B.Voc. (Media Production)
(Programme structure for Students admitted from 2020-2021 onwards)

Sem.	Part	Course	Course Code	Course Title	Total Hours	Credits	CIA	ESE	Total
I	I	General	20B1LT1 / 20B1LBT1	Language - I – Tamil	30	2	25	75	100
	II	General	20BCN1LE1	English – I	30	2	25	75	100
	III	General	20BMP1CC1	Introduction to Media and Entertainment	45	3	25	75	100
	III	General	20BMP1CC2	Basic Photography	45	3	25	75	100
	III	Skill	20BMP1CC3	Art and Print Production	90	6	25	75	100
	III	Skill	20BMP1CC4P	Graphic Design - Practical	180	6	20	80	100
	III	Skill	20BMP1IN	Desktop Publishing- Internship	180	6	20	80	100
	IV	General	20BCN1AE1	Value Education	30	2	100	-	100
				Total	**630**	**30**	**165**	**535**	**800**
		**Exit Qualification: Certificate**		**NSQF Level: 4**	**Exit Qualification Pack: GraphicDesigner MES/Q 0601**				
II	I	General	20B1LT2 / 20B2LBT2	Language - II – Tamil / Arabic	30	2	25	75	100
	II	General	20 BCN1LE2	English - II	30	2	25	75	100
	III	General	20 BMP2CC5	Media Production	45	3	25	75	100
	III	General	20BMP2CC6	Fundamentals of Advertising	45	3	25	75	100
	III	Skill	20BMP2CC7	Sound Design	90	6	25	75	100
	III	Skill	20BMP2CC8P	Radio Production - Practical	180	6	20	80	100
	III	Skill	20BMP2IN	Creative Advertising Internship	180	6	20	80	100
	IV	General	20BCN2SE1	Soft Skills Development	30	2	100	-	100
				Total	**630**	**30**	**165**	**535**	**800**
		**Exit Qualification: Diploma**		**NSQF Level: 5**	**Exit Qualification Pack: Sound designer MES/ Q 3401**				
III	III	General	20BMP3CC9	News Reporting	30	2	25	75	100
	III	General	20BMP3CC10	Basics of Media Psychology	45	3	25	75	100
	III	General	20BMP3CC11	Writing for Media	45	3	25	75	100
	III	General	20BMP3CC12	Radio Jockeying	30	2	25	75	100
	III	Skill	20BMP3CC13	Script Writing	90	6	25	75	100
	III	Skill	20BMP3CC14P	Television Production Practical	180	6	20	80	100
	III	Skill	20BMP3IN	Electronic Media Internship	180	6	20	80	100
	IV	General	20BCN3AE2	Environmental Studies	30	2	100	-	100
				Total	**630**	**30**	**165**	**535**	**800**
IV	III	General	20BMP4CC15	E- Learning	30	2	25	75	100
	III	General	20BMP4CC16	Media Culture and Society	45	3	25	75	100
	III	General	20BMP4CC17	New Media	45	3	25	75	100
	III	General	20BMP4CC18	Art and Aesthetics	45	3	25	75	100
	III	Skill	20BMP4CC19	Social Media Production	90	6	25	75	100
	III	Skill	20BMP4CC20P	2D Animation Practical	180	6	20	80	100
	III	Skill	20BMP4IN	Social Media Internship	180	6	20	80	100
	IV	General	20BCN4AE3	Gender Studies	15	1	100	-	100
				Total	**630**	**30**	**165**	**535**	**800**
		**Exit Qualification: Advance Diploma**		**NSQF Level: 6**	**Exit Qualification Pack: Social Media Manager MES/Q 0703**				
V	III	General	20BMP5CC21	Media Laws & Ethics	45	3	25	75	100
	III	General	20BMP5CC22	Event Management	45	3	25	75	100
	III	General	20BMP5CC23	Media Presentation skills	45	3	25	75	100
	III	General	20BMP5CC24	Elements of Film	45	3	25	75	100
	III	Skill	20BMP5CC25	Visual Story Telling	90	6	25	75	100
	III	Skill	20BMP5CC26P	3D Animation Practical	180	6	20	80	100
	III	Skill	20BMP5IN	Post Production - I Internship	180	6	20	80	100
				Total	**630**	**30**	**165**	**535**	**700**
VI	III	General	20BMP6CC27	Media Relations	45	3	25	75	100
	III	General	20BMP6CC28	Media Management	45	3	25	75	100
	III	General	20BMP6CC29	Digital Intermediate	45	3	25	75	100
	III	General	20BMP6CC30	Script editing	45	3	25	75	100
	III	Skill	20BMP6CC31	Visual effects	90	6	25	75	100
	III	Skill	20BMP6CC32P	Digital Marketing - Practical	180	6	20	80	100
	III	Skill	20BMP6IN	E - Content Development Internship	180	6	20	80	100
				Total	**630**	**30**	**165**	**535**	**700**
		**Exit Qualification: B.Voc. Degree**		**NSQF Level: 7**	**Exit Qualification Pack: Digital Marketing Manager MES/ Q 0706**				
				Grand Total	**3240**	**180**	**990**	**3210**	**4600**

General Course – 28		Skill Course – 18	Total No. of Courses
Language -2	Environmental Studies - 1	Practical – 12	46
English - 2	Gender Studies -1	Internship – 6	
Value Education – 1	Soft Skill Development - 1		
Media Production (Theory) - 20		Media Production(Theory) - 6	

Credit Distribution

NSQF Level	Skill Component Credits	General Component Credits	Total Credits Awarded	Duration	Exit Points / Award	Job Role
4	18	12	30	One Semester	Certificate	**GraphicDesigner MES/Q 0601**
5	36	24	60	1 Year	Diploma	**Sound designer MES/ Q 3401**)
6	72	48	120	2 Years	Advanced Diploma	**Social Media Manager MES/Q 0703**)
7	108	72	180	3 Years	B.Voc. Degree	**Digital Marketing Manager MES/ Q 0706**
Total	108	72	180			
Percentage of Credits	**60 %**	**40%**				

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20BMP1CC1	GENERAL EDUCATION COMPONENT	INTRODUCTION TO MEDIA AND ENTERTAINMENT	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the fundamentals of Media and communication
2. Identify the types of Media
3. Interpret the usage of Media for effective communication
4. Classify the types of Media for communication
5. Explain the of types of entertainment

Unit I 9 Hours

Media and Communication: Meaning, Importance, Characteristics of Media, Functions of media, Types of media – Traditional – Puppet, Bow song, Street Play, Music drama, Print, Electronic, New Media - Early stages of development in communication using available media-Types of communication-Mass Media and their advantages and disadvantages- Effective usage of Media for development and communication

Unit II 9 Hours

Print Media: Characteristics, Limitations, types of print Media- Newspapers, Magazine- General Interest, Specific Interest-Advantages of using print media for communication, development and entertainment

Unit III 9 Hours

Electronic Media: Radio, Television, Cinema -Characteristics and limitations-advantages of using audio and visual media for communication, development and entertainment

Unit IV 9 Hours

New Media: Mobile communication and Internet, Characteristics, Limitations, Media convergence, Advantages of using new media for Communication, development and entertainment

Unit V 9 Hours

Media and Entertainment: Story telling, Music, Drama, Dance, Painting, Games, Photography, film, Museum, Cultural event, Performance art, Recreation clubs, Effective usage of Media for entertainment

References:

1. Paul M Lester, Visual Communication: Images with messages, Eighth Edition, 2019
2. Smartt Ursula, Media & Entertainment Law, Routledge, Second Edition, 2014
3. Soules Marshall, Media, Persuasion, Propaganda, CPI Group, First edition, 2015

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper	Hours	Credits
	20BMP1CC1	INTRODUCTION TO MEDIA AND ENTERTAINMENT	45	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches = 36, Relationship : High										

Prepared by:
  1.   K. Shanmuga Velayutham

Checked by:
1. B. Ramakrishanan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20BMP1CC2	GENERAL EDUCATION COMPONENT	BASIC PHOTOGRAPHY	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the basics of photography
2. Identify the types of camera and composition
3. Remember the types of lenses and camera movements
4. Explain the basics of lighting
5. Classify the image file formats Examine the image editing and manipulation

Unit I   **9 Hours**

History of Photography (Daugurreo Type, Calo Type, Colloidal Process), Pin Hole Camera, Camera Obscura – seeing: sensing, selecting, perceiving - Comparison of eye and camera.
Exercise - Framing

Unit II   **9 Hours**

Types of Camera, Structure and functions of SLR camera. Exposure: Focus, Aperture, Shutter Speed, ISO, Composition. Handling the camera and compositing – Camera accessories, Maintenance of Camera and accessories.
Exercise - Composition

Unit III   **9 Hours**

Types of lenses – Normal, wide and Tele, Fish eye, Zoom- Types of shots and angles, Camera movements.
Exercise –Composing various shots in different angles using types of lenses

Unit IV   **9 Hours**

Lightings: Properties of Light, Natural Light, Artificial Light. Three Point and Four Point Lighting: Key Light, Fill Light, Back Light and Background Light.
Exercise – Three Point lighting, Four Point lighting, Effective usage of available light.

Unit V   **9 Hours**

Image editing and Manipulation - Storage Devices, File formats: Editing Photograph using open source software- JPG, BMP, TIFF, RAW, SVG
Exercise – Image editing and Manipulation

References:

1. Ashok Dilwali, All about Photography, National Book Trust, First edition, 2002
2. Richar D. Zakia, Perception and Imaging, Focal Press, Fourth edition, 2013
3. Michael Freeman, The Photographer's eye, Focal Press, First edition, 2007

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours	Credits
I	20BMP1CC2		BASIC PHOTOGRAPHY		45	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by:
  1.   Dr. S. Ragunathan

Checked by:
1. K. Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20BMP1CC3	SKILL DEVELOPMENT COMPONENT	ART AND PRINT PRODUCTION	90	6	100	25	75

Course Outcomes:
At the end of the course students will be able to

1. Know the visual images used for art and print
2. List the principles of design
3. Identify the paper and printing material
4. Explain the Publication Design
5. Examine the printing process and e- publishing

Unit I 18 Hours

Visual Images: Raster and Vector- Illustration- Bitmap Image- Photograph -Logo, Emblem, Monograph

Unit II 18 Hours

Elements and Principles of design: Visual elements – dot, line, shape, form, colour, texture, movement – Principles of design – Symmetry, Balance, Harmony, Proportion – Typography- Page make up and layout

Unit III 18 Hours

Printing Technology: Types of paper and their sizes- Inks and their uses – RGB and CMYK- Types of printing- sublimation, offset, flexography, Computer to plate (C to P) 3D printing, Nonwoven, Screen printing

Unit IV 18 Hours

Publication design: Desk top publishing- creating logo, poster, brochure, pamphlets – POP, POS, Advertising design - Book design – Banners for web

Unit V 18 Hours

E-Publishing: creation, acquisition, copy editing, production, printing (and its electronic equivalents), marketing and distribution

REFERENCES

1. N. N Sarkar, Art and Print Production, Oxford Publications, Second Edition, 2013.
2. Hagen Rebecca, White space is not your enemy, Focal press, First edition, 2010.
3. Dimarco John, Digital design for print and web, Wiley, 2010.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours		Credits
I	20BMP1CC3		ART AND PRINT PRODUCTION		90		6

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by:
   1.   B. Ramakrishanan

Checked by:
1. K. Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20BMP1CC4P	SKILL DEVELOPMENT COMPONENT	GRAPHIC DESIGN	180	6	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Sketching skills for Graphic Design
2. Identifying the Various art forms
3. Visualizing ideas for design
4. Applying the principles of Design
5. Creating Advertising design

Exercises

1. Applying the Principles of design (Symmetry, Rhythm, Balance, Unity, Harmony) in Graphics
2. Lettering with Typography (Structure, design and function)
3. Creating Logo
4. Designing a Visiting Card
5. Lay out for the Letter Head
6. Creating Posters for the concept
7. Designing Book
8. Designing the Packaging material
9. Advertising Design
10. Magazine Front Cover
11. Pamphlets
12. Eco friendly design

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits	
I	20BMP1CC4P		GRAPHIC DESIGN			180		6	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2	√	√		√			√	√		√
CO3	√	√		√	√	√		√	√	√
CO4	√		√		√		√		√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 40, Relationship : High										

Prepared by: **Checked by:**

   1.   B.Ramakrishanan   1. Dr. S. Ragunathan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20BMP1IN	**SKILL DEVELOPMENT COMPONENT**	**DESKTOP PUBLISHING INTERNSHIP**	180	6	100	20	80

Students need to undergo internship training in anyone of the DTP enterprises and can work inside the campus for preparation of Inside Jamal, an inhouse journal, Jamalian Times, and invitation, Posters, awareness materials for exhibition and festivals. In addition, they need to support in JMC outreach programmes. The total number of training will be 180 hours.

Students need to submit weekly report and Powerpoint presentation with supportive documents. They need to submit internship report at the end of the internship training.

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20BMP2CC5	GENERAL COMPONENT	MEDIA PRODUCTION	45	3	100	25	75

Course Outcomes:
At the end of the course students will be able to
        1. State the production process
        2. Know the role of Media persons
        3. Transform the scripts into screenplay
        4. Interpret the elements of light and sound
        5. Explain the process of post-production

Unit I   **9 Hours**
Visualization: Images sounds and the creative process Conveying information, Rhetorical persuasion, Artistic expression – Production Process – Digital Technologies – Stages of Production.

Unit II   **9 Hours**
Producing and Production Management: Role of the Producer, Production strategies Production Management: Script Breakdown, Shooting schedule, Production Budget Script writing: Visual Thinking, Preparation for script writing, Script writing formats

Unit III   **9 Hours**
Directing: Aesthetics Principles and production: Co-ordination, aesthetic approaches, Visualisation, Composition, combining shots, Sound and Image Interaction, Preparing shooting script, Production co-ordination, Single- Camera, Multiple- camera directing

Unit IV   **9 Hours**
Audio/Sound: Aesthetics of sound, Types of microphone, Mic placement and selection, Sound-signal control, Sound Perspectives, Lighting and Design: Light and Colour, Lighting Instruments, Light Control, Light Measurement, Three and Four point Lighting Camera: Camera placement, Lens control, Composition, Analogue video, Digital Video

Unit V   **9 Hours**
Post Production: Editing (Edit Decision List, Linear and Non-Linear Editing, Online and Offline editing) Titling, Narration/Voice Over, Background Music, Rerecording, Dubbing, Graphics and animation, special effects, Sound effects. Visual Effects Export file to various formats, Creating Master copy after editing, Distribution

References:

1. Robert B. Musburger & Gorham Kindem, Introduction to Media Production, Focal Press, Fourth edition, 2009
2. Owens, J. Television production. New York: Routledge, 2020.
3. David Stump, Digital Cinematography, Focal Press, First edition, 2014
4. Mark Brindle, The Digital Filmmaking Handbook, Quercus, First edition, 2014
5. Robert Mc Leish and Jeff Link, Radio Production, Focal Press, Sixth edition, 2016

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours	Credits
II	**20BMP2CC5**		**MEDIA PRODUCTION**		**45**	**3**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	**√**			√	√		
CO3	**√**	√	√					√	√	
CO4			**√**	**√**	√			**√**	√	**√**
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by:
   1.   D. Pradheepan

Checked by:
1. K. Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20BMP2CC6	GENERAL COMPONENT	FUNDAMENTALS OF ADVERTISING	45	3	100	25	75

Course Outcomes:
At the end of the course students will be able to

1. Know the basics of advertising
2. Classify the layout and Design
3. Categorize the types of audience
4. Explain the role and types of advertising agency
5. Plan to conduct advertising campaign

Unit I 9 Hours
Advertising: Definition, Origin & Growth, Nature of Advertising, Functions of advertising. Advantages of Advertising, Differences between Advertising and Publicity. Advertising-Nature and role of advertising, - Principles of Advertising.

Unit II 9 Hours
Design and Layout: Layout-Functions of Layout-Principles of Effective Design and Layout-Characteristics of Layout- Purpose of Layout Importance of Layout

Unit III 9 Hours
Audience: Target audience, Audience Surveys, Consumer-Consumerism–Media Relations-Modern Advertising, Ethics in Advertising and Public Relations. Types of Audience

Unit IV 9 Hours
Advertising Agencies: Importance of Advertising Agency - Types of Advertising agency. Advertising Agencies in India - Capital Investments, Budget: Advertising Budget-Investment-Types of Retail Advertising. Role of Advertising Agencies

Unit V 9 Hours
Advertising campaign: Research – Know the target audience – Setting the budget – Deciding a proper theme – Selection of media – Media scheduling – Executing the campaign.

References:

1. P.Saravanavel & P.Sumathi, Advertising and Salesmanship, Second Edition,2018
2. Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture), Fifth Edition,2010.
3. Monle Lee, Carla Johnson, Principles of Advertising, Viva books private limited, Second edition, 2007

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours		Credits
II	20BMP2CC6		**FUNDAMENTALS OF ADVERTISING**		45		**3**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: Checked by:
   1.   Dr.S. Ragunathan   1. K. Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20BMP2CC7	SKILL DEVELOPMENT COMPONENT	SOUND DESIGN	90	6	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the science of sound
2. Classify the sound effects
3. Categorize the types of microphones
4. Explain the types of sound recorders
5. Illustrate the Master Mixing

Unit I 18 Hours

Science of Sound: Sound waves, Phase, speed of sound, frequency, amplitude, decibels, SPL, Acoustics, Reverberation - Sound effects: Hard effects, Foley sound effects, Background effect, Electronic sound effects, Sound design effects

Unit II 18 Hours

Microphone types: Phantom power, proximity effect, frequency response, flat frequency response, High pass filters(HPF), microphone patterns, microphone models and applications- Stereo, shotgun, general purpose, vocal/voice over, Lavaliere, Binaural, surround sound, microphone accessories

Unit III 18 Hours

Sound recorders: Brief history of recording devices- The Phonograph, The Gramophone, Telegraphone, The Magneto phone, Nagra, Compact disc, DAT, Hard disk recorder, Modern day recorders – Gain staging,Two tracks, Not just left and right, clipping, limiter, Mic/Line level, Power supply, sample rates, quantization, Headphone, Headphone amplifiers, Confidence monitoring, Connectors.

Unit IV 18 Hours

Sound effect gathering: Finding the right location, Isolation or environment, The time of day to record, Everything makes sound, Designing and building a place to record-Jack foley, construction, Digital audio: File formats-AIFF, WAV, BWF, Mp3, Timecode, MIDI, SPDIF-Studio equipment, DAW(Digital Audio Workstation), types of workstations, Analog simulator, channel converters, compressor, equaliser, Noise reduction, storage, Monitors, designing your own studio

Unit V 18 Hours

Evolution of Mixing – Mechanics of mixing – Equalizing – Adding effects – Compression and gating – Monitoring – Master mix.

References:
1. Viers Ric , The sound effect Bible, Michael Wiese Productions, 2008
2. Owsinski Bobby, The Mixing Engineers handbook, Second Edition, Thomson Publishers, 2006.
3. Moylan William, The art of recording, Focal Press, 2002.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours	Credits
II	20BMP2CC7		SOUND DESIGN		90	6

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: Checked by:
1.   K. Shanmuga Velayutham   1. B. Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

mester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20BMP2CC8P	SKILL DEVELOPMENT COMPONENT	RADIO PRODUCTION	180	6	100	20	80

Course Outcomes:

 At the end of the course students will be able to

1. Conducting interview for radio
2. Handling the recording equipment
3. Recording the talk and documentary
4. Creating Jingles and PSA
5. Writing audio content for the Visual Radio

Practical Exercises:

1. Live Interview -Indoor and Outdoor
2. News reading
3. Phone in programme
4. Radio Talk
5. Radio Drama
6. Radio Documentary
7. Radio jingles
8. Radio Commercial
9. Radio PSA
10. Signature Tune
11. Fill in programmes
12. Promo for an event
13. Dubbing
14. Creating sound effects with available resources
15. Visual Radio

Students need to submit a DVD with different types of radio programmes. Students who have completed and submitted the DVD are eligible for appearing external examination a viva voce or to test the students' ability in radio production as practical.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
I	20BMP2CC9P		Radio Production			180		6

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√				√	√	√	
CO4				√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by: Checked by:
   1.   D.Pradheepan   1.Dr.S.Ragunathan
Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20BMP2IN	SKILL	CREATIVE ADVERTISING INTERNSHIP	180	6	100	20	80

Students need to undergo internship training in anyone of the advertising agencies and Conducting advertising & PSA campaigns for social issues and special occasions. In addition, they need to support in JMC outreach programmes. The total number of training will be 180 hours.

Students need to submit weekly report and Powerpoint presentation with supportive documents.
They need to submit internship report at the end of the internship training.

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20BMP3CC9	GENERAL	NEWS REPORTING	30	2	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the elements of News
2. List the types of news reporting
3. Explain the reporting methods
4. Illustrate the reporting tools
5. Summarize the writing methods

Unit-I   **6 Hours**

The nature of news: Convergence in journalism – What news is? – Elements of a good news story – how different media present the news. Rise of citizen journalism.

Unit-II   **6 Hours**

Newspapers:Source of most news– How people consume news today- Types of news audience today – Can web – Based news replace newspaper reporting – Distrust of media.

Unit-III   **6 Hours**

Reporting tools: Interviewing –Online sources – Traditional sources – Finding the news in news releases – Handling news release.

Unit-IV   **6 Hours**

Story telling: Importance of inverted pyramid story - Writing the inverted pyramid lead – Emphasizing different news values – Writing a story across media platform.

Unit-V   **6 Hours**

Writing to be read: Good writing begins with good reporting – Accurate, specific details – Coherence - Conciseness and simplicity – Writing for specific media.

References:

1.   Brooks Brain, News Reporting and Writing, Bedford / St. Martin's, 2011.
2.   M.K.Verma,News Reporting and Editing, APH Publishing Corporation,2009.
3.   Smith Ronald, Media Writing, Lawrence Erlbaum Associates Publishers, 2004

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code			Title of the Paper			Hours		Credits
III	20BMP3CC9			NEWS REPORTING			30		2

Course Outcomes(COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√				√	√	√	
CO4					√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 34, Relationship : High										

Prepared by: Checked by:
   1.   D. Pradheepan   1. K. ShanmugaVelayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20BMP3CC10	GENERAL COMPONENT	BASICS OF MEDIA PSYCHOLOGY	45	3	100	25	75

Course Outcomes:
At the end of the course students will be able to
1. Classify the school of psychology
2. Explain the approaches to media
3. Simplify the psychology in advertising
4. Comment on impact of media and adolescents
5. Illustrate the social psychology of Media

Unit I   **9 Hours**
Psychology – Structuralism – Functionalism – Behaviourism – Gestalt psychology – Psychoanalytic psychology – Humanistic Psychology – Three complementary perspectives of behaviour: Biological – Psychological - Sociocultural -Media Psychology – Defining Mass media – Psychology in Media
9 Hours – Practising media Psychology.

Unit II   **9 Hours**
Theoretical Issues in Media Research – Early approaches to Media – McLuhan and Postmodernism – Developments in Media Research - Effects tradition – Experimental Tradition – Analysis of Media – Discourse analysis.

Unit III   **9 Hours**
Psychological effects and influences of media – The effects of Media violence – Cognitive factors of Media violence – Prosocial effects of Media – Parental Mediation – Psychology in advertising

Unit IV   **9 Hours**
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.

Unit V   **9 Hours**
Social Psychology of the Media – Representation of social groups – Media audience – Audience participation – Future of Media Psychology – Internet – Individual aspects of internet use – Science in Media – Media performance.

Reefrences:
1. Coon Dennis, Introduction to psychology, Wadsworth Cengage learning, 2010.
2. David Giles, Media Psychology, Lawrence Erlbaum associates publishers, First edition, 2003
3. L.J. Shrum, The Psychology of Entertainment Media, Lawrence Erlbaum associates publishers, First edition, 2005

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours		Credits
III	20BMP3CC10		**BASICS OF MEDIA PSYCHOLOGY**		45		3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by:
K. ShanmugaVelayutham

Checked by:
D. Pradheepan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20BMP3CC11	GENERAL COMPONENT	WRITING FOR MEDIA	45	3	100	25	75

Course Outcomes:
At the end of the course students will be able to
1. Explain the writing method for various media.
2. Interpret the role of sight and sound in the script
3. Simplify the story structure
4. Summarize the importance of characterization
5. Compose the script

Unit I   **9 Hours**

Visual Writing: Writing with dialogue, without dialogue - Seven step writing method- Defining communication problem, target audience, Objective, Strategy, Content, Appropriate medium, Create the concept.

Unit II   **9 Hours**

Sight and Sound – Describing Time and place, Action, Camera frame, Camera movement, Graphics and effects, Transitions, Sound: Writing for voice, Format for radio, Storyboard.

Unit III   **9 Hours**

Building your story – Transforming personal stories to powerful scripts – Starting with a topic or an issue – Story structure – Screenplay's Foundation - Special Interest stories

Unit IV   **9 Hours**

Characterization - Physical – Social – Emotional – Character and Conflict – Types of Conflicts – Specific Goal – Protagonist - Antagonist.

Unit V   **9 Hours**

Structuring Scenes and Acts – Three act structure – Exposition, Complications, Resolution – Outline – Treatment – Synopsis – Script formats

Reference
1. Anthony Friedmann, Writing for Visual Media, 2014
2. Ballon Rachel, Blueprint for Screenwriting, 2005.
3. Musburger Robert, An introduction to writing for electronic media, 2007.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
III	20BMP3CC11		**WRITING FOR MEDIA**			45		3

Course Outcomes(COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: Checked by:
D. Pradheepan   K. ShanmugaVelayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20BMP3CC12	GENERAL COMPONENT	RADIO JOCKEYING	30	2	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. List the qualities of a radio jockey
2. Explain the voice culture
3. Writing script for radio programmes
4. Organize the radio programme
5. Simplify the presentation method

Unit I   **6 Hours**

Radio Jockey – Understanding Radio -Role & Responsibilities of Radio Jockey – Qualities of a radio jockey–Listening – Rehearsing – Judging – Identifying – Advising.

Unit II   **6 Hours**

Voice Culture – Pronunciation - Modulation –Hearing – Control of Breath – Practice – Body, mind, voice coordination.

Unit III   **6 Hours**

Writing for the ear –Listener participation –Radio programming – Radio talk, Interview, Phone in, Review, Musical programme.

Unit IV   **6 Hours**

Handling program material – Script - Scheduling – Execution – Evaluation.

Unit V   **6 Hours**

Presentation –Convince – Educate – Report – 5 Ws and 1H of presentation.

Reference

1. Kohil Simran, The Radio Jockey handbook, Fusion books, 2006.
2. Machin, David & Niblock, Sarah, News production: Theory and Practice, Routledge, 2006.
3. Jeff link, Radio Production, Sixth edition, Focal press, 2015.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours	Credits
III	20BMP3CC12		**RADIO JOCKEYING**		30	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: **Checked by:**
   1.K.Shanmugavelayutham   1.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20BMP3CC13	SKILL DEVELOPMENT COMPONENT	SCRIPT WRITING	90	6	100	25	75

Course Outcomes:
At the end of the course students will be able to
1. Know the importance of visualization for a script
2. Explain the characters in screenplay
3. Illustrate the psychology of character
4. Writingthe script for a screenplay
5. Simplify the script writing for a story

Unit I   **18 Hours**

Imagination and Creativity: Writing from your Heart – Writing from the head - Visualization and free writing – Motives for Writing – Keeping it personal- Balance between personal and professional- Transforming personal stories to powerful scripts

Unit II   **18 Hours**

Character is action: Action is character- Starting with a topic or an issue- Story structure – Beginning relates to the ending- Hooking the Audience- Screenplay's foundation – Climax – Spine of your story- character conflict- The Protagonist and the Antagonist- The "Essed syndrome"- Five fatal flaws for creating characters- Emotional Arc: The heart of the story, Answering the question why? The Time Lock, The external(False) and internal (Real) goals

Unit III   **18 Hours**

The Psychology of a character- Structuring scenes and acts – Purpose of a scene – Scene connections and progression – Dramatic conflict in scenes – Writing causal scenes- Three Act Structure – Exposition, Complications, Resolution – Denouement– The Outline, The Treatment, The Synopsis

Unit IV   **18 Hours**

Script format- Business or Exposition, Dialogue – Keep it short and simple (KISS)-Less is more- Make the dialogue fit the characters – Exposition and Emotional dialogue – Subtext – Emotions beneath the words, when to use subtext – What you don't say – Expressing your feeling through subtext7 Steps for wiring from your inner self

Unit V   **18 Hours**

Completed Screen Play:7 Steps for writing – Listen to your Intuition, be passionate about your character, have a Vision, Journey beneath your Mask, discover new voices, Give the Gift of yourself ,6 Stumbling blocks to writing- Procrastination, Fear of Success/Failure, Fear of Rejection, Psychological and creative blocks, Inner Critic, Negative frame of mind

Reference
1. Ballon Rachel, Blueprint for Screenwriting, Lawrence Erlbaum Associates, 2005
2. Rabiger Michael, Developing Story Ideas, Focal Press, 2006

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours	Credits
III	20BMP3CC13		SCRIPT WRITING		90	6

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by:
1.D.Pradheepan.

Checked by:
1.Dr.S.Ragunathan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20BMP3CC14P	SKILL DEVELOPMENT COMPONENT	TELEVISION PRODUCTION PRACTICAL	180	6	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Writing script for various genre
2. Know the interviewing methods
3. Creating television commercials
4. Manage the visuals for Visual Radio
5. Simplify the story creation method

Exercises

1. Writing scripts for news
2. Drawing the Story board for the script
3. Recording a news reading
4. Conducting an Interview and record
5. Creating a Public Service Announcement (PSA)
6. Creating television commercials
7. Documentary creation
8. Video Jockeying exercises
9. Creating Visual Radio programmewith the available visuals
10. Memorable personalities programme creation from their achievements

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours		Credits	
III	20BMP3CC14		TELEVISION PRODUCTION PRACTICAL		180		6	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: **Checked by:**

1.Dr.S.Ragunathan   1.D.Pradheepan.

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20BMP3IN	SKILL DEVELOPMENT COMPONENT	ELECTRONIC MEDIA INTERNSHIP	180	6	100	20	80

Students need to undergo internship training in anyone of the electronic media and record the activities of the college and department programmes. In addition, they need to support in JMC outreach programmes. The total number of training will be 180 hours.

Students need to submit weekly report and Powerpoint presentation with supportive documents.

They need to submit internship report at the end of the internship training.

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20BMP4CC15	GENERAL COMPONENT	E- LEARNING	30	2	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the concept of e-learning
2. List the training steps for learning
3. Differentiate learning and e-learning
4. Explain the importance of motivational learning
5. Summarize the Learning Management system

Unit I   **6 Hours**

Introduction: Prevalence of e-learning, Mobile performance support vs m-learning,Learning Games, Social learning, low cost better learning, Informal on the job training, blended e-learning

Unit II   **6 Hours**

Training for e-learning: Three priorities for training success- Motivate to learn, Appropriate content, Meaningful,Memorable, motivational experience

Unit III   **6 Hours**

Motivation in Learning: Perception,persistence, Instructional design- learning vs e-learning

Unit IV   **6 Hours**

Seven Magic Keys of Motivational Learning: Build on anticipated outcome, Put the learner at risk, Select the right content for each learner- Use an appealing context, Have the learner perform Multistep tasks, Provide intrinsic feedback, Delay judgement

Unit V   **6 Hours**

Learning Management system: Navigation imperatives – See what is here, how content is organized, see where they are, go forward when they want, go back when they want, correct errors themselves

Reference:

Michael W. Allen, Guide to e-learning, John Wiley &Sons.Inc., Second edition, 2016

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours	Credits
IV	20BMP4CC15		E LEARNING		30	2

Course Outcomes{COs}	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: Checked by:

   1.   K.Shanmuga Velayutham   1.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20BMP4CC16	General	**MEDIA, CULTURE AND SOCIETY**	45	3	25	75	100

Course Outcomes:

At the end of the course students will be able to

1. Know the media,culture

2. Explain the uses of media

3**.** List the media organization

4. Illustrate the cultural context of media

5.Write the importance of Media literacy

Unit I 9 Hours

Definition: Media-Media Culture, Media Identity and culture. Introduction to Media studies, Media in contemporary times, Print Media: Newspapers-Magazines, The impact of print. # Importance of Media Culture#

Unit II 9 Hours

Uses of Media: Selection, inform, entertain, educate and persuade- Media in Society: Development and representation of media in society. Radio Rural Forums- Rural Broadcast. #Effects of Media #

Unit III 9 Hours

Media Organization: Commercial Ownership- Ownership Restrictions, PCI, ABC, ANI and INS, Media Audience: Psychology of media audience, Mass Media and Politics #Effects of Ownership#

Unit IV 9 Hours

Cultural Context of Development- ICT, Media Development and Social Change: Alternative approaches to Developments, The Indian Experience of Development.Media Censorship:Avoiding Offence-Pornography-Violence #Indian Culture#

Unit V 9 Hours

Effects of Media: In Education- Children and the Media- Representations of Women in the Media-Importance of Media Literacy-Media in the Public Sphere-Globalization-Media and Masculinities#Development of Traditional Media #

#.................# - Self study

Referencesl

1.Keval J.Kumar, Mass Communication in India, Fourth edition,2014

2.Seema Hasan, Mass Communication Principles and Concepts, Second edition,2013

3.Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture),Fifth Edition,2010.

4.Paul Hodkinson, Media Culture and Society, Second Edition,2017

Online references:

1. https://www.slideshare.net/truptim1/intro-to-media-studies

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits
IV	20 BMP 4CC16		**MEDIA, CULTURE AND SOCIETY**			45	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√			√	√			√	√
CO2	√	√		√	√	√	√		√	
CO3	√		√			√	√	√		√
CO4	√		√	√	√	√		√	√	
CO5		√		√	√			√	√	
Number of Matches= 31, Relationship : Moderate										

Prepared by: Checked by:
   1. Dr.S.Ragunathan   1. D.Pradheepan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20BMP4CC17	General Education Component	New Media	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

      1.Know the basics of New Media

      2.Explain the digital media functions

      3 List the social networking and its positive factors

      4. Simplify the e-news

      5.Summarize the role of new media technology in various fields

Unit I   **9 Hours**

New media – definition – scope and characteristic of new media (five C's – Communication, Collaboration, Community, Creativity and Convergence), Old Vs New perspective - importance of new media-
#new media in contemporary era#

Unit II   **9 Hours**

Socializing – definition – importance of socialization in Digital age- Role of New media in socialization
#Responsibilities of public in socializing#

Unit III   **9 Hours**

Social Networking – definition – types of Social Networking – Characteristic of social Networking - positive and negative factors of social networking – #social networking and youth#

Unit IV   **9 Hours**

E –publishing – E - books – traditional reading and online reading - Job opportunities in
E – Publishing, #mobile communication in new media#

Unit V   **9Hours**

Role of New media in Education, Entertainment, Politics and Journalism, New media technologies – Web Related communication technology. #Blogs and Wikis#

#.................#-Self study

References:

1. Ashwin Razdan, New Media Techniques and Trends, Vitasta Publishing Pvt. Ltd, First edition 2008
2. Dennis P. Curtin, Kim Foley, Kunal sen and Cathleen Morin, Information
3. Technology the breaking wave, Mc Graw- Hill College, 1998
4. Electronic media (second edition), then, now and later, Norman J. Medoff, Barbara K. Kaye

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours	Credits
IV	20BMP4CC17		New Media		45	3

Course Outcomes (COs)	ProgrammeOutcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√	√	√	√	√		√	
CO4					√			√		√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by: Checked by:

1. D.Pradheepan   1.Dr.S.Ragunathan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20BMP5CC21	GENERAL COMPONENT	MEDIA LAW AND ETHICS	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the Freedom of Press
2. Tell the Press related Acts
3. Write the Ethics of Advertising
4. Follow the Code of ethics for Media
5. Know the Cyber laws

Unit I   **9 Hours**

Indian Constitution - Fundamental Rights – Right to Information – Freedom of Expression – Freedom of Press – Contempt of Court – Defamation – Libel and Slander

Unit II   **9 Hours**

Press and Registration of Books Act – Indian Telegraphy Act – Copy right Act – Official Secrets Act – Indecent Representation of Women (Prohibition) Act – Indian Penal Code – Press Council

Unit III   **9 Hours**

Ethics of Advertising & Public Relations – Advertising and Social issues – Ethics in Advertising – ASCI (Advertising Standards council of India) Code – Media and Public relations – Ethics of Public Relations

Unit IV   **9 Hours**

Code of ethics of Radio,TV and Cinema – Social responsibility of media – Chanda Committee – Verghese Committee – Ethics of Broadcasting – CBFC – Film Censorship – Prasar Bharathi – Vividh Bharathi – Joshi Committee – Broadcast Regulation Bill (2007) – Cable TV Act

Unit V   **9 Hours**

Cyber laws – Impact of Internet and Web – Plagiarism – Obscenity and Indecency – Social Networking – Cyber crime

Referenes:

1. Paranjoy Guha Thakurta, Media Ethics, Oxford University Press, Second edition,2012
2. Roy & Michael, Media Law and Ethics, Taylor and Francis, Third Edition, 2008
3. Yashada, Right to Information Act 2005, Tata McGraw- Hill Publishing Company Limited, New Delhi, 2006.
4. Larry Gross, Image Ethics, Oxford University Press, First Edition, 1988

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper	Hours	Credits
IV	20BMP4CC21	MEDIA LAW AND ETHICS	45	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√	√	√	√	√		√	
CO4					√			√		√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: Checked by:

   1.   Mr.D.Pradheepan   1.Mr.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20BMP5CC22	General Education Component	Event Management	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the basics of an event management
2. Design the concept of an event
3. Follow the ethics in event management
4. Manage the team for a task
5. Coordinate the event as a Team member

Unit I   **9Hours**
Introduction to events: Definition- Need and importance. Basics of event management. Types of events-Features of events-objectives of event. #importance of event management#

Unit II   **9Hours**
Planning and organizing: Definition-Human Resource and public relations-Infrastructure management. Cultural events and its effects. Event teams- Design of events. Code of ethics,
#Legal Compliance#

Unit III   **9Hours**
Conceptualizing: Creating and developing events – Advertising – Ethics in Advertising –Public relations -Invitations-Marketing thrust-Activities in event management. #Event Organizer#

Unit IV   **9Hours**
Events Team: Team Management- Team Management skills-Cover the audience-Preparation and writing for event proposal-Corporate event planning ideas and tips. Procedure for conference. Conference Planning #

Unit V   **9Hours**
Protocol and Event Management: Definition-Objectives of protocol-Event venue selection-Essentials Staging-Recruitment and selection-Education and training for event staff- Clarity event coordinator-Volunteering . #Leadership Qualities#

#..................#-Self study

Text Book:

1. Lovely Professional University,Phagwara, Event Management,2012
2. Hugues Seraphin, Maximiliano Korstanje, International Event Management, New York, 2018
3. Christie Mary, Mc Ateer Lesley, Event Management, Event Scotland, 2006

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
V	20BMP5CC22		Event management			45		3

Course Outcomes(COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√	√	√	√	√		√	
CO4					√			√		√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by: Checked by:

 1.Mr. D.Pradheepan   1. K. Shanmuga Velayutham

 Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20BMP5CC23	GENERAL COMPONENT	MEDIA PRESENTATION SKILLS	45	3	100	25	75

Course Outcomes:
At the end of the course students will be able to

1. Know the basics of presentation
2. Apply the presentation methods
3. Handle the equipments for presentation
4.Write the audience behaviour
5. Prepare a presentation for a topic

Unit I   **9 Hours**

Staging the presentation – Space – Presentation area – Lecterns – lighting – Acoustics – Operational extras.

Unit II   **9 Hours**

Voice and presentation skills – Nerves and Body language – Proxemics – Rapport – Body language

Unit III   **9 Hours**

Equipment and visuals – Using microphones and Autocues – Rehearsals – Delivering the presentation.

Unit IV   **9 Hours**

Technical presentations and demonstrations – Audience research – Audience Behaviour - Controlling the media

Unit V   **9 Hours**

Handling the Media – Training people to give presentation – Handling disasters – Alternatives to presentation.

References:

1. Suzy Siddons. The complete presentation skills handbook, Kogan Page, First edition, 2008
2. Presentation Zen

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper		Hours		Credits
I	20BMP5CC23		**MEDIA PRESENTATION SKILLS**		45		**3**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	**√**			√	√		
CO3	**√**	√	√					√	√	
CO4			**√**	**√**	√			**√**	√	**√**
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: Checked by:

  1. Mr.K.Shanmuga Velayutham   1.Dr.S.Ragunathan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20BMP5CC24	GENERAL COMPONENT	ELEMENTS OF FILM	45	3	100	25	75

Course Outcomes:
At the end of the course students will be able to

1. Know the basics of film
2. Tell the importance of cinematography
3. List the types of mic
4. Explain the elements of film
5. Illustrate the editing method

Unit I 9 Hours
Introduction**:** Narrative, Cinematography, Sound, Mise-en-Scene, Editing

Unit II 9 Hours
Cinematography: Camera Angle, Shot, Camera Movement, Lighting, Grammar of shot-Shot and framing, Composition, shots together, pre-thinking the editing process, Dynamic shot-talent and camera in Motion

Unit III 9 Hours
Sound: Aesthetics of sound, Types of mics, Mic placement, Sound Recording, Dialogue, Sound effects, Music, Dubbing

Unit IV 9 Hours
Mise-en-Scene: In front of the Camera during recording-Actors costume, Makeup, Expression, Movement, Property, Lighting, Angle, BGM

Unit V 9 Hours
Editing: Editing basics-understanding the footage- when to cut and why? -Transition and special effects

References:

1. Tom Wallis, Film – A Critical Introduction, Pearson, Second edition, 2008.
2. Honthaner Eve Light, The Complete Film Production Handbook, fourth edition, Focal Press, 2010
3. Mark Brindle, The Digital Filmmaking Handbook, Quercus, First edition, 2014
4. Thomson

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
V	20BMP5CC24		ELEMENTS OF FILM			45		3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 37, Relationship : High										

Prepared by: **Checked by:**
  1. **K. Shanmuga Velayutham**   1. **D. Pradheepan**

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20BMP5CC25	SKILL COMPONENT	VISUAL STORY TELLING	90	6	100	25	75

Course Outcomes:
At the end of the course students will be able to
       1. Know the visual components and progression
       2. Write the Visual structure
       3. Mange the space in Visual Story
       4. Apply the principles of Composition
       5. Summarize the movement of visuals

Unit I   **18 Hours**

Basic Visual Components: Space, Line and Shape, Tone, Colour, Movement, Rhythm – Understanding and controlling visual components – Visual Progression - The Screen, Real world, screen world, Foreground, Midground, and Background, The Picture Plane

Unit II   **18 Hours**

Contrast and Affinity, Key to visual structure - Primary subcomponents: Depth Cues, perspectives – one point, two point, three point, size difference, Object movement, Camera movement, Textural diffusion, Aerial diffusion, shape change, Tonal separation, Colour separation, up and down position, Overlap, Focus, 3D pictures

Unit III   **18 Hours**

Flat space: Flat cues, frontal planes, size constancy, camera movement, Textural diffusion and aerial diffusion, shape change, Tonal separation, Colour separation, up and down position, Overlap and Focus, Limited space, Ambiguous space

Unit IV   **18 Hours**

The Frame: Aspect ratio, the film aspect ratio, digital frame aspect ratio Surface divisions, dividing the frame: halves, thirds, Grids, square on a rectangle, the golden section, purpose of surface division

Unit V   **18 Hours**

Closed space, Open space, Large screens, Strong visual movement, Elimination stationary lines, Line- edge, contour, Closure, Intersection of planes, Limitation through distance, Axis, Track – Actual Track, Virtual Track Linear Motiff
Movement – Apparent movement, Induced movement, Relative movement, simple and complex movement, Movement in screen world – Direction, quality, scale, speed, point of attention movement 2D 3D movement, Continuum of movement, Continuum from shot to shot, Control of movement in production Rhythm: Alternation, Repetition, Tempo

References:

1. Bruce Block, The Visual Story, Elsevier Inc, Second edition, 2008
2. Mark Brindle, The Digital Filmmaking Handbook, Quercus, First edition, 2014

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits	
V	20BMP5CC25		**VISUAL STORY TELLING**			90		6	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	**√**			√	√		
CO3	**√**	√	√					√	√	
CO4			**√**	**√**	√			**√**	√	**√**
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 37, Relationship : High										

Prepared by: **Checked by:**

1. Mr.K.Shanmuga Velayutham   1.Mr.D.Pradheepan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20BMP5CC26P	**SKILL COMPONENT**	**3D ANIMATION PRACTICAL**	180	6	100	20	80

Course Outcomes:
At the end of the course students will be able to
       1. Know the tools for 3D animation
       2. Create 3D Text
       3. Modelling the characters for the story
       4. Illustrate the scene for the story
       5. Apply the principles of animation

Exercises:

1. Creating forms using the available tools
2. Modelling a Character for a story
3. Illustrate the Background and Props
4. Creating a Scene for the story
5. Armature
6. Character rigging
7. Simulation
8. Video sequence editing
9. Creating One Minute PSA, Commercials, Spot films

Students need to submit the work done in the DVD before the practical exam

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
V	20BMP5CC26P		3D ANIMATION PRACTICAL			180		6

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	√			√	√		
CO3	√	√	√					√	√	
CO4			√	√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 37, Relationship : High										

Prepared by: **Checked by:**

1.Dr.S.Ragunathan   1.Mr.B.Ramakrishnan
Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20BMP5IN	SKILL DEVELOPMENT COMPONENT	Post Production Internship	180	6	100	20	80

Students need to undergo internship training in anyone of the Media Production Companies. In addition, they need to support in JMC outreach programmes. The total number of training will be 180 hours.

Students need to submit weekly report and Powerpoint presentation with supportive documents.
They need to submit internship report at the end of the internship training.

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20BMP6CC27	SKILL COMPONENT	MEDIA RELATIONS	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

         1. Know the visual components and progression
         2. Write the Visual structure
         3. Mange the space in Visual Story
         4. Apply the principles of Composition
         5. Summarize the movement of visuals

Unit I   **9 Hours**

PR as social democracy**,** PR executive as the reporter's friend, PR executive as the stunt man, PR executive as Counsellor

Unit II   **9 Hours**

Public relations activities – Integrating related disciplines-Publics, Markets, audiences- speech writing, writing fliers and brochures, writing for Newsletters and web, PR writing in promotional Media

Unit III   **9 Hours**

Handling broadcast Media: Importance of broadcast coverage- Preparation and briefing-Winning the interview

Unit IV   **9 Hours**

Results of good PR: Need to measure PR – what to avoid in PR - Steps to take when PR won't work

Unit V   **9 Hours**

Social Media and Public Relations: Identify the problem, Social Media affordances, policies, governance agenda, Corporate identity for interconnected publics, issues of privacy and regulation

References:

1. Lloyd John, Journalism and PR, I.B. Tauris &Co. Ltd,2015
2. Whitaker Richard, Media writing, Lawrence Erlbaum Associates Inc.2004
3. Bland Michael, Effective Media Relations, Third edition, Cogan page, 2005

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
VI	**20BMP5CC27**		**MEDIA RELATIONS**			45		3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√	**√**			√	√		
CO3	**√**	√	√					√	√	
CO4			**√**	**√**	√			**√**	√	**√**
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: **Checked by:**

1. K. Shanmuga Velayutham   1. Dr. S. Ragunathan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20BMP6CC28	General Education Component	Media Management	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the management structure
2. Explain the media organizations
3. Interpret the convergence of media and financial management
4. Managing the Media selection and scheduling
5. Modify the Marketing models using creativity

Unit I 9Hours

Management structure: Management in Media organization – Segments-Structure and Similarities– Nature and process of management – levels of management – skills. Characteristics of the media industries. #Functions and management roles#

Unit II 9Hours

Media Organization: Definition-Organizations process -work flow. Production Management: preproduction, Scheduling, Budgeting, Financing, Controlling, Production, Post-production and Delivery. #Promotion of the project#

Unit III 9Hours

Media Convergence: Entrepreneurship – Monopoly. Financial management – Media convergence, economics. Future of media business –Employment opportunities and status of media industry.Financial Management: Structure of managing finance-Fundamental financial concept. #managing problems#

Unit IV 9Hours

Advertising management: Profit, Sales and market share objectives, setting the budget, Media selection and Media scheduling. Legal and Regulating issues: Media regulations, #International Media Regulations#

Unit V 9Hours

Marketing Management : Marketing – Management – Creativity and innovation – internal communication and external communication-Marketing Models. Understanding market and factors. Audiences: Target audience-Need, Want. #Digital value of marketing#

#..................#-Self study

References:

1. Joan Van Tassel and Lisa Poe-Howfield, Managing Electronic Media,2010
2. Alan B. Albarran Management of Electronic Media, Wadsworth, 2009
3. William james willis and diane B.willis, New Directions in Media Management, Routledge,2006

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
VI	20BMP6CC28		Media management			45		3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√	√	√	√	√		√	
CO4					√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by   Checked by

1.Mr.D.Pradheepan   1.Mr.K.Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20BMP6CC29	General Education Component	Digital Intermediate	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

1.Know the colour grading in the digital media
2.Able to correct color
3. Evaluate the color temperature and color balance
4. Manage the underexposure of colors
5. Summarize the colour timing and recycling grades

Unit I   **9 Hours**

Digital Intermediate: Introduction –Colors-Primary Color-RGB. Secondary colors- Color theory – subtractive colors and its mixing. CMY Color space-Color grading. #CMYK colors#

Unit II   **9 Hours**

Image editing software : Basic Image Editing techniques-Work area-File formats. Basics photo editing

Unit III   **9 Hours**
Primary color adjustments: Color temperature-Chroma. Analyzing color balance-Using color curves

#Understanding and controlling color contrast#

Unit IV   **9 Hours**

Primary contrast adjustments: How we can see color- Evaluating contrast-Expanding contrast. Perception dealing with underexposure. #Dealing with overexposure#

Unit V   **9 Hours**
Shapes: Shape and UI control-Highlighting subjects-shapes and motion. Color timing-recycling grades

#Tint and color washes#

#..................#-Self study

References:

1.Color Correction, Alexis Van Harkman,2ⁿᵈ Edition.
2.N.N. Sarkar,Art and Print Production,2ⁿᵈ edition, Oxford Publications,2015
3.Richard D.Zakia, Perception and Imaging,4ᵗʰ edition,2013

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
VI	20BMP6CC29		Digital Intermediate			45		3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√	√		√	√		√	
CO4					√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by   Checked by

Mr.D.Pradheepan   1.Mr.B.Ramakrishnan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20BMP6CC30	General Education Component	SCRIPT EDITING	45	3	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the script structure
2. List the various method of script writing
3. Explain the structure of a story
4. Illustrate the story anatomy
5. Able to edit the script

Unit I   **9 Hours**

Responsibilities of a script editor, Storytelling and screenplay structure, Three Act Structure: The setup, The development/Confrontation, The Resolution, Character + Want/Need + Obstacles = Story The Building Blocks: Scene-Scene headings, character names, action line, Dialogues

Unit II   **9 Hours**

Four Act Structure: One- Introduction and incident hook happen, Initial stakes, something happens to up the stake (lock-in) Two – Plan to solve the problem, Plan into action, Plan fails, forced go back to square one, Three- Try to come up with a new approach, opposing force increases, stakes are raised, hero seems to be lost, Four-New plan, solves the problem, achieve their goal, Equilibrium is restored,

Unit III   **9 Hours**

Five act structure: Introduction or Exposition, Complication or Raising action, Climax of action, Falling action, Resolution

Unit IV   **9 Hours**

Sequence method: Inciting incident/Status Quo, Locked In, Raising the stakes, Mid-Point, Rising action,   All is lost, New Tension and twist, Resolution Seven Key steps of story anatomy: Problem and need, Desire, Opponent, Plan, Battle, Self-Revelation, New Equilibrium

Unit V   **9 Hours**

Script editing for Television: Story line cycles, story liner, script drafts, Script revision, Script editing films: Developing a script with a writer from its inception, Comedy Television, Comedy script editing, Script reading is about assessment, script editing is about development

Reference:

Griffith Karol, The Art of Script editing, A Practical guide to Script development, Creative essentials,

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
VI	20BMP6CC30		**SCRIPT EDITING**			45		3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√	√		√	√		√	
CO4					√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by   Checked by

K. Shanmuga Velayutham   Mr. D.Pradheepan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20BMP6CC31	General Education Component	VISUAL EFFECTS	90	6	100	25	75

Course Outcomes:

At the end of the course students will be able to

1. Know the basics of Visual Effects
2. Explain the Image Manipulation
3. Illustrate the image compositing
4. Manage the Matte creation and manipulation
5. Create Visual effects

Unit – I   **18 Hours**

Learning to See: Judging, colour, contrast and brightness, Light and shadow, Camera, depth, distance, perspective, Visual Correctness

Unit – II   **18 Hours**

Basic Image Manipulation: Colour manipulation, Spatial filters, Geometrical Transformations

Unit - III   **18 Hours**

Basic Image Compositing: Multisource operators, the Matte image, Integrated matte channel-Masks, Compositing with premultiplied images, morphing

Unit - IV   **18 Hours**

Matte creation and manipulation: Rotoscoping, Procedural Matte extraction, Matte manipulation, Time and Temporal Manipulations, Image tracking and stabilization

Unit – V   **18 Hours**

Blender for Visual Effects: Problem definition, preparation, Tracking, Scene set up, Masking, Compositing

References:

1. Brinkmann Ron, The Art and Science of Digital Compositing, Techniques for Visual Effects, Animation and Motion Graphics, Second Edition, 2008
2. Vila Sam, Blender for Visual Effects, CRC Press, 2015
3. Sawicki Mark, Filming the Fantastic: A Guide to Visual Effects Cinematography, Focal Press, 2007

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper	Hours	Credits
VI	20BMP6CC31	**VISUAL EFFECTS**	90	6

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√	√		√	√		√	
CO4					√			√	√	√
CO5	√	√	√	√		√	√	√	√	√
Number of Matches= 35, Relationship : High										

Prepared by: **Checked by:**

Mr.D.Pradheepan   Mr. K. Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20BMP6CC32P	Skill Education Component	Digital Marketing Practical	180	6	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Know the various forms of Social media
2. Creating content for social media
3. Managing the Digital marketing using suitable medium
4. Illustrate the promotional activity
5. Explain the content of B2B audience

Practical Exercises:

1. Channel promotion activity

2. Facebook promotion pages

3. Twitter activity for promotional material

4. Youtube programme for promoting product, service

5. Creating content that tells a story

6. Creating Content for B2B audience

7. Other contemporary exercises for social media

Students need to submit a DVD with different types of Digital marketing exercises.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper	Hours	Credits
VI	20BMP6CC32P	Digital Marketing PRACTICAL	180	6

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√				√	√	√	
CO4				√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 34, Relationship : Moderate										

Prepared by   Checked by

Mr.D.Pradheepan   Mr. K. Shanmuga Velayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20BMP6IN	SKILL EDUCATION COMPONENT	E - CONTENT DEVELOPMENT INTERNSHIP	180	6	100	20	80

Students need to undergo internship training in e-content production companies, and producing e-content for various departments inside the campus. In addition, they need to support in JMC outreach programmes. The total number of training will be 180 hours.

Students need to submit weekly report and Powerpoint presentation with supportive documents.
They need to submit internship report at the end of the internship training.

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20BMP4CC18	General Education Component	ART AND AESTHETICS	45	3	100	25	75

Course Outcomes:
At the end of the course students will be able to
1. Know the Indian Artduring various period
2. Explain the Indo-Islamic Architecture

3. List thetypes of sculptures and painting
4. Differentiatethe Western art and Modern art
5. Tell the importance of Rasa

Unit I **9 Hours**

Indian Art: Protohistoric Period – Historic periods –Architecture – Buddhist and Jaina Structural and rock-cut architecture, Stamba, Stuba,Chaitya, Vihara, Hindu and Jaina rock-cut architecture, Gupta architecture

Unit II **9 Hours**

Northern Temples- Orrisa, Central India, Rajasthan,Gujarat, Temples in the Deccan – Early Western Chalukyas, Hoysalas, Southern Temples- Pallavas,Cholas,Pandyas,Vijayanagar, Nayaks, Islamic Period- Indo-Islamic architecture, Delhi or Imperial style, Provincial style, Mughal style

Unit III **9 Hours**

Sculpture: The Pallavas,Cholas,Pandyas,The Vijayanagar Period and theNayaks,South Indian Bronze(Chola Period) Painting: In the North- Murals,Ajanta, Bagh,Badami,Ellora In the South – Panamalai,Sittannavasal,Tajavur,Hampi, Tiruparutikundram, Miniatures Mughal Painting, Popular Mughal School, Rajput painting, Pahari Painting, Modern Painting

Unit IV **9 Hours**

Ancient Art: Egyptian art, Greek art, Roman art Medieval art – Byzantine art, Gothic art, Renaissance art-Italian art, German art, Spanish art, French art, Modern art

Unit V **9 Hours**

Indian Aesthetics: Beauty, Rasa, Natyasastra – Structure and Design

References:

1. Tomory Edith, A History of Fine Arts in India and the West, Orient Black Swan, 2017.
2. Pran Nath Mago, Contemporary Art in India, National Book Trust, First Edition 2011.
3. Hartmann Nicolai, Aesthetics, De Gruyter 2014.
4. Kelly Michael, A Hunger for Aesthetics, Columbia University Press, 2012

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper	Hours	Credits
IV	20BMP4CC18	Art and Aesthetics	45	3

Course Outcomes(COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5

CO	1	2	3	4	5	6	7	8	9	10
CO1	√	√	√	√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√	√	√	√	√	√	√		√	
CO4					√			√		√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 35, Relationship   : High

Prepared by: Checked by:
    1.   B. Ramakrishnan   1. K. ShanmugaVelayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20BMP4CC19	Skill Education Component	Social Media Production	90	6	100	25	75

Course Outcomes:
At the end of the course students will be able to
        1.Design the ads on Social media
        2. Illustrate the pictures for Social Media
        3.Know the script writing for Social Media

4. Simplify the content for web
5. Creating stories for society based on real life

Practical Exercises:

1. Creating scrolling Text advertisements
2. Sketching ad pictures
3. Creating animated banner for web
4. Designing Promo for an event
5. Writing content for the Photo feature
6. Producing Digital market content
7. List the good movies of the time
8. Visual Story telling based on real life experiences
9. Meme creation
10. Creating Motion Poster for the Ad, PSA, movies

Students need to submit a DVD with different types of Social Media programmes.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours		Credits
IV	20BMP4CC19		Social Media Production			90		6

Course Outcomes(COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√		√	√	√	√	√	√	√
CO2		√	√				√	√		
CO3	√		√				√	√	√	
CO4				√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 33, Relationship : Moderate										

Prepared by: **Checked by:**
1. D. Pradheepan   1.K. ShanmugaVelayutham

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20BMP4CC20P	Skill Education Component	2D Animation	180	6	100	20	80

Course Outcomes:

At the end of the course students will be able to

1. Know the tools for creating 2 Dimension images
2. Illustrate the characters for story
3. Manage the background and concept art
4. Apply the principles of animation
5. Create stories with values for children using 2d animation

Practical Exercises:

1. Using the tools to draw basic shapes and forms
2. Create an image
3. Characterize the image
4. Draw the background suitable for the character
5. Draw the different postures for animation
6. Animate the image for a concept
7. Create an Ad or PSA using 2D animated image
8. Value based story creation using 2d animation
9. 2d animation as Teaching aid
10. Portion of a story from a graphic novel and create 2d animation
11. Small 2d animation games
12. Visual Quiz for children using 2d animated characters

Students need to submit a DVD with completed exercises during the practical classes and animated ad for online or PSA with sufficient number of final output for the animation in suitable file format.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper	Hours	Credits
IV	20BMP4CC20P	Social Media Production	90	6

Course Outcomes(COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√		√	√	√	√	√	√	√
CO2		√	√			√	√	√		√
CO3	√		√		√		√	√	√	
CO4				√	√			√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 36, Relationship : High										

Prepared by: **Checked by:**

1. D. Pradheepan   1. Dr. S. Ragunathan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20BMP4IN	SKILL EDUCATION COMPONENT	SOCIAL MEDIA INTERNSHIP	180	6	100	20	80

Students need to undergo internship training in anyone of the Social Media Platform.In addition, they need to support in JMC outreach programmes. The total number of training will be 180 hours.

Students need to submit weekly report and Powerpoint presentation with supportive documents.
They need to submit internship report at the end of the internship training.