



UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Journalism- Syllabus of MVoc Multimedia Programme under the Regulations for Post Graduate Programme under Vocational Studies (Master of Vocation -MVoc) 2019 with effect from 2021 Admission onwards - Implemented- Orders Issued.

G & A - IV - B

U.O.No. 18518/2021/Admn

Dated, Calicut University.P.O, 23.11.2021

*Read:-*1. U.O.No.10272/2019/Admn Dated 01.08.2019

2. Minutes of the meeting of the Board of Studies in Multimedia held on 12-08-2021 (Item No.1)
3. Minutes of the meeting of the Faculty of Journalism held on 24.08.2021 (item No.5)
4. Extract of the Item No.II B of the minutes of the LXXXII meeting of the Academic Council held on 24.09.2021 and special meeting held on 08.10.2021
5. Orders of Vice Chancellor in the file no.25795/GA-IV-B1/2013/CU dated 22.10.2020

ORDER

1. The Regulations for Post Graduate Programme under Vocational Studies (Master of Vocation - MVoc) 2019, has been implemented in the University with effect from 2019 Admission , vide paper read first above.
2. The meeting of the Board of Studies in Multimedia held on 12.08.2021 has resolved to approve the syllabus of MVoc Multimedia with effect from 2021 admission onwards, vide paper read second above.
3. The meeting of the Faculty of Journalism held on 24.08.2021 ,vide paper read (3) above, and the Academic Council held on 24.09.2021,vide read (4) above , has approved the syllabus of MVoc Multimedia with effect from 2021 admission onwards,
4. The Vice Chancellor has accorded sanction to implement the above decision of the Academic Council.
5. The Scheme and Syllabus of MVoc Multimedia Programme in accordance with the Regulations for Post Graduate Programme under Vocational Studies (Master of Vocation -MVoc) 2019, is therefore implemented in the University with effect from 2021 Admission onwards.
6. Orders are issued accordingly. (Syllabus appended)

Ajitha P.P

Joint Registrar

To

The Principals of all Affiliated Colleges

Copy to: PS to VC/PA to R/PA to CE/JCE I/JCE II/DoA/EX and EG Sections/GA I F/CHMK Library/Digital Wing/SF/DF/FC

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT



MASTER OF VOCATION (M.VOC) IN MULTIMEDIA

UNDER THE FACULTY OF JOURNALISM
SYLLABUS
w.e.f 2021 ADMISSION ONWARDS

BOARD OF STUDIES IN MULTIMEDIA
THENHIPALAM, CALICUT UNIVERSITY P.O
KERALA, 673635, INDIA

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REGULATIONS

FOR THE DEGREE OF M.Voc MULTIMEDIA With Effect From 2019 Admission Onwards

1. TITLE OF THE PROGRAMME :

This programme shall be called **Master of Vocation in Multimedia** as per the guidelines of UGC.

2. PROGRAMME OBJECTIVES

Multimedia plays a great and vital role in today's world which is a combination of text, graphics, animation, audio and video. Calicut University offers two years M.Voc in Multimedia course. Master of Vocation course is a two-year postgraduate course that integrates both industry skills and work skills. M.Voc course offers opportunities for aspirants to learn a skilled craft and flourish on their favorite art form.

The course is for the students who are interested in learning skills like creative interface design, graphic design, content production and etc. The curriculum emphasizes big concepts that start with fundamentals of creative multimedia, communication theories, computer graphics, Image editing techniques, multimedia programming, and etc. During the course, students are exposed to industry trends via live projects, internship and training that help to get prepared for the best employment. IIFA offers well-equipped classrooms, computer labs, digital library and etc to understand each module in a better way. IIFA helps you to specialize in the stream of MSC Multimedia to get the dream profession in media industries like gaming studios, Animation/VFX Studios, Ad agencies, and etc.

Sufficient industrial partnerships and the various levels of internships and also the live projects provided by the industries make the students work ready at each exit point.

3. ELIGIBILITY CRITERIA FOR ADMISSION.

Selection of the students shall be done based on overall CGPA / Total marks. The indexing rules and Index Calculation are given below:

For CCSS (0-4 grade point system)/ CUCBCSS (0-6 grade point system) candidates

Achievements used for SIS	Rule for SIS	Remarks
CG1 = % of Overall CGPA	CG1 x 1000 -----	k=100

For Candidates under Mark System

Achievements used for SIS	Rule for SIS	Remarks
M1(Total Marks scored)	$\frac{M1 \times 1000}{\text{Max1}}$	Max1= Maximum of Total Marks

- 20% weightage should be given to students who completed B.Voc Multimedia
- To be qualified for admission in M.Voc. degree programmes, candidates must have to complete their undergraduate degree from any recognised university.
- In order to be eligible for admission to Master of Vocation degree programmes, students must typically have a 50 to 60 percent aggregate score in their graduation. Students of any age can apply for M.Voc. admission.
- OBC/OEC candidates are eligible to relaxation upto 5%. SC/ST candidates need only to get a pass.
- Criteria for selection and method of admission to seats for M.Voc Multimedia degree programme shall be governed by the rules/regulations framed by the University from time to time. In all matters related to selection and admission, the decisions of the University shall be final.

DURATION OF THE PROGRAMME

1. The duration of M.Voc Multimedia Programme is Two years with 4 semesters. To those students who have completed their programme without multiple entry and exit, the minimum period for completion of the programme is *two years* and the maximum period permissible for completing the programme is fixed as **4 years**.
2. In the case of multiple entry and exit, students who successfully complete first two semesters can discontinue the programme, if they wish and can get a Post-graduate Diploma in Multimedia (at NSQF Level 8). Those who continue the course further and finish four semesters successfully will be eligible for M.Voc. Multimedia Degree ie (at NSQF Level 9). Students who discontinue after second semester with P.G. Diploma in Multimedia can come back and opt for a lateral entry to third semester, later if they wish to do so, and can finish their M.Voc Degree in Multimedia.
3. In multiple entry, the rejoining to the third semester shall be done by the students within **three years** from the date of their exit from the second semester. In such a case the

maximum period for completion of the programme will be **5 years**.

4. The duration of each semester shall be 90 working days, inclusive of examinations, spread over five months. Odd semesters shall be held from June to October and even semesters from November to March subject the academic calendar of the University.

LANGUAGE OF EXAMINATIONS

- The language of writing the examination shall be English only.

INTAKE OF STUDENTS

As per UGC guidelines the intake of M.Voc programme is 50. For M.Voc Multimedia is it recommended upto 30.

FEE STRUCTURE

- The course fee and examination fee for the first two years will be decided by the University.
- If the programme is conducted under Aided Stream, the fee structure is equivalent to MA Multimedia (Aided Stream) and if it is conducted under self financing mode, the fee structure is equivalent to MA Multimedia Self Financing Stream
- The college can deposit, PTA fund, special fees, university fees, sports fee etc according to the norms provided by the university and collect Caution at the time of admission

MASTER OF VOCATION IN MULTIMEDIA

PROGRAMME STRUCTURE

COURSE CODE	TITLE OF THE COURSE	TYPE OF THE COURSE	HOURS PER WEEK	CREDIT	TOTAL CREDITS
FIRST SEMESTER					
GEC1MM01	COMMUNICATION THEORIES	Theory	4	4	30
GEC1MM02	AUDIO VISUAL NARRATIVES	Theory	4	4	
SDC1MM01	INTRODUCTION TO VISUAL CULTURE	Theory	4	4	
SDC1MM02	PHOTOGRAPHY	Theory	5	5	
SDC1MML1	CREATIVITY AND DRAWING TECHNIQUES (P)	Practical	4	4	
SDC1MML2	MEDIA DESIGN LAB (P)	Practical	5	5	
SDC1MML3	SCREENWRITING LAB (P)	Practical	4	4	
AEC1MM01	AUDIT COURSE I TECHNICAL ENGLISH AND COPY EDITING	Audit Course 1 (Theory)	0	4	
SECOND SEMESTER					
GEC2MM03	MEDIA BUSINESS AND PRACTICE	Theory	5	5	30
SDC2MM03	TECHNIQUES OF VIDEO EDITING	Theory & Practical	4	4	
	ELECTIVE COURSE I	Theory	4	4	
SDC2MML4	SHOOTING PRACTICES (P)	Practical	5	5	
SDC2MML5	BASICS OF SOUND AND SOUND RECORDING LAB (P)	Practical	4	4	
SDC2MML6	DESIGN FOR ADVERTISING (P)	Practical	4	4	

SDC2MMP1	MINI PROJECT	Practical	4	4	
PCC2MM01	AUDIT COURSE II INTRODUCTION TO STOPMOTION	Theory & Practical	0	4	
THIRD SEMESTER					
GEC3MM04	RESEARCH METHODLOGY FOR COMMUNICATION AND MEDIA STUDIES	Theory	5	5	
SDC3MM04	ART DIRECTION AND PRODUCTION DESIGN	Theory & Practical	5	5	
SDC3MM05	INTRODUCTION TO 3D ANIMATION	Theory	3	3	
	ELECTIVE COURSE II	Theory & Practical	4	4	
SDC3MML7	2D GRAPHICS ANIMATION (P)	Practical	4	4	30
SDC3MML8	INTERACTIVE MEDIA DESIGNING(P)	Practical	5	5	
SDC3MML9	BASICS OF VFX AND COMPOSITING LAB (P)	Practical	4	4	
FOURTH SEMESTER					
SDC4MMTP	TERM PAPER				30
SDC4MMP2	INTERNSHIP & PROJECT				
Total Hours per sem					900

Elective Group A- ELECTIVE COURSE I

SDC2MME1	DOCUMENTARIES AND LITERAL FILMS	Elective 1	4	4	
SDC2MME2	FILM ANALYSIS	Elective 2			
SDC2MME3	MEDIA ETHICS AND EDUCATION	Elective 3			

Elective Group B – ELECTIVE COURSE II

SDC3MME4	RADIO PROGRAM PRODUCTION	Elective 1	4	4	
SDC3MME5	ADVERTISING AND PROMOTIONAL FILM MAKING	Elective 2			
SDC3MME6	NEW MEDIA AND CONTENTS	Elective 3			

SEMESTER 1

C. No	Course Code	Course Name	Credit	Hrs per week			Total Hrs
				T	P	Tot	
1.1	GEC1MM01	COMMUNICATION THEORIES	4	4		4	60
1.2	GEC1MM02	AUDIO VISUAL NARRATIVES	4	4		4	60
1.3	SDC1MM01	INTRODUCTION TO VISUAL CULTURE	4	4		4	60
1.4	SDC1MM02	PHOTOGRAPHY	5	5		5	75
1.5	SDC1MML1	CREATIVITY AND DRAWING TECHNIQUES (P)	4		4	4	60
1.6	SDC1MML2	MEDIA DESIGN LAB (P)	5		5	5	75
1.7	SDC1MML3	SCREENWRITING LAB (P)	4		4	4	60
1.8	AEC1MM01	AUDIT COURSE 1 TECHNICAL ENGLISH AND COPY EDITING	4	0	0	0	0
Semester I Total			30	17	13	30	450

GEC1MM01-COMMUNICATION THEORIES

Credit:4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

The objective of this course is to understand the basics of communication to develop communication skills through various methods.

COURSE OUTCOME:

- Students will learn about different communication models, their role and importance in media.

Module 1

Communication basic terms and terminology, Elements and functions of communication. Levels of communication, Intra-personal, Interpersonal, Group Communication and Mass Communication. Importance of Verbal and Nonverbal Communication and the role of Kinesics

(10 Hrs)

Module 2

Aristotle's definition of Rhetoric, Lasswell's model, Berlo's SMCR Model, Shannon-Weaver's Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Interactive Model, Ecological Model

(15 Hrs)

Module 3

Normative Theories, Authoritarian media theory, Soviet-Communist Media Theory, Libertarian or free press media theory, Social responsibility media theory; Democratic participant media theory, Development media theory.

(10 Hrs)

Module 4

Contributions of MacLuhan and Chomsky, Two step flow of information, Third-person Effect. Gate-keeping, Technological Determinism, Social Shaping of technology. Intercultural Communication- Perception, Meaning, Relevance and Contexts

(10Hrs)

Module 5

Functions of communication : Surveillance function, Correlation function, Entertainment Function, Cultural Transmission, Status Conferral/ Conferment of status, enforcement of norms, Dysfunctions of Mass Communication, Communication and research, Market driven media content effects, Skyvasion, Cultural integration and cultural pollution.

(15 Hrs)

REFERENCES

1. *Mass Communication: An introduction, Bittner, John. Prentice-Hall, New Jersey. 1980.*
2. *Human communication, Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.*
3. *Taxonomy of Concepts in Communication, Blake & Haroldsen, Hasting House, NY .1979.*
4. *Communication Models. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.*

GEC1MM02 AUDIO VISUAL NARRATIVES

Credit:4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

To facilitate the learners in acquiring, listening and speaking competence. To assist the learners in independent language comprehension and production and to make the students aware of the different communicative functions of English.

COURSE OUTCOME:

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

- Apply strategies to teach the skills of listening, speaking, reading and writing
- Speak independently on a given topic.
- *Enact a dialogue on a specific situation with proper contextual language markers and turn taking.*

Module 1

Introduction to Story Telling – Types of Storytelling – Characteristics of effective storytelling
– The power of story telling

Module 2

Narrative Techniques – Three Act Structure – Narrative treatment of the space – narrative treatment of the time

Module 3

Genres and Formats – TV Genres – Film Genres (Action, Adventure, Comedy, Drama, Epic/Historical, Horror, Musical, Romantic, Thriller) – Digital Media (Computer Games – Digital Art – Animation Stories – Interactive Comics – Digital Trailers)

Module 4

New approaches – New Trends in shaping TV Industry – New Trends in shaping Film Industry – New Trends in shaping Web Series, Online shots, Viral Videos (New Narrative Forms)

REFERENCES:

1. Introduction to Broadcast Voice – Jenny Mill
2. The art of Public Speaking – McGraw – Hill International Edition
3. Biographies of distinguished Performers and Actors like Amitabh Bachhan, Dada Kondke and many more.

SDC1MM01 - INTRODUCTION TO VISUAL CULTURE

Credit : 4

Lecture Hours per week: 4

Total Hours: 60

COURSE_OBJECTIVE:

The academic work in the Semester aims at an understanding of the basic elements of compositions that merge to form the language of visual communication.

COURSE_OUTCOME:

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

- Become aware of the principles and elements of visual design and an understanding of the grammar of visual narratives.

- Gain the ability to compose visuals and visual narratives
- Develop creative problem solving skills used in communicating visually as an artist.

Module 1

Visual Perception - Psychology of Visual Perception, Human eye and vision, Perceiving Objects, Colour, Depth and movement, Spatial Vision, Colour Spectrum and Psychology of Colour. Laws of Visual Perception - Gestalt Theory - Scale and Proportion in design - Mathematical ratios and proportional systems: Fibonacci numbers, The Golden Ratio, Rule of thirds.

(15 Hrs)

Module 2

Visual Design - Elements of Visual Design, Basic principles of design - Balance, Proportion, Rhythm, Emphasis, Unity, Variety, Contrast. Language of design: white space, fonts, pictures, page layout and design, Functions of Design - orderly presentation, attraction, stimulation, reflection, support, and retention

(15 Hrs)

Module 3

Art and Illusion - Values of Art - Artist and Artisan - Creativity and creative process; the needs, information, planning, exploration, creation, satisfaction Techniques of imagination- Stages of Design- Brainstorming to Prototyping

(15 Hrs)

Module 4

Creating a Visual Structure - Narrative art forms- Types and characteristics - Art of Film Making – Stages in Brief - Elements of a Story-Plot, Character, plot structures - Development of a Story Board from a story - Analyzing the visual structure of different visual story telling aids

(15 Hrs)

REFERENCES:

1. *John Berger, Ways of Seeing, BBC and Penguin, London 1972.*
2. *Stuart Price, Media Studies, Pitman, London 1993*
3. *Philip Rawson, Design, Prentice Hall, London 1987*
4. *Paul Rand, Forms and Chaos, Yale University press 1993*
5. *Cinema as a Graphic Art: V. Nilsen*
6. *Visual Communication: Paul Martin Lester*

SDC1MM02 – PHOTOGRAPHY

Credit : 5

Lecture Hours per week: 5

Total Hours: 75

COURSE OBJECTIVE:

To introduce the basics of photography and the fundamental functions of Camera equipments. Train students in lighting, composition and aesthetics in photography. Learning Outcomes Through readings, instruction, practice, and projects, students shall: develop or improve skills in contemporary Videography and Photography technology and operation of cameras and production equipment. Achieve critical appreciation skills for the aesthetics of sound and image production. Improve literacy in the visual language and achieve skills in digital media production. Gain a greater understanding of storytelling in narrative and non-narrative visual productions.

Pedagogical Method the training methods should be appropriate to the development of competencies. The focus of the programme is on “performing” and not on “knowing”. Lecturing will be minimum and emphasis shall be on “hands on training”. Continuous individual monitoring and evaluation are essential.

COURSE OURCOME:

At the end of the 1 and 2 modules, the learner should be able to shoot in manual controls to manipulate the exposure creatively. Shoot and submit high- and low-key light images of still life and portraits. At the end of the 3rd and 4th module, the learner should be able to do the basic editing of images using industry standard software and the learner should be able to plan and shoot landscape and natural images that require the least amount of post-production work.

Module I

Introduction to Camera types, DSLR and MILC Cameras and camera parts.

Comparison – Eye and Camera - Image Controls- Focusing techniques, Lensing, Aperture control, Camera Shutter, Sensitivity of Sensor, White balance and Exposure - Exposure mode dials (Creative and basic modes).

Assignment: Photograph a subject of interest using different shooting modes. (20Hrs)

Module II

Composition - Discussions and demonstration on composition techniques.

Lighting techniques - Indoors and Outdoors - Three point lighting - Portraits and Still life - Practicing portrait genres. (25Hrs)

Module III

Menu, Storage media, image resolution, Dpi and Ppi - different file formats and management - Train in different photo editing software - Adobe Photoshop - Adobe Light room and Basic editing Techniques (10 Hrs)

Module IV

Low light photography - Demonstration of low light shooting -Different lens filters - Landscape and nature photography practices.

Assignment: Student should plan, shoot and submit images of landscape and nature photography. (20Hrs)

REFERENCES:

1. *The Digital Photography Book by Scott Kelby, Peachpit Press.*
2. *Langford' Basic Photography Book by Michael Langford, Anna Fox and Mark Bolland, Focal Press.*

SDC1MML1 – CREATIVITY AND DRAWING TECHNIQUES (P)

Credit : 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE

This course is intended to provide the student a basic understanding of drawing techniques for film and animation. Students develop a basic skill in drawing through various exercises.

COURSE OUTCOME:

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

- Draw the necessary items required for film and animation.
- Understand and draw in various drawing techniques.
- Have a general idea about Perspective drawing and Figure drawing.

Module 1

Introduction to Different Drawing Materials and Tools - Dry Media (Pencils, Charcoals, Chalks, Crayons, Pastels, Erasers, Smudging Tools) - Wet Media (Dip Pens, Disposable and Cartridge Pens – Brushes) – Inks (Water Based, Alcohol Based, Indian/Chinese Ink) – Paints (Water Based, Acrylic, Oil) - Drawing Surfaces – (Papers – Newsprint, Watercolour Paper, Charcoal Paper, Canvas) - Tools for Erasing and Sharpening – Palettes – Knives - Easels.

15 hrs

Module 2

Doodling and Noodling (Drawing Straight Lines, Drawing Curved Lines, Free Hand Drawing) – Holding the Pencil – Angle and Direction of Lines (Drawing Lines, Circles, Ovals, Scribbles, Patterns Etc.) - Shapes and Forms – Symmetric and Asymmetric Objects – Memory and Imagination Drawing - Drawing with Grids

10 hrs

Module 3

Drawing from Observation – Still-life Drawing – Use of Basic Shapes and Forms – Sketching Poses – Study of Live Models - Rapid Sketching from Live Models - Attitude - Gestures - Line Drawing - Quick Sketches - Thumbnails - Stick Figures - Line of Action – Balance – Rhythm – Positive and Negative Spaces

10 hrs

Module 4

Perspective drawing - Vanishing point and orthogonal lines - Single point perspective - Overlapping and intersection - Two-point perspective - Overlapping and intersection in two-point perspective - Three-point perspective – Foreshortening.

10 hrs

Module 5

Figure drawing - Proportions of the male and female - Human skeletal system – Head - Face and facial Expressions - Hand and leg bones - Drawing a human model – Drawing Birds – Animals, Plants and Trees

15 hrs

REFERENCES

- *Drawing workshop I & II: Marie Claire Isaaman*
- *Figure Drawing: Andrew Loomis*
- *Anatomy Drawing: Victor Perad*
- *Drawing the Head and Arms: Andrew Loomis*
- *The Artist Hand book of materials and Techniques: Ralphmayer*
- *Drawing with Pen and Ink: Arthur L. Guphill*

SDC1MML2– MEDIA DESIGN LAB (P)

Credit : 5

Lecture Hours per week: 5

Total Hours: 75

COURSE OBJECTIVE:

This course is intended to provide the student a basic understanding of software techniques for print media.. Students develop a basic skill in designing software through various exercises.

COURSE OUTCOME:

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

- Design the necessary items such as posters, brochures, flyers etc.
- Understand the principles of various designs.

Module 1

Raster Basics - Workspace basics, Photoshop images, Introduction to Camera Raw, About colour - Color modes, Viewing histograms and pixel values, Applying special colour effects to images, Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise, Making selections, Layer Basics, Painting tools, Drawing vector graphics - Filter basics - Filter effects reference - Applying specific filters - Add Lighting Effects, Creating type - Editing text - Formatting characters, Saving images - Saving PDF files - Saving and exporting files in other formats - File formats - Video and animation in Photoshop - Creating images for video. Interpreting video footage - Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations, Automating with actions - Creating actions - Processing a batch of files.

(25 Hrs)

Module 2

Vector Basics - About Illustrator - Work Area Overview - Screen modes - Drawing Basics - About Vector Graphics – Paths - Editing paths - Drawing simple lines and shapes - Pencil tool - Pen tool - Tracing artworks – Symbols - symbol tool, About Color, Painting Tools, Selecting objects, Transforming Objects, Importing Files - Importing bitmap images - Importing Adobe PDF files, Type - Creating and importing type, Creating Special Effects, Web graphics - Slices and image maps.

(20 Hrs)

Module 3

Page Layout - Workspace basics - Customizing menus – Tool box overview - Selection tools, Layout - Creating documents - Creating custom page sizes - Rulers and measurement units – Grids - Ruler guides - Page and spreads – Masters – Layers - Laying out frames and pages - Numbering pages, chapters and sections - Text variables, Working with files and templates - Saving documents - Exporting, Creating text and text frames - Adding text to frames - Importing text - Threading text - Text frame properties, Typography - Formatting text, Styles - Paragraph and character styles - Drop caps and nested styles - Object styles - Working with styles - Combining text and objects - creating type on a path, Tables - Creating tables - Selecting and editing tables - Formatting tables - Table strokes and fills - Table and cell styles, Long document features - Creating book files - Table of contents – index - working with markers, Drawing, Graphics - Understanding graphics formats

(25 Hrs)

Module 4

Exporting Final Out - Importing files from Adobe applications - Importing other graphics formats - Placing graphics - Managing graphics links - Object libraries, Frames and objects - Selecting objects - Transforming objects - Aligning and distributing objects - Grouping, locking and duplicating objects - Working with frames and objects - Clipping paths, Adding Transparency effects - Blending colours – Color - Understanding spot and process colours - Applying colour - Working with swatches - Importing swatches – Tints – Gradients - Mixing inks - Using colours from imported graphics - Exporting to Adobe PDF.

(5 Hrs)

REFERENCES:

- The Graphic Design - Reference Specification Book - Poppy Evans & Aaris Sherin
- Universal Principles of Design – William Lidwell, Jill Butler
- Graphic Design - The New Basics 2nd Edition (2015) by Ellen Lupton, Jennifer Cole Philips

SDC1MML3– SCREEN WRITING LAB(P)

Credit : 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

To introduce the students about the construction of film narratives.

COURSE OUTCOME:

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

- Write an international standard script for film.
- Understand the how to break down script

Module 1

Screenplay – Aesthetic and Technical Classification – Definition – Developing the power of observation - Building imagery - Creating character profiles.

(15 Hrs)

Module 2

Seven Basic Plots – Developing the story through plot structure – Three Act Structure (Beginning, Middle and End) – Four Dramatic Elements – Real World Vs Story World.

(10 Hrs)

Module 3

Character Arc – Conceiving characters – Physical appearance and psychological motivation – Protagonist and Antagonist – Secondary characters.

(10 Hrs)

Module 4

Matching dialogue with the social and cultural background of the character – Use of dialects – 180 Degree dialogue – Dialogue cues.

(10 Hrs)

Module 5

Writing Screenplay – Mise-en-scene – Dialogues – Formats – Single page – Split Page – Sequencing the script – Scene division – Log-line and Slug-line – Description and dialogue – Use of abbreviations – Writing montage.

(15 Hrs)

TEXTBOOK:

1. *Writing the Short Film by Pat Cooper & Ken Dancyger*

REFERENCES:

- 1) *Screenwriting by Raymond G Frensham*
- 2) *The Screenwriter's Workbook (Revised Edition) by Syd Field*

AEC1MM01 – AUDIT COURSE I - TECHNICAL ENGLISH AND COPY EDITING

Number of Credits: 4

Course Evaluation: 100 % (Internal)

Examination : 2 hrs

Weightage : 20

COURSE OBJECTIVE:

To train the students in technical writing in English, in writing description of Gadgets, preparing texts and reports as well as comprehending technical text. To prepare the students in content writing and copy editing.

COURSE OUTCOME:

- *Write description of gadgets and prepare technical reports.*
- *Prepare a content, proof read and edit it appropriately.*

MODULE 1

Technical English

- General and safety instructions
- Preparing checklist
- Technical text for comprehension
- Survey Report Writing
- Industrial accident report writing

MODULE 2

Scope and needs

- Various types of scripts
- Qualities and duties of a copywriter
- Steps of copy editing
- Interaction with the author – director
- Incorporating Illustrations

REFERENCE BOOKS

1. Technical Writing - Gearson
2. English for Technical Communication – Sudarshan, C Savitha – Cambridge University Press.
3. Tech Talk – Vicky Hollett and John Syd – OUP
4. Technical English 2 Course Book – David Bonamy – Pearson Publication

SEMESTER 2

C. No	Course Code	Course Name	Credit	Hrs per week			Total Hrs
				T	P	Tot	
2.1	GEC2MM03	MEDIA BUSINESS AND PRACTICE	5	5		5	75
2.2	SDC2MM03	TECHNIQUES OF VIDEO EDITING	4	4		4	60
2.3		ELECTIVE COURSE I	4	4		4	60
2.4	SDC2MML4	SHOOTING PRACTICES(P)	5		5	5	75
2.5	SDC2MML5	BASICS OF SOUND AND SOUND RECORDING LAB (P)	4		4	4	60
2.6	SDC2MML6	DESIGN FOR ADVERTISING (P)	4		4	4	60
2.7	SDC2MMP1	MINI PROJECT	4		4	4	60
2.8	PCC2MM01	AUDIT COURSE 1I INTRODUCTION TO STOPMOTION	4	0	0	0	
Semester II Total			30	13	17	30	450

GEC2MM03 MEDIA BUSINESS AND PRACTICE

Credit: 5

Lecture Hours per week: 5

Total Hours: 75

COURSE OBJECTIVE:

The course provides an in-depth know-how into media management, media business practices, industry standard procedures and workflows.

COURSE OUTCOME:

Students are enabled to have a systematic and strategic approach to media industry by exploring and analyzing the basic concepts of media management and media business. Students are introduced to various spheres of media management such as film & television production, print & electronic journalism production, animation, gaming and vfx production etc.

Module 1

Management Concepts and Processes, Principles of Management, Managerial Communication, Research Methodology, Marketing Management, Organizational Management, Understanding the Financial Elements, Media Research and Audience Research.

Module 2

Introduction to Media Management, Managing Media, Media Business Practices, Media Ethics and Media Laws, Media Convergence, Media Planning and Media Buying, Intellectual Property Rights, Copyrights, Trade Marks and Patents, Freedom of Press.

Module 3

Film and Television Production Management – Pre-Production, Production and Post Production Pipeline, Budgeting and Scheduling for Film and TV, Line Production, Industry Standard Production Techniques, Film Censorship, In-film Branding, Film Rights, Distribution and Selling, Case Studies: Life after PIE – Documentary on Media Business, In Film Branding, “We’ll Fix It in Post”.

Module 4

Print Journalism Production Management, Electronic Journalism Production Management, Radio Production Management, Industry Standard Workflows, From reporting to Screen, Organizational Structure, Workflows: Event Management, Advertising and Public Relations, Online Journalism.

Module 5

Animation, Gaming and VFX Production Management, Industry Standard Software's and Production Methods, Role of Line Producer in the Industry, Music and Sound Production Management, Studio Management and Studio Protocol, Digital Marketing, Affiliate Marketing.

REFERENCES

1. The Complete Film Production Handbook: Eve Light Honthaner
2. The VES Handbook of Visual Effects: Jeffrey A Okun & Susan Zwerman
3. The Art of Animation Production Management: Ranjit Singh
4. Mass Communication Principles and Concepts: Seema Hasan
5. The Indian Media Business: Vanita Kohli, Khandekar
6. Essentials of Management: Harold Koontz & Heinz Weihrich
7. Research Methodology Methods and Techniques: C R Kothari & Gaurav Garg
8. Marketing Management: Philip Kotler & Kevin Lane Keller
9. Event Marketing & Management: Sanjaya Singh Gaur & Sanjay V Saggere

SDC2MM03 TECHNIQUES OF VIDEO EDITING

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

This course is intended to develop some basic skills with the concepts of video editing as well as tools and techniques required for these professions.

COURSE OUTCOME:

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

- *Handle professional editing software's effectively*
- *Gain the ability to edit a film*

Module 1

Video Editing- Need of editing- Linear and Non-linear editing- Stages of Editing process. Factors for good edit-understanding the footage, matching eye line. Continuity in Cinema- Physical continuity and Emotional Continuity-plot line- Story structure.

Module 2

Time concept – Real time and Filmic time- Cut and editing principles- Jump cut, match cut, cross cut, reverse cut, cut away, cut in. Constructive editing- meaning and emotion in juxtaposing fragments of action, Concept of unity of time and unity of actions.

Module 3

Introducing a Non Linear Editing Software- Project setting- Introducing interface, Continuity Editing- Match cut, cross cut, jump cut, Dialogue overlapping, L-Cut, J-Cut, Slow motion Fast motion, Synchronizing and mixing Video and Audio - Working with effects, Adding different transitions and effects to Video- Working with Key frames, Compositing, Colour Correction, Titling, Exporting to different Video formats.

Module 4

Video Editing for a Short Fiction Film (Individual exercise) (10 Hrs)

REFERENCES:

1. *Non-linear Editing: Bryce Button*
2. *Notes on Digital Film Editing: Gerhard Schumm*
3. *Grammar of edit: Roy Thompson*
4. *Make the cut: Lori Jane Coleman.A.C.E, Diana Friedberg*
5. *Film Theory by Warren Buckland*

ELECTIVE COURSE I

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

Students will understand the underline philosophical assumptions of one or more communication research methods to address a range of media text and audience, production and technological practices.

ELECTIVES

SDC2MME1 - DOCUMENTARIES AND LITERAL FILMS

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE

The student should get a thorough grounding on the aesthetical and historical perspectives of documentary films.

COURSE OUTCOME:

- Students will get an insight in different genres of non-fiction film making.
- They will learn to practice film making in a different perspective as an aid for showcasing actualities and those beneficial for the betterment of society.

Module 1

Introduction to Non Fiction Film Making - Classification of Documentaries into different genres: - Actualities – Compilation Films – Educational Films – Propaganda Films – Sponsored Documentaries – Creative Documentaries

Module 2

History and Important Milestone in Documentary Movement with relevant screening. Work of some important documentary film makers – Flaherty – Sathyajith Ray etc.

Module 3

Television Documentaries – History and Important Milestone – National Geographic Channel – Discovery Channel – History Channel. Ethical issues in Documentary film making – Role in Social and Political issues

Module 4

Writing for non-fiction films – Selecting a Topic – Methods in Content Research - Creative Elements in Documentary Script - Documentary Script Format

Editing a non-fiction film – preparing the narration - choosing the right visuals – selection of music – techniques in visual compilation and subtitles - syncing with the topic.

Module 5

Prepare a 15-minute nonfiction program of any selected genre.

REFERENCE BOOKS

1. Documentary Films: Paul Rotha
2. Introduction to Documentary: Bill Nichols
3. Creative Documentary Chapters from ‘Technique of Film Editing’: Karel Reiz.
4. The Documentary Handbook: Peter Lee Wright
5. Film Culture: Adam Sitney

SDC2MME2 - FILM ANALYSIS

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE

The course will focus on some important trends and genres in world cinema, along with key concepts in film studies. It aims to make participants familiar with some major international cinematic figures and films.

COURSE OUTCOME:

Students are given an introduction to the present scenario of global cinema. They are also enabled to critically analyze films and write appreciations in a journalistic manner.

MODULE 1

What is a Movie - Ways of Looking - Principles of Film form - Fundamentals of Film Form - Realism and other forms - Language of Cinema -Types of Movies – Genre - Evolution and Transformation of Genre - How Films Are Made?

MODULE 2

Principles of Narrative Construction Classical Structure - Dialectical Form -Plot and Story - Cause and Effect – Time - Space etc. Mise-en-Scene - Master Scene- Cinematography – Colour -Tonal value.

MODULE 3

Acting - The nature of Screen Acting - Stanislavsky Method Acting and creativity - Aspects of Performance - Actor and Film making - Editing (Continuity, Jump Cut, Dissolve, Fade etc.) - Different editing styles - Creativity in Editing.

MODULE 4

Sound and Visuals - Functions of Film Sound - Sync Sound - Sound as Counter point - Creative use of Sound.

MODULE 5

Film History and Film Language - Cinema aesthetics - Technological and Economic Approaches - Silent era - Talkie films - Italian Neorealism - French New Wave and other forms - Science Fiction films - Emerging New Cinemas.

REFERENCES

1. How to Read a Film: James Monaco
 2. Film History – An Introduction: Kristin Thompson and David Bordwell
 3. The Art of Watching Films: Dennis W Petrie and Joseph M. Bogges
 4. Art and Visual Perception: Rudolf Arnheim
 5. Film: A Critical Introduction: Maria Paramaggiore
 6. Their Films, My Films: Sathyajith Ray
- Cinema and I: Ritwik Ghatak

SDC2MME3- MEDIA ETHICS AND EDUCATION

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE

The objective of this course is to understand the positive as well as negative influence of media and critical evolution of media.

COURSE OUTCOME:

Successful completion of this course will enable the students to:

Understand the media laws and ethics essential to serve the society.

Module 1

Ethics – Branches of Ethics, Media Ethics – Mass Media and the shape of the Human Moral Environment. Applied Ethics – Ethical issues in different media professions –Journalism, Cinema, Advertising, Photography, Graphic Design, Animation etc.- Overview of Codes and Regulations in India - Digital Media Ethics.

Module 2

Media Education – Objectives and Skills – Key Concepts, Media Scenario: Present Trends – Different Starting points for Media Education – Media Impact in Society – Social and Psychological impacts

Module 3

Culture and Communication – Culture as Communication – Inter-cultural Communication – Values, World view and Perception – Values in Culture – Values and Communication – From Ethnocentrism to Ethno relativism

Module 4

Mass Media: Relevance and significance. Purpose and functions of Mass Media Mass Media, Individuals and Society – Connecting to “Reality” through Media – Media and Society: Normative theory

Module 5

Media Language – Media as Art Experiences – De-Mystifying the Media – Media and Consumerism – The Philosophy commercialism – Media and De- humanization – Sex and Violence in the Media – Media and Moral Permissiveness – Media and Imperialism – Cultural Erosion and Mental Colonization – Media Control – Alternative Media

REFERENCE

- a) Philip J Rossi: Mass Media and the Moral Imagination. Heed & Ward, U.S. (1 March 1994).
 - b) Jacob Srambickal: Media Education in India. Aph Publishing Corporation (2010).
 - c) Clifford, Christmas: Communication Ethics and Universal Values. SAGE Publications, Inc (January 28, 1997).
- Charles, Ess: Digital Media Ethics. Polity; 1 edition (March 16, 2009)

SDC2MML4 - SHOOTING PRACTICES (P)

Credit: 5

Lecture Hours per week: 5

Total Hours: 75

CAREER OBJECTIVE:

The method of Shooting is a practical/project course which is meant to give inputs in the theoretical and practical aspects of handling a video camera. This course enables students to get a clear idea as to the use of video camera and gives him/her the skills to undertake the same.

CAREER OUTCOME:

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

- Handle professional still and video cameras effectively
- Gain the ability to compose a frame aesthetically.
- Conduct video shooting and do live coverages.

Module 1

Familiarizing Video Camera, Camera support systems & accessories Introduction to Motion Photography: Still Photography to Moving Image: A brief history - Illusion of Movement, Persistence of Vision and Synthesis of motion. (10 Hrs)

Module 2

Video camera operation Practical-Basic setting and controls - Shooting with video camera - Different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera- White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras (10 Hrs)

Module 3

Practicing with lights - Light and Shooting – Key Light – Filler Light – Background Light – Natural Light – Artificial Light- Color Temperature – Measuring Incident / Reflected Light. (15 Hrs)

Module 4

Basic shot types - High angle, Low angle and Eyelevel shots - Purposes of shots - Factors decide setting up of shots - Camera movements - Panning, Tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left- master-shot, point of view shot, over the

shoulder shot- Cut in shot, cut away shot -Shooting live Action-Shot Breakdown-Imaginary line and shooting continuity etc.

Prepare a 10 shot continuity sequence assembled to a meaningful visual making use of the imaging techniques learned from above units. (15 Hrs)

Studio Visit / Basic Introduction about film making

REFERENCE BOOKS

1. *Independent Film Making: Lenny Lipton*
2. *Basic Motion Picture Technology: Happe*
3. *Color Photography: Spencer*
4. *Video Camera Technique: Gerald Millers*
5. *Professional Lighting Hand Book: Carlson*
6. *Cinematography by Kris Malkiwicz and M David Mullen, ASC*
7. *Cinematography - Theory and Practice 2nd ed - B. Brown (Focal, 2012)*
8. *The Five C's of Cinematography by Joseph V Mascelli*

SDC2MML5 - BASICS OF SOUND AND SOUND RECORDING LAB(P)

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

To understand the audio studio fundamentals, recording techniques and creative use of sound tracks.

COURSE OUTCOME:

After completion of this course Students shall be able to record and edit using the advanced software like pro Tools.

Module I: Basics of sound and sound recording systems

Perception of sound – hearing sensitivity- frequency range –sound wave length Measuring sound – Basic setup of recording systems –analog digital cables, connectors –analogue to digital conversion – Microphone Types (10 Hrs)

Module II: Audio Studio Fundamentals

Introduction to protocols and audio software - Protocols installing- protocols interface Signal flow-gain-I/O setups- types of tracks creating a new session in protocols (15 Hrs)

Module III: Protocols Recording Techniques

Setting recording levels-sample rate and bit depths-sound wave fundamentals-deeper intro sampling-hard drive space requirements, disk allocation, session parameters-buffer settings and latency tim-the basic of microphone and microphones techniques-protocols preference-importing audio and session data. (15 Hrs)

Module IV: Creative use of sound Track

Recording Busses-playlists-use of dialogue-music and sound effects-Equalization – Balancing levels –panning-mixing-the art of producing and recording your own music – memory locations and markers –window configurations and arrangements-using inserts- the basic of effects loops headphones and headphone mixes (20 Hrs)

Practical Assignment: (Individual exercise) Create the soundtrack for a three minutes Film, Involving Dubbing, Foley recording, Background Music, Final Mixing.

REFERENCE

1. John Strutt & Baron Williams, *The Theory of sound* Rayleigh
2. Francis Rumay and Tim Mick *Sound and Recording: An Introduction* Oxford: Focal Press

SDC2MML6 - DESIGN FOR ADVERTISING(P)

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE

The objective of this course is to understand the process to develop a brand and the different brand promotion methods, recent promotional trends through various advertising designs.

COURSE OUTCOME:

- Students will learn about different promotional aids, their role and importance in promoting a brand.
- This course will help the students to identify the aesthetical and ethical perspectives of promotional designs.

Module 1

A short brief about branding. Recent branding aspects. Different type of papers. Cool and warm paper, Quality and GSM of printing papers-. Different types of print forms and Binding. How to choose appropriate papers for different print purposes.

Module 2

The visual tool of brand is a unique logo. Different type of logos, Brain storming, mind mappings, mood board. Logo design tips. Logo design process. Essentials of Logo. Identity manual Variations and evolution of a logo corporate colours.

Module 3

Brand promotional designs. Spot colours, dominant visual colours in design, Stationary (business card, Letter head, Envelope) brochure and its different folding methods. News advertisement, poster, Hording, Big standee. Table standee, pamphlet, flyer, etc.

Module 4

Visualization of design, Prototype (Handmade rough designs) Importance of negative space. Dummy designs for branding. Ethics of Branding.

Module 5

Create different promotional elements for a selected Brand and submit it for assessment. Promotional aids must include Logo, stationary, Boucher, News advertisement, poster, Hording, Big standee, Table standee, pamphlet, flyer, etc.

REFERENCE

1. Designing Brand Identity: An Essential Guide for the Whole Branding Team: Alina Wheeler
2. Branding: In Five and a Half Steps: Michael Johnson
3. The Definitive book of Branding: Kartikeya Kompella
4. Brands and Branding: John Simmons
5. Designing Brand Identity: Alina Wheeler
6. LOGO: The reference guide to Symbols & Logotypes: Michael Evamy

SDC2MMP1 - MINI PROJECT

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

Course Objectives:

Every student may opt for a 20 days internship in Advertising Firm, TV Channel, Media organizations etc, or a mini project in the college itself with the guidance of the faculty at the department. Each student should submit their Project Report (in duplicate) within a period of two weeks at the department. This period shall be counted from the last date of completion of their Training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

An Internship Completion Certificate from the organization in which the student is undergoing internship should also be submitted at the Department. External Evaluation may be done by the external examiner after evaluating the internship report or project report submitted by the students. The mark distribution for Internship/Project shall be in the following pattern.

Distribution	Marks
Content and relevance or Dissertation	60
Viva	20
Presentation	20

Course Content may be any of these:

- Design Portfolio
- Shortfilm
- Documentary
- Advertisement
- Magazine Layout Design
- Photography Portfolio

PCC2MM01 AUDIT COURSE II- INTRODUCTION TO STOP MOTION**Credit: 4**

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

This subject is intended to introduce the students to a wide range of stop motion styles, materials and techniques including clay, object, sand and puppet animation - utilizing both table top and multi plane setups; and also to the use of models and miniatures in filmmaking. Students are

encouraged to develop a personal approach while exploring possibilities in character design, armature and set building, lighting, etc. This subject will introduce the student to the practical application in special effects for film at entry level too.

COURSE OUTCOME:

Successful completion of this course will enable the students to:

- Understand the creative field of Stop motion animation.
- Will have an idea about the various types of animation that uses Stop motion technique.
- Create stunning animation movies using special effects.

Module 1

Introduction to Stop Motion Animation – Short history– Major works - General Workflow - Animation Principles - Brief history of miniatures in filmmaking - Introduction to the use and application of miniature sets and models in film special effects and stop motion animation - the advantages of using miniatures over CGI.

Module 2

Character Design, Set Design, Props Creation for Stop Motion Animation - Building miniature sets and models using foam, wood, plastic, metal, glue etc. - Painting the details on the models (Castle, House, Furniture, Trees etc.) - Special effects using Scaled Models.

Module 3

Different Techniques of Stop Motion Animation - Clay/Puppet Animation - Types of Puppets-Simple Clay Models, Plasticine Clay Features, Creation of an Armature - Filming miniature models - Setting up the miniature lights, Atmospheric effects for miniature sets like fog, smoke, wind, lightning etc. - Final compositing, Color correction, Effects. - Sound effects.

Module 4

Study of Cut Out Animation - Types of Cut Out Puppets - Different Methods of making Cut Out puppets Experimenting with Sand/Object Animation, Study of Pixilation Animation, Creating A Time Lapse Animation

REFERENCES

1. Industrial Light & Magic: The Art of Innovation: Pamela Glintenkam
2. Special Effects: The History and Technique: Richard Rickitt

3. Techniques of Special Effects of Cinematography: Raymond Fielding
4. The Art of Stop motion animation - Ken A Priebe
5. Stop motion: Craft skills for Model Animation - Susannah Shaw

SEMESTER 3

C. No	Course Code	Course Name	Credit	Hrs/wk			Total Hrs
				T	P	Tot	
3.1	GEC3MM04	RESEARCH METHODOLOGY FOR COMMUNICATION AND MEDIA STUDIES	5	5		5	75
3.2	SDC3MM04	ART DIRECTION AND PRODUCTION DESIGN	5	5		5	75
3.3	SDC3MM05	INTRODUCTION TO 3D ANIMATION	3	3		3	45
3.4		ELECTIVE COURSE II	4	4		4	60
3.4	SDC3MML7	2D GRAPHICS ANIMATION (P)	4		4	4	60
3.5	SDC3MML8	INTERACTIVE MEDIA DESIGNING(P)	5		5	5	75
3.6	SDC3MML9	BASICS OF VFX AND COMPOSITING LAB (P)	4		4	4	60
Semester III Total			30	17	13	30	

GEC3MM04 - RESEARCH METHODOLOGY FOR COMMUNICATION AND MEDIA STUDIES

Credit: 5

Lecture Hours per week: 5

Total Hours: 75

COURSE OBJECTIVE:

To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

COURSE OUTCOME:

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

- Understand about Research Methodology

Module 1

Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research. (15 Hrs)

Module 2

Research process. Reviewing the literature - Formulating research problem - Research Question. Identifying variables: concept, variables, Types of variables, Operationalisation - Causality. Measurement scales - nominal, ordinal, interval and ratio – Hypothesis – characteristics - types. (15 Hrs)

Module 3

Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey. (15 Hrs)

Module 4

Establishing the validity and reliability of research instrument - validity - types of validity - reliability – Sampling - Population and Sample, Probability and Non Probability Samples, Types of Probability and Non Probability Samples, Sample size. (15 Hrs)

Module 5

Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing - Ethics in research. (15 Hrs)

TEXTBOOKS:

1. Research Methodology – A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008
2. Mass Media Research – Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008

REFERENCES:

1. *Communication Research Asking Questions Finding Answers - Joann Keyton - Tata McGraw Hill*

2. *Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005*

SDC3MM04 – ART DIRECTION AND PRODUCTION DESIGN

Credit: 5

Lecture Hours per week: 5

Total Hours: 75

COURSE OBJECTIVE:

This course is intended to create awareness about film Direction, the role and responsibilities of a director and train them to effectively manage a film production.

COURSE OUTCOME:

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

- Understand the roles and responsibilities of a director
- Implement the elements of cinematic grammar in their story telling
- Plan and execute a visual program in any desired format

Module 1

The Director – Role and Responsibilities - Realizing the Vision - Cinema as a Director's Art - Director and the Script – Observer to Story teller – Planning the visual design.

Module 2

The lines –Relationship with the Camera and Object - Imaginary line, 30° Rule, 180° Rule – Continuity (Physical – Psychological). - Camera Positions - Concept of time and space - Manipulations of time and space - Mise – en – Scene – Real time and Reel time.

Prepare a Mise – en – Scene. Shot it in real time (single shot) – convert it into cinematic time (the break down)

Module 3

Advent of sound, the creative use of sound – Synchronized Sound & Asynchronized Sound – the meaning of Off screen - Sound perspective – Meaning of visuals with sound – effective communication

Module 4

Scene Construction – Elements of Scene – Recreation of reality – Elements of reality – Handling of Actors

Casting and Performance – Settings and location – Sequence – the meaning of events recreated - Post Production Process – Role of Director

Module 5

Prepare a 5-minute short fiction incorporating the cinematic grammar and techniques for aesthetic enhancement

REFERENCE BOOKS

1. How to read a film: James Monaco
2. The Complete Film Production Handbook: Eve Light Honthaner
3. On Directing Film: David Mamet
4. The Filmmaker's Handbook: Steven Ascher
5. Directing: Film Techniques and Aesthetics: Michael Rabiger
6. The Film That Changed My Life: 30 Directors on Their Epiphanies in the Dark: Robert K. Elder
7. Alfred Hitchcock. The Complete Films: Paul Duncan
8. The Film Book: Ronald Bergan

SDC3MM05 – INTRODUCTION TO 3D ANIMATION

Credit: 3

Lecture Hours per week: 3

Total Hours: 45

COURSE OBJECTIVE:

This course is intended to develop the basic skills necessary for the student to produce digital 3D animation, Character modeling for film and video. Students learn and experience various production skills needed for work in a digital 3D animation production

COURSE OUTCOME:

- Students will get an insight in animation production, especially in digital 3D animation.
- Students will learn to practice animation film making in a different perspective as an aid for showcasing creativity as well as a story telling method.

MODULE 1

Introduction to Traditional animation, Early attempts and Development of Animation, Step Of Traditional Animation: Script, Storyboard, Soundtrack, Track Breakdown, Designs, Animatic (Leica Reel), Layouts, Dope Sheets and Production Folders, Pencil Tests, Pose Tests, Clean-Up, Ink and Paint, Backgrounds, Checking, Final Shoot/Composite, Final Edit and Dub, and The Tools of the Trade. **(15 Hrs)**

MODULE 2

Principles of Animation: Squash and stretch, Anticipation, Staging, Straight ahead action and pose to pose, Follow through and overlapping action, Slow in and slow out, Arc, Secondary action, Timing, Exaggeration, Solid drawing and Appeal **(10 Hrs)**

MODULE 3

Introduction to Character Designing, What is Character, Motive, The Past, Reputation, Stereotypes, Network, Habits and Patterns, Talents and Abilities, Tastes and Preferences, Body **(10 Hrs)**

MODULE 4

3D Animation & its Concepts, Types of 3D modeling, Types of 3D Animation – Skeleton & Kinetic 3D Animation – Texturing & Lighting of 3D Animation **(10 Hrs)**

REFERENCES

1. *Animation Writing & Development By Jean Ann Wright*
2. *Animation Script to Screen By Shamus Culhane*
3. *Characters and View Point By Orson Scott Card*
4. *Illusion of Life By Ollie Johnston & Frank Thomas*
5. *Animator's Survival Kit By Richard Williams*
6. *Dream Worlds By Hans Bache*

ELECTIVE COURSE II

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

Students will understand the underline philosophical assumptions of one or more communication research methods to address a range of media text and audience, production and technological practices.

ELECTIVES

SDC3MME4 - RADIO PROGRAM PRODUCTION

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE :

The course Radio Production aims to felicitates the student with in-depth knowledge of Radio as a communication medium

COURSE OUTCOME:

- Students will get an insight in different types radio programme production, editing and sound recording.
- They will learn to use Radio in a different perspective as an effective communication tool and an aid beneficial for the betterment of society.

Module 1

Radio as a medium: Characteristics of Radio; Functions and role of radio communication; Evolution of radio as a mass medium; Development of Radio in India. 10hrs

Module 2

Radio Programming: Talks and Discussions; Commentary on public events; Radio drama; Interviews; Documentary; Comedy and light entertainment; Music; Educational programmes; Phone-in programmes; Quiz Demo etc. Radio News writing and presentation; structure of news bulletins 10 hrs

Module 3

Programme Recording: Acoustics, quality of audio signal, Types and use of microphones, recording of programs, selection of sound effects; dubbing; editing and mixing techniques, voice quality, modulation and pronunciation techniques; sound formats. 10hrs

Module 4

Radio for Development: Open broadcasting-unorganized audience; Instructional radio-organized learning group; Radio rural forums-decision group; Radio schools-the non-formal learning group; Radio and animation-participating group. 15hrs

Module 5

Prepare a Radio Programme of 10 minutes' duration 15hrs

REFERENCE BOOKS

1. Stay Tuned: The Story of Radio in India: Pankaj Athawale
2. Radio Production: Robert McLeish
3. Radio broadcasting: Dr. K. Parameswaran
4. This is All India Radio: A handbook of radio broadcasting in India: U.L.Baruah
5. Handbook of Journalism & Mass Communication: Vir Bala Aggarwal & VS Gupta
6. Radio's Role in Development: Five Strategies of Use: Emile G. McAnany

SDC3MME5- ADVERTISING AND PROMOTIONAL FILM MAKING

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE

Advertising has evolved into a vastly complex form of communication, with literally thousands of different ways for a business to get a message to the consumer. Today's advertisers have a vast array of choices at their disposal. Major media tactics used in modern advertising to reach consumers. This course acquaints the students with the concepts and practices of Advertising and Brand Building.

COURSE OUTCOME:

- Students will learn about different promotional aids, their role and importance in promoting a brand.
- They also learn how to approach the art of advertising for various industrial requirements.

Module 1

Advertising: Definition; Origin and development of advertising; Advertising in India; Functions and roles of advertising; Principles of advertising; Types of advertising (Broadcast Media, Print Media, Support Media, Direct Marketing, Product Placement, Internet, Social Media etc.); Advertising

Agency - Departments and functions; Advertisements for various media; media selection and media mix; key factors in budget setting; code of advertising standards; legal and ethical problems in advertising.

10hrs

Module 2

Creativity in Advertising, Stages in the Creative Process, Brainstorming and Various Creative Thinking Modes - Screening of Award Winning Campaigns (Both Contemporary and Classics - Appreciation and Presentation of some of the Great and Failed Campaigns.

10hrs

Module 3

Public Relations – definitions, allied disciplines of PR, Corporate Communications, Symmetrical and asymmetrical theories of PR – apex bodies -law and ethics of PR - PRSI Codes - PR interface with management disciplines, Publics in PR, PR tools – PR in various industries – central and state governments, Co-operative and private sectors.

15hrs

Module 4

Writing for advertising: Elements of ad copy, advertising for print, radio, television and online media; advertising design; Slogan; Headline; Ad Lay-out; Advertisement for Print and Broadcast media; Storyboard; Radio Ads; Writing for PR: Internal publics (house journals, bulletin, boards, open houses, suggestion, boxes, video magazines etc.). Writing for media (Press release/backgrounder, press brief, rejoinders, etc.) Preparing PR material for the campaign, campaign planning.

15hrs

Module 5

Creation of an ad film of minimum 10-20 seconds duration (Group Project). Briefing: target audience - fundamental marketing goal –platform/medium of exhibition – duration – style / Technique – budget; Pre-production: script - location recce – storyboards – (permissions, schedules, audio recording etc.); Production: Live shooting / set designing – make up/model making etc.; Post-production: Editing – Graphics and Animation – Music composition – Voice overs/dubbing – colour correction etc.

10hrs

REFERENCE BOOKS

- 1) Advertising copy writing: P.W Burton.
- 2) Advertising Management: Borden & Marshall.
- 3) Advertising in the market place: J. D Burke.
- 4) Advertising: Wright Warner

SDC3MME6- NEW MEDIA AND CONTENTS

CREDITS: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

Make the students understand and analyse the features, dimensions, impacts and the potential of New Media. Enable the students to use New Media rightly and effectively in their journalistic career

COURSE OUTCOME:

- Students will learn about different new media platforms, their role and importance.
- They also learn how to approach the new media platforms with various technical requirements.

Module 1

Evolution of New Media: Definition and scope of New Media - Technological Context -Economic Context - Political Context - Chronological Development of New Media

10hrs

Module 2

Types of New Media: Blogs & Vlogs - Online Newspapers - Social Media - Digital Games - Virtual Reality - Speed & Space - Multiplicity & Polycentrality - Interactivity & Participation - Global Access & Unlimited Space - Media Convergence - Security & Privacy in New Media

15hrs

Module 3

Impact of New Media: Impacts of News in New Media - Job of a Journalist in the New Media era - Structure of Newsroom and News Industry in the New Media Era - Attention Economy and Business in the New Media Era - Ethical and legal aspects of New Media

10hrs

Module 4

Politics & Democracy in the New Media Era: Social Media Uprisings in History - Role of Social Media in Political Campaigns - The Power of Data - Role of Social Media in Curbing Corruption - The New Media and the Future of Democracy

15hrs

Module 5

Developing Content for New Media: Linear & Non-linear writing - Blogging & Micro-blogging -
Developing news-content for new media - Creating edutainment content for new media

10hrs

SDC3MML7 – 2D GRAPHICS ANIMATION (P)

Credits: 4

Lecture Hours per week: 4

Total Hours: 60Hrs

COURSE OBJECTIVE:

This course is intended to develop the basic skills necessary for the student to produce digital 2D animation, titles and visual effects for film and video. Students learn and experience various production skills needed for work in a digital 2D animation production, like: the arts of developing concepts, storytelling, scripting, storyboarding, animation etc. A variety of software tools such as Photoshop, Illustrator, Animate, After Effects etc. can be used in this course.

COURSE OUTCOME:

- Students will get an insight in animation production, especially in digital 2D animation.
- Students will learn to practice animation film making in a different perspective as an aid for showcasing creativity as well as a story telling method.

Module 1

Concepts of Cell Animation - 2D animation work flow - Concepts of Digital 2D Animation- Paperless and Cut Out work flow – Overview of the animation software and introduction to its interface - Default settings and user preferences - Setting stage dimensions - Import and export formats - Document setup - Document and timeline window features.

10hrs

Module 2

Tools and commands palettes - Media-selection tools and techniques - Introduction to drawing and drawing tools - Panels - Description, modifying, Saving & deleting a panel - working with panels, panel layouts - Layers & Views - Shaping Objects – Overview of shapes, Drawing & Modifying Shapes.

10hrs

Module 3

Object Selection, working with objects & transforming Objects - Basic geometric transformations, Boolean operations on shapes, Object stroke attributes, Object fill attributes, shading techniques (blends, gradients), Packaged effects (extensions, plug-ins), Asset-management features - Features specific to the program in use.

10hrs

Module 4

Animation Principles - Straight-ahead animation - Key frames - Frame by frame animation; Motion paths, applying geometric transformations over time, In-betweening options - Tweening, Looping and palindrome motion, masks - Building a Movie- Symbol, Libraries, Structure & Exporting Movie - Basic Principles of Text - Bitmap Images and Sounds.

15hrs

Module 5

Final Project: Creation of a digital 2D animation of minimum 30 seconds duration; through various production stages like: Concept - Story – Character/Props/B.G Design – Script – Storyboard – Layout – Animation – Editing etc.

15hrs

SDC3MML8 – - INTERACTIVE MEDIA DESIGNING (P)

Credit: 5

Lecture Hours per week: 5

Total Hours: 75

COURSE OBJECTIVE:

To give students expertise in the area of creating, coding and posting basic HTML and CSS files to the Internet.

COURSE OUTCOME:

Students are enabled to create a websites and upload it to a web server. They also become familiar with E-Publishing Technologies

Module 1

History and Basic Concepts - Structure and history of the World Wide Web. Browsers, platforms, servers, devices, and file structure. Understanding web images, videos, Audios. Typography for web. Understanding online publications. E-publishing. Basic Functionality for Social Media. Idea about web marketing.

15hrs

Module 2

Introduction to Web Technologies - HTML skeleton, HTML tags for text, links, lists, HTML tags and web standards for graphics, understanding HTML Layouts, HTML tags for layout.

15hrs

Module 3

Introduction to Cascading Style Sheets Styling - Introduction to Cascading Style Sheets, Types of CSS, internal and/or external style sheets. CSS Syntax, CSS Id & Class, Styling Backgrounds, Text, Fonts, Links, Lists, Padding, Margin, Understanding positioning. CSS Floating, Align

15hrs

Module 4

Page Structure & Layout. Styling Pages with CSS. Design and develop web pages using CSS for layout.

15hrs

Module 5

Introduction to Responsive Web Design (RWD). Basic Idea about Responsive Design & Mobile-first Principles. Media Queries & Responsive Development. Mobile first design concepts, Common device dimensions, View-port tag. Implement SEO tactics and web marketing strategies

15hrs

REFERENCES

1. *HTML5 & CSS3 Visual Quick Start Guide: Elizabeth Castro & Bruce Hyslop*
2. *HTML & CSS: The Complete Reference: Thomas A. Powell*
3. *Learning Guides to the Internet: Techmedia*
4. *Internet Data Collection: Samuel J Best*
5. *Introduction to Computers: Peters Norton*

SDC3MML9 – BASICS OF VFX AND COMPOSITING LAB (P)

Credit: 4

Lecture Hours per week: 4

Total Hours: 60

COURSE OBJECTIVE:

To understand the basics of visual effects and compositing gives you real world career preparation and get hands on experience with the full animation and VFX production pipeline.

COURSE OUTCOME:

After completion of this subject provide students with expertise in directing a complete short animated film, designing and building 3D characters, and fully integrating visual effects shots from concept to post production.

Module I: Basics of VFX

Introduction – Photography for effects – Visual effects shooting toolkit – Self-matting processes – Computer based systems and techniques – Concept to Post production

10hrs

Module II: Rotoscopy

Choosing edge – VFX Rotoscopy **20 Hrs**

Module III: Prep and Paint

X Movement – Y Movement – 2D Track – 3D Track – Painting **20 Hrs**

Module IV: Compositing

Light Basics / Shadow– Green Screen – Blue Screen – Atmosphere of Object – Film Graining

10 Hrs

REFERENCE

1. Mitch Mitchell - *Visual Effects For Film and Television*
2. Mark Sawicki - *Filming the Fantastic : A Guide to Visual Effects Cinematography* Mitch Mitchell - *Visual Effects For Film and Television*

SEMESTER 4

		Course Name	Credit	Hrs	
				Per week	Per sem
4.1	SDC4MMTP	Term Paper	30	30	900
4.2	SDC4MMP2	Internship & Project			
Total			30	900	

SDC4MMTP TERM PAPER

Course Number: 4.1

Course Evaluation: 100 % (Internal Component)

Credits and No. of Hours shared with Internship and Project

Course Objectives

- To enable the students to gain knowledge in any of the technically relevant current topics on media Research and acquire the confidence in presenting the topic and preparing a report.

Course Outcome

- To enable the student to the techniques of literature survey
- To acquire the skill of presentation

Course Guidelines

Multimedia technologies are digital technologies that combine text, graphics, audio, and animations to support e-learning. Without any doubt it is universally acknowledged and true that

the 21st century is a knowledge based era and is driven by availability of different information technologies. Several studies in the whole world have shown that the appropriate use of multimedia technology in educational context would provide quite a lot of benefits. However, availability or presence of these technologies in learning institutions, it is not itself sufficient are worth to be discussed regarding to the acceptance of these technologies especially in the higher education context in developing countries.

The student is expected to do an extensive literature survey and analysis in an area related to media , chosen by him/her, under the supervision of a faculty member from the department. Evaluation of term paper should be done internally. A faculty member can be appointed as a guide/ supervisor.

The student has to choose an area for his/her work after due consultation and approval from the guide. The study should preferably result in a critical review of the present works /design ideas/ designs / algorithms/ theoretical contributions in the form of theorems and proofs/ new methods of proof/new techniques or heuristics with analytical studies/implementations and analysis of results.

Articles from Multimedia Tools and Applications / SAGE / Conference Proceedings and / or equivalent documents, standard textbooks and web based material, approved by the supervisor. Each student has to submit a seminar report, based on these papers; the report must not be reproduction of any original paper. The topic shall be presented in the class taking a duration of 15-20 minutes.. A committee consisting of three/four faculty members shall evaluate the seminar presentation.

Following guidelines shall be used for the assessment of Seminar.

Assessment Criteria	% of Marks
Scope and relevance of topic	20%
Quality of presentation slides	10%
Presentation skills	30%
Knowledge in the topic	20%
Report	20%

SDC4MMP2 INTERNSHIP & PROJECT

Course Number: 4.2

Contact Hours per Week: 30

Number of Credits: 30

Number of Contact Hours : 900 Hrs

Course Evaluation: 20 % (Internal Component) + 80% (External Component)

- To provide students with advanced instructions and experience in the industrial sector.

Course Details

- Each student is required to undergo an internship of 900 Hours in a Television Channel / Advertising Agency / Newspaper Daily / Media Organization etc approved by the institution under the supervision of a guide.
- Along with the internship each student shall do an individual Project Work.
- Each student should submit a synopsis of the project work they intend to do to their concerned guide for approval before the commencement of their internship.
- Students are required to observe the functioning of an industrial sector, the various processes, and the steps involved in each process. All functions and activities of the organization should be carefully recorded, and possible samples should be collected.
- At the end of the Internship he/she is required to prepare and submit a detailed report in the prescribed format with a diary of daily work and proofs of work done during the internship period.
- Monthly Reviews should be done by the department guides to check and rate the student's progress in the internship and project.
- The evaluation of the Internship report and the Project Production work (along with a Viva-Voce pertaining to Internship work and Project) will be done by an External Examiner appointed by the University.

- An Internship Completion Certificate from the organization in which the student is undergoing internship should also be submitted at the Department.
- All students shall submit 2 copies of the Internship report to the department before the commencement of the 6th semester exam.
- If any student fails to do the Internship or Project or Both, his/her result will be withheld until the internship requirement is met within 12 months from the completion of the course.
- Semester End Examination: 100 Marks

External Evaluation may be done by the external examiner after evaluating the internship report or project submitted by the students. The mark distribution for Internship/Project shall be in the following pattern.

Distribution	Weightage
Content and relevance	30%
Live Project	10%
Dissertation / Report	10%
Presentation	20%
Viva	10%

Guidelines For Submission Of Report (Dissertation)

The distinguishing mark of a dissertation is an original contribution to knowledge. The dissertation is a formal document whose sole purpose is to prove that you have made an original contribution to knowledge. Failure to prove that you have made such a contribution generally leads to failure.

It is a test of the student's ability to undertake and complete a sustained piece of independent research and analysis / application development, and to write up the work in a coherent form according to the rules and conventions of the academic community. It should, moreover, have a logical and visible structure and development that should at all times assist the reader understands the arguments being presented. The layout and physical appearance of the dissertation should also conform to university standards. The dissertation is to be prepared in tex format (either Latex or using a suitable Windows Tex variant). The format of the report is

included in Appendix A

APPENDIX A – Guidelines for Project Report & Layout

Cover Page and First Page

<TITLE>>

A PROJECT REPORT

SUBMITTED BY

<< NAME OF THE STUDENT >>

FOR THE AWARD OF THE

DEGREE OF MASTER OF VOCATION (M.VOC.)

IN

MULTIMEDIA

(UNIVERSITY OF CALICUT

<<COLLEGE EMBLEM>>

<<NAME OF THE DEPARTMENT>>

<<NAME OF THE INSTITUTION>>

(AFFILIATED TO THE UNIVERSITY OF CALICUT)

<<ADDRESS>>

MONTH YEAR

ACKNOWLEDGEMENT

Acknowledgement

I would like to thank

Date

Name of the student

Name of the Student

Declaration by the Student

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person or material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Date:

Signature:

Name:

Reg.No.:

Semester

Certificate from Guide & HoD

CERTIFICATE

This is to certify that the project report entitled <<TITLE HERE>> submitted by <<Name of the Student>> (Register Number: << Reg, No>>) to University of Calicut for the award of the degree of **Master of Vocation (M.Voc.) in Software Development** is a bonafide record of the project work and internship carried out by him/her under my supervision and guidance. The content of the report, in full or parts have not been submitted to any other Institute or University for the award of any other degree or diploma.

Signature

<<Name Project Guide>>
<<Designation>>

Signature

<<Name of the HOD>>
<<Designation>>



PROJECT EVALUATION REPORT OF THE EXAMINERS

Certified that the candidate was examined by us in the Project Viva Voce Examination held on

..... and his/her Register Number is

Examiners:

- 1.
- 2.

Certificate of Internship from Industry

<< Company Details >>

CERTIFICATE

Page

Certificate of Appraisal from Organisation (if it is Live Project)

<< Organisation Details >>

CERTIFICATE

Contents

INDEX

SI No	Content s	Page No.
1	<< section Name>> << sub section >> << sub section >>	
2	<< section Name>> << sub section >> << sub section >>	
3	<< section Name>> << sub section >> << sub section >>	
4	<< section Name>> << sub section >> << sub section >>	
5	<< section Name>> << sub section >> << sub section >>	
6	<< section Name>> << sub section >> << sub section >>	

Abstract

ABSTRACT

The abstract is a very brief summary of the report's contents. It should be about half a page long. Somebody unfamiliar with your project should have a good idea of what it's about having read the abstract alone and will know whether it will be of interest to them.

An abstract is a section at the beginning of a report, dissertation, thesis or paper summarizing the contents, significant results and conclusions of said document. It allows people to rapidly ascertain the documents purpose and if the document will be useful for them to read.

The abstract is not the same as a summary in the sense you are think of. It is a standalone account of the document giving purpose of the work (objectives), method used, scope of the work, results, conclusions and recommendations.

The abstract, although it comes first logistically, always should be written at the completion of the other chapters of the project report. It needs to be written last because it is the essence of your report, drawing information from all of the other sections of the report. It explains why the experiment was performed and what conclusions were drawn from the results obtained.

A general guideline for an abstract has five sections or areas of focus: why the experiment was onducted; the problem being addressed; what methods were used to solve the problem; the major results obtained; and the overall conclusions from the experiment as a whole.

Do not be misled, however, from this list into thinking that the abstract is a long section. In fact, it should be significantly shorter than all of the others. All of this information should be summarized in a clear but succinct manner if the abstract is going to be successful. An estimated average length for all of this information is only a single paragraph. Although this may seem as though it is a short length to contain all of the required information, it is necessary because it forces you to be accurate and yet compact, two essential qualities.

There are many useful web pages such as [http:// writing2.richmond.edu /training/proiect / biology/abslit.html](http://writing2.richmond.edu/training/proiect/biology/abslit.html) to get few sample abstracts and the common mistakes we make when we write an abstract.

List of Tables

LIST OF TABLES

List of Figures

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

This is a general introduction about the project. Briefly summarize the relevance and background information about the proposed work. It should have the following sections.

1. About the proposed work, underlying technologies and techniques – outline briefly the technological /engineering /scientific / socioeconomic/relevance or significance of the project work being reported.
2. Project Profile – Title, Area and Category and other relevant information.
3. About the Organization – to whom the internship and Project Work is carried out.
4. Major Contributions of the Project Work.
5. Whether it is a live project or not and if yes, give details about them .
6. Are you decided to implement or host it ? if yes, give details.



CHAPTER 2

PROBLEM DEFINITION AND METHODOLOGY

This chapter is meant for giving a detailed description about the problem. This chapter includes the following subsections.

1. Problem Definition
2. Objectives
3. Motivation
4. Methodology
5. Scope



CHAPTER 3

REQUIREMENT ANALYSIS AND SPECIFICATION

This chapter includes the following subsections.

1. Requirement Analysis/Literature Review
2. Existing System
3. Proposed System
4. Requirement Specification
 - a. Functional Requirements
 - b. Non-functional Requirements
 - c. Environmental Details (Hardware & Software Requirements)
5. Feasibility Study
 - a. Technical Feasibility
 - b. Economical Feasibility
 - c. Operational Feasibility
6. Project Planning and Scheduling
 - a. PERT Chart
 - b. GANTT Chart
7. Software Requirement Specifications (IEEE format preferred)



CHAPTER 4

REQUIREMENT ANALYSIS AND SPECIFICATION

This chapter includes the following subsections.

1. Users of the System
2. Modularity Criteria
3. Architecture Diagrams (whichever of the following if applicable)
 - a. DFD
 - b. UML Diagrams
 - c. Flowchart
4. User Interface Layout
5. Structure of Reports Being Created
6. Database Design
 - a. List of Entities and Attributes
 - b. E R Diagram
 - c. Structure of Tables



CHAPTER 5

IMPLEMENTATION

This chapter is about the realisation of the concepts and ideas developed earlier. It can also describe any problems that may have arisen during implementation and how you dealt with them.

Do not attempt to describe all the code in the system, and do not include large pieces of code in this section. Instead pick out and describe just the pieces of code which, for example:

- Are especially critical to the operation of the system;
- You feel might be of particular interest to the reader for some reason;
- Illustrate a non-standard or innovative way of implementing an algorithm, data structure, etc.

You should also mention any unforeseen problems you encountered when implementing the system and how and to what extent you overcame them. Common problems are:

- Difficulties involving existing software, because of, e.g.,
 - its complexity,
 - lack of documentation;
 - lack of suitable supporting software;
 - over-ambitious project aims.



A seemingly disproportionate amount of project time can be taken up in dealing with such problems. The Implementation section gives you the opportunity to show where that time has gone.

Complete source code should be provided separately as an appendix. This chapter includes the following subsections.

1. Brief description about the Tools/Scripts for Implementation
2. Module Hierarchy
3. Coding
4. Problems Encountered

CHAPTER 6

TESTING

This chapter includes the following subsections.

1. Test Plans
2. Unit Testing
 - a. Test Items (Test Cases)
3. Integration Testing
4. System Testing
 - a. Test Items (Test Cases)
5. Implementation - Changeover Plans



CHAPTER 7

CONCLUSION

The purpose of this section is to provide a summary of the whole thesis or report. In this context, it is similar to the Abstract, except that the Abstract puts roughly equal weight on all report chapters, whereas the Conclusion chapter focuses primarily on the findings, conclusions and / or recommendations of the project.

There are a couple of rules for this chapter:

- All material presented in this chapter must have appeared already in the report; no new material can be introduced in this chapter (rigid rule of technical writing).
- Usually, you would not present any figures or tables in this chapter (rule of thumb).

Conclusions section can have the following (typical) content. These contents must **not** be given in bulleted format.

- Re-introduce the project and the need for the work though more briefly than in the introduction.
- Reiterate the purpose and specific objectives of your project.
- Recap the approach taken similar to the road map in the introduction.
- However, in this case, you are re-capping the data, methodology and results as you go.
- Summarize the major findings and recommendations of your work.

Future Enhancements

Identify further works that can be added to make your system to meet the challenges of tomorrow. You can also include whatever requirements you could not fully due to the scarcity of time/resources.

BIBLIOGRAPHY

Ideas or contents taken from other sources should be properly cited. It is important that you give proper credit to all work that is not strictly your own, and that you do not violate copyright restrictions.

References should be listed in alphabetical order of authors' surname, and should give sufficient and accurate publication details. IEEE format is to be followed while preparing citations.

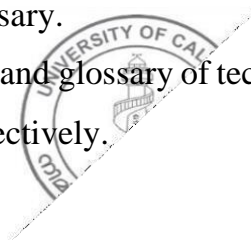


PUBLICATIONS OUT OF THE PROJECT WORK

A list of publications made or communicated out of the work done in the project is to be included here.

GENERAL INSTRUCTIONS

1. All chapters should contain an introduction and summary (summarizes the entire chapter content in one or two lines) sections.
2. Students have to take care that only chapters/sections relevant to their work are to be included in their report.
3. Instead of merely replicating the definitions for these sections from standard text books of software Engineering, the student has to describe the information related to his/her work (For eg, Feasibility study should be about how the proposed work is technically /economically / operationally feasible).
4. Figures and tables are to be clear and legible.
5. Citations are to be provided wherever necessary.
6. Important code, screenshots, report formats and glossary of technical terms are to be attached as Appendices A, B, C and D respectively.



General Rules: STYLE OF PRESENTATION

1. Report Length: 50 to 70 pages excluding Appendix and Certificates
2. Alignment: Justify
3. Font: Times New Roman
4. Font size: 12
5. Line spacing

