CARMEL COLLEGE (AUTONOMOUS)

MALA

SYLLABUS OF B.VOC MULTIMEDIA

CURRICULUM AND SYLLABI FOR BACHELOR OF VOCATION (B.Voc)

PROGRAMME

CHOICE BASED CREDIT AND SEMESTER SYSTEM

UNDER THE FACULTY OF JOURNALISM

PREFACE

While the Fourth Industrial Revolution is going to impact all industries significantly, professionals having the skills in demand will remain relevant. As per the reports, the Indian workforce would be employed in new job roles. A paradigm shift in vocational education will be required to meet the challenges of future professional landscape, as skills will become the top priority.

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner to produce holistic and well-groomed graduates.

Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop Qualification Packs (QPs) / National Occupational Standards (NOSs) for various job roles in their respective sectors. It is important to embed the competencies required for specific job roles in the higher education system for creating employable graduates.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

Unlike academic degrees, the vocational courses are based on experiential learning. Vocational education is aligned to the Sector Skill Councils. Student of Vocational course learn about the practical application of concepts, which is diametrically opposite to students getting a degree who is largely exposed to theoretical knowledge, says Nehru. Skilling the youth, he says, will be imperative in future because of India's demographic, where half the country's population of 1.25 billion people is under 25 years of age

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REGULATIONS

FOR THE DEGREE OF B.VOC MULTIMEDIA

1. TITLE OF THE PROGRAMME:

This programme shall be called **Bachelor of Vocational Degree Multimedia** under Choice Based Credit and Semester System for Undergraduate (UG) Curriculum -2021 (CBCSS VUG 2021)

2. SCOPE, APPLICATION & COMMENCEMENT

A. The regulations provided herein shall apply to B. Voc Programmes under Vocational Studies offered by the affiliated colleges (Government/Aided/Unaided/Self-financing) Autonomous Colleges, with effect from the 2021 batch admission. These regulations strictly adhere to B. Voc Programmes and may not apply to any other graduate or under graduate level programmes conducted by any college and/or university.

B. However in matters connected to the setting of question papers, conduct of examinations and other matters related to examinations, the Autonomous colleges can draft their own guidelines as per the Autonomous college regulations.

C. Objectives

The B. Voc programmes are designed with the following objectives:

a) To provide judicious mix of skills relating to a profession and appropriate content of General Education.

b) To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.

c) To provide flexibility to the students by means of pre-defined entry and multiple exit points.

d) To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.

e) To provide vertical mobility to students coming out of 10+2 with vocational subjects

3. PROGRAMME – AN OVERVIEW

Multimedia is a widely recognized course with career opportunities in almost all fields of profession Vocational Studies in Multimedia is the initial step towards a formal and graded approach for a satisfying profession in various fields of New Media like Videography, Animation, Advertising, Digital Editing of Photographs & Audio and ultimately in managing Media Production Houses. Multimedia makes a genuine effort to invest the students with the multifaceted aspects of New Media. This curriculum is inspired by the stupendous world of art and new creative techniques. This syllabus tries to transmit most essential and updated information to students. The programme gives an opportunity for the students to develop the basic skills in Multimedia, Production of Audio and Video, Visual Designing, Graphical Advertising, 2d & 3d Modeling and Animation, Web Designing, Media Management and the skill to operate as member and/or head of creative team of media production along with through knowledge in Interactive Applications.

Broad Objectives

Upon successful completion of the programme, students will:

- Graduates will function in their profession with social awareness and responsibility.
- Develop competencies in designing and creating interactive multimedia applications by explaining how elements of these applications reflect a theory of how learning will occur.
- Learn the phases involved in multimedia planning, design and production.
- Develop competencies in designing and producing instructional multimedia.
- Evaluate existing multimedia products that can be used to design instructional and informational material.
- Analyze instructional and informational media (print materials, audio/visual materials and/or web-based materials, games/simulations, etc.).
- Apply theory and principles of learning, instructional design, and perception to the design of instructional media products.

- Demonstrate proficiency with common software applications used to create multimedia assets.

Programme Outcome (POs)

B.Voc Multimedia Graduates will be able to:

PO1:	Apply knowledge of media communication, different multimedia authoring tools its role and importance in society.
PO2:	Generate solutions by conducting workshops and applying techniques to impart the knowledge of multimedia covering a wide area of studies.
PO3:	Design component, or processes to meet the needs within realistic constraints
PO4:	To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies
PO5:	To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Film, Short Films, Documentary and Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.

Programme Specific Outcomes (PSOs)

PSO-1	The nature and basic concepts of media communication, basic website designing, awareness of traditional and new media and types of computer graphic images.
PSO-2	To explore the fundamentals and underlying theories of multimedia and animation to design and develop story board, scripting, 2D/3D animations, film-making, and for the creative media. To make students understand the process of planning & production of TV and Film. To provide practical training in the field of advertising
PSO-3	Perform activities in production and editing tools of audio-visual programs, visual effects use of software in print media and advanced technique of web designing which includes field activities animation, editing and designing in various fields.
PSO-4	Knowledge of contemporary issues and emerging developments in computing profession. To impart knowledge of the basic concepts and facets of organizational behavior. Learn the phases involved in multimedia planning, Designing & Production and be able to design and create Interactive and Responsive Multimedia Products

PSO-5	Being able to use critical and computational thinking skills to produce alternative solutions at every level of project development life-cycle. Demonstrate proficiency with common and advanced software applications used to create multimedia assets

3. ELIGIBILITY CRITERIA FOR ADMISSION

- The admission to all B.Voc. Programme will be as per the rules and regulations of the University for UG admissions.
- The eligibility criteria for admission shall be as announced by the University from time to time.
- Basic eligibility for B. Voc is 10+2 and above in any stream (No age limit).
- Separate rank lists shall be drawn up for reserved seats as per the existing rules.
- The candidates admitted for B.Voc. Degree (without multiple exit) shall subsequently undergo the prescribed courses of study in a college affiliated to the University for six semesters within a period of not less than three years; clear all the examinations prescribed and fulfil all such conditions as prescribed by the University from time to time.
- The college shall make available to all students admitted a prospectus listing all the courses offered in various departments during a particular semester. The information so provided shall contain title of the courses, the semester in which it is offered and credits for the courses. Detailed syllabi shall be made available in the University/college websites.
- There shall be a uniform calendar prepared by the University for the registration, conduct/schedule of the courses, examinations and publication of results. The University shall ensure that the calendar is strictly followed.
- Grace Marks may be awarded to a student for meritorious achievements in co-curricular activities such as Sports/Arts/ NSS/NCC/ Student Entrepreneurship.
- Preferred subjects & index mark calculations will be decided by the respective Board of Studies
- The eligibility criteria for admission shall be as announced by the University from time to time The admission to this programme will be as per the rules and regulations of the University for UG admissions.
- 25 marks weightage in index mark shall be given to all B.Voc programmes to compute ranking of candidates who successfully completed VHSE/HSE with

vocational / NSQF course general to all vocational students at Higher secondary level.

4. DURATION OF THE PROGRAMME

- **Duration** of an undergraduate programme is six semesters distributed over a period of 3 academic years.
- An **academic week** is a unit of five working days in which distribution of work is organized from Monday to Friday with Six contact periods of one-hour duration on each day.
- A sequence of 18 such weeks (16 instructional weeks and 2 weeks for examination) constitutes a semester.

5. COURSE STRUCTURE

- **Programme** means the entire course of study and examinations for the award of a degree.
- **Courses:** Course means a segment of subject matter to be covered in a semester.
- This undergraduate programme includes 3 types of courses, *viz.,*

i. General Education Components (GEC):

a) The general education component provides emphasis to Communication skill, Presentation skill, Basic Mathematical Skills, Health and Safety, Industrial Psychology, Entrepreneurship Development and other relevant subjects in the field.

b) An option for additional language should be provided which enhances the employability outside the state.

c) General Education Components should not exceed 40% of the total curriculum

d) All B.Voc Programmes should follow the General Education Component (GEC) pattern listed in the Language Reduced Pattern (LRP) Programmes of University of Calicut. Changes made in the syllabus of GEC by the respective boards will be applicable to B.Voc programmes also.

e) GEC courses A01-A04 shall be taught by English teachers and A07-A08 by teachers of additional languages respectively. GEC courses A11-A14 shall be offered by teachers of departments offering SDC courses concerned.

f) The courses (A11-A14) under LRP (Alternative Pattern) as per the regulations of CBCSS UG 2022 are grouped into five and General Courses I,II,III & IV shall be the same for each group. The groups are as follows:

1. BBA, B.Com., Fashion Technology, Hotel Management.
2. Industrial Chemistry, Polymer Chemistry, Food Science and Technology.
3. Computer Science, Electronics, Instrumentation, Printing Technology, Computer Application
4. Biotechnology, Biochemistry, Aquaculture, Plant Science.
5. B.A Multimedia, B.A Visual Communication, B.A Film and Television

g) Each BVoc programme shall have the freedom to select the general education components A11 to A14 as follows:

1. General courses approved by the concerned Board of Studies of each programme (refer the clause 4.A.f)
2. A group of general courses approved by other Board of Studies that comes under Group No.1 to 5 as per the regulations of CBCSS UG 2022 (refer the clause 4.A.f)

General course of B.Voc Multimedia comes under Group 5 of LRP Pattern in CBCSS UG 2022 and **any changes in that General course syllabus will affect here also**. General Courses for B.Voc multimedia are according to LRP Group 5, and they are:

Sl. No	Code	Title	Semester	Week
1	A11	Basic Mathematics for Media Arts	3	4
2	A12	General Informatics & Instrumentation	3	4
3	A13	Media Management	4	4
4	A14	Evolution of Media Technology	4	4

i. **Skill Development Components (SDC):**

a. This component should match the skill gap identified.

b. At least 50% of Skill Development Component should be allotted to practical and can grow up to 60% based on the nature of the course. The practical component can be carried out in the college and/or the industry partner premises

ii. **Audit courses** are courses which are mandatory for a programme but not conducted for the calculation of SGPA or CGPA. There shall be one audit course each in the first 4 semesters. Audit courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank).

Semester	Courses	Credit
1	*Environment Studies	4
2	*Disaster Management	4
3	*Human Rights /Intellectual Property Rights /Consumer	4
4	*Gender Studies/Gerontology	4
*Colleges can opt any one of the courses		

iii. **Electives**: Students are permitted to take elective subjects provided along with the syllabus of the programme.

6. CREDIT

a) A student is required to acquire a total of 180 credits for the completion of the programme which shall be counted for SGPA and CGPA.

b) Each semester has a credit of 30. Out of which the general education components shall not exceed 40% of the total credit of each semester.

c) The maximum credit for a course shall not exceed 5 and the minimum credit for a course is 2.

d) Each subject shall have a certain number of credits assigned to it depending upon the academic load and the nature and importance of the subject.

e) The credit associated with each subject will beshown in the prescribed scheme and syllabi. Each course shall have an integer number of credits,which reflects its weightage.

f) **Audit courses** shall have 4 credits per course and a total of 16 credits in the entire programme. The credits of audit course or extra credits are not counted for SGPA or CGPA.

g) **Extra Credits**: The maximum credit acquired under extra credit shall be 4. If more extra credit activities are done by a student, that may be mentioned in the grade card. Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS, and Swatch Baharat. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

h) Credit Assessment

- One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, practical's / workshops / IT and tutorials;
- For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops; ie. 1 credit = 30 periods of 60 minutes each.
- For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

BACHELOR OF VOCATIONAL (Multimedia)

PROGRAMME STRUCTURE

SEMESTER I									
C. No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
1.1	A01	English1	3	15	60	75	3		3
1.2	A02	English2	3	15	60	75	3		3
1.3	A07(3)	Malayalam /Hindi /Arabic/Others	4	20	80	100	4		4
1.4	SDC1 MM 01	Introduction to Media Communication	4	20	80	100	4		4
1.5	SDC1 MM 02	Multimedia Tools & Techniques Part 1	4	20	80	100	4		4
1. 6	SDC1 MM 03	Office Automation & Basic Internet Programming	4	20	80	100	4		4
1. 7	SDC1 MM 04 (P)	Multimedia Tools & Techniques Part I - Lab	4	20	80	100		4	4
1. 8	SDC1 MM05 (P)	MS office & Internet Programming Lab	4	20	80	100		4	4
		Semester I Total	**30**			**750**	**22**	**8**	**30**
Audit Courses I		Colleges can opt any one ofthe courses. 4							
Job Roles		• **Office Assistant** • **Jr. Graphic Designer** • **Webpage Designer**							

SEMESTER II									
C. No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
2.1	A 03	English	4	20	80	100	4		4
2.2	A04	English	4	20	80	100	4		4
2.2	A08(3)	Malayalam /Hindi/Arabic/Others	4	20	80	100	4		4

2.3	SDC2 MM 06	Advanced Web designing & PHP Programming	4	20	80	100	4		4
2.4	SDC2 MM 07	Multimedia Tools &Techniques Part II	3	15	60	75	3		3
2.5	SDC2 MM 08 (P)	Multimedia Tools &Techniques Part II Lab	4	20	80	100		4	4
2.6	SDC2 MM 09 (P)	Web designing & PHP Programming Lab	3	15	60	75		3	3
2.7	SDC2 MM 10 (Pr.)	Mini Project	4	20	80	100		4	4
		Semester II Total	**30**			**750**	19	11	30
Audit Courses II		**Colleges can opt any one of the courses. 4**							
Job Roles		• **UI Designer** • **UX Designer** • **Web Data Base Management** • **Sr. Web Designer** • **Sr. Graphic Designer**							

SEMESTER III

C. No	**Course Code**	**Course Name**	**Credit**	**Marks**			**H rs/ wk**		
				Int	**Ext**	**Tot**	**T**	**P**	**Tot**
3.1	A11	Basic Mathematics for Media Arts	4	20	80	100	4		4
3.2	A12	General Informatics & Instrumentation	4	20	80	100	4		4
3.3	SDC3 MM 11	Digital Photography	3	15	60	75	3		3
3.4	SDC3 MM 12	Fundamentals of 2d Animation	4	20	80	100	4		4
3. 5	SDC3 MM 13	Audio & Video Production tools	3	15	60	75	3		3
3. 6	SDC3 MM 14 (P)	2d Animation Lab	4	20	80	100		4	4
3. 7	SDC3 MM 15 (P)	Audio &Video Production tools Lab	4	20	80	100		4	4
3. 8	SDC3 MM16 (P)	Photography & Image Editing	4	20	80	100		4	4
		Semester III Total	**30**			**750**	18	12	30
Audit Courses III		**4** ***Colleges can opt any one of the courses.**							

Job Roles	• **Script writer** • **Audio Editor** • **Video Editor** • **2d Animator**

SEMESTER IV

C. No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
4.1	A13	Media Management	4	20	80	100	4		4
4.2	A14	Evolution of Media Technology	4	20	80	100	4		4
4. 3	SDC4 MM 17	Fundamentals of 3d	4	20	80	100	4		4
4.4	SDC4 MM 18 (E1/ E2/ E3)	**Elective 1** E1 Multimedia Journalism and E-Content Development E2 Acting & Direction For Animation E3 E-Publishing concepts	3	15	60	75	3		3
4. 5	SDC4 MM 19	Character designing in 3D	4	20	80	100	4		4
4. 6	SDC4 MM 20 (P)	Character designing in 3D Lab	3	15	60	75		3	3
4. 7	SDC4 MM 21 (P)	Fundamental of 3d Lab	4	20	80	100		4	4
4. 8	SDC4 MM 22 (Pr)	Mini Project	4	20	80	100		4	4
		Semester IV Total	**30**			**750**	19	11	30

Audit Courses IV	***Colleges can opt any one of the courses.** 4
Job Roles	• **Digital Marketing Manager** • **E- content Developer** • **3d Animator** • **Product Modelling** • **Unit Production Manager**

Semester V

C. No	Course Code	Course Name	Credit	Marks					
				Int	Ext	Tot	T	P	Tot

5.1	SDC5 MM 23	Media Laws and Ethics	4	20	80	100	4		4
5.2	SDC5 MM 24	Life Skill & Personality Development	3	15	60	75	3		3
5.3	SDC5 MM 25 (E4/ E5/ E6)	**Elective II** E4 Film Appreciation – Genres E5 Film Studies E6 Theories of Visual Analysis	3	15	60	75	3		3
5.4	SDC5MM26	Graphics & Animation in Advertising	4	20	80	100	4		4
5. 5	SDC5MM27	3D Visualisation , VFX and Compositing	4	20	80	100	4		4
5. 6	SDC5MM28 (P)	VFX and Compositing Lab	4	20	80	100		4	4
5. 7	SDC5MM 29 (P)	Graphics & Animation in Advertising Lab	4	20	80	100		4	4
5.8	SDC5MM 30 (P)	3D Visualisation Lab	4	20	80	100		4	4
		Semester V Total	**30**			**750**	18	12	30

Job Roles	• **2d & 3d Character Designer** • **VFX Editor** • **3d Visualizer** • **Script Editor** • **Animation Director**

SEMESTER VI

C. No	Course Code	Course Name	Credit	Marks			Hr s		
				Int	Ext	Tot	T	P	Tot
6.1	SDC6MM31	Term paper	2	50	--	50		900	900
6.2	SDC6MM32 (Pr)	Internship & Project (900 hrs.)	28						
		Internship		40	160	200			
		Project		40	160	200			
		Semester VI Total	**30**			**450**			**900**
		Grant Total	**180**			**4200**			

B.Voc. Multimedia

Programme Structure

SEMESTER 1

SDC1 MM 01: Introduction to Media Communication

Course No: 1.4 Course Code: **SDC1 MM 01** Course Name: Introduction to Media Communication	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. Implement fundamental knowledge of various types of communication.
2. To give the knowledge of various communication models and its functions
3. To orient the students on the emergence of new media and the evolving trends in digital media.
4. Acquire knowledge of different theories, barriers and forms of communication and their use in the process of social change; and to understand the relevance of communication in media and society.

Course Outcomes:

CO-1**:** Summarize the various forms of communication.

CO-2: To implement the functions and nature of the various types of communication.

CO-3: To Analyze the global media content and their impact on the developing countries.

CO-4: Apply the communication skills and knowledge with respect to the different types of communication learnt.

Course Outline

Unit 1 **10 Hours**

BASICS OF COMMUNICATION: Communication –definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication –socioeconomic changes and the emerging trend in Communication.

Unit II **10 Hours**

COMMUNICATION MODELS – Four Models of Communication, Transmission models, Ritual or Expressive models, Publicity Model, Reception Model, Mass Communication – Definition – Mass Media – Different Mass Media – Influence and Types.

Unit III **10 Hours**

DIGITAL MEDIA: Introduction-digital media-evolution of technology- convergence of digital media- E-commerce and digital media -advertising on digital media- social Media-Mobile advertising-media relations management through online.

Unit IV **15 Hours**

MEDIA AND EVERYDAY LIFE: Mobile phones, Television, Ring tones, Twitter The Internet- discussion around media and everyday life, Discussions around mediated and non-mediated communication.

Unit IV **15 Hours**

CONCEPTS OF COMMUNICATION - mass media - nature, scope, merits and demerits - social media as a new method of communication -normative theories of the Press- Authoritarian, Libertarian, Communist, Social Responsibility.

Reference Books

- Principles of Communication: VijayaSomasundaram
- Mass Communication in India: Keval J Kumar
- Media and Communication Management: C.S Rayude
- Management of Public Relations and Communication: SaileshSengupt

SDC1 MM 02 : Multimedia Tools & Techniques Part 1

Course No: 1.5 Course Code: **SDC1 MM 02** Course Name: **Multimedia tools & Techniques Part 1**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	

1. To provide the students the initial information on designing what is seen in a frame.
2. To acquire basic elements and principles in design
3. To provide designing in raster graphics application and also image editing or enhancing techniques

Course Outcomes:

CO-1**:** Students will get the concepts of Principal of Design, Visual Elements of design.

CO-2: To learn an overview of Drawing and Design & its Principles.

CO-3 Illustrate the concepts of introduction of Multimedia and Raster image.

CO-4 : Implement the basics of Software Packages for Design.

Course Outline

Unit 1 **15 Hours**

ELEMENTS OF DESIGN & PRINCIPLES OF DESIGN: Elements of Design - Dot, Line, Shape, Value/Tone, Texture, Space, Color. Principles of Design - Balance - Symmetrical or Asymmetrical, Repetition / Rhythm, Focus / Emphasis / Dominance, Unity / Harmony, Scale, Proportion, Contrast, Movement, Depth.

UnitII **10 Hours**

INTRODUCTION OF MULTIMEDIA: -History, Definition, Components. Types: linear, non-liner, Hypermedia, Application of multimedia, Concept & generation of multimedia project.

Unit III **10 Hours**

TYPOGRAPHY: History, Typeface, Serif and sanserif, Typeface, Kerning, Line Spacing and orientation, Anti-alias, Special effects, Bitmap font, Vector Fonts, Using in Text in Multimedia: -Designing with text, Choosing text font, Menu for Navigation, Symbols and icons, Font editing tools

Unit IV **15 Hours**

RASTER GRAPHIC SOFTWARE: Interface – Creating Documents – Toolbar – Panels and palettes - –concept of layers-selection tools - Pen – Brush - Transform Tools

- Dodge Tool – Color Sampler – Gradient Tool – Marquee Tool – Custom Shapes – Type – Clone Stamp Tool –Magic Wand Tool etc. Digital Image Editing-Pixels, Bit Depth, DPI, LPI, Resolution- File Format (Print/ Screen Format) Compression: Lossy, Lossless, Vector and Bitmap Image, Color Mode.

Unit V **10 Hours**

Image Processing Tools : - interface, creating workspace, working with Selections, transforming a Selection**, S**setting the Current Foreground and Background Colors through Pen tool, Mastering Layers in Photoshop: Layer Style and Filter Effects: Automation, 3D and printing in Photoshop: Exporting Formats

Reference Books

- The Graphic Communication Russell N. Barid Holt, Rinehart and Winston, Canada, 1987
- Design and Aesthetics Jerry Palmer & MacDodson Routledge, London, 1995 3 Design Methods John Christopher Jones Wiley, 1992
- Adobe Photoshop Classroom in a Book: Adobe Creative Team
- Designing with Type: A Basic Course in Typography: James Craig, William Bevington, Susan E. Meyer
- The elements of Graphic design: Alex W. White

SDC1 MM 03 Office Automation & Basic Internet Programming

Course No: 1.6 Course Code: **SDC1 MM 03** Course Name: **Office Automation & Basic Internet Programming**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	
1. This course Internet Programming provides an introduction and Basic Concepts of Server-Side Programming and Designing of Static and Dynamic Webpages. 2. Students will apply their knowledge to create interactive websites.	

3. Be able to analyze the requirements for and create and implement the principles of web page development.
Course Outcomes:
CO-1**:** To learn HTML tags and JavaScript Language programming concepts and techniques. CO-2: To develop the ability to logically plan and develop web pages. CO-3 Students will apply their knowledge to create different purpose websites. CO-4: Students will apply their knowledge to create interactive websites. CO-5 : Develop applications using hibernate framework and Hypertext Markup Language Protocols.

Course Outline

Module1 **15 Hours**

AN OVERVIEW OF THE BASICS OF WORD PROCESSING: - how to use spell check, grammar check, and the thesaurus, gain proficiency in editing and formatting a document, how to use the undo and redo commands, moving and copying text within a document, typography, paragraph formatting and column formatting, how to enhance a document, wizards and templates, and tables **MS PowerPoint** Creating a PowerPoint presentation, saving a PowerPoint presentation, Working with an existing PowerPoint presentation, Using templates to create a presentation, Adding animation to slides

ModuleII **10 Hours**

BASICS OF INTERNET: History of Internet, ARPA-net, Site Surfing, Search Engines, Email Accounts, Receiving Mails, Composing Mails, Spam, The Introduction, HTML Documents, Structural Elements of HTML Documents, Formatting HTML Documents, Managing Images in HTML, Tables in HTML Documents, Hypertext and Link in HTML Documents, Special Effects in HTML Documents, Multimedia, Managing Forms

Module III **10 Hours**

JavaScript Basics of Programming JavaScript & Java comparison. The <script> tag - Basic Syntax, Events, Event Listeners, and Handlers Placement of Scripts. Variables,

Arrays, Conditionals Loops Functions Entities, Dynamically Alert, Confirm, and Prompt Windows, Changing Text Reading Tag Attribute Values, Arrays of Elements Form Handlers, Checkboxes, Radio Buttons, Selects on Change in Various Form Elements, Hidden Text Field Values, Dynamically Modifying Select Lists, Validating Form Entries, Cookies and Script Libraries, Image Swaps Graphical Navigational Bar, Interactive Image Maps Using JavaScript, Browser detection, Browser compatibility.

Module IV **10 Hours**

Photoshop and Dreamweaver: Basic web designing concept using Photoshop. Convert Image to Html Page Method. HTML, Planning Web Sites, The Dreamweaver Environment, Viewing and Managing, HTML Code, defining a Web Site, creating a Basic Web Page and Page Properties, The Site Panel and Templates, List Formats and Graphic File Types, Table Properties, Using Graphics in Table Cells and Nested Tables, Using Table Layout View, Creating Internal and External Hyperlinks, Creating an Image Map and Anchors, Framesets Reusable Navigation Bars, The Site Map Difference between HTML4 and HTML5.

Module V **15 Hours**

HTML 5 and CSS: Understanding basics of HTML 5 to create web pages – Building information~ 54 ~ Management, Planning and designing web page - HTML programming, Text, Table, Image, audio and Video. Creating a <style> section in the document Head, Changing defaults for the document Body, Using the font-family rule to select fonts, Specifying font-size by heights, Changing text color with the color rule, Using the background-color rule, Selecting colors with, the 140 standard Color Names, the decimal or hex RGB values, Using the <b> tag for emboldening text, Using font-weight as an alternative to the <b> tag, Creating custom mixes of colors, backgrounds, and fonts with, the tag for inline spans of text, the tag for blocks of text, Defining a re-usable Class of rules to apply to several tags, Using multiple rules inside a tag to customize it.

Reference Books

- Adobe Dreamweaver cs5 classroom in a book: By Adobe creative Team.

- Computer with M.S. Office 2000 -By Icon and Icon(TMH)
- Computer today -By Donald (Mc Graw Hill)
- Web standards programmer's reference: HTML, CSS, JavaScript, Perl, Python, and PHP
- Dynamic HTML: the definitive reference by Nicholas C. Zakas

SDC1 MM 04 (P) Multimedia Tools & Techniques Part I - Lab

Course No: 1.7 Course Code: **SDC1 MM 04 (P)** Course Name: **Graphics Designing Tools Part I - Lab**	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. Acquire the competency in technical skills applicable to graphic design.
2. The ability to use design thinking strategies in an iterative design process
3. Enrich the skill level of graphic design through the topics
4. The course will emphasize developing the student's skill in making expressive visual statements utilizing computer technology

Course Outcomes:

CO-1**:** Seek design principles, design process, theory, history and contemporary design practice.

CO-2: Gain proficiency in identified technical skills, implement the process of creating, analyzing, and evaluating graphic design concept.

CO-3 Justify the choice of appropriate tools according to the type of digital art work

CO-4: Visualize and demonstrate an idea and express it through visual design. Demonstrate the knowledge of design & colors and apply them effectively to various assignments

Course Outline

PRACTICAL-1 **15 Hours**

USING SPECIFIC IMAGING SOFTWARE

1. Open the software - Open a new file - Open an existing file - Utilize the Bridge software

2. The various menu and submenu items - Organize palettes and palette options - Utilize online help - Explore the various software tools
3. Use the selection tools - Utilize the paint tools - Manipulate the special tools
4. Use the screen tools
5. Explain and utilize masks and mask options - Define and use the navigator, info, and options functions
6. Explain and use presets
7. Describe and utilize the color, swatches, and brush functions
8. Use the history and action functions
9. Work with layers and layer options
10. Use a variety of filters and filters.

PRACTICAL-2 **10 Hours**

1. Work red eye removal

2. improving skin tones.

3. Manipulating color**:** Define and use grayscale mode

4. Utilize duotone mode - Identify and use indexed color mode - Define and utilize RGB mode - Explain and use CMYK mode, Color Correction

PRACTICAL -3 **10 Hours**

1. Visiting Cards: Creating a paper work of different Visiting cards
2. Tracing and designing the approved layout of designs in digital format.
3. Brochures: Creating a paper work of brochures
4. Tracing the layout of the approved designs in digital format, applying suitable color for the digital designs
5. Designing approved brochures of varied sizes, Print Advertisement - Black & White, Color

PRACTICAL -4 **15 Hours**

1. Package Design, - Creating a paper work of package designs, Tracing the layout of the approved designs in digital format, Designing approved package designs with suitable colors and text.

2. Create a different scenic view of a green pasture or a haunted village, designing approved scenic view in digital format using the designing software.
3. **Montage:** Create different montages on the topic Indian culture or eradication of poverty in the world, Compiling the approved pictures or materials using the designing software.
4. Create a Portfolio (based on work)

Reference Books

- David Dabner "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition

SDC1 MM05 (P) - MS office & Internet Programming Lab

Course No: 1. 8 Course Code: **SDC1 MM 05 (P)** Course Name: **MS office & Internet Programming Lab**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	
1. Acquire the competency in technical skills of Letter Drafting, Presentation works, Printing works, using Office Automation. 2. To create awareness about the mailing, PowerPoint presentation. 3. Webpage or Website creation is easy to understand. 4. The course will help to maintain websites of an organization. 5. Make a presentation for an Organization is easy with MS office. 6. Creating Responsive Websites for New Age of Technologies.	
Course Outcomes:	
CO-1**:** Seek MS word, PowerPoint in Live working practice. CO-2: Gain proficiency in identified technical skills, understand the process of word, PPT, etc. in Office Automation solutions. CO-3 Creation of webpage and website in new era of life in an organization. CO-4: Making HTML5 Responsive Web Sites for Organization.	

Course Outline

PRACTICAL-1 **15 Hours**

MS WORD:

1. Spell check and Grammar check
2. Editing and formatting a document, Typography, Paragraph formatting and column formatting, Hyperlink
3. Create a Mark sheet using Tables,
4. Mail Merge

MS PowerPoint:

1. Creating a PowerPoint presentation,
2. Saving a PowerPoint presentation
3. Using templates to create a presentation and Adding animation to slides

- Insert one new slide and put a text ex: "My Photo Album"
- Create one photo album and adjust your text and your photos
- Save your photo album with a new file
- Make a hyperlink to your photo using the text "My Photo Album"

PRACTICAL2 **10 Hours**

BASICS OF INTERNET:

1. The Introduction of HTML Documents
2. Managing Images in HTML
3. Tables in HTML Documents
4. Hypertext and Link in HTML Documents
5. Managing Forms

PRACTICAL 3 **10 Hours**

JavaScript:

1. Validating Form Entries
2. Website Cookies managing Methods
3. Browser detection and Browser compatibility checking for website.

PRACTICAL 4 **10 Hours**

Photoshop and Dreamweaver:

1. Basic web designing concept using Photoshop.

2. Convert Image to Html Page Method.

3. The Dreamweaver Environment

4. Creating a Basic Web Page and Page Properties Table Properties

5. Using Graphics in Table Cells and Nested Tables

6. Creating Internal and External Hyperlinks

7. Creating an Image Map and Anchors

8. Difference between HTML4 and HTML5.

PRACTICAL 5 **15 Hours**

HTML 5 and CSS:

1. Create HTML5 based web pages
2. HTML programming, Text, Table, Image, audio and Video.

Reference Books

- Adobe Dreamweaver cs5 classroom in a book: By Adobe creative Team.
- Computer with M.S. Office 2000 -By Icon and Icon(TMH)
- Dynamic HTML: the definitive reference by Nicholas C. Zakas

SEMESTER 2

SDC2 MM 06 - Advanced Web designing & PHP Programming

Course No: 2.3 Course Code: **SDC2 MM 06** Course Name: **Advanced Web designing & PHP Programming**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	
1. Acquire the competency in technical skills of Designing and Hosting of Website. 2. Create a Webpage and Website creation make simple.	

3. The course will help to maintain websites of an organization. 4. Creating Responsive Websites for New Age of Technologies.
Course Outcomes:
CO-1**:** Live working practice and creation of Website. CO-2: Creation of webpage and website in new era of life in an organization. CO-3: Making HTML5 Responsive Web Sites for Organization.

Course Outline

Unit1 **10 Hours**

Html Page Method. HTML, Planning Web Sites, Tables in HTML Documents, Hypertext and Link in HTML Documents, Structural Elements of HTML Documents, Table Cells and Nested Tables, Creating Internal and External Hyperlinks, HTML4 and HTML5, tag for inline spans of text, the tag for blocks of text.

Unit 2 **8 Hours**

CSS, JS, Ajax: JavaScript- Introduction, Functions, Events, Validation, CSS, Ajax, JQuery, CSS Template Integration.

Unit 3 **10 Hours**

PHP: XAMPP & WAMPP, PHP Introduction, Variables, Constants, Datatypes, Operators and Control Structures, Looping Statements, Arrays and for each Loop, PHP Functions, HTML Forms with PHP, File Handling.

Unit 4 **12 Hours**

MySQL: Introduction to MySQL, Datatypes, Constraints, Select, Order by, Limit, Functions - Number, Date, Character, Control Flow, Joins, Group by, Having, Subquery, Indexing, PHP with MySQL, Sessions in PHP, Cookies in PHP, PhpMyAdmin.

Unit 5 **8 Hours**

Webhosting and Maintenance: Web server, Project Hosting in Internet, Responsive Web Design using Bootstrap framework, Facebook API Integration, SMS Gateway Integration, Project - Advanced Features, Payment Gateway Integration.

Reference Books

- Web Technologies: HTML, JAVASCRIPT, PHP, JAVA, JSP, ASP.NET, XML and Ajax, Black Book: HTML, JavaScript, PHP, Java, Jsp, XML and Ajax, Black Book.
- PHP: The Complete Reference
- PHP Code in HTML: How to Create and Run Simple PHP Scripts: Php Programs for Practice
- HTML 5 Black Book (Covers CSS3, JavaScript, XML, XHTML, AJAX, PHP, jQuery) 2Ed.

SDC2 MM 07 Multimedia Tools & Techniques Part II

Course No: 2.4 Course Code: **SDC2 MM 07** Course Name: **Multimedia Tools and Techniques Part II**	Credits: 3 Hours per week: 3 Total hours: 48 Hours

Course Objectives

1. This course covers the most popular Design programs used by graphic designers
2. The potential applications for these programs are explored, from fine-tuned illustrations to successful typographic studies.
3. This course covers the most popular vector drawing application used by graphic designers.
4. Emphasis is placed on both technical and artistic mastery

Course Outcomes:

CO-1**:** To learn the software skills to create vector graphics for print and web projects.

CO-2: Determine to solve visual problems using vector art, giving them an important additional skill when they become entry-level designers

CO-3: Additionally, they learn to exchange ideas, approximating a real-world working atmosphere.

CO-4 : To explore the multi-page design and development tools for digital and print media

Course Outline

Unit1 **10 Hours**

INTRODUCTION: Introduction to graphic design software, Vector Graphic Software: (Advantages, Work Area), Basic Drawing Tools, Vector tools interface, Importance of graphics tools, Create graphics: logos, icons, patterns, packaging, and more Draw vector graphics for web and print, Create layouts with text, color, and graphics Create multi-page documents such as brochures, books, magazines, and more Prepare files for final output, such as a print or PDF

UnitII **11 Hours**

TYPOGRAPHY: History, Typeface, Serif and sanserif, Typeface, Kerning, Line Spacing and orientation, Anti-alias, Special effects, Bitmap font, Vector Fonts, using in Text in Multimedia: -Designing with text, choosing text font, Menu for Navigation, Symbols and icons, Font editing tools Tools: Stroke & Fills, Basic Shape Tools, Pen Tool, Transformation, Rotation, Perspective, Grid, Guides. Type Tool: Character & Paragraphs, Type Controls, Path & Area Typing, Paragraph Styles. Glyphs.

Unit III **10 Hours**

Introduction to graphic design software, Vector Graphic Software: (Advantages, Work Area), Basic Drawing Tools, interface, Importance of vector graphic tools, Create graphics: logos, icons, patterns, packaging, and more Draw vector graphics for web and print, Create layouts with text, color, and graphics Create multi-page documents such as brochures, books, magazines, and more Prepare files for final output, such as a print or PDF

Unit IV **17 Hours**

Advanced Options & Settings: Preference Settings, Color Settings, assign Profiles Expand, Envelop Distort, Colour Guide, Perspective Grid Smart Guide, Live Paint, Image Trace, Wrap, Clipping Mask, Path. Preview: Outline, Over Print, Pixel Preview, Proof Setup Export: AI, EPS, PDF, SVG, SVGZ & Other Raster Formats

Reference Books

- Adobe Illustrator Classroom in a Book:Adobe Creative Team

- The Book of Inkscape - The Definitive Guide to the Free Graphics Editor: Dmitry Kirsanov
- Graphic Design History: A Critical Guide: Johanna Drucker, Emily Mcvarish
- Complete Digital Illustration: A Master Class in Image-Making -Lawrence Zeegen
- Vector Graphics and Illustration: A Master Class in Digital Image-making- Steven Withrow

SDC2 MM 08 (P) Multimedia Tools &Techniques Part II Lab

Course No: 2.5 Course Code: **SDC2 MM 08 (P)** Course Name: **Multimedia tools &Techniques Part II Lab**	Credits:4 Hours per week: 4 Total hours: 60
Course Objectives	
1. Illustrate the significance of software tools and techniques to create visually stunning and effective Design works. 2. To Demonstrate the Design, Layout, Typography, Balance and color in Graphic Design. 3. Become an expert in Graphic design.	
Course Outcomes:	
CO-1**:** Implement the Software tools and Techniques to utilize creative skill for effective Design solutions. CO-2: Design and Develop Interactive Digital content for Web and Publishing. CO-3 Utilize the Software's for creating excellent Print ready documents and Web Publications. CO-4 : Create Design for Digital & Print Media at an expert level.	

Course Outline

Practical-1 **10 hours**

user interface and tools

Practical-2 **13 hours**

Creating logo designs:

1. Drawing logo designs of different genres of industries (educational, commercial, entertaining, government etc).
2. Creating different kinds of logos with shapes (geometric and organic shapes).
3. Creating different kinds of logos with colors (following color theory).
4. Creating different kinds of logos using shapes, colors and typography.

PRACTICAL -3 **15 Hours**

CREATING DESIGN LAYOUTS:

1. Creating design sheets (A4 size) using shapes, colors, typography and images as posters.
2. Creating design sheets with only shapes and colors.
3. Creating design sheets with typefaces (eg: wordcloud).
4. Creating design sheets with images (hand drawn or printed images(collages).

PRACTICAL -4 **10 Hours**

1. Understanding book cover design: creating book covers.
2. Create a Digital Illustration in Illustrator or Coral DRAW.
3. Create a stationary design in Illustrator or Coral DRAW.
4. Create a Web Layout in Illustrator or Coral DRAW
5. Create Multi page Brochure.
6. Create an Interactive PDF.
7. Create a Print Ready Magazine.
8. Create a Flyer

Reference Books

- Illustrator Cs6 Training Guide by Prof. Satish Jain Mukta Wadhwa, BPB Publications.
- Adobe Illustrator CC Classroom in a Book - Brian wood. Adobe InDesign Design Basics- Bittu Kumar.

SDC2 MM 09 (P) - Web designing & PHP Programming Lab

Course No: 2.6 Course Code: **SDC2 MM 09 (P)** Course Name: **Web designing & PHP Programming Lab**	Credits: 3 Hours per week: 3 Total hours: 60

Course Objectives

1. Acquire the competency in technical skills of Designing and Hosting of Website.
2. Create a Webpage and Website creation make simple.
3. The course will help to maintain websites of an organization.
4. Creating Responsive Websites for New Age of Technologies.

Course Outcomes:

CO-1**:** Live working practice and creation of Website.

CO-2: Creation of webpage and website in new era of life in an organization.

CO-3: Making HTML5 Responsive Web Sites for Organization.

Course Outline

Practical 1 **15 Hours**

1. Write a program to count 5 to 15 using PHP loop
2. Write a program to print "Hello World" using echo
3. Write a program to print "Hello PHP" using variable
4. Write a program to print a string using echo variable
5. Write a program to print two variables in single echo
6. Write a program to check student grade based on marks
7. Write a program to show day of the week using switch
8. Write a factorial program using for loop in php
9. Factorial program in PHP using recursive function

PracticalII **10 Hours**

1. Write a program to create Chess board in PHP using for loop

2. Write a Program to create given pattern with * using for loop
3. Using phpinfo() – Display PHP Configuration & Modules
4. Write a PHP program to add two numbers
5. Write a program to calculate Electricity bill in PHP
6. Write a simple calculator program in PHP using switch case
7. Remove specific element by value from an array in PHP

Practical 3 **10 Hours**

1. Write a PHP program to check if a person is eligible to vote
2. Write a PHP program to calculate area of rectangle
3. Write a PHP program to check whether a number is positive, negative or zero
4. Write a PHP program to reverse the string

Practical 4 **10 Hours**

1. Write a PHP program to find the length of the string
2. Write a PHP program to count the words in the string
3. Write a PHP program to convert a string into uppercase
4. MySQL Create Table statement
5. MySQL Insert into statement
6. MySQL Update Table statement
7. MySQL Alter Table statement
8. MySQL Basic SELECT statement

Module V **15 Hours**

1. MySQL JOINS
2. Exercises on Products Table

Reference Books

- Web Technologies: HTML, JAVASCRIPT, PHP, JAVA, JSP, ASP.NET, XML and Ajax, Black Book: HTML, Javascript, PHP, Java, Jsp, XML and Ajax, Black Book.
- PHP: The Complete Reference
- PHP Code in HTML: How to Create and Run Simple PHP Scripts: Php Programs for Practice
- HTML 5 Black Book (Covers CSS3, JavaScript, XML, XHTML, AJAX, PHP, jQuery) 2Ed.

- Web standards programmer's reference: HTML, CSS, JavaScript, Perl, Python, and PHP Dynamic HTML: the definitive reference by Nicholas C. Zakas

SDC2 MM 10 (Pr.) **Mini Project**

Course No: **2.7** Course Code: **SDC2 MM 10 (Pr.)** Course Name: **Mini Project**	Credits: 4 Hours per week: 4 Total hours: 60 Hours
Course Objectives	
1. In this project students should complete first year 2. Students showcases their creativity, aesthetic sense and technical skills that they acquired during their academic period. 3. Students must do this as a Group project 4. Group of maximum three students can be permitted to work on a single mini project.	
Course Outcomes:	
CO-1**:** To provide students for knowledge of Designing tools CO-2 Students will be able to practice acquired knowledge within the chosen area of technology for project development CO-3 Reproduce, improve and refine technical aspects for Multimedia projects CO-4 : Communicate and report effectively project related activities and findings.	

SEMESTER 3

SDC3 MM 11 Digital Photography

Course No: 3.3 Course Code: **SDC3 MM 11** Course Name: **Digital Photography**	Credits: 3 Hours per week: 3 Total hours: 48 Hours
Course Objectives	

1. This course concentrates on techniques, aesthetics and communication in the photographic medium.
2. Students learn the basics of digital photography through a series of assignments.
3. The course is designed to give you a comprehensive overview of digital camera designs and capabilities, and the series of steps to take great photographs.

Course Outcomes:

CO-1**:** To learn the basics of art of Photography.

CO-2: Describe different intricacies involved in taking a photograph.

CO-3: Develop self-learning, how to take a good picture.

CO-4: To develop photographic sense and knowledge.

Course Outline

Unit 1 **15 Hours**

Human eye and camera, Basics of camera (aperture, shutter speed, ISO, depth of field) Parts of Camera, Various Camera Modes and their uses, Flash Modes, ISO settings, White Balance, Color Temperature, Drive Modes, Lens Focal Length, Exposure Compensation, Exposure triangle, Focusing Options, Depth of Field (Depth of Focus, shallow depth of field). Camera lenses (Standard lens, Macro lens, Zoom lens, Fish eye lens, Tilt shift lens, Wide angle lens, telephoto lens)

Unit II **10 Hours**

Types of Camera (Film camera, Action camera, Compact camera, TLR Camera, SLR Camera, DSLR Camera, Mirrorless Camera, GoPro, 360-degree camera. Types of Photography – Macro Photography, Portraiture, Landscape, Action Photography, Still Life, Candid Photography, Indoor photography, Fine Art Photography, Black and White (Monochrome) High Dynamic Range (H.D.R.) Photography**.**

Unit III **15 Hours**

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop),

Shutters (Focal plane & Lens shutter), Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus & Depth of Field.

Unit IV **10 Hours**

Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light, Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, Fresnel, Skimmers, reflectors, etc.), Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit

Unit V **10 Hours**

Image Editing, Introduction to Editing and Digital Photo enhancing, Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop, Colour modes – RGB vs. CMYK, Image manipulation and retouching, Color correction. Creative Ideas involving use of Layers, Pixels, Mega Pixels, DPI, PPI, Creating visual effects (fire, 3D text, glow, smoke, liquid, dispersion effects) Image file formats (Vector image, Raster images, JPEG, NIFF, TIFF, RAW, GIF, PNG)

Reference Books

- Langford's Basic Photography, Focal Press -Michael Langford, Anna Fox, Richard Sawdon Smith
- Langford' s Advanced Photography, 7th Edition- Efthimia Bilissi, Michael Langford
- The Basic Book of Photography: Fifth Edition - Tom Grimm, Michele Grimm
- Advanced Digital Photography - Tom Ang, Mitchell Beazley
- The Manual of Photography: Photographic and Digital Imaging - R. E. Jacobson, Sidney F. Ray, Geoffrey G. Attridge, Norman R. Axford

SDC3 MM 12 - Fundamentals of 2d Animation

Course No: 3.4 Course Code: **SDC3 MM 12** Course Name: **Fundamentals of 2d Animation**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	

1. Creative and seeking the fastest, easiest, most comprehensive way to learn Animation.
2. Support for SVG, WebGL, HTML5 animation and video for Web sites and Apps.
3. Designing interactive animations and publishing them on multiple platforms for multiple devices

Course Outcomes:

CO-1**:** Support for SVG, WebGL, HTML5 animation and video for Web sites and Apps.

CO-2: Designing interactive animations and publishing them on multiple platforms for multiple devices

Course Outline

Unit 1 **15 Hours**

Getting Acquainted, Creating Graphics and Text, Animate Environment and Tools Fundamentals, Exploring The Animate Interface, Working with images, Basic drawing and Selections, Shapes, Color, Text.

Unit 2 **10 Hours**

Creating and Editing Symbols, Animating Symbols, Animation and Organizing Projects Layers, Scenes and Frame Labels, Symbols and Instance Objects Animation, Tweening and the Timeline. Advanced Motion Tweening, Classic Tweening, Controlling the Camera, Animating Shapes and Using Masks

Unit 3 **10 Hours**

Natural and Character Animation, Creating Interactive Navigation, Action Scripting 3.0 and Interactivity Introduction to ActionScript 3.0, Creating ActionScript Movies, Controlling the Timeline with ActionScript, Controlling Movie Content with Action script. Basic scripting in ActionScript 3.0, Controlling Movie Clips with code, working with Dynamic Text fields and Input Text Fields Loading external content and other flash movies

Unit 4 **10 Hours**

Dynamic pre loaders, Interactivity with code Importing from Illustrator, Delivery and file formats, working with Components using ActionScript 3.0, Digital magazines Making, Converting Documents to Other Formats, Converting Animations to HTML5,

Unit 5 **15 Hours**

Creating Bone Structures, Creating Paths, Editing Paths, creating HTML5 banner ads, Adding Media and Publishing Animate Movies Working with Sound, Embedding Video building user defined functions,

Reference Books

- Adobe Animate CC Classroom Book 2018 | Animation | First Edition | By Pearson Paperback by Russell Chun
- Adobe Illustrator CC Classroom in a Book Paperback by Brian wood
- Adobe Animate Classroom in a Book by Russell Chun Adobe Animate CC Classroom i

SDC3 MM 13: Audio & Video Production Tools

Course No: 3. 5 Course Code: **SDC3 MM 13** Course Name: Audio & Video Editing Tools	Credits: 3 Hours per week: 3 Total hours: 48
Course Objectives	
1. An inclusive notion of understanding the various audio-visual formats is vital to amalgamate the intricacies of production techniques 2. To provide an advanced study in the field of audio and video editing tools for film and television. 3. To impart the Knowledge on various video cameras, shooting techniques and other ideas involved in video production. 4. The objective of this course is to provide an introduction to Audio and Video editing using tools and techniques prevalent in the industry.	
Course Outcomes:	

CO-1 : To Understand the digital video production process.

CO-2. To Apply various concepts and direction style in video production.

CO-2 : The students will understand the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture or web application.

Course Outline

Unit 1 **12 Hours**

CONCEIVING THE IDEA: - Introduction and Orientation Visual Storytelling, Script Formats and Writing Preproduction; treatment, Screenplay-format and layout, Narrative structures, Protagonists and antagonists, Adoption, Genre, Loglines. Story boards. theme and story, screenplay, dialogue; script development: - From script to story board; objectives and structure of story board; story board styles; story board exercises. Scripts for film/TV fiction and non-fiction, educational documentaries, docudramas and advertisement, scripts and story board.

Unit 2 **12 Hours**

SHOT DIVISION OF SCRIPT: - Different Types of shot, shot sizes; meaning and motivation, Camera movements, Language of Cinema: visual composition and visual space, balance, contrast, depth of field; narrative structure, three-act structure, dramatic aspects, acting, costumes, make up; cinematic aspects, camera, lighting and sound, mise-scene. **Overview of the film/Tv crew**: Introduction to various departments of film making, Collaborating and working with team. role of production crew – director, assistant director, producer, production controller, cinematographer/videographer; camera assistant(s)

Unit 3 **10 Hours**

PRINCIPLES OF FILM AND VIDEO EDITING Editing- Editing principles- Timing & Space: Editing procedure; Types of Editing- Splice Editing, Linear Editing & Non Linear Editing. Codecs/compression/ Transcoding, Compressor, Color Correction, Compositing in Motion, DVD design and build

Unit 4 **18 Hours**

Basic audio tools for video editing tools : Actual Sound, continuous sound track , Relational Editing , Dialogue counterparts , Editing Dialogue sequence , Natural Rhythm, Adding ambience sound, Effects, Bridging the dialogue , Controlling the volume between the channels ,True and natural presentation Intro to audio mixing, sweetening, and sound design ,Study of Background music, Voice dubbing, Effects dubbing, synchronous and non-synchronous sounds, using special sounds effect, Re-recording and Mixing and power of sound, sound as a counter point, mechanism of sound in editing of films creating the mixed track, according to Camera movement and Visual Audio Techniques. Colour correction and final delivery:

Reference Books

- Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows By Stump, David Focul Press 2. Adobe Premiere Pro CS6 Classroom in a Bookby Adobe Creative Team
- Video Production Techniques – Zettl – 2002. 2
- Television Production – Gerald Millerson, Focal Press, London, 1999.
- The Techniques of Television Production - Gerald Millerson, Focal Press, London, 2001

SDC3 MM 14 (P) - 2d Animation Lab

Course No: 3. 6 Course Code: **SDC3 MM 14 (P)** Course Name: **2d Animation Lab**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	
1. Creative and seeking the fastest, easiest, most comprehensive way to learn Animation. 2. Support for SVG, WebGL, HTML5 animation and video for Web sites and Apps. 3. designing interactive animations and publishing them on multiple platforms for multiple devices	
Course Outcomes:	
CO-1**:** Support for SVG, WebGL, HTML5 animation and video for Web sites and Apps. CO-2: designing interactive animations and publishing them on multiple platforms for multiple devices	

Course Outline

Practical1 **15 Hours**

1. Motion Guide Tween animation or Path Motion
2. Making a Logo with Animation
3. Mobile Phone layout
4. Text Animation
5. Background Design
6. Create an animation Falling Balls

Practical 2 **15 Hours**

1. Animate Liquid Fill Lab Bottle in Animate CC 9.
2. Sunrise Animation Making
3. Raining Animation Making.
4. Snow Falling Animation using Animate

Practical 3 **10Hours**

1. Liquid Animation using animate
2. Simple Clock Animation
3. Lip Movement Animation

Practical4 **20 Hours**

1. Simple 2d Game Modeling
2. Making a Slide presentation
3. Make a Website using Animate.

Reference Books

- Adobe Animate CC Classroom Book 2018 | Animation | First Edition | By Pearson Paperback by Russell Chun
- Adobe Illustrator CC Classroom in a Book Paperback by Brian wood
- Adobe Animate Classroom in a Book by Russell Chun
- Adobe Animate CC Classroom in a Book (Old Edition) by Chun Russell

SDC3MM 15 (P) Audio &Video Production Tools Lab

Course No: 3.7 Course Code: **SDC3 MM 15 (P)** Course Name: Audio & Video Production Tools Lab	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	

1. Exercises involving Story Boards, Timeline editing, adding effects, compression, changing speed
5. To familiarize the students with the concepts, vocabulary and practices of programmers.
6. To give them the experiences in analyzing and reporting on programming strategies and the possible ramifications of those strategies.

Course Outcomes:

CO-1**:** To Analyze the skills on handling professional video camera

CO-2: Gain proficiency in identified technical skills, understand the process of creating, analyzing, and evaluating graphic design solutions.

CO-4: To teach how to record, edit, mix and master audio for post-production

CO-5: To Evaluate creative techniques that can be used in Audio and Video Production.

Course Outline

Practical -1 **15 Hours**

1. Preparation of Script& Storyboard Practicing script writing and preparation of storyboard for developing Interactive application.
2. Camera movements

Practical -2 **15 Hours**

1. Record vocals using a Microphone with the help of a software. (Dur 1 min),
2. Dubbing for commentary
3. Produce Programmes in different formats (Talk show, Compeering, Announcement, Anchoring, Interviews etc.)
4. Process and edit any sound using these effect processors

a. Reverb b. Delay c. Compressor d. Chorus

Practical -3 **10 Hours**

1. Getting Started with Adobe Premiere Pro video editing software -The Project Panel, The Timeline Panel, The Editing workflow , Transition basics, Effects control basics , Audiobasics, Titler Basics, Creating type and graphic effects, Advanced Tilting; Styles and Templates, Advanced Editing Techniques, Creating Motion effect.

Practical -4

20 Hours

- Radio - Advertisement/ Commentary/ Narration
- News Reporting
- Talk show
- Compeering/ Anchoring
- Cookery show
- Educational Video

Reference Books

- Single Camera Video Production : Robert B. Musburger
- Film Directing Shot By Shot : Steven D. Katz

SDC3MM 16 (P) - Photography & Image Editing

Course No: 3.8 Course Code: **SDC3 MM 16 (P)** Course Name: **Photography & Image Editing**	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. Acquire the lighting in photography.
2. Provide the subject positioning and Shooting Area identification.
3. To introduce to the basic concepts of the composition in photography.
4. The course will help to maintain website photography.
5. Creating a visual effects using slow photography.

Course Outcomes:

CO-1**:** Acquire the lighting in photography.

CO-2: Build awareness of the subject positioning and Shooting Area identification.

CO-3: Acquire knowledge about the composition in photography

CO-4: Exhibit strong familiarity of visual effects using photography

Course Outline

Practical 1 **10 Hours**

1. What is manual mode photography.
2. How to achieve sharp focus
3. Shooting Modes
4. White balance in Photography
5. difference between JPG and RAW
6. How to pose people
7. Find balance with life and photography.

Practical 2 **10 Hours**

1. Difference between the modelling lamp and flash in a studio light
2. Studio lights and modifiers
3. Product photography
4. Portrait photography
5. Landscape photography
6. Wide aperture and small aperture Photography
7. Depth of field in Photography

Practical 3 **10 Hours**

1. Fill-in reflector used when shooting portraits
2. Single and continues autofocus (AF) modes
3. Types of filters
4. Photographing waterfalls or sea waves.

Practical 4 **10 Hours**

1. Blurred backgrounds Photography
2. Subject soft and out of focus
3. Subject in the frame
4. Capturing the dynamic range of the scene

Module V **8 Hours**

1. Macro Lens photography
2. Fisheye Lens photography
3. Neutral Density Graduated Filters.

Reference Books

- The Endings: Photographic Stories of Love, Loss, Heartbreak, and Beginning Again (Photography Books, Coffee Table Photo Books, Contemporary Art Books.
- The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from your Digital Camera (Dk)
- Understanding Portrait Photography: How to Shoot Great Pictures of People Anywhere

SEMESTER 4

SDC4 MM 17 - Fundamentals of 3d

Course No: 4. 3 Course Code: **SDC4 MM 17** Course Name: **Fundamentals of 3d**	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. To provide the key Concepts of 3D Modeling.
2. Illustrate the concept of Geometry, NURBS and Polygon Objects.
3. Learn the Software tools and features for productivity.
4. Explore the different approach in 3D Design.

Course Outcomes:

CO-1**:** Demonstrate knowledge of object manipulation. Learn 3D Space, Software and tools

CO-2: Analyze modeling technique. Be able to obtain 3D Volume and space of an object

CO-3: Construct 3D models with animation capabilities and use them to compose 3D scenes.

Course Outline

Unit 1 **15 Hours**

Historical overview of CGI theory, CGIs context within Design and the Creative Industries, Introduction to 3DS Max Interface, Concept Drawing. 3D Design Steps. Understanding Standard Primitives, Extended Primitives, Compound Objects and Design Tools in Command panel. Explore the UI of 3ds. Design Principles, NURBS, Shapes, Geometry.

Unit II **15 Hours**

Organic and Inorganic Modeling, Types of Materials, Importance of Texturing, Importance of UV mapping, Geometry Types. 3D Space, Space warps, Object Warps. Bump mapping and Displacement Mapping. Refraction and Reflection

Unit III **15Hours**

Modifiers and its features, Filter list, Viewport and panel options. Time controls. Different types of Modeling Techniques.

Unit IV **15 Hours**

Object Parameters, Scene control, Camera Types, Types of Light in 3ds max and its features, Render passes, Shaders, Shadow, Render Engines and controls. Ambient Occlussion.

Reference Books

- A Beginner's Guide To 3d Modeling, Coward Cameron
- Advanced System Modelling And Simulation With Block Diagram Languages 1995 Edition by NICHOLAS M. KARAYANAKIS, Taylor & Francis Inc
- 3D Modeling, Animation, and Rendering (English, Paperback, Mortenson Michael E)
- Practical Multi scaling (English, Hardcover, Fish Jacob)

SDC4 MM 19 - Character designing in 3D

Course No: 4.5 Course Code: **SDC4 MM 19** Course Name: **Character designing in 3D**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	
1. Students will apply their knowledge to create 3D Character Design 2. Students will apply their knowledge to create Engineering Models 3. Be able to analyze the Human and Animal Anatomy.	
Course Outcomes:	
CO-1**:** To learn 3D Character Designing skills. CO-2**:** To learn 3D Modeling Skills. CO-3 Students will apply their knowledge to create different Types of Characters (Biped, Quadruped).	

Course Outline

Unit 1 **15 Hours**

Posing and Character emotion - Attitudes, expressions, poses and gestures, emotions etc. Basic Cartooning - Understand the Cartoon Characters and their shapes, analyze different cartoon Models and their Volume, their relative crutches, build own sketch character, Mouth and lip-synch etc.

Unit II **10 Hours**

Study Human anatomy and skeleton structure, joints, facial muscles etc. Principles and Types of 3D modeling & Character designing including concepts like Mesh, Blend, Polygons, prepare computer generated models, NURBS and sub-surface modeling etc. Human feelings, manners, facial expressions etc. To build models with the minimum required spline, nurbs and polygons.

Unit III **10 Hours**

Advanced 2D and 3D Character Props Modeling – Machines & Buildings: Principles of engineering. Physics of motion, resistance and volume. Form, scale and proportion of various models. To Study the sculpting and Drawing and illustration techniques. How to create various types of models in Simple, Organic, Non-organic and complex.

Unit IV **10 Hours**

Advanced Material apply and texturing: Create textures for human, animal, character, location, set and props. Study the Organic and inorganic surfaces such as: Bones, Wrinkles, Bricks, Metal, Ground, Wood, Tiles, Plastic, Paper, Rust, Food, Water, Fire, Skin and Eyes and Walls. Methods and workflow of UV mapping.

Unit V **15 Hours**

Advanced Rigging: Creating rigs for models which could include creating: Movements of characters, Bends, Stretches, Expressions, Movement of Accessories, objects, props, sets and locations, Movement of bipeds and quadrupeds. Ensure that the final rigs are clean, efficient, have realistic movements. Human HIK, IK, FK techniques, Paint weight Tools, Constrains.

Reference Books

1. Welles, Paul et al. Drawing for Animation, Ava Publishing, 2008.
2. Allen, Eric & Murdock, Kelly L. (2008). Body Language: Advanced 3D Character Rigging. Sybex Publication.
3. Maraffi, Chris (2004). Maya Character Creation: Modeling and Animation Controls. New Riders.
4. Oliverio, Gary (2006). Maya 8 Character Modeling.Jones& Bartlett Publishers.

SDC4 MM 20 (P) **Character designing in 3D Lab**

Course No: 4.6 Course Code: SDC4 MM 20 (P) Course Name: **Character designing in 3D Lab**	Credits: 3 Hours per week: 3 Total hours: 48

Course Objectives
1. To Provide the key Concepts of 3D Character design. 2. Implement the Structure and procedure of 3D Character design 3. Learn the Software tools for character design and development from Scratch to final.
Course Outcomes:
CO-1:Become an expert in Character Design in 3D CO-2 : Be able to work closely with 3D Departments CO-3 : Create a 3D Character for animation.

Course Outline

Character design 3D:
Create an Organic 3D Character (Biped) with appropriate Material and Texture.
Use hyper shade and Software Render engine.
Create 3D Character (quads) etc.

SDC4 MM 21 (P) Fundamentals of 3d Lab

Course No: 4.7 Course Code: **SDC4 MM 21 (P)** Course Name: **Fundamentals of 3d Lab**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	
1. The significance of software tools and techniques to produce 3D Character & Animation works. 2. The Execution of Principles of Animation for creating Quality Animations. 3. Learn tools for creating 3D Animation. 4. Learn tools for creating Biped Character Design	
Course Outcomes:	
CO-1**:** Adequate knowledge of 3d tools and techniques to utilize for creative skill CO-2: Be able to create a Biped Character Design CO-3 : Become an expert in creating 3D Visual content CO-4 : Be able to create 3D Animation.	

Course Outline

PRACTICAL 1 **10 Hours**

User Interface: Explore the User interface and tools of Autodesk Maya

PRACTICAL 2 **10 Hours**

3D Modeling : Create Table Top Objects in Autodesk Maya. Give appropriate Material,Texture Light and create a ender output as JPEG.

PRACTICAL 3 **10 Hours**

Rigging: Create a Rigged character (Biped) for animation, Should include Bones, Controls for Legs, Arms and Face.

PRACTICAL 4 **10 Hours**

Character Animation : Create a character Walk cycle with 24fps rate, The character should demonstrate the Principles of Animation. Create a Playblast output of the animation.

PRACTICAL 5 **10 Hours**

Character Animation 2 : Create a Character Action animation such as Lifting Weight, Ball Hitting, Fight etc. Create a Play blast output of the animation.

PRACTICAL 6 **10 Hours**

Character Facial Expressions and Lip-synch : Create talking character with face expression, bodily Action and Sound. Create a Playblast output of the animation

SDC4 MM 22 (Pr) Mini Project

Course No: **4.8** Course Code: **SDC4 MM 22 (Pr)** Course Name: **Mini Project**	Credits: 4 Hours per week: 4 Total hours: 60 Hours
Course Objectives	
1. In this project students should complete Second year 2. Students showcases their creativity, aesthetic sense and technical skills that they acquired during their 2nd year academic period. 3. Students must do this as an Individual project 4. The student should gain a thorough knowledge in the problem, he/she has selected and the language / software, he/she is using	
Course Outcomes:	
CO-1**:** To provide students for knowledge of Editing/ Animation tools	

CO-2 Students will be able to practice acquired knowledge within the chosen area of technology for project development

CO-3 Reproduce, improve and refine technical aspects for Multimedia projects

CO-4 : Communicate and report effectively project related activities and findings.

Elective I

SDC4 MM 18 (E1): Multimedia Journalism and E-Content Development.

Course No: 4.4 Course Code: SDC4 MM 18 (E1) Course Name: Multimedia Journalism and E-Content Development.	Credits: 3 Hours per week: 3 Total hours: 52

Course Objectives

1. To introduce the potential of Multimedia in the age of new media.
2. To give a basic knowledge in the field of Computer Applications
3. To give knowledge in media publishing

Course Outcomes:

CO-1**:** The scope of the course shall be limited to the study of the fundamental areas of multimedia with emphasis on understanding the basic tools, techniques and issues.

CO-2: Be familiar with the tools and resources used in multimedia production CO-3: Be familiar with the specifics of narration in a multimedia environment CO-4 : Students will become acquainted with the ethical and legal implications of online and social media practices.

Course Outline

Unit 1 **10 Hours**

Multimedia journalism- Taxonomy of terms, working of a modern-day integrated newsroom, Writing and editing techniques for text, audio, video, multimedia, Developing interactive maps and graphics, Audience development and ethical

practices involving the Internet and social media, Participatory multimedia journalism, Producing major multimedia projects with group collaboration

Unit II **10 Hours**

Introduction to E-Content Development: Definitions of e-content, Types of e-content, Examples of e-content Scope and career opportunities in e-content development. Introduction to Instructional Design and Learning Theories: Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model

Unit III **10 Hours**

Basics of E-Content Development: Learner needs analysis, Design document, Course map, writing learning objectives, Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content. The e-content development cycle. E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC.

Unit IV **15 Hours**

Instructional Strategy for E-content Development: Learner Engagement: Engaging learners through interactivity, branching, visualization of content. Types of interactivity for e-content: Point and click, drag and drop, text-input, match, system process simulations. Presentation Strategy: Scenario-based learning, Game-based learning, Virtual coaches and avatars. Assessments: Types of assessment, Types of feedback, monitoring the learner's progress through CYUs and self-assessments

Reference Books

- Ray, T. (2006). Online Journalism: a basic text. Cambridge India. Stovall, J. G. (2004). Web journalism: Practice and promise of a new medium. Allyn and Bacon.

- Multimedia Journalism: A Practical Guide by Andy Bull

SDC4 MM 18 (E2): Acting & Direction for Animation.

Course No: 4.4 Course Code: SDC4 MM 18 (E2) Course Name: **Acting & Direction For Animation**.	Credits: 3 Hours per week: 3 Total hours: 52

Course Objectives

5. This course introduces the Students into the craft and art of Acting & Direction for Animation followed by Hollywood paradigms and cutting edge concepts so that the student can begin conceptualizing a full length Animated movie
6. The Students are trained to develop the skills of critical analysis story, skills needed to pitch a treatment and work collaboratively
7. The skills that awaken imagination, originality and inventiveness in the dramatic medium to helps them to direct the characterizations of animation

Course Outcomes:

CO-1**:** To familiarize the students with various approaches, methods and techniques of Animation Technology and direction.

CO-2: To develop competencies and skills needed for becoming an effective Animator

CO-3: To enable students to manage Animation Projects from its Conceptual Stage to the final Product creation.

CO-4 : To apply Audio and Video Production Techniques to an Animation Project

Course Outline

Unit 1 **10 Hours**

This Introductory unit cover the Aspects of Acting and Direction, Animation Principles, Becoming and Animator, becoming an Actor, becoming a Story teller and Becoming a creative practitioner over the process of animation Pre production.

Unit II **10 Hours**

CREATIVE APPROACH: The students are put through a brief process of understanding the animation concepts and mainly the creative approaches to Animation followed by Simulation, Representation, Interpretation, working with the story, Understanding the Characterization, Emotional Memory, Stage appearance and Screen Presence

Unit III **10 Hours**

DIRECTORIAL TECHNIQUES FOR ANIMATION: Anatomy of an Animation Director, Directing the Story, the art of Professional Story-telling, Responsibilities of a story artist, Creative handling of the content, Implementing or feeding the concept onto the character over a brief characterization, Directing the voice actors, Detailing of the facial expressions and emotions.

Unit IV **15 Hours**

PARTICIPATION: The Students must Club themselves into a group of 4-5 and differentiate themselves with the story part as per characterizations for an animation concept and act themselves accordingly as to create an acting reference video which also acts as the directorial guide to the animation concept they developed.

Reference Books

- Hayes, Chris Webster, "Acting and Performance for Animation by Derek" Published by Focal press - 2013.
- Ed-Hooks,"Acting for Animators - A Complete Guide to Performance Animation" Published by Routledge 2011.
- Tony Bancroft, "Directing for Animation: Everything You Didn't Learn in Art School", vvPublished by Focal press - 2014.

SDC4 MM 18 (E3): E-Publishing concepts

Course No: 4.4 Course Code: SDC4 MM 18 (E3) Course Name: **E-Publishing concepts**	Credits: 3 Hours per week: 3 Total hours: 52
Course Objectives	

1. To impart knowledge on application of electronic publishing in various areas, basic workflow followed in electronic publishing, software & tools needed and the emerging trends
Course Outcomes:
CO-1**:** Know what does the concepts of 'E-Publishing and Network Publishing' mean; CO-2: Identify the limitations of E-Publishing and Network Publishing. CO-3: Interpret the basic functions of 'E-Publishing and Network Publishing';.

Course Outline

Unit 1 **10 Hours**

INTRODUCTION: Internet, WWW, Web2.0, Broadband, Print On demand, eBook, e Journals, e Newspaper, internet advertising, Digital libraries, e Readers – e Ink, E paper, Electronic Publishing Advantages, Issues. ·

Unit II **10 Hours**

PUBLISHING Areas of publishing – Legal, STM, Book Publishing – Manuscript, Anatomy of a book, Layout & Design, Journal Publishing - Layout & Design, Web Publishing - Layout & Design, Accessibility, usability, standards, Publishing on Handheld devices - Layout & Design. Reference database – PUBMED etc. Index – author, volume, keyword

Unit III **10 Hours**

WORKFLOW Authors, Publishers, e Publishing Companies; Workflow – Receiving Jobs (FTP), Pre editing, Copy editing, Proof reading, Graphics, Pagination, Quality Control, Output – Print, Proof, Web, Handheld devices; Workflow software, File management – File Naming conventions, Storage, Metadata, Searching, Digital Asset Management, Repurposing, PDFX/3 workflow.

Unit IV **15 Hours**

SOFTWARES & TOOLS Conventional workflow, XML workflow, STM Typesetting software, Pagination software's, Image manipulation software's, Markup languages – fundamentals, Presentation technologies - (HTML, CSS, WML, XSL/XSL-FO), Representation technologies (XML, DTD, W3C XML Schema, DSDL), Transformation technologies (SAX, DOM, XSLT), Scripting languages (ASP, Perl), Unicodes for non-English characters **Emerging Trends** : Future publishing Models, Digital Rights Management, Business models in Internet, Marketing, Recent trends

Reference Books

- William E Kasdorf, “The Columbia Guide to Digital Publishing”, Columbia University Press, 2003.
- Cady & McGregor, “Mastering the Internet” , 2nd edition, Business Promotion Bureau Publications, 1996
- Deitel & Deitel, Neito, Sadhu, “XML How to Program”, Pearson Education Publishers, 2001 4. Eric Ladd, Jim O' Donnel, “Using HTML
- XML and Java”, Prentice Hall of India - QUE, 1999
- Scot Johnson, Keith Ballinger, Davis Chapman, “Using Active Server Pages”,Prentice Hall of India, 1999

SEMESTER 5

SDC5 MM 23 - Media Laws and Ethics

Course No: 5.1 Course Code: **SDC5 MM 23** Course Name: **Media Laws and Ethics**	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. To introduce students to legal and ethical issues related to mass media
2. To help students gain an understanding of media laws in India and their implications on the profession of Journalism
3. To identify and analyze ethical questions pertaining to Journalism

Course Outcomes:

CO-1**:** Students gain an understanding of laws pertaining to media.

CO-2: Students gain an analytical knowledge into ethical issues related to media

CO-3 Students learn to apply media laws to case studies and evaluate the relative merits and demerits of laws and ethical questions pertaining to media

CO-4 : Creating an understanding among students about the importance of responsible

Journalism which works within the framework of laws and ethics

Course Outline

Unit 1 **15 Hours**

INDIAN MEDIA AND THE CONSTITUTION: Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy

Unit II **10 Hours**

INDIAN MEDIA AND THE STATE: Parliamentary Privileges and Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Working Journalists Act, Copyright Act, Right to Information

Unit III **10 Hours**

BROADCASTING LAW: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship

Unit IV **15 Hours**

CYBER LAW: IT Act of 2000; Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation

Unit V **10 Hours**

ETHICAL ISSUES IN INDIAN MEDIA: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)

Reference Books

- Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014
- Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning PrivateLimited, 2009
- Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004
- Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013
- Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011

SDC5 MM 24 - Life Skill & Personality Development

Course No: 5.2 Course Code: **SDC5 MM 24** Course Name: **Life Skill & Personality Development**	Credits: 3 Hours per week: 3 Total hours: 52

Course Objectives

1. To introduce students to legal and ethical issues related to mass media
2. To help students gain an understanding of media laws in India and their implications on the profession of Journalism
3. To identify and analyze ethical questions pertaining to Journalism

Course Outcomes:

CO-1**:** Students gain an understanding of laws pertaining to media.

CO-2: Students gain an analytical knowledge into ethical issues related to media

CO-3 Students learn to apply media laws to case studies and evaluate the relative merits and demerits of laws and ethical questions pertaining to media

CO-4 : Creating an understanding among students about the importance of responsible

Journalism which works within the framework of laws and ethics

Course Outline

Unit 1 **15 Hours**

INTRODUCTION TO LIFE SKILL EDUCATION: definition, components, pillars of learning, need for life skill training, approaches - critical thinking skills/decision making skills, interpersonal/communication skills, criteria for using life skills.

Unit II **10 Hours**

Stress and strain: concept of stress, meaning and definition of stress, types of stress, major symptoms of stress, manage everyday stress. strain-mental strain, causes of strain, conflict, conflict resolution, understanding conflict in relationships, emotional awareness, managing and resolving conflict, stages of healthy conflict resolution, styles of conflict resolution, styles of dealing with conflict.

Unit III **10 Hours**

PERSONALITY: Definition: Determinants Biological, Psychological, Sociological, Cultural and Physical features, Personality Development: Awareness, Self-motivation, Elements of motivation, Types of observation. **Career planning**, career planning steps, choosing a career, career development, career guidance and career guidance centre, need and importance of career guidance, career guidance centre and sources, making a career decision, preparing a resume and tips

Unit IV **15 Hours**

Positive thinking-Seven steps in dealing with doubts; Traits of positive thinking; Goal setting; techniques of positive thinking to achieve the goals; creativity and components of creativity. Memory- process and functions; importance of memory; technique of improving memory

Reference Books

- Mile, D.J., Power of positive thinking, Rohan Book Company, New Delhi, 2004 (Unit IV & V)
- Dudley, G.A, Double your learning power, Thomas publishing Group Ltd, New Delhi, 2004 (Unit III)
- Debbie Hindle, Personality Development- A Psychoanalytic Perspective, Routledge, USA, 1999 (Unit I & II)

SDC5 MM 26 - Graphics & Animation in Advertising

Course No: 5.4 Course Code: **SDC5 MM 26** Course Name: **Graphics & Animation in Advertising**	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. To helps improve your communication with prospective Audience.
2. Able to pre-sell your products using animation, before you actually have a physical product available.
3. Animation allows you to demonstrate a product without actually having it
4. Animated advertisement to give a feeling of reality and aliveness

Course Outcomes:

CO-1: To helps improve your communication with prospective Audience

CO-2: Able to pre-sell your products using animation, before you actually have a physical product available.

CO-3 Animation allows you to demonstrate a product without actually having it

CO-4: Animated advertisement to give a feeling of reality and aliveness

Course Outline

Unit 1 **15 Hours**

Advertising, definitions, functions, types of advertising, ad agencies, world famous advertising agencies, marketing, marketing mix, media mix. social and ethical issues, Effect of in-store shelf spacing on purchase intent, B2B marketing ideas, Event marketing ideas

Module II **10 Hours**

Online advertising, web banner ad, expanded ad, polite ad, wallpaper ad, trick banner, pop up, pop under, video ad, map ad, Sponsor City Maps, mobile ad, interstitial ad, contextual advertising. The effects of search engine optimization on the marketing performance. Street art Advertising. Google business ads.

Module III **10 Hours**

Online advertising, web banner ad, billboard characteristics, expanded ad, polite ad, wallpaper ad, trick banner, pop up, pop under, video ad, map ad, mobile ad, interstitial ad, contextual advertising. Outdoor publicity, point of purchase ads, hoardings, banner, wall posters, flex, sky writing, balloon ads, illuminated hoardings.

Module IV **15 Hours**

New trends in advertising, environmental conscious ads, talking babies, interactive tablet advertising, animated ads, cartoon ads. Episodes, viral videos, convergent advertising cultural icons, cultural jamming, universal advertising, creative ads, digital marketing

Module V **10 Hours**

Blogging, email newsletter, Writing & creating advertising for TV & new media

Reference Books

- My Life in Advertising by Claude Hopkins
- Dum Dum Bullet Real Life Lessons In Marketing And Advertising by Sandeep Goyal
- Creative Direction in a Digital World: A Guide to Being a Modern Creative Director by Adam Harrell

- Advertising, Brands And Consumer Behaviour : The Indian Context by SRames Kumar and Anup Krishnamurthy
- Advertising Creative: Strategy, Copy, and Design by Thomas (Tom) B. Altstiel and Jean M. Grow

SDC5 MM 27 - **3D Visualisation, VFX and Compositing**

Course No: 5. 5 Course Code: SDC5 MM 27 Course Name: **3D Visualisation, VFX and Compositing**	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. To demonstrate the key Concepts of 3D Animation.
2. Implement the VFX Tools and Techniques
3. Learn the Software tools and features for improved productivity.
4. Explore the different approach in creating a VFX Animation film

Course Outcomes:

CO-1**:** To get an Understanding of how 3D animations are made

CO-2 : LearnVFX Tools and Techniques for making a VFX film

CO-3: Acquire 3D Animation & Vfx Knowledge.

Course Outline

UNIT 1 **15 Hours**

Introduction: Animation Types, History of Animation, Trends in Animation, Latest 3D Animation Tools and technologies. Augmented reality and 3d Animation, fundamental modeling techniques.

UNIT 2 **15 Hours**

Significance of Animation in Medical Science, 3D Animation for Defense and Environmental Activities, Animation Tangents, Importance of Trax editor, Graph editor usage, Animation Layers.

UNIT 3 **15 Hours**

Visual Effects Types, Practical effects and Special Effects, Rotoscopy, Matte paining, Stereo camera, Keyframes, Particles. Importance of Visual Effects in film making, Significance of Practical Effects.

UNIT 4 **15 Hours**

Virtual reailty and augmented reality, Render passes, Importance of Renderpass in Compositing, History of 3d Softwares, Evolution of Visual Effects.

Reference Book:

- Essential Skills for 3D Modeling, Rendering, and Animation (English, Paperback, Zeman Nicholas Bernhardt
- The Art Of 3D Computer Animation And Effects 4th Revised & Enlarged Edition- Isaac Kerlow
- 3D Human Modeling And Animation 1999 Edition by Peter Ratner, John Wiley
- Digital Creature Rigging (English, Paperback, Jones Stewart)

SDC5 MM 28 (P) - VFX and Compositing Lab

Course No: 5.6 Course Code: SDC5 MM 28 (P) Course Name: **VFX and Compositing Lab**	Credits: 4 Hours per week: 4 Total hours: 60
Course Objectives	
1. Discuss the significance of software tools and techniques to produce Visual effects content 2. Design the execution of VFX techniques for Creating Movies. 3. Learn to collaborate with Practical and Digital effects. 4. Learn Camera shooting techniques for Visual effects making. 5. Learn compositing Tool and Techniques	
Course Outcomes:	
CO-1**:** Implement the Visual Effects & Compositing process CO-2: Become an expert in VFX & Compositing CO-3 : Be able to work in Rotoscopy, Tracking, Matte painting Departments CO-4 : Create an excellent Live action VFX Content.	

Course Outline

PRACTICAL 1

VFX Tools and Techniques: Explore various Green Screen Removal Tools (Chroma, Ultra, Color keys). Character Rotoscopy, Object tracking and Wire removal

PRACTICAL 2

Title Graphics: Create an Animated Title using Track Matte, Create a Text to Particle transition effect.

PRACTICAL 3

Matte painting: Create a Matte painting scene using Photoshop for CGI Footage.

Create an image using Multi-pass render images.

PRACTICAL 4

Dynamic Simulation: Generate Dynamic simulations in Maya (Explosion, fire, Shatter etc.) Composite and Create a Live action Vfx footage.

Reference Book

- Visual Effects and Compositing - by Jon Gress
- Digital Compositing for Film and Video- by Steve Wright
- Advanced Visual Effects Compositing: Techniques for Working with Problematic Footage - by Lee Lanie

SDC5 MM 29 (P) - Graphics & Animation in Advertising Lab

Course No: 5.7 Course Code: **SDC5 MM 29 (P)** Course Name: **Graphics & Animation in Advertising Lab**	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. To helps improve your communication with prospective Audience.
2. Able to pre-sell your products using animation, before you actually have a physical product available.
3. Animation allows you to demonstrate a product without actually having it
4. Animated advertisement to give a feeling of reality and aliveness

Course Outcomes:

CO-1: To helps improve your communication with prospective Audience

CO-2: Able to pre-sell your products using animation, before you actually have a physical product available.

CO-3 Animation allows you to demonstrate a product without actually having it

CO-4: Animated advertisement to give a feeling of reality and aliveness

Course Outline

Module 1 **10 Hours**

1. Pulp Strategy Based 2D Marketing Animation.
2. Create a Whiteboard Animation
3. Create a Live Animated Style Backgrounds

4. Make a Silhouette animation
5. Make a social media ad for Mc Donald's using in Traditional Animation Method.

ModuleII **10 Hours**

1. Create a Typography Animation for a textile.
2. Create a Motion Graphics ad
3. Create a Flipbook Animation for a theme
4. Make a Stop motion based ad
5. Create a Mechanical Animation.

ModuleIII **10 Hours**

1. Food Allergy Test Lab Advertisement, Clinical Laboratory Marketing
2. Make an Animation of Coronavirus Test: Real time RT-PCR
3. Science Lab Equipment Animation
4. Create an Explainer Video for food delivery

Module IV **10 Hours**

1. Make an Animation for Nano Technology.
2. Make an Explainer Video of a Product for Social Media Marketing.
3. Make an Explainer Video for 12 Principles of Animation

Module V **8 Hours**

1. Make a 2D Character for Product Marketing.
2. Create a 3D Character for Product Marketing
3. Create 2D Character Animation for Sales.
4. Create a 3D Character Animation for Purchase

Reference Books

- My Life in Advertising by Claude Hopkins
- Dum Dum Bullet Real Life Lessons In Marketing And Advertising by Sandeep Goyal
- Creative Direction in a Digital World: A Guide to Being a Modern Creative Director by Adam Harrell
- Advertising, Brands And Consumer Behaviour : The Indian Context by S Rames Kumar and Anup Krishnamurthy

- Advertising Creative: Strategy, Copy, and Design by Thomas (Tom) B. Altstiel and Jean M. Grow

SDC5 MM30 (P) - 3D Visualisation Lab

Course No: 5.8 Course Code: SDC5MM31 (P) Course Name: **3D Visualisation Lab**	Credits: 4 Hours per week: 4 Total hours: 60

Course Objectives

1. To demonstrate the key Concepts of 3D Visualization.
2. To Learn the workflow in development of a 3D Visualization content.
3. Learn the Software tools for creating 3D Visualization from Concept.
4. Explore the different approach in 3D Visualization

Course Outcomes:

CO-1**:** Become an expert in 3D Visualization Tools.

CO-2: Be able Produce 3D Walkthroughs and Animations of Products, Architecture etc.

CO-3: Acquire 3D Visualization Skill.

Course Outline

PRACTICAL 1 10 Hours

User Interface: Explore the User interface and tools of Autodesk Maya

PRACTICAL 2 10 Hours

3D Modeling: Create Table Top Objects in Autodesk Maya.Give appropriate Material,Texture Light and create a ender output as JPEG.

PRACTICAL 3 10 Hours

Rigging: Create a Rigged character (Biped) for animation, Should include Bones,Controls for Legs, Arms and Face.

PRACTICAL 4 10 Hours

Character Animation: Create a character Walk cycle with 24fps rate, The character should demonstrate the Principles of Animation. Create a Playblast output of the animation.

PRACTICAL 5 10 Hours

Character Animation 2: Create a Character Action animation such as Lifting Weight, Ball Hitting, Fight etc. Create a Playblast output of the animation.

PRACTICAL 6 10 Hours

Character Facial Expressions and Lip-synch : Create talking character with face expression, bodily Action and Sound. Create a Playblast output of the animation

Elective II

SDC5 MM 25 (E4) - Film Appreciation – Genres

Course No: 5.3 Course Code: **SDC5 MM 25 (E4)** Course Name: Film Appreciation – Genres	Credits: 3 Hours per week: 3 Total hours: 48

Course Objectives

1. students will gain a working knowledge of the diverse artistic and practical elements that go into the making of a film.
2. The overall philosophy of the course is to give students insight into both the technical aspects of film production and the creative and artistic application of those techniques
3. The course also examines film genre studies, film criticism, the international film scene, and the concept of media literacy.

Course Outcomes:

CO-1**:** Define, analyze, and explain the concepts of social responsibility and civic knowledge within the framework of the medium of narrative film;

CO-2 Understand works of film as expressions of individual and human values within an historical and social context;

CO-3: demonstrate knowledge of the influence of literature, philosophy, and/or the arts on intercultural filmic experiences.

Course Outline

Unit 1 10 Hours

Brief History of World Cinema: Illusion of Movement, Precinema machines, Development of photography, Silent era to early talkies, Big studios (Paramount, Disney, Warner bros, 20th century fox etc & independent studios), Changes occurred in Cinema.

Unit II 10 Hours

Grammar of Cinema: Semiotics, Narratives, Inter-textuality, Mise-en-scene aspects, Shots, Light, Sound and Composition of Cinema. (Lecture & video clips of film along with studio practice) Genres of Films: Action, Thriller, Comedy, Epic, Series, Noir, Crime, Melodrama, Tragedy, Horror, Scientific Fiction (Sci-fi) and Social Reform. (Lecture with PPT and video clips of movies)

Unit III **10 Hours**

Film theory – form and function, Film analysis, Auteur Theory, effect of auteur, Contributions of D W, Griffith, Alfred Hitchcock, Jean Du Godard, Digital Aesthetics, Music and choreography, Ideology and Issues representation- Gender, Race and caste.

Unit IV **15 Hours**

Cinema and society, History of Cinema, Hollywood cinema, early cinema and film form the studio system, rise and decline of the studio system. Indian Cinema History of Indian cinema, history of regional cinema, legends of Indian cinema, Hindi film industry, the Hindi film industry, music and choreography in Indian cinema, contemporary cinema

Reference Books

- Belavad, Vasuki.(2013)Video Production, India: Oxford university Press.
- Edgar, Robert.(2015)The language of Film. Bloomsbury: London.
- Hayward, Susan. (2018) Cinema Studies The Key Concepts. London and New York: Routledge.
- Monaco, James.(1977)How to Read a Film. Oxford University Press.
- Sikov,ed. (2010) Film studies and production. New York: Columbia university press.

SDC5 MM 25 (E5) - Film Studies

Course No: 5.3 Course Code: **SDC5 MM 25 (E5)** Course Name: Film Studies	Credits: 3 Hours per week: 3 Total hours: 48
Course Objectives	
1. To trace the history and development of cinema 2. To comprehend the role and impact of cinema in society and vice-versa 3. To develop an understanding of the political, cultural and aesthetic nuances of film making 4. To critically analyses and appreciate cinema as an art	

Course Outcomes:
CO-1**:** Observe with knowledge and reflect upon the articulation of a film's content, form and structure. CO-2 Demonstrate familiarity with diverse forms of the moving image, including, for example, the feature film, experimental and avant-garde cinema, video art and moving image installation, television and digital media. CO-3: Gain a basic understanding of film theory and global film history, to be able to identify significant movements and articulate key concepts.

Course Outline

Unit 1 **10 Hours**

Film studies- definition & Concept; Why film studies- Culture & Art; Film as a medium; Characteristic of Film Studies; Levels of understanding Film; Film theory & Semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation.

Unit II **13 Hours**

Mise-en-scene- Definition & Concept, Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Other major film categories- The Auteur System, Woody Allen & Comedy, Arthur Freed & Musical, Alfred Hitchcock & Suspense and Thrillers, John Ford & Westerns; Emerging Trends of Digital Film & Short Films; Film Festivals International & National Festivals; Film Awards- International & National Film Festivals; Contemporary Film Status.

Unit III **15 Hours**

Montage- Definition & Concept; Origin of Montage; Development of Soviet Montage; Types of Montage- Analytical, Idea Associative & Metric Montage; Montage Vs Parallel Editing; Visible Vs. Invisible Technique; Editing- dimensions of film editing, continuity editing, alternative to continuity editing.

Unit IV **10Hours**

Narrative Cinema- Definition & Concept; Story, Three Act Structure & Plot; Non Narrative Cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- Documentary, Abstract, Music Videos & Live Cinema (Performance);

Non Narrative Cinema & Discontinuity Editing; Film Form- Definition & Concept; Elements of Film Form- Form and Expectation, Form & Convention, Form & Emotion, Form & Meaning and Form & Evaluation; Principles of Film Form; Ambiguity, Style & Ideology.

Reference Books

- Jill Nelmes, Introduction to Film Studies, Routledge, USA, 2012
- John Hill, The Oxford Guide to Film Studies, Oxford University Press, UK, 2011
- Warren Buckland, Film Studies: Teach Yourself, McGraw-Hill, USA, 2010 (Unit I, II & III)
- Sarah Casey Benyahia, As Film Studies, Routledge, USA, 2008 (Unit V)
- Richard Dyer, Film Studies: Critical Approaches, Oxford University Press, UK, 2000 (Unit IV)

SDC5 MM 25 (E6) : Theories of Visual Analysis

Course No: 5.3 Course Code: **SDC5 MM 25 (E6)** Course Name: Theories of Visual Analysis	Credits: 3 Hours per week: 3 Total hours: 48
Course Objectives	
1. To expose student to the technique and tools of analysis for media studies based on quantitative research method sampling design and descriptive statistic 2. It provides the student a pilot study approach to media planning. Use helps them on art to effectively use the tools of research design.	
Course Outcomes:	
CO-1**:** Students learn about introduction to communication research. CO-2 Students acquire knowledge on some research methodologies. CO-3: Students know about the survey readership, audience, consumers. CO-4 : Students learn about Sampling. CO-5: Students learn about presenting research.	

Course Outline

Unit 1 **10 Hours**

Introduction to Communication Research Definition, Role and Function- Basic and Applied Research- Role of Theory in Research- Ethical Issues and Questions.

Unit II **10 Hours**

Research, Methodologies Quantitative – Qualitative Methods - Content Analysis- Archival Methods - Ethnographic Methods.

Unit III **10 Hours**

The Survey: Readership, Audience, Consumers Survey: Schedule, Sample- Focus Groups, Questionnaire Design- Field work, Telephone Polls, Online Polls.- Primary and Secondary data.

Unit IV **15 Hours**

Presenting Research: Writing a proposal – research question, thesis statement- Tools of Data Collection- Data Analysis: Statistical-Coding and Tabulation, Non-Statistical Descriptive and Historical, Bibliography and Citation. Citation, APA, Bibliography, Project Report, Project Proposal

Reference Books

- Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998.- 2
- Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press.
- Kothari, C.R , Research Methodology: Methods and Techniques, New ageInternational Ltd. Publishers.
- Wimmer and Dominick, Mass Media Research Thomson Wadsworth. Written Examination

SEMESTER 6

SDC6 MM31 (Pr) – Term Paper

Course No: 6.1 **50 Marks [Internal: 50]** Examination –Internal Only	Credits: 2
Course Objectives	

1. To introduce the student to research work 2. To acquaint the process to writing a literary survey and present through seminar.
Course Outcomes: CO-1: Acquire the knowledge of doing research in specialized areas in different media CO-2: Develop the skill to write and present the process of presenting work.

Course Outline:

- He / she shall select the topic based on the references: from reputed International Journals, preferably IEEE journals.
- They should get the paper approved by the Programme Coordinator / Faculty member in charge of the seminar and shall present it in the class.
- Proper presentation aid can be used. Every student shall participate in the seminar.
- The students should undertake a detailed study on the topic and submit a report prior to the presentation.
- Marks will be awarded based on the topic, presentation, participation in the seminar and the report submitted.

Internship & Project

Course No: 6.2 Course Code: **SDC6MM32** (Pr) Course Name: **Internship & Project**	Credits: 28 Total hours: 900
Course Objectives	
Term Paper • Each student shall present a seminar on any topic of interest related to the branch-specific courses offered in previous semester of the programme **Internship & Project** • To understand the concept of Multimedia Project Development • To provide students with advanced instruction and experience to develop skill in scientific research, critical thinking and reasoning	
Course Outcomes:	

CO-1 : Acquire the knowledge of the concept about Multimedia production and development

CO-2 : Apply attained skill to develop products based on Graphic Design, Audio & Video Production, 2d & 3d Animation

CO-3 : Apply knowledge to make a synopsis of the project work for approval

CO-4 : Apply knowledge and skill in scientific research, critical thinking, reasoning, product development and final documentation.

CO-5 : Acquire skill and knowledge to present their products in the best way possible.

Course Outline

Internship & Project

- Each student shall do an individual Project and submit towards the end of the internship under the supervision of a guide
- Products should be based on Multimedia.
- Each student should submit a synopsis of the project work they indent to do to their concerned guide for approval before the commencement of their project
- Minimum three review should be Conducted under the supervision of the Internal guide.
- All students shall submit 2 copies of the research to the department before the commencement of the 6th semester exam.
- The evaluation of the Project will be done by an External Examiner appointed by the University.
- The mark distribution for the Internal Term Paper shall be in the following pattern

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Mark Split Up For Practical's, Term Paper and Projects/ Internship (Appendix A)

In order to get uniformity in the mark distribution of Practical sessions, Term Paper, Mini Project and Main Project, the following criteria shall be followed by the Examiners.

For Practical's (LAB)

Internal:

Distribution	Marks (15)	Marks (20)
Presentation / Design	5	10
Submission	5	5
Attendance	5	5
Total	**15**	**20**

External:

Distribution	Marks (60)	Marks (80)
Output / Result	40	40
Record	10	20
Viva	10	20
Total	**60**	**80**

For Project(Mini) Evaluation

Distribution	Internal Marks (20)	Marks (80)
Design and Development	10	40
Presentation	10	20
Record		10
Viva		10
Total	**20**	**80**

Term Paper Internal Mark: (Internal Mark)

Distribution	Marks (50)
Content (sets out relevant issues, explains key terms, confident with material, aids understanding)	10
Delivery (speed, eye contact, clarity, audibility, tone)	10
Use of visual aids uses handout or other visual aids, relevant to content	10
Structure: (logical, easy to follow, provides headings, each section relates to overall purpose)	10
Response to questions: willing to answer questions, actively seeks questions	10

For Final Semester Internship & Project Evaluation

Mark distribution for internship

Distribution	**External**	**Internal**
Report	100	*30
Viva	60	10
Total	160	40

Mark distribution for Project

Distribution	**External**	**Internal**
Report (Design, Presentation)	100	*30
Viva	60	10
Total	**160**	**40**

***Review based Split up**

Review I =10; Review II = 10; Review III= 10 = Total 30

Guidelines for Project Report & Layout

(Appendix B)

Cover Page and First Page

<PROJECT TITLE>

(A PROJECT REPORT)

Submitted by

<NAME>

For the award of the Degree of

Department of Vocational Studies (B.Voc)

In Multimedia

(University of Calicut)

<College LOGO>

Under The Guidance of

<NAME>

Dissertation in partial fulfilment of requirements for the Award of Degree in Multimedia

<<NAME OF THE DEPARTMENT>>

<<NAME OF THE INSTITUTION>>

(AFFILIATED TO THE UNIVERSITY OF CALICUT)

<<ADDRESS>>

MONTH YEAR

<College LOGO>

CERTIFICATE

This is to certify that the project report entitled TITLE HERE submitted by <<Name of the Student>> (Register Number:) to University of Calicut for the award of the degree of Vocational Studies in Multimedia of Calicut University during the year 2022 -2023.

Principal **Head of the Department** **Project Guide**

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.

DECLARATION

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.

Signature:
NAME HERE
DATE
REg.No

New Page/

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **<NAME>** Reg.No: B.Voc in Multimedia 4th semester student of St. Mary's College Thrissur, has done the project work on the topic "<Project Title> " under guidance of **< NAME>.** towards the fulfilment of the award of Degree in Multimedia during the period of

<MONTHE / DATE/ YEAR>

During the tenure of the project, her conduct was good and satisfactory.

We wish her all the best for future endeavors

ACKNOWLEDGEMENT

I would like to thank ……..

NAME

New Page/

SYNOPSIS

My project is focusing on the ….

LIST OF CONTENTS

VII FUTURE SCOPE AND FURTHER ENHANCEMENT

VIII CONCLUSION

The purpose of this section is to provide a summary of the whole project.

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.

IX 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 details..

X SCREEN SHOTS

APPENDIX C :- MODEL QUESTION PAPERS

THIRD SEMESTER B.Voc DEGREE EXAMINATION

SDC3 MM 11 Digital Photography

Time: 2 hrs **Max. marks: 60**

Section A

Short Answer Type Carries 2 marks each - 12 questions (Ceiling 20)

(12x2 = 24)

1. Rules of third
2. CCD
3. Depth of Field
4. General Character of SLR Camera

5 ISO number in film

6. What is the difference between using a wide aperture and small aperture?
7. Why my photos of the sunset look not colorful?
8. What is the difference between single and continues autofocus (AF) modes?
9. What is the histogram and what is used for?
10. What is the difference between RAW and JPG?
11. What is the digital zoom?
12. What Is Image Stabilisation?

Section B

Paragraph Type Carries 5 marks each - 7 questions (Ceiling 30)

(7x5 =35)

13. What Is a Telephoto Lens?
14. What Is a Wide Angle Lens?
15. What Is a Macro Lens?
16. What Is a Fisheye Lens?
17. What Is a Prime Lens?
18. What is RAW?
19. What About White Balance?

Section C

Essay Type Carries 10 marks each - Answer any ONE question

(1 x 10 = 10)

20. Explain about Photography history
21. Brief description bout Scene Mode, the Program, Aperture Priority, Shutter Priority, and Manual Mode?

FOURTH SEMESTER B.VOC DEGREE EXAMINATION

SDC4 MM 19 - Character designing in 3D

Time: 2.5 Hours **Maximum Marks : 80**

Section A

Short Answer Type Carries 2 marks each - 12 questions (Ceiling 25)

(15x2 = 30)

1. What does poly count means?

2. How does working in symmetry during modeling helps in making 3d models?

3. What does vertex mean?

4. What is Silhouette means

5. What is the use of layer in max and Maya.

6. What is not a standard primitive in 3d?

7. What is viewport?

8. What is the difference between orthographic and Perspective viewport?

9. What is Sculpting?

10. what is rigging?

11. What do you mean by Mesh?

12. What is Physical characteristics of alien?

13. What you mean by anticipation?

14. Who authored the illusion of life?

15. How many types of shadows are there in Maya?

Section B

Paragraph Type Carries 5 marks each - 7 questions (Ceiling 35)

(8x5 =40)

16. Draw and explain about a greedy character ?

17. What is lighting and how is it important in 3d industry?

18. Explain principle and Types of 3d modeling and character designing?

19. Brief description of 3d animation history?

20. Define 3d modelling?

21. Write a short note on clay modelling and cell animation.?

22. What is blend shape and What is the purpose of blend shape?

23. What is a material? Explain any five materials?

Section C

Essay Type Carries 10 marks each - Answer any TWO questions

(2X 10 =20)

24. Difference between 2d and 3d character designing with five examples

25. Explain Character Type and Design in Animation

26. Explain Physical Rigging Procedures Based on Character Type and Design in 3D Animation?

27. Illustrate and explain the following in reference to the principles of animation

a. Bouncing ball animation

b. Walk Cycle