

POSTGRADUATE DEGREE PROGRAMME

M.Sc., Visual Communication

Two Years

CURRICULUM & SYLLABUS

REGULATION 2024

Choice Based Credit System (CBCS)

&

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2024 -2025

Department of Visual Communication
School of Mass Communication

VELS

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERUNGALATHUR-CHENNAI
ACCREDITED BY NAAC WITH 'A++' GRADE

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Verified
30/05/25
Asso. Dir-Academics

S Valarmathi

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Vels Institute of Science, Technology and Advanced Studies (VISTAS)
Pallavaram, Chennai - 600 117.

25/7/2025

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DEPARTMENT OF COMPUTER SCIENCE

VISION OF THE DEPARTMENT
Aims to provide quality education in the field of Artificial Intelligence with state of art facilities and handle quality research in association with industry and other Universities to produce well trained IT professionals in Machine Learning domain.

MISSION OF THE DEPARTMENT	
M1	To Provide knowledge through teaching and training in the field of Computer Science and Cyber Security.
M2	To concentrate on teaching-learning, research, project and consultancy help to increase the growth of IT and IT Enabled Services.
M3	To train students to get best opportunities and tackle challenges in IT industry.
M4	To equip students with communication skill, Leadership quality, ability to work with team help to improve the society.
M5	To provide value based and technical oriented related students help to build the nation.

PROGRAMME EDUCATIONAL OUTCOMES (PEO)	
PEO1	Graduates are prepared to be employed in IT industries by providing expected Domain Knowledge.
PEO2	Graduates are provided with practical training, hands-on and project experience to meet the industrial needs.
PEO3	Graduates are motivated in career and entrepreneurial skill development to become global leaders.
PEO4	Graduates are trained to demonstrate creativity, develop innovative ideas and to work in teams to accomplish a common goal.
PEO5	Graduates are addressed with social issues and guided to operate problems with Solution.

PROGRAMME OUTCOMES (PO)	
PO1	**Critical Thinking:** Apply knowledge of Cyber Security to identify, analyses problems and to provide effective solution in the area of Computing.
PO2	**Computing Skills and Ethics:** Analyze a problem, and identify and define the Computing requirements appropriate to its solution.
PO3	**Analytical skill:** Ability to design, develop algorithms and provide software solutions to cater the industrial needs.
PO4	**Modern Tool Usage:** Use current techniques, skills, and tools necessary for computing practices.
PO5	**Employability Skills:** Inculcate skills to excel in the fields of Information Technology and its Enabled services, Government and Private sectors, Teaching and Research.
PO6	**Ethics:** Insists ethical responsibilities, human and professional values and make their contribution to the society.
PO7	**Self-Directed and Life-long Learning:** Engaged in lifelong learning to equip them to the changing environment and be prepared to take-up mastering programmes.
PO8	**Individual and Team Work:** Function effectively as an individual, and as a member or a leader in diverse team and multidisciplinary settings.
PO9	**Project Management:** Demonstrate knowledge and understanding of the problem and management principles and apply these to one's own work.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	**Proficient Visual Communication Skills:** Students will demonstrate mastery in various visual communication techniques, including graphic design, illustration, photography, video production, and interactive media. They will be able to effectively translate complex ideas into visually compelling and persuasive messages.
PSO2	**Critical Thinking and Problem-Solving:** Students will develop the ability to analyze communication challenges, conduct research, and apply critical thinking skills to develop innovative visual solutions. They will be able to adapt their communication strategies to diverse audiences and contexts
PSO3	**Professional and Ethical Practice:** Students will understand the professional standards and ethical considerations within the field of visual communication. They will be able to work collaboratively, manage projects effectively, and adhere to copyright and intellectual property guidelines.

BOARD OF STUDIES

List of Members

Department of Visual Communication

S. No	Name & Designation	Address	Role
1.	Dr. Valarmathi S	Associate Professor and Head, Department of Visual Communication	Internal Member (Chair Person)
2.	Mr.Badri Venkatesh	Director, Tamil Film Industry	Industrial Expert (External Member)
3.	Dr.Arulchelvam	Director, EMMRC and Associate Professor, Department of Media Studies, Anna University	Academic Expert (External Member)
4.	Mr.Karthikeyan	Associate Executive Producer, Lyca Productions	Alumni Member (External Member)
5.	Mr.Kalimuthu	Assistant Professor and Head, Department of Visual Communication	Internal Member
6.	Dr.Senthil Kumar	Associate Professor and Head, Department of Visual Communication	Internal Member

CREDIT DISTRIBUTION

M.Sc., in Visual Communication
Minimum credits to be earned: 90

Component	I Sem	II Sem	III Sem	IV Sem	4 Yrs Total Credits
Core Courses (DSC)	16	16	16	18	66
Discipline Specific Elective (DSE)	8	8	8	0	24
Total Credits	24	24	24	18	90

ABBREVIATIONS

DSC	Disciplinary Specific Core
DSE	Disciplinary Specific Elective

CURRICULUM STRUCTURE

M.Sc., Visual Communication (Two Years)

Total number of Credits: 90

	M.Sc., Visual Communication Minimum Credits to be earned :90									
	Hours/Week						Maximum Marks			
SEMESTER I										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSC 1	24CMVC11	Communication Theories and Research Methods	3	1	0	0	4	40	60	100
DSC 2	24PMVC11	Literature Review (AVGC Content Exploration / Story Reading / Research Article Reading)	0	3	6	2	6	40	60	100
DSC 3	24PMVC12	Project I (AVGCXR, Fiction Film, Research)	0	4	8	4	8	40	60	100
DSE 1	24PMVC13	Acting and Body Language	0	3	6	4	6	40	60	100
DSE 2	24PMVC14	Screenplay Writing								
DSE 3	24PMVC15	Digital Story Boarding								
			3	**11**	**20**	**10**	**24**	**-**	**-**	**-**

CIA - Continuous Internal Assessment **SEE - Semester End Examination**

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER II										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSC 4	24CMVC21	Media Strategies and Digital Promotion	3	1	0	0	4	40	60	100
DSC 5	24PMVC21	UI and UX Design	0	3	6	2	6	40	60	100
DSC 6	24PMVC22	Project II	0	4	8	4	8	40	60	100
DSE 4	24PMVC23	VFX I	0	3	6	4	6	40	60	100
DSE 5	24PMVC24	3D Modeling								
DSE 6	24PMVC25	Short Film: Science Fiction Genre								
			3	**11**	**20**	**10**	**24**	**-**	**-**	**-**

SEMESTER III										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSC 7	24CMVC31	Advertising Management	4	0	0	0	4	40	60	100
DSC 8	24PMVC31	Emerging Media Content Creation	0	3	6	2	6	40	60	100
DSC 9	24PMVC32	Project III	0	4	8	4	8	40	60	100
DSE 7	24PMVC33	VFX II	0	3	6	4	6	40	60	100
DSE 8	24PMVC34	3D Rigging								
DSE 9	24PMVC35	Music Production								
			4	**10**	**20**	**10**	**24**	**-**	**-**	**-**

SEMESTER IV										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSC 10	24CMVC41	Public Relations	5	0	0	0	5	40	60	100
DSC 11	24CMVC42	Development Communication	5	0	0	0	5	40	60	100
DSC 12	24PMVC41	Capstone Project	0	0	16	4	8	40	60	100
AUDIT PAPER		Cyber Security	-	-	-	-	-	-	-	-
			13	**0**	**16**	**4**	**18**	**-**	**-**	**-**

DISCIPLINE SPECIFIC CORE COURSES

Category	Code	Course	L	T	P	O	C
DSC 1	24CMVC11	Communication Theories and Research Methods	3	1	0	0	4
DSC 2	24PMVC11	Literature Review (AVGC Content Exploration / Story Reading / Research Article Reading)	0	3	6	2	6
DSC 3	24PMVC12	Project I (AVGCXR, Fiction Film, Research)	0	4	8	4	8
DSC 4	24CMVC21	Media Strategies and Digital Promotion	3	1	0	0	4
DSC 5	24PMVC21	UI and UX Design	0	3	6	2	6
DSC 6	24PMVC22	Project II	0	4	8	4	8
DSC 7	24CMVC31	Advertising Management	4	0	0	0	4
DSC 8	24PMVC31	New Media Content Creation	0	3	6	2	6
DSC 9	24PMVC32	Project III	0	4	8	4	8
DSC 10	24CMVC41	Public Relations	5	0	0	0	5
DSC 11	24CMVC42	Development Communication	5	0	0	0	5
DSC 12	24PMVC41	Capstone Project	0	0	16	4	8

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	O	C
DSE 1	24PMVC13	Acting and Body Language	0	3	6	4	6
DSE 2	24PMVC14	Screenplay Writing	0	3	6	4	6
DSE 3	24PMVC15	Digital Story Boarding	0	3	6	4	6
DSE 4	24PMVC23	VFX I	0	3	6	4	6
DSE 5	24PMVC24	3D Modeling	0	3	6	4	6
DSE 6	24PMVC25	Short Film: Science Fiction Genre	0	3	6	4	6
DSE 7	24PMVC33	VFX II	0	3	6	4	6
DSE 8	24PMVC34	3D Rigging	0	3	6	4	6
DSE 9	24PMVC35	Music Video Production	0	3	6	4	6

SEMESTER I

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24CMVC11	**COMMUNICATION THEORIES AND RESEARCH METHODS**	**L**	**T**	**P**	**O**	**Credit**
		4	**0**	**0**	**0**	**4**

Course Objective

1. To acquire critical thinking and analytical skills.
2. To explore the various perspectives and approaches to communication models.
3. To understand the theoretical foundations and their applications in media and society.
4. To explain the concepts and procedures of sampling, data collection, analysis, and reporting.
5. To explain carrying out a literature search, its review, developing theoretical and Conceptual frameworks and writing a review.

Unit-I CONCEPT OF COMMUNICATION 12

- Basics of communication - Definition and importance of communication, channels of communication, Types of communication: Intrapersonal, interpersonal, group, and mass communication.
- Communication process, the role of context in communication (cultural, social, and mass media context).
- Verbal communication - words, tone, pitch, volume, speed, clarity and pace.
- Non-verbal communication - kinesics, haptics, proxemics, chromatics, facial expressions, Gestures, Paralanguage, Personal appearance, Emotional expression and regulation; non-verbal communication in specific contexts (relationship, public speaking, business).
- Communication Theories and models – definition, scope and importance of communication theory and models, Basic components of communication models: sender, message, channel, receiver, encoding, decoding, and feedback.

EXERCISE: The students will enhance practical skills in personal and professional interactions through non-verbal communication to become more effective communicator

Unit-II – MODELS OF COMMUNICATION 12

- Linear Models – Aristotle model, Lasswell's model, Shannon-Weaver Model, Berlo's SMCR Model, Wilbur Schramm's Model
- Interactive Models - Osgood-Schramm Model, **The** Westley & Maclean Model, white's model, Gerbner's model, new combe's model,
- Transactional Model - Barnlund's transactional model, **Dance's Helical Model,** Wood model
- Communication Flow Models – one-step flow, two-step flow, multi-step flow
- Other Models – gate keeping model, convergence model

EXERCISE: Take any one of the model of your choice and frame a conceptual frame work of the model.

Unit-III – THEORIES OF COMMUNICATION 12

- Normative Media Theories - Authoritarian theory, Libertarian theory, social responsibility theory, Soviet Media Theory, framing theory and priming theory.
- sociological theories – cultivation theory, agenda setting theory, uses and gratification theory, dependency theory
- 3audience theories – hypodermic needle theory, Reception theory, active audience theory, spiral of silence; Personal Influence Theory – one step flow theory, two step flow theory, multi step flow theory.
- Psychological theories – attitudinal change theory: selective exposure, selective perception, selective retention; reinforcement theory, persuasion and attitude, theory of social learning.
- Film Theories - Authorship in Films, Auteurs film theory, structuralism film theory, Marxist Film Theories, Feminist Film Theories, Genre Theory, Psychoanalytical film theory, Formalist film theory.

EXERCSE: Any two case study analysis

Unit-IV – RESEARCH METHODS 12

- Fundamentals of research - Meaning, Objectives, Research process, Methods and Methodology, Criteria of good research
- Types of Research - Pure research, applied research, Exploratory Research, Descriptive research, Diagnostic research, Quantitative and Qualitative research etc.
- Research Design - Types of research design, components of research design and features of good research design.
- Data Collection - Types of data, Methods of data collection- Interview Method, Mailing Method, Observation Method, Survey Method etc.; Primary and secondary sources of data.
- Hypothesis- types, significance level; review of literature.

EXERCISE: List out different types of data collection methods

Unit-V – DATA ANALYSIS 12

- Sampling Methods – probability and non probability methods.
- Analysis of data - Descriptive statistics, Inferential Statistics, Statistical Graphics, Histograms, Frequency Polygon, Ogive, Bar Graphs, Pareto Charts, Pie Charts, Scatterplots, Boxplots Descriptive Analysis, Frequency Distributions, Measures of Central Tendency, Measures of Variation/Dispersion, Skewness and Kurtosis, Coefficient of variation, Correlation and Regression Analysis, Chi square test, F test, t test, z test, ANOVA one way and two way, normal distribution, non-parametric statistical techniques, binomial test, discriminate analysis, factor analysis, cluster analysis, content analysis.
- Presentation of Research - Citation Styles- APA, MLA etc., Research ethics and Plagiarism, Report writing steps in report writing, layout of report writing, reference and bibliography.

EXERCISE: List out the references of Review of literature in APA Style

Total: 60 Hrs

EVALUATION METHODS

- **Quiz** to test recall capacity of students on concept of communication skills.
- **Assignment** would be given on the writing an article on any topic of their choice.
- **Seminar** to be delivered by students based on the analysis of their research work.
- **Project** to prepare an article to and publish in an UGC-CARE Journal

Course Outcomes

CO 1	Students will have a critical thinking and analytical skills in delivering their communication
CO 2	Students will have an in-depth understanding of the models of communication would be acquired
CO 3	Students will learn the responsibility of media theories in the society
CO 4	Students will be able to explain the concepts and procedures of sampling, data collection, analysis, and reporting.
CO 5	Students will be able to explain the functions of the literature review in research, carrying out a literature search, developing theoretical and conceptual frameworks, and writing a review.

TEXT BOOKS

1. Melvin L. DeFleur, and Margaret H. DeFleur (2022) Mass Communication Theories Explaining Origins, Processes, and Effect, Routledge.
2. Sandra L. Faulkner AND Joshua D. Atkinson (2024), Qualitative Methods in Communication and Media, Oxford University Press
3. Reynaldo Gacho Segumpan and Joanna Soraya Abu Zahari (2023), Mixed Methods Perspectives On Communication And Social Media Research, Routledge

REFERENCE BOOKS

1. Hacer Aker, and Mary Aiken (2022), Handbook of Research on Cyberchondria, Health Literacy, and the Role of Media in Society's Perception of Medical Information, IGI Global
2. Lorena Clara Mihăeş (2021), Handbook of Research on Contemporary Storytelling Methods Across New Media and Discipline, IGI Global

WEBSITE

1. https://mfs.mkcl.org/images/ebook/Fundamental%20of%20Research%20Methodology%20and%20Statistics%20by%20Yogesh%20Kumar%20Singh.pdf
2. https://managementstudyguide.com/communication-models.htm
3. https://nibmehub.com/opac-service/pdf/read/McQuail's%20Mass%20communication%20theory.pdf

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
		L	**T**	**P**	**O**	**Credit**
24PMVC11	**LITERATURE REVIEW**	**0**	**4**	**4**	**4**	**6**

Course Objective

1. To determine the problem/issue from the society from the literature.
2. Gather information on the identified social issue.
3. Analyze, Synthesize, and Evaluate the information from diverse courses
4. Apply appropriate reference styles
5. Write a structured and persuasive literature review

UNIT I TYPES OF LITERATURE REVIEW 20

Tutorial Component

- **Purpose and Scope:** Define the purpose of a literature review, its role in research, and its scope within different academic disciplines.
- **Types of Literature Reviews:** Introduce various types of literature reviews (narrative, systematic, scoping, etc.), discussing their characteristics, methodologies, and applications.
- **The Literature Review Process:** Outline the key stages involved in conducting a literature review, including problem formulation, literature search, critical evaluation, and synthesis.
- **Ethical Considerations:** Discuss ethical considerations in literature review writing, including plagiarism, bias, and responsible use of sources.

Practical Component

- **Identifying Research Topics:** Brainstorm potential research topics and refine them based on relevance, scope, and available literature.
- **Conducting a Literature Search:** Learn how to use library databases, search engines, and other resources to locate relevant literature.
- **Evaluating Sources:** Critically assess the quality and relevance of sources using established criteria.
- **Annotation and Citation:** Practice annotating sources and using appropriate citation styles (e.g., APA, MLA).

Assignment

- **Literature Search and Evaluation:** Students will select a research topic, conduct a literature search using library databases, and critically evaluate the sources they find. They will create an annotated bibliography using a chosen citation style.

UNIT-II CHOOSING LITERATURE 20

Tutorial Component

- Identifying a Social Issue: Theoretical frameworks for selecting and defining a relevant social issue for literature review.
- Literature Search Strategies: In-depth discussion of strategies for identifying and accessing relevant literature sources (academic databases, journals, books, etc.).
- Criteria for Source Selection: Theoretical models for evaluating the quality, relevance, and credibility of literature sources.

Practical Component

- **Social Issue Identification Workshop:** Practical exercises in brainstorming and selecting a social issue for a literature review.
- **Guided Literature Search:** Hands-on practice using library databases and search engines to locate relevant literature on a chosen social issue.
- **Source Evaluation Activity:** Practical application of evaluation criteria to assess the suitability of different literature sources for a review.

Assignment

- **Social Issue Literature Review Proposal:** Students will develop a proposal for a literature review on a chosen social issue. The proposal will include a clear definition of the issue, a research question, and a preliminary list of potential sources.

UNIT III SUMMARY WRITING 30

Tutorial Component

- **Outline Development:** Theoretical frameworks for creating effective outlines that capture the main points and structure of the literature studied.
- **Summarization Techniques:** Discussion of various summarization techniques to condense information while preserving key arguments and findings.
- **Drafting and Revision:** Theoretical guidance on drafting clear and concise summaries, emphasizing the importance of revision for clarity and coherence.
- **Identifying Unique Contributions:** Theoretical approaches to identifying and highlighting the unique contributions and perspectives offered by each piece of literature.

Practical Component

- **Outline Creation Workshop:** Practical exercises in developing outlines for different types of literature (research articles, book chapters, etc.).
- **Summary Writing Practice:** Hands-on practice in summarizing selected pieces of literature using different techniques.
- **Peer Review and Feedback:** Students exchange summaries for peer review and provide constructive feedback on clarity, accuracy, and completeness.
- **Identifying Unique Contributions Activity:** Practical application of theoretical approaches to identify and articulate the unique value of each source.

Assignment

- **Summary Portfolio:** Students will compile a portfolio of summaries of selected literature, demonstrating their ability to condense information effectively and highlight key points.

UNIT IV **REVIEW WRITING** **20**

Tutorial Component

- Critical Analysis and Synthesis: Theoretical frameworks for critically analyzing and synthesizing information from multiple sources.
- Comparative Analysis: Discussion of methods for comparing and contrasting different perspectives, methodologies, and findings within the literature.
- Argument Development: Theoretical guidance on constructing a coherent and persuasive argument based on the synthesized literature.
- Review Structure and Organization: Discussion of effective review structures and organizational strategies.

Practical Component

- **Critical Analysis Workshop:** Practical exercises in critically analyzing and evaluating selected pieces of literature.
- **Comparative Analysis Activity:** Hands-on practice in comparing and contrasting different perspectives and findings within the literature.
- **Argument Development Exercise:** Students practice developing a clear and persuasive argument based on the synthesized literature.
- **Drafting and Revision Workshop:** Practical guidance on drafting and revising a literature review, emphasizing clarity, coherence, and logical flow.

Assignment

- **Literature Review Draft:** Students will produce a draft of their literature review, incorporating critical analysis, synthesis, and a well-structured argument.

UNIT V REFERENCE AND PRESENTATION 30

Tutorial Component

1. Citation and Referencing: In-depth discussion of citation styles (APA, MLA, etc.) and their appropriate use in literature reviews.
2. Annotated Bibliography: Theoretical guidance on creating annotated bibliographies that provide concise summaries and evaluations of sources.
3. Presentation Skills: Discussion of effective presentation techniques for communicating research findings and engaging an audience.
4. Peer Review and Feedback: Theoretical emphasis on the importance of peer review and feedback in refining the final review and presentation.

Practical Component

- **Citation and Referencing Practice:** Hands-on practice in using different citation styles to create accurate references and in-text citations.
- **Annotated Bibliography Workshop:** Practical exercises in creating annotated bibliographies for the literature review.
- **Presentation Practice:** Students practice delivering oral presentations of their literature reviews, incorporating effective visual aids and communication strategies.
- **Peer Review and Feedback Session:** Students exchange drafts of their reviews and presentations for peer review and provide constructive feedback.

Assignment

- **Final Literature Review and Presentation:** Students will submit their final, polished literature review and deliver an oral presentation of their findings.

Total: 120 Hrs

EVALUATION METHODS

- **Review Writing** for an article to and publish in a Journal **Or**
- **Synopsis Writing** for a Novel and publish in a blog

COURSE OUTCOMES

CO 1	Students will define the purpose and function of types of literature review
CO 2	Students will go through key stages involved in conducting a literature review
CO 3	Students will understand the ethical considerations in review writing and integrate information from diverse sources
CO 4	Students can organize arguments logically in the literature review
CO 5	Communicate strengths and weaknesses of existing literature and effectively present the review and presentations

TEXTBOOKS

- Lawrence A Machi (2022), "Literature Review: Six Steps to Succeed", SAGE.
- David J Haris (2020), "Literature Review and Research Design", Routledge/Taylor Fancis Group
- Sayyed Rahim Moosavinia (2020), "A Sociopsychological Analysis of Chekhov's The Darling in the light of Fromm's Ideas: A Feminist Perspective", The Indian Review of World Literature in English

REFERENCE BOOKS

- Bryan Greetham (2021), How to Write Your Literature Review, Red Globe Press
- Helen Aveyard, Sheila Payne and Nancy Preston (2021), A post-graduate's guide to doing a literature review McGrewHill Open University Publication.

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
		L	**T**	**P**	**O**	**Credit**
24PMVC12	**Project I**	**0**	**4**	**8**	**4**	**8**

COURSE OBJECTIVES

1. To enable students to apply practical media production skills in a real-world setting.
2. To provide students with exposure to the media industry's operational structure, professional practices, and current trends.
3. To foster critical thinking and problem-solving abilities in the context of media production challenges.
4. To develop project management and collaborative skills required for successful project completion.
5. To enhance communication and presentation skills through project documentation and reporting.

PROJECT REGULATION

- The choice of the place of training shall be Film Industry or Television channel or Television production house or Radio or Ad film Agency or Animation studios or VFX etc.
- Project can be for 6 months duration during Third year with 8 Credits.
- The project work primarily involves learning in the studio or fieldwork.
- The choice of the organization / a person shall be approved by the Head of the
- Department Can be an individual or teamwork with a maximum of 4 members.
- Carried out inside the university or in any relevant industry.
- Will be guided by an Internal guide and External guide from the respective industry.

A REPORT CONTAINING THE FOLLOWING FEATURES

- Studio Production – details, role, and presentation / Field Production– details,
- role and presentation.
- Critical study of projects done during the training period in which the student is involved.
- Study of the office management system.
- Pictures of the students of their workplace

MODE OF EVALUATION

- Periodic reviews with presentations, final Viva-Voce with Project reports submission.
- Submission and regular monitoring of Attendance.
- Submission of certificate on successful implementation of the project

The Project will be evaluated for 100 marks, comprising 30 marks for continuous internal reviews and 70 marks for the project report and viva-voce.

COURSE OUTCOME

CO 1	**Practical Proficiency in Media Production:** Students will demonstrate hands-on proficiency in a range of media production skills (drawing, graphic design, photography, cinematography, sound engineering, video editing, direction, animation, visual effects) through project-based learning.
CO 2	**Industry Awareness and Exposure:** Students will gain a comprehensive understanding of the media industry's structure, operations, and current practices through real-time exposure and interactions with industry professionals.
CO 3	**Problem-Solving and Critical Thinking:** Students will develop critical thinking and problem-solving skills by applying technical knowledge to address practical challenges encountered during project work and industry interactions.
CO 4	**Project Management and Collaboration:** Students will demonstrate effective project management and collaboration skills by successfully completing a significant project (individually or in teams) under the guidance of internal and external mentors
CO 5	**Communication and Presentation:** Students will effectively communicate their project work and research findings through well-structured reports, presentations, and visual documentation, demonstrating professional communication skills.

REFERENCES

1. Jonathan Baldwin; Lucienne Roberts (2020), Visual communication : from theory to practice, AVA

2. Tay Vaughan (2017), Multimedia - Making it work, McGraw-Hill Education

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC13	**Acting and Body Language**	**L**	**T**	**P**	**O**	**Credit**
		0	**3**	**6**	**4**	**6**

Course Objectives:

1. To provide a comprehensive understanding of the fundamental principles of acting.
2. To emphasize the critical role of body language in effective performance.
3. To enhance body awareness and control for authentic acting with vocal and emotional expression.
4. To provide practical experience through scene study and performance.
5. To explore advanced audience engagement and conveying the narrative effectively.

UNIT I INTRODUCTION TO ACTING 20

- Overview of acting techniques.
- Importance of body language in acting
- Basic principles of acting
- Historical context Acting
- Evolution of acting techniques

Exercise: Walk around the room. Call out different emotions (e.g., happy, sad, angry, excited). Must change their walk to reflect the emotion.

UNIT 2: FUNDAMENTALS OF BODY LANGUAGE 20

- Types of body language: Facial expressions, gestures, posture.
- The role of body language in communication.
- Exercises to enhance body awareness.
- Identifying personal habits and improving body control.
- Techniques for expressive body language.

Exercise: Spend time in a public place observing people's body language. Take notes on their facial expressions, gestures, and postures. Try to infer their emotions or intentions based on these observations.

UNIT 3: CHARACTER DEVELOPMENT AND INTEGRATING VOICE 25

- Using body language to develop a character.
- Creating a physicality for different characters.
- Research and observation for character development.
- Synchronizing body language with vocal expression.
- Balancing dialogue, emotional expression and physical actions.
- Using breath as a tool to support both vocal expression.

Exercise: Select an animal that represents the character's traits (e.g., a lion for a powerful character, a rabbit for a timid one).

Unit 4: PERFORMANCE TECHNIQUES FOR DIFFERENT MEDIUMS **30**

- Differences in acting style use for stage vs. screen rehearsals
- Techniques for maintaining body language under different conditions.
- Analyzing recorded performances to identify strengths.
- Adapting acting for various genres and styles.
- Rehearsal for stage and screen performances in Dynamics.

Exercise: Perform the same scene twice, once as if for stage and once as if for screen. Focus on the differences in Body language, Projection, and Movement.

Unit 5: Advanced Techniques and Final Project 40

- Advanced Understanding and utilizing subtle facial expressions to convey complex emotions and thoughts.
- Using space creatively to enhance the narrative, including proxemics (the study of personal space) and spatial relationships between characters.
- Techniques for modulating energy levels to match the scene's intensity and character's emotional state.
- Techniques for maintaining audience engagement and conveying the narrative effectively.
- Final project presentations and critique.
-

Exercises: Pair up students for an improvisation game. One student makes a statement (e.g., "I just won the lottery!"), and the other must respond with "Yes, and.. " followed by an addition that builds on the first statement (e.g., "Yes, and now we can buy a new car!"). Continue the scene for a few minutes.

Total: 135 Hrs

Evaluation Components

- **Quiz** to check recall memory of students on principles of Acting and Body Language.
- **Video Assignment** –Five minutes of Mock Shoot – specific walk that embodies their personality, age, physical condition, and emotional state. Practice walking around the space, paying attention to posture, speed, and weight distribution.
- Engaging in **group discussion** on evaluating 9 Navarasas: Shringara (Love), Hasya (Laughter), Karuna (Compassion), Raudra (Anger), Veera (Courage), Bhayanaka (Fear), Bibhatsa (Disgust), Adbhuta (Wonder), Shanta (Peace).
- **Seminar** on any interested topic or **Interactive Discussion** from an expert of any industry.
- Submit a record of work that contains, Five minutes silent film – Perform a short scene with a partner without using any spoken dialogue. (Rely entirely on body language, facial expressions, and gestures to convey the narrative and emotions).

Course Outcomes:

CO 1	Identify the Demonstrate a comprehensive understanding of acting principles.
CO 2	The Operating Skills include the ability to Interpret and utilize body language effectively in performances.
CO 3	To Students will Gain Create and sustain compelling characters using with vocal and emotional expression.
CO 4	To Students to gain scene study and rehearsals , different performance mediums.
CO 5	Students would able to audience engagement and conveying the narrative effectively.

Textbook:

- Robert Cohen, James Calleri (2024), Acting Professionally: An Essential Career Guide for the Actor, Methuen Drama
- Lisa Peck (editor), Evi Stamatiou (editor) (2024), Critical Acting Pedagogy (Routledge Advances in Theatre & Performance Studies), Routledge
- Patrick Tucker (2023), Secrets of Screen Acting, Routledge

Reference Books:

- Pia Campeggiani (2023), Theories of Emotion: Expressing, Feeling, Acting, Bloomsbury Academic
- David Thomson (2023), Acting Naturally: The Magic in great Performances, Knopf Doubleday Publishing Group

Websites:

- StageMilk - Acting Resources
- The Acting Studio
- Backstage - Acting Tips and Advice
- Drama Resource
- The Drama Teacher

WEB SOURCES

1 https://BBC Bitesize - Drama
2 http://actorsaccess.com
3 https://thedramateacher.com

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
		L	**T**	**P**	**O**	**Credit**
24PMVC14	**SCREENPLAY WRITING**	**0**	**3**	**6**	**0**	**6**

Course Objectives:

1. To equip students with the fundamental principles and techniques of screenplay writing.
2. To enable students to develop their creative storytelling abilities and translate them into effective screenplays.
3. To familiarize students with industry standards and expectations in screenplay writing.
4. To encourage students to explore diverse genres and styles of screenplay writing.
5. To provide students with opportunities to workshop their screenplays and receive constructive feedback.

Unit 1: FUNDAMENTALS OF SCREENWRITING 20

- Short Stories – Review short stories and find the scope for visualization, Novel – Identifying novels that can be adopted for screenwriting, Events – Converting news, articles social events to fictional tales.
- Character development and arc. Background study - Social background, Economic background, and Cultural Background
- Conflict Development – Interconnectivity of characters, Character contrast, Character's ideology and interest, developing conflict
- Dialogue writing and subtext

Unit 2: THE THREE-ACT STRUCTURE 25

- Scene construction and pacing, Theme and Conflict
- Introduction to screenplay format and structure
- The Setup: Introducing characters, world, and conflict
- The Confrontation: Rising action, obstacles, and turning points
- The Resolution: Climax, resolution, and denouement

Unit 3:GENRE AND STYLE 30

- Exploration of different genres (drama, comedy, action, thriller, etc.)
- Genre conventions and expectations
- Adaptation of existing works into screenplays
- Developing a unique voice and style

Unit 4: VISUAL STORYTELLING 30

- The screenplay as a blueprint for film
- Camera shots and angles
- Editing and transitions
- Sound design and music

Unit 5: THE BUSINESS OF SCREENWRITING **30**

- Pitching and marketing your screenplay
- Agents, managers, and producers
- Contracts and legal considerations
- Networking and building relationships

Total: 135 Hrs

Assessment:

- Screenplay assignments (short scenes, treatments, full-length screenplay)
- Class participation and peer feedback
- Final screenplay project and presentation

COURSE OUTCOMES:

CO 1	Understanding fundamentals of screenplay writing.
CO 2	Identifying three-act-structure and developing a story by applying the three-act-structure
CO 3	Differentiating genre and styles
CO 4	Understanding film language
CO 5	Gaining knowledge on film business

Evaluation Components

- Identify ten stories and write the synopsis of the story
- Elaborate the any 2n identified story to a screenplay

Textbook:

- Fiske, Adam (2022), Your First Screenplay: The Beginner's Guide To Movie Writing, Author
- James Bang, (2022), Script Analysis: The Beginner Guide to Movie Writing, Routledge

Reference Books

- Brian Dunnigan, (2020), Screenwriting is Filming, Crowood Press

Websites:

- StageMilk - Acting Resources
- The Acting Studio
- Backstage - Acting Tips and Advice
- Drama Resource
- The Drama Teacher

WEB SOURCES

https://BBC Bitesize - Drama
http://actorsaccess.com

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
		L	**T**	**P**	**O**	**Credit**
24PMVC15	**DIGITAL STORYBOARDING**	**0**	**3**	**6**	**4**	**6**

COURSE OBJECTIVES:

1. Students will be able to define and apply key storyboarding concepts such as frame composition, shot types, and sequencing to create coherent and effective visual narratives.
2. Students will be able to analyze and interpret scripts, translating written content into visual storyboards
3. Students will create polished, professional-quality storyboards using digital tools.
4. Students will apply advanced visual storytelling techniques, including composition, camera angles, and visual continuity.
5. Students will compile and present a comprehensive portfolio of their storyboard work, adhering to industry standards.

Unit-I – INTRODUCTION TO STORYBOARDING **20**

- Overview of Storyboarding
- Storyboarding Process
- Basic Concepts
- Tools and Software

Unit-II – NARRATIVE AND SCRIPT DEVELOPMENT **25**

- Understanding Narrative Structure
- Script to Storyboard
- Creating a Story Outline
- Dialogue and Action

Unit-III – VISUAL STORYTELLING TECHNIQUES **30**

- Composition and Framing
- Camera Angles and Movement
- Character and Scene Design
- Visual Continuity

Unit-IV – DIGITAL TOOLS AND TECHNIQUES **30**

- Digital Storyboarding Tools
- Layering and Animatics
- Editing and Refining
- Integration with Other Media

Unit-V INDUSTRY PRACTICES AND PORTFOLIO DEVELOPMENT **30**

- Professional Standards
- Feedback and Revisions
- Building a Portfolio

- Career Pathways

Practical / Assignments / Exercises

- Hands-On Exercises to Digital Storyboard Skills
- Mock test , digital portfolio presentation
- Individual And Group Projects
- Practical exam and Viva

Total: 135 Hrs.

Course Outcomes

CO 1	Proficiency in Digital Storyboard Creation and development
CO 2	Understanding Principles of narrative script development
CO 3	Application of Visual Storytelling methods
CO 4	Mastering in Digital Tools and Techniques
CO 5	Collaborative Skills and Professionalism

TEXT BOOKS:

1. Marcos Mateu-Mestre, (2021), *Framed Ink 2: Drawing and Composition for Visual Storytellers*, Focal Press.
2. Stephanie Torta, Vladimir Minuty, (2022), *Storyboarding: Turning Script into Motion*, Mercury Learning & Information.
3. James Bang, (2022), *Digital Storyboarding: Crafting Visual Narratives with Tools & Techniques*, Routledge.

REFERENCE BOOKS:

1. Roché Woodworth, (2023), *The Beginner's Guide to Procreate: Everything You Need to Know to Master Digital Art*, Page Street Publishing.
2. Scott McCloud, (2021), *Making Comics: Storytelling Secrets of Comics, Manga and Graphic Novels*, HarperCollins.
3. Giuseppe Cristiano, (2021), *The Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising*, 2nd edition, Michael Wiese Productions.

WEBSITE

1. https://www.studiobinder.com/blog/storyboard-classes-online/
2. https://www.acmi.net.au/education/school-program-and-resources/film-it-storyboards/

WEB SOURCES

1. https://boords.com/how-to-storyboard/elearning

REFERENCE BOOK LINK

1. https://docs.google.com/spreadsheets/d/1UgvnfaQrTtHi36WkWUxkaAI3-cHf_hdWRqXm4Jm5nkc/edit#gid=660206608

SEMESTER II

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
		L	T	P	O	Credit
24CMVC21	MEDIA STRATEGIES AND DIGITAL PROMOTION	3	1	0	0	4

COURSE OBJECTIVE:

1. Understand the evolving media landscape and its impact on marketing and communication strategies.
2. Analyze target audiences and develop effective media strategies to reach them.
3. Plan and execute integrated media campaigns across various platforms, including digital, social, and traditional media.
4. Create engaging content for digital promotion and optimize it for different channels
5. Measure and analyze the effectiveness of media campaigns and make data-driven decisions.

UNIT- I INTRODUCTION TO MEDIA STRATEGIES 12

- The Evolving Media Landscape: Traditional vs. Digital Media
- Understanding Media Consumption Habits and Audience Behavior
- Media Planning Fundamentals: Objectives, Strategies, and Tactics
- Media Buying and Negotiation: Reach, Frequency, and Impact
- Measuring Media Effectiveness: Key Performance Indicators (KPIs)

Assignment: Case Studies: Analyzing Successful Media Campaigns

UNIT-II CONTENT MARKETING AND STORYTELLING 12

- The Power of Content in Digital Promotion
- Content Strategy and Planning: Aligning with Business Goals
- Creating Engaging Content: Writing, Visuals, and Multimedia
- Content Distribution and Promotion: Reaching the Target Audience
- Content Optimization for Search Engines (SEO)

Assignment: Case Studies: Content Marketing Success Stories

UNIT-III SOCIAL MEDIA MARKETING 12

- The Social Media Landscape: Platforms, Trends, and Best Practices
- Developing a Social Media Strategy: Goals, Objectives, and Target Audience
- Content Creation and Curation for Social Media
- Community Building and Engagement: Interaction and Growth
- Social Media Advertising: Targeting, Budgeting, and Optimization
- Social Listening and Monitoring: Tracking Brand Mentions and Sentiment

Assignment: Case Studies: Effective Social Media Campaign

UNIT – IV SEARCH ENGINE OPTIMIZATION (SEO) 12

- Introduction to SEO: How Search Engines Work
- Keyword Research and Targeting: Identifying Relevant Search Terms
- On-Page Optimization: Content, Structure, and Technical SEO
- Off-Page Optimization: Link Building and Reputation Management
- Local SEO: Optimizing for Local Search Results
- SEO Analytics and Reporting: Measuring and Tracking Performance

Assignment: Case Studies: SEO Success Stories

UNIT-V ADVERTISING AND ANALYTICS 12

- Display Advertising: Banner Ads, Targeting, and Retargeting
- Paid Search Marketing: Google Ads and Search Engine Marketing (SEM)
- Email Marketing: Building Lists, Creating Campaigns, and Measuring Results
- Affiliate Marketing and Influencer Marketing
- Web Analytics: Google Analytics and Data-Driven Decision Making
- Measuring ROI of Digital Marketing Campaigns

Assignment: Case Studies: Effective Digital Advertising Campaign

Total: 60 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	Develop comprehensive media strategies. ● *Students establish the foundation for understanding the media landscape, audience analysis, and the core principles of media planning. Students learn to define campaign objectives, select appropriate media channels, and integrate different platforms strategically.*
CO 2	Create compelling content for digital promotion. ● *Students focus on the role of content in digital promotion. Students learn to plan, create, and optimize engaging content across various formats, incorporating storytelling techniques and SEO principles.*
CO 3	Implement and manage social media marketing campaigns. ● *Students delve into the specifics of social media marketing. Students learn to develop social media strategies, create platform-specific content, engage audiences, and utilize social media advertising effectively.*

CO 4	Utilize search engine optimization (SEO) techniques. ● *Students provide a comprehensive understanding of SEO. Students learn keyword research, on-page and off-page optimization, and how to improve website visibility in search engine results pages (SERPs).*
CO 5	Analyze and measure digital marketing campaign effectiveness. ● *Students focus on digital advertising and analytics. Students learn about various digital advertising formats, web analytics tools, and how to measure the ROI of digital marketing campaigns.*

Text Books:

1. Dave Chaffey, Fiona Ellis-Chadwick (2019), Digital Marketing: Strategy, Implementation And Practice, Pearson
2. Simon Kennedy Beames And Patrick T. Maher (Ed), 2025), Handbook Of Mobile Technology, Social Media And The Outdoors, Routledge
3. Qihao Ji (2024) Social Media And Society, Routledge

Reference Books:

1. Nripendra P. Rana, Emma L. Slade, Ganesh Prasad Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi (2022),Digital And Social Media Marketing: Emerging Applications And Theoretical Development.
2. Michael Kotick (2017), Create Brand Attraction: A New Strategy That Uses The Laws Of Human Attraction To Decode Marketing In A Digital And Social Media Age,

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC21	UI & UX DESIGN	L	T	P	O	Credit
		0	3	6	2	6

COURSE OBJECTIVE:

1. Understand the core principles of UI/UX design: Grasp the relationship between UI and UX, learn key terminology, and understand the importance of user-centered design in effective communication.
2. Develop user research skills: Learn methods for gathering insights about user needs, behaviors, and preferences, including user interviews, surveys, and usability testing.
3. Apply design thinking to UI/UX problems: Practice the iterative design process, from ideation and prototyping to testing and refinement, to create user-centered solutions.
4. Gain familiarity with basic UI design principles: Learn about information architecture, visual hierarchy, typography, color theory, and accessibility considerations in interface design.
5. Create basic interactive prototypes: Develop hands-on experience with industry-standard prototyping tools (e.g., Figma, Adobe XD) to bring design ideas to life.

UNIT- I FOUNDATIONS OF UX/UI DESIGN 20

Tutorial:

- Introduction to UI/UX Design: Definitions, core concepts, UI vs. UX, user-centered design principles, design thinking process.
- Understanding Users: User research methods (interviews, surveys, contextual inquiry, usability testing), ethical considerations, user personas, user journey mapping.
- Foundational Readings: Excerpts from "Don't Make Me Think" and "The Design of Everyday Things."
- Case Studies: Analysis of successful and unsuccessful UI/UX designs.

Practicals:

- Heuristic Evaluation: Analyze existing websites or apps using usability heuristics.
- Competitive Analysis: Compare and contrast the UI/UX of similar products.
- Basic Wireframing: Sketch basic layouts and navigation for simple interfaces.
- User Interview Practice: Conduct interviews to understand user needs and preferences.
- Usability Testing Observation: Analyze a usability testing session.
- Create User Personas: Develop personas based on research data.

Assignment 1: User-Centered Design Analysis

- **Objective:** Apply foundational UI/UX principles to analyze and improve an existing product.
- **Task:** Choose a website or app. Analyze its UI/UX based on user-centered design, design thinking, and usability heuristics. Identify strengths, weaknesses, and suggest improvements with a focus on user needs and pain points.
- **Deliverables:** A written report with screenshots, annotations, findings, and recommendations.

UNIT-II INFORMATION ARCHITECTURE AND INTERACTION DESIGN 25

Tutorial:

- Information Architecture: Sitemaps, user flows, navigation design, organizing information effectively.
- Interaction Design: Principles of affordances, feedback, mental models, creating intuitive interactions.
- Wireframing and Prototyping Tools: Introduction and demonstrations of industry-standard tools.

Practicals:

- Card Sorting: Understand how users categorize information.
- Create a Sitemap: Develop a sitemap for a website or app based on user needs.
- Develop Wireframes: Create low-fidelity wireframes for specific task flows.
- Prototyping: Build interactive prototypes to simulate user interactions.

Assignment 2: Interactive Prototype for a Task Flow

- **Objective:** Design the information architecture and interaction flow for a complex user task.
- **Task:** Choose a complex task within a website or app (e.g., booking a flight). Develop a user flow, create wireframes, and build an interactive prototype to demonstrate the flow and gather feedback.
- **Deliverables:** User flow diagram, wireframes, and a clickable prototype.

UNIT-III VISUAL DESIGN AND UI ELEMENTS 30

Tutorial:

- Visual Design Principles: Visual hierarchy, Gestalt principles, typography, color theory, creating aesthetically pleasing and effective interfaces.
- UI Elements: Exploring various UI elements and their functions (buttons, forms, icons, menus).
- Accessibility Guidelines: Designing for users with disabilities, ensuring inclusivity.

Practicals:

- Mood Board Creation: Explore visual styles and aesthetics for a project.
- UI Element Redesign: Improve the design of existing UI elements.
- Style Guide Development: Create a basic style guide for consistency.

Assignment 3: Accessible UI Redesign

- **Objective:** Apply visual design and accessibility guidelines to improve an interface.
- **Task:** Choose a website/app with accessibility issues. Redesign a section to enhance accessibility for users with disabilities.
- **Deliverables:** Before/after screenshots, a written explanation of design choices, and their impact on accessibility.

UNIT – IV UI/UX FOR DIFFERENT PLATFORMS AND EMERGING TRENDS 30

Theory:

- Responsive Design: Principles of responsive design, adapting to various screen sizes.
- Mobile-First Design: Designing for mobile devices first, then scaling up.
- Platform Considerations: UI/UX for web, mobile (iOS and Android), wearables.
- Emerging Trends: Current and future trends in UI/UX design (e.g., AR/VR, voice interfaces, AI).

Practicals:

- Responsive Design Exercise: Create a layout that adapts to different screen sizes.
- Mobile App Prototype: Develop a basic interactive mobile app prototype.
- Case Study Presentation: Analyze the UI/UX of a successful product on a specific platform.

Assignment 4: Platform-Specific Design

- **Objective:** Design a user interface considering platform-specific guidelines and best practices.
- **Task:** Choose a concept for a mobile app. Design the UI for iOS or Android, considering platform conventions and user expectations. Develop a high-fidelity prototype.
- **Deliverables:** Design specification (user flows, wireframes, mockups) and a functional prototype.

UNIT-V UI/UX DESIGN PROJECT 30

Objective: Apply learned skills to a real-world design project.

Task: Work individually or in teams to design a UI/UX solution for a client (fictional or real). Conduct user research, define needs, develop information architecture, design the UI, and create a high-fidelity prototype.

Deliverables:

- Project proposal
- User research report
- Design specification document (user flows, wireframes, mockups)
- Interactive prototype
- Final presentation and demonstration

Key Considerations:

- **Depth vs. Breadth:** This revised structure covers a wide range of topics, but you might need to adjust the depth of coverage for each unit based on the course duration and student level.
- **Hands-on Learning:** Maintain a strong emphasis on practical exercises and assignments to reinforce concepts.
- **Tools and Resources:** Introduce students to relevant UI/UX design tools and resources throughout the course.
- **Flexibility:** Be prepared to adapt the syllabus based on student needs and feedback.
- **Project Guidance:** Provide ample support and guidance during the project phase.

Total: 135 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	Develop comprehensive media strategies. ● Students establish the foundation for understanding the media landscape, audience analysis, and the core principles of media planning. Students learn to define campaign objectives, select appropriate media channels, and integrate different platforms strategically.
CO 2	Create compelling content for digital promotion. ● Students focus on the role of content in digital promotion. Students learn to plan, create, and optimize engaging content across various formats, incorporating storytelling techniques and SEO principles.
CO 3	Implement and manage social media marketing campaigns. ● Students delve into the specifics of social media marketing. Students learn to develop social media strategies, create platform-specific content, engage audiences, and utilize social media advertising effectively.
CO 4	Utilize search engine optimization (SEO) techniques. ● Students provide a comprehensive understanding of SEO. Students learn keyword research, on-page and off-page optimization, and how to improve website visibility in search engine results pages (SERPs).
CO 5	Analyze and measure digital marketing campaign effectiveness. ● Students focus on digital advertising and analytics. Students learn about various digital advertising formats, web analytics tools, and how to measure the ROI of digital marketing campaigns.

Text Books:

1. Fabio Staiano (2022), Designing and Prototyping Interfaces with Figma: Learn essential UX/UI design principles by creating interactive prototypes for mobile, tablet, and desktop,
2. Pamala Deacon (2020), A step by step Guide on UX and UI design,
3. Albert Chipman (2022) A Complete Beginners to Pro Step by Step Guide to UX/UI Design and Mastering the Fundamentals of Web Design with Latest Tips & Techniques

Reference Books:

1. Christopher Harris (2020), Build Your UX and Ui Design Skills,
2. James (2017), Modular Design Frameworks : A Projects-based Guide for UI/UX Designers, Cabrera

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC22	PROJECT II	L	T	P	O	Credit
		0	4	8	4	8

COURSE OBJECTIVE:

1. To provide students with hands-on learning experience in various media production disciplines, including UI/UX design, animation, science fiction filmmaking, and VFX.
2. To enable students to integrate their knowledge and skills in these areas to create a comprehensive multimedia project.
3. To foster collaboration and teamwork skills in a project-based learning environment.
4. To develop critical thinking and problem-solving abilities in the context of media production.
5. To enhance students' understanding of the creative and technical challenges involved in producing professional-quality multimedia content.

PROJECT REGULATION

- **Teamwork:** Projects must be completed in teams of 3-5 students.
- **Duration:** The project will span one semester.
- **Guidance:** Each team will have an assigned faculty advisor who will provide guidance and feedback throughout the project.
- **Industry Collaboration:** Teams are encouraged to collaborate with industry professionals (e.g., animators, VFX artists, UI/UX designers) for mentorship and feedback.

PROJECT DESCRIPTION

Students will work in teams to conceive, design, and produce a multimedia project that integrates UI/UX design, animation, science fiction narrative, and visual effects. The project can take various forms, such as:

- **Interactive Sci-Fi Narrative:** A story-driven experience that combines UI/UX design, animation, and VFX to create an immersive and engaging narrative. This could be a web-based experience, a mobile app, or an installation.
- **Animated Short Film with VFX:** A short film set in a science fiction world, utilizing animation and VFX to bring the story to life. This could involve character animation, environment design, and compositing.
- **Concept Design for a Sci-Fi Game or Film:** Developing UI/UX, characters, environments, and visual effects for a fictional science fiction game or film. This could involve creating concept art, storyboards, and animatics.

PROJECT REQUIREMENTS

- **Concept Development:** Develop a strong concept and narrative for the project, clearly defining the target audience and the intended experience.
- **UI/UX Design:** Design user interfaces and interactions that are appropriate for the chosen platform and enhance the user experience.
- **Animation:** Create animations (2D or 3D) that contribute to the storytelling and visual appeal of the project.
- **VFX:** Utilize visual effects techniques to enhance the realism and impact of the project (e.g., compositing, motion graphics, 3D modeling).
- **Sound Design:** Integrate sound effects and music to create an immersive audio experience.
- **Project Management:** Effectively manage the project timeline, resources, and team dynamics.

MODE OF EVALUATION

- **Project Proposal:** A detailed proposal outlining the project concept, objectives, and plan.
- **Midterm Review:** A presentation showcasing the progress made on the project, including initial designs, animations, and VFX work.
- **Final Presentation:** A final presentation and demonstration of the completed project.
- **Project Report:** A comprehensive report documenting the project process, challenges, and outcomes.
- **Individual Contribution:** Assessment of each team member's contribution to the project.

MODE OF EVALUATION

- Prepare problem statements with reasonable assumptions and constraints.
- Carry out literature survey for acquiring in-depth domain knowledge.
- Develop a suitable solution methodology for the problem.
- Perform analysis, design and develop solution by iterations and document the results in the form of technical report / presentation.
- Work in a team, collaborate with teammates and acquire cross-cultural competency

COURSE OUTCOME

CO 1	Students will be able to effectively integrate UI/UX design, animation, and VFX to create a compelling multimedia project.
CO 2	Students will gain practical experience in project management and teamwork in a creative context.
CO 3	Students will develop their critical thinking and problem-solving skills in the context of media production.
CO 4	Students will enhance their technical skills in various media production software and tools.
CO 5	Students will create a portfolio-worthy project that showcases their skills and creativity.

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE

24PMVC23	VFX I	L	T	P	O	Credit
		0	3	6	4	6

COURSE OBJECTIVE:

1. **Understand the fundamentals of VFX:** Grasp the basic concepts and terminology of visual effects, including compositing, keying, tracking, and rotoscoping.
2. **Develop practical skills in VFX software:** Gain proficiency in industry-standard VFX software (e.g., Adobe After Effects, Nuke) through hands-on exercises and projects.
3. **Master essential VFX techniques:** Learn how to perform common VFX tasks such as rotoscoping, keying, object removal, and compositing.
4. **Apply VFX to enhance footage:** Understand how to seamlessly integrate visual effects into live-action footage to create realistic and compelling imagery.
5. **Complete a VFX project:** Plan, execute, and deliver a short VFX project that demonstrates the skills learned throughout the course.

UNIT- I INTRODUCTION TO VFX & SOFTWARE 25

Tutorial:

- What are visual effects? History and evolution of VFX.
- Types of VFX: Compositing, animation, simulation, motion graphics.
- The VFX pipeline: Pre-production, production, post-production.
- Introduction to VFX software: Adobe After Effects interface and basic tools.

Practicals:

- Basic compositing exercises: Combining images and videos.
- Creating simple animations and effects in After Effects.
- Importing and organizing footage in a project.

Assignment 1: Compositing a Photo Montage

- **Objective:** To familiarize students with basic compositing techniques and the After Effects interface.
- **Task:** Create a photo montage by combining multiple images. This could be a surreal landscape, a futuristic cityscape, or an abstract composition. Experiment with different blending modes, layer styles, and basic animation techniques to create a visually interesting piece.
- **Deliverables:** A layered After Effects project file and a rendered video of the final composition.

UNIT-II UNDERSTANDING USERS 25

Tutorial:

- What is rotoscoping? Techniques and applications.
- Creating masks and shapes for precise selection.
- Using rotoscoping for object removal and cleanup.

Practicals:

- Rotoscoping exercises: Removing unwanted objects from footage (e.g., wires, rigs).
- Cleaning up imperfections in footage: Removing blemishes, dust, and scratches.

Assignment 2: Object Removal Challenge

- **Objective:** To practice rotoscoping techniques for object removal and cleanup.
- **Task:** Choose a video clip with an unwanted object (e.g., a wire, a microphone, a person walking through the shot). Use rotoscoping techniques to remove the object and create a clean plate.
- **Deliverables:** The original video clip, the cleaned video clip with the object removed, and the After Effects project file.

UNIT-III INFORMATION ARCHITECTURE AND INTERACTION DESIGN 25

Tutorial:

- Chroma keying: Principles and techniques.
- Working with green screen footage: Lighting and shooting considerations.
- Keying tools in After Effects: Ultra Key, Keylight.
- Refining keys: Spill suppression, edge adjustments.

Practicals:

- Keying exercises: Removing green screen backgrounds and compositing new backgrounds.
- Creating realistic composites with proper lighting and shadows.

Assignment 3: News Report with Green Screen

- **Objective:** To learn how to key green screen footage and composite it with a new background.
- **Task:** Film a short "news report" segment in front of a green screen. Key out the green screen and replace it with a news studio background or another location of your choice. Pay attention to lighting and shadows to create a realistic composite.
- **Deliverables:** The green screen footage, the final composited video, and the After Effects project file.

UNIT – IV VISUAL DESIGN AND UI ELEMENTS 25

Tutorial:

- Content-aware fill and other object removal techniques.
- Advanced compositing techniques: Blending modes, masking, tracking.
- Creating realistic atmosphere and depth in composites.

Practicals:

- Removing dents and scratches from objects using content-aware fill.
- Compositing elements into a scene: Adding objects, characters, and effects.
- Enhancing footage with atmospheric effects: Fog, smoke, and light rays.

Assignment 4: Damaged Photo Restoration

- **Objective:** To use content-aware fill and other techniques to remove unwanted elements and restore a damaged image or video.
- **Task:** Find an old photograph or video clip with visible damage (e.g., scratches, tears, missing parts). Use After Effects tools (content-aware fill, clone stamp, etc.) to repair the damage and restore the image/video to its original state.
- **Deliverables:** The original damaged image/video, the restored image/video, and the After Effects project file.

UNIT-V FINAL PROJECT 35

Project: Students will work on a short VFX project that incorporates the techniques learned throughout the course. This could involve:

- Creating a short composite with green screen footage.
- Removing unwanted objects from a scene.
- Enhancing a scene with VFX elements and atmosphere.
- Developing a short VFX sequence for a fictional film or animation.

Assignment 5: Mobile App Design and Prototype

- **Objective:** To design and prototype a mobile app for a specific platform (iOS or Android).
- **Task:** Choose a concept for a mobile app (e.g., a local event discovery app, a recipe sharing app, a task management app). Design the user interface, considering the platform-specific guidelines and best practices. Develop a high-fidelity interactive prototype.
- **Deliverables:** A design specification document, including user flows, wireframes, and visual mockups, along with a functional prototype of the app.

Total: 135 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	Students will be able to explain the fundamental concepts of VFX and navigate the interface of VFX software.
CO 2	Students will be able to perform rotoscoping techniques to isolate objects and clean up footage.
CO 3	Students will be able to key out green screen footage and composite it with new backgrounds.
CO 4	Students will be able to remove objects from footage, composite elements seamlessly, and enhance scenes with atmospheric effects
CO 5	Students will be able to plan, execute, and deliver a VFX project that demonstrates their skills and creativity.

Text Books:

1. Hrishikesh Andurlekar (2023), Build Stunning Real-time VFX with Unreal Engine 5: Start your journey into Unreal particle systems to create realistic visual effects using Niagara
2. Jeffery A. Okun, Susan Zwerman (2010), The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures
3. Lisa Fridsma, Brie Gyncild (2024), Adobe After Effects Classroom in a Book®

Reference Books:

1. Eran Dinur (2023), The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers
2. Wright, Steve(2018), Digital compositing for film and video: production workflows and techniques,

Online Resources:

1. **Adobe After Effects Help:** https://helpx.adobe.com/after-effects.html
2. **Video Copilot:** https://www.videocopilot.net/
3. **Fxphd:** https://www.fxphd.com/

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC24	3D MODELING	L	T	P	O	Credit
		0	3	6	4	6

COURSE OBJECTIVE:

1. **Understand fundamental 3D concepts:** Grasp core principles like polygons, vertices, edges, and topology. Learn about different 3D modeling techniques.
2. **Develop practical skills in 3D software:** Gain proficiency in industry-standard 3D modeling software (e.g., Blender, Autodesk Maya) through hands-on exercises.
3. **Master basic modeling techniques:** Learn how to create various 3D shapes, manipulate objects, and apply modifiers to achieve desired forms.
4. **Apply 3D modeling for different purposes:** Understand how 3D models are used in various fields like animation, games, and visualization.
5. **Complete a 3D modeling project:** Plan, execute, and present a 3D model that demonstrates the skills learned throughout the course.

UNIT- I INTRODUCTION TO 3D MODELING & SOFTWARE 25

Tutorial:

- What is 3D modeling? History and applications.
- Types of 3D modeling: Polygonal, NURBS, sculpting.
- 3D modeling workflow: Concept, modeling, texturing, rendering.
- Introduction to Blender: Interface, navigation, and basic tools.

Practical:

- Navigating the 3D viewport and manipulating objects.
- Creating basic primitives (cubes, spheres, cylinders).
- Simple modeling exercises: Building basic shapes and objects.

Assignment 1: 3D Modeling Basics

- **Objective:** To familiarize students with the Blender interface and basic modeling tools.
- **Task:** Create a simple 3D scene consisting of three different primitive shapes (e.g., a cube, a sphere, and a cone). Arrange the shapes to create a small composition (e.g., a snowman, a robot, an abstract sculpture). Experiment with basic transformations (move, rotate, scale) and explore different viewport views.
- **Deliverables:** A screenshot of the final 3D scene in Blender and a brief description of the tools and techniques used.

UNIT-II POLYGONAL MODELING TECHNIQUES 25

Tutorial:

- Understanding polygons, vertices, edges, and faces.
- Modeling with edge loops and face loops.
- Extrude, bevel, and inset tools.
- Working with modifiers: Subdivide, mirror, and array.

Practicals:

- Creating complex shapes using polygonal modeling techniques.
- Modeling exercises: Creating a low-poly object (e.g., a chair, a table).
- Applying modifiers to create variations and details.

Assignment 2: Low-Poly Chair

- **Objective:** To practice polygonal modeling techniques and create a low-poly object.
- **Task:** Model a simple chair using only box modeling techniques (extruding, insetting, beveling). Focus on creating clean geometry and efficient use of polygons.
- **Deliverables:** A rendered image of the low-poly chair from different angles and the Blender project file.

UNIT-III SCULPTING AND DETAILING 25

Tutorial:

- Introduction to digital sculpting: Brushes, tools, and techniques.
- Sculpting organic shapes and adding details.
- Retopology: Creating a clean mesh from a sculpted model.

Practicals:

- Sculpting exercises: Creating organic shapes (e.g., a rock, a tree).
- Adding details to a model using sculpting tools.
- Basic retopology techniques to optimize a sculpted model.

Assignment 3: Organic Rock Formation

- **Objective:** To explore sculpting techniques and create an organic 3D model.
- **Task:** Sculpt a rock formation using Blender's sculpting tools. Experiment with different brushes and techniques to create realistic textures and details.
- **Deliverables:** A rendered image of the sculpted rock formation and the Blender project file.

UNIT – IV UV UNWRAPPING AND TEXTURING 25

Tutorial:

- UV unwrapping: Understanding the concept and its importance.
- Different UV unwrapping techniques.
- Introduction to texturing: Types of textures and mapping.

Practicals:

- UV unwrapping exercises: Creating UV maps for different objects.
- Applying basic textures to a model.
- Creating simple texture maps using image editing software.

Assignment 4: Textured Treasure Chest

- **Objective:** To practice UV unwrapping and apply basic textures to a 3D model.
- **Task:** Model a simple treasure chest. Unwrap the UVs of the chest and create a basic texture map for it (e.g., wood texture, metal details). Apply the texture to the model in Blender.
- **Deliverables:** A rendered image of the textured treasure chest and the Blender project file.

UNIT-V FINAL PROJECT 35

Project: Students will work on a 3D modeling project that incorporates the techniques learned throughout the course. This could involve:

- Creating a detailed 3D model of an object (e.g., a vehicle, a character, an environment prop).
- Designing a 3D asset for a game or animation.
- Creating a 3D model for 3D printing.

Total: 135 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	Students will be able to explain the fundamental concepts of 3D modeling and navigate the interface of 3D modeling software.
CO 2	Students will be able to apply polygonal modeling techniques to create a variety of 3D objects.
CO 3	Students will be able to use sculpting techniques to create organic shapes and add details to their models.
CO 4	Students will be able to unwrap their models and apply basic textures to create realistic surfaces.
CO 5	Students will be able to plan, execute, and present a 3D modeling project that demonstrates their skills and creativity.

Text Books:

1. Xury Baechle (2020), Blender 3D By Example, Oscar Greer, Autodesk Maya - An Introduction to 3D Modeling, 3dExtrude Tutorials
2. R King (2020), 3D animation for the raw beginner using Maya

Reference Books:

1. David Gould (2021), Complete Maya Programming Volume II An In-Depth Guide to 3D Fundamentals, Geometry, and Modeling
2. Magesh Chandramouli (2021), 3D Modeling & Animation: A Primer,

Online Resources:

1. **Blender Documentation:** https://docs.blender.org/
2. **Blender Guru:** https://www.blenderguru.com/
3. **CG Cookie:** https://cgcookie.com/

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC24	Short Film: Science Fiction Genre	L	T	P	O	Credit
		0	3	6	4	6

COURSE OBJECTIVE:

1. **Explore the science fiction genre:** Understand the history, conventions, and subgenres of science fiction film.
2. **Develop compelling sci-fi narratives:** Learn how to generate ideas, write scripts, and build worlds grounded in scientific concepts.
3. **Translate scientific concepts into visual storytelling:** Explore how to visually represent scientific ideas and technologies in a cinematic way.
4. **Gain practical filmmaking skills:** Acquire hands-on experience in pre-production, production, and post-production processes for short filmmaking.
5. **Produce a science fiction short film:** Collaborate to create a short film that effectively integrates scientific concepts with compelling storytelling.

UNIT- I INTRODUCTION TO SCIENCE FICTION FILMMAKING 25
Tutorial:

- History of science fiction film: Key films, directors, and movements.
- Genres and subgenres of science fiction: Cyberpunk, space opera, dystopian, etc.
- The role of science and technology in science fiction storytelling.
- Analyzing science fiction films: Narrative structure, themes, visual style.

Practical:

- Screening and discussion of classic science fiction films.
- Brainstorming science fiction story ideas.
- Researching scientific concepts and emerging technologies.

Assignment 1: Sci-Fi Concept Pitch

- **Objective:** To develop a unique science fiction concept for a short film.
- **Task:** Develop a short pitch for a science fiction short film. Include a logline, a brief synopsis, and a description of the core scientific concept that drives the narrative.
- **Deliverables:** A written pitch document and a short oral presentation.

UNIT-II WORLDBUILDING AND SCREENWRITING 25

Tutorial:

- Worldbuilding in science fiction: Creating believable and immersive worlds.
- Developing characters, settings, and rules for a sci-fi universe.
- Screenwriting fundamentals: Structure, character development, dialogue.
- Writing for science fiction: Speculative elements, scientific accuracy, thematic depth.

Practicals:

- Developing a detailed worldbuilding document for a sci-fi short film.
- Writing a short screenplay based on the developed concept.
- Script analysis and feedback sessions.

Assignment 2: Sci-Fi Short Screenplay

- **Objective:** To write a compelling screenplay for a science fiction short film.
- **Task:** Write a complete screenplay (5-10 pages) for a science fiction short film based on the concept developed in Assignment 1.
- **Deliverables:** A formatted screenplay and a short oral pitch of the story.

UNIT-III PRE-PRODUCTION AND PRODUCTION PLANNING 25

Tutorial:

- Pre-production planning: Storyboarding, shot lists, location scouting.
- Production design for science fiction: Sets, costumes, props, and visual effects.
- Cinematography and lighting for sci-fi: Creating mood and atmosphere.
- Working with actors: Casting, rehearsals, and directing.

Practicals:

- Creating storyboards and shot lists for the short film.
- Developing a production design plan for the film.
- Conducting location scouting and casting sessions.

Assignment 3: Pre-Production Package

- **Objective:** To prepare a comprehensive pre-production package for the short film.
- **Task:** Develop a pre-production package that includes storyboards, shot lists, location scouting reports, casting choices, and a production schedule.
- **Deliverables:** A complete pre-production package document.

UNIT – IV UV UNWRAPPING AND TEXTURING 25

Tutorial:

- On-set filmmaking techniques: Directing actors, camera operation, sound recording.
- Editing for science fiction: Pacing, rhythm, and visual effects integration.
- Sound design and music for sci-fi: Creating immersive audio experiences.
- Film festival strategy: Submission guidelines and best practices.

Practicals:

- Filming the science fiction short film on location or in a studio.
- Editing the film using editing software (e.g., Adobe Premiere Pro).
- Adding sound effects and music to the film.

Assignment 4: Rough Cut Screening

- **Objective:** To present a rough cut of the short film for feedback and critique.
- **Task:** Edit a rough cut of the science fiction short film. Present the rough cut to the class and instructor for feedback and discussion.
- **Deliverables:** A rough cut of the film and a short presentation.

UNIT-V FINAL PROJECT AND PRESENTATION 35

Project: Complete the science fiction short film, incorporating feedback from the rough cut screening. This includes:

- Finalizing the edit, sound design, and visual effects.
- Color correction and audio mixing.
- Exporting the film in the appropriate format for screening and distribution.

Presentation: Screen the completed science fiction short film to the class and faculty. Participate in a Q&A session about the filmmaking process.

Total: 135 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	Students will be able to critically analyze science fiction films and understand the genre's conventions.
CO 2	Students will be able to develop original science fiction narratives that integrate scientific concepts.
CO 3	Students will be able to plan and execute a short film production, from pre-production to post-production.
CO 4	Students will be able to collaborate effectively in a filmmaking team.
CO 5	Students will produce a completed science fiction short film that demonstrates their creative and technical skills.

Text Books:

1. Douglas A. Van Belle (2020), Between Science and Society: Charting the Space of Science Fiction,
2. J. P. Telotte (2023), Selling Science Fiction Cinema: Making and Marketing a Genre, University of Texas Press

3. Pablo Gómez-Muñoz (2022), Science Fiction Cinema in the Twenty-First Century: Transnational Futures, Cosmopolitan Concerns, Routledge

Reference Books:

1. Ascher, Steven;Pincus, Edward (2019), The Filmmaker's Handbook: a Comprehensive Guide for the Digital Age,
2. Eli Park Sorensen (2022), Science Fiction Film: Predicting the Impossible in the Age of Neoliberalism, Edinburgh University Press

Online Resources:

1. FilmmakerIQ: https://filmmakeriq.com/
2. No Film School: https://nofilmschool.com/
3. IndieWire: https://www.indiewire.com/

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24CMVC21	ADVERTISING MANAGEMENT	L	T	P	O	Credit
		4	0	0	0	4

COURSE OBJECTIVE:

1. **Understand the fundamentals of advertising:** Grasp the role of advertising in marketing, explore different types of advertising, and learn about the advertising industry.
2. **Analyze target audiences and craft persuasive messages:** Develop skills in consumer research, market segmentation, and crafting compelling advertising copy.
3. **Plan and execute integrated advertising campaigns:** Learn how to develop advertising strategies, select media channels, and manage advertising budgets.
4. **Master digital advertising and social media marketing:** Explore online advertising platforms, social media strategies, and content marketing techniques.
5. **Measure advertising effectiveness and analyze campaign performance:** Understand key metrics, utilize analytics tools, and make data-driven decisions to optimize campaigns.

UNIT- I INTRODUCTION TO ADVERTISING 12

Tutorial:

- What is advertising? Definitions, functions, and scope.
- The role of advertising in marketing and integrated marketing communications (IMC).
- Types of advertising: Print, broadcast, digital, out-of-home, etc.
- The advertising industry: Agencies, clients, media, and other stakeholders.
- Ethical considerations in advertising: Truthfulness, social responsibility, and cultural sensitivity.

Assignments:

- **Assignment 1.1: Advertising Deconstruction:** Choose 3 different advertisements (print, digital, or video) and analyze their message, target audience, and the techniques used to persuade the audience.
- **Assignment 1.2: Ethical Dilemmas in Advertising:** Research and present a case study on an ethical dilemma faced by an advertiser. Analyze the situation and propose solutions based on ethical advertising principles.

UNIT-II CONSUMER BEHAVIOR AND MARKET RESEARCH 12

Tutorial:

- Consumer behavior: Understanding consumer needs, motivations, and decision-making processes.
- Market research methods: Surveys, focus groups, interviews, and observational research.

- Market segmentation and targeting: Identifying and reaching specific consumer groups.
- Branding and brand positioning: Building strong brands and creating a unique identity.

Assignments:

- **Assignment 2.1: Consumer Journey Map:** Choose a product or service and create a consumer journey map, outlining the steps a consumer takes from initial awareness to purchase and beyond.

- **Assignment 2.2: Brand Audit:** Conduct a brand audit of a chosen company, analyzing its brand identity, messaging, and consumer perception.

UNIT-III CREATIVE STRATEGY AND ADVERTISING RESEARCH 12

Tutorial:

- Creative strategy: Developing the big idea and key message for an advertising campaign.
- Advertising appeals: Emotional, rational, and moral appeals.
- Copywriting: Writing effective advertising headlines, body copy, and calls to action.
- Visual communication in advertising: Using images, graphics, and design to enhance the message.

Assignments:

Assignment 3.1: Creative Brief Development: Develop a creative brief for a new product or service, outlining the advertising objectives, target audience, key message, and desired tone.

Assignment 3.2: Comparative Advertising Analysis: Analyze two competing brands' advertising campaigns, comparing their creative strategies, messaging, and effectiveness.

UNIT – IV DIGITAL ADVERTISING AND SOCIAL MARKETING 12

Tutorial:

- Digital advertising landscape: Search engine marketing (SEM), display advertising, social media advertising, video advertising, and mobile advertising.
- Social media marketing: Strategies for building brand awareness, engaging audiences, and driving conversions on social media platforms.
- Content marketing: Creating and distributing valuable content to attract and engage target audiences.
- Influencer marketing: Leveraging social media influencers to promote products and services.

Assignments:

- **Assignment 4.1: Digital Advertising Campaign Plan:** Develop a digital advertising campaign plan for a chosen product or service, including platform selection, ad formats, targeting options, and budget allocation.

- **Assignment 4.2: Content Marketing Strategy:** Create a content marketing strategy for a brand, outlining content themes, formats, distribution channels, and a content calendar.

UNIT-V MEDIA PLANNING AND CAMPAIGN EVALUATION 12

Tutorial:

- Media planning: Selecting the most effective media channels to reach target audiences.
- Media buying and negotiation: Understanding media costs and negotiating with media outlets.
- Measuring advertising effectiveness: Key performance indicators (KPIs) and analytics tools.
- Campaign evaluation and optimization: Analyzing campaign data to improve performance.

Assignments:

- **Assignment 5.1: Media Plan Development:** Develop a media plan for a hypothetical advertising campaign, outlining the target audience, media objectives, media mix, scheduling, and budget.

- **Assignment 5.2: Campaign Performance Analysis:** Analyze a real-world advertising campaign (using publicly available data or case studies) and evaluate its effectiveness based on relevant metrics.

Total: 60 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	Students will be able to explain the role of advertising in marketing and identify different types of advertising.
CO 2	Students will be able to conduct market research and develop target audience profiles.
CO 3	Students will be able to develop creative advertising concepts and write persuasive copy.
CO 4	Students will be able to plan and execute digital advertising and social media marketing campaigns.
CO 5	Students will be able to measure advertising effectiveness and make data-driven decisions to optimize campaigns.

Text Books:

1. George E. Belch and Michael A. Belch (2021), Advertising and Promotion: An Integrated Marketing Communications Perspective
2. Debra Zahay, Lauren Labrecque, Brooke Reavey, Mary Roberts (2024), Digital Marketing Foundations and Strategy, Cengage
3. Raj Sachdev, (2024), Digital Marketing, Mc Grew Hill

Reference Books:

1. David Ogilvy (2020), Ogilvy on Advertising
2. Luke Sullivan (2021), Hey Whipple, Squeeze This: The Classic Guide to Creating

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC31	EMERGING MEDIA CONTENT CREATION	L	T	P	O	Credit
		0	3	6	2	6

COURSE OBJECTIVE:

1. **To provide students with a comprehensive understanding of the emerging media landscape:** This includes defining emerging media, exploring its key characteristics, and examining its impact on society.
2. **To introduce students to a variety of emerging media platforms and technologies:** Students will gain hands-on experience with platforms like VR/AR, social media, interactive installations, and AI-powered media.
3. **To equip students with the essential skills for creating content for emerging media:** This encompasses storytelling, multimedia production, content strategy, and audience engagement.
4. **To foster critical thinking about the ethical and social implications of emerging media:** Students will learn to analyze and address issues like privacy, misinformation, and the digital divide.
5. **To prepare students for careers in emerging media content creation:** By developing practical skills and a strong understanding of the field, students will be well-positioned for success in this rapidly evolving industry.

UNIT- I FOUNDATIONS OF EMERGING MEDIA LANDSCAPE 25

Tutorial:

- Defining Emerging Media: Characteristics, evolution, and impact on society.
- Key Concepts: Interactivity, user-generated content, immersion, mobile-first, social media, network culture.
- Platforms and Technologies: Overview of current emerging media platforms (VR/AR, social media, interactive installations, AI-powered media, etc.)
- Content Creation Trends: Identifying and analyzing current trends in content creation across different platforms.
- Ethical Considerations: Responsible use of emerging media, privacy concerns, misinformation, digital divide.

Practicals:

- Emerging Media Exploration: Hands-on experience with various platforms (e.g., creating a basic VR experience, building a simple AR filter, experimenting with AI art generators).
- Trend Analysis: Students research and present on a specific emerging media trend.
- Case Study Analysis: Examining successful and unsuccessful examples of emerging media content.

Assignment 1: Emerging Media Platform Review

- **Objective:** Critically analyze an emerging media platform and its content ecosystem.
- **Task:** Choose a platform (e.g., TikTok, Instagram, a VR platform). Analyze its features, content trends, target audience, and potential for content creation.

- **Deliverables:** A written report with a platform overview, content analysis, and critical evaluation.

UNIT-II FUNDAMENTALS OF CONTENT CREATION 25

Tutorial:

- Storytelling in the Digital Age: Adapting storytelling principles for emerging media, interactive narratives.
- Content Formats and Genres: Exploring various formats (video, audio, text, interactive experiences) and genres (vlogs, podcasts, live streams, immersive experiences).
- Content Strategy and Planning: Developing content strategies for specific audiences and platforms, content calendars, defining goals and objectives.
- Basic Design Principles: Visual hierarchy, composition, color theory, typography (essential for visual content).
- Accessibility and Inclusivity: Creating content that is accessible to diverse audiences.

Practical:

- Storytelling Exercise: Develop a short interactive narrative or story concept for an emerging media platform.
- Content Planning Workshop: Create a content calendar and strategy for a specific platform and audience.
- Basic Design Exercises: Applying design principles to create visual content (e.g., social media graphics, simple video editing).

Assignment 2: Content Strategy for a New Platform

- **Objective:** Develop a content strategy for a new or emerging platform.
- **Task:** Choose a platform (e.g., a new social media platform, an AR app). Develop a content strategy that includes target audience, content pillars, formats, and a content calendar.
- **Deliverables:** A comprehensive content strategy document and a presentation.

UNIT-III MULTIMEDIA PRODUCTION TECHNIQUES 25

Tutorial:

1. Visual Content Creation: Photography, videography, graphic design, animation basics, video editing.
2. Audio Content Creation: Sound recording, audio editing, podcast production, sound design.
3. Interactive Content Creation: Introduction to interactive storytelling tools and platforms, basic coding concepts (if applicable), game design principles (optional).
4. Content Optimization: Optimizing content for different platforms and devices, file formats, SEO considerations.

Practicals:

- Video Production: Creating short videos, experimenting with different shooting and editing techniques.
- Audio Production: Recording and editing audio, creating a short podcast episode.
- Interactive Project: Developing a simple interactive experience using a chosen tool or platform.

Assignment 3: Multimedia Content Production

- **Objective:** Produce a piece of multimedia content for an emerging media platform.
- **Task:** Create a video, podcast, or interactive experience that incorporates the skills learned in the unit.
- **Deliverables:** The final multimedia product and a reflection paper on the production process.

UNIT – IV CONTENT DISTRIBUTION AND ENGAGEMENT 25

Tutorial:

- Content Distribution Channels: Understanding how to distribute content effectively across different platforms.
- Social Media Marketing: Strategies for using social media to promote content and engage audiences.
- Community Building: Creating and managing online communities, fostering engagement and interaction.
- Analytics and Measurement: Tracking content performance, analyzing data to improve content strategy.
- Monetization Strategies: Exploring ways to monetize content on emerging media platforms.

Practicals:

- Social Media Campaign: Plan and execute a small-scale social media campaign to promote a piece of content.
- Community Engagement Activity: Design and facilitate an online activity to engage a specific community.
- Analytics Workshop: Using analytics tools to track content performance and identify areas for improvement.

Assignment 4: Content Promotion and Analysis

- **Objective:** Promote a piece of content and analyze its performance.
- **Task:** Choose a piece of content created in a previous assignment. Develop a promotion strategy, distribute it across relevant platforms, and track its performance using analytics.
- **Deliverables:** A report outlining the promotion strategy, analytics data, and insights gained.

UNIT-V EMERGING MEDIA PROJECT 35

- **Objective:** Apply the knowledge and skills gained throughout the course to a real-world emerging media project.
- **Task:** Students work individually or in teams to develop a comprehensive emerging media project. This may involve creating a series of videos, a podcast series, an interactive experience, or a combination of different formats.

Deliverables:

- Project Proposal
- Content Strategy Document
- Production Plan
- Final Emerging Media Product
- Project Presentation and Demonstration

Important Notes:

- **Platform Focus:** The specific platforms and technologies covered in the syllabus would be updated regularly to reflect the ever-changing emerging media landscape.
- **Software and Tools:** Relevant software and tools for content creation, editing, and distribution would be taught.
- **Guest Speakers:** Industry professionals working with emerging media would be invited to share their experiences and insights.
- **Portfolio Development:** Students would be encouraged to build a portfolio of their work throughout the course.
- **Collaboration:** Students would be collaborating on projects and learn from each other.

Total: 135 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	**Critically analyze emerging media platforms:** Students will be able to evaluate the features, affordances, and limitations of various emerging media platforms (e.g., social media, VR/AR, interactive installations) and analyze their impact on content creation and consumption.
CO 2	**Develop effective content strategies:** Students will be able to define target audiences, establish content pillars, and create comprehensive content strategies tailored to specific emerging media platforms and their respective audiences.
CO 3	**Produce multimedia content:** Students will be able to create various forms of multimedia content, including videos, podcasts, interactive experiences, and written narratives, using relevant software and tools.
CO 4	**Distribute and promote content:** Students will be able to effectively utilize distribution channels and social media strategies to reach target audiences and promote their content on emerging media platforms.
CO 5	**Engage audiences and foster communities:** Students will be able to design and implement strategies to cultivate online communities, encourage audience participation, and foster meaningful interactions around their content.

Text Books:

1. Clarie Fitch. (2022). *Sounding Emerging Medist*. Routledge.
2. Niederst, J. (2021). *Web Design Playground: HTML & CSS The Interactive Way*. O'Reilly Media.
3. Nael Gebril. (2022). *Journalism and Digital Content in Emerging Media Markets*. Pal grave McMillan

Reference Books:

1. Toija Cinqu. (2025). *Emerging Media Ecologies*. Routledge Press.
2. Sam Duncan (2020), The Impact of Emerging Media on Sports, News and Journalism, Anthem Press
3. Antonio Pizzo, Vincenzo Lombardo, Rossana Damiano (2020), Interactive Storytelling_ A Cross-Media Approach to Writing, Producing and Editing with AI-Routledge.

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC22	PROJECT III	L	T	P	O	Credit
		0	4	8	4	8

COURSE OBJECTIVE:

1. To advance students' practical skills in diverse media production disciplines: This includes refining skills in advertising management, emerging media content creation, VFX, 3D rigging and animation, and music production at an intermediate level.
2. To challenge students to integrate their advanced skills in these areas to create a sophisticated and impactful audio-visual project.
3. To foster collaborative leadership and advanced problem-solving within a demanding project-based learning environment.
4. To cultivate critical analysis and strategic decision-making abilities specific to audio-visual production and advertising.
5. To deepen students' understanding of the complexities and nuances of producing professional-quality audio-visual content for diverse audiences and platforms.

PROJECT REGULATION

- **Teamwork:** Projects must be completed in teams of 4-6 students (to ensure diverse skill representation).
- **Duration:** The project will span one semester.
- **Guidance:** Each team will have a faculty advisor providing guidance and feedback.
- **Industry Collaboration:** Teams are encouraged to connect with industry professionals (e.g., advertisers, animators, VFX artists, music producers) for mentorship and feedback.

PROJECT DESCRIPTION

Students will collaborate to conceive, design, and produce an audio-visual project that integrates advertising management, emerging media content creation, VFX, 3D rigging and animation, and music production. The project should promote a product, service, or cause. Here are some potential project formats:

- **Interactive Advertising Campaign:** An immersive experience combining emerging media (AR/VR, interactive installations), 3D animation, and VFX to promote a product/service. This could be a web-based campaign, a mobile app, or a physical installation with digital elements.
- **Animated Short Film/Commercial with VFX:** A short film or commercial with a strong narrative, utilizing 3D animation, rigging, and VFX to bring the story to life. This could involve character animation, environment design, compositing, and special effects.
- **Music Video with 3D Animation and VFX:** A music video that creatively uses 3D animation, visual effects, and potentially emerging media elements to enhance the music and engage viewers.

PROJECT REQUIREMENTS

- **Concept Development:** Develop a strong concept, narrative, and advertising strategy, clearly defining the target audience, message, and desired impact.

- **Advertising Management:** Apply advertising principles to create a compelling message, including market research, target audience analysis, and campaign planning.

- **Emerging Media Integration:** Incorporate emerging media platforms or technologies to enhance the audience experience and reach (e.g., AR filters, interactive elements).

- **3D Animation and Rigging:** Create high-quality 3D animations with rigged characters or objects to bring the project to life.

- **VFX:** Utilize VFX techniques to enhance the visual impact and realism (e.g., compositing, motion graphics, simulation).

- **Music Production:** Compose or select music that complements the visuals and enhances the emotional impact. This could involve original music composition, sound design, and audio mixing.

- **Project Management:** Effectively manage the project timeline, resources, and team dynamics.

MODE OF EVALUATION

- **Project Proposal:** A detailed proposal outlining the project concept, objectives, and plan.
- **Midterm Review:** A presentation showcasing the progress made on the project, including initial designs, animations, and VFX work.
- **Final Presentation:** A final presentation and demonstration of the completed project.
- **Project Report:** A comprehensive report documenting the project process, challenges, and outcomes.
- **Individual Contribution:** Assessment of each team member's contribution to the project.

MODE OF EVALUATION

- **Project Proposal:** A detailed proposal outlining the concept, objectives, advertising strategy, and production plan.
- **Midterm Review:** A presentation showcasing project progress, including initial designs, animations, VFX work, and music samples.
- **Final Presentation:** A final presentation and demonstration of the completed project.
- **Project Report:** A comprehensive report documenting the project process, challenges, and outcomes, including a reflection on the advertising campaign effectiveness.
- **Individual Contribution:** Assessment of each team member's contribution to the project.

COURSE OUTCOME

CO 1	Students will be able to confidently apply intermediate-level techniques in advertising, emerging media, 3D animation, VFX, and music production to create a polished audio-visual project..
CO 2	Students will demonstrate leadership and effective collaboration within a team to manage complex project challenges and deliver a high-quality product.
CO 3	Students will analyze and solve advanced production and advertising problems, making informed decisions to overcome creative and technical obstacles.
CO 4	Students will demonstrate proficiency in industry-standard software and tools across disciplines, utilizing advanced features and workflows.
CO 5	Students will produce a sophisticated audio-visual project suitable for a professional portfolio, showcasing their advanced skills and creative vision.

REFERENCES

Advertising Management:

1. *Principles of Advertising & IMC* by Tom Duncan
2. *Advertising and Promotion: An Integrated Marketing Communications Perspective* by George E. Belch and Michael A. Belch

Emerging Media Content Creation:

1. *Convergence Culture: Where Old and New Media Collide* by Henry Jenkins
2. *The Power of Immersive Experiences* by Robert Fleishman

VFX:

1. *The VES Handbook of Visual Effects* by Jeffrey A. Okun and Susan Zwerman
2. *Digital Compositing* by Ron Brinkmann

3D Rigging and Animation:

1. *The Animator's Survival Kit* by Richard Williams
2. *3D Animation Essentials* by Andy Beane

Music Production:

1. *Music Theory for Computer Musicians* by Michael Hewitt
2. *The Mixing Engineer's Handbook* by Bobby Owsinski

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC33	VFX II	L	T	P	O	Credit
		0	3	6	4	6

COURSE OBJECTIVE:

1. **Understand the fundamentals of VFX:** Grasp the basic concepts and terminology of visual effects, including compositing, keying, tracking, and rotoscoping.
2. **Develop practical skills in VFX software:** Gain proficiency in industry-standard VFX software (e.g., Adobe After Effects, Nuke) through hands-on exercises and projects.
3. **Master essential VFX techniques:** Learn how to perform common VFX tasks such as rotoscoping, keying, object removal, and compositing.
4. **Apply VFX to enhance footage:** Understand how to seamlessly integrate visual effects into live-action footage to create realistic and compelling imagery.
5. **Complete a VFX project:** Plan, execute, and deliver a short VFX project that demonstrates the skills learned throughout the course.

UNIT- I ADVANCED COMPOSITING AND VISUAL STORYTELLING 25
Tutorial:

- Advanced Compositing Workflows: Node-based compositing, multi-pass compositing, color management, and advanced blending techniques.
- Visual Storytelling with VFX: Using VFX to enhance narrative, create mood and atmosphere, and build compelling visual sequences.
- Industry Case Studies: Analyzing complex VFX shots from films and other media.

Practicals:

- Complex Compositing Projects: Combining live-action footage, 3D elements, and visual effects to create realistic and engaging scenes.
- Color Grading and Look Development: Establishing a consistent visual style and mood through color correction and grading techniques.

Assignment 1: Advanced Composite Sequence

- **Objective:** Create a complex composite sequence that seamlessly integrates multiple elements and tells a compelling visual story.
- **Task:** Produce a short composite sequence (e.g., a dream sequence, a futuristic cityscape) that combines live-action footage, 3D elements, and visual effects. Focus on visual storytelling, technical execution, and artistic expression.

UNIT-II MOTION TRACKING AND CAMERA TRACKING 25

Tutorial:

- 2D and 3D Motion Tracking: Tracking objects and cameras in 2D and 3D space.
- Matchmoving and Camera Solving: Integrating CG elements into live-action footage with accurate camera tracking.
- Applications of Motion Tracking: Screen replacements, object replacements, adding 3D elements to scenes.

Practicals:

- Motion Tracking Exercises: Tracking objects in footage and applying effects or replacing them with other elements.
- Camera Tracking Projects: Reconstructing camera movement in a scene and integrating 3D objects or environments.

Assignment 2: 3D Integration with Camera Tracking

- **Objective:** Master camera tracking techniques to integrate 3D elements seamlessly into a live-action scene.
- **Task:** Shoot footage of a real-world environment and use camera tracking software to add a CG object or character into the scene. Ensure accurate integration and realistic lighting and shadows.

UNIT-III ADVANCED KEYING AND ROTOSCOPING 25

Tutorial:

- Advanced Keying Techniques: Dealing with challenging lighting conditions, hair and motion blur, and complex keying scenarios.
- Rotoscoping for VFX: Precise rotoscoping for complex shapes and motion, including techniques for optimizing workflow.
- Clean Plating and Matte Painting: Creating clean plates and using matte painting techniques to extend or modify environments.

Practicals:

- Keying Complex Footage: Keying green screen footage with challenging elements like hair, reflections, and motion blur.
- Rotoscoping for VFX Shots: Creating precise roto masks for complex objects and integrating them into composites.

Assignment 3: VFX Shot with Advanced Keying and Rotoscoping

- **Objective:** Combine advanced keying and rotoscoping techniques to create a realistic and seamless VFX shot.
- **Task:** Shoot footage of a subject against a green screen performing a dynamic action (e.g., a jump, a dance move). Key the subject, create any necessary roto masks, and composite them into a new environment.

UNIT – IV DYNAMICS AND SIMULATION 25

Tutorial:

- Particle Systems and Dynamics: Creating realistic effects like fire, smoke, explosions, and fluid simulations.
- Rigid Body Dynamics: Simulating the movement and interaction of solid objects.
- Cloth and Hair Simulation: Creating realistic cloth and hair movement for characters and objects.

Practicals:

- Particle Effects Creation: Designing and simulating various particle effects for different scenarios.
- Dynamics Simulations: Simulating realistic interactions between objects and environments.

Assignment 4: Dynamic Simulation Sequence

- **Objective:** Use dynamics and simulation tools to create a visually impressive and believable VFX sequence.
- **Task:** Develop a short sequence that features dynamic simulations, such as a building collapsing, a spaceship exploding, or a character interacting with a cloth simulation.

UNIT-V VFX AUDIO VISUAL PROJECT 35

Project: Students will work in small teams to produce a short VFX film that incorporates the advanced techniques learned throughout the course. This project will involve:

- Concept Development and Pre-visualization: Developing a strong narrative, creating storyboards and animatics, and planning VFX shots.
- Production Planning and Execution: Filming live-action footage, creating 3D assets, and gathering necessary resources.
- Post-Production and VFX Implementation: Compositing, keying, tracking, and adding visual effects to create the final film.

Final Deliverables:

- VFX Short Film: A completed short film with high-quality visual effects.
- Production Breakdown: A detailed document outlining the VFX process, including challenges, solutions, and technical details.
- Individual Showreel: Each student will create a showreel of their best VFX work from the project.

Total: 135 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	Students will demonstrate mastery of advanced VFX techniques, including compositing, keying, tracking, and simulation.
CO 2	Students will be able to perform rotoscoping techniques to isolate objects and clean up footage.
CO 3	Students will apply creative problem-solving and critical thinking to overcome complex VFX challenges.
CO 4	Students will seamlessly integrate VFX into diverse media formats, enhancing visual storytelling and creating compelling imagery.
CO 5	Students will produce a professional-caliber VFX short film that showcases their technical skills, artistic vision, and collaborative abilities.

Text Books:

1. Hrishikesh Andurlekar (2023), Build Stunning Real-time VFX with Unreal Engine 5: Start your journey into Unreal particle systems to create realistic visual effects using Niagara
2. Jeffery A. Okun, Susan Zwerman (2010), The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures
3. Lisa Fridsma, Brie Gyncild (2024), Adobe After Effects Classroom in a Book®

Reference Books:

1. Eran Dinur (2023), The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers
2. Wright, Steve(2018), Digital compositing for film and video: production workflows and techniques,

Online Resources:

- **Adobe After Effects Help:** https://helpx.adobe.com/after-effects.html
- **Video Copilot:** https://www.videocopilot.net/
- **Fxphd:** https://www.fxphd.com/

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC35	MUSIC VIDEO PRODUCTION	L	T	P	O	Credit
		0	3	6	4	6

COURSE OBJECTIVE:

1. **Conceptualize and develop creative music video concepts** that effectively interpret and enhance musical works.
2. **Plan and execute all stages of music video production**, including pre-production, filming, and post-production.
3. **Master the technical skills** required for music video production, such as cinematography, lighting, sound recording, and editing.
4. **Collaborate effectively** with a production team, including directors, choreographers, and performers.
5. **Critically analyze and evaluate** music videos, understanding the relationship between visual elements and musical expression.

UNIT- I MUSIC VIDEO FOUNDATION 25
Tutorial:

- History and Evolution of Music Videos
- Semiotics and Visual Communication
- Music Video Genres and Styles
- Narrative Structure and Storytelling in Music Videos
- Analyzing Music and Lyrics for Visual Interpretation

Practical:

- Deconstructing Existing Music Videos
- Developing Music Video Treatments and Storyboards
- Basic Camera Operation and Framing
- **Assignment:** Analyze a selection of music videos from different eras and genres, identifying key stylistic elements and narrative techniques.

UNIT-II PRE-PRODUCTION AND PLANNING 25
Tutorial:

- Concept Development and Scriptwriting
- Location Scouting and Set Design
- Casting and Working with Performers
- Budgeting and Scheduling
- Production Design and Art Direction

Practical:

- Developing a Music Video Concept and Treatment
- Creating Storyboards and Shot Lists
- Casting Actors and Dancers
- Planning Location Shoots

- **Assignment:** Develop a comprehensive pre-production plan for a music video, including a script, storyboard, location scouting report, and casting call.

UNIT-III PRODUCTION AND DIRECTING 25
Tutorial:

- Cinematography and Lighting for Music Videos
- Directing Actors and Choreography
- Camera Movement and Composition
- Sound Recording on Set
- Working with a Production Crew

Practical:

- Shooting a Music Video Sequence
- Directing Performers and Camera Operators
- Setting Up Lighting and Sound
- Managing On-Set Logistics
- **Assignment:** Direct and film a short music video sequence, demonstrating an understanding of camera techniques, lighting, and directing performers.

UNIT – IV POST-PRODUCTION 25
Tutorial:

- Video Editing Techniques and Workflows
- Bar Punching and Synchronization
- Color Correction and Grading
- Visual Effects and Compositing
- Sound Design and Mixing

Practical:

- Editing a Music Video with Bar Punching
- Applying Color Correction and Grading
- Adding Visual Effects and Graphics
- Mixing Audio and Creating a Final Soundtrack

Assignment: Edit a complete music video, incorporating bar punching, color correction, and sound design

UNIT-V MUSIC VIDEO PROJECT 35

Project: Students will produce a complete music video from concept to final output, working in teams to manage all aspects of pre-production, filming, and post-production.

Deliverables:

- Finished Music Video
- Detailed Production Report
- Individual Reflective Essay on the Production Process and Challenges.

Total Hours: 135

Course Outcome:

At the end of this course students will be able to,

CO 1	Students will be able to **generate innovative and engaging music video concepts**.
CO 2	Students will gain **practical experience in all stages of music video production**
CO 3	Students will develop **technical proficiency in cinematography, editing, and sound design**.
CO 4	Students will demonstrate **effective collaboration and communication skills** within a production team.
CO 5	Students will be able to **critically evaluate music videos** and understand their role in contemporary media culture.

Text Books:

1. Lisa Perret (2023). David Bowie and the Art of Music Video (New Approaches to Sound, Music, and Media, Bloomsbury Academic
2. Ketherin Dreekman (2023). More Than Illustrated Music: Aesthetics of Hybrid Media Between Pop, Art and Video, Bloomsbury Academic

Reference Books:

1. Guy Morrow. (2020). Designing the Music Business: Design Culture, Music Video and Virtual Reality, Springer
2. Brad Osborn (2021), Interpreting Music Video: Popular Music in the Post-MTV Era

Online Resources:

1. **Runway ML:** AI tools for video editing and effects (www.runwayml.com [invalid URL removed])
2. **Pictory.ai:** AI-powered video editing and creation (www.pictory.ai [invalid URL removed])
3. **Kapwing:** Online video editing platform with AI features (www.kapwing.com [invalid URL removed])

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24CMVC41	PUBLIC RELATIONS	L	T	P	O	Credit
		5	0	0	0	5

COURSE OBJECTIVE:

1. Understand the foundational principles of public relations and its role in building and maintaining relationships between organizations and their publics.
2. Analyze target audiences and develop effective communication strategies to reach them.
3. Plan and execute public relations campaigns across various platforms, including traditional and digital media.
4. Create compelling content that informs, persuades, and engages target audiences.
5. Measure and evaluate the effectiveness of public relations efforts and make data-driven decisions.

UNIT- I INTRODUCTION TO PUBLIC RELATIONS 15

Tutorial:

- Definitions and Scope of Public Relations
- History and Evolution of the Profession
- Ethical Principles and Professional Codes (e.g., PRSA Code of Ethics)
- Key Theories and Models of Public Relations (e.g., Grunig's models, relationship management theory)
- Public Relations in Different Sectors (corporate, non-profit, government, agency)

Assignments:

- **Assignment:** Case Studies: Analyzing Public Relations Campaigns (Students analyze real-world PR campaigns, identifying objectives, strategies, tactics, and outcomes.)

UNIT-II PUBLIC RELATIONS AND PLANNING STRATEGIES 15

Tutorial:

- The Public Relations Planning Process (ROPE, RACE)
- Situation Analysis and Problem Definition
- Defining Publics and Target Audiences
- Setting Objectives and Developing Strategies
- Budgeting and Resource Allocation

Assignments:

- Developing a Public Relations Plan (Students develop a PR plan for a hypothetical organization or scenario, including research, objectives, strategies, and tactics.)

UNIT-III PUBLIC RELATIONS WRITING AND CONTENT CREATION 15

Tutorial:

- Principles of Effective Writing for Public Relations
- Writing for Different Media (press releases, media kits, speeches, social media)
- Creating Engaging Content (storytelling, visuals, multimedia)
- Content Calendar and Editorial Planning
- Crisis Communication and Issue Management

Assignments:

- Creating a Public Relations Toolkit (Students develop a variety of PR materials, such as press releases, media pitches, and social media content.)

UNIT – IV MEDIA RELATIONS AND PUBLICITY 15

Tutorial:

- Building and Maintaining Relationships with Journalists
- Pitching Stories and Securing Media Coverage
- Organizing Press Conferences and Media Events
- Media Monitoring and Measurement
- Managing Media in a Crisis

Assignments:

- Media Relations Simulation (Students participate in a simulated media interview or press conference.)

UNIT-V EVALUATION AND MEASUREMENT IN PUBLIC RELATIONS 15

Tutorial:

- The Importance of Evaluation in Public Relations
- Setting Measurable Objectives
- Quantitative and Qualitative Research Methods
- Analyzing Data and Reporting Results
- Demonstrating the Value of Public Relations

Assignments:

- Evaluating a Public Relations Campaign (Students analyze a PR campaign and assess its effectiveness based on predetermined objectives and metrics.)

Total: 75 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	**Understand the core principles and practices of public relations.** (Students gain a solid foundation in the history, ethics, and theories of public relations, as well as its application in various sectors.)
CO 2	**Develop strategic public relations plans.** (Students learn the process of planning and executing PR campaigns, including research, objective setting, strategy development, and budgeting.)
CO 3	**Create effective written and multimedia content for public relations.** (Students develop strong writing and content creation skills, adapting their communication style for different media and audiences.)
CO 4	**Build and manage relationships with the media.** (Students understand the importance of media relations and learn how to effectively communicate with journalists and secure media coverage.)
CO 5	**Build and manage relationships with the media.** (Students understand the importance of media relations and learn how to effectively communicate with journalists and secure media coverage.)

Text Books:

1. Lattimore, D., Baskin, O., Heiman, S. T., & Toth, E. L. (2023). *Public Relations: The Profession and the Practice*. Pearson.
2. Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. (2022). *Think Public Relations*. Pearson.

Reference Books:

1. Edward T (2024), Public Relations Planning: A practical Guide, Routledge
2. Peter S Mudde (2025), Teaching Public Relations: Principle and Prcatice of Public Relations, Routledge

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24CMVC42	DEVELOPMENT COMMUNICATION	L	T	P	O	Credit
		5	0	0	0	5

COURSE OBJECTIVE:

1. **Understand the historical evolution of development communication in India**, with a focus on post-independence initiatives and challenges.
2. **Critically analyze the role of communication in India's development processes**, including its impact on social, economic, and political change.
3. **Evaluate the use of traditional and new media for development communication in India**, assessing their strengths, limitations, and potential.
4. **Design and develop effective communication strategies for specific development challenges in India**, considering cultural contexts and diverse audiences.
5. **Apply ethical considerations and best practices in development communication**, promoting inclusivity, participation, and social justice.

UNIT- I FOUNDATIONS OF DEVELOPMENT COMMUNICATION IN INDIA 15

Tutorial:

- Defining Development and Development Communication
- Historical Overview of Development Communication in Post-Independence India
- Key Theories and Models of Development Communication (e.g., modernization theory, dependency theory, participatory communication)
- Role of the State, NGOs, and Civil Society in Development Communication

Assignments:

- Case Studies: Analyzing Public Relations Campaigns (Students analyze real-world PR campaigns, identifying objectives, strategies, tactics, and outcomes.)

UNIT-II TRADITIONAL MEDIA FOR DEVELOPMENT IN INDIA 15

Tutorial:

- Role of Traditional Media in Reaching Diverse Audiences (folk media, community radio, puppetry, street theatre)
- Strengths and Limitations of Traditional Media in Development Communication
- Case Studies of Successful Traditional Media Campaigns in India
- Integrating Traditional and Modern Media for Development

Assignments:

- Designing a Development Communication Campaign Using Traditional Media (Students develop a communication plan for a specific development issue using traditional media, considering cultural appropriateness and audience engagement.)

UNIT-III NEW MEDIA AND ICT DEVELOPMENT IN INDIA 15

Tutorial:

- The Rise of New Media and ICTs in Development Communication
- Impact of Mobile Phones, Internet, and Social Media on Development in India
- E-governance, Telemedicine, and Other ICT-enabled Development Initiatives
- Challenges and Opportunities of New Media for Development (digital divide, access, participation)

Assignments:

- Analyzing the Use of Social Media for Development in India (Students analyze how social media platforms are being used for development initiatives in India, focusing on specific campaigns or organizations.)

UNIT – IV DIGITAL ADVERTISING AND SOCIAL MARKETING 15

Tutorial:

- Addressing Key Development Challenges Through Communication (poverty, health, education, gender equality, environmental sustainability)
- Designing Communication Strategies for Behavior Change and Social Mobilization
- Participatory Communication Approaches and Community Engagement
- Monitoring and Evaluation of Development Communication Programs

Assignments:

- Developing a Communication Strategy for a Specific Development Challenge in India (Students select a current development issue in India and develop a comprehensive communication strategy, including objectives, target audiences, channels, and evaluation methods.)

UNIT-V ETHICS AND BEST PRACTICES IN DEVELOPMENT COMMUNICATION 15

Tutorial:

- Ethical Considerations in Development Communication (representation, participation, cultural sensitivity, accountability)
- Power Dynamics and Communication for Social Justice
- Community Ownership and Sustainability in Development Communication
- Emerging Trends and Future Directions in Development Communication

Assignments:

- Case Study Analysis: Ethical Dilemmas in Development Communication (Students analyze real-world case studies to identify ethical challenges in development communication and propose solutions.)

Total: 75 Hours

Course Outcome:

At the end of this course students will be able to,

CO 1	**Understand the historical context and theoretical foundations of development communication in India.** (Students gain a deep understanding of the evolution of development communication in India and the key theories that inform its practice.)
CO 2	**Critically evaluate the role of traditional and new media in development communication.** (Students analyze the strengths and limitations of various media platforms in the context of India's development challenges.)
CO 3	**Design and develop effective communication strategies for specific development issues in India.** (Students gain practical skills in planning and implementing communication campaigns that address specific development needs.)
CO 4	**Apply ethical principles and best practices in development communication.** (Students develop an understanding of the ethical considerations involved in development communication and learn to promote inclusivity and participation.)
CO 5	**Analyze and evaluate the impact of communication on development outcomes in India.** (Students learn to assess the effectiveness of development communication programs and understand the importance of monitoring and evaluation.)

Text Books:

1. John Tucky (2022), Communication for Development, Bloomsbury Academic.publications.
2. Jan Servaes, Muhammad Jameel Yusha'u (2023), SDG18 Communication for All, Volume 1: The Missing Link between SDGs and Global Agendas, Palgrave McMillan

Reference Books:

1. Jan Servaes (2020), Handbook of Communication for Development and Social Change Springer

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
24PMVC41	**CAPSTONE PROJECT**	**L**	**T**	**P**	**O**	**Credit**
		0	**4**	**8**	**4**	**8**

COURSE OBJECTIVE:

1. **Synthesize knowledge and skills acquired throughout their program** in a comprehensive and creative visual communication project.
2. **Demonstrate advanced proficiency in visual communication principles and techniques**, including research, ideation, design, production, and evaluation.
3. **Apply critical thinking and problem-solving skills to address real-world communication challenges** through visual media.
4. **Develop a professional-quality portfolio piece** that showcases their individual creative vision and technical expertise.
5. **Effectively communicate their project concept and process** through written documentation and oral presentations.

CAPSTONE PROJECT REGULATION

- **Project Selection:** Students must select a project that aligns with their interests and career goals, demonstrating a clear connection to the field of visual communication.
- **Originality:** The project must be original work, conceived and executed by the student. Any external resources or inspiration must be properly cited and acknowledged.
- **Timeline:** Students must adhere to the established project timeline, meeting deadlines for proposal submission, design reviews, and final project presentation.
- **Faculty Guidance:** Students are expected to meet regularly with their assigned faculty advisor to discuss progress, receive feedback, and address any challenges.
- **Ethical Considerations:** Students must adhere to ethical principles in visual communication, including respecting copyright laws, obtaining necessary permissions, and representing information accurately.

CAPSTONE PROJECT DESCRIPTION

The capstone project is a comprehensive visual communication project that allows students to demonstrate their mastery of the field. It involves:

- **Identifying a Communication Problem:** Students must identify a real-world communication challenge or opportunity that can be addressed through visual media.
- **Conducting Research:** Thorough research is essential to understand the problem, target audience, and potential solutions.
- **Developing a Concept:** Students must develop a strong concept that effectively addresses the communication problem and aligns with the project objectives.
- **Designing and Producing:** Students will design and produce a visual communication solution, utilizing appropriate tools, technologies, and creative skills.
- **Evaluating and Refining:** The project will involve ongoing evaluation and refinement based on feedback from faculty, peers, and potential users.
- **Presenting and Documenting:** Students will present their final project to a panel of faculty and industry professionals, and submit a comprehensive project report documenting the entire process

PROJECT REQUIREMENTS

- **Project Proposal:** A detailed proposal outlining the project concept, objectives, methodology, timeline, and resources.
- **Design Review:** Presentation of design concepts and prototypes to faculty and peers for feedback and critique.
- **Final Project:** A completed visual communication project that meets professional standards of quality and effectively addresses the identified communication problem.
- **Project Report:** A comprehensive document that details the project's background, research, design process, challenges, solutions, and outcomes.
- **Portfolio:** The final project should be included in the student's professional portfolio, demonstrating their skills and creative vision.

CAPSTONE PROJECT PHASES

Phase 1: Project Proposal and Planning (2 Weeks)

- Identify and define a real-world communication problem or opportunity.
- Conduct preliminary research and explore potential solutions.
- Develop a concise project proposal outlining the concept, objectives, methodology, and timeline.
- Present the proposal to faculty for initial feedback and approval.

Phase 2: Design and Development (4 Weeks)

- Conduct in-depth research and gather relevant information.
- Explore and experiment with various design concepts and approaches.
- Develop and refine prototypes, mockups, or storyboards to visualize the project.
- Present the design progress to faculty and peers for feedback and critique.

Phase 3: Production and Refinement (4 Weeks)

- Produce the final visual communication project, utilizing appropriate tools and technologies.
- Conduct user testing and gather feedback (if applicable).
- Refine the project based on feedback, paying close attention to detail and quality.
- Prepare the final project for presentation and portfolio inclusion.

Final Viva Voce (Oral Examination)

- Students will present their completed capstone project to a panel of faculty members.
- The presentation should clearly articulate the project's concept, process, and outcomes.
- Students will answer questions from the panel to demonstrate their understanding of the project and its significance.
- The viva voce will assess the student's ability to communicate effectively, defend design decisions, and reflect on their learning experience.

Assessment Components:

- **Project Proposal (15%):** Clarity of concept, research quality, feasibility of the proposed solution.
- **Design Review (25%):** Creativity, originality, effectiveness of design choices, user-centered approach (if applicable).
- **Project Production (35%):** Technical execution, quality of craftsmanship, adherence to project objectives, innovation.
- **Final Viva Voce (25%):** Clarity of communication, professionalism, ability to articulate design decisions and respond to questions, depth of reflection.

COURSE OUTCOME

CO 1	**Synthesize knowledge and skills to produce a sophisticated visual communication project.** (Students demonstrate a comprehensive understanding of visual communication principles and apply them to a complex project.)
CO 2	**Demonstrate advanced technical and creative skills in their chosen area of focus.** (Students showcase mastery of relevant software, techniques, and production workflows.)
CO 3	**Communicate effectively through visual media, addressing a real-world communication challenge.** (Students create a project that effectively conveys a message, tells a story, or solves a problem.)
CO 4	**Develop a professional-quality portfolio that showcases their skills and creative vision.** (Students create a portfolio piece that demonstrates their abilities and potential to prospective employers or clients.)
CO 5	**Critically reflect on their creative process and articulate their design decisions.** (Students demonstrate the ability to analyze and evaluate their work, documenting their process and reflecting on their learning experience.)

REFERENCE

1. Emma Kaylee Graves (2024), Covering Extended Reality Technologies in the Media, Routledge
2. **Behance:** (www.behance.net) An online platform showcasing creative work, including visual communication projects, which can provide inspiration and ideas.
3. **Communication Arts:** (www.commarts.com) A leading publication showcasing excellent visual communication, offering insights into current trends and best practices.
4. **Awards:** (www.awwwards.com) A website that recognizes and promotes outstanding web design, providing examples of innovative and effective visual communication.

COURSE CODE	COURSE NAME	COURSE CREDIT STRUCTURE				
	CYBER SECURITY	**L**	**T**	**P**	**O**	**Credit**
		3	**0**	**0**	**2**	**3**

COURSE OBJECTIVE

- To introduce students to the fundamental concepts and evolving landscape of cyber security, including cyber threats, cyber warfare, and critical infrastructure protection.
- To provide in-depth knowledge about various types of cyber crimes, cyber law frameworks, and enforcement mechanisms both in India and globally.
- To equip students with an understanding of data privacy, data protection regulations, and effective cyber security management strategies including compliance and governance.

UNIT I OVERVIEW OF CYBER SECURITY 9

Cyber security increasing threat landscape, Cyber security terminologies- Cyberspace, attack, attack vector, attack surface, threat, risk, vulnerability, exploit, exploitation, hacker., Non-state actors, Cyber terrorism, Protection of end user machine, Critical IT and National Critical Infrastructure, Cyberwarfare, Case Studies

UNIT II CYBER CRIMES 9

Cyber crimes targeting Computer systems and Mobiles- data diddling attacks, spyware, logic bombs, DoS, DDoS, APTs, virus, Trojans, ransomware, data breach., Online scams and frauds- email scams, Phishing, Vishing, Smishing, Online job fraud, Online sextortion, Debit/ credit card fraud, Online payment fraud, Cyberbullying, website defacement, Cybersquatting, Pharming, Cyber espionage, Cryptojacking, Darknet- illegal trades, drug trafficking, human trafficking., Social Media Scams & Frauds- impersonation, identity theft, job scams, misinformation, fake newscyber crime against persons - cyber grooming, child pornography, cyber stalking., Social Engineering attacks, Cyber Police stations, Crime reporting procedure, Case studies.

UNIT III CYBER LAW 9

Cyber crime and legal landscape around the world, IT Act,2000 and its amendments. Limitations of IT Act, 2000. Cyber crime and punishments, Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Blockchain, Darknet and Social media, Cyber Laws of other countries, Case Studies.

UNIT IV DATA PRIVACY AND DATA SECURITY 9

Defining data, meta-data, big data, nonpersonal data. Data protection, Data privacy and data security, Personal Data Protection Bill and its compliance, Data protection principles, Big data security issues and challenges, Data protection regulations of other countries- General Data Protection Regulations(GDPR),2016 Personal Information Protection and Electronic Documents Act (PIPEDA)., Social media- data privacy and security issues.

UNIT V CYBER SECURITY MANAGEMENT, COMPLIANCE AND GOVERNANCE

Cyber security Plan- cyber security policy, cyber crises management plan., Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy.

COURSE OUTCOME

CO1: To explain the key terminologies, threat vectors, and actors in the cyber security landscape.

CO**2:** To analyze various forms of cybercrimes and demonstrate awareness of online frauds, scams, and social engineering techniques.

CO3: To apply the relevant cyber laws and legal provisions applicable to different types of cyber offenses including AI, IoT, Blockchain and social media.

CO4: To assess data privacy concerns and apply global data protection regulations such as GDPR and PIPEDA in real-world scenarios.

CO5: To design basic cybersecurity frameworks for organizations including security policies, risk assessments, and cyber crisis management plans.

TEXTBOOK/REFERENCES

1. Cyber Security Understanding Cyber Crimes, Computer Forensics and LegalPerspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd.
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3. Security in the Digital Age: Social Media Security Threats and Vulnerabilities byHenry A. Oliver, Create Space Independent Publishing Platform.
4. Data Privacy Principles and Practice by Natraj Venkataramanan and Ashwin Shriram,CRC Press.
5. Information Security Governance, Guidance for Information Security Managers byW. KragBrothy, 1st Edition, Wiley Publication.
6. Auditing IT Infrastructures for Compliance By Martin Weiss, Michael G. Solomon,2nd Edition, Jones Bartlett Learning.