

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 (4th 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
	Total				30	22			700
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 #	-
	* Only grades will be given Total				30	23			700
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
	Total				30	22			800
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#	-
	Total				30	25			800
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	IV	Discipline Specific Electives - I		4	4	25	75	100
	23UVC5SE1P		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*	Online Course	-	*	-	-	-
	Total				30	28			700
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	IV	Discipline Specific Electives - II		6	4	20	80	100
	23UVC6DE3A/BP		Discipline Specific Electives - III		4	4	20	80	100
	23UCN6AE3		AECC - III	Gender Studies	1	1	-	100	100
	23UVC6EC2		Extra Credit Course - II*	Online Course	-	*	-	-	-
	23UVCECA		Extra Credit Course for all**	Online Course	-	**	-	-	-
	23UCN6ECA1		Extra Credit Course for all+	Entrepreneurship Development	-	+	-	-	-
	* Programme Specific Online Course for Advanced Learners ** Any Online Course for Enhancing Additional Skills + Course for Enhancing Entrepreneurial Skills Total				30	28			700
Grand Total						148			4400

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 - Practical
	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
Course Title 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

Text Book(s):
1.N. N Sarkar, Art and Print Production, Oxford Publications, Second Edition, 2013. 2.Keval Jayakumar Mass Communication in India
Reference Book(s):
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
Web Resource(s):
www.thecommunicationprocess.com

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	
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
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score	Correlation
< 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
I	23UVC1CC2	Core – II	3	3	25	75	100
Course Title		Advertising Basics					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Advertising: 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	Audience: 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	Branding - Brand Image, Brand Positioning- Brand Recall, Product life cycle, Segmentation, Advertising spiral*Brand Value*	9
IV	Elements of an Advertisement- 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	Advertising Agencies: Types and Roles of Advertising Agencies- Steps involved in organizing an Advertising Campaign *Advertising Agencies in India*	9

..... Self Study

Text Book(s):
1.Virbala Agarwal & B.S.Gupta Handbook of Journalism and Mass Communication 2.Klepner's Advertising Procedure 3.V.Natrajan Advertising Book
Reference Book(s):
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.
Web Resource(s):
1. https://www.slideshare.net/s5750369s/consumerism-42593549 2. https://www.slideshare.net/shubhrat1/top-indian-advertisement-agencies

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	
CO1	3	3	0	0	3	3	0	0	0	3	1.5
CO2	3	3	2	3	2	3	2	3	2	0	2.3
CO3	3	2	3	2	3	2	3	2	3	2	2.5
CO4	2	3	2	2	3	3	3	0	2	2	2.2
CO5	3	2	1	3	1	3	2	1	3	3	2.1
Mean Overall Score											2.12
Correlation											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
Course Title		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	
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
Mean Overall Score											1.92
Correlation											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
Course Title		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	
CO1	2	2	0	0	3	3	2	0	0	3	1.5
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	3	2	2	2	2	2	2	2	2	2.1
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	2	2	1	3	1	2	2	1	3	3	2.0
Mean Overall Score											1.94
Correlation											Medium

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	23UCN1AE1	AECC - I	2	2	-	100	100
Course Title		Value Education for Men					

SYLLABUS		
Unit	Contents	Hours
I	VALUES IN LIFE: 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	PERSONAL WELLBEING: 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	ROLE OF MEN IN FAMILY: As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	MAN A SOCIAL BEING: 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	PROFESSIONAL VALUES: 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

Textbook(s):
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.
Web References:
1. https://www.slideshare.net/humandakakayilongranger/values-education-35866000 2. https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/ 3. https://www.un.org/esa/socdev/family/docs/men-in-families

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
Course Title		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

Text Book(s):
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.
Reference Book(s):
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.
Web Resource(s):
1. https://www.slideshare.net/truptim1/intro-to-media-studies

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
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:

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	3	0	3	0	0	3	0	0	2	1.4
CO2	3	2	2	3	2	3	2	3	2	0	2.2
CO3	2	2	2	2	3	3	2	2	3	2	2.3
CO4	2	3	2	2	3	2	3	0	2	1	2.0
CO5	2	2	1	3	1	2	2	3	3	2	2.1
Mean Overall Score											2.0
Correlation											Medium

Mean Overall Score	Correlation
< 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
Course Title		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

Text Book(s):
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)
Reference Book(s):
1. Lister. M, New Media : A Critical Introduction , London :Routledge (2010)
Web Resource(s):
www.thoughtco.com , www.newmedia.com , www.mason.gmu.edu

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	
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
Mean Overall Score											2.0
Correlation											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
Course Title		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, Pablo 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	
CO1	2	2	0	0	3	3	0	0	0	2	1.2
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	0	2	3	2	2.0
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
Mean Overall Score											1.88
Correlation											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
Course Title		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
Mean Overall Score											1.94
Correlation											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
Course Title		Soft Skills Development					

SYLLABUS		
Unit	Contents	Hours
I	Communication Skills: Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	6
II	Emotional Skills: Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	6
III	Functional Skills: 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	Interpersonal Skills: Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	6
V	Personality Skills: 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

Textbook(s):
1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006. 2. Body Language in the workplace - Allan and Barbara Pease; 2011. 3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.
Web References:
1. https://nptel.ac.in/courses/109105110

EVALUATION CRITERIA

Work Book (Each unit carries 10 marks)	-	50 Marks
Examination	-	50 Marks

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
Course Title		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	
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
Mean Overall Score											1.96
Correlation											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	23UVC3CC6P	Core - VI	3	2	20	80	100
Course Title		2D Animation - Practical					

SYLLABUS		
Exercise No.	Contents	Hours
1.	Using the tools to draw basic shapes and forms	5
2.	Create an image (Vector)	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 (Walk Cycle)	5
7.	Create an Awareness, lyric Song or Scene Spoof using 2D animated image	6
8.	Types of animation	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	
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
Mean Overall Score											1.92
Correlation											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
Course Title		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

Text Book(s):
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
Reference Book(s):
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	
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
Mean Overall Score											2.0
Correlation											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
Course Title		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
Mean Overall Score											1.92
Correlation											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
Course Title		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
Mean Overall Score											1.92
Correlation											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
Course Title		Environmental Studies					

Unit	Contents	Hours
I	The multidisciplinary nature of environmental studies Definition, scope, importance, awareness and its consequences on the planet.	6
II	Ecosystems: 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	Natural Resources: 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	Biodiversity and Conservation: 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	Environmental Pollution & Conservation: 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:
<ol style="list-style-type: none"> 1. Asthana DK and Meera A, Environmental studies, 2nd Edition, Chand and Company Pvt Ltd, New Delhi, India, 2012. 2. Arumugam N and Kumaresan V, Environmental studies, 4th Edition, Saras Publication, Nagercoil, Tamil Nadu, India, 2014.
Activity – I:
<ol style="list-style-type: none"> 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 π 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 DaysNational Science Day – 28th FebruaryWorld wild life Day – 3rd MarchInternational forest Day – 21st MarchWorld Water Day – 22nd MarchWorld Meteorological Day – 23rd MarchWorld Health Day – 7th AprilWorld Heritage Day – 18th AprilEarth / Planet Day – 22nd AprilPlants Day – 26th MayEnvironment Day – 5th 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
Mean Overall Score											2.7
Correlation											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
Course Title		Media Production					

SYLLABUS		
Unit	Contents	Hours
I	Visualization: Definition-Images sounds and the creative process Conveying information, Rhetorical persuasion, Artistic expression. Pre-production, Production and Post-Production. *Program idea*	9
II	Producing: 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	Aesthetics Principles and production: Aesthetic approaches, Composition, Combining shots, Sound and Image Interaction, Production co-ordination, Single-Camera production. *Multi-camera production*	9
IV	Audio/Sound: 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	Post Production: 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

Text Book(s):
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 MillersonJim 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	
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
Mean Overall Score											1.96
Correlation											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	23UVC4CC8P	Core - VIII	5	5	20	80	100
Course Title		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	
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
Mean Overall Score											1.96
Correlation											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
Course Title 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
Mean Overall Score											1.96
Correlation											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
Course Title		Writing for Mass Media					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Mass Media Writing: 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	Journalism and News Writing: 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	Feature Writing and Storytelling: 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	Advertising and Public Relations Writing: 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	Digital Media and Social Media Writing: 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

Text Book(s):
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
Reference Book(s):
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
Web Resource(s):
General Writing Resources: Purdue OWL (Online Writing Lab) - Offers extensive resources on writing, grammar, style guides, and citation formats. Website: https://owl.purdue.edu/owl/purdue_owl.html Grammarly Blog - Provides writing tips, grammar explanations, and style advice. Website: https://www.grammarly.com/blog/ 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	Effective Writing Skills: Develop proficiency in writing for various mass media platforms, including journalism, advertising, and public relations.	K1, K2
CO2	Media Adaptability: Adapt writing styles and techniques to suit different media channels, from traditional print to digital and social media.	K3
CO3	Critical Thinking: Apply critical thinking skills to evaluate media content, analyse its impact, and make ethical writing decisions.	K3
CO4	Professional Communication: Produce high-quality written content adhering to industry standards and ethical guidelines in mass media professions.	K4
CO5	Creative Storytelling: 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
Mean Overall Score											2.0
Correlation											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
Course Title		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
Mean Overall Score											1.92
Correlation											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
IV	23UCN4EL	Experiential Learning	-	2	-	100	100
Course Title		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.

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UVC5CC9	Core – IX	5	5	25	75	100
Course Title Media Laws and Ethics							

SYLLABUS		
Unit	Contents	Hours
I	Indian Constitution-Fundamental Rights–Right to Information–Freedom of Expression – Freedom of Press – Contempt of Court – Defamation – Libel and Slander-Contribution of Indian Lawyers in Media Laws –Dr.B.R.Ambedkar-Mahatma Gandhi.	15
II	Press and Registration of Books Act–Working Journalist Act- Copyright Act – Official Secrets Act – Indecent Representation of Women (Prohibition) Act – Indian Penal Code-IPC (BNS) – Press Council	15
III	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-Ethics of Manuneethi Chozhan.	15
IV	Code of ethics of Radio, TV and Cinema – Social responsibility of media – Chanda Committee – Verghese Committee–Ethics of Broadcasting –CBFC–Film Censorship (U,U/A,A and S)–Prasar Bharathi –Vividh Bharathi – Joshi Committee – Broadcast Regulation Bill (2007).	15
V	Cyberlaws–ImpactofInternetand-Web–Plagiarism–ObscenityandIndecency– Social Networking–Cybercrime-Privacy – Application of AI in Media Laws. *Cybercrime*	15

..... Self Study

Text Book(s):
Reference Book(s):
1.Paranjoy Guha Thakurta,Media Ethics,Oxford University Press, Fifth edition,2015 2.Roy&Michael,Media LawandEthics,TaylorandFrancis,ThirdEdition,2008 3.Yashada, Right to Information Act 2005, Tata McGraw- Hill Publishing Company Limited, New Delhi, 2006. 4.LarryGross, ImageEthics, Oxford University Press, First Edition, 1988 5.Seema Hasan, Mass Communication,CBS Publishers&Distributers,2ndEdition2013.
Web Resource(s):
www.thecommunicationprocess.com

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 fundamental rights and freedom of press	K1, K2
CO2	Recall the Press laws and representation of women in Media	K3
CO3	Learn the ethics of Media	K4
CO4	List the ethics of broadcasting	K4
CO5	Understand the Cyber laws	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
Mean Overall Score											1.96
Correlation											Medium

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

Course Coordinator: Dr.S.Ragunathan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UVC5CC10	Core – X	5	5	25	75	100
Course Title		Media Research Orientation					

SYLLABUS		
Unit	Contents	Hours
I	The need and relevance of media research. Responsibility and Involvement. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods– Historical, Case study, Content analysis etc. Awareness of AI in Research-Do's and don'ts.	15
II	Types of research design -Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.	15
III	Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Online interviews. Questionnaire construction methods.	15
IV	Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Choosing a sample design.	15
V	Preparation and tabulation of collected data, Data analysis. Identifying inter dependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.	15

..... Self Study

Text Book(s):
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Reference Book(s):
1. Media Analysis Techniques, Arthur Asa Berger, South Asia Edition, Forth Edition, SAGE Publication, 2012 2. Mass Media Research Research An Introduction, R. D. Wimmer, J. R. Dominick, Ninth Edition, CENGAGE Learning India Private Limited, 2013 3. Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunter, Emeritus Professor in Media and Communication Barrie Gunter, SAGE Publications, 11-Feb-2000
Web Resource(s):
1. https://libraryguides.missouri.edu/j8000/methology 2. https://ecu.au.libguides.com/research-methodologies-creative-arts-humanities/media-analysis

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 fundamentals in research	K1, K2
CO2	List the types of research design	K3
CO3	Classify data collection method	K3
CO4	Explain the sampling	K4
CO5	Write the research report	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	3	0	0	3	3	0	0	0	3	1.5
CO2	3	3	2	3	2	3	2	3	2	0	2.3
CO3	3	2	3	2	3	2	3	2	3	2	2.5
CO4	2	3	2	2	3	3	3	0	2	2	2.2
CO5	3	2	1	3	1	3	2	1	3	3	2.1
Mean Overall Score											2.12
Correlation											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
V	23UVC5CC11	Core – XI	6	6	25	75	100
Course Title		Visual Analysis					

SYLLABUS		
Unit	Contents	Hours
I	Semiotic Analysis: Social aspects of semiotics: The individual and society – Saussure on the science of semiology – signs – Forms of signs – Signs and Truth – Connotation and Denotation – Syntagmatic analysis – Paradigmatic analysis – Codes – Semiotic in Classical Art and Dance -Cultural aspects of Codes – Semiotics of the television medium.	18
II	Marxian Analysis: Materialism –Ideology–Alienation–The consumer society–Hegemony – Grid Group analysis – Marxist Criticism in the postmodern world.	18
III	Psycho analytic Criticism: The unconscious–sexuality–The Oedipus complex–Id, Ego and Superego – symbols -Dreams- Aggression and Guilt – Freud and Beyond–Psychoanalytic analysis of Media. Psychological aspects in Thirukkural.	18
IV	Sociological analysis: Bureaucracy–Ethnicity–Lifestyle–Mass society–Postmodernism- Sex and Gender – Gaze – Representation- Socialization – Stereotypes – Values.	18
V	Social media and Problem of identity: Cell phone, Social media-metaphors – Digital Marketing Analysis. Social Media and Gadget Addiction	18

..... Self Study

Text Book(s):
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Reference Book(s):
1.Media Analysis Techniques, Arthur Asa Berger, South Asia Edition, Forth Edition, SAGE Publication,2012
Web Resource(s):
-

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 semiotic analysis	K1, K2
CO2	Understand the Consumer Society	K3
CO3	Explain the psychoanalysis	K3
CO4	Interpret Mass society	K4
CO5	List the impact of social 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	
CO1	3	3	0	0	3	3	0	0	0	3	1.5
CO2	3	3	2	3	2	3	2	3	2	0	2.3
CO3	3	2	3	2	3	2	3	2	3	2	2.5
CO4	2	3	2	2	3	3	3	0	2	2	2.2
CO5	3	2	1	3	1	3	2	1	3	3	2.1
Mean Overall Score											2.12
Correlation											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
V	23UVC5CC12P	Core - XII	6	6	20	80	100
Course Title		3D Animation - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Creating an object using basic forms	8
2.	Texturing the object	8
3.	Lighting the object	8
4.	Show the object various angles using Camera	10
5.	Move the object	8
6.	Rotate the object	8
7.	Rigging the object	8
8.	Animate the object for a concept	10
9.	Create Titles and animate the titles	10
10.	Collage Work Create Titles and animate the titles	12

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Create objects using basic forms	K1, K2
CO2	Know the lighting of objects	K2
CO3	Understand the camera movements	K3
CO4	Apply animation principles for a concept	K4
CO5	Create and animate titles	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	2	0	0	3	1.5
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	3	2	2	2	2	2	2	2	2	2.1
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	2	2	1	3	1	2	2	1	3	3	2.0
Mean Overall Score											1.94
Correlation											Medium

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
V	23UVC5DE1A	Discipline Specific Elective-I	4	4	25	75	100
Course Title		Elements of Film Making					

SYLLABUS		
Unit	Contents	Hours
I	Introduction: Narrative, Cinematography, Sound, Mise – en - Scene, Editing.	9
II	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. *Camera with the characters*	9
III	Sound: Aesthetics of sound, Types of mics, Mic placement, Sound Recording, Dialogue, Sound effects, Music, Dubbing.* Auditory elements in a film*	9
IV	Mise-en-Scene: In front of the Camera during Recording-Actors costume, Makeup, Expression, Movement, Property, Lighting, Angle, BGM. *visual themes*	9
V	Editing: Editing basics-understanding the footage- when to cut and why? - Transition and special effects. *The Blueprint of a Story*	9

*..... * Self Study

Text Book(s):
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 Gerald Millerson Jim Owens, Video Production handbook, Fourth Edition. 3. Mark Brindle, The Digital Filmmaking Handbook, Quercus, First edition, 2014

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 film	K1, K2
CO2	Tell the importance of cinematography	K3
CO3	List the types of mic	K3
CO4	Explain the elements of film	K4
CO5	Illustrate the editing method	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
Mean Overall Score											1.96
Correlation											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. G. Bharanitharan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UVC5DE1B	Discipline Specific Electives - I	4	4	25	75	100
Course Title		Film Appreciation					

SYLLABUS		
Unit	Contents	Hours
I	Introduction and need for Film Appreciation: How to read & understand cinema, Inductive approach and Deductive Approach Social, Political, Economic, Cultural, Technical and *Aesthetic aspects of Cinemas*.	6
II	Appreciation of thrillers with special reference to Alfred Hitchcock's films: Psycho (1960) its structure - Dramatic development - Psychological thrills - Camera work Lighting, Editing style, use of sound effects, Camera work -editing style with emphasis on chase sequences, use of sound effects and music.	6
III	Analysis of Orson Wells' film "Citizen Kane- The use of long takes and deep focus technique - editing style use of actors Art Direction-Appreciation of Epic films of David Lean, scripting study of the characters - The camera work - Editing style and the creative use of sound Visual appeal and *Artiste performance*	6
IV	Appreciation of Krizt of Kieslowski films with special reference to the Colour Trilogy- "Blue" "White", "Red" The dramatic structure Study of the style Fragmented Narrative Mobility of camera. Appreciation of Yasujiro Ozu's films with special reference to Tokyo Story (1953)-Study of the style and craft - "Shomingeki" tradition.	6
V	Appreciation of Indian films- Satyajit Ray's Pather Panchali (1955), Mehaboob Khan's Mother India 1957), Ashvin Kumar's Inshallah, Football (2010), Aditya Vikram Sengupta's Labour of Love (2014), M. Padmakumar's Joseph (2018), Anand Patwardhan's Jai Bhim Comrade (2011), Bharathiraja's Mudal Mariyathai (1985), K. Balachander's Varumaiyin Niram Sigappu (1980), Balu Mahendra's Marupadiym (1993), Mahendran's Mullum Malarum (1978), Maniratnam's MounaRagam (1986). Lenin Bharathi's MerkuThodarchiMalai (2016), Mari Selvarj's Pariyerum Perumal (2018), Vetrimarana's Vada Chennai (2018), Vikram Sugumaran Jach's Madras (2014) (2013), Bromma KuttramKadithal (2015), Raju Murugan's Joker (2016), Pa. Ranjith's Madras (2014).	6

..... Self Study

Reference Book(s):
<p>Lindgren, E. (1970). The art of the film. Collier Books; First Collier Books Edition.</p> <p>Monaco, J., (2009). How to read a film: Movies, Media, and Beyond. Oxford University Press.</p> <p>Nilsen, V. (1985). The Cinema as a Graphic Art. Taylor & Francis. Stephenson, R., & Debrix, J. R (1966). The cinema as art. Penguin (Non-Classics).</p>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To familiarize with basic information about Film Appreciation.	K1, K2
CO2	To gain knowledge on Alfred Hitchcock's Films.	K3
CO3	To understand the various components of making interesting films and their influence in film appreciation.	K4
CO4	To learn Colour Trilogy and Dramatic Structure in Appreciation of Films.	K4
CO5	Learners can evaluate the detailed information about various genres of Indian Films.	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
Mean Overall Score											1.96
Correlation											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: G. Bharanitharan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UVC5SE1P	Skill Enhancement Course-I	2	1	-	100	100
Course Title		Entrepreneurship Skills - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Develop a clear media project idea - Example (YouTube): Choose a niche, like tech reviews, and plan to create weekly videos explaining the latest gadgets. - Example (Blog): Decide to start a blog about local food reviews and post new articles every week.	3
2.	Research the market and identify competitors and opportunities - Example (Photography): Look at other local photographers' portfolios and find out what unique style or service you can offer (e.g., candid wedding photography). - Example (Podcasting): Identify popular podcasts in your chosen genre (like storytelling) and think about what fresh angle you can bring.	3
3.	Create a simple business plan outlining goals and strategies - Example (Short Film Production): Write a one-page business plan with your short-term goal (e.g., creating 3 short films in 6 months) and strategies like using social media to promote. - Example (Graphic Design): Create a plan to offer logo design services for small businesses, with the goal of securing 5 clients within 3 months.	3
4.	Decide on a budget and list necessary resources (equipment, tools) - Example (Podcasting): List basic equipment like a microphone, editing software, and hosting services, and set a budget (e.g., 10000 for the first month). - Example (Video Editing): Budget for a simple editing setup, listing software (like Adobe Premiere or free software like DaVinci Resolve) and a laptop.	3
5.	Set up a basic media production space with available resources - Example (Photography): Use natural light and a small corner at home for portrait photography. - Example (Content Creation): Set up a home studio with a phone tripod and ring light to start recording videos for Instagram or YouTube.	3
6.	Create a small portfolio of sample work to showcase - Example (Graphic Design): Design 5 different logos or posters for fictional companies to show your skills. - Example (Journalism): Write 3 sample news articles or interviews and post them on a personal blog or portfolio website.	3
7.	Promote your media services through social media or a simple website - Example (Videography): Create an Instagram page where you post short clips or teasers of your video projects. - Example (Writing/Blogging): Start a WordPress blog or a Medium page and share links to your articles on social media.	3
8.	Engage with your audience and get feedback on your content - Example (YouTube): Encourage viewers to leave comments and ask for suggestions in the description of your video. - Example (Podcasting): Share polls on social media asking listeners what topics they would like to hear about next.	3
9.	Handle projects with effective time management and meet deadlines - Example (Video Editing): Set a clear deadline for editing and delivering a video, using free tools like Google Calendar or Trello to track your progress. - Example (Freelance Writing): Organize your writing schedule so that you can meet submission deadlines for different clients.	3

10.	Offer customer-friendly services and maintain good relationships - Example (Photography): Offer an extra service like a free photo print for clients who book you for an event. - Example (Graphic Design): Provide a few extra design revisions free of charge to ensure customer satisfaction.	3
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Students should select any one of the topics listed above, complete the project, and submit a record of their work. An examination will be conducted as a viva-voce.

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 sound and interaction	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	
CO1	3	3	0	0	3	3	0	0	0	3	1.5
CO2	3	3	2	3	2	3	2	3	2	0	2.3
CO3	3	2	3	2	3	2	3	2	3	2	2.5
CO4	2	3	2	2	2	3	3	0	2	2	2.1
CO5	3	2	1	3	1	3	2	1	3	3	2.1
Mean Overall Score											2.1
Correlation											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. K.Shanmugavelayutham

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UVC5SE2P	Skill Enhancement Course-II	2	1	-	100	100
Course Title Art of Acting - Practical							

SYLLABUS		
Exercises	Contents	Hours
1.	Voice Modulation	4
2.	To control the movement of the body with consciousness	6
3.	To express various emotions through facial expression	6
4.	To practice Mind and body co-ordination through games	4
5.	Body, Mind, Voice co-ordination through exercises	4
6.	Performa skit, mime or street play –concept for social change	6

Students need to perform mask, mime or Street play –concept for social change Group activity each group not exceeding six members
External examination marks will be awarded based on individual performance and group performance

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 Voice Modulation	K1, K2
CO2	Express various emotions	K3
CO3	Understand the body language	K3
CO4	Coordinate Body, Mind and Voice	K4
CO5	Perform skit	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	3	0	3	0	0	3	0	0	2	1.4
CO2	3	2	2	3	2	3	2	3	2	0	2.2
CO3	2	2	2	2	3	3	2	2	3	2	2.3
CO4	2	3	2	2	3	2	3	0	2	1	2.0
CO5	2	2	1	3	1	2	2	3	3	2	2.1
Mean Overall Score											2.0
Correlation											Medium

Mean Overall Score	Correlation
< 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
VI	23UVC6CC13	Core – XIII	4	4	25	75	100
Course Title		Communication for Development					

SYLLABUS		
Unit	Contents	Hours
I	The nature of Development. Defining development as a Goal, as a Process-Communication for Development	12
II	The Concept of Development Communication: Definitions, Roles and Philosophy of Development Communication - Differences from General Communication, Goals.	12
III	Communication for social change; Role of a communicator in the process of social change. Folk forms and 'alternative media' for social change.	12
IV	Development Communication theories: Diffusion and Innovation theory, Paradigm shift, Cultivation theory, Uses and gratification theory.	12
V	National and International Resources for Development, Funding Agencies, UNO millennium goals, Sustainable goals, Environmental goals, Empowerment for Social Campaign.	12

..... Self Study

Text Book(s):
Reference Book(s):
1. Melkote, Srinivas R., Steeves, H. Leslie - 'Communication for Development in the Third World- Theory and Practice for Empowerment,' (2nd Edition). Sage Publications. New Delhi 2001. 2. D'Abreo Desmond A. 'Voice to the People-Communication for Social Change', Culture and Communication. Madras. 1990. 3. Chauhan, Meenakshi R., 'Advertising- The Social Ad Challenge', Anmol Publications Pvt Ltd., New Delhi 1995.
Web Resource(s):

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 development process	K1, K2
CO2	Differentiate the Communication and Development Communication	K3
CO3	Know the role of a Communicator	K3
CO4	Create awareness in society	K4
CO5	Understand the Campaign strategy	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
Mean Overall Score											2.0
Correlation											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
VI	23UVC6CC14	Core – XIV	5	5	25	75	100
Course Title		Media Relation					

SYLLABUS		
Unit	Contents	Hours
I	PR as social democracy, PR executive as the reporter's friend, PR executive as the stunt man, PR executive as Counsellor	15
II	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	15
III	Handling broadcast Media: Importance of broadcast coverage- Preparation and briefing-Winning the interview	15
IV	Results of good PR: Need to measure PR – what to avoid in PR - Steps to take when PR won't work	15
V	Social Media and Public Relations: Identify the problem, Social Media affordances, policies, governance agenda, Corporate identity for interconnected publics, issues of privacy and regulation	15

..... Self Study

Text Book(s):
Reference Book(s):
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
Web Resource(s):

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 development process	K1, K2
CO2	Differentiate the Communication and Development Communication	K3
CO3	Know the role of a Communicator	K3
CO4	Create awareness in society	K4
CO5	Understand the Campaign strategy	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
Mean Overall Score											2.0
Correlation											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
VI	23UVC6CC15P	Core - XV	4	4	20	80	100
Course Title		Domain Study - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Magazine Layout and Design, Posters, E-Books	4
2.	Photography	6
3.	2D Animation	6
4.	3D Animation	4
5.	Short film	4
6.	Documentary Film	4
7.	PSA/Commercial	6
8.	Web Design	4
9.	Music Album	6
10.	Cartoon Creation/Caricatures (Comic Strips)	6
11.	Typography and Titling	4
12.	Any other production for New Media	6

Students need to submit a record or DVD of their individual work with supportive documents as evidence in a particular area of interest. Work should be innovative and creative in a particular area.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Select an area of interest to work	K1, K2
CO2	Experiment the methods for Media production	K2
CO3	Compose and edit new ideas	K3
CO4	Explore the way of telling stories	K4
CO5	Create an experimental output	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	2	1.2
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	0	2	3	2	2.0
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
Mean Overall Score											1.88
Correlation											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.G.Bharanitharan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UVC6CC16P	Core - XVI	6	6	20	80	100
Course Title		Visual Effects - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Creating an object using basic forms	10
2.	Texturing the object	10
3.	Lighting the object	10
4.	Rotoscoping	12
5.	Retiming animation	12
6.	Rigging	12
7.	Modify the objects using rotoscoping	12
8.	Apply the Visual effects using green matte	12

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Modelling the objects using forms	K1, K2
CO2	Use textures for the objects	K2
CO3	Lighting the objects	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
Mean Overall Score											1.94
Correlation											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
VI	23UVC6DE2AP	Discipline Specific Elective-II	6	4	20	80	100
Course Title		Editing - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Creating an object using basic forms	10
2.	Texturing the object	10
3.	Lighting the object	10
4.	Rotoscoping	08
5.	Retiming animation	08
6.	Rigging	08
7.	Modify the objects using rotoscoping	08
8.	Apply the Visual effects using green matte	08
9.	Montage	10
10.	Multi-camera edit	10

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Know where to cut to tell the story	K1, K2
CO2	Use the transitions	K2
CO3	Maintain the continuity of shots	K3
CO4	Explore the way of telling stories	K4
CO5	Create stories using editing	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
Mean Overall Score											1.94
Correlation											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
VI	23UVC6DE2BP	Discipline Specific Elective-II	6	4	20	80	100
Course Title		Web Designing - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Creating a page layout and design	15
2.	Creating Logo	10
3.	Creating animated banners	15
4.	Creating pop-up Commercials	10
5.	Scrolling events or advertisements	15
6.	Create a web page for an organization	15
7.	Create a Blog with creative content and design	10

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Lay out the page	K1, K2
CO2	Apply the colours for the concept	K2
CO3	Design the banners	K3
CO4	Add the commercials	K4
CO5	Create content for pages	K5

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	2	0	0	3	1.5
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	3	2	2	2	2	2	2	2	2	2.1
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	2	2	1	3	1	2	2	1	3	3	2.0
Mean Overall Score											1.94
Correlation											Medium

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

Course Coordinator: G. Bharani Tharan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UVC6DE3AP	Discipline Specific Elective-III	4	4	20	80	100
Course Title		Show Reel Creation - Practical					

Students need to create and submit a presentation of all their works during the degree course in a nut cell (DVD). This will help the students to enter into the media industry in an effective way.

External Exam will be a viva- voce after valuing the presentation

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Design advertisements for Print Media	K1, K2
CO2	Create Ad for Outdoor Media	K2
CO3	Record Audio Ads	K3
CO4	Produce commercials for Visual Media	K4
CO5	Explore new ideas with New 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	
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
Mean Overall Score											1.94
Correlation											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
VI	23UVC6DE3BP	Discipline Specific Elective-III	4	4	20	80	100
Course Title		Creative Advertising - Practical					

SYLLABUS		
Exercise	Contents	Hours
1.	Create an ad for Print Media (Bleed Ad, Column Ad etc.)	10
2.	Design an ad for Outdoor Ad(Hoarding,Transit)	10
3.	Create an ad for radio not exceeding one minute	10
4.	Create a commercial/PSA for Television	10
5.	Create an online ad for a product or service	10
6.	Create an ad suitable for mobile communications	10

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Design advertisements for Print Media	K1, K2
CO2	Create Ad for Outdoor Media	K2
CO3	Record Audio Ads	K3
CO4	Produce commercials for Visual Media	K4
CO5	Explore new ideas with New 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	
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
Mean Overall Score											1.94
Correlation											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.K.Shanmugavelayutham