DEPARTMENT OF VISUAL COMMUNICATION TECHNOLOGY
LIST OF PAPERS
B. VOC (VISUAL COMMUNICATION TECHNOLOGY)
Course pattern 2014

SEMESTER: I

S .No	Subjects	Subject Code	Hours	General Education Component	Skill Component
				Credits	
01.	Tamil – I (Oodaka Tamil)	14UVT110001	2	2	--
02.	Communicative English-I (Media English)	14UVT120101	2	2	--
03.	Audio Electronics	14UVT130201	4	4	--
04.	Basics of Photography	14UVT130202	4	4	--
05.	Tamil lab – I	14UVT110002	2	--	2
06.	English lab – I	14UVT120102	2	--	2
07.	Practical - Audio Electronics	14UVT130203	4	--	4
08.	Practical - Basics of Photography	14UVT130204	4	--	4
09	Work shop – Audio System	14UVT130205	3+3*	--	3
10.	Work shop – Creative Photography	14UVT130206	3+3*	--	3

| | **Total** | | **30** | **12** | **18** |

SEMESTER: II

S. No	Subjects	Subject Code	Hours	Credits	
				General Education Component	Skill Component
11.	Tamil – II (Oodaka Tamil)	14UVT110003	2	2	--
12.	Communicative English – II (Media English)	14UVT120103	2	2	--
13.	Sound Engineering and Programme production	14UVT130207	4	4	--
14.	Image editing and manipulation	14UVT130208	4	4	--
15.	Tamil lab – II	14UVT110004	2	--	2
16.	English lab – II	14UVT120104	2	--	2
17.	Practical - Sound Engineering and Programme production	14UVT130209	4	--	4
18.	Practical - Image editing and manipulation	14UVT130210	4	--	4
19.	Work shop – Audio Program	14UVT130211	3+3*	--	3
20.	Work shop – Image Creation	14UVT130212	3+3*	--	3
	Total		**30**	**12**	**18**

SEMESTER – III
NSQF Level: L6

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
21.	GE	Language – I[&]	14UVT310003	Language	2	2		2
22.		Language – II: English – III	14UVT320103		2	2		2
23.		Concepts of Videography	14UVT330207	Core - Theory	3	3		3
24.		Theoretical Aspects of Special effect Editing	14UVT330403	Allied - Theory	3	3		3
25.	SC	VFX Editor QP: MES/Q03501	14UVT430208	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
26.		Camera Operator QP:MES/Q0602	14UVT430209	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
27.	GE	Value Education: Life Skills	14UVT141001		2	2		2
					30+6*= 36	12	18	30

& - Language – I: Tamil –III/ Hindi – III/ Sanskrit – III/ French – III
* - Field work outside the class hours for each major 2hrs (2x3=6)
@- Practical examination in the following Semester

SEMESTER – IV

NSQF Level: L6

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
28.	GE	Language – I[&]	14UVT410004	Language	2	2		2
29.		Language – II: English - IV	14UVT420104		2	2		2
30.		Creative script Writing	14UVT430210	Core - Theory	3	3		3
31.		Graphics and Multimedia	14UVT430404	Allied - Theory	3	3		3
32.	SC	VFX Editor QP: MES/Q03501	14UVT430208	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
33.		Camera Operator QP:MES/Q0602	14UVT430209	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
34.	GE	Environmental science	14UVT240901		2	2		2
					30+6*= 36	12	18	30

& - Language – I: Tamil –IV/ Hindi – IV/ Sanskrit – IV/ French – IV

* - Field work outside the class hours for each major 2hrs (2x3=6)

SEMESTER – V

NSQF Level: L7

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
35.	GE	Global Trend Setting Films and Directors	14UVT530211	Core - Theory	4	4		4
36.		Media Laws And Ethics	14UVT530212	Core- Theory	4	4		4
37.		Media Equipment Maintenance and Media Presentation Skills	14UVT530213	Core - Theory	4	4		4
38.	SC	Executive Producer QP: MES/Q 2801	14UVT630214	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
39.		Director Of Photography QP: MES/ Q 0601	14UVT630215	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6*= 36	12	18	30

* - Field work outside the class hours for each major 2hrs (2x3=6)
@- Practical examination in the following Semester

SEMESTER – VI

NSQF Level: L7

S. No.	GE/SC	Paper	Subject Code	Type	Hours	General	Skill	Total
						Credits		
40.	GE	Media Management	14UVT630216	Core - Theory	4	4		4
41.		Media Public Relation	14UVT630217	Core- Theory	4	4		4
42.		Media Project/ Internship	14UVT630218	Core - Theory	4	4		4
43.	SC	Executive Producer QP: MES/Q 2801	14UVT630214	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
44.		Director Of Photography QP: MES/ Q 0601	14UVT630215	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6*= 36	12	18	30

* - Field work outside the class hours for each major 2hrs (2x3=6)

B. VOC. VISUAL COMMUNICATION TECHNOLOGY

Sem-I		L	P	C
14UVT110001	Language – I: **ஊடகத்தமிழ்**	2	0	2

நோக்கங்கள்

- தமிழ்மொழிப் பயிற்சி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- வாசிப்புப் பயிற்சி முறையை அறிதல்

பயன்கள்

- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம்: 1

அலகு - 1

1. தமிழ்மொழிப் பயிற்சி : பேச்சுத் தமிழ்
2. பிழையின்றிப் பேசுதல்
3. தயக்கத்தைப் போக்குதல்

அலகு - 2

4. வாசிப்புப் பயிற்சி
5. உச்சரிப்புப் பயிற்சி

அலகு - 3

6. பேச்சுப் பயிற்சி
7. குரல் ஏற்ற இறக்கம்

அலகு - 4

8. வட்டாரவழக்குச் சொற்கள்
9. சரளமாகப் பேசுதல்.

அலகு - 5

10. அடிப்படை இலக்கண இலக்கிய அறிவு பெறுதல்
11. ஊடகமும் தமிழ்மொழியும்

பார்வைநூல்கள்

எம்.ஏ.நுஃமான்:   அடிப்படைத்தமிழ் இலக்கணம்

சுரேஷ்பால் :   மீடியா உலகம்

சோ. சிவபாதசுந்தரம் :   வானொலி

சோ.சிவபாதசுந்தரம் :   ஒலிபரப்புக்கலை

செல்வம் :   வானொலித் தமிழ்

வெ.நல்லதம்பி :   தொலைக்காட்சித் தமிழ்

அ.சாந்தா&வி.மோகன் (பதிப்பாசிரியர்கள்):

செய்முறைப்பயிற்சி

வானொலிமற்றும்தொலைக்காட்சிமாதிரிநிகழ்சிகளைத்தமிழில்மாணவர்கள்உருவாக்குதல்

- ❖ கொடுக்கப்படும்தலைப்புகளுக்குஏற்பசரளமாகப்பேசுதல்
- ❖ நிகழ்ச்சிவரைவுதயாரித்தல் (Script Writing)
- ❖ இதழ்மாதிரிதயாரித்தல்
- ❖ குரல்பதிவு (Voice Recording)
- ❖ செய்திவாசிப்பு (News Reading)
- ❖ ஒலிஒளிப்பதிவுசெய்தல் (AV Recording)
- ❖ உரையாடல்
- ❖ குறும்படக்கதைஎழுதுதல்
- ❖ புதியவிளம்பரஉத்திகளைஉருவாக்குதல்

Semester-I   **Hours/Week: 2**

Subject Code: 14UVT120101   **Credit: 2**

Communicative English-I (Media English)

Objectives:

- ❖ To help students acquire the nuances of newspaper language and its style.
- ❖ To introduce basic Tenses to students.
- ❖ To widen the scope of students' employability in print media.

Unit-I

1. Simple present tense.
2. Simple past tense.
3. Simple future tense.
4. Present continuous tense.

Unit-II

5. News stories and their structures.
6. The task of a newspaper reporter.

Unit- III

7. English newspapers in India.
8. Advertisement in newspaper.
9. Writing headlines and the lead.

Unit – IV

10. Present perfect tense.
11. Past continuous tense.
12. Past perfect tense.
13. Future perfect tense.

Unit – V

14. Body paragraphs and slant.
15. Writing editorials and op-ed pieces.
16. Writing for magazines.

BOOK FOR STUDY

Units I and IV

1. Murphy, Raymond. Intermediate English Grammar. New Delhi: Cambridge University Press, 2007.

2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2007.

Units II, III and V

1. Friedman, Anthony. Writing for Visual Media. New Delhi: Focal Press, 2007.

BOOKS FOR REFERENCES

1. Timothy Gerard. Writing for Multimedia: Education, Training, Advertising and World Wide Web, Oxford: Focal Press, 1997.
2. Agee K. Waren. Etal. Introduction to Mass Communication. New Delhi: Oxford, 1979.
3. Keval, J. Kumar. Mass Communication in India. India: Jaico.1994.
4. Roy, Barun. Beginners' Guide to Journalism and Mass Communication. Delhi: Pustak Mahal, 2010.

Semester-I   **Hours/ week: 2**

Subject Code: 14UVT120102   **Credit: 2**

ENGLISH LAB- I

LANGUAGE SKILLS OF PRINT MEDIA

Objectives:

To help students acquire the nuances of Newspaper language and its style.

To widen the scope of students' employability in print media

1.   News stories and their structures.

2.   Listening ideas using the passive voice.

3.   The task of a Newspaper Reporter.

4.   Use of Indigenous words in English Newspapers in India.

5.   Writing the Headline and the Lead.

6.   Body Paragraphs and Slant.

7.   Writing Editorials and Op-ed pieces.

8.   Writing for Magazines: Action-Angle-Anecdote

BOOKS FOR REFERENCE

1.   Latha Nair, English For The Media, Delhi: Foundation Books, 2014.

2.   Timothy Gerard. Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Oxford: Focal press, 1997.

3.   Agee K.Warren. etal. Introduction to mass communication. New Delhi: Oxford, 1979.

4.   Friedmanm, Anthony. Writing for Visual Media. New Delhi: Focal press, 2007.

Semester I   **Core Paper- I**
Hours/Week: 4   **Credit – 4**
Subject code: 14UVT130201

AUDIO ELECTRONICS

Unit – I: Fundamentals of Electronics:

Signal – types of signal- Parameters: amplitude, frequency, phase- measuring Instruments: Multimeter, CRO , dB meter - Measuring techniques : amplitude (peak to peak Voltage), RMS Voltage, frequency. Voltage and Current Stabilization, inverter, Types of Cables and Connectors.

Unit – II: - Principles of Sound and Acoustics and Auditorium

Components of sound: pitch, intensity, tones and harmonics- propagation of sound- speed of sound in air – perception of sound- human earing capability – Voice Frequency - measurement techniques of sound - Fundamental of Acoustics- acoustic sub disciplines: speech, music, architectural

Acoustics and Auditorium

Architectural plan of room- specification- analyzing acoustic level of room- hydrography(echo sounding)- echo Cancellation techniques- selection: microphones, amplifiers, speakers – positioning the speakers- Sound System Installation – Electrification : power stabilization, earthing , Cooling - Multi Amplifier System Arrangement. Safety and precautions.

Unit – III: Microphone

Basic Principle of Sound transducer – Internal and External Structure of microphone - Types of microphone–microphone polar patterns- impedance matching – Microphone Specification: frequency response, gain, noise and distortion- application specific design.

Unit – IV: Speaker

Internal Structure of speaker- Specification of Speaker: impedence, power, frequency response, gain, noise and distortion - types of speaker – Speaker box design and types – line matching transformer- losses and noises in speaker systems- Handling of Speakers — Analog Vs Digital Speakers - Digital Speakers and its Function

Unit – V: - Amplifiers:

Pre amplifier, pre amplifier cum mixer -power amplifier –Specification of Amplifier- Impedance matching – power rating – output load management- simple Public Addressing system (PA)- PA System connecting Methodology - Home Theatre amplifiers

BOOKS FOR STUDY

1. John Linsley hood , Audio Electronics, Elsevier Print book Publication,1995

2. Bob Cordell, Designing Audio Power Amplifiers, McGraw Hill,2007

3.David Lapp, The Physics of Music and Musical Instruments, tufts University Publishers , 2003

4.Lawrence E Kinsler ,Fundamentals of Acoustic, Wiley & Sons Canada, 2000

BOOKS FOR REFERENCES

John Linsley hood ,Audio Electronics, Elsevier Print book Publication,1995

2. Bob Cordell, Designing Audio Power Amplifiers, McGraw Hill,2007

3.David Lapp, The Physics of Music and Musical Instruments, Tufts University Publishers , 2003

4.Lawrence E Kinsler ,Fundamentals of Acoustic, Wiley & Sons Canada, 2000

Semester I   **Hours/Week: 4**

Subject code: 14UVT130202   **Credit – 4**

Allied Paper I
BASICS OF PHOTOGRAPHY

Unit – I: Light:

Introduction to Light – definition – characteristics of light, Lighting – Sources of light – natural and artificial lighting- -types of lighting -indoor and outdoor lighting – 3 point, 5 point, 7 point lighting– Flash- light intensity measurements

Unit – II: Camera

Different Types of Camera- Digital SLR (Single lens Reflex cameras- DSLR-Compact Digital cameras-Other types of cameras(Polaroid…)-Bridge cameras-Mirror less interchangeable lens cameras. CCD, cmos – Resolution – Storing images – Optical and Digital Zoom.

Unit – III: Technicality of photography:

Aperture – Focus -View point – Perspective – shutter speed – Depth of field –Composition: Subject and Content- Introduction of Framing and Backgrounds.

Unit – IV: Camera Lens

Types of Camera lenses: Standard lenses-Macro lenses-Telephoto lenses-Wide angle lenses-Specialist lenses-Kit lenses- maintenance of camera and lens. Filters- Types of filters- functions and uses of filters.

Unit – V: Generic of Photography:

Language of Photography, Chemistry of Photography, Portraiture, product, landscape, photo feature, creative photography, event photography, nature Photography – Photo Journalism – Advertising Photography– wild life photography.

BOOK FOR STUDY

   Hands Geoffrey - The Handbook of Digital Photography, Silver Dale Book, (2004)

BOOK FOR REFERENCES
   1. Neblette C.B. - Fundamentals of Photography, Published by Van Nostnand Reinhold Company New York, (1970)
   2. Zuckerman Jim- Techniques of Natural Light Photography, Published by Writer's Digest Books, China, (1996)
   3. Hands Geoffrey - The Handbook of Digital Photography, Silver Dale Book, (2004)
   4. Jacobs- Close Up Photography, Writers Digest Book, Ohio,(2001)
   5. Thiagarajan.S (2002)- Practical Photography, Himalaya publishers, New Delhi

Semester I   **Hours/Week: 4**

Subject code: 14UVT130203   **Credit – 4**

B. Voc Visual Communication Tech Practical's- I

AUDIO ELECTRONICS EXPERIMENTS

Practicals:

1. Instruments Demonstration.
2. Multimeter and Measurements
3. CRO and Measurements
4. Stabilizer and Inverter Studies
5. Cable making with Connectors
6. Demonstration of Sound Measuring instruments
7. Intensity Measurement.
8. dB Measurement.
9. Acoustic measurements.
10. Acoustical design Calculation of an Auditorium.
11. Audio system Arrangement I.
12. Audio system Arrangement II.
13. Study and setting up of Electrification.
14. Study on Safety Measures.
15. Trouble shooting methods.
16. Study of Sound transducers
17. Multi meter based Microphone Measurement.
18. Study of Microphone Directivity.
19. Wireless Microphone Studies.
20. Study of speaker Components
21. Multi meter based Speaker Measurement.
22. Speaker Box Design.
23. Distance and power calculation.
24. Speaker Impedance Matching.
25. Study of Digital Speakers
26. Study of Pre Amplifier
27. Study of Mixer
28. Study of Power Amplifier
29. Impedance matching
30. Arrangement and connecting of simple PA System
31. Arrangement and connecting of Simple Home theatre (Audio).

Semester I   **Hours/Week: 4**
Subject code: 14UVT130204   **Credit – 4**

B. Voc Visual Communication Technology Practical's- I

BASICS OF PHOTOGRAPHY

Practicals:

1. Study on intensity of light
2. Study on difference sources of light
3. Study on the working principles of flash
4. Study on 3 point, 5 point, 7 point lighting
5. Study of different camera handling techniques
6. Study of Mirror less interchangeable lens cameras.
7. Study of camera resolution
8. Study of optical and digital zoom
9. Exercise on Aperture,
10. Exercise on camera Focus
11. Exercise on View point and Perspective
12. Exercise on shutter speed
13. Exercise on Depth of field
14. Exercise on Picture Framing
15. Study of different camera lenses
16. maintenance of camera and lens
17. Urban and rural Landscapes photography
18. Flora and Portraits-photography
19. Capturing Motion through Shutter Speed Control
20. Cultural photography(demonstrating local culture)
21. Candid Portraits.
22. Low-light photography
23. Night Landscapes.

B. Voc Visual Communication Technology

WORKSHOP : AUDIO SYSTEM

Microphone

- Basic Principle of Sound transducer
- Internal and External Structure of microphone
- Types of microphone–microphone polar patterns
- impedance matching
- Microphone Specification: frequency response, gain, noise and distortion
- application specific design.

Amplifiers

- Pre amplifier
- pre amplifier cum mixer
- power amplifier
- Specification of Amplifier
- Impedance matching
- power rating
- output load management
- simple Public Addressing system (PA)
- PA System connecting Methodology
- Home Theatre amplifiers

- Arrangement and connecting of simple PA System
- Arrangement and connecting of Simple Home theatre (Audio).

B. Voc Visual Communication Technology

WORKSHOP: CREATIVE PHOTOGRAPHY

Introduction to Light

- Characteristics of Light
- Lighting
- Sources of Light
- Natural and Artificial Lighting
- Types of Lighting
- Indoor and Outdoor Lighting
- 3 Point, 5 Point, 7 Point Lighting
- Flash Light Intensity Measurements

Technicality of photography

- Aperture
- Focus View point
- Perspective
- shutter speed
- Depth of field
- Composition: Subject and Content
- Introduction of Framing and Backgrounds.

14UVT110002　　　　Language – I: **ஊடகத்தமிழ்** -II　　　　**2　0　2**

பருவம்: 2

நோக்கங்கள்

ஊடகங்களைப் பற்றி அறிதல்

தமிழில் திறம் படப் பேச, எழுதப் பழகுதல்

சிறந்த தொகுப்பாளரை உருவாக்குதல்

தமிழ் மொழிக்கும் ஊடகங்களுக்குமான தொடர்பினை அறிதல்

பயன்கள்

காட்சி கேள்வி ஊடகங்களின் நுட்பங்களை அறிதல்

பல்வேறு ஊடகத் துறைகளில் பணியாற்றும் வாய்ப்பு

அலகு - 1

1. ஊடகங்கள்
2. ஊடகங்களின் வகைகள்
3. அச்சு ஊடகம்(print media)

அலகு - 2

4. இதழ்கள்
5. இதழ்களின் வகைகள்
6. இதழ்களின் பணிகளும் பயன்களும்

அலகு - 3

7. இதழ் தொடங்குவதற்கான வழிமுறைகள்
8. இணையத்தமிழ்

அலகு - 4

9. இணையத்தில் தமிழ்மொழிப் பயன்பாடு

10. சமூக ஊடகங்களில் தமிழ்

அலகு - 5

11. எழுத்துப் பயிற்சி
12. மரபுத் தொடர்கள் பயன்பாடு
13. ஒருமை பன்மை வேறுபாடு

பார்வைநூல்கள்

எம்.ஏ.நுஃமான்:   அடிப்படைத்தமிழ்இலக்கணம்

சுரேஷ்பால் :   *மீடியாஉலகம்*

சோ.சிவபாதசுந்தரம் :   *வானொலி*

சோ.சிவபாதசுந்தரம் :   *ஒலிபரப்புக்கலை*

செல்வம் :   *வானொலித்தமிழ்*

வெ.நல்லதம்பி :   *தொலைக்காட்சித்தமிழ்*

அ.சாந்தா&வி.மோகன் (பதிப்பாசிரியர்கள்):

            மக்கள்ஊடகத்தொடர்பியல்அடிப்ப
            டைகள்

இணையத்தில்கற்க., *www.palkalaikazhakam.com* *www.tamilvu.org*

Semester-II   **Hours/Week: 2**

Subject Code: 14UVT130202   **Credit: 2**

<div align="center">

Communicative English-II (Media English)

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Objectives:

- ❖ To help students acquire the nuances of Radio and its uses.
- ❖ To introduce basic Tenses to students.
- ❖ To widen the scope of students' employability to work in the fields of Radio.

Unit-I

1. Present perfect continuous.
2. Past perfect continuous.
3. Future perfect continuous.

Unit- II

4. Introduction to Radio.
5. Techniques of writing for the Broadcast media.

Unit-III

6. Use of language debriefing.
7. Radio presenter and writing for Radio programmers.
8. Advertising in Radio.

Unit-IV

9. Usage of will and would.
10. Usage of shall and should.
11. Usage of may and might.

Unit-V

12. Radio Talk shows and Radio Reviews.
13. Origination of FM Radio.

BOOKS FOR STUDY

Units I and IV

1. Murphy, Raymond. Intermediate English Grammar. New Delhi: Cambridge University Press, 2007.
2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2007.

Units II, III and V

1. Gilmurray, Bob. The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing, 2010.

BOOKS FOR REFERENCES

1. Latha Nair, English for The Media, Delhi: Foundation Books, 2014.
2. Stracynski J. Michall, The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.
3. David Keith Cohler, Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Abbot and Richard Lee Rider. Handbook of Broadcasting. California, McGraw-Hill,1957.

ENGLISH LAB- II

TECHNIQUES OF WRITING FOR RADIO

To enhance the efficiency and creativity of students in presenting all types of Radio
To maximize the employability of students to work in the fields of Radio.

1.   Techniques of writing for the Broadcast media.

2.   Key Elements in Radio Jockeying.

3.   Tenses and Topic Sentence.

4.   Use of Language Debriefing.

6.   Radio Presenter and writing for Radio Programmers.

7.   Interviews and Radio News.

8.   Radio Talk show and Radio Reviews.

BOOKS FOR REFERNCE

1.   Latha Nair, English for The Media, Delhi: Foundation Books, 2014.

2.   J. Michall Stracynski, The Complete Books Script Writing: Television, Radio, Motion pictures, the stage

3.   David Keith Cohler , Broadcast journalism: A Guide for the presentation of Radio and Television News,

4.   Gilmurray, Bob. The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing, 2010.

Semester II   **Hours/Week: 4**

Subject code: 14UVT130207   **Credit – 4**

Core paper II
B. Voc Visual Communication Technology

SOUND ENGINEERING AND PROGRAMME PRODUCTION

Unit – I: Audio Studio:

Human Perception of Sound: Monophonics signals- High Fidelity Sound-Sound Reproducing Systems : mono, Stereo and Multi-Channel- Sound Field - Sound Diffusers- Sound Absorption- Sound reflection – Cabling :Audio Wiring- Patch Bays- Bi and Tri amping- HDMI - IEEE1394

Unit – II: Sound Effects and Digital Sound system:

Reverberation /echo, reverse echo, flanger, phaser, chorus, equalization, filtering, pitch shift, time stretching, 2.1 surround, 5.1surround, 7.1and 7.2 surround, 3D Sound, Dolby, DTS Sound, Digital Qube

Unit – III: Recording and Mixing Console:

Isolation Booth- Reference Monitor- Multi track recording: Voice signal, Musical signal- structure of Mixing console : channel input, master output control, audio level metering – Digital vs Analog mixer- application.

Unit – IV: Audio Software:

Mono and Stereo Channels – Bit depth – Sample rate – Audio recording , editing and Mixing – Audio Special effects – Audio File Formats – Monitoring Sound Signal- controls: Faders, Sliders- Editing procedures in software.

Unit – V: Programme Production for FM Radio

Introduction to Radio Medium –Social Life and radio–Types : A.M ,F.M., Community radio , FM console - Program Production   – Recorded programmes – Recorded voice and music – sound effects – Live/on-air productions – Duties of on – air producer – Cue sheets and Log books.

BOOKS FOR STUDY:

1.Hausman, carl and Benoit Philip ,Messere Fritz (2005) Modern Radio Production , New York : Rout ledge.

2.Hausman ,Carl (2007) : Modern Radio Production: Production Programming, California : Brooks.

BOOKS FOR REFERENCE :

1. Housman, Carl (2004) Modern Radio Production. Canada : Wadsworth publication.

2. Mc Leish, James , (1999) Radio production. Burlington : Focal Press

3. Baruah U. L (1983) All India Radio. New Delhi : Government of India publications

4. Ric Viers 2008 The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects

5. Bill Gibson (2011) Hal Leonard Recording Method: Book 1 - Microphones & Mixers, (Music Pro Guides).

Semester II   **Hours/Week: 4**

Subject code: 14UVT130209   **Credit – 4**

<center>Allied paper II

B. Voc Visual Communication Technology

IMAGE EDITING AND MANIPULATION</center>

Unit – I: Tools of Photoshop:

Introduction of photo shop-Exploring the Menu Bar- Toolbox- Options Bar-usage of Marquee Tools-Exploring the Lasso Tools-Creating Selections Using the Magic Wand- Using Color Range to Create Selections-Creating Selections Using Extractions-Transforming a Selection-Copying Pasting and Moving a Selection

Unit – II: Layer image formation:

 Layers - different layer types-Creating multiple layers-Working with Layers-Applying Layer Styles- Fill and Adjustment Layers: palette-naming-creating-deleting-viewing-moving-Exploring Layer Components- Masks- Using Layer Masks-Merging and Flattening Layers

Unit – III: Image editing and special effects:

Cropping images and manipulation -Using various stencils and template designs -Working with textures and importing -Correcting your photos to remove red eyes, blemishes, ageing etc- blur and sharpen -creation of various collages -Working with text and custom fonts -Creating vector

Unit – IV: Masking and Designing

 Induction- Summary- Instruction-Reformation of images-Creating graphics and simulations-Design and painting in Photoshop-Processing computer graphic integration.-Making special effects: collages, editing of warm and cool colours -Designing of advertisements, posters, business cards -Greeting card-Brochure designing- wedding card designing-Book layout-magazine layout-Newspaper layout-calendars designing-Building a booklet

Unit – V: Photo Essay (Album Making):

        The theoretical study of the world of digital album design from induction, to summary and instruction-Reformation of images- design and paint in photo shop-Creating a Photo Panorama- Creating a photo Slide Show-Creating a Photo Calendar-Creating special effects on collages -editing warm and cool colours

BOOK FOR STUDY

Gregory Georges: Photoshop Ver(8) CS Professional Tricks and Techniques, Unique Color Carton Offset Printers, New Delhi-4

BOOKS FOR REFERENCE

 1. Alan and Isabella Livingston: Graphic Design and Designers new edition, Thames & Hudson world of art, Singapore by C.S. Graphics, 2003.

2. Bride M. Whelan: Color Harmony 2, Guide to Creative Color Combinations,U.S.A ,Rockfort Publishers,1994.

3. David E.Carter: The Little Book Of Logo Recipes, successful designs and how to create them, Harper   Collin Publishers, Newyork, 2004.

4. Stephen House : Photoshop CS, LP Editorial Board, Lawpt', Blue Line Printing Industries, Kolkata, 2004.

Semester II   **Hours/Week: 4**
Subject code: 14UVT130209   **Credit – 4**

B. Voc Visual Communication Technology

PRACTICAL II - SOUND ENGINEERING AND PROGRAMME PRODUCTION

1. sound localization of human hearing
2. Loudness and Dynamic Range measurement (Open Space, Closed Space, Studios)
3. Fidelity measurement of two loud speaker
4. Cabling and Study of Bi-Tri Amping
5. Cabling and Study of HDMI/ IEEE1394
6. Realization of reverberation /echo effect- cancellation
7. Creation of flangers and phaser
8. Demonstration of Equalization and filtering
9. Implementation of time stretching and Pitch shift
10. Study of 2.1, 5.1, 7.1 and 7.2 surround system
11. Study of 3D Sound, Dolby, DTS Sound, Digital Qube at Cinema Theatres
12. Record voice and musical signal simultaneously
13. Monitor the audio levels
14. Record voice and musical signal separately
15. Mixing the voice and musical signal
16. Investigate about analog and digital mixer
17. Import media file into software
18. Study of bit depth and sample rate of media file
19. Adding special effects
20. Change the file formats
21. Implement fading and sliding effect using editing procedure
22. Making of audio album
23. Study of amplitude modulation
24. Study of frequency modulation
25. Demonstrate the FM console
26. Performing live /on-air production
27. Preparation of cue sheets and log books

B. Voc Visual Communication Technology

PRACTICAL II - IMAGE EDITING AND MANIPULATION

1. Cropping and slicing the image
2. Normal paint drawing
3. Image color changes
4. Image rotation
5. Colour adjustments in background
6. Formation of layer in given image
7. Adding channels in given image
8. Cropping and slicing the given image
9. Blur - sharper settings in image
10. Photo editing
11. creation of various collages
12. Designing the Masking
13. Designing 2D photos
14. Designing of posters
15. Designing Business cards
16. Designing Greeting card
17. Brochure designing
18. Designing wedding card
19. Designing Book layout
20. Magazine layout
21. Newspaper layout
22. Designing calendars
23. Building a booklet
24. Creating various sample albums
25. Developing a photo story/Essay

B. Voc Visual Communication Technology
WORKSHOP: AUDIO PROGRAMME

Audio Studio

- Human Perception of Sound: Monophonics signals
- High Fidelity Sound
- Sound Reproducing Systems : mono, Stereo and Multi-Channel
- Sound Field
- Sound Diffusers
- Sound Absorption
- Sound reflection
- Cabling :Audio Wiring
- Patch Bay
- Bi and Tri amping- HDMI - IEEE1394

Sound Effects and Digital Sound system:

- Reverberation /echo
- reverse echo, flanger
- phaser, chorus, equalization
- filtering, pitch shift, time stretching
- 5.1surround, 7.1and 7.2 surround
- 3D Sound, Dolby, DTS Sound
- Digital Qube

B. Voc Visual Communication Technology

WORKSHOP: IMAGE CREATION

Special effects

- Cropping images and manipulation
- Using various stencils and template designs
- Working with textures and importing
- Correcting your photos to remove red eyes, blemishes, ageing etc
- Blur and sharpen
- creation of various collages
- Working with text and custom fonts
- Creating vector

Masking and Designing

- Reformation of images
- Creating graphics and simulations
- Design and painting in Photoshop
- Processing computer graphic integration.
- Making special effects: collages, editing of warm and cool colours
- Designing of advertisements, posters, business cards -Greeting card
- Brochure designing- wedding card designing
- Book layout-magazine layout-Newspaper layout
- calendars designing
- Building a booklet

LANGUAGE I - தமிழ் - III

நோக்கங்கள்

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

பயன்கள்

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 3

அலகு - 1

தொலைக்காட்சி, வானொலி வேறுபாடுகள் – தொலைக்காட்சி நிகழ்ச்சி உருவாக்கம் – நிகழ்ச்சிக்கான களம் தேர்ந்தெடுத்தல் – நேரம் திட்டமிடுதல் – நிகழ்ச்சித் தொகுப்பாளர்க்கான தகுதிகள் – பொறுப்புகள் – நாட்டு நடப்புகள் - செய்தி வாசிப்பு – பொது அறிவு நிகழ்ச்சி – அவசரகால அழைப்புகள் – அரசு செயல்பாடுகளை அறிவித்தல்.

அலகு - 2

தொலைக்காட்சி அலுவலக அமைப்பு முறைகள் – ஒப்பனையின் இன்றியமையாமை – உடல்மொழியின் முக்கியத்துவம் – ஆடை அலங்கார நெறிமுறைகள் – விழிப்புணர்வுக் கருத்துக்களைப் பரப்புதல் – நிகழ்ச்சிகளை வகைப்படுத்துதல்.

Sem-III   **L   P   C**

16UVT320103   **2   0   2**

Language II- English III

Assurance of Learning:

- To help students acquire the nuances of Television and its uses.
- To introduce Modal Verbs and their uses to students.
- To widen the scope of students' employability to work in the field of television.

Unit-I

1. Usage of can and cannot.
2. Usage of could and could not.
3. Usage of able to.
4. Usage of can you and could you.

Unit-II

5. Introduction to Television.
6. Television in India.
7. Various television shows.

Unit-III

8. Advertising in Television.
9. Interview techniques in Television
10. News reading in Television.

Unit-IV

11. Usage of must and must not.
12. Usage of have to.
13. Usage of need and need not.

Unit-V

14. V.Js. in Television shows.
15. The role of News Channels.
16. Television as an entertainer.

BOOKS FOR STUDY

1. Murphy, Raymond. Intermediate English Grammar. New Delhi: Cambridge University Press, 2007.
2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2007.
3. Yorke, Ivor. Television Journalism. Manchester: Focal press,1989

BOOKS FOR REFERENCES

1. Srivastava, K.M. , Radio and Television, Sterling Publishers New Delhi, 1987.
2. Stracynski J. Michall, The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage, 2004
3. David Keith Cohler, Broadcast Journalism: A Guide for Presentation of Radio and Television News, 2004

4. Riber, John. Writing and Producing for Television and Film, Sage Publications NEw Delhi ,2005.

Sem-III   **L   P   C**

16UVT330207   **3   0   3**

<p style="text-align:center">**Core Paper- III**</p>

<p style="text-align:center">B. Voc Visual Communication Technology</p>

<p style="text-align:center">**CONCEPTS OF VIDEOGRAPGHY**</p>

Assurance Of Learning:

- Ability to understand the Key concepts of Videography

- Ability to analyze the shooting shot and preparing the shoot materials

- Knowledge about techniques of shot and Framing

- Ability to understand requirements of shoot

- Acquire knowledge on the Equipment Handling and Logistics

Unit – I: Videography Key terms

 Technical knowledge on Video Camera and Camera Movements - Various parts and functions of Video Camera - Various types of camera: Web Camera, PTZ camera, Handycam and Broadcast quality Video Camera-Video capturing devices-Camera mounts and usage Types of Camera Mount, Handheld and shoulder mount-Tripod-supported, special camera mount-studio pedestal-Operational features- Focusing- Adjusting shutter speed-Zooming-White balance-Framing and exposure- Camera lens- fixed focus and zoom-common lens filters. Technical elements-1: The Shot – characteristics, types, meanings – the scene and sequence. Technical elements-2: camera movements, performance, settings, props, costume, Lighting, editing, sound, SFX.

Unit - II :Camera Operation Techniques

Visual Style, Creative Brief, Shoot Schedule, Multi camera, Budget, timeliness, continuity, Script, Screen play, Pre Production-Production-Post production, Colour grading, Digital Intermediate, Recce, Grips, Jib, Filters, Dolly, Magazines, Clap board, Focus Length and framing Prepare and arrange all the camera equipment for use during shoots- Monitor use of equipment during shoots.

Unit - III :Technical Shots

Shot framing and composition- Marking out the camera - Positions and carrying out rehearsals prior to shoot- Understanding the focus requirements for different types of shots - Pan, Tilt, Tracking , Static, Zoom, Close-up, Wide-Shot , Master shot, High/low angle shot, Long shot , Mid shot-Laying out marks on the set/props.

Unit- IV: Planning Shots

Pull focus and operate cameras during shoots based on the focus lengths established for each shot, including the following: Pan, Tilt , Tracking , Static, Zoom, Close-up, Wide-Shot, Master shot, High/low angle shot, Long shot, Mid shot- Focusing and refocus the camera lenses for each

Unit- V :Handling and Logistics

Dismantling, packing and dispatching equipment after the shoot - Refer and conform the camera specification-Guiding   actors and artistes during shoot on their movement and timing- Communicating and Resolving problem areas by the relevant teams- Collaborate with the different departments: lighting and grips, technical and creative quality of the image - Workflow management - Timeliness- Manage within the agreed budget- Minimize overruns- Problem Solving

BOOK FOR STUDY

1. Ascher Steven, Pinous Edward- The Film Maker's Hand Book, Penguin Group, NewYork, 1984

2. Millesson, Gerald - Effective TV production, Sage Publication ,New Delhi, 1993

BOOK FOR REFERENCES

1. Wurtezel Allan - Television production, Routledge, London, 1983

2. Grob, Bernard, Basic -Television and video systems, Authors Press , New Delhi, 1984

3. Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, 1979.

4. Hayward Susan – Key Concept in Cinema Studies, Routledge, London, 2004

5. Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London. (2000).

6. In the Blink of an Eye: A Perspective on Film Editing / Walter Murch (2000)

Sem-III   **L   P   C**

16UVT330403   **3   0   3**

Allied Paper - III

B. Voc Visual Communication Technology

THEORETICAL ASPECTS OF SPECIAL EFFECT EDITING

Assurance of Learning :

- Ability to understand the how to create illusionary images, segments of Production

- Ability to analyze the Visual effects

- Knowledge about After Effects

- Ability to understand interpolation and Masking Techniques

- Acquire knowledge on the Time Remapping and Rotoscopy techniques

Unit-I: Visual Effects

Special effects an overview-Visual effects- Introduction- Motion Graphics- Significance of visual effects in real time- Post Production Technique- Domestic and International post production- Post-production objectives- Quality standards -Technical, Budget - Deadline- Data management and work flow systems- 2D and3D compositing tools-- Creating Video Visual Effects

Unit-II: After Effects

After Effects - an introduction - After Effects interface- Adobe After Effects workspace-Basic features of the program- Composition: creating, copy, and nudge- Key frames - Transform properties (Anchor Point, Position, Scale, Rotation, and Opacity) - Working with multiple layers-import a layered Photoshop file into After Effects - Create weather animation.

Unit-III: Motion Paths And Interpolation

Customize motion paths - Easing and velocity - Gain control over motion - Pasting motion paths from other programs into After Effects- zoom in and out of panels- Interpolation - Types of interpolation : Linear interpolation, Bezier Interpolation -Scaling.

Unit- IV: Text , Masks And Effects

Manipulate text - Television and film titling. Text tool -Text animation techniques-Import and manipulate text from Photoshop-Compositing and Compositing tool-Layer masks advantages-Creating custom shapes- Pasting -Alpha channels-Transparency- stroke, scribble, Visual Effects-Description- Types- Particles – Analysis - Size- Sand Effects – Smoke Effects- Fire Effects – Cloud Effects – Snow Effects and 3D- Rotoscoping.

Unit- V: Blending Modes, Time Manipulation, And Painting

Add original content -Removing unwanted elements -Beautify footage shot- working in ideal lighting conditions-Toning and blurring images -Saturation and Luminosity-Speed up and slow down time-Time remapping- Adding Sound Tracks- Fitting in video Production

BOOK FOR STUDY

1. A Complete Guide to Special Effects Makeup , 2012

2. Alan and Isabella Livingston, Graphic Design and Designers New Edition, Thames & Hudson world of art, Singapore, 2003.

3. Adobe After Effects CC, Adobe Creative Team Publishers, 2013

BOOKS FOR REFERENCE

1. A Complete Guide to Special Effects Makeup , 2012

2. Adobe After Effects CC   by Adobe Creative Team 2013

3. Philip.K. Printing and Estimating, Philip. Kent Publishers, USA, 1991

 4.Deborah L. Stevenson Handbook of printing process GATF Publications, USA 1994

5. Gregory Georges: Photoshop Ver(8) CS Professional Tricks and Techniques, Unique Color Carton Offset Printers, New Delhi-4,2002

 6. Bride M. Whelan, Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rockfort Publishers,1994.

SKILL COMPONENT

VFX EDITOR

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

Contents

What are Occupational Standards(OS)?

➢ OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:
Media & Entertainment Skills Council

E-mail:
mesc@ficci.com

Introduction

Qualifications Pack- VFX Editor

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Animation, Advertising

OCCUPATION: VFX Editor

REFERENCE ID: MES/ Q 3501

ALIGNED TO: NCO-2004/NIL

VFX Editor in the Media & Entertainment Industry is also known as a VFX Artist/ Visual Effects Editor

Brief Job Description: Individuals at this job need to create illusionary elements/images/segments for production

Personal Attributes: This job requires the individual to have a good understanding of the techniques for creating computer-generated effects and for rectifying production. The individual must be aware of the principles of film-making, cinematography and photography. The individual must be able to define how footage needs to be shot to ensure that the desired effects can be incorporated. The individual must be able to assess if the footage is suitable, and create effects using digital software such as After Effects, Final Cut Pro and Blender.

SKILL COMPONENT

VFX EDITOR

Qualifications Pack For VFX Editor

N·S·D·C
National
Skill Development
Corporation

Job Details

Qualifications Pack Code	MES/ Q 3501		
Job Role	VFX Editor This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	16/11/14
Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	26/11/14
Occupation	VFX and DI	Next review date	25/11/16

Job Role	VFX Editor
Role Description	Create illusionary elements/images/segments for production
NSQF level	6
Minimum Educational Qualifications	Class X
Maximum Educational Qualifications	-
Training (Suggested but not mandatory)	Digital software such as After Effects, Final Cut Pro, Adobe, Blender and Autodesk Maya
Experience	2+ Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 3501 (Understand requirements and plan workflow) 2. MES / N 3502 (Manage equipment & material) 3. MES / N 3503 (Create visual effects during post production) 4. MES / N 3508 (Maintain workplace health and safety) Optional: N.A
Performance Criteria	As described in the relevant OS units

2

SKILL COMPONENT

CAMERA OPERATOR

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

Contents

What are Occupational Standards(OS)?

➢ OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:
Media & Entertainment Skills Council

E-mail:
mesc@ficci.com

Introduction

Qualifications Pack-Camera Operator

SECTOR: MEDIA AND ENTERTAINMENT
SUB-SECTOR: Film, Television

OCCUPATION: Camera

REFERENCE ID: MES/ Q 0602

Camera Operator in the Media & Entertainment Industry supports the head of the camera department

Brief Job Description: Individuals at this job need to operate the camera during shoots in accordance to instructions provided by the Director of Photography (DoP). They also need to coordinate efforts of the camera crew during shoots.

Personal Attributes: The individual must be creative and have a good understanding of composition, perspective and movement. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively.

SKILL COMPONENT

CAMERA OPERATOR

Qualifications Pack For Camera Operator

N·S·D·C
National
Skill Development
Corporation

Job Details

Qualifications Pack Code	MES/ Q 0602	
Job Role	Camera Operator This job role is applicable in both national and international scenarios	
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Sector	Media and Entertainment	Drafted on	25/04/13
Sub-sector	Film, Television, Animation	Last reviewed on	Dd/mm/yy
Occupation	Camera	Next review date	Dd/mm/yy

Job Role	Camera Operator
Role Description	Operating the camera and coordinate efforts of the camera crew during shoots
NVEQF/NVQF level Minimum Educational Qualifications Maximum Educational Qualifications	- -
Training (Suggested but not mandatory)	
Experience	6-8 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 0606 (Prepare for Shoot) 2. MES / N 0607 (Operate Camera during Shoot)
Performance Criteria	As described in the relevant OS units

2

LANGUAGE I - தமிழ் - IV

நோக்கங்கள்

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

பயன்கள்

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் – 4

அலகு - 1

தொலைக்காட்சியில் பாடல் தெரிவு செய்யும் முறை – பின்னணி இசை – ஒலிக்கலவை பற்றிய அறிவு – நிகழ்ச்சிப் பங்களிப்பு – நாகரிக அணுகுமுறை – நேயர்களோடு உரையாடும் திறன் – கற்பனைத் திறனுடன் பேச்சாற்றல்.

அலகு – 2

நேர்காணல் பயிற்சி – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி மாதிரி – குழுப்பகிர்வு மாதிரிப் பயிற்சி – பலதரப்பட்டவர்களுடன் உரையாடும் திறன் – நேரடி ஒளிபரப்பின் போது கவனிக்க வேண்டியவை – விளம்பரங்களின் முக்கியத்துவம் – விளம்பரதாரர்களின் பங்களிப்பு – ஊடக அணுகுமுறைகள்.

BOOK FOR STUDY

1. B.K. Ahuja, Mass Media Communication, Sanjeeth Publications, 2013.
2. B.N. Ahuja, Theory and Practice of Journalism, Sanjeeth Publications, 2012.

BOOKS FOR REFERNCE :

3. B.K. Ahuja, Mass Media Communication, Sanjeeth Publications, 2013.

4. B.N. Ahuja, Theory and Practice of Journalism, Sanjeeth Publications, 2012.

Sem-IV   **L   P   C**

16UVT420104   **2   0   2**

LANGUAGE II - English-IV

Assurance For Learning :

- To help students acquire the nuances of online journalism and its uses.
- To introduce passive voice and conditional clauses and their uses to students.

Unit-I

1. Introduction to passive voice.
2. Usage of is done/ was done.
3. Usage of be/ been/ being done.
4. It is said that/ he is said to/ (be) supposed to.

Unit-II

5. Introduction to internet.
6. Net as a medium of communication.
7. Features of the Net.

Unit-III

8. Origin of the Web.
9. History of the Net in India.
10. Online advertising.

Unit-IV

11. Conditional clauses and wish.
12. Usage of if I do/ if I did.
13. Usage of if I know/ I wish I knew.
14. Usage of if I had known.
15. Usage of who/ that/ which/ whose/whom/where.

Unit-V

16. Internet in India.
17. Writing and preparing packages for the Web.
18. News editing in the online environment.
19. Impact of Internet as a medium.

BOOKS FOR STUDY

1. Murphy, Raymond. Intermediate English Grammar. New Delhi: Cambridge University Press, 2007.
2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2007.
3. Ray, Tapas. Online Journalism. New Delhi: Foundation Books, 2014.

BOOKS FOR REFERENCES

1. Hall, Jim. Online Journalism: A Critical Primer. VA, Pluto Press, 2001.
2. Meyer, Philip. The New Precision Journalism. Indiana University Press, 1991.
3. Fiske, John. Introduction to Communication Studies, 2nd Edition. London and New York, Routledge, 1998.

Sem-IV   **L P C**

16UVT430210   **3 0 3**

Core paper - IV
B. Voc Visual Communication Technology

CREATIVE SCRIPT WRITING

Assurance Of Learning:

- Ability to understand process of Production for Script

- Ability to analyze the Narrative Structure of Story

- Knowledge about Scripting Software's and Typing Skills

- Ability to understand the genres of script for various media

- Acquire knowledge on the Creative Thinking

Unit - I : Script

Definitions - fundamental principles, norms, guidelines, techniques- Script writing elements : Story, Screen play and Dialogue and Lyric writing - Script formats and style: parenthesis, description, scene transitions - dialogue - light and sound details - story board - Script types (short and full length script). Story : Definitions - Tag line - One line - Synopsis to decision makers like directors and producers.

Unit - II : Story Telling as a Folk Oral Culture

Story telling techniques and ethos in a dramatic way - Pitch presentation - Structuring the story - credible characterization - Real life event characterization - Event observation

Unit - III : Creativity Thinking

Thinking out of the box - Critical thinking - Creative thinking - related competencies - Adopting creative thinking in daily life - Various methods to boost creative thinking skills and creative presentation skills.

Unit - IV: Narrative Structure in Script

Beginning, development and climax - Principle of suspense - Various writing nature: for Animation, Ads, Documentaries, Short films, TV series - Drama (for radio & TV) -Writing nature to specific genres : action, comedy, crime, history, horror, romance, science fiction, teens, thrillers - News reporting - Interview writing - Writing nature to target audience-Typing skills in regional languages, Bamini type sets, using unicode - Correct grammar, spelling, punctuation, phonetics etc.

Unit - V : Script Related Laws

Copy rights - Contractual protocols- Writers problems & issues- Protections & Writers' union- Script safety practices : issues and solutions.

BOOKS FOR STUDY

1.Hilliard L. Robert, Writing for television, Radio and New Media .New York :Routledge, 2000.

2.Copper, Patt, Writing the short Film, Elsevier Publication,2001

BOOKS FOR REFERENCE

1.Milton, Shirley Creative Connections, Sage Publication New York, 1982

2.Hunters Lew, Screen Writing 432, The Berkley Publishing Group. New York 1994

3.Kaushik Sharda, Script to Screen, Macmillan India Ltd,2000

4.Mencher Melvin,Basics of Media Writing, Jaico Publication New Delhi ,2002

5.Frensham Ray ,Screenwriting. London : Mc Graw Hill companies, 2002

Sem-IV   **L   P   C**

16UVT430404   **3   0   3**

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Allied paper- IV

B. Voc Visual Communication Technology

GRAPHICS AND MULTIMEDIA

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Assurance Of Learning:

- Ability to understand the purpose of graphic design

- Ability to analyze the Multimedia Systems and Hyper Media

- Knowledge about Digital Media Technology

- Ability to understand Image Authoring Tools

- Acquire knowledge on Multimedia Productions

Unit - I : **Getting started with Graphics Design**

Introduction of Graphics- General Purpose graphics software –types of Graphics – Application – Bitmap Vs vector graphics - Image Vs Movie - Concepts of Frame Rate and Resolution – PAL - NTSC and Film Standards- Animation basics - Timeline, Frames and Key Frames - Key frame animation, Shape animation - Path animation - Conventional Animation Vs Flash animations.

Unit - II :Multimedia Concepts

Multimedia Definition -Multimedia system- Multimedia elements- evolving systems of Multimedia- Multimedia applications : Business ,education, and entertainment - Digital Media and Hyper Media

Unit - III: Graphics and Multimedia File Formats

Multimedia File formats - Data compression and Decompression , Types and Methods of compression and Decompression , Multimedia I/ O Technologies

Unit- IV: Graphics and Multimedia Production

 Multimedia Production - Idea/ concept, Script, Storyboard , templates user interface , Production and Delivery Strategies - Navigation Structures - Linear , Hierarchical, Non linear and Composites , hotspots , Preproduction and Post Production Problems and Solutions .

Unit - V: Image Authoring and Editing Tools

Image file formats, Layers, RGB,CYMK, Contrast , Brightness , Contrast Ratio, Aspect Ratio, Image Enhancing Technique. Introduction to 2D Animation , Characteristics of 2D Animation , Streaming Media - Recent techniques in Graphics media- Job opportunities in graphic media.

BOOK FOR STUDY

1. Alan and Isabella Livingston, Graphic Design and Designers New Edition, Thames & Hudson world of art, Singapore, 2003.
2. Alley Brain, Graphic Design and Multimedia and Illustration, Worcester Publishers ,2005

BOOK FOR REFERENCES

1.Bieruts, The Design Annual ,Unit Editions,2015

2.Lisa Lupuck , Designing Multimedia: A Visual Guide to Multimedia and Online Graphic Design , Peach pit publishers,1996

3. Alley Brain, Graphic Design and Multimedia and Illustration, Worcester Publishers ,2005

4.A Complete Guide to Special Effects Makeup , 2012

5. Adobe After Effects CC ,Adobe Creative Team publishers, 2013

16UVT530211   **4   0   4**

<div align="center">

Core paper- V

B. Voc Visual Communication Technology

GLOBAL TREND SETTING FILMS AND DIRECTORS

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Assurance Of Learning:

- Ability to understand the Film Forms and Movements

- Ability to analyze the Film Making Process

- Knowledge about Mise-en- scence

- Ability to understand the genres of Films

- Acquire knowledge on the Great Auteur both at the International as well National and

  Regional

Unit I: Film History and Major Movements

　　　Early Cinema (1893-1903) - Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - The Classical Hollywood Cinema after the coming of sound- Italian neo-realism (1942-1951) - The French New wave (1959-1964) - Indian (Hindi, Tamil & other languages) - Contemporary trends.

Unit II : Film Making Process and Film Forms

　　　Film forms: narrative and non-narrative -Realism, Symbolic simulation - Typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema - Planning, Pre-production : Concept , Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition.

Unit III : Elements of Film

Mise-en-scene : Aspects of mise-en-scene, Functions of Mise-en-scene : space and time, narrative - Cinematographer properties: photographic image, framing, duration of the image, montage and long take.

Unit IV: Genre

Approaches to studying film- Narrative and Non Narrative films- Structure of a narrative film- Cinematic codes - Film Forms : Principles of film, narrative form, non-narrative films- Dividing a feature film into parts and Genres (language, style, grammar, syntax.)- Documentary genres.

Unit V: Great Auteurs

Study of Great Indian and International filmmakers like : D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurusowa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and others.

BOOKS FOR STUDY

1. Ascher Steven, Pinous Edward- The Film Maker's Hand Book, Penguin Group, NewYork, 1984
2. In The Blink of an Eye: A Perspective on Film Editing ,Walter Murch, 2004

BOOKS FOR REFERENCE

1. Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, 1979.

2. Hayward Susan – Key Concept in Cinema Studies, Routledge, London, 2004

3.Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London, 2000.

4. Wasko Janet – How Hollywood Works, Sage Publication, London, 2003

5. In The Blink of an Eye: A Perspective on Film Editing ,Walter Murch, 2004

Sem-V   **L   P   C**

16UVT530212   **4   0   4**

Core paper- VI

B. Voc Visual Communication Technology

MEDIA LAWS AND ETHICS

Assurance Of Learning:

- Ability to understand the Constitution of India and its Fundamental Rights

- Ability to analyze the Media Freedom

- Knowledge about laws and Journalistic codes of Ethics

- Ability to understand Laws related to the Press Functioning

- Acquire knowledge on the Cyber Laws, Women Rights and Child Acts

Unit I : Constitution of India - Codes of Law

Indian Constitution: Preamble - Salient features - Fundamental rights - fundamental duties - Directive principles of state policy - Citizenship.

Unit-II: Freedom of Press in Various Political Setups

The Union and State Government - The Executive - The President, Governor -Powers - The Judiciary - Parliament- privileges, Function - The Emergency powers - Amendments to the Indian Constitution.

Unit-III : Laws Related to Media Functioning

`   Media Laws: Freedom of the Media - Freedom of the Media in India- TRAI-Broadcasting and Telecasting ethics

Unit-IV : Laws Related to Press Functioning

Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights - TRIPS and TRIMS -International Intellectual Property of Rights -The Contempt of Courts Act, 1971- The India Penal Code, Sections 124-A, 495, 496, to 501- The Criminal Procedure Code, Sections 108, 144 - The Indian Telegraph Act

Unit-V: Cyber Laws and Government Information Services

Right to Information (Information Bill) - Information Technology Bill- Laws related to Consumer Rights- Laws of Human Rights - Child Labor Acts - Women's Rights- Cyber Laws - Cable Act.

BOOK FOR STUDY

1. Durga Das Basu, The Law of the Press in India, Hall of the Indian Private Limited, New Delhi 2002

BOOK FOR REFERENCE

1. Durga Das Basu, Laws of the Press in India ,1987
2. Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi 2002
3. Arun Bhattcharee: Indian Press Profession to Industry, Vikas Publication, Delhi 1999
4. Constitutional law of India (updated every year) - J. N. Pandey
5.Jan R. Hakemulder, Fay Acde Jonge, P.P. Singh, Media Ethics and Laws, sage publishers, London 2002
6. Reports on Consumer Rights, Human Rights and draft report of the IT AC

Sem-V	**L**	**P**	**C**
16UVT530213	**4**	**0**	**4**

Core paper- VII

B. Voc Visual Communication Technology

MEDIA EQUIPMENT MAINTENANCE AND MEDIA PRESENTATION SKILLS
Assurance Of Learning:

- Ability to understand the need Equipment Maintenance

- Ability to analyze the problems with the camera and Accessories

- Knowledge about Media Presentation skills

- Ability to understand Body Language and Voice Modulation

- Acquire knowledge on the presentation skills for the Audio Visual media

Unit-I : Media Equipment

Media equipment - Meaning and Definition- Need for Maintenance and Servicing- Good housekeeping practices - **Photographic equipment** and types - Digital and film photography-Digital images and their characteristics - Pixels and resolutions- Digital Camera and their types - Accessories of a digital camera - Use and store cameras accessories - Equipments in a Safety precautions - Care and maintenance of camera- Image printing equipment- Storage and memory issues of   digital images.   Scanners   and their applications. **Equipment for Videography:** Features of Video cameras- Handycam and Broadcast quality Video Camera-Video capturing devices- Web Camera - PTZ camera -Video tuning cards - Video editing systems and their components- Video mixers -Video file rendering, storing and retrieving systems - Streaming of video over net- Block diagram of color TV receiver description of each element- CCU, signal stabilizers, special effect   generators, character generators, Digital TV basics.

Unit- II : Maintenance of Digital Audio Recording

Need for Digital Audio Recording Maintenance - Functions of Resistors and capacitors - Use of   multimeter- Power   system   components   and UPS - Components   of   Radio- Audio

equipments: Types and usage- Audio capturing, Amplifying, Transmitting and recording devices - Microphones-Cordless microphones - Audio storage media and types- Types of audio delivery systems - Audio mixers- FM and AM tuning- Frequency bands used in Radio communications - ADCs and DACs - Identify different parts, controls and accessories of a recording suit- Maintenance of computer accessories and recording equipments in a safe manner- Storage in different types of media such as CD- Identifying and Resolving Problems with Metering- Sorting out problems with Audio cables-Patch bays and Channel Routing

Unit - III : Communication Skills And Presentation Technique

Effective communication skills: Language skills, Oral and Written communication skills- Presentation techniques; Voice modulation, appearance, Eye contact, Facial expression, Body language, General knowledge, Appearance.

Unit-IV : Presentation Skills for Audio and Visual Medium

Radio presentation skills: Presentation techniques- R Jing, Compering, Radio commentary, Radio announcement, Radio talk, interviewing skills, News reading. Phone-in-Programmes - Television presentation skills: Presentation techniques- anchoring, News Presentation, Newscasting, Panel Discussion, Television interviews, live reporting, Phone-in-Programmes.

Unit-V: Presentation Skills for Special Programmes

Special programs: planning, preparation, scripting and Rehearsal for award functions, reality shows, Cultural and Sports programmes.

BOOKS FOR STUDY

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012

2. Shann, Media Equipment Maintenance Logbook, Spudtc Publishing,2015

3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln pty Ltd, 2012.

4. Agarwal, Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010

BOOK FOR REFERNCE

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012

2. Shann,Media Equipment Maintenance Logbook,Spudtc Publishing,2015

3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln pty Ltd, 2012.

4. Agarwal,Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010

5. Ian Tuhovsky ,Communication Skills Training And: A Practical Approach To Improve Your Social,2011

6. Ahuja,You Are on : How to Develop Great, 2000

SKILL COMPONENT

EXECUTIVE PRODUCER

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR
MEDIA AND ENTERTAINMENT INDUSTRY

Contents

What are Occupational Standards(OS)?

➢ OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:
Media &Entertainment
Skills Council

E-mail: mesc@ficci.com

Introduction

Qualifications Pack-Executive Producer

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Animation, Radio, Gaming, Advertising

OCCUPATION: Production

REFERENCE ID: MES/ Q 2801

ALIGNED TO: NCO 2004/1229.40

The Executive Producer in the Media & Entertainment Industry is the head of the Production Department and is responsible for overseeing the entire content production process.

Brief Job Description: Individuals in this job need to ensure the successful creation of content, and manage the twin goals of achieving the creative vision and meeting cost objectives. *(Note: international terminology for this role is "Producer", however in the Indian context the "Producer" is typically the financier.)*

Personal Attributes: This job requires the individual to manage the production process and make decisions at different stages of production. A background in management studies/ business administration and/ or content production is preferred. The individual must know how to prepare a production budget. The individual must have good presentation skills to pitch concepts and secure funding from financers. The individual must be a strong leader and guide/ groomto different heads of department and team members to help them successfully deliver their product within their budget and timeline.

SKILL COMPONENT

EXECUTIVE PRODUCER

Qualifications Pack For Executive Producer

Qualifications Pack Code	MES/ Q 2801		
Job Role	Executive Producer This job role is applicable in both national and international scenarios		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	08/11/14
Sub-sector	Film, Television, Animation, Radio, Gaming, Advertising	Last reviewed on	26/11/14
Occupation	Production	Next review date	07/11/16

Job Role	Executive Producer
Role Description	Head of the Production Department and responsible for overseeing the entire content production process *Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.*
NSQF level	7
Minimum Educational Qualifications Maximum Educational Qualifications	Graduate Post-graduate in Business, Film Making
Training (Suggested but not mandatory)	Course in Content Production
Minimum Job Entry Age	18 years
Experience	5-7 Years of work experience 8+ Years for Senior Executive Producers and large projects
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES/ N 2801 (Contribute Creative Ideas for Production) 2. MES/ N 2802 (Develop the Production Schedule) 3. MES/ N 2803 (Create and Monitor the Production Budget) 4. MES/ N 2804 (Recruit Cast and Crew) 5. MES/ N 2805 (Procure Equipment and Material for Production) 6. MES/ N 2809 (Coordinate Production Activities) 7. MES/ N 2810 (Oversee the Post Production Process) 8. MES/ N 2811 (Produce Promotional Materials) 9. MES/ N 2813 (Purchase and Negotiate for Content) 10. MES/ N 2814 (Source Finance for a Production) 11. MES/ N 0104 (Maintain Workplace Health and Safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

SKILL COMPONENT

DIRECTOR OF PHOTOGRAPHY

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

Contents

What are Occupational Standards(OS)?

➢ OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:
Media & Entertainment Skills Council

E-mail:
mesc@ficci.com

Introduction

Qualifications Pack-Director of Photography

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television

OCCUPATION: Camera

REFERENCE ID: MES/ Q 0601

Director of Photography in the Media & Entertainment Industry is also known as the DoP and is the head of the camera department

Brief Job Description: Individuals at this job need to determine the visual style of the production. They finalise locations and equipment that will be used. During shoots, they guide efforts of the camera crew and collaborate with lighting and grips to capture the desired look for the end-product.

Personal Attributes: This job requires the individual to assess the visual style of the production. The individual must be creative and detail-oriented. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively. The individual must be flexible and able to make key decisions, keeping in mind the impact on cost and timelines.

SKILL COMPONENT

DIRECTOR OF PHOTOGRAPHY

Qualifications Pack For Director of Photography

National Skill Development Corporation

Qualifications Pack Code	MES/ Q 0601		
Job Role	Director of Photography This job role is applicable in both national and international scenarios		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Sector	Media and Entertainment	Drafted on	25/04/13
Sub-sector	Film, Television, Animation	Last reviewed on	Dd/mm/yy
Occupation	Camera	Next review date	Dd/mm/yy

Job Role	Director of Photography (DOP)
Role Description	Determining the visual style of production and achieving the desired look in the end-product.
NVEQF/NVQF level Minimum Educational Qualifications Maximum Educational Qualifications	
Training (Suggested but not mandatory)	
Experience	8-10 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 0601 (Determine Visual Style and Prepare Shoot Plan) 2. MES / N 0602 (Carry out Location Recces and Finalise Locations) 3. MES / N 0603 (Recruit Camera Team) 4. MES / N 0604 (Estimate and Procure Camera Equipment) 5. MES / N 0606 (Prepare for Shoot) Optional: 6. MES / N 0607 (Operate Camera during Shoot)
Performance Criteria	As described in the relevant OS units

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Sem-V   **L   P   C**

16UVT630216   **4   0   4**

Core paper- IX

B. Voc Visual Communication Technology

MEDIA MANAGMENT

Assurance Of Learning:

- Ability to understand the media organization management

- Ability to analyze the Media Production and Controls

- Knowledge about Entrepreneurship

- Ability to understand Marketing Trends

- Acquire knowledge on the Advertising Management

Unit - I: Management Structure & Its Functions

Management in Media organization – Structure – Nature and Process of management – Levels of management– skills, functions and management roles - Theories of management – classical, human relationships- Modern approaches to management- Societal and organizational environment.

Unit - II :Production Management

Production management - Preproduction, Scheduling, Budgeting, Financing, Controlling, Production, Post-production and delivery.

Unit - III: Media Convergence

Entrepreneurship – Monopoly, oligopoly - Financial management – Media convergence-economics- Future of media business –Employment opportunities and status of media industry.

Unit -IV : Advertising Management

Advertising management - Profit, Sales and market share objectives- Setting the budget, Media selection - Media scheduling.

Unit- V : Marketing Management

Marketing – management – Creativity and innovation – Internal communication and external communication-Understanding market and factors - Audiences – Research and analysis, Ratings, Trends in marketing and selling.

BOOK FOR STUDY

1. Block et al. Managing in the Media. Focal Press 2001.

2. Andrej vizjak and Max Riglstter, Media management, Springer, 2003

BOOKS FOR REFERENCE

1. Block et al. Managing in the Media. Focal Press 2001.

2. Alan B. Albarran, Sylvia A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers, 2006.

3.William james willis and diane B.willis, New Directions in Media Management, Routledge, 2006.

4. Alan B. Albarran Management of Electronic Media, Wadsworth, 2009

5. Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

Sem-VI   **L   P   C**

16UVT630217   **4   0   4**

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Core paper- VIII

B. Voc Visual Communication Technology

MEDIA PUBLIC RELATIONS

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Assurance Of Learning:

- Ability to understand the need for Public Relation in the organisation

- Ability to analyze the PR strategies

- Knowledge about Public Relation Campaign

- Ability to understand the role of PR in media institution

- Acquire knowledge on the writing techniques for press and press release and press handouts

Unit -I : Public Relations: Introduction

Public Relations- Definition- PR as a communication function- History of PR- Growth of PR in India- Public relations- Propaganda and public opinion- PR as a management

Unit -II : Understanding Public Relations

Stages of PR – Planning, implementation research, evaluation- PR practitioners and media relations-Press conference- Press release- Exhibition and other PR tools.

Unit -III: General Practice

Communication with the public - Internal and external, Employer - employee relations, Community relations; PR in India – Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions.

Unit IV: PR Campaign

Audience – Demographics and Medium-Budget-Plan-Implement-Effectiveness

Unit V: Writing For Public Relations

Writing news releases-Brochures, Pamphlets-Letters-Handouts-Oral presentations **-** Company publications.

BOOK FOR STUDY

1. Lesly , Philip - Handbook of Public Relations and communications, Jaico publication New Delhi, 2002

BOOK FOR REFERENCE

1. Y. K. D'souza, Mass Media Tomorrow, Indian Publishers Distributors, New Delhi, 1977.

2. S. Ganesh, Lectures on Mass Communication, Indian Publishers Distributors, New Delhi, 1995.

3. J. L. Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi, 1996.

Sem-VI   **L   P   C**

16UVT630218   **4   0   4**

Core paper- X
B. Voc Visual Communication Technology

MEDIA INTERNSHIP

AIM

   To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

CONTENT

- For period of one months, the student will be attached to an agency or studio, on an internship basis.

- The intern will be exposed to the particular area of specialization already chosen.

- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.

- A report and viva voce will complete the process of evaluation.

- Criteria for selecting the topic will be based on area of specialization already chosen by the student.

- Emphasis will be given to producing work that can be made use of in the industry.

- The student will enter the media industry with an evaluated portfolio.