

Department of Visual communication Technology

POs - UG

1. Graduates will be able to apply the concepts learnt, in real life situations with analytical skills.
2. Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher Education.
3. Graduates with acquired knowledge of modern tools and communicative skills will be able to contribute effectively as team members.
4. Graduates will be able to read the signs of the times analyze and provide practical solutions.
5. Graduates imbued with ethical values and social concern will be able to appreciate cultural diversity, promote social harmony and ensure sustainable environment.

PSOs for B. Voc. Visual Communication Technology	
On successful completion of B. Voc. Visual Communication Technology Program, the students would be able to	
PSO1	Apply the standard process and strategies in designing and simulating the Critical and Analytical skills
PSO2	Acquaintance with latest trends in sound designing and photography and thereby induce innovate ideas in the area of Film Making/Video Production.
PSO3	Gain knowledge on Media presentation and Equipping skills.
PSO4	Follow ethics in the Media industry.
PSO5	Acquire the ability to provide a self analysis in context of entrepreneurial skills and employability abilities.

Department of Visual Communication Technology
COURSE STRUCTURE FOR B. Voc. Visual Communication Technology

SEMESTER –I:
NSQF Level: L 4

S.No	GE/SC	Paper	Subject Code	Type	Hours	Credits				
						General	Skill	Total		
1	GE	Language – I &	21UVT110001	Language	2	2		2		
2		Language – II: English I	21UVT120101		2	2		2		
3		Visual Literacy	21UVT130201	Core - Theory	3	3		3		
4		Introduction to Visual Communication	21UVT130401	Allied - Theory	3	3		3		
5	SC	Sound Engineer QP : MES/ Q 3402	21UVT130202	Theory	3		3	9		
6				Photography	21UVT130203		Practical		3	3
							Field Work		3+3*	3
6	Theory	3	3			9				
		Practical	3	3						
		Field Work	3+3*	3						
7	GE	Value Education: Life Skills	21UVT141001		2	2		2		
					30+6* =36	12	18	30		

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

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

SEMESTER –II:
NSQF Level: L 5

S. No	GE/SC	Paper	Subject Code	Type	Hours	Credits			
						General	Skill	Total	
8	GE	Language – I &	21UVT210002	Language	2	2		2	
9		Language – II: English II	21UVT220102		2	2		2	
10		Communication Media Scenario	21UVT230204	Core - Theory	3	3		3	
11		Basics of Advertising	21UVT230402	Allied - Theory	3	3		3	
12	SC	Sound Designer QP: MES/ 03401	21UVT230205	Theory	3		3	9	
13	Image Editing and Manipulation			21UVT230206	Practical		3		3
					Field Work		3+3*		3
13		Theory	3		3	9			
	Practical		3	3					
	Field Work		3+3*	3					
14	GE	Environmental Science	21UVT240901		2	2		2	
					30+6* =36	12	18	30	

& - Language - I: Tamil -II/ Hindi - II/ Sanskrit - II/ French - II

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

SEMESTER –III:**NSQF Level: L 6**

S.No	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
15	GE	Language – I &	21UVT310003	Language	2	2		2
16		Language – II: English III	21UVT320103		2	2		2
17		Film Studies	21UVT330207	Core - Theory	3	3		3
18		Graphic Design	21UVT330403	Allied - Theory	3	3		3
19	SC	Camera Operator QP:MES/Q0602	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
20		Script Writer MES/Q3002	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
21	GE	Soft Skills	21UVT240901		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: L 6**

S.No	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
22	GE	Language – I &	21UVT410004	Language	2	2		2
23		Language – II: English IV	21UVT420104		2	2		2
24		Online Journalism	21UVT430210	Core - Theory	3	3		3
25		Media Culture and Society	21UVT430404	Allied - Theory	3	3		3
26	SC	Camera Operator QP:MES/Q0602		Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
27		Script Writer MES/Q3002		Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
28	GE	Media Gender Studies	21UVT441003		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: L 7

S.No	GE/SC	Paper	Subject Code	Type	Hours	Credits			
						General	Skill	Total	
29	GE	Media Research Orientation	21UVT530211	Core - Theory	4	4		4	
30		Visual analysis Technique	21UVT530212	Core - Theory	4	4		4	
31		Digital Media And Production	21UVT530213	Core - Theory	4	4		4	
32	SC	Executive Producer QP: MES/ Q2801	@	Theory	3		3	9	
				Practical	3		3		
				Field Work	3+3*		3		
33		Director Of Photography QP: MES/ Q 0601	@	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: L 7

S.No	GE/SC	Paper	Subject Code	Type	Hours	Credits			
						General	Skill	Total	
34	GE	Media Management	21UVT630216	Core - Theory	4	4		4	
35		Public Relations	21UVT630217	Core - Theory	4	4		4	
36		Media Internship	21UVT630218	Core - Theory	4	4		4	
37	SC	Executive Producer QP: MES/ Q2801	21UVT530214	Theory	3		3	9	
				Practical	3		3		
				Field Work	3+3*		3		
38		Director Of Photography QP: MES/ Q 0601	21UVT530215	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)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT110001	Language – I: Tamil – I	2	2

S.No.	CO- Statement	Cognitive Level (K-level)
இப்பாடத்தின் நிறைவில் மாணவர்கள்		
CO-1	இலக்கியங்கள் பற்றிய அடிப்படை அறிவைப் பெறுவர்	K 1
CO-2	இதழியலின் நோக்குகளையும் போக்குகளையும் அறிந்து கொள்வர்	K 1
CO-3	படைப்பாக்கத்திறனின் நுட்பங்களைப் புரிந்துகொள்வர்	K 2
CO-4	பிழையின்றி எழுதும் திறனை வளர்த்துக் கொள்வர்	K 3
CO-5	இழியலின் வெவ்வேறு வடிவங்களைப் பகுத்தாராயும் திறன் பெறுவர்	K 4

அலகு -1

(15 மணிநேரம்)

இலக்கிய அறிமுகம் : பாரதியார் - பரம்பொருள் வாழ்த்து, அப்துல்ரகுமான் - ஆறாதஅறிவு, வைரமுத்து - ஐந்துபெரிது ஆறுசிறிது

தமிழ்மொழிப் பயிற்சி : பேச்சுத் தமிழ் - வட்டார வழக்குச் சொற்கள் பயன்பாடு - பழமொழி மரபுத் தொடர் பற்றிய அறிவு - கவிதை, சிறுகதைபடைப்பாக்கப் பயிற்சி

அலகு - 2

(15 மணிநேரம்)

இதழியல்அறிமுகம்: இதழியல் - இதழியலாளர் தகுதிகள் - செய்தி சேகரிக்கும் முறைகள் - செய்தி எழுதும்முறை -செய்தியின் அமைப்பு - செம்மையாக்கத்தின் இன்றியமையாமை - செம்மையாக்க முறைகள்- தலையங்கம் - தலைப்புகளின் வகைகள் - தலைப்பு எழுதும்முறை - செய்தி நிறுவனங்கள்

பாடநூல் :

1. இராசா, கி., இதழியல், தாமரைபள்ளிகேசன்ஸ், அம்பத்தூர், சென்னை, முதல்பதிப்பு, 2005.

பார்வைநூல் :

குருசாமி, மா.பா., இதழியல்கலை, தாய்அன்பகம், திண்டுக்கல், பதினோறாம்பதிப்பு, 2006.

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT120101	Core Paper – I LANGUAGE – II ENGLISH –I	2	2

Course Outcomes:

At the end of the course, Students will be able to

S. No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the nuances of newspaper language and its style	K2
CO-2	Gain knowledge on basic Tenses	K1
CO-3	Identify the employability in print media.	K3

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.

Text Book

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Friedman, Anthony(2007) Writing for Visual Media. New Delhi: Focal Press.

References

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

Semester	Course code	Title of the paper									Hours	Credits
I	21UVT120101	Language- II: ENGLISH- I									2	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	3	2	3	2	1	2.5	
CO-2	3	3	1	1	2	3	2	3	2	2	2.2	
CO-3	3	2	1	2	2	3	2	3	1	2	2.1	
CO-4	1	2	3	1	2	3	3	2	1	2	2.0	
CO-5	2	3	1	2	2	2	2	3	3	2	2.2	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

$\text{Mean Scores of COs} = \frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		$\text{Mean Overall Score} = \frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT130201	Core Paper – I VISUAL LITERACY	3	3

Course Outcomes:

At the end of the course, Students will be able to

S. No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the concepts of visual literacy	K2
CO-2	Gain knowledge on visual perspectives in drawing	K1
CO-3	Identify the use of colour theory and psychology in drawing	K3
CO-4	Understand and categorize the different medium of painting	K2 & K4
CO-5	Develop well balanced knowledge on human anatomy in drawing	K3

Unit-I

(9-Hours)

Definition of Visual literacy - Principles of visual literacy - Introduction to Fine Art: Arts, tools and techniques – Basic Sketching and Drawing skills

Unit-II

(9-Hours)

Defining Visual Art - Elements of Art: Line, Shape, form, pattern, texture, colour, tone, point, image & space - Principles of Art: Contrast, Balance, Proportions, Emphasis, Movement, Harmony, Rhythm, White Space & figure - Ground relationship

Unit-III

(9-Hours)

Psychology of human perception - Types of perspective - Composition (Golden Ratio, Rule of third) - Colour Theory: Colour wheel, Colour combination (Primary, Secondary, Tertiary Colours) - Colour harmony- Colour properties.

Unit-IV

(9-Hours)

Illustration: Meaning and Definition - Techniques of Illustration - Principles of Illustration – Cartooning - Principles of cartooning - Types of cartooning - Role of cartooning - Importance of Visual Aesthetics

Unit-V

(9-Hours)

Art Styles: Realism- Surrealism - Caricature Drawing - Principles of caricature: Exaggeration & minimizing - Calligraphy

Textbooks

1. Richard Zakia, John Suler, “Perception and Imaging”, Focal Press. Oxford, 2017

Unit II: Chapter 2 and 3 (Page No.12-23, 24-32)

Unit III: Chapter 7 (Page No. 88- 126)

Unit I: Chapter 9 (Page No. 143- 158)

2. Donis A., “Primer of Visual Literacy”, 1st Edition. MIT Press, 1974

Unit I: Chapter 2 (Page No.1- 11, 58- 68)

Unit V: Chapter 3 (179- 232)

References

1. Philip Rawson, "Design", Prentice Hall, London, 1987
2. Paul Rand, "Forms and Chaos", Yale University press, 1993
3. Russell N. Baird, "The Graphic Communication", Holt, Rinehart and Winston, Canada, 1987
4. Jerry Palmer & MacDodson, "Design and Aesthetics", Rutledge, London, 1995

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course code 21UVC230201	Title of the paper Core Paper - I VISUAL LITERACY									Hours 3	Credits 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	2	2.5	
CO-2	3	3	2	3	3	2	3	1	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	3	3	2	3	1	1	3	2	3	2	2.3	
CO-5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.3	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = Sum of values Total No.of POs & PSOs		Mean Overall Score = Sum of Mean Scores Total No.of COs	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT130401	Allied Paper – I INTRODUCTION TO VISUAL COMMUNICATION	3	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Recall concepts in communication and need for communication	K1
CO-2	Illustrate the Visual communication Trends	K2
CO-3	Identify the Various Communication Models and its influence on the Society	K3
CO-4	Examine the Audiovisual Media intricacies	K4
CO-5	Discover the Recent New Media Trends and importance of Social Media	K4

Unit -I

(9-Hours)

Communication: Definition, meaning, nature and Need for communication- Elements of Communication - Barriers of communication - 7C's of Communication.

Unit -II

(9-Hours)

Types of communication: Interpersonal, Intrapersonal, Group, Mass communication - Mediated Communication - Interactive communication - Digital communication - Forms of communication: Verbal, Non-verbal communication- Kinesics- Facial Expressions - Proxemics - Eye behavior.

Unit -III

(9-Hours)

Aristotle model of communication - SMCR model – Harold D.Lasswell's model - Shannon and Weaver's model - Osgood and Schramm's model – Theodore M. Newcomb's mode – Dance Helical model - Spiral of silence model of communication

Unit -IV

(9-Hours)

Sociological Theories: Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory - Theories of persuasion: Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory - Normative theories.

Unit -V

(9-Hours)

Introduction to semiotics- Ferdinand de Saussure and Peirce model of semiotics - Denotations and connotations- Paradigmatic and Syntagmatic - Codes - Referent Systems - Audience and Interpretation.

Textbooks

1. V.S Gupta & Vir bala Aggarwal, “Handbook of Journalism and Mass Communication”, Concept Publishing Company, 2002

Unit I: Section I (Pages 3-21, 25-41, 50-68, 70-90)

Unit II: Section I, IV (Pages 233-243)

Unit III: Section VI (Page 411)

Unit IV: Section I (Pages 35-49)

2 Keval J. Kumar, “Mass Communication in India” (Fifth Edition), Jaico Publications, 2020

Unit V: Section IV, VI (Pages 481,516-585)

References

1. Morreale, Sherwayn. P, Spitsbergen, Brain. H & Barge’s Kevin, “Human Communication: Motivation, Knowledge & Skills”, Sage publishers, London, 2000.

2. Allan & Barbara Pease, “Body Language”, Manjul Publishing House Pvt. Ltd, Mumbai,2004

3. Hedwig Lewis, “Body Language”, Sage Publications India Pvt. Ltd, New Delhi ,2002.

4. Stephen W. Littlejohn, Karen A. Foss, John G., “Theories of Human Communication: Eleventh Edition”, Waveland Press, 2016

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
I	21UVT130401	INTRODUCTION TO VISUAL COMMUNICATION									3	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	3	2	3	2	1	2.5	
CO-2	3	3	1	1	2	3	2	3	2	2	2.2	
CO-3	3	2	1	2	2	3	2	3	1	2	2.1	
CO-4	1	2	3	1	2	3	3	2	1	2	2.0	
CO-5	2	3	1	2	2	2	2	3	3	2	2.2	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT130202	SKILL COMPONENT SOUND ENGINEER	9	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Recall the behavior of sound	K1
CO-2	Illustrate the types of signal and measuring techniques	K2
CO-3	Distinguish the microphone pattern and loudspeaker	K4
CO-4	Make use of mixer and console	K3
CO-5	Classify the analogue and digital recording	K4

Unit-I

Sound wave creation and Characteristics of sound wave: Creation of sound wave, A vibrating source, Compression, rarefaction, amplitude, frequency, wavelength, phase and phase shift, Phase Interference, harmonics and envelope - Behavior of sound: Reflection, Refraction, Diffraction, Interference, Echoes, Reverberation, diffusion - Tame Echoes and Reverberation - Auditory Perception- Signal Characteristics of Audio Devices.

Unit- II

Signal – Types of signals - 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-III

Principle of Microphone and Microphone Physical Properties - Theory of Operation - Microphone Types - Microphone Accessories - Pop Filter, Stands and booms, Shock mount, cables and connectors, snake, Splitter - Types of Loudspeaker - Mounting and Loading Drive Units - Complete Loudspeaker systems - Setting up Loudspeakers.

Unit - IV

Mixing console section - Input, output, Processing and Monitoring Section, Channel grouping, VCA grouping (voltage-controlled amplifier grouping), DCA grouping (digital-controlled amplifier grouping) - Typical Mixer Facilities - Equalization - Principal EQ bands, Filters – Automation - Metering systems

Unit-V

Analog Recording: Magnetic tape - Noise Reduction - Digital Recording - D/A Conversion - Signal Processing: Sampling, Aliasing, Quantization - Codec Formats - Evolution of recording devices.

References

1. Francis Rumsey, Tim McCormick, "Sound and Recording: Applications and Theory", CRC Press, 2014.
2. Bruce Bartlett, "Practical Recording Techniques: The Step- by- Step Approach to Professional Audio Recording", Taylor & Francis, 2013.
3. Steve Savage, "The Art of Digital Audio Recording: A Practical Guide for Home and Studio", Oxford University Press, 2011.
4. Lawrence E Kinsler, "Fundamentals of Acoustics", John Wiley & Sons Canada, 2009

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT130202	SKILL COMPONENT SOUND ENGINEER	9	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Recall the behavior of sound	K1
CO-2	Illustrate the types of signal and measuring techniques	K2
CO-3	Distinguish the microphone pattern and loudspeaker	K4
CO-4	Make use of mixer and console	K3
CO-5	Classify the analogue and digital recording	K4



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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:
info@mesindia.org



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Introduction

Qualifications Pack- Sound Engineer

SECTOR: MEDIA AND ENTERTAINMENT

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

OCCUPATION: Sound Creation

REFERENCE ID: MES/Q3402

ALIGNED TO: NCO-2015/2153.0501

Sound engineer in the Media & Entertainment Industry is also known as a Sound Mixer or Sound Recordist

Brief Job Description: Individuals at this job are responsible to record and mix sound sources to create end-products that meet the quality standards and requirements of production.

Personal Attributes: This job requires the individual to know how to operate a range of sound equipment and software. The individual must be well-versed with the principles of sound and acoustics. The individual must be able to select sound sources and apply various mixing techniques and treatments to create quality end-products that meet production requirements.



Job Details	Qualifications Pack Code	MES/Q3402		
	Job Role	Sound Engineer <i>This job role is applicable in both national and international scenarios</i>		
	Credits (NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	08/11/2014
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on	26/11/2018
	Occupation	Sound Creation	Next review date	20/06/2021
	NSQC Clearance on	22/08/2019		

Job Role	Sound Engineer
Role Description	Record or mix sound sources to create required end-products
NSQF level	4
Minimum Educational Qualifications	Class XII, preferably with a background in physical sciences
Maximum Educational Qualifications	Graduation, preferably in Arts/Technology
Prerequisite License or Training	Sound mixing and editing software
Minimum Job Entry Age	18 years
Experience	1-3+ Years of work experience, with experience installing or working with studio equipment
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES/N3405 (Prepare sound equipment) MES/N3407 (Record sound) MES/N3412 (Mix sound) MES/N0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT130203	SKILL COMPONENT PHOTOGRAPHY	9	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Recall the principles of photography	K1
CO-2	Demonstrate the Technicality of Photographing	K2
CO-3	Experiment with Lens, Camera Movements, Angles and Framing	K3
CO-4	Examining the Work place health and safety	K4
CO-5	Make use of Photographs as a medium for effective communication	K4

Unit-I

Photography - Genres of Photography - Language of Photography - Chemistry of Photography- Different Types of Camera: Digital SLR (Single lens Reflex cameras - DSLR-Compact, Digital cameras - Mirror less interchangeable lens cameras - Image Sensors: CCD, CMOS – Resolution – Light – characteristics of light - Sources of light: Natural and Artificial Lighting- Types of Lighting - Indoor and Outdoor lighting – Three point lighting - Flash light intensity measurements - Lighting equipment’s- Gaffer - Gribs

Unit-II

Framing - Focus - View point - Perspective - Shots - Types of shots - Moods of shots - Shot determination and Framing- Camera Positioning - Camera Angle - Camera Movement - Camera Lens - Types of Camera lenses: Standard lenses, Macro lenses, Telephoto lenses, Wide angle lenses, Prime Lens, Exposure Triangle: Aperture, Shutter speed, ISO – Depth of field – Composition: Subject and Content- Maintenance of Camera and Lens - Filters - Types of filters - Functions and uses of filters.

Unit-III

Need for Dismantle and packing the equipment - Equipment borrowing - Equipment dispatching- Equipment vrending - Relationship with equipment vendors/suppliers - identify and report equipment repair - Making location reusable - Documentation- Planning and Timeliness - Problem Solving - Health and safety guidelines.

Unit-IV

Layout an introduction - concepts of designing: an Introduction - creative elements of production, master layouts - Conceptualizing backgrounds, props designs - Visualization- storyboard - Introduction of Photoshop: Exploring the Menu Bar, Toolbox, Options Bar, 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-V

Material in the market - Copyright norms and intellectual property rights - Health and Safety Guidelines - Understanding the Health, Safety and Security risks prevalent in the workplace - Responsibility for health and safety - Identifying and Reporting risks- Organization's norms and policies relating to health and safety - Government norms and policies regarding health and safety and related - Emergency procedures - Limitations dealing with risks/ hazards

References

1. Tom Ang, “Fundamentals of Photography”, Octopus Publisher, 2016.
2. Carl Caylor, “Portraiture Unplugged: Natural Light Photography”, Writer’s Digest Books, China, 2015.
3. Hands Geoffrey, “The Handbook of Digital Photography”, Silver Dale Book, 2004.
4. Jacobs, “Close Up Photography: Writers Digest Book”, Ohio,2001.

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT130203	SKILL COMPONENT PHOTOGRAPHY	9	3

Practical's:

1. Study on photography
2. Study on difference types of camera
3. Study on the working principles of camera
4. Study on 3 point lighting
5. Study of different camera handling techniques
6. Study of Mirror less Technology.
7. Study of Image Sensors
8. Exercise on Exposure Triangle
9. Exercise on Composition
10. Exercise on Framing
11. Exercise on basic Lighting
12. Exercise on View point and Perspective
13. Exercise on Depth of field
14. Maintenance of camera and lens
15. Exercise on Shape, Pattern ,Perspective
16. Exercise on Food ,Flora and Portraits-photography
17. Exercise on Cultural photography
18. Exercise on Street Photography
19. Exercise on Night Landscapes.
20. Exercise on Sports Photography
21. Exercise on Product Photography

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT210002	Language – I: Tamil – II	2	2

S. No	CO- Statement	Cognitive Level (K- level)
இப்பாடத்தின் நிறைவில் மாணவர்கள்		
CO-1	வானொலியின் பயன்பாடு பற்றிய அடிப்படை அறிவைப் பெறுவர்	K 1
CO-2	தகவல்தொடர்பில்வானொலியின்பங்களிப்பைக் கண்டறிவர்	K 1
CO-3	வானொலி ஒலிபரப்பின் நுட்பங்களைப் புரிந்து கொள்வர்	K 2
CO-4	வானொலி நிகழ்ச்சிகளுக்கான திறன்களை வளர்த்தெடுப்பர்	K 3
CO-5	வானொலியின் வெவ்வேறு நிகழ்ச்சிகளைப்பகுத்தாராயும்திறன் பெறுவர்	K 4

அலகு - 1

(15 மணிநேரம்)

வானொலி தோற்றமும் வளர்ச்சியும் - பன்னாட்டு ஒலிபரப்பு - செய்திஒலிபரப்பு - கல்வி ஒலிபரப்பு - பேச்சுரைகள் - தேசிய நிகழ்ச்சிகள் - மாநில நிகழ்ச்சிகள் - வானொலியின் கொள்கைகள் - வானொலி இன்று

அலகு - 2

(15 மணிநேரம்)

அலுவலக அமைப்புமுறை - நிலையத்தில் பணியாற்றும் முறைகள் - நிகழ்ச்சி ஒருங்கிணைப்பு - நிகழ்ச்சியைத் திட்டமிடுதல் - நிகழ்ச்சியைப் பதிவுசெய்தல் - நிலைய நிகழ்ச்சிகளை உருவாக்குதல் - நேரம் ஒருங்கிணைப்பு.

பாடநூல் :

1. இராசா, கி., மக்கள் தகவல் தொடர்பியல் அறிமுகம், பாவை பப்ளிகேசன்ஸ், இராயப்பேட்டை, சென்னை, இரண்டாம்பதிப்பு, 2006.

பார்வைநூல் :

எழிலழகன், எஸ்.பி., செய்திஉலகம், நியுசெஞ்சுரிபுக்ஹவுஸ், சென்னை, முதல்பதிப்பு, 2016.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT220102	Core Paper – I LANGUAGE – II ENGLISH –II	2	2

Course Outcomes:

At the end of the course, Students will be able to

S. No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the nuances of Radio and its uses newspaper language and its style	K2
CO-2	Gain knowledge on basic Tenses	K1
CO-3	Identify the employability in Radio medium	K3

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.

Text Book

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Gilmurray, Bob(2010) The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing.

References

1. Latha Nair(2014) English for The Media, Delhi: Foundation Books.
2. Stracynski J. Michall (2006) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.

3. David Keith Cohler,(2000) Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Abbot and Richard Lee Rider(1957) Handbook of Broadcasting. California, McGraw-Hill.

Semester	Course Code	Title of the Paper									Hour	Credit
II	21UVT220102	Language – II: ENGLISH-II									2	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	2	3	2	1	2	3	3	2	2	3	2.3	
CO-3	1	2	3	2	3	2	3	2	3	2	2.3	
CO-4	1	2	2	3	1	2	3	2	2	3	2.1	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$		
Result	Mean Overall Score		< 1.2	# Low
			≥ 1.2 and < 2.2	# Medium
			≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT230204	CORE PAPER – II COMMUNICATION MEDIA SCENARIO	2	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Gain knowledge on the evolution of print media	K1
CO-2	Comprehend the development of radio in India	K2
CO-3	Acquire knowledge on audio visual medium	K1
CO-4	Analyze the recent developments in film media	K4
CO-5	Compare the issues and developments in new media	K4

Unit-I

(9-Hours)

Print Medium: History and growth of Indian Journalism - Types of newspapers and magazines: general and specialized – Press Commissions - Media Organisations - Journalistic Codes of Ethics.

Unit-II

(9-Hours)

Development of Radio – International, National and Regional - Radio as a medium of mass communication - New Developments: Community and Campus Radio - Digital Audio broadcasting - FM broadcasting — Ethics of Broadcasting.

Unit-III

(9-Hours)

Development of Television - International, National and Regional – LPG concept in Television – Television Genres - SITE Programme - Prasar Bharati Act - Broadcasting Regulations - Ethics of Telecasting

Unit-IV

(9-Hours)

Motion pictures – Historical background – The growth of Indian cinema - New developments in film production – Documentary films - Film Division – CBFC - Ethics of cinema.

Unit-V

(9-Hours)

New Media: Information Technologies: Development in India - The Information Revolution – Information super high way – The internet in India - Issues and challenges - Mobile Telephony- Cyber Laws.

Textbooks

1. Keval J. Kumar. “Mass Communication in India”, Fourth Edition, Oxford Press, New Delhi, 2016.

Unit I: Chapter 2 (Pages: 49- 447)

Unit II: Chapter 2 (Pages: 251- 293)

Unit III: Chapter 2 (Pages: 294- 360)

Unit IV and V: Chapter 2 (Pages: 166- 250), Chapter 4 (Pages: 557- 594)

2. VirBala Aggarwal and V. S. Gupta. “Handbook of Journalism and Mass Communication”, Concept Publishing Company, New Delhi, 2002.

Unit I: Chapter 2 (Pages: 91- 178)

Unit II: Chapter 3 (Pages: 179- 232)

References

1. B. Adler Ronald, Rodman George, "Understanding Human Communication", Oxford University Press, 2006.
2. Wood, Julia. "Communication mosaics: An Introduction to the Field of Communication" (3rd ed.). Belmont, CA: Thomson/Wadsworth, 2004.
3. Berko, M. Roy and Wolvin, Andrew, "Communicating--a social and career focus", 9th Edition, Houghton Mifflin College. USA, 2004.
4. Stephen W. Littlejohn, Karen A. Foss, John G. Oetzel, "Theories of Human Communication: Eleventh Edition", Waveland Press, 2016

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course code 21UVT230204	Title of the paper CORE PAPER – II COMMUNICATION MEDIA SCENARIO									Hours 3	Credits 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	3	2	1	3	2	2.5	
CO-2	3	3	2	2	3	3	2	3	3	2	2.6	
CO-3	3	3	2	2	3	3	2	3	3	2	2.6	
CO-4	3	3	3	2	3	3	3	2	3	2	2.7	
CO-5	3	3	3	3	3	3	2	3	3	2	2.8	
Mean Overall Score											2.6	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs =	$\frac{\text{Sum of values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score =	$\frac{\text{Sum of Mean Scores}}{\text{Total No. of COs}}$
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT230402	Allied Paper - II BASICS OF ADVERTISING	3	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the fundamentals and scope of advertising	K2
CO-2	Gain knowledge on the product life cycle and brand positioning	K1
CO-3	Apply creativity in formulating an effective Ad Copy	K3
CO-4	Analyze the importance of media planning and strategies	K4
CO-5	Identify the parameters and processes of the Ad campaign	K3

Unit-I

(9-Hours)

Introduction to Advertising – Definition, need and scope of advertising- Functions of advertising- The AIDA process- Types of advertising- Advertising agency - Classification of advertising agency- Structure and functioning of an Ad agency.

Unit-II

(9-Hours)

Product - The lifecycle of a product- Target Audience- Audience analysis - Market segmentation- Types of Segmentation- Brand- Brand Positioning- Types of Brands- Appeal- Types of Appeal.

Unit-III

(9-Hours)

Creative perspectives of advertising - Copy writing- Types of copy- Elements of copy- Headlines - Classifications of headlines - Illustrations - Slogan - Layout - Types of layout - Process Involved in preparing a Layout.

Unit-IV

(9-Hours)

Media Planning - Media Objectives - How to reach Target Audience - Message Distribution - Reach- Frequency- Message weight- Media Strategy – Media Scheduling - Media Mix - Advertising Standard council of India and Advertising Ethics.

Unit-V

(9-Hours)

Digital Advertising- Evolution of online advertising - Types of online advertising - Digital platforms - Advertising campaign – Steps involved in Advertising campaign planning process.

Textbooks

1. S. A. Chunawalla, “Foundations of Advertising Revised: (Theory and Practice)”, Himalayan Books, New Delhi, 2010.

Unit I: Chapter 2 (Pages: 1- 11, 58- 68)

Unit II: Chapter 2 and 3 (Pages: 12-23, 24-32)

Unit III: Chapter 7 (Pages: 88- 126)

Unit IV and V: Chapter 9 (Pages: 143- 158), Chapter 15 (Pages. 256- 260)

2. David Ogilvy, “Fundamentals of Advertising”, Otto Kleppner & Prentice Hall, New Jersey, Vintage; 1st Vintage Books edition, 2007.

Unit III: Chapter 2 (Pages: 88- 126)

References

1. Winston Fletcher, "Advertising: A Very Short Introduction", Second Edition, Oxford University Press, 2013.
2. Thomas Russell, J. Ronald Lane, W. Kleppner's, "Advertising procedure", Prentice Hall International, Inc., 2002
3. Evans Judith, Cullen and Dangle, "Challenging the Big Brands", Rockport Publisher, 2004.
4. Murthy, "Advertising", Excel Books India, 2009

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
II	21UVT230402	Allied Paper - II BASICS OF ADVERTISING									3	
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	3	2	2	1	2	2.5	
CO-2	3	3	2	2	3	2	2	3	1	2	2.3	
CO-3	3	3	2	2	3	3	3	3	3	2	2.7	
CO-4	3	3	3	2	3	2	3	3	3	2	2.7	
CO-5	3	3	3	3	3	3	2	2	3	2	2.7	
Mean Overall Score											2.6	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs =	Sum of values Total No.of POs & PSOs	Mean Overall Score =	Sum of Mean Scores Total No.of COs
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT230205	SKILL COMPONENT SOUND DESIGNER	9	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Find the basic requirements of sound designing	K1
CO-2	Classify digital and analogue recording	K2
CO-3	Experiment with the acoustic studio and organize filters	K3
CO-4	Distinguish DAW and studio equipment's	K4
CO-5	Examine the mixing techniques and playback system	K4

Unit-I

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-II

Digital Recording - Differences between analog and Digital Recording - The clock - Digital audio signal formats: Dither, Jitter, Digital Transfers and copies - Track Digital Recorders: Multitrack Digital Recorders, Backup, Basic Operations, Audio Interface, DSP Card, Analog summing Amplifier, Recording Software, Optimizing computer for Multitrack Recording, Audio for video - Sound meets the computer Signal Processing - Introduction to DAW: Signal flow, I/O routing, troubleshooting, Understanding virtual tracks, Inserts/Plug-ins, Send and Return, Auto-switching

Unit-III

Recording rooms and Control Rooms - Isolation, Room ambience, Control room acoustics, Studio monitors, Microphones and Mic Placement, Mixing boards and Control Surface - 2.2 FX - EQ: General Information - Filters: HPF, LPF, BPF, BELL, and Shelving Filter- Dynamics: Compressor, Limiter, Gate, Expander-3 Delay, Reverb -beyond traditional DSP

Unit-IV

Basic terms in DAW: Activate or Enable, Deactivate or Disable, Delay Compensation, Edit List, Project/ Session - Types of Sessions: Master Sessions (MST), Slave Sessions (SLV), Render, Segment, Timeline Marker, and Source-MIDI Studio Equipment and Recording procedures- MIDI-Studio Components, Recording Music made by Soft Synths, recording a hardware Synth,

“NO SOUND” MIDI troubleshooting, recording with a keyboard Workstation, Recording with a drum Machine and Synth, Loop-Based Recording.

Unit-V

Mixing Requirements: Mixing and remixing - The Mixing environment: The room and playback system, Relating to Composing, arranging, and performing - Mixing tools: mixing in and out of the box - Processing gear (Plug-ins) – Tracks - Grouping and routing: Submixes, subgroups, Master Fader - Building a Mix - Mixing: Creating ambience and dimension, Using delays in Mixing, Using reverbs in Mixing, Panning reverb returns, Advanced techniques with delays and reverbs.

References

1. Glen Ballou, “Handbook for Sound Engineers”, Fourth edition, Taylor & Francis, 2013
2. Mike senior, “Mixing secrets for the small studio”, Routledge Press, 2018.
3. Bruce Bartlett, “Practical Recording Techniques: The Step- by- Step Approach to Professional Audio Recording”, Taylor & Francis, 2013.
4. Steve Savage, “The Art of Digital Audio Recording: A Practical Guide for Home and Studio”, Oxford University Press, 2011.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT230205	SKILL COMPONENT SOUND DESIGNER	9	3




QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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





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Introduction

Qualifications Pack-Sound designer

SECTOR: MEDIA AND ENTERTAINMENT

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

OCCUPATION: Sound designer

REFERENCE ID: MES/ Q 3401

ALIGNED TO: NCO-2004/Nil

Sound designer in the Media & Entertainment Industry is also known as a Sound supervisor or Creative Sound Director

Brief Job Description: Individuals at this job design the sound concept for a production and select the studios/equipment for recordings.

Personal Attributes: This job requires the individual to think creatively and develop a range of sound concepts. The individual must have a good understanding of the various music forms and styles prevalent in the industry. The individual must be aware of the language and principles of sound, acoustics and psychoacoustics. The individual must be able to interpret sound requirements and select the equipment/ studios required for production.

Job Details	Qualifications Pack Code	MES/ Q 3401		
	Job Role	Sound designer This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	10/11/14
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on	21/11/14
	Occupation	Sound Effects / Audio Engineers & Technicians	Next review date	20/11/16

Job Role	Sound designer
Role Description	Create appropriate sound concepts for various productions and select sound studios/equipment
NSQF level	5
Minimum Educational Qualifications	Class XII with a background in physical sciences, Graduation, preferably in electronics
Maximum Educational Qualifications	
Training (Suggested but not mandatory)	Training in Sound Recording & Engineering. Additional technical knowledge of film making preferable
Experience	4+ Years of work experience, with experience as an apprentice in a mixing studio
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> 1. MES / N 3401 (Conceptualise sound concepts) 2. MES / N 3402 (Select sound equipment) 3. MES / N 3403 (Select sound studios for recording) 4. MES / N 3409 (Maintain workplace health and safety) Optional: N.A
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT230206	SKILL COMPONENT IMAGE EDITING AND MANIPULATION	9	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Label the need for Image Manipulation	K1
CO-2	Illustrate the Tools of Photoshop	K2
CO-3	Apply the Image Special Effects	K3
CO-4	Distinguish Masking and classify the Filters in Photoshop	K4
CO-5	Construct Album Designing and examine Various Designing concepts	K4

Unit –I

Introduction of photoshop - 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

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

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

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 -

Unit –V

Designing of advertisements, posters, business cards, Greeting cards, Brochure designing, wedding card designing - Book layout-magazine layout - Newspaper layout - Calendars designing - Building a booklet

References

1. Alan and Isabella Livingston, "Graphic Design and Designers New Edition", Thames & Hudson world of art, Singapore, 2003
2. Bride M. Whelan, "Color Harmony 2: Guide to Creative Color Combinations", U.S.A , Rock fort Publishers, 1998
3. David E. Carter, "The Little Book of Logo Recipes, successful designs and how to create them", Harper Collin Publishers, New York, 2004
4. Stephen House, "Photoshop CS", LP Editorial Board, Lawpt, Blue Line Printing Industries, Kolkata, 2004

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT230206	SKILL COMPONENT IMAGE EDITING AND MANIPULATION	9	3

PRACTICALS

1. Cropping and slicing the image
2. Image color changes
3. Colour adjustments in background
4. Formation of layer in given image
5. Cropping and slicing the given image
6. Blur - sharper settings in image
7. Logo Designing
8. Designing of posters
9. Designing Visiting cards
10. Designing Greeting cards
11. Brochure designing
12. Designing wedding cards
13. Dangler Designing
14. Designing Book layout
15. Magazine layout
16. Newspaper Front page layout
17. Designing calendars
18. Wrapper Designing
19. Designing various photo album template
20. Web page designing

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVT310003	Language – I: Tamil – III	2	2

S.No.	CO- Statement	Cognitive Level (K- level)
இப்பாடத்தின் நிறைவில் மாணவர்கள்		
CO-1	தொலைக்காட்சியின் பயன்பாடு பற்றிய அடிப்படை அறிவைப்பெறுவர்	K 1
CO-2	தகவல்தொடர்பில் தொலைக்காட்சியின் பங்களிப்பைக் கண்டறிவர்	K 1
CO-3	தொலைக்காட்சி ஒளிபரப்பின் நுட்பங்களைப் புரிந்துகொள்வர்	K 2
CO-4	தொலைக்காட்சி நிகழ்ச்சிகளுக்கான திறன்களை வளர்த்தெடுப்பர்	K 3
CO-5	தொலைக்காட்சியின் வெவ்வேறு நிகழ்ச்சிகளைப் பகுத்தாராயும் திறன் பெறுவர்	K 4

அலகு - 1

(15 மணிநேரம்)

தொலைக்காட்சி: தோற்றமும் வளர்ச்சியும் - தொலைக்காட்சி, வானொலி வேறுபாடுகள் - தொலைக்காட்சி நிகழ்ச்சி உருவாக்கம் - நிகழ்ச்சிக்கான களம் தேர்ந்தெடுத்தல் - நேரம் திட்டமிடுதல் - நிகழ்ச்சித் தொகுப்பாளர்க்கான தகுதிகள் - பொறுப்புகள் - செய்திவாசிப்பு - பொதுஅறிவு நிகழ்ச்சி - அரசு செயல்பாடுகளை அறிவித்தல்.

அலகு - 2

(15 மணிநேரம்)

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

பாடநூல் :

1. இராசா, கி., மக்கள் தகவல் தொடர்பியல் அறிமுகம், பாவை பப்ளிகேசன்ஸ், இராயப்பேட்டை, சென்னை, இரண்டாம்பதிப்பு, 2006.
2. பவாசமத்துவன், தொலைக்காட்சி உலகம், புதுயுகம் செய்முறை செம்மையாக்கம், சென்னை - 5. முதற்பதிப்பு, 2007.

பார்வைநூல் :

1. எழிலழகன், எஸ்.பி., செய்திஉலகம், நியுசெஞ்சுரிபுக்ஹவுஸ், சென்னை, முதல்பதிப்பு, 2016.

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVT320103	Core Paper – I LANGUAGE – II ENGLISH –III	2	2

Course Outcomes:

At the end of the course, Students will be able to

S. No.	CO- Statement	Cognitive Level (K- level)
CO-1	To introduce Modal Verbs and their uses to students.	K1
CO-2	Understand the nuances of television shows	K2
CO-3	Identify the employability to work in the field of television.	K3

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

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

BOOKS FOR REFERENCES

1. Srivastava, K.M. (1987) Radio and Television, Sterling Publishers New Delhi.
2. Stracynski J. Michall,(2004) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.

3. David Keith Cohler, (2004) Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Riber, John(2005) Writing and Producing for Television and Film, Sage Publications New Delhi.

Semester	Course Code	Title of the Paper									Hour	Credit
III	21UVT320103	Language – II: ENGLISH-III									2	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	2	3	2	1	2	3	3	2	2	3	2.3	
CO-3	1	2	3	2	3	2	3	2	3	2	2.3	
CO-4	1	2	2	3	1	2	3	2	2	3	2.1	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs =		Mean Overall Score =		
$\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		$\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$		
Result	Mean Overall Score		< 1.2	# Low
			≥ 1.2 and < 2.2	# Medium
			≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVT330207	Core Paper- III FILM STUDIES	3	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Recall the various Early Cinema's and its Styles	K1
CO-2	Classify the Film Making Process	K2
CO-3	Organize Mise – en - Scene	K3
CO-4	Categorize the Genres of Film	K4
CO-5	Distinguish the Great Auteurs both the international & Regional Cinema	K4

Unit-I

(9-Hours)

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 Cinema

Unit-II

(9-Hours)

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

(9-Hours)

Mise-en-scene : Aspects of Mise-en-scene, Functions of Mise-en-scene : space and time, narrative - Cinematographer properties: Focus, Framing, Shot - Types of Shots Scene – Sequence - Camera Movement - Camera Angles.

Unit-IV

(9-Hours)

Film Genres: Basic Genres conventions and their variations, Documentary genres – Film an Experience, Entertainment Commodity - Film and cultural identity: Criticism and Film Review Writing.

Unit-V

(9-Hours)

Study of Great Indian and International filmmakers like : D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosowa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendary Tamil Directors: S.P. Muthuraman, Sridhar, Balachander, Balumahendra, Bharathiraja, and others.

Textbooks

1. Barb Karg, Rick Sutherland, & Jim Van Over, “The Everything Filmmaking Book – From Script to Premiere pro Complete Guide”, Simon & Schuster, Inc, 2007

Unit I: Chapter 1 (Pages: 26- 31)

Unit II: Chapter 1 (Pages: 36 - 45), Chapter 8 (Pages: 118)

Unit III: Chapter 9 (Pages: 128)

Unit IV: Chapter 2 (Pages: 48- 52)

Unit V: Chapter 19 (Pages: 145), Chapter 20 (Pages: 165),

2. Walter Murch, “In The Blink of an Eye: A Perspective on Film Editing”, Silman-James Press, 2001

Unit II: Chapter 2 (Page: 16), Chapter 3 (Page: 25), Chapter 5 (Page: 57)

Unit III: Chapter 6 (Page: 65), Chapter 7 (Page: 71)

Unit IV: Chapter 2 (Page: 11)

References

1. Bordwell David, Thompson Kristin, “Film Art an Introduction”, Mc Gram Hill, 1997
2. Hayward Susan, “Key Concept in Cinema Studies”, Routledge, London, 2002
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

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 21UVT330207	Title of the Paper Core Paper- III FILM STUDIES									Hours 3	Credit 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	1	2	1	3	2	1	3	2	1.9	
CO-2	3	3	3	3	2	3	3	3	2	3	2.8	
CO-3	2	3	2	3	1	3	3	3	2	3	2.5	
CO-4	2	3	2	3	1	2	3	2	1	3	2.0	
CO-5	3	1	2	2	1	2	3	3	2	3	2.2	
Mean Overall Score											2.3	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs =	Sum of values	Mean Overall Score =		Sum of Mean Scores
	Total No.of POs & PSOs			Total No.of COs
Result	Mean Overall Score	< 1.2	# Low	
		≥ 1.2 and < 2.2	# Medium	
		≥ 2.2	# High	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVT330403	ALLIED PAPER – III GRAPHIC DESIGN	3	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K-level)
CO-1	Label the Visual Aesthetics and its application	K1
CO-2	Illustrate the Principles of Design	K2
CO-3	Organize Typography and Type faces	K3
CO-4	Examine the Colours and Layout	K4
CO-5	Distinguish the Dimensions and Styles	K4

Unit-I

(9-Hours)

Components of graphic communication - Functions of Graphic communication – Principles - Defining Visual Art – Creative Thinking - Importance of Creativity in Designing

Unit-II

(9-Hours)

Elements of Design: Line – Shape – Direction – Size – Texture – Colour – Value - Concepts of Layouts: Hierarchy - Centre of visual Impact – Organization - Contrast and Colour - Basic Approaches in Designing

Unit-III

(9-Hours)

Typefaces - Type Families - Typography Structures - Design and Functions - Design Style - Functions of Type Composition – Readability - Legibility - Copy Writing : Head Copy and Body Copy.

Unit-I:

(9-Hours)

Colour Wheel - Colour Theory - Our Responses to Colour - Hypothetical color - Process Colours - Colour Psychology - Fundamentals of Composition: Leading Lines, Scale, Hierarchy, Balance, White Space, Contrast & Rule of third - Study of Alignment: Text Alignment & Image Alignment - Layout – Types of Layout.

Unit-V

(9-Hours)

Graphic Design Styles: Two Dimensional, Three Dimensional - Iconic - Minimalistic Design – Flat - Typographic - Retro-Conceptual & Isometric Style.

Textbooks

1. Daniel Aman, “Creative Thinking 101: How to Improve Your Creative Problem Solving Skills” (Kindle Edition), 2015

Unit I: Chapter 1 (Page: 4), Chapter 5 (Page: 9)

Unit V: Chapter 1 (Page: 14 – 34), Chapter 2 (Pages: 42 – 64)

Chapter 10 (Page: 14), Chapter 13 (Page: 17)

2. Ilene Strizver, “Type Rules, Enhanced Edition: The Designer's Guide to Professional Typography”, Wiley Publisher, 2014

Unit II: Chapter 2 (Pages: 24- 38), Chapter 3 (Page: 49), Chapter 5 (Page: 98)

Unit III: Chapter 9 (Pages: 235- 241)

**Unit IV: Chapter 6 (Page: 134), Chapter 7 (Page: 184) &
Chapter 8 (Page: 218)**

References

1. Mordy Golding, “Real World Adobe Illustrator CS4”, Peachpit Press, 2008
2. Gavin Ambrose, Paul Harris, “The Fundamentals of Graphic Design”, Ava publication, 2008.
3. Harvey R. Levarson, “Art and Copy Preparation”, Graphic Art Technical Foundation, USA, 1981
4. Bride M. Whelan, “Color Harmony 2: Guide to Creative Color Combinations”, Rockfort Publishers, 1991

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Code 21UVT330403	Title of the Paper ALLIED PAPER – III GRAPHIC DESIGN									Hours 3	Credits 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	3	3	1	3	3	1	2	3	2.4	
CO-2	2	3	2	3	1	2	3	2	1	3	2.1	
CO-3	3	2	2	3	1	3	3	1	1	3	2.2	
CO-4	3	3	3	3	1	3	3	3	1	2	2.5	
CO-5	2	3	2	3	1	3	3	1	1	3	2.2	
Mean Overall Score											2.3	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs =	Sum of values Total No. of POs & PSOs	Mean Overall Score =	Sum of Mean Scores Total No. of COs
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
III & IV	@	SKILL COMPONENT CAMERA OPERATOR	9	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Apply the techniques in Photography and Videography Industry	K1
CO-2	Explain the basics of Videography skills	K2
CO-3	Apply the fundamental concepts of Documentary Film Making.	K3
CO-4	Analyze an in-depth knowledge about the exposure, depth-of-field and composition.	K4
CO-5	Discover the significant knowledge about the internal elements and various functions of different types of camera.	K4



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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

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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.



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

Semester	Course Code	Title of the Course	Hours	Credits
III & IV	@	SKILL COMPONENT SCRIPT WRITER	9	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Relate the knowledge of the techniques used in narrative writing for the stage and screen.	K2
CO-2	Communicate ideas clearly in scripts.	K1
CO-3	Develop story, characters and dialogue for scripts	K3
CO-4	Develop an original subject and the ability to illuminate it from multiple points of view.	K4
CO-5	Collaborate with peers by creating theatrical and cinematic works	K6



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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

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Introduction

Qualifications Pack-Script-writer

SECTOR: MEDIA AND ENTERTAINMENT

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

OCCUPATION: Screen / Script writing

REFERENCE ID: MES/ Q 3002

ALIGNED TO: NCO 2015- 2641.0601

Script-writer in the Media & Entertainment Industry is also known as a Screen-writer / Story-writer

Brief Job Description: Individuals at this job need to write full length scripts that are production-ready. Note: In the Indian film industry, the script is often constructed as a sum of 3 elements: Story, Screenplay and Dialogue and 3 different individuals usually write these. However, ideally the entire script should be written by 1 writer (or at least the screenplay and dialogue)

Personal Attributes: This job requires the individual to be a storyteller with a developed sense of dramaturgy including the ability to conceptualise the plot, structure it into a narrative with multi-dimensional, empathetic and credible characters. The individual must be well-versed with script-writing elements, principles, norms, guidelines and techniques to be able to develop a full-length script that is production ready. A sense of the Indian story-telling ethos is desirable.

Job Details	Qualifications Pack Code	MES/ Q 3002		
	Job Role	Script-writer This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	13/10/14
	Sub-sector	Film, Television, Animation, Gaming, Advertising	Last reviewed on	20/03/18
	Occupation	Screen/Script writing	Next review date	20/03/20
	NSQC Clearance on	28/09/2015		

Job Role	Script-writer
Role Description	Write full-length scripts for productions
NSQF level	6
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post Graduate in Creative Writing / Literature
Training (Suggested but not mandatory)	Course in Script-writing/Creative-writing (While formal training helps, it is not essential as it is possible to learn the craft of scriptwriting on one's own)
Minimum Job Entry Age	18 years
Experience	4-6 Years of work experience
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. MES / N 3001 (Understand and detail the concept) 2. MES / N 3002 (Undertake research for scripts) 3. MES / N 3003 (Develop a full length script) 4. MES / N 0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVT410004	Language – I: Tamil – IV	2	2

S.No	CO- Statement	Cognitive Level (K-level)
இப்பாடத்தின் நிறைவில் மாணவர்கள்		
CO-1	விளம்பரங்கள் பற்றிய அடிப்படை அறிவைப்பெறுவர்	K 1
CO-2	தகவல் தொடர்புச்சாதனங்களில் விளம்பரங்களின் பங்களிப்பைக் கண்டறிவர்	K 1
CO-3	விளம்பரங்களை உருவாக்குவதற்கான நுட்பங்களைப் புரிந்து கொள்வர்	K 2
CO-4	விளம்பரங்களை உருவாக்குவதற்கான திறன்களை வளர்த்தெடுப்பர்	K 3
CO-5	விளம்பரங்களின் வகைகளைப் பகுத்தாராயும் திறன்பெறுவர்	K 4

அலகு – 1

(15 மணிநேரம்)

விளம்பரக்கலை : விளம்பரங்களின் தன்மையும் நோக்கமும் – விளம்பரத்தின் இயல்புகள் – விளம்பர நோக்கங்கள் – விளம்பர வரலாறு – விளம்பரங்களின் வகைகள் (அரசு விளம்பரங்கள், சமூக விளம்பரங்கள், வணிக விளம்பரங்கள், தொழில்துறை விளம்பரங்கள்) – வானொலி தொலைக்காட்சி, திரைப்பட விளம்பரங்கள்

அலகு – 2

(15 மணிநேரம்)

விளம்பரத்தின்பணிகள் – விளம்பர அறங்கள் – விளம்பர நிறுவனங்களுக்குரிய ஒழுக்கநெறிகள் – விளம்பரத்தின் தாக்கம் – விற்பனைப் பெருக்கம் – விளம்பரங்களில் குழந்தைகள் – பண்பாட்டுக்கலப்பு – விளம்பரங்களின் மொழிநிலை

நேர்காணல் பயிற்சி – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி மாதிரி – குழுப்பகிர்வு மாதிரிப் பயிற்சி – பலதரப்பட்டவர்களுடன் உரையாடும் திறன்

பாடநூல் :

1. ஈஸ்வரன், ச., சபாபதி, இரா., விளம்பரக்கலை, பாவை பப்ளிகேசன்ஸ், இராயப்பேட்டை, சென்னை-14
2. ரவிராஜ், எஸ்., விளம்பரம் செய்வது எப்படி?, நியுசெஞ்சுரிபுக்ஹவுஸ், சென்னை – 58.

பார்வைநூல் :

1. விமல்நாத், விளம்பர யுத்திகள், கண்ணதாசன் பதிப்பகம், தியாகராய நகர், சென்னை-17

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVT420104	Language – II: ENGLISH-IV	2	2

Course outcome

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	To understand the nuances of online journalism and its uses.	K1
CO-2	To introduce passive voice and conditional clauses and their uses to students.	K2

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(2007) Intermediate English Grammar. New Delhi: CambridgeUniversity Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge UniversityPress.
3. Ray, Tapas(2014) Online Journalism. New Delhi: Foundation Books.

BOOKS FOR REFERENCES

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

Semester	Course Code	Title of the Paper									Hour	Credit
IV	21UVT420104	Language – II: ENGLISH-IV									2	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	2	3	2	1	2	3	3	2	2	3	2.3	
CO-3	1	2	3	2	3	2	3	2	3	2	2.3	
CO-4	1	2	2	3	1	2	3	2	2	3	2.1	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs =		Mean Overall Score =		
$\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		$\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$		
Result	Mean Overall Score		< 1.2	# Low
			≥ 1.2 and < 2.2	# Medium
			≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVT430210	ONLINE JOURNALISM	3	3

At the end of the course, Students will be able to:

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the medium of internet as an effective way for industry.	K2
CO-2	Ability to analyze the changing trends in professional journalism as a result of online communication technology.	K3
CO-3	Analyze techniques and rules of creative writing	K4
CO-4	Acquire knowledge on the E- Newspaper.	K2
CO-5	Demonstrate the cyber laws related to online journalism	K4

Unit- I

(9-Hours)

Meaning and definition of Online Journalism- History and development of Web Journalism- Characteristics of Online Journalism: Multimediality- Hyper textuality and Interactivity- Crowd sourcing-RSS-Mashups- Widgets.

Unit- II

(9-Hours)

Online Journalism News Value: Immediacy, interactivity and universality - Language and style of online journalism - News determinants in cyberspace - Dos and don'ts of internet reporting- A look at online sites of leading media organizations

Unit- III

(9-Hours)

Components of a website - Different types of websites -Web layout: Design- layout-Colour- Graphics- Visual information - Writing for online medium: Interactivity of form and content in new media, Linear writing versus interactive writing.

Unit- IV

(9-Hours)

Mobile journalism: Using the mobile for stories; apps and tools for reporting - Smartphone photography - Facebook and social media: The newsfeed of tomorrow? - Twitter as a means of disseminating news- Creating handles and using Twitter to generate traffic to stories - News writing for apps.

Unit- V

(9-Hours)

Ethical issues in online journalism: Obscenity and privacy-Copyright-Cyber laws- IT Act - Cyber Crimes & Security: Types and case studies – WikiLeaks - Internet censorship in India

Textbooks

1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.

UNIT –I&II

(Page:1-57)

2. Mio Consalvo & Charles Ess (2012) The handbook of internet studies, Wiley & Blackwell
UNIT –III, IV & V (Page:45-97)

References

1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.
2. Stephen Quinn (2005) Convergent Journalism, Peter Lang Publication p 85 & 105 - 2006, Citizen Journalism: Global perspective, Einar Thorsen p 75 & 84.
3. Sunil Saxena (2004), Breaking News: The craft & Technology of Online Journalism, Tata McGraw Hill Education p. 19 & 80.
4. Keval. J Kumar (2014), Mass Communication In India

Semester	Course Code	Title of the Paper									Hour	Credit
IV		Core - VI ONLINE JOURNALISM									3	3
Course Outcomes ↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	2	3	2	1	2	3	3	2	2	3	2.3	
CO-3	1	2	3	2	3	2	3	2	3	2	2.3	
CO-4	1	2	2	3	1	2	3	2	2	3	2.1	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = Sum of values Total No. of POs & PSOs		Mean Overall Score = Sum of Mean Scores Total No. of COs	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVT430404	Allied paper- IV MEDIA CULTURE AND SOCIETY	3	3

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Relate the Concepts, Characteristics, Power, Functions and Effects of Mass Media	K1
CO-2	Interpret Culture and Society based on Media Hype, Media Saturation and reconstruction of reality	K2
CO-3	Classify the Media Determinants and Ownership.	K3
CO-4	Identify the Media Audience analysis and Media Effect Theories	K3
CO-5	Distinguish Media and Popular Culture prevailing in our society	K4

Unit-I

(9-Hours)

How to study media and how not to study media - Understanding mass media- Characteristics of mass media - Power of mass media - Function of mass media - Effects of mass media - Media in Indian society.

Unit-II

(9-Hours)

Culture & Society – Definition, Characteristics, functions & Types – Media Hype, Media Circus - Media saturation – Reconstruction of Reality -Privatizations of information - Media Education & Democracy.

Unit-III

(9-Hours)

Media Determinants- Ownership and control –Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources.

Unit-IV

(9-Hours)

Media Audience analysis (mass, segmentation, product etc, social uses) - Audience making. Active Vs Passive audience -Media Effect theories -Uses and Gratification,

Unit-V

(9-Hours)

Media and Popular culture - Commodities, Culture and Sub-culture, Cyber Culture and youth - Media Culture Vs People's Culture, Culture Shock - Stardom - Personality as Brand Name, Fandom etc.

Textbooks

1. Paul Hodkinson, "Media, Culture and Society - An Introduction", SAGE Publications, 2016

Unit I: Chapter 1 (Pages 12-32)

Unit II: Chapter 2 (Pages 39 - 52)

Unit III: Chapter 3 (Pages 67-79)

2. Stig Hjarvard, "The Mediatization of Culture and Society", Routledge, 2013

Unit IV: Chapter 5 (Pages 112-126)

Unit V: Chapter 6 (Pages 137-158)

References

1. Lawrence Grossberg, Ellen Wartella, D. Charles Whitney, J. Macgregor Wise, "Media Making - Mass Media in a Popular Culture", SAGE Publications 2006
2. Richard Campbell, Christopher R. Martin, Bettina Fabos, "Media & Culture - Mass Communication in a Digital Age", Bedford/St. Martin's publications, 2016
3. Marshall McLuhan, "Understanding Media - The Extensions of Man", CreateSpace Independent Publishing Platform, 2016
4. Mark D. Jacobs, Nancy Weiss Hanrahan, "The Blackwell Companion to the Sociology of Culture", Wiley Publications, 2016

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
IV	21UVT430404	Allied paper- IV MEDIA CULTURE AND SOCIETY									3	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	1	3	3	1	2	1	2.0	
CO2	3	3	3	2	3	2	2	1	3	3	2.5	
CO3	3	3	3	3	3	3	3	1	2	3	2.7	
CO4	3	3	3	2	2	3	3	1	3	3	2.6	
CO5	3	3	2	2	3	3	3	1	3	3	2.6	
Mean Overall Score											2.5	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$		
Result	Mean Overall Score		< 1.2	# Low
			≥ 1.2 and < 2.2	# Medium
			≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVT441003	VALUE EDUCATION: MEDIA GENDER STUDIES	2	2

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Define the concepts of gender and find the areas of gender discrimination	K1
CO-2	Interpret the sensitivity towards gender equality	K2
CO-3	Identify the portrayal of women in media	K3
CO-4	Inspect the emergence and role of social media in relation to women's issues	K4
CO-5	Take part in the Women's movements and safeguarding mechanism	K4

Unit-I

(6-Hours)

Gender Discrimination - Gender Division of Labour - Gender stereotyping – Gender Sensitivity.

Unit-II

(6-Hours)

Gender Equity – Equality – Gender Mainstreaming – Empowerment.

Unit-III

(6-Hours)

The portrayal of women in women media – positive negative – portrayal of women in Print media: Newspaper, Electronic media, Social media - Consequences and Language uses with reference to women

Unit-IV

(6-Hours)

Emergence of Social media – Role of Social media in mobilization of public opinion on women's issues - victimization of women through social media – empowerment of women through social media.

Unit-V:

(6-Hours)

Domestic Violence Act – Prevention of Sexual Harassment at Work Place – Eve Teasing Prevention Act – Self Help Groups.

Textbooks

- Manimekalai. N & Suba. S, "Gender Studies", Publication Division, Bharathidasan University, Tiruchirappalli, 2011
Unit I: Chapter 1 (Pages 11 -37)
Unit II: Chapter 2 (Pages 42- 43) & Chapter 3 (Pages 45)
Unit V: Chapter 6 (Pages 127- 146)
- Anu Aneja, "Women's and Gender Studies in India", Routledge Publications, 2019
Unit III: Chapter 2 (Pages 46 - 48), Chapter 3 (Pages 52-55) & Chapter 4 (Pages 68-71)
Unit IV: Chapter 6 (Pages 108-129)

References

1. Gülah Sar, "Gender and Diversity Representation in Mass Media", IGI Global Publications, 2019
2. Cynthia Carter, Linda Steiner, Lisa McLaughlin, " The Routledge Companion to Media & Gender", Routledge Publications, 2015
3. Sanjukta Dasgupta, " Media, Gender and Popular Culture in India: Tracking Change and Continuity". CA: Sage Publications, New Delhi, 2011
4. Charlotte Krolokke and Anne Scot Sorensen, "Gender Communication: Theories and Analyses", Sage Publications, 2005

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
IV	21UVT441003	VALUE EDUCATION: MEDIA GENDER STUDIES									2	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	3	3	3	1	2	1	2.2	
CO2	3	3	3	2	2	2	2	1	3	3	2.4	
CO3	3	3	3	3	3	3	3	1	2	3	2.7	
CO4	2	3	3	2	2	2	3	1	3	3	2.4	
CO5	3	3	2	2	3	3	3	1	3	3	2.6	
Mean Overall Score											2.4	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$	Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	
	< 1.2	# Low
	≥ 1.2 and < 2.2	# Medium
	≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVT530211	Core paper- V MEDIA RESEARCH ORIENTATION	4	4

Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the types of research in social science	K2
CO-2	Able to analyze the research problem and the levels of research projects	K4
CO-3	Gain knowledge on research hypothesis	K1
CO-4	Able to understand and apply the sampling procedures	K2 & K3
CO-5	Apply acquired knowledge on writing thesis report.	K3

Unit-I

(12-Hours)

Criteria of good research – Classification of science - Social research – Objectives of social research – Basic assumptions of social research - Deductive and inductive method – Objectivity in social research – Difficulties of social research – Forms of scientific methods

Unit-II

(12-Hours)

Research Problem: awareness, selection and formulation – Selecting topic for research – Types of research problems in social science – Source of research problem – Review of literature – Formulating and stating the problem

Unit-III

(12-Hours)

Concept & theory – Functions of theory – Definition of hypothesis – Types of hypothesis – Functions of hypothesis – Criteria of hypothesis – Difficulties in formulation of hypothesis – Testing the hypothesis – False & barren hypothesis.

Unit-IV

(12-Hours)

Important concepts relating to research design – Major steps in formulating a research design – Factors affecting research design – Sample – Principle of sampling – Methods of sampling

Unit-V

(12-Hours)

Purpose of schedule – Types of schedule – Types of questions – Meaning and forms of questionnaire – Meaning and definition of Interview – Types of interview - Steps of data processing

Textbooks

1. Kothari C. R. and Gaurav Garg. Research Methodology: Methods and Techniques, New Age International Publishers; Fourth edition, 2019.

Unit I: Chapter 1 (Pages 1- 21)

Unit II: Chapter 2 (Pages 24- 31)

2. Saravanevel. P, “Research Methodology” Kitab Mahal Publishers, 2018.

Unit III: Chapter 3 (Pages 31- 39)

Unit IV and V: Chapter 4 (Pages 55- 67) Chapter 7 (Pages 122-151)

References

1. Wimmer, D Roger, Dominick and R Joseph. “Mass Media Research – An Introduction”, Thomson Wadsworth, 2005.
2. Klaus Bruhn Jensen. “A Handbook of Media and Communication Research”, 2002.
3. Denis McQuail, “Mass Communication theory”, Vistaar Publication, 2006.
4. Arthur Asa Berger, “Media and Communication Research Methods”, Sage publication, 2011.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
V	21UVT530211	Major paper- V MEDIA RESEARCH ORIENTATION									4	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	3	3	3	1	2	1	2.2	
CO2	3	3	3	2	2	2	2	1	3	3	2.4	
CO3	3	3	3	3	3	3	3	1	2	3	2.7	
CO4	2	3	3	2	2	2	3	1	3	3	2.4	
CO5	3	3	2	2	3	3	3	1	3	3	2.6	
Mean Overall Score											2.4	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$		
Result	Mean Overall Score		< 1.2	# Low
			≥ 1.2 and < 2.2	# Medium
			≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVT530212	Core paper- VI VISUAL ANALYSIS TECHNIQUES	4	4

Course Outcomes:

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Define the Media Text.	K1
CO-2	Interpret the Media Text in the Feminist approach	K2
CO-3	Relate Psychoanalytical approach in Media text	K2
CO-4	Make use of Sociological Analysis Techniques in Visual Text	K3
CO-5	Take part in Media text interpretations by using various visual analysis tools	K4

Unit-I

(12-Hours)

Signs - Signs and truth - Media as text - Codes Language and speaking - Connotation and denotation - Syntagmatic analysis - Paradigmatic Analysis - Metaphor and metonymy.

Unit-II

(12-Hours)

Feminism: An Overview - Stereotyping - Portrayal of Women in Media – Portrayal of women in News Media - Male gaze – Male domination – Women Marginalization in the Media –false consciousness - the consumer society.

Unit-III

(12-Hours)

Psychoanalytical Studies of Media – Phallogentrism - Apparatus Theory --The unconscious - The Oedipus complex – Symbols - Defense Mechanisms – Dreams - Aggression and guilt - Psychoanalytic analysis of media.

Unit-IV

(12-Hours)

Basic concepts of sociological analyzing - Uses and gratifications - Content analysis – Cultivation Analysis - Agenda-Setting.

Unit-V

(12-Hours)

Application of Visual Analysis Tools to Media Texts - Films – Advertisements – Television Serials - Print Media

Textbooks

- Berger, Arthur Asa, “Media Analysis Techniques”, Sage publishers, 2017.

Unit I: Chapter 1 (Pages 1-11)

Unit-III: Chapter 3 (Pages 34-55)

2. Gillian Rose, “Visual Methodologies: An Introduction to Researching with Visual Materials”, Sage Publications, 2016.

Unit-II: Chapter 12 (Pages 4-14)

Unit IV: Chapter 8 (Pages 15-65)

Unit V: Chapter 13 (Pages 85-112)

References

1. Bignell Jonathan, “Media Semiotics”, Routledge, London, 2002
2. Leewen and Jewitt Carey, “Handbook of Visual Analysis”, Sage Publication, New Delhi, 2007
3. Leewen Thompson, “Introducing Social Semiotics”, Routledge, London, 2001
4. Rose Gillian, “Visual Methodologies: An Introduction”, Amazon publishers, 2006

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Paper									Hours	Credit
V	21UVT530212	Core paper- VI VISUAL ANALYSIS TECHNIQUES									4	4
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	1	2	3	2	3	2	2	2.2	
CO-2	3	2	2	1	3	3	3	1	2	3	2.3	
CO-3	2	3	3	1	3	2	3	1	3	2	2.3	
CO-4	3	1	2	3	2	2	3	2	1	3	2.2	
CO-5	3	2	1	2	3	2	1	3	2	3	2.2	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No. of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVT530213	Core Paper- VII DIGITAL MEDIA AND PRODUCTION	4	4

Course Outcomes:

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

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Define Digital Media and recall the various digital media platforms	K1
CO-2	Relate the digital media marketing techniques	K2
CO-3	Identify the online Audio and Video Channels	K3
CO-4	Discover about Youtube channels and Web Radio	K4
CO-5	Examine the ethics of digital media .	K4

Unit-I

(12-Hours)

Digital Media: Definition and Characteristics of Digital Media - Digital Media Platforms: Facebook, Twitter, YouTube, Instagram, WhatsApp, WordPress, Social Bookmarking, Skype and the 'Blogosphere' - Internet as a Convergent Media Platform

Unit-II

(12-Hours)

Digital Media Marketing – Introduction- Social Media Management: Strategies, Tools and Technologies - Social Media Audience Measurement - Case studies of successful social media marketing campaigns

Unit-III

(12-Hours)

Streaming of Video and Audio - Comparison of digital media with Print, TV & Radio - Writing for Web Media – Creating own youtube news channel - Impact of You tube channels video for social development, Citizen Journalism: Reading habits of people and media industry - Analysis of important Indian news-based websites.

Unit-IV

(12-Hours)

Introduction to Online Radio Journalism – The growth of internet radio – Genre of internet radio programme - Preparing own radio program - Digital editing using free and open source audacity - Saving and exporting file.

Unit-V

(12-Hours)

Digital culture and digital identity - User Generated Communication - Participatory culture and Social Media - Citizen Journalism, Digital media & Public sphere, Network theory. Information Rights and Intellectual Property Rights – Copyright and Copy Left, Plagiarism, Cryptocurrency, Digital Signature - Internet Governance and Regulatory Frameworks

Textbooks

1. James Cohen, Thomas Kenny, " Producing New and Digital Media: Your Guide to Savvy Use of the Web ", CRC Press, 2015
UNIT I & II: (Pages: 1 - 57)
2. James Cohen, Thomas Kenny, "Producing New and Digital Media - Your Guide to Savvy Use of the Web", Taylor & Francis Publications, 2015
UNIT III, IV&V: (Pages: 97 - 200)

References

1. Cathrine Kellison, Dustin Morrow, Kacey Morrow, "Producing for TV and New Media", Taylor & Francis, 2013
2. Lynn Spigel, "Television as Digital Media", Duke University Press, 2011
3. Paul Messaris, Lee Humphreys, "Digital Media: Transformations in Human Communication", Peter Lang publishers, 2006
4. Tony Feldman, "An Introduction to Digital Media", Routledge, London, 2003

Semester V	Course code 21UVC640702	Title of the paper Core Paper- VII DIGITAL MEDIA AND PRODUCTION									Hours 4	Credits 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	2	2	1	3	3	2	3	3	2.3	
CO-2	3	2	3	3	2	3	3	1	3	3	2.6	
CO-3	3	2	2	3	1	2	3	1	3	1	2.1	
CO-4	2	3	3	3	1	3	3	2	3	2	2.5	
CO-5	2	3	2	2	1	1	2	2	3	3	2.1	
Mean Overall Score											2.3	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$		
Result	Mean Overall Score		< 1.2	# Low
			≥ 1.2 and < 2.2	# Medium
			≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
V & VI	@	SKILL COMPONENT EXECUTIVE PRODUCER	9	3

Course Outcomes:

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	How to apply the techniques in Television industry	K1
CO-2	Explain the basics of Executive producer	K2
CO-3	Construct the significant knowledge about the various types of video formats and television production methods.	K3
CO-4	Simplify the importance of story planning for serials and a concept planning for TV shows,	K4
CO-5	Analyze an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.	K4



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

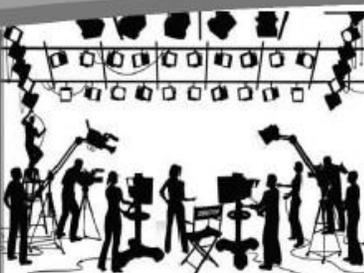
What are Occupational Standards(OS)?

- 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

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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 financiers. The individual must be a strong leader and guide/ groom to different heads of department and team members to help them successfully deliver their product within their budget and timeline.



Job Details	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	<p>Head of the Production Department and responsible for overseeing the entire content production process</p> <p><i>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.</i></p>
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	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)	<p>Compulsory:</p> <ol style="list-style-type: none"> 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) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
V & VI	@	SKILL COMPONENT DIRECTOR OF PHOTOGRAPHY	9	3

Course Outcomes:

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the theoretical foundations of cinematography	K1
CO-2	Interpret the role and contribution of key departments be liaised with, especially lighting and grips	K2
CO-3	Effectively utilize the resources and logistics required to produce a film	K3
CO-4	Apply current best practices in cinematography	K4
CO-5	Evaluate the ethical implications inherent in filmmaking and video production practice.	K4



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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

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Introduction

Qualifications Pack-Director of Photography

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television

OCCUPATION: Camera Operations

REFERENCE ID: ME5/Q0901

ALIGNED TO: NOC-2015/3521.0100

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.

Job Details	Qualifications Pack Code	MES/Q0901		
	Job Role	Director of Photography <i>This job role is applicable in both national and international scenarios</i>		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	18/03/2015
	Sub-sector	Film, Television, Animation	Last reviewed on	20/03/2018
	Occupation	Camera Operations	Next review date	20/06/2021
	NSQC Clearance on	22/08/2019		

Job Role	Director of Photography (DOP)
Role Description	Determining the visual style of production and achieving the desired look in the end-product.
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-Graduate Degree in Fine Arts, Film
Prerequisite License or Training	Course in Cinematography
Minimum Job Entry Age	18 years
Experience	3-7 Years of work experience
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. MES/N0901 (Determine visual style and prepare shoot plan) 2. MES/N0902 (Carry out location recce and finalise locations) 3. MES/N0903 (Recruit camera team) 4. MES/N0904 (Estimate and procure camera equipment) 5. MES/N0906 (Prepare for shoot) 6. MES/N0907 (Operate camera during shoot) 7. MES/N0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVT630216	Core Paper- VIII MEDIA MANAGMENT	4	4

Course Outcomes:

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Acquire detailed understandings of media management and ownership patterns and levels	K1
CO-2	Relate the theories for interpretation of diverse forms of technology , communication and media	K2
CO-3	Collaborate as a team in development from original concepts to production cost and economic values.	K3
CO-4	Prepare plan and implement creative strategy, media strategy and budgeting.	K4
CO-5	Demonstrate understanding of marketing terminology and concepts	K4

Unit-I

(12-Hours)

Media management: Concept, meaning and definition - Principles of management - Level of Management, - Media Ownership – Individual, partnership, corporation, chain, employee, joint venture ship. Structure of media organization: Editorial, Advertising, Circulation and Production.

Unit-II

(12-Hours)

Classical Management Theory - Concepts of the ideal work place - Human Relationships Theory – Three modern approaches to management – System theory – Contagious theory

Unit-III

(12-Hours)

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

Unit-IV

(12-Hours)

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

Unit-V

(12 Hours)

Marketing - Evaluation marketing – Marketing management – Creativity and innovation – Internal communication, and external communication-Understanding market and factors - Audiences – Research and analysis.

Textbooks

1. Alan B. Albarran, “Management of Electronic Media”, First Edition, Wadsworth, USA, 2010

Unit I: Chapter 2 (Pages 1- 11, 58- 68)

Unit III: Chapter 7 (Pages 88- 126)

Unit IV and V: Chapter 9 (Pages 143- 158) Chapter 15 (Pages 256- 260)

2. Alan B. Albarran, “The Media Economy”, First Edition, Routledge, New York, 2010

Unit I: Chapter 2 (Pages 91- 178)

Unit II: Chapter 3 (Pages 179- 232)

References

1. Alan B. Albarran, “Management of Electronic Media”, Wadsworth, 2009

2. George Sylvie, “Media Management: A Casebook Approach”, First Edition, Lawrence Erlbaum Associates, USA, 2009

3. Lucy Keung “Strategic Management in the Media, First Edition”, Sage Publications, New Delhi, 2008

4. Peter Pringle, “Electronic Media Management”, First Edition, Focal Press, UK, 2008

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Paper									Hours	Credit
VI	21UVT630216	Core Paper- VIII MEDIA MANAGMENT									4	4
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	1	2	1	3	2	1	3	2	1.9	
CO-2	3	3	3	3	2	3	3	3	2	3	2.8	
CO-3	2	3	2	3	1	3	3	3	2	3	2.5	
CO-4	2	3	2	3	1	2	3	2	1	3	2.0	
CO-5	3	1	2	2	1	2	3	3	2	3	2.2	
Mean Overall Score											2.3	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVT630217	Core Paper- IX PUBLIC RELATIONS	4	4

Course Outcomes:

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Define the concept, need, functions and history of public relation.	K1
CO-2	Illustrate components of PR and evaluate skills about media relations.	K1
CO-3	Apply the tactics and best practices of public relation in media agencies	K3
CO-4	Utilize the concept of effective PR campaign and stimulate the ideas of planning and budgeting.	K4
CO-5	Choose a different tasks of PR communication in mass media and private agencies	K4

Unit-I

(12-Hours)

Public Relations- Definition - PR as a communication function - History of PR - Growth of PR in India - Public relations - Functions of Public relation - Objectives of Public Relation - Need for public relation - Essentials of Public Relation - Principles of Public relation - PR as a management

Unit-II

(12-Hours)

Public Relation Techniques – Tools of Public Relation - Press conference- Press release- Exhibition - Publicity media - Stages of PR: Planning, Implementation, Research, Evaluation- PR practitioners and media relations.

Unit-III

(12-Hours)

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

(12-Hours)

PR Campaign Definition and Meaning – Steps involved in PR campaign - Audience – Demographics and Medium – Budget – Plan – Implement - Effectiveness

Unit-V

(12-Hours)

Writing news releases - Brochures, Pamphlets – Letters – Handouts - Oral presentations - Company publications - Skills and Responsibilities of Public Relation officer

Textbooks

- Lesly, Philip, "Handbook of Public Relations and Communications", Jaico publication New Delhi, 2002
 Unit I: Chapter 1 (Pages 12-42)
 Unit II: Chapter 2 (Pages 52- 78)
 Unit III: Chapter 3 (Pages 97-124)
- Jane Johnston & Clara Zawawi, "Public Relations: Theory and Practice", Allen & Unwin, 2009
 Unit-IV: Chapter 5 (Pages 112-126)
 Unit-V: Chapter 6 (Pages 137-158)

References

- Edward L. Bernays, "Public Relations", University of Oklahoma Press", 2013
- Y. K. D'souza, "Mass Media Tomorrow", Indian Publishers Distributors, New Delhi, 1977.
- S. Ganesh, "Lectures on Mass Communication", Indian Publishers Distributors, New Delhi, 1995.
- J. L. Kumar, "Mass Media", Anmol Publications Pvt Ltd., New Delhi, 1996.

Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
VI	21UVT630217	Core Paper- IX PUBLIC RELATIONS									4	4
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	3	2	3	2	1	2.5	
CO-2	3	3	1	1	2	3	2	3	2	2	2.2	
CO-3	3	2	1	2	2	3	2	3	1	2	2.1	
CO-4	1	2	3	1	2	3	3	2	1	2	2.0	
CO-5	2	3	1	2	2	2	2	3	3	2	2.2	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs =	Sum of values Total No.of POs & PSOs	Mean Overall Score =	Sum of Mean Scores Total No.of COs
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVT630218	Core Paper- X MEDIA INTERNSHIP	4	4

Course Outcomes:

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Recall the ideas about media terms in various kinds of field.	K1
CO-2	Build the knowledge of media ownership	K1
CO-3	Create a impact of mass media environment	K3
CO-4	Analyze different kinds of media jobs opportunities	K4
CO-5	Equip for career oriented skills and best practices	K4

CONTENT

- For period of two 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.

Semester	Course Code	Title of the Course	Hours	Credits
V & VI	21UVT530214	SKILL COMPONENT EXECUTIVE PRODUCER	9	3

Course Outcomes:

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	How to apply the techniques in Television industry	K1
CO-2	Explain the basics of Executive producer	K2
CO-3	Construct the significant knowledge about the various types of video formats and television production methods.	K3
CO-4	Simplify the importance of story planning for serials and a concept planning for TV shows,	K4
CO-5	Analyze an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.	K4



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

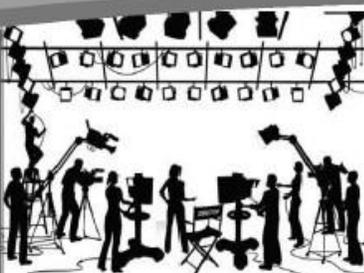
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Introduction

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 financiers. The individual must be a strong leader and guide/ groom to different heads of department and team members to help them successfully deliver their product within their budget and timeline.



Job Details	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	<p>Head of the Production Department and responsible for overseeing the entire content production process</p> <p><i>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.</i></p>
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	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)	<p>Compulsory:</p> <ol style="list-style-type: none"> 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) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
V & VI	1UVT530215	SKILL COMPONENT DIRECTOR OF PHOTOGRAPHY	9	3

Course Outcomes:

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the theoretical foundations of cinematography	K1
CO-2	Interpret the role and contribution of key departments be liaised with, especially lighting and grips	K2
CO-3	Effectively utilize the resources and logistics required to produce a film	K3
CO-4	Apply current best practices in cinematography	K4
CO-5	Evaluate the ethical implications inherent in filmmaking and video production practice.	K4



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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
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Introduction

Qualifications Pack-Director of Photography

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television

OCCUPATION: Camera Operations

REFERENCE ID: ME5/Q0901

ALIGNED TO: NOC-2015/3521.0100

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.

Job Details	Qualifications Pack Code	MES/Q0901		
	Job Role	Director of Photography <i>This job role is applicable in both national and international scenarios</i>		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	18/03/2015
	Sub-sector	Film, Television, Animation	Last reviewed on	20/03/2018
	Occupation	Camera Operations	Next review date	20/06/2021
	NSQC Clearance on	22/08/2019		

Job Role	Director of Photography (DOP)
Role Description	Determining the visual style of production and achieving the desired look in the end-product.
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-Graduate Degree in Fine Arts, Film
Prerequisite License or Training	Course in Cinematography
Minimum Job Entry Age	18 years
Experience	3-7 Years of work experience
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. MES/N0901 (Determine visual style and prepare shoot plan) 2. MES/N0902 (Carry out location recce and finalise locations) 3. MES/N0903 (Recruit camera team) 4. MES/N0904 (Estimate and procure camera equipment) 5. MES/N0906 (Prepare for shoot) 6. MES/N0907 (Operate camera during shoot) 7. MES/N0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units