Edition: Updated and Revised Edition, 2014
<b>Reference Book(s):</b>
1. Thomas C. O'Guinn, Chris T. Allen, and Richard J. Semenik ,Advertising and Integrated Brand Promotion Cengage Learning Edition: 8th Edition, 2020 2. Doug Newsom, Jim Haynes, and Kathleen F. S. Rowe Public Relations Writing: Form & Style Cengage Learning Edition: 11th Edition, 2019 3. Brian Carroll, Writing for Digital Media Routledge Edition: 1st Edition, 2010
<b>Web Resource(s):</b>
<b>General Writing Resources:</b> Purdue OWL (Online Writing Lab) - Offers extensive resources on writing, grammar, style guides, and citation formats. Website: <a href="https://owl.purdue.edu/owl/purdue_owl.html">https://owl.purdue.edu/owl/purdue_owl.html</a> Grammarly Blog - Provides writing tips, grammar explanations, and style advice. Website: <a href="https://www.grammarly.com/blog/">https://www.grammarly.com/blog/</a> The Writing Center at UNC-Chapel Hill - Offers writing guides, handouts, and resources on various writing topics.



Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<b>Effective Writing Skills:</b> Develop proficiency in writing for various mass media platforms, including journalism, advertising, and public relations.	K1, K2
CO2	<b>Media Adaptability:</b> Adapt writing styles and techniques to suit different media channels, from traditional print to digital and social media.	K3
CO3	<b>Critical Thinking:</b> Apply critical thinking skills to evaluate media content, analyse its impact, and make ethical writing decisions.	K3
CO4	<b>Professional Communication:</b> Produce high-quality written content adhering to industry standards and ethical guidelines in mass media professions.	K4
CO5	<b>Creative Storytelling:</b> Enhance creative storytelling abilities to engage and inform audiences effectively in a media-saturated world.	K5

**Relationship Matrix:**

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	0	0	3	3	3	0	0	0	2	1.4
CO2	3	2	2	3	2	3	2	3	2	0	2.2
CO3	3	2	2	2	3	2	2	2	3	2	2.3
CO4	2	3	2	2	2	3	3	0	2	2	2.1
CO5	2	2	1	3	1	2	2	1	3	3	2.0
<b>Mean Overall Score</b>											2.0
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of Cos / Total Number of Cos**

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr.R. Rajeshkumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UVC4GE2P	Generic Elective - II	2	2	-	100	100
<b>Course Title</b>		Art from Anything - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Designing invitation and wall hangings using used cups and sticks	5
2.	Creating new useful things for home using available unused materials	5
3.	Creating different shapes and figures using Origami (Paper craft)	5
4.	Making toys to teach science concepts	5
5.	Sculpting shapes and images using soap	5
6.	Collage	5

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Creating useful things from waste materials	K1, K2
CO2	Making shapes using paper craft	K2
CO3	Designing toys for science concepts	K3
CO4	Sculpting shapes using eco-friendly materials	K4
CO5	Mixed media to create collage	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	0	0	3	0	2	1.2
CO2	2	2	2	3	2	0	2	3	2	2	2.0
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
<b>Mean Overall Score</b>											1.92
<b>Correlation</b>											Medium

**Mean Overall Score = Sum of Mean Score of COs / Total Number of COs**

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: Mr. B. Ramakrishnan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UCN4EL	Experiential Learning	-	2	-	100	100
<b>Course Title</b> Internship							

To enhance the practical skills in the Media, all the students have to undergo internship in anyone of the Media (Print, Electronic and New) for 15 days during 2-year mid-Semester vacation and submit a record in Fourth Semester within the month of their completion of internship.

Each student should present their experience in the media with Power point and a record with supportive documents of the internship.

The faculty in-charge for the internship will closely monitor the progress of the interns with the guides in the media industry. Candidates those who have completed their power point presentation and record submission successfully are eligible to appear for the external viva – voce examination.