

FACULTY OF SCIENCE AND HUMANITIES

ACADEMIC CURRICULA

**POSTGRADUATE DEGREE PROGRAMME
(REGULATIONS - 2025)**

**MASTER OF SCIENCE
IN
VISUAL COMMUNICATION**

Two Years (Full-Time)

National Education Policy

**Learning Outcomes based Curriculum Framework
(LOCF)**

National Credit Framework

**Academic Year
2025 - 2026**



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

(Deemed to be University u/s 3 of UGC Act, 1956)

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

1. Department Vision Statement	
Stmt - 1	To provide rigorous standards for content knowledge, communication skills, research quality, and professional behavior
Stmt - 2	To develop a knowledge center to impart innovative hands-on training in Visual Media, emphasizing alternative perspectives and aesthetic presentation of realities using international media strategies.
Stmt - 3	To value a collaborative, collegial, and cooperative teaching and learning community composed of diverse scholars

2. Department Mission Statement	
Stmt - 1	To provide a broad spectrum of visual media to enable students to make meaningful career choices.
Stmt - 2	To train students towards a better understanding of media by sharpening their creativity.
Stmt - 3	To facilitate the use of alternative media to bring positive changes in society.
Stmt - 4	To bring down the gap between the academia and media industry
Stmt - 5	Developing the student on the ethical side and making them a society friendly professional.

3. Program Education Objectives (PEO)	
PEO - 1	Graduates will have skills and knowledge to excel in their professional career in visual communication and related disciplines
PEO - 2	Graduates will contribute and communicate effectively within the team to grow as leaders.
PEO - 3	Graduates will practice lifelong learning for continuing professional development.
PEO - 4	Graduates will have the capability to continue their formal education and successfully complete an advanced degree.
PEO - 5	Graduates will contribute to the growth of the nation and society by applying acquired knowledge in creative, technical, and managerial skills.

4. Consistency of PEO's with Mission of the Department					
	Mission Stmt. - 1	Mission Stmt. - 2	Mission Stmt. - 3	Mission Stmt. - 4	Mission Stmt. - 5
PEO - 1	3	3	3	1	1
PEO - 2	3	3	3	2	2
PEO - 3	3	3	3	2	2
PEO - 4	2	2	2	3	3
PEO - 5	2	2	2	3	3

3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation

5. Consistency of PEO's with Program Learning Outcomes (PO)												
	Program Learning Outcomes (PO)											
	1	2	3	4	5	6	7	8	9	10	11	12
	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social Responsibility	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning
PEO - 1	H	H	H	H	H	H	H	H	M	H	H	H
PEO - 2	H	M	H	H	H	H	H	H	H	H	L	H
PEO - 3	H	H	H	L	H	H	H	H	H	H	H	M
PEO - 4	H	H	H	H	H	M	H	H	H	H	H	H
PEO - 5	H	H	H	H	H	H	H	H	H	H	H	H

3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation

6. Programme Structure (Total Credits: 80 Credits)											
1. Professional Core Courses (C)					2. Discipline Elective Courses (D)						
(10 Courses)					(3 Courses)						
Course Code	Course Title	Hours/ Week				Course Code	Course Title	Hours/ Week			
		L	T	P	C			L	T	P	C
PVC25101T	Dynamics of Communication	4	0	0	4	PVC25D01L	Camera Techniques				
PVC25102T	Culture and Entertainment Media	4	0	0	4	PVC25D02L	Visual Editing Techniques	0	0	7	4
PVC25103T	Digital Photography	4	0	0	4	PVC25D03L	Sound Design				
PVC25104T	Theories of Visual Analysis	4	0	0	4	PVC25D04L	UI and UX Design				
PVC25105T	Indian Constitution and Media Laws	4	0	0	4	PVC25D05L	Web Page Development and Publishing	0	0	8	4
PVC25106T	Film Production Techniques	4	0	0	4	PVC25D06L	Game Design Basics				
PVC25107T	New Media and AI	4	0	0	4	PVC25D07L	3D Animation				
PVC25108T	Media Research Methodology	4	0	0	4	PVC25D08L	3D Modeling	0	0	8	4
PVC25109T	Film Studies	4	0	0	4	PVC25D09L	VFX and SFX				
PVC25110L	Short Filmmaking	0	0	8	4	Total Learning Credits				12	
Total Learning Credits					40						
3. Generic Elective Courses (G)					4. Skill Enhancement Courses (S)						
(2 Courses)					(2 Courses)						
Course Code	Course Title	Hours/ Week				Course Code	Course Title	Hours/ Week			
		L	T	P	C			L	T	P	C
PVC25G01T	Script Writing					PVC25S01L	Computer Graphics	0	0	7	4
PVC25G02T	Screenplay Writing	2	0	0	2	PVC25S02T	History of World Cinema	4	0	0	4
PVC25G03T	Creative Writing					Total Learning Credits				8	
PVC25G04L	Fashion Photography										
PVC25G05L	Product Photography	0	0	5	2						
PVC25G06L	Event Photography										
Total Learning Credits					4						
5. Project Work, Internship in Industry/Higher Technical Institutions (P)					6. Ability Enhancement Courses (AE)						
(2 Courses)					(2 Courses)						
Course Code	Course Title	Hours/ Week				Course Code	Course Title	Hours/ Week			
		L	T	P	C			L	T	P	C
PVC25P01L	Internship	0	0	0	2	PCD25AE1T	Comprehensive Skills in Quantitative and Logical Reasoning	2	0	0	2
PVC25P02L	Project Work	0	0	20	10	PCD25AE2T	Soft Skills and Verbal Mastery	2	0	0	2
Total Learning Credits					12						
Total Learning Credits					4						

7. Implementation Plan

Semester - I					
Course Code	Course Title	Hours/ Week			C
		L	T	P	
PVC25101T	Dynamics of Communication	4	0	0	4
PVC25102T	Culture and Entertainment Media	4	0	0	4
PVC25103T	Digital Photography	4	0	0	4
PVC25D01L	Camera Techniques	0	0	7	4
PVC25D02L	Visual Editing Techniques				
PVC25D03L	Sound Design				
PVC25S01L	Computer Graphics	0	0	7	4
PVC25G01T	Script Writing	2	0	0	2
PVC25G02T	Screenplay Writing				
PVC25G03T	Creative Writing				
PCD25AE1T	Comprehensive Skills in Quantitative and Logical Reasoning	2	0	0	2
Total		16	0	14	24

Semester - II					
Course Code	Course Title	Hours/ Week			C
		L	T	P	
PVC25104T	Theories of Visual Analysis	4	0	0	4
PVC25105T	Indian Constitution and Media Laws	4	0	0	4
PVC25106T	Film Production Techniques	4	0	0	4
PVC25107T	New Media and AI	4	0	0	4
PVC25D04L	UI and UX Design	0	0	8	4
PVC25D05L	Web Page Development and Publishing				
PVC25D06L	Game Design Basics				
PVC25S02T	History of World Cinema	4	0	0	4
PCD25AE2T	Soft Skills and Verbal Mastery	2	0	0	2
Total		22	0	8	26

Semester - III					
Course Code	Course Title	Hours/ Week			C
		L	T	P	
PVC25108T	Media Research Methodology	4	0	0	4
PVC25109T	Film Studies	4	0	0	4
PVC25110L	Short Filmmaking	0	0	8	4
PVC25D07L	3D Animation	0	0	8	4
PVC25D08L	3D Modeling				
PVC25D09L	VFX and SFX				
PVC25G04L	Fashion Photography	0	0	5	2
PVC25G05L	Product Photography				
PVC25G06L	Event Photography				
PVC25P01L	Internship	0	0	0	2
Total		08	0	21	20

Semester - IV					
Course Code	Course Title	Hours/ Week			C
		L	T	P	
PVC25P02L	Project Work	0	0	20	10
Total		0	0	20	10

Total Number of Subjects: 21

Total Number of Credits: 80

8. Program Articulation Matrix

Course Code	Course Title	Programme Learning Outcomes (PO)											
		Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social Responsibility	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning
PVC25101T	Dynamics of Communication	3	2	-	3	3	-	2	3	3	3	3	2
PVC25102T	Culture and Entertainment Media	3	2	-	3	3	-	2	3	3	3	3	2
PVC25103T	Digital Photography	3	2	-	3	3	-	2	3	3	3	3	2
PVC25104T	Theories of Visual Analysis	3	2	-	3	3	-	2	3	3	3	3	2
PVC25105T	Indian Constitution and Media Laws	3	2	-	3	3	-	2	3	3	3	3	2
PVC25106T	Film Production Techniques	3	2	-	3	3	-	2	3	3	3	3	2
PVC25107T	New Media and AI	3	2	-	3	3	-	2	3	3	3	3	2
PVC25108T	Media Research Methodology	3	2	-	3	3	-	2	3	3	3	3	2
PVC25109T	Film Studies	3	2	-	3	3	-	2	3	3	3	3	2
PVC25110L	Short Filmmaking	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D01L	Camera Techniques	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D02L	Visual Editing Techniques	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D03L	Sound Design	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D04L	UI and UX Design	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D05L	Web Page Development and Publishing	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D06L	Game Design Basics	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D07L	3D Animation	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D08L	3D Modeling	3	-	3	-	2	-	2	3	3	3	3	-
PVC25D09L	VFX and SFX	3	-	3	-	2	-	2	3	3	3	3	-
PVC25G01T	Script Writing	3	2	-	3	3	-	2	3	3	3	3	2
PVC25G02T	Screenplay Writing	3	2	-	3	3	-	2	3	3	3	3	2
PVC25G03T	Creative Writing	3	2	-	3	3	-	2	3	3	3	3	2
PVC25G04L	Fashion Photography	3	-	3	-	2	-	2	3	3	3	3	-
PVC25G05L	Product Photography	3	-	3	-	2	-	2	3	3	3	3	-
PVC25G06L	Event Photography	3	-	3	-	2	-	2	3	3	3	3	-
PVC25S01L	Computer Graphics	3	-	3	-	2	-	2	3	3	3	3	-
PVC25S02T	History of World Cinema	3	2	-	3	3	-	2	3	3	3	3	2
PVC25P01L	Internship	3	2	-	3	3	-	2	3	3	3	3	2
PVC25P02L	Project Work	3	2	-	3	3	-	2	3	3	3	3	2
PCD25AE1T	Comprehensive Skills in Quantitative and Logical Reasoning	3	1	3	-	2	2	-	-	-	-	3	1
PCD25AE2T	Soft Skills and Verbal Mastery	3	1	3	-	2	2	-	-	-	-	3	1
Program Average		3	2	3	3	2	2	2	3	3	3	3	2

Semester - I

Code	PVC25101T	Title	Dynamics of Communication				Category	C	Core	L	T	P	C
									4	0	0	4	

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)																
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12					
CR-1	To provide the mastery of elements of communication																								
CR-2	To know the difference of communication, communication process and tools																								
CR-3	To understand the purpose of communication models and theories																								
CR-4	To impart the fundamentals of communication tools																								
CR-5	To learn the IT and ICT																								
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning					
CO-1	Students would learn about the elements of communication	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3					
CO-2	Students would know the difference of communication and visual communication process and tools	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3					
CO-3	Students would gain knowledge about the purpose of communication models and theories		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3					
CO-4	Students would learn fundamentals of Mass communication tools	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3					
CO-5	Students would learn to process ICT	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3					

Title & Session Outcomes	Communication	Human Communication	Verbal & Non-Verbal Communication	Mass Communication	Information & Communication Technology
Duration (hour)	12	12	12	12	12
SO-1	Communication- Concept	Human Communication- Concept	Verbal Communication- Concept	Mass communication- Concept	Information Technology- Concept
SO-2	History of Communication- Earlier Communication	Understanding Human communication	Characteristics & Effectiveness of Verbal Communication	Characteristics of Mass Communication	Growth of Information Technology

SO-3	<i>History of Communication- Four Waves</i>	<i>History of Human Communication- Speech & Symbols</i>	<i>Functions, Advantages & Disadvantages of Verbal Communication</i>	<i>Forms & Functions of Mass Communication</i>	<i>Information Technology in India</i>
SO-4	<i>Need & Nature of Communication</i>	<i>History of Human Communication- Pictograms & Ideograms</i>	<i>Non-Verbal communication- Concept</i>	<i>Elements of Mass Communication</i>	<i>Information and Communication Technology- Concept</i>
SO-5	<i>Characteristics & Functions of Communication</i>	<i>History of Human Communication- Writing, Logographic & Alphabetic</i>	<i>Significance & Features of Non-Verbal Communication</i>	<i>Types of Mass Communication- Traditional & Print Media</i>	<i>Scope of ICT</i>
SO-6	<i>Elements of Communication</i>	<i>Classification of Human Communication</i>	<i>Aspects & Functions of Non-Verbal Communication</i>	<i>Types of Mass Communication- Electronic & New Media</i>	<i>Features of ICT</i>
SO-7	<i>Process of Communication</i>	<i>Elements of Human Communication</i>	<i>Channels of Non- Verbal Communication- Body, Facial & Eye</i>	<i>Communication Theory- Normative/ Classical Theory</i>	<i>Characteristics of ICT</i>
SO-8	<i>Models of Communication- Aristotelian, Shannon & Weaver, and Wilbur Schramm Model</i>	<i>Types of Human Communication- Verbal Communication</i>	<i>Channels of Non- Verbal Communication- Space, Territoriality & Artifactual</i>	<i>Communication Theory- Magic Bullet/ Hypodermic Needle Theory</i>	<i>Types of ICT</i>
SO-9	<i>Models of Communication- George Gerbner's Model</i>	<i>Types of Human Communication- Non-Verbal Communication</i>	<i>Channels of Non- Verbal Communication- Touch, Silence & Smell</i>	<i>Communication Theory- Uses and Gratification Theory</i>	<i>Assessment of ICT</i>
SO-10	<i>Models of Communication- Theodore M. Newcomb & Westley & Maclean Model</i>	<i>Types of Human Communication- Visual Communication</i>	<i>Types of Nonverbal Communications</i>	<i>Communication Theory- Spiral of Silence Theory</i>	<i>Social and Culture Implications of ICT</i>
SO-11	<i>Types of Communication- Intrapersonal & Interpersonal.</i>	<i>Barriers of Human Communication- Physical & Psychological</i>	<i>Verbal Vs Non-Verbal Communication</i>	<i>Communication Theory- Two-Step Flow & Gatekeeper Theory</i>	<i>Impact of ICT</i>
SO-12	<i>Types of Communication- Group & Mass</i>	<i>Barriers of Human Communication- Linguistic, Cultural & Mechanical</i>	<i>Culture and Non-Verbal Communication</i>	<i>Communication Theory- Agenda-Setting & Media Dependency Theory</i>	<i>Future Trends of ICT</i>

Unit I: Communication- Definition and Concept; History of Communication- earlier communication, First wave, Second wave, third wave & fourth wave; Need for Communication; Characteristics of Communication; Functions of Communication; Elements of Communication; Process of Communication; Models of Communication- Aristotelian Model, Shannon and Weaver Model, Wilbur Schramm Model, George Gerbner's Model, Theodore M. Newcomb's Model, Westley & Maclean Model; Types of Communication- Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication.

Unit II: Human Communication- Definition and Concept; Understanding Human communication; History of Human Communication- Speech, Symbols, Pictograms, Ideograms, Writing, Logographic, Alphabetic; Classification of Human Communication- Individual, Participants in Social Relationship, Members of Cultural Communities; Elements of Human Communication; Types of Human Communication- verbal, non-verbal & visual communication; Barriers of Human Communication- physical, psychological, Linguistic, Cultural & Mechanical Barriers.

Unit III: Verbal Communication- Definition & Concept; Characteristics of Verbal Communication; Effectiveness of Verbal Communication; Functions of Verbal Communication; Advantage & Disadvantages of Verbal Communication; Non Verbal communication- Definition & Concept; Importance of Non Verbal Communication; Significance of Non- Verbal Communication; Aspects of Non Verbal Communication; Functions of Non Verbal Communication; Channels of Non Verbal Communication; Types of Nonverbal Communications; Difference between Verbal & Non Verbal & Verbal Communication; Culture and Non Verbal Communication.

Unit IV: Mass communication- Definition & Concept; Characteristics of Mass Communication; Functions of Mass Communication; Forms of Mass Communication; Elements of Mass Communication; Types of Mass

Communication- Traditional Media, Print Media, Electronic Media, New Media; Communication Theory- Normative/ Classical Theory, Magic Bullet/ Hypodermic Needle Theory, Uses and Gratification Theory, Spiral of Silence Theory, Two-Step Flow Theory, Gatekeeper Theory, Agenda-Setting Theory, Media Dependency Theory & Cultivation Theory.

Unit V: Information Technology- Definition & Concept; Growth of Information Technology; Information Technology in India; Information and Communication Technology- Definition & Concept; Why ICT; Scope of ICT; Features of ICT; Characteristics of ICT; Types of ICT- Computer Network, Voice Communication, Tele-Text, Radio Text, Video Text, Cable Distribution System; Assessment of ICT- Achievements & Limitations; Social & Culture Implications of ICT; Impact of ICT; Future Trends of ICT.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	Theory (%)
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
		Inquiry Learning	✓	Quality Education
		Interactive Lecture	✓	Gender Equality
		Leading Question		Clean Water & Sanitation
		Mind Map		Affordable & Clean Energy
		Minute Paper		
		Peer Review		
		Problem Based Learning		

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>Julia T. Wood, Communication Mosaics: An Introduction to the Field of Communication. Eighth Edition, Wadsworth Publisher, USA, 2016.</i>	2	<i>Stephen M. Croucher, Understanding Communication Theory: A Beginner's Guide, First Editing, Routledge, USA, 2010.</i>
3	<i>Denis McQuail, McQuail's Mass Communication Theory, Sixth Edition, SAGE Publications, UK, 2010.</i>	4	<i>Denis McQuail & Mark Deuze, McQuail's Media, and Mass Communication Theory, Seventh Edition, SAGE Publications, UK, 2020.</i>
5	<i>Stanley J. Baran & Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future, Seventh Edition, Cengage Learning, USA, 2015.</i>		

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 <i>Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanmiyur, Chennai- 600041 Tamil Nadu, India</i>	1 <i>Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India</i>	1 <i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
		2 <i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
		3 <i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

SO-4	<i>Culture and Communication</i>	<i>Types of Indian Music</i>	<i>Indian Freedom Movement & Press</i>	<i>Radio in India- Frequency Modulation (FM)</i>	<i>New Media Vs Old Media</i>
SO-5	<i>Religion- From South-West Asia</i>	<i>Music in Film & Growth of Indian Film Music</i>	<i>Indian Freedom Movement- Mahatma Gandhi</i>	<i>Radio in India- Community Radio</i>	<i>Digital Divide- Concept</i>
SO-6	<i>Religion- South Asia</i>	<i>Indian Music Industry & Leading Music Companies</i>	<i>Post Indian Independence</i>	<i>Television Industry</i>	<i>E-Governance- Concept</i>
SO-7	<i>Religions in India</i>	<i>Theatre & Origin of Indian Theatre</i>	<i>Newspaper during Emergency</i>	<i>Growth of Television</i>	<i>Process of E-Governance</i>
SO-8	<i>Caste or Varna- Origin & Development</i>	<i>Characteristics & Elements of Theatre</i>	<i>Growth of Regional Newspapers</i>	<i>Television in India- Doordarshan</i>	<i>E-Governance- Social & Legal Frameworks</i>
SO-9	<i>Characteristics of Caste & Anti-Caste Movement</i>	<i>Types of Indian Theatre</i>	<i>Recent Development of Newspaper</i>	<i>Television in India- Cable Television</i>	<i>Social Media- Concept & Evolution</i>
SO-10	<i>Tribal society & Characteristics of Tribes</i>	<i>Drama & Different forms of Drama</i>	<i>Publication Industry- Newspaper</i>	<i>Television in India- Satellite</i>	<i>Characteristics & Role of Social Media</i>
SO-11	<i>Geographical location of Tribes</i>	<i>Difference between Theatre & Drama</i>	<i>Publication Industry- Journal</i>	<i>New Trends in Television</i>	<i>Types of Social Media</i>
SO-12	<i>Problems of Tribes</i>	<i>English & Persian Theatres</i>	<i>Publication Industry- Book</i>	<i>Television and Cinema</i>	<i>Impact of Social Media</i>

Unit I: Culture- Definition & Concept; Culture and Civilization; Culture and Heritage; Ethnic Culture and Ethnicity; Characteristics of Culture; Importance of Culture; Types of Culture- High Culture, Sub culture, Popular Culture, Global Culture; Elements of Culture; Culture & Communication; Indian Culture- Definition & Concept; Characteristics of Indian culture; Aspects of Indian culture; Religion- Definition & Concept; Religion in India- Major & Minorities; Caste- Definition & Concept; Origin of Caste in India; Development of Caste system in India; Characteristics of Caste system; Anti-Caste Movement in India; Tribal society- Definition & Concept; Characteristics of Tribes; Geographical location of Tribes in India; Problems of Tribes.

Unit II: Music- Definition & Concept; Elements of Music; Types of Musical Instruments; Indian Music- Definition & Concept; Origin of Indian Music; Types of Indian Music- Indian Classical Music, Folk music, Modern Music; Indian Film Music- Definition & Concept; Indian Film Music- Growth & Development; Theatre- Definition & Concept; Theatre- Origin & Development; Characteristics of Theatre; Elements of Theatre; Indian Theatre- Definition & Concept; Indian Theatre- Origin & Development; Types of Indian Theatre- Classic Theatres, Traditional Theatres, Modern Theatres; English Theatre- Definition & Concept; Persian Theatre- Definition & Concept; Drama- Definition & Concept; Drama- Different forms; Difference between Theatre & Drama.

Unit III: Print Media- Definition & Concept; Print Media- Origin & Development; Indian Print Media- Definition & Concept; Indian Print Media- Growth & Development- Printing Press, The Bengal Gazette, Serampore Missionaries, Raja Ram Mohan Roy; Print Media & Indian Freedom Movement- Vernacular Press Act, Indian National Congress, Modern Indian Journalism, Swadeshi Movement, Dr. Annie Besant, Mahatma Gandhi; Print Media & Post Indian Independence- Chain of Publications, Paper Industry, Audit Bureau of Circulation; News Agencies, Press Council of India; Newspaper during Emergency; Growth of Regional Newspapers; Print Media- Technological Development; Publication Industry- Definition & Concept; Types of Publication Industry- Newspaper, Journal, Book; E-Publication- Definition & Concept.

Unit IV: Electronic Media- Definition & Concept; Radio- Definition & Concept; Radio- Growth & Development; Radio in India- Definition & Concept; All India Radio- Growth & Development; AIR Services- National Service, Regional Service, External Service; Frequency Modulation (FM)- Definition & Concept; FM Radio in India- Government & Private; Community Radio- Definition & Concept; Television- Definition & Concept; Television- Growth & Development; Television in India- Definition & Concept; Doordarshan- Growth & Development; Doordarshan Services- National Service & Regional Service; Cable Television- Definition & Concept; Satellite Television- Definition & Concept; Satellite Television in India; Satellite Television- Private & Pay Channel; Satellite Television & Technical Development; Indian Television and Cinema.

Unit V: New Media- Definition & Concept; Characteristics of New Media; Types of New Media; New Media Vs Old Media; Digital Divide- Definition & Concept; E-Governance- Definition & Concept; E-Governance- Process, Social & Legal Frameworks; Social Media- Definition & Concept; Evolution of Social Media; Characteristics of Social Media; Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis, Tweepsters & Podcasts; Impact of Social Media.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources							
1	<i>Julia T. Wood, Communication Mosaics: An Introduction to the Field of Communication. Eighth Edition, Wadsworth Publisher, USA, 2016.</i>			2	<i>Stephen M. Croucher, Understanding Communication Theory: A Beginner's Guide, First Editing, Routledge, USA, 2010.</i>		
3	<i>Denis McQuail, McQuail's Mass Communication Theory, Sixth Edition, SAGE Publications, UK, 2010.</i>			4	<i>Denis McQuail & Mark Deuze, McQuail's Media, and Mass Communication Theory, Seventh Edition, SAGE Publications, UK, 2020.</i>		
5	<i>Stanley J. Baran & Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future, Seventh Edition, Cengage Learning, USA, 2015.</i>						

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 <i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanmiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i>	1 <i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i>	1 <i>Dr. Padmanabhan T, Assistant Professor & Head,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
		2 <i>Dr. Rajesh R, Associate Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
		3 <i>Dr. Harie Karthikeyan, Assistant Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>

SO-4	<i>Photography- Origin & Development</i>	<i>Special Lens- Zoom, Fish Eye & Macro lens</i>	<i>Types of Digital Storage- Secure Digital Card (SD)</i>	<i>Light sources- Incandescent & Luminescent</i>	<i>Characteristics of Compositions</i>
SO-5	<i>Camera- Definition & Concept</i>	<i>Concept & Types of Focus</i>	<i>Types of Digital Storage- MiniSD Card</i>	<i>Lighting Techniques- Natural & Artificial Light</i>	<i>Types of Composition- Rule of Third</i>
SO-6	<i>Human Eye & Camera- Concept</i>	<i>Focal Length- Concept</i>	<i>Types of Digital Storage- MicroSD</i>	<i>Lighting Equipments- Softbox & Monolight</i>	<i>Types of Composition- Frame within Frame</i>
SO-7	<i>Visual Perception- Concept</i>	<i>Types of Focal Length- Short, Long & Variable</i>	<i>Digital Printing- Concept</i>	<i>Lighting Equipments- Color LED Panel & Daylight LED</i>	<i>Types of Photography Field- Photo Journalism</i>
SO-8	<i>Types of Cameras- Box Type & TLR</i>	<i>Depth of Field- Concept</i>	<i>Digital Printing Process</i>	<i>Lighting Equipments- Aperture Light Dome & Fluorescent</i>	<i>Types of Photography Field- Advertising Photography</i>
SO-9	<i>Types of Cameras- SLR & Digital</i>	<i>Aperture Priority & Shutter Priority</i>	<i>Photo Restoration- Concept</i>	<i>Photo Lighting Accessories- Light Modifiers, Light Stands & Mounting</i>	<i>Types of Photography Field- Industrial Photography</i>
SO-10	<i>Parts of Camera- Aperture & Shutter</i>	<i>Filter- Concept</i>	<i>Photo Cropping- Concept</i>	<i>Flash Lighting- Concept</i>	<i>Types of Photography Field- Travel Photography</i>
SO-11	<i>Parts of Camera- Lens & Storage</i>	<i>Characteristics of Filters</i>	<i>Photo Editing- Concept</i>	<i>Flash lighting functions & types</i>	<i>Types of Photography Field- Wild life Photography</i>
SO-12	<i>Camera Accessories- Tripod & Stands</i>	<i>Types of Filters</i>	<i>Photo Manipulation- Concept</i>	<i>Flash Vs Continuous Lighting</i>	<i>Types of Photography Field- Fashion & Modeling Photography</i>

Unit I: Photography- Definition & Concept; Nature of Photography; Scope of Photography; Functions of Photography; Photography- Origin & Development; Camera- Definition & Concept; Human Eye- Definition & Concept; Visual Perception- Definition & Concept; Types of Cameras- box, TLR, SLR & Digital; Parts of Camera; Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

Unit II: Lens- Definition & Concept; Characteristics of Lens; Types of Lenses- Wide Angle, Normal & Tele; Special Lens- Zoom, Fish Eye & Macro Lens; Focus- Definition & Concept; Focal Length- Definition & Concept; Types of Focal Length- Short, Long & Variable Focal Length; Depth of Field- Definition & Concept; Components of Depth of Field- Aperture Priority & Shutter Priority; Filter- Definition & Concept; Characteristics of Filters; Types of Filters.

Unit III: Digital Storage- Definition & Concept; Digital Storage Process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD; Digital Printing Process; Photo Editing- Definition & Concept; Photo Manipulation- Definition & Concept.

Unit IV: Light- Definition & Concept; Characteristics of Light; Electromagnetic Spectrum- Definition & Concept; Light sources- Incandescent & Luminescent; Lighting Techniques- Natural & Artificial Lighting; Photo Lighting Equipment- Softbox, Monolight, On-Camera LED, Color LED Panel, Daylight LED, Aperture Light Dome, Fluorescent Lights; Photo Lighting Accessories- Light Modifiers, Light Stands & Mounting; Flash Lighting- Definition & Concept; Functions of Flash Lighting; Types of Flash Lighting; Difference between Flash & Continuous Lighting.

Unit V: Aesthetics of Photography; Framing- Definition & Concept; Characteristics of Framing; Composition- Definition & Concept; Characteristics of Compositions; Types of Composition- Rule of Third, Frame within Frame; Types of Photography Field- Photo Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA - 1	CLA - 2	CLA - 3	CLA - 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	Theory (%)
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources					
1	<i>James Curran, The Photography Handbook, First Edition, Routledge, USA, 2013.</i>			2	Ben Long, Complete Digital Photography, First Edition, Course Technology PTR, USA, 2010
3	<i>Linda Good, Teaching and Learning with Digital Photography, First Edition, Sage Publications, New Delhi, 2009.</i>			4	<i>Ian Jeffrey, The Photography Book, First Edition, Focal Press, UK, 2000.</i>
5	<i>Michael Langford, Basic Photography, First Edition, Focal Press, UK, 2000.</i>				

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanniyur, Chennai- 600041 Tamil Nadu, India	1	Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India	1	Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
				2	Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
				3	Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

S-7 to S-9	Shooting People Pattern- Single, Group & Public-1	Framing Techniques- Nature, Light & Shadow-1	Standard Shot Size- Full, Medium & Close-up shot-1	Types of Camera Angles- Eye Level & Low Angle Shot-1	Camera Movements- Dolly Shot-1
S-10 to S-12	Shooting People Pattern- Single, Group & Public-2	Framing Techniques- Nature, Light & Shadow-2	Standard Shot Size- Full, Medium & Close-up shot-2	Types of Camera Angles- Eye Level & Low Angle Shot-2	Camera Movements- Dolly Shot-2
S-13 to S-15	Shooting Interview Patterns- Talking Head & Conversational interviews-1	Framing Techniques- Architecture, Props & Environmental Objects-1	Standard Shot Size- Establishing & Extreme close shot-1	Types of Camera Angles- High Angle & Bird's-Eye-View or Aerial Shot-1	Camera Mechanisms- Tripod Shot & Handheld Shot-1
S-16 to S-18	Shooting Interview Patterns- Talking Head & Conversational interviews-2	Framing Techniques- Architecture, Props & Environmental Objects-2	Standard Shot Size- Establishing & Extreme close shot-2	Types of Camera Angles- High Angle & Bird's-Eye-View or Aerial Shot-2	Camera Mechanisms- Tripod Shot & Handheld Shot-2
S-19 to S-21	Shooting Interview Patterns- Walking & Phone Interviews-1	Composition Techniques- Simplicity, Symmetrical Balance & Rule of Thirds-1	Types of Short Framing- Single & Two shot-1	Camera Movements- Pan Shot & Tilt Shot-1	Camera Mechanisms- Steadicam Shot & Drone Shot-1

Record Works:	
1	Create a Music video for a song of your own or movie song (Max. Duration -3 minutes)
Assessment of Record Works: The Students must submit above exercises Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment					
Bloom's Level of Thinking	Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
	CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
	(10%)	(10%)	(20%)	(10%)	
	Practice (%)	Practice (%)	Practice (%)	Practice (%)	
1	Remember	40	30	30	40
2	Understand	40	40	40	40
3	Apply	20	30	30	20
4	Analyze	20	30	30	20
5	Evaluate	20	30	30	20
6	Create	20	30	30	20
Total %		100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>Blain Brown (2018). Cinematography- Theory and Practice: Image making for cinematographers and Directors, Focal press, USA.</i>	2	<i>Joseph V. Mascelli (2005). The five C's of Cinematography, Silman James Press, USA</i>
3	<i>Robert Bresson (2016). Notes on the Cinematography, NYRB Classics, USA.</i>	4	<i>Gerald Millerson (1994). Video Camera Techniques (Media Manual), Focal Press, Second Edition, India</i>
5	<i>Leslie Stroebel (2017). View Camera Technique, Routledge, Seventh Edition, India</i>		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
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				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

S-10 to S-12	<i>Working with batch capture video-4</i>	<i>Working with Bin-4</i>	<i>Working with transitions-4</i>	<i>Working with Audio recording-4</i>	<i>Working with single camera editing-4</i>
S-13 to S-15	<i>Working with logging videos-1</i>	<i>Working with Insert & Replace editing-1</i>	<i>Working with effects-1</i>	<i>Working with Audio syncing-1</i>	<i>Working with Multi camera editing-1</i>
S-16 to S-18	<i>Working with logging videos-2</i>	<i>Working with Insert & Replace editing-2</i>	<i>Working with effects-2</i>	<i>Working with Audio syncing-2</i>	<i>Working with Multi camera editing-2</i>
S-19 to S-21	<i>Working with logging videos-3</i>	<i>Working with Insert & Replace editing-3</i>	<i>Working with effects-3</i>	<i>Working with Audio syncing-3</i>	<i>Working with Multi camera editing-3</i>

Record Works:	
1	Create ONE News Bytes on Current issues of their choice (Maximum 2 min)
2	Create ONE Human Interest Stories of their choice (Maximum 2 min)
Assessment of Record Works: The Students must submit all the exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment					
Bloom's Level of Thinking	Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
	CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
	(10%)	(10%)	(20%)	(10%)	
	Practice (%)	Practice (%)	Practice (%)	Practice (%)	Practice (%)
1 Remember	40	30	30	40	40
2 Understand					
3 Apply	40	40	40	40	40
4 Analyze	20	30	30	20	20
5 Evaluate					
6 Create					
Total %	100	100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
		Inquiry Learning	✓	Quality Education
		Interactive Lecture	✓	Gender Equality
		Leading Question		Clean Water & Sanitation
		Mind Map		Affordable & Clean Energy
		Minute Paper		
		Peer Review		
		Problem Based Learning		

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>Gael Chandler (2012). Cut by Cut: Editing Your Film or Video, Second Edition, Michael Wiese, USA.</i>	2	<i>Diana Weynand (2010). Apple Pro Training Series: Final Cut Pro 7, First Edition, Peachpit Press, USA.</i>
3	<i>Jaime Fowler (2005). Avid Made Easy, Second Edition, Wiley Publishing, USA.</i>	4	<i>Karel Reisz and Gavin Millar (2009). The Technique of Film Editing, Focal Press, Second Edition, UK.</i>
5	<i>Ken Dancyger (2010). The Technique of Film and Video Editing: History, Theory, and Practice, Routledge, Fifth Edition, India.</i>		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvannamiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i>	1	<i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i>	1	<i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

S-7 to S-9	Understanding audio recording theory- Frequency, Wavelength & Amplitude-1	Microphones- Polar Pattern-1	Dubbing- Clipping & Pilot Track-1	Live Recording- Controlling noise while recording-1	Audio Formats- Photography Disc-1
S-10 to S-12	Understanding audio recording theory- Frequency, Wavelength & Amplitude-2	Microphones- Polar Pattern-2	Dubbing- Clipping & Pilot Track-2	Live Recording- Controlling noise while recording-2	Audio Formats- Photography Disc-2
S-13 to S-15	Understanding acoustics- Acoustics Materials & Echo-1	Microphones- Frequency Response & Dynamic Range-1	Dubbing- Proximity effect & Peak-1	Working with Equalizer-1	Audio Formats- Magnetic Tape-1
S-16 to S-18	Understanding acoustics- Acoustics Materials & Echo-2	Microphones- Frequency Response & Dynamic Range-2	Dubbing- Proximity effect & Peak-2	Working with Equalizer-2	Audio Formats- Magnetic Tape-2
S-19 to S-21	Understanding acoustics- Reverberation & controlling the noise-1	Dubbing- Lip Sync & Sibilance-1	Dubbing- White noise & Pink Noise-1	Working with Audio Effects-1	Audio Formats- Software Recording (Multi Tracks)-1

Record Works:	
1	Creating ONE Jingles or Podcast Interview (commercial) of their choice (Maximum 30 sec for Jingles & 10 mins for podcast Interview)
Assessment of Record Works: The Students must submit above exercises Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment					
Bloom's Level of Thinking	Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
	CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
	(10%)	(10%)	(20%)	(10%)	
	Practice (%)	Practice (%)	Practice (%)	Practice (%)	
1	Remember	40	30	30	40
2	Understand	40	40	40	40
3	Apply	20	30	30	20
4	Analyze				
5	Evaluate				
6	Create				
Total %		100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>Mike Senior (2011). Mixing Secrets for the Small Studio, First Edition, Focal Press, UK.</i>	2	<i>Tomlinson Holman (2010). Sound for Film and Television, First Edition, Focal Press, UK.</i>
3	<i>Ric Viers (2008). The Sound Effects Bible, First Edition, Michael Wiese Productions, USA.</i>	4	<i>Tim Harrison (2022). Sound Design for Film: from first mark to full expression, Crowood Press, UK</i>
5	<i>Leo Murray (2019). Sound Design Theory and Practice Working with Sound, First Edition, Routledge, India</i>		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
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				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25S01L	Title	Computer Graphics	Category	S	Skill Enhancement Courses	L	T	P	C
							0	0	7	4

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)												
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CR-1	Provide the mastery of exploring & manipulating effect																				
CR-2	Know the difference of managing shapes & drawing																				
CR-3	Understand the purpose of creating objects																				
CR-4	Impart the fundamentals of creating & manipulating- path																				
CR-5	Learn the process of working with text & arranging objects																				
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning	
CO-1	Grasp the basics of exploring & manipulating effect	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3	
CO-2	Manage shapes & drawing	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3	
CO-3	Create objects		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3	
CO-4	Apply fundamentals of creating & manipulating- path	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3	
CO-5	Work with text & arranging objects	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3	

Title & Session Outcomes	CO-1	CO-2	CO-3	CO-4	CO-5
Duration (hour)	21	21	21	21	21
S-1 to S-3	Exploring Effects-1	Creating Objects-1	Manipulating Objects-1	Working With Text-1	Arranging Objects-1
S-4 to S-6	Exploring Effects – 2	Creating Objects-2	Manipulating Objects-2	Working With Text-2	Arranging Objects-2
S-7 to S-9	Manipulating Effect – 1	Creating Objects-3	Manipulating Objects-3	Working With Text-3	Arranging Objects-3

S-10 to S-12	<i>Manipulating Effect – 2</i>	<i>Creating & Manipulating Path-1</i>	<i>Manipulating Objects-4</i>	<i>Working With Text-4</i>	<i>Arranging Objects-4</i>
S-13 to S-15	<i>Manipulating Effect – 3</i>	<i>Creating & Manipulating Path-2</i>	<i>Changing Bitmaps Attributes-1</i>	<i>Working With Text-5</i>	<i>Arranging Objects-5</i>
S-16 to S-18	<i>Managing Shapes & Drawing-1</i>	<i>Creating & Manipulating Path-3</i>	<i>Changing Bitmaps Attributes-2</i>	<i>Working With Text-6</i>	<i>Arranging Objects-6</i>
S-19 to S-21	<i>Managing Shapes & Drawing-2</i>	<i>Working with Color-1</i>	<i>Changing Bitmaps Attributes-3</i>	<i>Working With Text-7</i>	<i>Arranging Objects-7</i>

Record Works:	
I	<i>Design a 'logo' with monogram/ pictorial/ single colour/ multi colour for an</i>
	<i>a) Advertising agency (minimum TWO exercises)</i>
	<i>b) Commercial organization (minimum TWO exercises)</i>
II	<i>Design 'Front Cover' for a Magazine/ Book (minimum TWO exercises)</i>
III	<i>Design 'Poster' for a College Cultural (minimum TWO exercises)</i>
IV	<i>Design 'Danglers' & 'Paper Ads' with Column, ¼ Page, ½ Page & Full Page (minimum TWO exercises each)</i>
Assessment of Record Works: The students must submit all exercises as record work in digital form for practical exam, which will be evaluated by the external examiner.	

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Practice (%)	Practice (%)	Practice (%)	Practice (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources							
1	<i>James Curran, The Photography Handbook, First Edition, Routledge, USA, 2013.</i>			2	<i>Ben Long, Complete Digital Photography, First Edition, Course Technology PTR, USA, 2010.</i>		
3	<i>Linda Good, Teaching and Learning with Digital Photography, First Edition, Sage Publications, New Delhi, 2009.</i>			4	<i>Ian Jeffrey, The Photography Book, First Edition, Focal Press, UK, 2000.</i>		
5	<i>Michael Langford, Basic Photography, First Edition, Focal Press, UK, 2000.</i>						

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanniyur, Chennai- 600041</i> <i>Tamil Nadu, India</i>	1	<i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i>	1	<i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25G01T	Title	Script Writing				Category	G	Generic Elective Courses	L	T	P	C
									2	0	0	2	

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)											
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CR-1	To learn the basics of photography & camera								Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning
CR-2	To know various lens & filters								1	-	-	3	-	2	-	2	3	3	-	3
CR-3	To understand the characteristics of digital storages								3	-	-	3	-	-	-	-	3	3	-	3
CR-4	To gain knowledge on lighting								3	1	2	3	3	-	-	-	3	3	-	3
CR-5	To know the framing & composing								2	3	2	3	-	3	3	3	3	3	-	3

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)
		1	2	3	4	5	85	75
CO-1	Students would learn the basics of photography & camera	✓				5	85	75
CO-2	Students would know various lens & filters	✓	✓	✓		4	85	75
CO-3	Students would understand the characteristics of light		✓			6	85	75
CO-4	Students would gain knowledge on lighting	✓	✓	✓	✓	3	85	75
CO-5	Students would know the framing & composing	✓	✓			2	85	75

Title & Session Outcomes	Script Writing	Television & Radio	Advertising	Documentary	Film & Short Film
Duration (hour)	6	6	6	6	6
SO-1	Principles of Script Writing	Writing for Television	Writing for Advertising	Writing for Documentary	Writing for Feature Film & Short film
SO-2	Principles of Creative Writing	Television Script Writing- news stories, chat, talk & reality show	Understanding Product	Documentary Structure & Basic Research	Planning of story & Three Act Structure
SO-3	Script formats- concept & types	Television Script Treatment	Target Audience & Geographic	Elements of Documentary Script- Visual & Sound	Plot Development- Main Plot & Sub Pot

SO-4	<i>Idea generation- source & innovative</i>	<i>Writing for Radio</i>	<i>Types of Television Advertising- Commercial, PSA & Corporate Films</i>	<i>Documentary Synopsis & Script Format</i>	<i>Characters- Main & Supportive</i>
SO-5	<i>Elements of script</i>	<i>Radio Writing- radio feature, documentary and live</i>	<i>Types of Radio Advertising- Jingles & Sponsorship</i>	<i>Writing for Docudrama & Mockumentary</i>	<i>First Draft- Screenplay & Dialogue</i>
SO-6	<i>Characteristics of script</i>	<i>Radio Script Treatment</i>	<i>Advertising Script Format</i>	<i>Writing for Educational film & Ethnographic films</i>	<i>Shooting Script</i>

Unit I: Script Writing- Concept; Principles of script writing & creative writing; Script formats- concept & types; Idea generation- source & innovative; Elements of script; Characteristics of script.

Unit II: Writing for Television- Characteristics; Television Types- news stories, chat show, talk show & reality show; Television Script Treatment; Writing for Radio- Characteristics; Radio- radio feature, documentary and live; Radio Script Treatment.

Unit III: Writing for Advertising; Understanding Product; Target Audience & Geographic; Types of Television Advertising- Commercial, PSA & Corporate Films; Types of Radio Advertising- Jingles & Sponsorship; Advertising Script Format.

Unit IV: Writing for Documentary; Documentary Structure & Basic Research; Elements of Documentary Script- Visual & Sound; Documentary Synopsis & Script Format; Writing for Docudrama & Mockumentary; Writing for Educational film & Ethnographic films.

Unit V: Writing for Feature Film & Short film- basics; Themes- concept, slug line & planning of story; Three Act Structure; Plot Development- main plot & sub plot; Characters- main, supportive & atmosphere characters; First Draft, screenplay, dialogue, script breakdown, final draft, shooting script.

Assessment					
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (100% Weightage)			
		CLA - 1	CLA - 2	CLA - 3	CLA - 4*
		(20%)	(20%)	(40%)	(20%)
		Theory (%)	Theory (%)	Theory (%)	Theory (%)
1	Remember	40	40	40	40
2	Understand				
3	Apply	40	40	40	40
4	Analyze				
5	Evaluate	20	20	20	20
6	Create				
Total %		100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
Hands-on Practice Tools	✓	Inquiry Learning	✓	Quality Education
Mathematical Computing Tools		Interactive Lecture	✓	Gender Equality
Field Visit		Leading Question	✓	Clean Water & Sanitation
		Mind Map	✓	Affordable & Clean Energy
		Minute Paper		
		Peer Review	✓	
		Problem Based Learning	✓	

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>James Curran, The Photography Handbook, First Edition, Routledge, USA, 2013.</i>	2	Ben Long, Complete Digital Photography, First Edition, Course Technology PTR, USA, 2010
3	<i>Linda Good, Teaching and Learning with Digital Photography, First Edition, Sage Publications, New Delhi, 2009.</i>	4	<i>Ian Jeffrey, The Photography Book, First Edition, Focal Press, UK, 2000.</i>
5	<i>Michael Langford, Basic Photography, First Edition, Focal Press, UK, 2000.</i>		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanmiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i>	1	<i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i>	1	<i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25G02T	Title	Screenplay Writing	Category	G	Generic Elective Courses	L	T	P	C
							2	0	0	2

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)													
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12		
CR-1	To provide the mastery in Script writing																					
CR-2	To know the different Story and Story Telling																					
CR-3	To understand the purpose of Script Breakdown																					
CR-4	To impart the fundamentals of Scene and Sequence																					
CR-5	To learn the Dialogue and Shooting script																					
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning		
CO-1	Students would learn the basics of Script writing	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3		
CO-2	Students would know the concept of Story and Story Telling	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3		
CO-3	Students would gain knowledge about Script Breakdown		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3		
CO-4	Students would learn fundamentals of Scene and Sequence	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3		
CO-5	Students would learn to process of Dialogue and Shooting script	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3		

Title & Session Outcomes	Script Writing	Story Telling	Script Breakdown	Scene & Sequence	Shooting Script
Duration (hour)	6	6	6	6	6
SO-1	Observation, Imagination & Idea-Concept	Story- Fiction & Non-fiction Stories	Script Breakdown- Concept & Importance	Scene- How to create & Write a Scene	Dialogue- Functions & Types
SO-2	Generating & Source for Idea	Storytelling- Nature & Planning a Story	Script Breakdown Sheet	Structure of Scene	Format & Significance of Dialogue
SO-3	Visual Writing- Character Appearance & Action	Identifying a Story & Eight Basic Stories	Three-act-structure	Sequence- Concept & Creating a Sequence	Shooting Script- Concept & Importance

SO-4	<i>Visual Writing- Location Appearance & Scene Action</i>	<i>Elements of Story</i>	<i>Plot- Concept & Types</i>	<i>Character- Concept & Categories</i>	<i>Elements of Shooting Script</i>
SO-5	<i>Principles of Script Writing</i>	<i>Stages of Story Development</i>	<i>Screenplay- Concept & Types</i>	<i>Creating Characters & Character Biography</i>	<i>Shooting Script Template</i>
SO-6	<i>Different Script Format</i>	<i>Treatment- Title, Logline & Synopsis</i>	<i>First Draft</i>	<i>Character Conflict- Concept & Types</i>	<i>Screenplay Writing Software</i>

Unit I: Observation- Definition & Concept; Imagination- Definition & Concept; Idea- Definition & Concept; Generating Idea; Source for Idea; Visual Writing- Character Appearance, Character Action, Location Appearance, Scene Action; Script Writing- Definition & Concept; Principles of Script Writing- Explore & Resources; Different Script Format.

Unit II: Story- Definition & Concept; Types of Stories- Fiction & Non-fiction Stories; Storytelling- Definition & Concept; Nature & Planning a Storytelling; Identifying a Story & Eight Basic Stories; Elements of Story; Stages of Story Development; Treatment- Title, Logline & Synopsis.

Unit III: Script Breakdown- Definition & Concept; Importance of a Script Breakdown; Script Breakdown Sheet; Three-act- structure- Beginning, Middle & End; Plot- Definition & Concept; Types of Plots- Main Plot & Sub Plot; Screenplay- Definition & Concept; Types of Screenplays; First Draft.

Unit IV: Scene- Definition & Concept; How to create a Scene; How to write a Scene; Structure of Scene; Sequence- Definition & Concept; Creating a Sequence; Character- Definition & Concept; Character Categories; Creating Characters & Character Biography; Character Conflict- Definition & Concept; Types of Conflict.

Unit V: Dialogue- Definition & Concept; Function of Dialogue; Types of Dialogue; Dialogue Format; Significance of Dialogue; Shooting Script- Definition & Concept; Importance of Shooting Script; Elements of Shooting Script; Shooting Script Template; Screenplay Writing Software.

Assessment					Strategies					
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (100% Weightage)				Technology	Pedagogy / Andragogy	Sustainable Development		
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*			✓	✓	
		(20%)	(20%)	(40%)	(20%)					
		Theory (%)	Theory (%)	Theory (%)	Theory (%)					
1	Remember	40	40	40	40	Simulations	✓	Case Studies	✓	No Poverty
2	Understand					Emulations	✓	Group Discussion	✓	Zero Hunger
3	Apply	40	40	40	40	Prototypes		Hands-on Practice	✓	Good Health & Well Being
4	Analyze					Hands-on Practice Tools	✓	Inquiry Learning	✓	Quality Education
5	Evaluate	20	20	20	20	Mathematical Computing Tools		Interactive Lecture	✓	Gender Equality
6	Create					Field Visit		Leading Question	✓	Clean Water & Sanitation
Total %		100	100	100	100			Mind Map	✓	Affordable & Clean Energy
								Minute Paper		
								Peer Review	✓	
								Problem Based Learning	✓	

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	Syd Field (2005). Screenplay: The Foundations of Screenwriting, Bantam Dell, New York.	2	Joan Denise Humphries (2018). The Ultimate Course Book on How to Write a Screenplay, JNR Publishing Group, New Delhi.
3	Trevor Meyer (2018). Screenwriting: A Screenwriter's Guide to Mastering Story Craft and Writing a Successful Screenplay, Routledge, New York.	4	Jennifer Chase (2009). How to Write a Screenplay - A Step-by-Step Process, JEC Press, USA.
5	Richard Walter (2010). Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing, Penguin Book, USA.		

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 <i>Mr. Arjun V</i> Senior Design Specialist Novartis Healthcare Thiruvanniyur, Chennai- 600041 Tamil Nadu, India	1 <i>Dr. M Sri Hari</i> Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India	1 <i>Dr. Padmanabhan T, Assistant Professor & Head,</i> VISCOM, FSH, SRMIST, KTR
		2 <i>Dr. Rajesh R, Associate Professor,</i> VISCOM, FSH, SRMIST, KTR
		3 <i>Dr. Harie Karthikeyan, Assistant Professor,</i> VISCOM, FSH, SRMIST, KTR

Code	PVC25G03T	Title	Creative Writing	Category	G	Generic Elective Courses	L	T	P	C
							2	0	0	2

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)												
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CR-1	To introduce the concept of creative writing								1	2	3	4	5	6	7	8	9	10	11	12	
CR-2	To familiarize students with the process of writing poetry, fiction, and drama																				
CR-3	To train students to write the various forms																				
CR-4	To prepare students to write for the media																				
CR-5	To encourage students to write for publication																				

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Program Outcomes (PO)											
									1	2	3	4	5	6	7	8	9	10	11	12
CO-1	Students would learn the concept of creative writing	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3
CO-2	Students would know the process of writing poetry, fiction, and drama	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3
CO-3	Students would understand the write of various forms		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3
CO-4	Students would gain knowledge on write for the media	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3
CO-5	Students would know to write for publication	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3

Title & Session Outcomes	Creative Writing	Language	Character	Plot & Structure	Revising & Editing
Duration (hour)	6	6	6	6	6
SO-1	Creative Writing- Concept	Language- Concept	Character- Concept	Plot & Structure- Concept	Revising & Editing- Concept
SO-2	Understanding Creative Writing	Power of Language	Character Development	Understanding Narrative Arc	Techniques for Self-editing
SO-3	Exploring Genres	Reading Exemplary Texts	Creating Believable Characters	Plot Points & Pacing	Techniques for Revising

SO-4	<i>Finding Inspiration</i>	<i>Analysis of Exemplary Texts</i>	<i>Compelling Characters</i>	<i>Introduction to Poetic Forms</i>	<i>Importance of feedback & revision</i>
SO-5	<i>Establishing a Writing Practice</i>	<i>Imagery & Sensory Details</i>	<i>Creating Character Sketches & Dialogue</i>	<i>Creative Non-fiction</i>	<i>Writing Process- From inspiration to publication</i>
SO-6	<i>Exploring different Narrative perspectives</i>	<i>Figurative Language</i>	<i>Character Motivation</i>	<i>Exploring Personal Essays & Memoirs</i>	<i>Exploring Different Publishing Options</i>

Unit I: Creative Writing- Concept; Understanding Creative Writing; Exploring Genres; Finding Inspiration; Establishing a Writing Practice.

Unit II: Language- Concept; Power of Language; Reading Exemplary Texts; Analysis of Exemplary Texts; Imagery & Sensory Details; Figurative Language.

Unit III: Character- Concept; Character Development; Creating Believable Characters; Compelling Characters; Creating Character Sketches & Dialogue; Character Motivation.

Unit IV: Plot & Structure- Concept; Understanding Narrative Arc; Plot Points & Pacing; Introduction to Poetic Forms; Creative Non-fiction; Exploring Personal Essays & Memoirs.

Unit V: Revising and Editing- Techniques for self-editing and revising; Importance of feedback and revision; Writing Process- From inspiration to publication; Exploring different publishing options.

Assessment					
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (100% Weightage)			
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*
		(20%)	(20%)	(40%)	(20%)
		Theory (%)	Theory (%)	Theory (%)	Theory (%)
1	Remember	40	40	40	40
2	Understand				
3	Apply	40	40	40	40
4	Analyze				
5	Evaluate	20	20	20	20
6	Create				
Total %		100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
Hands-on Practice Tools	✓	Inquiry Learning	✓	Quality Education
Mathematical Computing Tools		Interactive Lecture	✓	Gender Equality
Field Visit		Leading Question	✓	Clean Water & Sanitation
		Mind Map	✓	Affordable & Clean Energy
		Minute Paper		
		Peer Review	✓	
		Problem Based Learning	✓	

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>Dr Michael Dean Clark (2018). Creative Writing in the Digital Age: Theory, Practice, and Pedagogy, Bloomsbury Academic India, India.</i>	2	<i>Ramesh Menon (2025). Art Of Creative Writing, Har-Anand Publications Pvt Ltd, First Edition, India.</i>
3	<i>James C. Kaufman (2009). Psychology of Creative Writing, Cambridge University Press, First Edition, India.</i>	4	<i>Suvarna Bhajanka (2019). Creative Writing, Blueberry Books, First Edition, India.</i>
5	<i>Delhi University (2008). Creative Writing: A Beginner's Manual, Pearson India, New Delhi.</i>		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanmiyur, Chennai- 600041 Tamil Nadu, India</i>	1	<i>Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India</i>	1	<i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

Code	PCD25AE1T	Title	Comprehensive Skills in Quantitative and Logical Reasoning				Category	AE	Ability Enhancement Course	L	T	P	C
									2	0	0	2	

Offering Department	Career Guidance	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	Build a strong foundation in numerical concepts and arithmetic techniques, enabling learners to solve mathematical problems accurately and efficiently.																						
CR-2	Equip learners with essential skills for understanding and solving financial and proportional reasoning problems relevant to real-life scenarios and career needs.																						
CR-3	Develop problem-solving skills in time, work, speed, distance, and ratio-based applications, enabling learners to tackle real-world mathematical challenges efficiently.																						
CR-4	Enhance learners' logical reasoning and data interpretation skills, enabling them to solve real-life problems involving clocks, calendars, directions, relationships, and data analysis.																						
CR-5	Sharpen learners' logical thinking and problem-solving abilities, helping them develop skills in tackling number puzzles, logical puzzles, reasoning-based problems, and coding challenges.																						
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning			
CO-1	Apply numerical methods to solve problems involving number classification, divisibility tests, progressions, HCF & LCM, simplification techniques, and vinculum-based calculations.	✓	✓	✓	✓	1	85	75	-	3	1	3	1	-	-	-	2	-	-	-			
CO-2	Calculate interest, analyze profit and loss, and solve problems related to percentages, discounts, permutations, combinations, and probability, enhancing their quantitative reasoning skills.	✓	✓	✓	✓	3	85	75	-	3	1	3	1	-	-	-	2	-	-	-			
CO-3	Solve problems related to time and work, speed and distance, boats and streams, mixtures and alligations, height and distance, and age-based calculations with accuracy and efficiency.	✓	✓	✓	✓	4	85	75	-	3	1	3	1	-	-	-	2	-	-	-			
CO-4	Solve problems related to clocks, calendars, directions, blood relations, and interpret data from various graphical representations, including tables, bar charts, pie charts, and line graphs, with accuracy and clarity.	✓	✓	✓	✓	4	85	75	-	3	1	3	1	-	-	-	2	-	-	-			
CO-5	Solve number puzzles, logical puzzles, sequential output tracing, and reasoning problems, as well as alphanumeric series and coding/decoding problems, with precision and speed.	✓	✓	✓	✓	5	85	75	-	3	1	3	1	-	-	-	2	-	-	-			

Title & Session Outcomes	Numbers and Basic Arithmetic	Business Mathematics and Applications	Applied Arithmetic Problems	Logical Reasoning and Data Interpretation	Reasoning and Puzzle Solving
Duration (hour)	6	6	6	6	6
S-1	Classification of Numbers & Tests of Divisibility	Problems on Averages and Percentage	Time and work - Problems	Clock - Problems	Number Puzzles - Problems

S-2	Unit Digit & Trailing Zeroes	Problems on Discount	Time, Speed and Distance Problems	Problems on Calendar	Logical Puzzles –Problems
S-3	Arithmetic Progression Geometric Progression	Problems on Simple Interest and Compound Interest	Boats and Streams - Problems	Direction Sense - Problems	Sequential Output Tracing - Problems
S-4	Highest Common Factor (HCF) Least Common Multiples (LCM)	Profit and Loss - Problems	Mixtures and Alligations - Problems	Blood relation-Problems	Inductive, Logical, Abstract and Diagrammatic Reasoning - Problems
S-5	Simplification - Problems	Permutation and Combination – Problems	Height and Distance - Problems	Data Interpretation – Table and Bar chart	Alphanumeric Series - Problems
S-6	Virnaculum - Problems	Problems on Probability	Problems based on Ages	Data Interpretation – Pie Chart and Line graph	Coding and Decoding - Problems

Assessment					
Continuous Learning Assessment (CLA) (100% Weightage)					
Bloom's Level of Thinking		CLA – 1	CLA - 2	CLA - 3	CLA – 4*
		(20%)	(20%)	(30%)	(30%)
		Theory (%)	Theory (%)	Theory (%)	Theory (%)
1	Remember	40	40	40	40
2	Understand				
3	Apply	40	40	40	40
4	Analyze				
5	Evaluate	20	20	20	20
6	Create				
Total %		100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	
Emulations	✓	Group Discussion	✓	Zero Hunger	
Prototypes		Hands-on Practice	✓	Good Health & Well Being	
Hands-on Practice Tools	✓	Inquiry Learning	✓	Quality Education	✓
Mathematical Computing Tools		Interactive Lecture	✓	Gender Equality	
Field Visit		Leading Question	✓	Clean Water & Sanitation	
		Mind Map	✓	Affordable & Clean Energy	
		Minute Paper			
		Peer Review	✓		
		Problem Based Learning	✓		

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>Dr. Agarwal. R. S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition</i>	2	<i>Archana Ram, PlaceMentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018</i>
3	<i>Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5th Edition</i>	4	<i>Edgar Thrope, Test of Reasoning for Competitive Examinations, Tata McGraw Hill, 6th Edition</i>

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Varadha Rajan M (External Expert), Assistant Manager – Human Resources, Justdial Limited, Chennai – 600015 varadha1723@gmail.com</i>	1	<i>Dr. Premavathy M, Associate Professor, Department of English Center for Distance and Online Education, Bharathidasan University, Tiruchirappalli – 620024 drmpremavathy@bdu.ac.in</i>	1	<i>Dr. Deepalakshmi S, Head, Department of Career Guidance Cell, FSH, SRMIST</i>
				2	<i>Dr. Sathish K, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST</i>
				3	<i>Dr. Aarthi S, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST</i>

Semester - II

Code	PVC25104T	Title	Theories of Visual Analysis	Category	C	Core	L	T	P	C
							4	0	0	4

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)																		
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12							
CR-1	To acquire the knowledge of semiotics																										
CR-2	To understand the significance of psychoanalyses																										
CR-3	To comprehend and practicing feminism																										
CR-4	To afford the knowledge of various modernism & post-modernism																										
CR-5	To know about Marxism																										
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning							
CO-1	Students would learn the key concepts of semiotics	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3							
CO-2	Students would know the significance of psychoanalyses	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3							
CO-3	Students would gain knowledge feminism		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3							
CO-4	Students would learn various approaches to modernism & post-modernism	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3							
CO-5	Students would learn about Marxism	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3							

Title & Session Outcomes	Semiotics	Psychoanalyses	Feminism	Modernism & Post modernism	Marxism
Duration (hour)	12	12	12	12	12
SO-1	Semiotics- Concept	Psychoanalysis- Definition	Feminism- Concept	Modernism & Modernism Era	Marxism- Concept
SO-2	History & development of Semiotics	Concepts of Psychoanalysis	Development of Feminism- Ancient World, First Wave	Characteristics of Modernism	Communism, Capitalism & Socialism- Concept

SO-3	<i>Pioneers of Semiotics</i>	<i>Psychoanalysis- Origin & Development</i>	<i>Development of Feminism- Ancient World, First Wave</i>	<i>Modern & Modernity- Concept</i>	<i>Capitalism Vs Communism</i>
SO-4	<i>Models of Sign- Saussure's Model</i>	<i>Psychoanalytic Techniques</i>	<i>Development of Feminism- Ancient World, First Wave</i>	<i>Ideas of the Enlightenment</i>	<i>History of Marx's Theory- Economics & Class Conflict Theory</i>
SO-5	<i>Models of Sign- Peirce's Model</i>	<i>Process of Psychoanalytic</i>	<i>Development of Feminism- Second wave of feminism</i>	<i>Postmodernism- Concept & Characteristics</i>	<i>Strengths of Marxist Theory</i>
SO-6	<i>Modes of Sign- Symbol, Icon, Index</i>	<i>Psychoanalysis as a Cultural Theory- Sigmund Freud Theory</i>	<i>Development of Feminism- Third wave of feminism</i>	<i>Impact of Postmodernism</i>	<i>Limitations of Marxist Theory</i>
SO-7	<i>Semantics- Concept & Areas of Semantic</i>	<i>Psychoanalysis as a Cultural Theory- Jacques Lacan Theory</i>	<i>Development of Feminism- Fourth wave of feminism</i>	<i>Modernism Vs Postmodernism</i>	<i>Criticism of Marx's Theory</i>
SO-8	<i>Syntagmatic Analysis- Text & Audio-visual</i>	<i>Psychoanalysis as a Cultural Theory- Mulvey's Film Theory</i>	<i>Characteristics & Types of Feminism</i>	<i>Colonialism- Concept & Imperialism Vs Colonialism</i>	<i>Globalization & Marx Understanding of Globalization</i>
SO-9	<i>Codes- Gestalt Principles</i>	<i>Gaze- Concept</i>	<i>Diversity of Feminism & Feminism as Anti-Sexism</i>	<i>History of Colonialism</i>	<i>Marxist Media Theory- Liberal Pluralism and Capitalist Society & Ideology</i>
SO-10	<i>Codes- Visual Codes</i>	<i>Forms of Gaze</i>	<i>Feminist Film Theory</i>	<i>Types of Colonialism</i>	<i>Differences within Marxism Media Theory</i>
SO-11	<i>Typologies of codes</i>	<i>Psychoanalysis Media Studies</i>	<i>Different approach to Feminist</i>	<i>Post Colonialism- Concept</i>	<i>Marxist Film Theory</i>
SO-12	<i>Subfields in Semiotics</i>	<i>Psychoanalytic Film Approach</i>	<i>Scopophilia- Definition & Concept</i>	<i>Impact of Post Colonialism</i>	<i>Other Marxist theories- Apparatus & Screen theory</i>

Unit I: Semiotics- Definition & Concept; Semiotics- History & development; Pioneers of Semiotics; Sign- Definition & Concept; Models of Sign- Saussure's Model & Peirce's Model; Modes of Sign- Symbol, Icon, Index; Semantics- Definition & Concept; Areas of Semantic- Symbol & Referent, Words & Lexemes, Denotation & Connotation, Implication, Pragmatics, Ambiguity, Metaphor & Simile, Synonym, Antonym & Hyponym; Syntactic- Definition & Concept; Syntagmatic Analysis- Text & Audio-visual; Codes- Definition & Concept; Codes- Gestalt Principles & Visual Codes; Typologies of codes; Subfields in Semiotics.

Unit II: Psychoanalysis- Definition; Concept of Psychoanalysis- Unconscious, Resistance, Transference; Psychoanalysis- Historical & Development; Psychoanalytic Techniques- Anamnesis, Free Associations Method, Freudian Slips and Mistakes, Analysis of Dreams; Process of Psychoanalytic; Psychoanalysis as a Cultural Theory- Sigmund Freud Theory, Jacques Lacan Theory, Mulvey's Film Theory; Gaze- Definition & Concept; Forms of Gaze; Psychoanalysis- Television & Film Studies; Psychoanalytic- Film Theory & Theorist.

Unit III: Feminism- Definition & Concept; Feminism- Historical & Development- Ancient World, First Wave, Second Wave, Third Wave of Feminism; Development of Feminism in India; Characteristics of Feminism; Types of Feminism- Liberal Feminism, Radical Feminism, Marxist Feminism, Cultural Feminism; Feminism & Diversity of Women; Feminism as Anti-Sexism; Feminist Film Theory; Different approach to Feminist film theory- Postcolonial Feminism, Third-World Feminism; Scopophilia- Definition & Concept.

Unit IV: Modernism- Definition & Concept; Modernism Era; Characteristics of Modernism; Modern- Definition & Concept; Modernity- Definition & Concept; Ideas of the Enlightenment; Postmodernism- Definition & Concept; Characteristics of Postmodernism; Impact of Postmodernism- Culture, Education, Media, Cinema; Modernism Vs Postmodernism; Colonialism- Definition & Concept; Imperialism Vs Colonialism; History of Colonialism; Types of Colonialism- Settler, Exploitation, Plantation, Surrogate, Internal; Post Colonialism- Definition & Concept.

Unit V: Marxism- Definition & Concept; Communism- Definition & Concept; Capitalism- Definition & Concept; Difference between Capitalism & Communism; Socialism- Definition & Concept; History of Marx's Theory- Marxian Economics & Marxist Class Conflict Theory; Criticism of Marx's Theory; Limitations of Marxist Theory; Strengths of Marxist Theory; Globalization- Definition & Concept; Marx Understanding of Globalization; Marxist Media Theory- Liberal Pluralism and Capitalist Society & Ideology; Differences within Marxism Media Theory; Marxist Film Theory; Other theories- Apparatus theory & Screen theory.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA - 1	CLA - 2	CLA - 3	CLA - 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources							
1	<i>Theo Van Leeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi.</i>			2	<i>Ives Hendrick (2011). Facts and Theories of Psychoanalysis, Reprint, Routledge, USA.</i>		
3	<i>Walters (2006). Feminism: A Very Short Introduction, Reprint Edition, Oxford University Press, UK.</i>			4	<i>Brian McHale (2015). The Cambridge Introduction to Postmodernism, First Edition, Cambridge English, UK.</i>		
5	<i>Anna Kornbluh (2019). Marxist Film Theory and Fight Club (Film Theory in Practice), Bloomsbury Academic, USA.</i>						

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 <i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanmiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i>	1 <i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i>	1 <i>Dr. Padmanabhan T, Assistant Professor & Head,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
		2 <i>Dr. Rajesh R, Associate Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
		3 <i>Dr. Harie Karthikeyan, Assistant Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>

SO-3	Historical Background- Government of India Act, 1935	Political Executive- Prime Minister & Council of Ministers	High Court- Structure and jurisdiction	Media Laws in India- Indian Press Act 1910	Regulating the Media Industry- Cinematograph (Amendment) Bill, 2024
SO-4	Historical Background- Indian Independence Act, 1947	Legislature of the Union- Lok Sabha- Formation & Powers	District & Session Court- Structure and jurisdiction	Media Laws in India- Vernacular Press Act	Regulating the Media Industry- Cine-workers and Cinema Theatre Workers Act, 1981
SO-5	Indian Constitution- Salient Features	Legislature of the Union- Rajya Sabha- Formation & Powers	Citizen Oriented Measures- Right to Information	Media Laws in India- Indian Telegraph Act, 1885	Indian Penal Code (IPC) & Criminal Procedure Code (CrPC)
SO-6	Indian Constitution- Preamble	Legislature of the Union- Parliamentary Committees & Nomination of Members	Citizen Oriented Measures- Public Interest Litigation	Indian Wireless Telegraphy Act, 1933	Regulating the Media Industry- Prasar Bharati Act 1990
SO-7	Indian Constitution- Fundamental of Rights	Public Services- Administrative & Police	Indian Penal Code (IPC) & Criminal Procedure Code (CrPC)	Post Independent Media Laws- Working Journalists Act 1955	Regulating the Media Industry- Television Network (Regulation) Act 1995
SO-8	Indian Constitution- Fundamental of Duties	Government of the States- Governor- Nomination & Powers	Secretariat & Directorate- Structure & Functions	Post Independent Media Laws- Newspaper (Price and Page) Act, 1956	Regulating the Media Industry- Radio, Television and Video Cassette Recorder Sets Rules 1997
SO-9	Indian Constitution- Directive Principles of State Policy	Government of the States- Chief Minister & Council of Ministers	Collectorate- Structure & Functions	Post Independent Media Laws- Copyright Act 1957	Regulating the Media Industry- Information Technology Act 2000
SO-10	Indian Constitution- Provisions of Amending the Constitution	Legislative Assembly- Formation & powers	Local Government- Zila Panchayat (District)	Specified Press Laws- Contempt of Courts Act 1971 & 2005	Cable Television Networks (Regulation) Amendment Act, 2011
SO-11	Freedom of Speech & Expression- Article 19 (1) (a)	Legislative Council- Formation & powers	Local Government- Panchayat Samiti (Block)	Post Independent Media Laws- Press Council Act 1978	Cyber Laws- Concept
SO-12	Freedom of Speech & Expression- Article 19 (2)	Election Commission- Powers and Functions	Local Government- Gram Panchayat (Village)	Specified Media Laws- Law of Defamation	Cyber Laws in India

UNIT I: Constitution- Structure & Principle; Making of Indian Constitution; Historical Background- Government of India Act, 1935 & Indian Independence Act, 1947; Indian Constitution- Salient Features & Preamble; Fundamental of Rights & Duties; Directive Principles of State Policy; Freedom of Speech & Expression; Features of Article 19 (1) (a) & Article 19 (2) of Indian Constitution; Provisions of Amending the Constitution.

Unit II: Government of the Union; President & Vice President of India- Election and Powers; Political Executive- Prime Minister & Council of Ministers; Legislature of the Union- Lok Sabha & Rajya Sabha- Formation & Powers; Parliamentary Committees; Nomination of Members of Parliament; Public Services; Government of the States; Governor- Nomination & Powers; Chief Minister & Council of Ministers; Legislative Assembly- Formation & powers; Legislative Council- Formation & powers; Election Commission- Powers and Functions.

Unit III: Judiciary; Features of judicial system in India; Supreme Court- Structure and jurisdiction; High Court- Structure and jurisdiction; District & Session Court- Structure and jurisdiction; Citizen Oriented Measures- Right to Information & Public Interest Litigation; Secretariat, Directorate and Collectorate- Structure & Functions; Local Government- Zila Panchayat (District), Panchayat Samiti (Block), Gram Panchayat (Village)- Powers & Functions.

Unit IV: Media Laws- Definition & Concept; History of Media Laws in India- Press and Registration of Books Act 1867, Indian Press Act 1910, Vernacular Press Act; Post Independent Media Laws- Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955, Copyright Act 1957, Press Council Act 1978; Specified Press Laws- Law of Defamation, Contempt of Courts Act 1971 &

Act 2005.

Unit V: Regulating the Media Industry- Cinematography Act 1952, The Cine-workers, and Cinema Theatre Workers (Regulation of Employment) Act 1981, The Prasar Bharati (Broadcasting Corporation of India) Act 1990, Television Network (Regulation) Act 1995, Cable Television Networks (Regulation) Act 1995, The Radio, Television and Video Cassette Recorder Sets (Exemption from Licensing Requirements) Rules 1997, The Information Technology Act 2000, Basics Cyber laws.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA - 1	CLA - 2	CLA - 3	CLA - 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	Theory (%)
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources							
1	<i>Durga Das Basu (2019). Introduction to the Constitution of India, 24th Edition, Lexis Nexis, New Delhi.</i>			2	<i>Valerian Rodrigues & B.L. Shankar (2014). The Indian Parliament: A Democracy at Work, Reprint edition, Oxford University Press, UK.</i>		
3	<i>Austin Granville (2003). Working in a Democratic Constitution: A History of the Indian Experience, First Edition, Oxford University Press, UK.</i>			4	<i>Vishnoo Bhagwan (2011). Indian Administration, First Edition, S Chand & Company.</i>		
5	<i>Devesh Kapur & Pratap Bhanu Mehta (2007). Public Institutions in India: Performance and Design, First Edition, Oxford University Press, UK.</i>						

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 <i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanmiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i>	1 <i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i>	1 <i>Dr. Padmanabhan T, Assistant Professor & Head,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
		2 <i>Dr. Rajesh R, Associate Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
		3 <i>Dr. Harie Karthikeyan, Assistant Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25106T	Title	Film Production Techniques	Category	C	Core	L	T	P	C
							4	0	0	4

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	To acquire the knowledge of filmmaking process																						
CR-2	To understand the importance of cinematography																						
CR-3	To understand the lighting and its importance																						
CR-4	To understand the sound and its importance																						
CR-5	To afford the knowledge on editing and its importance																						
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning			
CO-1	Students would learn the knowledge of filmmaking process	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3			
CO-2	Students would know the importance of cinematography	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3			
CO-3	Students would gain knowledge on lighting and its importance		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3			
CO-4	Students would learn about the sound and its importance	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3			
CO-5	Students would learn about editing and its importance	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3			

Title & Session Outcomes	Production	Cinematography	Lighting	Editing	Sound
Duration (hour)	12	12	12	12	12
SO-1	Film Production process- Concept	Movie Camera- Concept	Lighting- Nature & characteristics of lighting	Editing- Concept	Sound- Nature & Aesthetics
SO-2	Pre-Production- Scripting, Scene Breakdown & Location Hunting	Parts of Movie Cameras- Focus, Irish, Shutter Speed, Lens, Film	Functions of Lighting	Editing Principles- Timing & Space	Sound Waves- Basics of sound waves
SO-3	Production Team- Talents & Technicians	Digital Movie Camera- Concept	The Light Source- Hard light & Soft Light	Editing Procedure	Characteristics of Sound Waves

SO-4	Production Team- Production & Administrative	Parts of Digital Movie Cameras- Sensor, Lens, Storage	Lighting Technique- Flat Surface, Three Point & Lighting People	Splice Editing- Editing Table, Moviolo & Flat bed	Sound Process- Optical & Magnetic Process
SO-5	Budgeting- Concept	Parts of Digital Movie Cameras- White Balance & Colour Temperature	Lighting Equipment- Tungsten & Quartz lights	Splice Editing- Editing Equipment	Dolby Sound- Surround Sound & Dolby Stereo
SO-6	Production- Shooting Script & Call Sheet	Types of Digital Movie Camera- Arri Alexa, Blackmagic, Canon Cinema EOS	Lighting Equipment- Gas discharge & Fluorescent Tubes	Linear Editing- Assemble & Insert	Dolby Sound- Digital Theatre System (DTS) & Dolby Digital
SO-7	Production- Continuity Log Sheet & EDL	Types of Digital Movie Camera- Red Epic, Sony CineAlta	Lighting Accessories- Barn Door, Gel Paper & Diffuser	Linear Editing- Editing Equipment	Types of Sound- Speech & Voice-over
SO-8	Post Production- Editing, Dubbing, Music & Titling	Image sensor- Resolution & Frame Rates	Lighting Accessories- Cutter, Net & Reflector	Non-Linear Editing- Video Capturing, Editing & Rendering	Types of Sound- Sound Effects
SO-9	Film Distribution- Distribution Process	Image sensor- Codecs, Bit Rates and Raw	Basic lighting approach- Subject & camera	Non-Linear Editing- Editing Equipment	Microphones- Carbon & Dynamic Microphones
SO-10	Film Distribution- Distribution Area- India & Tamil Nadu	Aspect Ratio & Framing- Concept	Basic lighting approach- Surrounding & atmosphere	Adding Graphics- Titling & Special Effects	Microphones- Ribbon & Condensor Microphones
SO-11	Film Distribution- Distribution Approach	Standard Shot Size- Long, Mid, Close-up shots	Lighting for different situations- Interviews, indoor & outdoor	Compositing Techniques- Traditional & Digital Compositing	Microphones- Cordless Mic & Lapel Mic
SO-12	Exhibition & Film Promotion	Camera Movements- Pan, Tilt, Trolley, Crane & Dolly	Lighting- Safety Measures & check list	Compositing Techniques- Rotoscopy & Colour Correction	Sound Mixer- Dubbing & Music Mixing

UNIT I: Film Production process- Definition & Concept; Stages of Film Production; Pre-Production- Scripting, Scene Breakdown; Location Hunting; Production Team- Talents, Technicians, Production & Administrative; Budgeting; Production- Shooting Script, Call Sheet, Continuity Log Sheet, Edit Decision List (EDL); Post Production- Editing, Dubbing, Music & Titling; Film Distribution- Distribution Process, Distribution Area (India & Tamil Nadu), Distribution Approach; Exhibition; Film Promotion.

UNIT II: Movie Camera- Definition & Concept; Parts of Professional Movie Cameras- Focus, Iris, Shutter Speed, Lens, Film; Digital movie camera- Definition & Concept; Parts of Professional Movie Cameras- Sensor, Lens, Storage, White Balance & Colour Temperature; Types of Digital Movie Camera- Arri Alexa, Blackmagic, Canon Cinema EOS, Red Epic, Sony CineAlta; Image sensor- Resolution, Frame Rates, Codecs & Bit Rates and Raw; Types of Lens- Wide Angle, Normal, Tele & Zoom; Aspect Ratio & Framing- Standard Shot Size- Long, Mid, Close-up shots; Camera Movements- Pan, Tilt, Trolley, Crane & Dolly.

UNIT III: Lighting- Nature & Characteristics; Functions of Lighting; The Light Source- Hard light & Soft Light; Lighting Technique- Lighting Flat Surface, Three Point Lighting & Lighting People; Lighting Equipments- Tungsten, Quartz, Gas discharge lights & Fluorescent Tubes; Lighting Accessories- Barn Door, Gel Paper, Diffuser, Cutter, Net, Reflector; Basic lighting approach- subject, camera, surrounding & Atmosphere; Lighting for different situations- interviews, indoor & outdoor; Lighting Safety Measures; Lighting check list.

UNIT IV: Editing- Editing principles- Timing & Space; Editing procedure; Types of Editing- Splice Editing, Linear Editing & Non Linear Editing; Splice Editing- Editing Table, Moviolo & Editing Equipment; Linear Editing- Assemble, Insert & Editing Equipments; Non Linear Editing, Video Capturing, Editing Process, Rendering & Editing Equipments; Linear Vs Non-Linear Editing; Adding Graphics, Titling, Special Effects; Compositing Techniques-Traditional & Digital Compositing, Keying, Rotoscopy & Colour Correction.

UNIT V: Sound- Nature & Aesthetics; Basics of Sound Waves; Characteristics of Sound Waves; Sound Process- Optical Process & Magnetic Process; Dolby Sound- Surround Sound, Dolby Stereo, Digital Theatre System (DTS) & Dolby Digital; Types of Sound- Speech, Voice-over & Sound Effects; Microphones- Carbon Microphones, Dynamic Microphones, Ribbon Microphones, Condensor Microphones, Cordless Mic & Lapel

Mic; Sound Mixer- Dubbing & Music Mixing.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources					
1	<i>Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA.</i>			2	<i>Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK</i>
3	<i>Bastian Cleve (2017). Film Production Management: How to Budget, Organize and Successfully Shoot your Film, Fourth Edition, Routledge, USA.</i>			4	<i>Joseph Rogers (1998). Five C's of Cinematography: Motion Picture Filming Techniques, First Edition, Silman-James Press, US.</i>
5	<i>Daniel Arizon (1991). Grammar of the Film Language, Reprint Edition, Silman-James Press, US.</i>				

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<p>Mr. Arjun V</p> <p>Senior Design Specialist</p> <p>Novartis Healthcare</p> <p>Thiruvanniyur, Chennai- 600041</p> <p>Tamil Nadu, India</p>	1	<p>Dr. M Sri Hari</p> <p>Associate Professor and Head</p> <p>Department of Communication & Media Studies</p> <p>Bharathiar University</p> <p>Coimbatore- 641046, Tamil Nadu, India</p>	1	<p>Dr. Padmanabhan T, Assistant Professor & Head,</p> <p>VISCOM, FSH, SRMIST, KTR</p>
				2	<p>Dr. Rajesh R, Associate Professor,</p> <p>VISCOM, FSH, SRMIST, KTR</p>
				3	<p>Dr. Harie Karthikeyan, Assistant Professor,</p> <p>VISCOM, FSH, SRMIST, KTR</p>

Code	PVC25107T	Title	New Media and AI				Category	C	Core	L	T	P	C
									4	0	0	4	

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	To provide the mastery in basics of New Media																						
CR-2	To know the different concept of Social Media																						
CR-3	To understand the purpose of Podcasting																						
CR-4	To impart the fundamentals of Mobile Technology																						
CR-5	To learn the process of Artificial Intelligence																						

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Program Outcomes (PO)														
									1	2	3	4	5	6	7	8	9	10	11	12			
CO-1	Students would learn the basics of New Media	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3			
CO-2	Students would know the concept of Social Media	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3			
CO-3	Students would gain knowledge about Podcasting		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3			
CO-4	Students would learn fundamentals of Mobile Technology	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3			
CO-5	Students would learn to process of Artificial Intelligence	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3			

Title & Session Outcomes	New Media	Social Media	Podcasting	Mobile Technology	Artificial Intelligence
Duration (hour)	12	12	12	12	12
SO-1	Concept & Evolution of New Media	Social Media- Concept	Podcasting- Concept	Mobile Technology- Concept	Artificial Intelligence- Concept
SO-2	Scope & Characteristics of New Media	Evaluation of Social Media	History of Podcast	Importance & Use of Mobile Technology	History of Artificial Intelligence
SO-3	Elements & Functions of New Media	Role & Purpose of New Media	Characteristics & Elements of Podcast	Types of Mobile Technologies	Characteristics & Types of Artificial Intelligence

SO-4	<i>Types of New Media</i>	<i>Types of Social Media- Social Networks</i>	<i>Types of Podcasts- Interview & Monologue Podcast</i>	<i>Advantages & Disadvantages of Mobile Technology</i>	<i>Weak AI Vs Strong AI</i>
SO-5	<i>Advantages & Disadvantages of New Media</i>	<i>Types of Social Media- Media Sharing Networks</i>	<i>Types of Podcasts- Conversational & Panel podcast</i>	<i>Streaming & Types of streaming services</i>	<i>Deep Learning Vs Machine Learning</i>
SO-6	<i>New Media Vs Traditional Media</i>	<i>Types of Social Media- Discussion Forums</i>	<i>Types of Podcasts- Storytelling & Theater Podcast</i>	<i>Streaming Vs Broadcasting</i>	<i>Advantages and Disadvantages of Artificial Intelligence</i>
SO-7	<i>Information Technology- Concept</i>	<i>Types of Social Media- Bookmarking & Content Curation Networks</i>	<i>Types of Podcasts- Repurposed Content & Hybrid Podcast- I</i>	<i>Buffering- Concept</i>	<i>Applications of Artificial Intelligence</i>
SO-8	<i>Types & Services of Information Technology</i>	<i>Types of Social Media- Review Networks</i>	<i>Types of Podcasts- Creating and Publishing a Podcast</i>	<i>OTT Platforms (Over-the-Top)- Concept</i>	<i>Virtual Reality- Concept</i>
SO-9	<i>Computer Network- Concept</i>	<i>Types of Social Media- Blogging & Publishing Networks</i>	<i>Structure of Podcast</i>	<i>Types of OTT Platforms</i>	<i>Types & Applications of Virtual Reality</i>
SO-10	<i>Components of Computer Network</i>	<i>Benefits & Challenges of Social Media</i>	<i>How to Start a Podcast</i>	<i>OTT App Development- Concept</i>	<i>Advantages & Disadvantages of VR</i>
SO-11	<i>Types of Computer Networks</i>	<i>Social Media Marketing</i>	<i>Choosing Podcast Software</i>	<i>Types & Benefits of OTT Apps</i>	<i>Difference Between VR and AR</i>
SO-12	<i>Classification of Networks</i>	<i>Attributes of Social Media</i>	<i>Podcast Equipment</i>	<i>Developing an OTT Apps</i>	<i>Future of Virtual Reality</i>

Unit I: New Media- Definition & Concept; Evolution of New Media; Scope of New Media; Characteristics of New Media; Elements of New Media; Functions of New Media; Types of New Media- Social Networking, Blogging, Email, Music & Television Streaming Services, Virtual & Augmented Reality, Websites; New Media Vehicles; Advantages of New Media; Disadvantages of New Media; New Media Vs Traditional Media; Careers in New Media; Information Technology- Definition & Concept; Information Technology Services; Types of Information Technology; Computer Network- Definition & Concept; Components of Computer Network; Types of Computer Networks; Classification of Networks.

Unit II: Social Media- Definition & Concept; Evaluation of Social Media; Role of Social Media; Purpose of New Media; Types of Social Media- Social Networks: Facebook, Twitter, LinkedIn- Media Sharing Networks: Instagram, Snapchat, YouTube- Discussion Forums: Reddit, Quora, Digg- Bookmarking & Content Curation Networks: Pinterest, Flipboard- Review Networks: Yelp, Glassdoor, Google Business Profile- Blogging & Publishing Networks: WordPress, Tumblr, Medium- Interest-Based Networks: Goodreads, Houzz, Last.fm; Benefits of Social Media; Challenges of Social Media; Social Media Marketing; Attributes of Social Media.

Unit III: Podcasting- Definition & Concept; History of Podcast; Characteristics of Podcast; Elements of Podcast; Types of Podcasts- Interview Podcast, Monologue Podcast, Conversational Podcast, Panel podcast, Storytelling Podcast, Theater Podcast, Repurposed Content Podcast & Hybrid Podcast; Purpose of Podcast; Advantages of Podcast; Creating and Publishing a Podcast; Structure of Podcast; How to Start a Podcast; Choose Podcast Software; Podcast Equipment.

Unit IV: Mobile Technology- Definition & Concept; Importance of Mobile Technology; Types of Mobile Technologies; Use of Mobile Technology; Advantages of Mobile Technology; Disadvantages of Mobile Technology; Streaming- Definition & Concept; Types of streaming services- Live Streaming, Video Streaming, Music Streaming, Streaming Games & Streaming Apps; Streaming vs. Broadcasting; Benefits of Streaming; Problems with Streaming; Buffering- Definition & Concept; OTT Platforms (Over-the-Top)- Definition & Concept; Types of OTT Platforms; OTT App Development- Definition & Concept; Types of OTT Apps; Benefits of OTT Apps; Developing an OTT App.

Unit V: Artificial Intelligence- Definition & Concept; History of Artificial Intelligence; Characteristics of Artificial Intelligence; Types of Artificial Intelligence; Weak AI Vs Strong AI; Deep Learning Vs Machine Learning; Goals of Artificial Intelligence; Advantages and Disadvantages of Artificial Intelligence; Applications of Artificial Intelligence; Artificial Intelligence in E-Commerce, Education, Lifestyle, Robotics, Agriculture, Gaming, Automotive Industry & Data Security; Virtual Reality- Definition & Concept; Types of Virtual Reality; Need for Virtual Reality; Applications of Virtual Reality; Accessories of Virtual Reality; Advantages and Disadvantages of VR; Difference Between VR and AR; Future of Virtual Reality.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources					
1	<i>Andrew Dewdney and Peter Ride (2006). The New Media Handbook, First Edition, Routledge, India.</i>	2	<i>Guy Kawasaki and Peg Fitzpatrick (2014). Art of Social Media: Power Tips for Pow, First Edition, Penguin Books Ltd, UK.</i>		
3	<i>Bhargavi Swami and Cyrus Broacha (2021). P for Podcast: Learn A to P of Podcasting, First Edition, Write Order Publications, India.</i>	4	<i>Lavika Goel (2021). Artificial Intelligence: Concepts and Applications, First Edition, Wiley India Pvt Ltd., India.</i>		
5	<i>Allison Druin (2009). Mobile Technology for Children: Designing for Interaction and Learning, Illustrated Edition, India.</i>				

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 <i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanmiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i>	1 <i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i>	1 <i>Dr. Padmanabhan T, Assistant Professor & Head,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
		2 <i>Dr. Rajesh R, Associate Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
		3 <i>Dr. Harie Karthikeyan, Assistant Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25D04L	Title	UI and UX Design				Category	D	Discipline Elective Courses	L	T	P	C
									0	0	8	4	

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)													
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12		
CR-1	To provide the mastery in Drawing and Painting Tools																					
CR-2	To know the different concept of Manipulating Objects and Animation																					
CR-3	To understand the purpose of Layout and Formats																					
CR-4	To impart the fundamentals of Visual Design Specification, Wireframe & Platform																					
CR-5	To learn the process of Basics of Prototype																					

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Program Outcomes (PO)													
									1	2	3	4	5	6	7	8	9	10	11	12		
CO-1	Students would learn the basics of Drawing and Painting Tools	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3		
CO-2	Students would know the concept of Manipulating Objects and Animation	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3		
CO-3	Students would gain knowledge about Layout and Formats		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3		
CO-4	Students would learn fundamentals of Visual Design Specification, Wireframe & Platform	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3		
CO-5	Students would learn to process of Basics of Prototype	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3		

Title & Session Outcomes	CO-1	CO-2	CO-3	CO-4	CO-5
Duration (hour)	24	24	24	24	24
S-1 to S-3	Exploring the Drawing and Painting Tools-1	Manipulating Objects and Animation-1	Basics of Layout and Formats- 1	Visual Design Specification, Wireframe, Platform-1	Basics of Prototype-1
S-4 to S-6	Exploring the Drawing and Painting Tools-2	Manipulating Objects and Animation-2	Basics of Layout and Formats- 2	Visual Design Specification, Wireframe, Platform-2	Basics of Prototype-2
S-7 to S-9	Exploring the Drawing and Painting Tools-3	Manipulating Objects and Animation-3	Basics of Layout and Formats-3	Visual Design Specification, Wireframe, Platform-3	Basics of Prototype-3

S-10 to S-12	Exploring the Drawing and Painting Tools-4	Manipulating Objects and Animation-4	Basics of Layout and Formats-4	Visual Design Specification, Wireframe, Platform-4	Basics of Prototype-4
S-13 to S-15	Exploring the Drawing and Painting Tools-5	Manipulating Objects and Animation-5	Basics of Layout and Formats-5	Visual Design Specification, Wireframe, Platform-5	Basics of Prototype-5
S-16 to S-18	Exploring the Drawing and Painting Tools-6	Manipulating Objects and Animation-6	Basics of Layout and Formats-6	Visual Design Specification, Wireframe, Platform-6	Basics of Prototype-6
S-19 to S-21	Exploring the Drawing and Painting Tools-7	Manipulating Objects and Animation-7	Basics of Layout and Formats-7	Visual Design Specification, Wireframe, Platform-7	Basics of Prototype-7
S-22 to S-24	Exploring the Drawing and Painting Tools-8	Manipulating Objects and Animation-8	Basics of Layout and Formats-8	Visual Design Specification, Wireframe, Platform-8	Basics of Prototype-8

Record Works:	
1	Develop Mobile Application with 10 Pages (Three exercise)
Assessment of Record Works: The students must submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Practice (%)	Practice (%)	Practice (%)	Practice (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	Joel Marsh (2016). <i>UX for Beginners: A Crash Course in 100 Short Lessons, First Edition</i> , O'Reilly Media, Canada.	2	Donald Chestnut and Kevin P. Nichols (2014). <i>UX For Dummies, First Edition, For Dummies</i> , UK
3	Jon Yablonski (2020). <i>Laws of UX: Using Psychology to Design Better Products & Services, First Edition</i> , O'Reilly Media, Canada.	4	Jenifer Tidwell, Charles Brewer and Aynne Valencia (2020). <i>Designing Interfaces: Patterns for Effective Interaction Design, Third Edition</i> , O'Reilly Media, Canada
5	Everett N McKay (2013). <i>UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication, First Edition</i> , Morgan Kaufmann, UK		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanmiyur, Chennai- 600041 Tamil Nadu, India	1	Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India	1	Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
				2	Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
				3	Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

Code	PVC25D05L	Title	Web Page Development and Publishing				Category	D	Discipline Elective Courses	L	T	P	C
									0	0	8	4	

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)																		
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12							
CR-1	To provide the mastery in Drawing and Painting Tools																										
CR-2	To know the different concept of Manipulating Objects and Animation																										
CR-3	To understand the purpose of Layout and Formats																										
CR-4	To impart the fundamentals of Dynamics web designing																										
CR-5	To learn the process of Static web designing																										
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning							
CO-1	Students would learn the basics of Drawing and Painting Tools	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3							
CO-2	Students would know the concept of Manipulating and Working with Graphics	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3							
CO-3	Students would gain knowledge about Layout and Formats		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3							
CO-4	Students would learn fundamentals of Dynamics web designing	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3							
CO-5	Students would learn to process of Static web designing	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3							

Title & Session Outcomes	CO-1	CO-2	CO-3	CO-4	CO-5
Duration (hour)	24	24	24	24	24
S-1 to S-3	Exploring the Drawing and Objects Tools-1	Manipulating and Working with Graphics-1	Basics of Layout and Formats-1	Basics of Dynamics web designing-1	Basics of Static web designing-1
S-4 to S-6	Exploring the Drawing and Objects Tools-2	Manipulating and Working with Graphics-2	Basics of Layout and Formats-2	Basics of Dynamics web designing-2	Basics of Static web designing-2
S-7 to S-9	Exploring the Drawing and Objects Tools-3	Manipulating and Working with Graphics-3	Basics of Layout and Formats-3	Basics of Dynamics web designing-3	Basics of Static web designing-3

S-10 to S-12	Exploring the Drawing and Objects Tools-4	Manipulating and Working with Graphics-4	Basics of Layout and Formats-4	Basics of Dynamics web designing-4	Basics of Static web designing-4
S-13 to S-15	Exploring the Drawing and Objects Tools-5	Manipulating and Working with Graphics-5	Basics of Layout and Formats-5	Basics of Dynamics web designing-5	Basics of Static web designing-5
S-16 to S-18	Exploring the Drawing and Objects Tools-6	Manipulating and Working with Graphics-6	Basics of Layout and Formats-6	Basics of Dynamics web designing-6	Basics of Static web designing-6
S-19 to S-21	Exploring the Drawing and Objects Tools-7	Manipulating and Working with Graphics-7	Basics of Layout and Formats-7	Basics of Dynamics web designing-7	Basics of Static web designing-7
S-22 to S-24	Exploring the Drawing and Objects Tools-8	Manipulating and Working with Graphics-8	Basics of Layout and Formats-8	Basics of Dynamics web designing-8	Basics of Static web designing-8

Record Works:	
1	Develop Mobile Application with 10 Pages (Three exercise)
Assessment of Record Works: The students must submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Practice (%)	Practice (%)	Practice (%)	Practice (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	Jason Beaird and James George (2014). <i>The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science</i> , Third Edition, SitePoint, USA.	2	Jon Duckett (2014). <i>Web Design with HTML, CSS, JavaScript and jQuery Set</i> , First Edition, John Wiley & Sons, USA.
3	Paul McFedries (2019). <i>Web Design Playground: HTML & CSS the Interactive Way</i> , First Edition, Manning Shelter Island, New York.	4	Jennifer Robbins (2018). <i>Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics</i> , Fifth Edition, O'Reilly Media, Canada.
5	Steve Krug (2013). <i>Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability</i> , Third Edition, New Riders, USA.		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanniyur, Chennai- 600041 Tamil Nadu, India	1	Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India	1	Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
				2	Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
				3	Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

S-10 to S-12	<i>Basics of ActionScript-2</i>	<i>Interface- Sound Settings-2</i>	<i>Balloon Saw Game- Game play-2</i>	<i>Frame work- Basic screen class-2</i>	<i>Frame work- Scoreboard script-4</i>
S-13 to S-15	<i>Game Framework- Basic & State Loop-1</i>	<i>Collision- Initializing the game loop-1</i>	<i>Balloon Saw Game- Breaking down the code-1</i>	<i>Frame work- Basic screen class-3</i>	<i>Frame work- Ending the game-1</i>
S-16 to S-18	<i>Game Framework- Basic & State Loop-2</i>	<i>Collision- Initializing the game loop-2</i>	<i>Balloon Saw Game- Breaking down the code-2</i>	<i>Frame work- Simple blitz button-1</i>	<i>Frame work- Ending the game-2</i>
S-19 to S-21	<i>Game Framework- Game timer & Event model-1</i>	<i>Collision- Movement of the Object-1</i>	<i>Balloon Saw Game- Animation-1</i>	<i>Frame work- Simple blitz button-2</i>	<i>Frame work- Ending the game-3</i>
S-22 to S-24	<i>Game Framework- Game timer & Event model-2</i>	<i>Collision- Movement of the Object-2</i>	<i>Balloon Saw Game- Animation-2</i>	<i>Frame work- Simple blitz button-3</i>	<i>Frame work- Ending the game-4</i>

Record Works:	
1	<i>Car Race Game (One exercise)</i>
2	<i>Balloon Saw (One exercise)</i>
3	<i>Shooting Game (One exercise)</i>
Assessment of Record Works: The Students must submit any ONE exercise in Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment						
Bloom's Level of Thinking	Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)	
	CLA – 1	CLA - 2	CLA - 3	CLA – 4*		
	(10%)	(10%)	(20%)	(10%)	Practice (%)	
	Practice (%)	Practice (%)	Practice (%)	Practice (%)		
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
		Inquiry Learning	✓	Quality Education
		Interactive Lecture	✓	Gender Equality
		Leading Question		Clean Water & Sanitation
		Mind Map		Affordable & Clean Energy
		Minute Paper		
		Peer Review		
		Problem Based Learning		

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>Glen Rhodes (2013). Flash CS5 Game Development, First Edition, Cengage Learning, USA.</i>	2	<i>Andy Harris (2006). Beginning Flash Game Programming For Dummies, First Edition, Wiley Publishing, USA.</i>
3	<i>Lewis Moronta (2004). Game Development with ActionScript, Second Edition, Premier Press, USA.</i>	4	

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanmiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i>	1	<i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i>	1	<i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25S02T	Title	History of World Cinema	Category	S	Skill Enhancement Courses	L	T	P	C
							4	0	0	4

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	To provide the knowledge of world cinema																						
CR-2	To know the significance of birth of cinema and development																						
CR-3	To understand the purpose to learn the alternative concepts of world cinema																						
CR-4	To divulge the struggle of cinema development in pre, post and during World War																						
CR-5	To learn the cinema through pioneers of world cinema																						

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking			Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning
						Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)												
CO-1	Students would gain knowledge of world cinema	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3
CO-2	Students would understand the value of birth of cinema and development	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3
CO-3	Students would learn alternative concepts of world cinema		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3
CO-4	Students would know the struggle of cinema development in pre, post and during World War	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3
CO-5	Students would learn cinema through pioneers of world cinema	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3

Title & Session Outcomes	Hollywood Cinema	German & Russian Cinema	French & Italian Cinema	Asian Cinema	Persian & Latin Cinema
Duration (hour)	12	12	12	12	12
SO-1	History & Pioneers of Cinema	Different Schools of World Cinema;	French Cinema- Beginning	Introduction to Asian cinemas	Early Persian cinema
SO-2	The Birth of Cinema	German Expressionism- Concept	Age of Silence & Giants	Japanese Cinema- Early Silent Era	Pre & Post-Revolutionary Cinema
SO-3	Edison, Lumiere Brothers & Georges Melies	German Expressionism- Style & Characteristics	French New Wave- Concept	Government and Japanese Cinema	Iranian Commercial & New Wave films

SO-4	<i>Pre-Hollywood Cinema</i>	<i>Golden Age of German Film</i>	<i>Polars and Politics of French Cinema</i>	<i>Wartime Japanese Movies</i>	<i>Iranian Women's Cinema</i>
SO-5	<i>D W Griffith & Charlie Chaplin</i>	<i>Third Reich Films</i>	<i>Fall and rise of French Cinema</i>	<i>American Occupation Cinema</i>	<i>Iranian Children & Youth Cinema</i>
SO-6	<i>Motion Picture Patent Company (MPPC)</i>	<i>Post World War-II German Cinema</i>	<i>Age of Auteur Cinema</i>	<i>Decline of Studios</i>	<i>Colonial & Post-independence African Cinemas</i>
SO-7	<i>Classical Hollywood Cinema</i>	<i>New German Cinema</i>	<i>Italian Neorealism- Concept</i>	<i>Chinese & Hong Kong Cinema</i>	<i>Black African Cinemas</i>
SO-8	<i>Birth of the Talkies & Great Depression era</i>	<i>Cinema of the Russian Empire</i>	<i>Golden Era of Surrealism</i>	<i>South Korea Cinema</i>	<i>Latin American Cinemas- Argentina</i>
SO-9	<i>Second World War & Western Era</i>	<i>Cinema of the Soviet Union</i>	<i>Dark Ages Italian Cinema</i>	<i>Taiwan Cinema</i>	<i>Latin American Cinemas- Brazil</i>
SO-10	<i>Cold War & Box- Office Era</i>	<i>Soviet Montage- Concept</i>	<i>Italian Giallo & Rise of Dario Argento</i>	<i>Bangladeshi Cinema</i>	<i>Latin American Cinemas- Mexico</i>
SO-11	<i>Technology & Special Effects Era</i>	<i>Late Soviet cinema</i>	<i>Post-modern Italian Film</i>	<i>Nepali Cinema</i>	<i>Oceanian Films- Australia</i>
SO-12	<i>Digital & High-Definition Era (HD)</i>	<i>New Russian Cinema</i>	<i>Worldly Influence & Rebirth of Giallo</i>	<i>Pakistani Cinema</i>	<i>Oceanian Films- Fiji & New Zealand</i>

Unit I: History & Pioneers of Cinema- Eadward Muybridge, Etienne- Jules Marey & George Eastman; The Birth of Cinema- Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin; Classical Hollywood Cinema- Origin & Golden age of Hollywood, Motion Picture Industry & Modern Hollywood; Development of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

Unit II: World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics, The Cabinet of Dr. Caligari, Metropolis, Golden Age of German Film, Third Reich Films, Post World War II Films, The New German Cinema, Fritz Lang; Soviet Cinema- Cinema of the Russian Empire; Cinema of the Soviet Union (1917-1953)- Soviet Montage, Lev Kuleshov, Vsevolod Pudovkin, Sergei Eisenstein; Late Soviet cinema (1953-1991)- Bard movement, Andrei Tarkovsky, Andrei Konchalovsky; New Russian Cinema.

Unit III: French Cinema- The beginning, the age of Silence, the Age of Giants, Years of Darkness, A perfect shade of grey, the New Wave, Polars and Politics, Fall and rise of French Cinema, the Age of Auteur; Italian Neorealism: Rossellini, De Sica, Visconti; Golden Era of Surrealism- Fellini, Loren, Mastroianni; The Dark Ages- Pier Paolo Pasolini- A Tortured Genius; Italian Giallo & Rise of Dario Argento; Post-modern Italian Film- Roberto Benigni; Worldly Influence; Rebirth of Giallo.

Unit IV: Asian cinemas- Japanese Cinema- Early Silent Era; New Studios (1920s); Government and Japanese Cinema (1930s); Wartime Movies (1940s); American Occupation Cinema; Golden Age (1950s); B-movie (1960s); Spread of Television (1970s); Decline of Studios (1980s); Multiplex Era (1990); Second Golden Age (2000); Chinese Cinema; Hong Kong Cinema; South Korea Cinema; Taiwan Cinema; Bangladeshi Cinema; Nepali Cinema; Pakistani cinema.

Unit V: Iranian Cinema- Early Persian cinema; Pre & Post-Revolutionary Cinema; Commercial Iranian Cinema; Iranian New Wave films; Iranian Women's Cinema; Iranian Children & Youth Cinema; African Cinemas- Colonial Era; Cinema in Post-independence; Black African Cinemas; Contemporary African Cinemas; Regional African Cinemas; Latin American Cinemas- Argentina Cinemas; Brazil and Mexico; Oceanian Films- Australia, Fiji & New Zealand.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA - 1	CLA - 2	CLA - 3	CLA - 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
		Inquiry Learning	✓	Quality Education
		Interactive Lecture	✓	Gender Equality
		Leading Question		Clean Water & Sanitation
		Mind Map		Affordable & Clean Energy
		Minute Paper		
		Peer Review		
		Problem Based Learning		

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>Jarek Kupsc (2011). History of Cinema for Beginners, First Edition, Orient Blackswar, UK.</i>	2	<i>Aristides Gazetas (2008). An Introduction to World Cinema, Second Edition, McFarland, New York.</i>
3	<i>Shekhar Deshpande and Meta Mazaj (2018). World Cinema: A Critical Introduction, First Edition, Routledge, USA.</i>	4	<i>Geoffrey Nowell-Smith (1999). The Oxford History of World Cinema, Third Edition, Oxford University Press, UK.</i>
5	<i>Steve Neale (1998). Contemporary Hollywood Cinema, Second Edition, Routledge, USA.</i>		

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvannamiyur, Chennai- 600041 Tamil Nadu, India	1 Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India	1 Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
		2 Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
		3 Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

Code	PCD25AE2T	Title	Soft Skills and Verbal Mastery				Category	AE	Ability Enhancement Course	L	T	P	C
									2	0	0	2	

Offering Department	Career Development Centre	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	Help individuals develop key skills for personal and professional growth																						
CR-2	Prepares individuals to navigate daily challenges with confidence, professionalism, and a positive mindset																						
CR-3	Create a strong resume, participate in group discussions, and perform well in interviews																						
CR-4	Enhance vocabulary and verbal reasoning skills																						
CR-5	Develop the skills needed for effective communication and critical thinking in both written and spoken language																						
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning			
CO-1	Gain a deeper understanding of self, including emotional intelligence and career aspirations	✓	✓	✓	✓	3	85	75	1	-	3	-	3	3	-	-	3	3	2	3			
CO-2	Apply effective presentation skills for clear, engaging communication	✓	✓	✓	✓	6	85	75	1	3	3	-	3	2	-	-	3	3	2	3			
CO-3	Participate confidently and effectively in group discussions and interviews	✓	✓	✓	✓	3	85	75	1	3	1	-	3	2	-	-	3	3	2	3			
CO-4	Enhance their ability to understand and use language effectively in different contexts	✓	✓	✓	✓	2	85	75	1	-	-	-	1	-	-	-	-	3	2	2			
CO-5	Improve language comprehension and accuracy	✓	✓	✓	✓	5	85	75	1	-	-	-	1	-	-	-	-	3	2	2			

Title & Session Outcomes	Personal Development	Mastering Workspace Dynamics	Career Essentials	Verbal Ability	Verbal Reasoning and Comprehension
Duration (hour)	6	6	6	6	6
S-1	Self-analysis through SWOT, The Johari Window	Personal, Professional and Social Etiquette	Resume Preparation and Activity	Synonyms and Antonyms	Statement and Assumption
S-2	Goal Setting Importance, Goal Setting based on the Principle of SMART	Professional Communication - Presentation Skills	E-mail Drafting and Practice	One Word Substitution	Paragraph Summary

S-3	<i>Emotional Intelligence (Identifying, Managing and Understanding Emotions)</i>	<i>Presentation for Internal and External Communication - online & offline Meetings</i>	<i>Techniques to Follow in Group Discussion</i>	<i>Word Analogy</i>	<i>Idioms and Phrases</i>
S-4	<i>Process of Career Exploration</i>	<i>Time Management and Planning Tools</i>	<i>Mock Group Discussion</i>	<i>Verbal Classification</i>	<i>Cloze Test</i>
S-5	<i>STAR Technique (situation, task, approach, and response) for Facing an Interview</i>	<i>Decision Making Skills</i>	<i>Interview Techniques</i>	<i>Spotting Errors</i>	<i>Theme Detection</i>
S-6	<i>Professional Attitude- Entrepreneurial, Rational, Optimistic Attitude</i>	<i>Teamwork in Workspace - Resilience and Stress Management</i>	<i>Mock Personal Interview</i>	<i>Sentence Correction</i>	<i>Reading Comprehension</i>

Assessment					
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (100% Weightage)			
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*
		(20%)	(20%)	(30%)	(30%)
		Theory (%)	Theory (%)	Theory (%)	Theory (%)
1	Remember	25	20	30	50
2	Understand				
3	Apply	50	50	40	25
4	Analyze				
5	Evaluate	25	30	30	25
6	Create				
Total %		100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
Hands-on Practice Tools	✓	Inquiry Learning	✓	Quality Education
Mathematical Computing Tools		Interactive Lecture	✓	Gender Equality
Field Visit		Leading Question	✓	Clean Water & Sanitation
		Mind Map	✓	Affordable & Clean Energy
		Minute Paper		
		Peer Review	✓	
		Problem Based Learning	✓	

CLA – 4 can be from any combination of these: Assignments, Seminars, Scientific Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications etc.,

Resources			
1	"The Johari Window: A Model for Self-awareness and Personal Growth" by Joseph Luft & Harrington Ingham	2	Campus Recruitment complete Reference, Praxis Groups
3	"The 7 Habits of Highly Effective People" by Stephen R. Covey	4	A Modern Approach to Verbal and Non-Verbal Reasoning – Dr A S Agarwal
5	"SMART Goals: How to Set and Achieve Your Personal and Professional Goals" by S.J. Scott	6	Verbal Ability & Reading Comprehension for CAT - Arun Sharma

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Mr. Varadha Rajan M (External Expert), Assistant Manager – Human Resources, Justdial Limited, Chennai – 600015 varadha1723@gmail.com	1	Dr. Premavathy M, Associate Professor, Department of English Center for Distance and Online Education, Bharathidasan University, Tiruchirappalli – 620024 drmpremavathy@bdu.ac.in	1	Dr. Deepalakshmi S, HoD, Department of Career Guidance Cell, FSH, SRMIST
				2	Dr. Muthu Deepa M, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST
				3	Dr. Sam Israel S, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST
				4	Dr Elamathiyan E, Assistant Professor, Department of Career Guidance Cell, FSH, SRMIST

SO-3	<i>Media Research- Concept</i>	<i>Research Questions- Concept</i>	<i>Measurement of variables- Concept</i>	<i>Experimental Research- Concept</i>	<i>Graphic Representation types</i>
SO-4	<i>Types of Research- Descriptive Vs Analytical</i>	<i>Hypothesis- Concept</i>	<i>Levels of Measurement- Categorical Variables- Nominal & Ordinal</i>	<i>Non-Experimental Research- Concept</i>	<i>Statistics- Concept</i>
SO-5	<i>Types of Research- Applied Vs Fundamental</i>	<i>Hypothesis- Importance & Functions</i>	<i>Levels of Measurement- Continuous Variables- Interval & Ratio</i>	<i>Quantitative Research- Concept</i>	<i>SPSS- Concept</i>
SO-6	<i>Types of Research- Quantitative Vs Qualitative</i>	<i>Constructing Hypotheses</i>	<i>Data Collection- Methods & Tools</i>	<i>Qualitative Research- Concept</i>	<i>Thesis Writing Method- Title, Abstract & Acknowledgements</i>
SO-7	<i>Types of Research- Conceptual Vs Empirical</i>	<i>Types of Hypothesis- Null & Alternative Hypothesis</i>	<i>Questionnaire- Concept & Types</i>	<i>Descriptive Research- Concept</i>	<i>Thesis Writing Method- List of tables/figures & Abbreviations</i>
SO-8	<i>Positivistic & Phenomenological Methodology</i>	<i>Sample- Procedure & Sampling Size</i>	<i>Questionnaires- Advantages and Disadvantages</i>	<i>Analytical Research- Concept</i>	<i>Thesis Writing Method- Introduction, Literature of Review & Methodology</i>
SO-9	<i>Phases of Research</i>	<i>Types of Sampling- Probability Sampling</i>	<i>Construction of Questionnaire</i>	<i>Cross Sectional Research- Concept</i>	<i>Thesis Writing Method- Data Analysis, Results & Findings</i>
SO-10	<i>Qualities of a Researcher</i>	<i>Types of Sampling- Non-Probability Sampling</i>	<i>Research Interview- Concept & Types</i>	<i>Longitudinal Research- Concept</i>	<i>Thesis Writing Method- Bibliography (Reference) & Appendix</i>
SO-11	<i>Development of Media Research- World & India</i>	<i>Sampling Techniques- Merits & Demerits</i>	<i>Focus Group- Characteristics, advantage & disadvantage</i>	<i>Content Analysis- Concept</i>	<i>Thesis Writing- Writing Format & Style</i>
SO-12	<i>Thrust areas in Media Research</i>	<i>Sampling- Problems & Error</i>	<i>Observation Techniques- Types, advantage & disadvantage</i>	<i>Case Study- Concept</i>	<i>Ethics in Conducting Research</i>

Unit I: Research- Definition & Concept; Knowledge- Definition & Concept; Sources of Knowledge; Research- Objective & Motivation; Characteristics for Research; Media Research- Definition & Concept; Types of Research- Descriptive Vs Analytical, Applied Vs Fundamental, Quantitative Vs Qualitative, Conceptual Vs Empirical; Research Approaches- Quantitative/Qualitative, Basic / Applied Research, Deductive / Inductive Research; Research Methodology- Positivistic Methodology & Phenomenological; Phases of Research; Qualities of a Researcher; Development of Media Research around the World; Media research in India; Thrust areas in Media Research; Concepts and Theories in Media studies.

Unit II: Research Procedure- Concept; Steps involved in Research; Research Questions- Concept; Hypothesis- Definition & Concept; Importance of Hypothesis; Functions of Hypothesis; Constructing Hypotheses; Types of Hypothesis- Null Hypothesis & Alternative Hypothesis; Sample- Definition & Concept; Sampling Procedure; Sampling Size; Types of Sampling- Probability Sampling- Simple Random Sampling, Stratified Random Sampling, Systematic Random Sampling, Cluster Random Sampling, Disproportional Random Sampling, Mixed/Multi-Stage Random Sampling; Non Probability Sampling- Convenience Sampling, Sequential Sampling, Quota Sampling, Judgmental Sampling, Snowball Sampling; Merits & Demerits of Sampling Techniques; Sampling Problems; Sampling Error.

Unit III: Data- Definition & Concept; Data- Primary & Secondary; Measurement of variables- Concept; Levels of Measurement- Categorical Variables- Nominal & Ordinal; Continuous Variables- Interval & Ratio; Data Collection- Methods & Tools; Questionnaire- Definition & Concept; Types of Questions- Open-ended & Closed-ended; Questions to be Avoided; Advantages and Disadvantages of Questionnaires; Construction of Questionnaire; Interview- Definition & Concept; Types of Interview- Face to Face Interview, Phone Interview, Computer Assisted Interviewing; Focus Group- Definition & Concept; Characteristics of Focus Group; Advantage & Disadvantage of Focus Group; Observation Techniques- Definition & Concept; Types of Observation; Advantage & Disadvantage of Observation.

Unit IV: Research Design- Definition & Concept; Need for Research Design; Experimental Research- Definition & Concept; Types of Experimental Research; Non Experimental Research- Definition & Concept; Quantitative Research- Definition & Concept; Qualitative Research- Definition & Concept; Descriptive Research- Definition & Concept; Analytical Research- Definition & Concept; Cross Sectional Research- Definition & Concept;

Cross Sectional Research- Definition & Concept; Longitudinal Research- Definition & Concept; Content Analysis- Definition & Concept; Why do Content Analysis; Conducting a Content Analysis; Areas involved in Content Analysis; Case Study- Definition & Concept; Types of Case Studies; Designing a Case Study.

Unit V: Data Analysis- Definition & Concept; Data Analysis- Data Classification, Coding & Tabulation; Graphic Representation of Data- Concept; Various Graphic Representation- Pie Charts, Bar Graphs, Statistical Maps, Histograms, Frequency Polygons; Statistics- Definition & Concept; Basic Elements of Statistics; SPSS- Definition & Concept; Thesis Writing- Concept; Thesis Writing Method- Title, Abstract (Summary), Acknowledgements, Table of Contents, List of tables/figures, List of Abbreviations, Introduction, Literature of Review, Methodology, Data Analysis, Results & Findings, Bibliography (Reference), Appendix; Thesis- Writing Format & Writing Style; Ethics in Conducting Research.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources							
1	<i>Arthur Asa Berger (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Third Edition, SAGE Publications, New Delhi.</i>			2	<i>Kothari & Gaurav Garg (2019). Research Methodology: Methods and Techniques, Fourth Edition, New Age International Publishers, New Delhi.</i>		
3	<i>Graham Mytton (2015). Media Audience Research: A Guide for Professionals, Third Edition, SAGE Publications, New Delhi.</i>			4	<i>Stephen M. Croucher & Daniel Cronn-Mills (2021). Understanding Communication Research Methods: A Theoretical and Practical Approach, Third Edition, Routledge, New York.</i>		
5	<i>Roger D. Wimmer & Joseph R. Dominick (2002). Mass Media Research: An Introduction (Wadsworth Series in Mass Communication and Journalism, Seventh Edition, Wadsworth Publishing Co., UK.</i>						

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanmiyur, Chennai- 600041 Tamil Nadu, India Mail: spiderarjun2k@gmail.com	1 Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India Mail: haricms@buc.edu.in	1 Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
		2 Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
		3 Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

Code	PVC25109T	Title	Film Studies	Category	C	Core	L	T	P	C
							4	0	0	4

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)													
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12		
CR-1	To provide the mastery in Film Studies																					
CR-2	To know the different concept of Film Theory																					
CR-3	To understand the purpose of Mise-en-Scene																					
CR-4	To impart the fundamentals of Montage																					
CR-5	To learn the Narrative & Non-Narrative Cinema																					

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Program Outcomes (PO)													
									1	2	3	4	5	6	7	8	9	10	11	12		
CO-1	Students would learn the basics of Film Studies	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3		
CO-2	Students would know the concept of Film Theory	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3		
CO-3	Students would gain knowledge about Mise-en-Scene		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3		
CO-4	Students would learn fundamentals of Montage	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3		
CO-5	Students would learn to process of Narrative & Non-Narrative Cinema	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3		

Title & Session Outcomes	Film Studies	Film Theory	Mise-en-Scene	Montage	Narrative Cinema
Duration (hour)	12	12	12	12	12
SO-1	Film studies- Concept	Film Theory- Concept	Mise-en-scene- Concept	Montage- Concept	Narrative Cinema- Concept
SO-2	Why Film Studies- Culture & Art	Auteur Theory- Concept	Why to study Mise-en-scene	Origin & Importance of Montage	History of Narrative Cinema
SO-3	How to study the film	Apparatus Theory- Concept	Need for Mise-en-scene	Types of Montage	Structure of Narrative Cinema

SO-4	<i>Characteristic of Film Studies</i>	<i>Feminist Film Theory- Concept</i>	<i>Four Ps of Mise-en-scene- Point of View & Posture</i>	<i>Montage Film Techniques</i>	<i>Non-Narrative Cinema- Concept</i>
SO-5	<i>Types of Films</i>	<i>Queer Theory- Concept</i>	<i>Four Ps of Mise-en-scene- Props & Position</i>	<i>Soviet Montage Theory- Concept</i>	<i>Types of Non-Narrative Cinema</i>
SO-6	<i>Film Semiotics- Concept</i>	<i>Structuralism Film Theory- Concept</i>	<i>Elements of Mise-en-scene- Set Design & Lighting</i>	<i>Types of Soviet Montage- Metric & Rhythmic</i>	<i>Difference between Narrative & Non-Narrative Cinema</i>
SO-7	<i>Film & Psychoanalysis- Concept</i>	<i>Film Language- Concept</i>	<i>Elements of Mise-en-scene- Costume & Makeup</i>	<i>Types of Soviet Montage- Tonal, Overtonal & Intellectual</i>	<i>Film Form- Concept</i>
SO-8	<i>Film & Modernism- Concept</i>	<i>Film Genre- Concept</i>	<i>Elements of Mise-en-scene- Character Movement & Expression</i>	<i>Film Editing- Concept</i>	<i>Principles & Significance of Film Form</i>
SO-9	<i>Film & Marxism- Concept</i>	<i>Types of Film Genres- Main Film Genres</i>	<i>Mise-en-shot- Concept</i>	<i>History of Film Editing</i>	<i>Elements of Film Form</i>
SO-10	<i>Film & Cultural Identity- Concept</i>	<i>Types of Film Genres- Sub Film & Hybrid Genres</i>	<i>Aspects of Mise-en-Shot</i>	<i>Continuity Editing- Concept</i>	<i>Importance of Film Form- Form & Expectation</i>
SO-11	<i>Film & Aesthetics- Concept</i>	<i>Woody Allen & Comedy; Arthur Freed & Musical</i>	<i>Effect of Mise-en-shot Technique</i>	<i>Parallel Editing- Concept</i>	<i>Importance of Film Form- Convention & Emotion</i>
SO-12	<i>Film interpretation- Concept</i>	<i>Alfred Hitchcock & Suspense; John Ford & Westerns</i>	<i>Cinematographer Properties</i>	<i>Montage Vs Parallel Editing</i>	<i>Importance of Film Form- Meaning & Evaluation</i>

Unit- I: Film studies- definition & Concept; Why Film Studies- Culture & Art; How to study film; Characteristic of Film Studies; Types of Films- Realism, Classical, Formalism; Film Semiotics- Definition & Concept; Film & Psychoanalysis- Definition & Concept; Film & Modernism- Definition & Concept; Film & Marxism- Definition & Concept; Film & Cultural Identity- Concept; Aesthetics & Film interpretation- Concept.

Unit II: Film Theory- Definition & Concept; Different Film Theory- Apparatus Theory, Auteur Theory, Feminist Film Theory, Queer Theory; Film Language- Definition & Concept; Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Woody Allen & Comedy- Concept; Arthur Freed & Musical- Concept; Alfred Hitchcock & Suspense- Concept; John Ford & Westerns- Concept.

Unit III: Mise-en-scene- Definition & Concept; Why to study Mise-en-scene; Four P's of Mise-en-scene- Point of View, Posture, Props & Position; Elements of Mise-en-scene- Set Design, Lighting, Costume, Makeup, Character Movement & Expression; Who Determines Mise en Scene; Mise-en-shot- Definition & Concept; Aspects of Mise-en-Shot- Camera Position, Camera Movement, Shot Size, Length of Shot & Pace of Editing; Effect of Mise-en-shot Technique; Cinematographer Properties- Photographic Image, Duration of Image & Framing.

Unit IV: Montage- Definition & Concept; Origin of Montage; Use of Montage; Importance of Montage; Types of Montage- Musical, Narrated & Photo Montage; Montage Film Techniques- Quick cuts, No dialogue, Voiceover narration, Music, Superimpose; Soviet Montage Theory- Definition & Concept; Development of Soviet Montage; Types of Soviet Montage- Metric, Rhythmic, Tonal, Overtonal, Intellectual; Film Editing- Definition & Concept; History of Film Editing; Continuity Editing- Definition & Concept; Parallel Editing- Definition & Concept; Use of Parallel Editing; Montage Vs Parallel Editing.

Unit V: Narrative Cinema- Definition & Concept; History of Narrative Cinema; Structure of Narrative Cinema- Content of Story (Story) & Form of Story (Plot); Non Narrative Cinema- Definition & Concept; Types of Non Narrative Cinema- Art film, Experimental film & Documentary film; Difference between Narrative & Non Narrative Cinema; Film Form- Definition & Concept; Principles of Film Form; Significance of Film Form; Elements of Film Form- Literary Design, Visual Design, Cinematography, Editing & Sound Design; Importance of Film Form- Form and Expectation, Form & Convention, Form & Emotion, Form & Meaning and Form & Evaluation.

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA - 1	CLA - 2	CLA - 3	CLA - 4*	
		(10%)	(10%)	(20%)	(10%)	
		Theory (%)	Theory (%)	Theory (%)	Theory (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources							
1	<i>Jill Nelmes (2012). Introduction to Film Studies, First Edition, Routledge, US.</i>			2	<i>John Hill (2011). The Oxford Guide to Film Studies, First Edition, Oxford University Press, UK.</i>		
3	<i>Warren Buckland (2010). Film Studies: Teach Yourself, First Edition, McGraw-Hill, USA.</i>			4	<i>Sarah Casey Benyahia (2008). As Film Studies, First Edition, Routledge, USA</i>		
5	<i>Richard Dyer (2000). Film Studies: Critical Approaches, First Edition, Oxford University Press, UK.</i>						

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanniyur, Chennai- 600041 Tamil Nadu, India Mail: spiderarjun2k@gmail.com	1	Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India Mail: haricms@buc.edu.in	1	Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
				2	Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
				3	Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

Code	PVC25110L	Title	Short Filmmaking	Category	C	Core	L	T	P	C
							0	0	8	4

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	To provide the mastery in Story & Scene for Film																						
CR-2	To know the different concept of Budget for Film																						
CR-3	To understand the purpose of Shooting Script for Film																						
CR-4	To impart the fundamentals of Video Editing																						
CR-5	To learn the process of Dubbing, Sound Effects & Mixing																						

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Program Outcomes (PO)													
									1	2	3	4	5	6	7	8	9	10	11	12		
CO-1	Students would learn the basics of Story & Scene for Film	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3		
CO-2	Students would know the concept of Budget for Film	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3		
CO-3	Students would gain knowledge about Shooting Script for Film		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3		
CO-4	Students would learn fundamentals of Video Editing	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3		
CO-5	Students would learn to process of Dubbing, Sound Effects & Mixing	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3		

Title & Session Outcomes	CO-1	CO-1	CO-1	CO-1	CO-1
Duration (hour)	24	24	24	24	24
S-1 to S-3	Writing Original Theme / Concept-1	Writing Scene-1	Working with Production Team-1	Working with Video Editing-1	Working with Music-1
S-4 to S-6	Writing Original Theme / Concept-2	Writing Scene-2	Working with Production Team-2	Working with Video Editing-2	Working with Music-2
S-7 to S-9	Writing Original Story-1	Writing Sequence-1	Working with Production Team-3	Working with Video Editing-3	Working with Music-3

S-10 to S-12	Writing Original Story-2	Writing Sequence-2	Working with Budget-1	Working with Video Editing-4	Working with Sound Effects-1
S-13 to S-15	Writing Original Story-3	Writing Sequence-3	Working with Budget-2	Working with Video Editing-5	Working with Sound Effects-2
S-16 to S-18	Writing Original Screenplay-1	Writing Original Dialogue-1	Writing Original Shooting Script-1	Working with Dubbing-1	Working with Sound Effects-3
S-19 to S-21	Writing Original Screenplay-2	Writing Original Dialogue-2	Writing Original Shooting Script-2	Working with Dubbing-2	Working with Final Mixing-1
S-22 to S-24	Writing Original Screenplay-3	Writing Original Dialogue-3	Writing Original Shooting Script-3	Working with Dubbing-3	Working with Final Mixing-2

Record Works:	
1	Make ONE Short Film on any concept of their choice (Maximum 5 mins)
Assessment of Record Works: The students must submit ONE exercise as a group work (maximum 5 students in a group) in the digital form for the Practical exam, which will be evaluated by the External Examiner.	

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Practice (%)	Practice (%)	Practice (%)	Practice (%)	Practice (%)
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	Kim Adelman (2017). <i>Making it Big in Shorts: Shorter, Faster, Cheaper: The Ultimate Filmmaker's Guide to Short Films, Third Edition</i> , Michael Wiese Productions, USA	2	Clifford Thurlow and Max Thurlow (2013). <i>Making Short Films: The Complete Guide from Script to Screen, Third Edition</i> , Bloomsbury Academic, USA.
3	Sonja Schenk and Ben Long (2021). <i>The Digital Filmmaking Handbook: Seventh Edition, Seventh Edition</i> , Foreign Films Publishing, USA	4	Edmond Levy (1994). <i>Making a Winning Short: How to Write, Direct, Edit, and Produce a Short Film, First Edition</i> , Holt Paperbacks, New York
5	Steven Ascher and Edward Pincus (2012). <i>The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Fifth Edition</i> , Plume, USA.		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanniyur, Chennai- 600041 Tamil Nadu, India Mail: spiderarjun2k@gmail.com	1	Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India Mail: haricms@buc.edu.in	1	Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
				2	Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
				3	Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

Code	PVC25D07L	Title	3D Animation	Category	D	Discipline Elective Courses	L	T	P	C
							0	0	8	4

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)													
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12		
CR-1	To provide the mastery in Standard & Extended Primitives																					
CR-2	To know the different concept of Editable Poly & Material Editor																					
CR-3	To understand the purpose of Modifier & Modeling																					
CR-4	To impart the fundamentals of Lighting, Camera & Animation																					
CR-5	To learn the process of V-Ray- Lighting & Texturing																					

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking			Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning
						Expected Proficiency (%)	Expected Attainment (%)	Expected Attainment (%)												
CO-1	Students would learn the fashion photography	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3
CO-2	Students know the lighting techniques	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3
CO-3	Students would understand the characteristics of light		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3
CO-4	Students would gain knowledge on camera	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3
CO-5	Students would know the various types of photography	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3

Title & Session Outcomes	CLO - 1	CLO - 2	CLO - 3	CLO - 4	CLO - 5
Duration (hour)	24	24	24	24	24
S-1 to S-3	Standard & Extended Primitives-1	Editable Poly & Material Editor-1	Modifier & Modeling-1	Lighting, Camera & Animation-1	V-Ray- Lighting & Texturing-1
S-4 to S-6	Standard & Extended Primitives-2	Editable Poly & Material Editor-2	Modifier & Modeling-2	Lighting, Camera & Animation-2	V-Ray- Lighting & Texturing-2
S-7 to S-9	Standard & Extended Primitives-3	Editable Poly & Material Editor-3	Modifier & Modeling-3	Lighting, Camera & Animation-3	V-Ray- Lighting & Texturing-3

S-10 to S-12	<i>Standard & Extended Primitives-4</i>	<i>Editable Poly & Material Editor-4</i>	<i>Modifier & Modeling-4</i>	<i>Lighting, Camera & Animation-4</i>	<i>V-Ray- Lighting & Texturing-4</i>
S-13 to S-15	<i>Standard & Extended Primitives-5</i>	<i>Editable Poly & Material Editor-5</i>	<i>Modifier & Modeling-5</i>	<i>Lighting, Camera & Animation-5</i>	<i>V-Ray- Lighting & Texturing-5</i>
S-16 to S-18	<i>Standard & Extended Primitives-6</i>	<i>Editable Poly & Material Editor-6</i>	<i>Modifier & Modeling-6</i>	<i>Lighting, Camera & Animation-6</i>	<i>V-Ray- Lighting & Texturing-6</i>
S-19 to S-21	<i>Standard & Extended Primitives-7</i>	<i>Editable Poly & Material Editor-7</i>	<i>Modifier & Modeling-7</i>	<i>Lighting, Camera & Animation-7</i>	<i>V-Ray- Lighting & Texturing-7</i>
S-22 to S-24	<i>Standard & Extended Primitives-8</i>	<i>Editable Poly & Material Editor-8</i>	<i>Modifier & Modeling-8</i>	<i>Lighting, Camera & Animation-8</i>	<i>V-Ray- Lighting & Texturing-8</i>

Record Works:	
1	<i>Architecture (Walk through) (one exercise) (Maximum 1 min)</i>
2	<i>Consumer Product Animation (two exercises) (Maximum 1 min)</i>
3	<i>House Exterior (Snap shots from different angles) (one exercise)</i>
4	<i>Interior Design (one exercise)</i>
5	<i>Jewellery Design (two exercises)</i>
Assessment of Record Works: The students must submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Practice (%)	Practice (%)	Practice (%)	Practice (%)	
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources							
1	<i>Dariush Derakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA.</i>			2	<i>Jeffrey Harper (2013). Mastering Autodesk 3ds Max 2013, First Edition, John Wiley & Sons, USA.</i>		
3	<i>Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA.</i>			4	<i>Magesh Chandramouli (2021). 3D Modeling & Animation: A Primer, First Edition, CRC Press, New York.</i>		
5	<i>Roger King (2019). 3D Animation for the Raw Beginner Using Autodesk Maya, Second Edition, CRC Press, New York.</i>						

Designers

Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanmiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i> <i>Mail: spiderarjun2k@gmail.com</i>	1	<i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i> <i>Mail: haricms@buc.edu.in</i>	1	<i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25D08L	Title	3D Modeling	Category	D	Discipline Elective Courses	L	T	P	C
							0	0	8	4

Offering Department	<i>Visual Communication</i>	Pre-requisite Courses	<i>Nil</i>	Co-requisite Courses	<i>Nil</i>	Progressive Courses	<i>Nil</i>	Data Book / Codes/Standards	<i>Nil</i>
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Rationale (CR)	<i>The purpose of learning this course is to:</i>	Depth				Attainment			Program Outcomes (PO)												
CR-1	<i>To provide the mastery in 3D modelling</i>	1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CR-2	<i>To know the different concept of Geometry and Surface Texturing</i>																				
CR-3	<i>To understand the purpose of Dynamic Lighting, Rendering & Animation Strategies</i>																				
CR-4	<i>To impart the fundamentals of VR & AR</i>																				
CR-5	<i>To learn the process of V-Ray- Lighting & Texturing</i>																				

Outcomes (CO)	<i>At the end of this course, learners will be able to:</i>	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning
CO-1	<i>Students would learn the basics of 3D modelling</i>	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3
CO-2	<i>Students would know the concept of Geometry and Surface Texturing</i>	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3
CO-3	<i>Students would gain knowledge about Dynamic Lighting, Rendering & Animation Strategies</i>		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3
CO-4	<i>Students would learn fundamentals of VR & AR</i>	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3
CO-5	<i>Students would learn to process of V-Ray- Lighting & Texturing</i>	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3

Title & Session Outcomes	CLO - 1	CLO - 2	CLO - 3	CLO - 4	CLO - 5
Duration (hour)	24	24	24	24	24
S-1 to S-3	<i>Exploring 3D Modelling-1</i>	<i>Geometry and Surface Texturing-1</i>	<i>Dynamic Lighting, Rendering & Animation Strategies-1</i>	<i>Introduction to VR & AR-1</i>	<i>V-Ray – Lighting, Texturing & Rendering-1</i>
S-4 to S-6	<i>Exploring 3D Modelling-2</i>	<i>Geometry and Surface Texturing-2</i>	<i>Dynamic Lighting, Rendering & Animation Strategies-2</i>	<i>Introduction to VR & AR-2</i>	<i>V-Ray – Lighting, Texturing & Rendering-2</i>
S-7 to S-9	<i>Exploring 3D Modelling-3</i>	<i>Geometry and Surface Texturing-3</i>	<i>Dynamic Lighting, Rendering & Animation Strategies-3</i>	<i>Introduction to VR & AR-3</i>	<i>V-Ray – Lighting, Texturing & Rendering-3</i>

S-10 to S-12	<i>Exploring 3D Modelling-4</i>	<i>Geometry and Surface Texturing-4</i>	<i>Dynamic Lighting, Rendering & Animation Strategies-4</i>	<i>Introduction to VR & AR-4</i>	<i>V-Ray – Lighting, Texturing & Rendering-4</i>
S-13 to S-15	<i>Exploring 3D Modelling-5</i>	<i>Geometry and Surface Texturing-5</i>	<i>Dynamic Lighting, Rendering & Animation Strategies-5</i>	<i>Introduction to VR & AR-5</i>	<i>V-Ray – Lighting, Texturing & Rendering-5</i>
S-16 to S-18	<i>Exploring 3D Modelling-6</i>	<i>Geometry and Surface Texturing-6</i>	<i>Dynamic Lighting, Rendering & Animation Strategies-6</i>	<i>Introduction to VR & AR-6</i>	<i>V-Ray – Lighting, Texturing & Rendering-6</i>
S-19 to S-21	<i>Exploring 3D Modelling-7</i>	<i>Geometry and Surface Texturing-7</i>	<i>Dynamic Lighting, Rendering & Animation Strategies-7</i>	<i>Introduction to VR & AR-7</i>	<i>V-Ray – Lighting, Texturing & Rendering-7</i>
S-22 to S-24	<i>Exploring 3D Modelling-8</i>	<i>Geometry and Surface Texturing-8</i>	<i>Dynamic Lighting, Rendering & Animation Strategies-8</i>	<i>Introduction to VR & AR-8</i>	<i>V-Ray – Lighting, Texturing & Rendering-8</i>

Record Works:	
1	<i>Title Animation (Two exercise) (Maximum 1 min)</i>
2	<i>Toy Animation (Two exercises) (Maximum 1 min)</i>
Assessment of Record Works: The students must submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA - 1	CLA - 2	CLA - 3	CLA - 4*	
		(10%)	(10%)	(20%)	(10%)	
		Practice (%)	Practice (%)	Practice (%)	Practice (%)	Practice (%)
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources					
1	<i>Dariush Derakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA.</i>			2	<i>Jeffrey Harper (2013). Mastering Autodesk 3ds Max 2013, First Edition, John Wiley & Sons, USA.</i>
3	<i>Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA.</i>			4	<i>Magesh Chandramouli (2021). 3D Modeling & Animation: A Primer, First Edition, CRC Press, New York.</i>
5	<i>Roger King (2019). 3D Animation for the Raw Beginner Using Autodesk Maya, Second Edition, CRC Press, New York.</i>				

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<p>Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanmiyur, Chennai- 600041 Tamil Nadu, India Mail: spiderarjun2k@gmail.com</p>	1	<p>Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India Mail: haricms@buc.edu.in</p>	1	<p>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</p>
				2	<p>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</p>
				3	<p>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</p>

Code	PVC25D09L	Title	VFX and SFX	Category	D	Discipline Elective Courses	L	T	P	C
							0	0	8	4

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	To provide the mastery in basics of Tools and Composition																						
CR-2	To know the different concept of Manipulating and Working with Layers																						
CR-3	To understand the purpose of Transition and Filters																						
CR-4	To impart the fundamentals of Manipulating and Working Sound Technics																						
CR-5	To learn the process of Basics of Polygon Modeling																						

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Program Outcomes (PO)													
									1	2	3	4	5	6	7	8	9	10	11	12		
CO-1	Students would learn the basics of Tools and Composition	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3		
CO-2	Students would know the concept of Manipulating and Working with Layers	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3		
CO-3	Students would gain knowledge about Basics of Transition and Filters		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3		
CO-4	Students would learn fundamentals of Manipulating and Working Sound Technics	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3		
CO-5	Students would learn to process of Basics of Polygon Modeling	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3		

Title & Session Outcomes	CO-1	CO-2	CO-3	CO-4	CO-5
Duration (hour)	24	24	24	24	24
S-1 to S-3	Exploring the Tools and Composition-1	Manipulating and Working with Layers-1	Basics of Transition and Filters-1	Manipulating and Working Sound Technics-1	Basics of Polygon Modeling-1
S-4 to S-6	Exploring the Tools and Composition-2	Manipulating and Working with Layers-2	Basics of Transition and Filters-2	Manipulating and Working Sound Technics-2	Basics of Polygon Modeling-2
S-7 to S-9	Exploring the Tools and Composition-3	Manipulating and Working with Layers-3	Basics of Transition and Filters-3	Manipulating and Working Sound Technics-3	Basics of Polygon Modeling-3

S-10 to S-12	<i>Exploring the Tools and Composition-4</i>	<i>Manipulating and Working with Layers-4</i>	<i>Basics of Transition and Filters-4</i>	<i>Manipulating and Working Sound Technics-4</i>	<i>Basics of Polygon Modeling-4</i>
S-13 to S-15	<i>Exploring the Tools and Composition-5</i>	<i>Manipulating and Working with Layers-5</i>	<i>Basics of Transition and Filters-5</i>	<i>Manipulating and Working Sound Technics-5</i>	<i>Basics of Polygon Modeling-5</i>
S-16 to S-18	<i>Exploring the Tools and Composition-6</i>	<i>Manipulating and Working with Layers-6</i>	<i>Basics of Transition and Filters-6</i>	<i>Manipulating and Working Sound Technics-6</i>	<i>Basics of Polygon Modeling-6</i>
S-19 to S-21	<i>Exploring the Tools and Composition-7</i>	<i>Manipulating and Working with Layers-7</i>	<i>Basics of Transition and Filters-7</i>	<i>Manipulating and Working Sound Technics-7</i>	<i>Basics of Polygon Modeling-7</i>
S-22 to S-24	<i>Exploring the Tools and Composition-8</i>	<i>Manipulating and Working with Layers-8</i>	<i>Basics of Transition and Filters-8</i>	<i>Manipulating and Working Sound Technics-8</i>	<i>Basics of Polygon Modeling-8</i>

Record Works:	
1	<i>Shoot Live Action Footage and make a complete Story using Visual Effects (Minimum THREE Visual Effects) (Maximum 3 min)</i>
2	<i>Add Sound Effects to the Project work of their Live taken footage (Minimum THREE Sound Effects and Sound Mixing) (Maximum 3 min)</i>
Assessment of Record Works: The students must submit all the exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner.	

Assessment						
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (50% Weightage)				Final Assessment (50% Weightage)
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*	
		(10%)	(10%)	(20%)	(10%)	
		Practice (%)	Practice (%)	Practice (%)	Practice (%)	Practice (%)
1	Remember	40	30	30	40	40
2	Understand					
3	Apply	40	40	40	40	40
4	Analyze					
5	Evaluate	20	30	30	20	20
6	Create					
Total %		100	100	100	100	100

Strategies					
Technology		Pedagogy / Andragogy		Sustainable Development	
Simulations	✓	Case Studies	✓	No Poverty	✓
Emulations	✓	Group Discussion	✓	Zero Hunger	✓
Prototypes		Hands-on Practice	✓	Good Health & Well Being	✓
		Inquiry Learning	✓	Quality Education	
		Interactive Lecture	✓	Gender Equality	
		Leading Question		Clean Water & Sanitation	
		Mind Map		Affordable & Clean Energy	
		Minute Paper			
		Peer Review			
		Problem Based Learning			

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources							
1	<i>Abhishek Kange (2021). VFX: How They Do It, First Edition, Notion Press, India.</i>			2	<i>Eran Dinur (2017). The Filmmaker's Guide to Visual Effects: The Art and Techniques of Vfx for Directors, Producers, Editors and Cinematographers, First Edition, Routledge, UK.</i>		
3	<i>Wallace Jackson (2016). VFX Fundamentals: Visual Special Effects Using Fusion 8.0, First Edition, Apress, India.</i>			4	<i>Abhishek Kumar (2021). Beginning VFX with Autodesk Maya: Create Industry-Standard Visual Effects from Scratch, First Edition, Apress, India.</i>		
5	<i>Lee Lanier (2017). Advanced Visual Effects Compositing: Techniques for Working with Problematic Footage, First Edition, Routledge, India.</i>						

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
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				2	Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
				3	Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

Code	PVC25G04L	Title	Fashion Photography	Category	G	Generic Elective Courses	L	T	P	C
							0	0	5	2

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	To learn the fashion photography								Conceive Design Implement Operate	Level of Thinking Expected Proficiency (%) Expected Attainment (%)	Disciplinary Knowledge Problem Solving Design & Development Analysis, Design, Research Modern Tool Usage Society & Culture Environment & Sustainability Ethical Practices & Social Individual & Team Work Communication Project Management & Finance Life Long Learning	1	2	3	4	5	6	7	8	9	10	11	12
CR-2	To know the lighting techniques											1	2	3	4	5	6	7	8	9	10	11	12
CR-3	To understand the characteristics of light											1	2	3	4	5	6	7	8	9	10	11	12
CR-4	To gain knowledge on camera											1	2	3	4	5	6	7	8	9	10	11	12
CR-5	To know the various types of photography											1	2	3	4	5	6	7	8	9	10	11	12
Outcomes (CO)	At the end of this course, learners will be able to:																						
CO-1	Students would learn the fashion photography	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3			
CO-2	Students know the lighting techniques	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3			
CO-3	Students would understand the characteristics of light		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3			
CO-4	Students would gain knowledge on camera	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3			
CO-5	Students would know the various types of photography	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3			

Title & Session Outcomes	CO-1	CO-2	CO-3	CO-4	CO-5
Duration (hour)	15	15	15	15	15
S-1 to S-3	Choosing Perfect Camera for Fashion Photography-1	Lighting Patterns for Fashion Photography-1	Working with White & Plain Background-1	Working with Different Angles of Product-1	Working with Fashion Context-1
S-4 to S-6	Choosing Best Lenses for Fashion Photography-1	Working with Props for Fashion Photography-1	Working with Framing for Fashion Photography-1	Working with Multiple Shots-1	Working with Touch up Software-1
S-7 to S-9	Best Camera Settings for Fashion Photography-1	Working with Materials for Fashion Photography-1	Working with Composition for Fashion Photography-1	Working with Fashion Context-1	Working with Editing Software-1

S-10 to S-12	<i>Working with Camera Exposure Settings-1</i>	<i>Working with Table Setting for Fashion Photography-1</i>	<i>Working with Multiple Shots-1</i>	<i>Working with Different Fashion-1</i>	<i>Creating Best Fashion Photography Team-1</i>
S-13 to S-15	<i>Working with Camera Exposure Settings-2</i>	<i>Working with Table Setting for Fashion Photography-2</i>	<i>Working with Multiple Shots-2</i>	<i>Working with Different Fashion-2</i>	<i>Creating Best Fashion Photography Team-2</i>

Record Works:	
1	<i>Profile Photography minimum ONE exercise (Indoor/ Outdoor)</i>
2	<i>High Fashion Photography minimum TWO exercises (Indoor / Outdoor)</i>
3	<i>Street Fashion Photography minimum TWO exercises (Outdoor)</i>
Assessment of Record Works: The students must submit ONE exercise from each unit as Record Work for the Practical exam, which will be evaluated by the external examiner.	

Assessment					Strategies				
Bloom's Level of Thinking		Continuous Learning Assessment (CLA) (100% Weightage)				Technology	Pedagogy / Andragogy	Sustainable Development	
		CLA – 1	CLA - 2	CLA - 3	CLA – 4*			✓	✓
		(20%)	(20%)	(40%)	(20%)				
		Practice (%)	Practice (%)	Practice (%)	Practice (%)				
1	Remember	40	40	40	40	✓	Case Studies	✓	No Poverty
2	Understand	40	40	40	40	✓	Group Discussion	✓	Zero Hunger
3	Apply	40	40	40	40		Hands-on Practice	✓	Good Health & Well Being
4	Analyze	40	40	40	40	✓	Inquiry Learning	✓	Quality Education
5	Evaluate	20	20	20	20		Interactive Lecture	✓	Gender Equality
6	Create	20	20	20	20		Leading Question	✓	Clean Water & Sanitation
Total %		100	100	100	100		Mind Map	✓	Affordable & Clean Energy
							Minute Paper		
							Peer Review	✓	
							Problem Based Learning	✓	

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>James Curran, The Photography Handbook, First Edition, Routledge, USA, 2013.</i>	2	<i>Ben Long, Complete Digital Photography, First Edition, Course Technology PTR, USA, 2010.</i>
3	<i>Linda Good, Teaching and Learning with Digital Photography, First Edition, Sage Publications, New Delhi, 2009.</i>	4	<i>Ian Jeffrey, The Photography Book, First Edition, Focal Press, UK, 2000.</i>
5	<i>Michael Langford, Basic Photography, First Edition, Focal Press, UK, 2000.</i>		

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvananthapuram, Chennai- 600041 Tamil Nadu, India Mail: spiderarjun2k@gmail.com	1 Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India Mail: haricms@buc.edu.in	1 Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
		2 Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR
		3 Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR

Code	PVC25G05L	Title	Product Photography				Category	G	Generic Elective Courses	L	T	P	C
									0	0	5	2	

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)															
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12				
CR-1	To learn the Product photography																							
CR-2	To know the various lighting techniques																							
CR-3	To understand the characteristics of light																							
CR-4	To gain knowledge on camera and accessories																							
CR-5	To know the various types of product photography																							

Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Program Outcomes (PO)														
									1	2	3	4	5	6	7	8	9	10	11	12			
CO-1	Students would learn the Product photography	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3			
CO-2	Students would know the various lighting techniques	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3			
CO-3	Students would understand the characteristics of light		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3			
CO-4	Students would get knowledge on camera and accessories	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3			
CO-5	Students would know the various types of product photography	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3			

Title & Session Outcomes	CO-1	CO-2	CO-3	CO-4	CO-5
Duration (hour)	15	15	15	15	15
S-1 to S-3	Choosing Perfect Camera for Product Photography-1	Working with Camera Exposure Settings-1	Working with Table Setting for Product Photography-1	Working with Multiple Shots-1	Working with Product Context-1
S-4 to S-6	Choosing Best Lenses for Product Photography-1	Lighting Patterns for Product Photography-1	Working with White & Plain Background-1	Working with Different Angles of Product-1	Working with Touch up Software-1
S-7 to S-9	Choosing Best Lenses for Product Photography-2	Working with Props for Product Photography-1	Working with Framing for Product Photography-1	Working with Product Context	Working with Editing Software-1

S-10 to S-12	<i>Best Camera Settings for Product Photography-1</i>	<i>Working with Materials for Product Photography-1</i>	<i>Working with Composition for Product Photography-1</i>	<i>Working with Product Context</i>	<i>Creating Best Product Photography Team-1</i>
S-13 to S-15	<i>Best Camera Settings for Product Photography-2</i>	<i>Working with Materials for Product Photography-2</i>	<i>Working with Composition for Product Photography-2</i>	<i>Working with Different Products</i>	<i>Creating Best Product Photography Team-2</i>

Record Works:	
1	<i>Product Photography with Before & After Touchup minimum ONE exercise (Indoor / Outdoor)</i>
2	<i>Product Photography with Plain Background minimum THREE exercises (Indoor)</i>
3	<i>Product Photography with Props minimum THREE exercises (Indoor)</i>
4	<i>Product Photography with Model minimum THREE exercises (Indoor / Outdoor)</i>
Assessment of Record Works: The students must submit ONE exercise from each unit as Record Work for the Practical exam, which will be evaluated by the external examiner.	

		Assessment			
		Continuous Learning Assessment (CLA) (100% Weightage)			
Bloom's Level of Thinking		CLA – 1	CLA - 2	CLA - 3	CLA – 4*
		(20%)	(20%)	(40%)	(20%)
		Practice (%)	Practice (%)	Practice (%)	Practice (%)
1	Remember	40	40	40	40
2	Understand				
3	Apply	40	40	40	40
4	Analyze				
5	Evaluate	20	20	20	20
6	Create				
Total %		100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
Hands-on Practice Tools	✓	Inquiry Learning	✓	Quality Education
Mathematical Computing Tools		Interactive Lecture	✓	Gender Equality
Field Visit		Leading Question	✓	Clean Water & Sanitation
		Mind Map	✓	Affordable & Clean Energy
		Minute Paper		
		Peer Review	✓	
		Problem Based Learning	✓	

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
1	<i>James Curran, The Photography Handbook, First Edition, Routledge, USA, 2013.</i>	2	<i>Ben Long, Complete Digital Photography, First Edition, Course Technology PTR, USA, 2010.</i>
3	<i>Linda Good, Teaching and Learning with Digital Photography, First Edition, Sage Publications, New Delhi, 2009.</i>	4	<i>Ian Jeffrey, The Photography Book, First Edition, Focal Press, UK, 2000.</i>
5	<i>Michael Langford, Basic Photography, First Edition, Focal Press, UK, 2000.</i>		

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanmiyur, Chennai- 600041 Tamil Nadu, India Mail: spiderarjun2k@gmail.com</i>	1	<i>Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India Mail: haricms@buc.edu.in</i>	1	<i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25G06L	Title	Event Photography				Category	G	Generic Elective Courses	L	T	P	C
									0	0	5	2	

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	To learn the Event photography																						
CR-2	To know the various lighting techniques																						
CR-3	To understand the characteristics of light																						
CR-4	To gain knowledge on camera and accessories																						
CR-5	To know the various types of event photography																						
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning			
CO-1	Students would learn the Event photography	✓				5	85	75	1	-	-	3	-	2	-	2	3	3	-	3			
CO-2	Students would know the various lighting techniques	✓	✓	✓		4	85	75	3	-	-	3	3	-	-	-	3	3	-	3			
CO-3	Students would understand the characteristics of light		✓			6	85	75	3	-	-	3	-	-	-	-	3	3	-	3			
CO-4	Students would get knowledge on camera and accessories	✓	✓	✓	✓	3	85	75	3	1	2	3	3	-	-	-	3	3	-	3			
CO-5	Students would know the various types of event photography	✓	✓			2	85	75	3	3	2	3	-	3	3	3	3	3	-	3			

Title & Session Outcomes	CO-1	CO-2	CO-3	CO-4	CO-5
Duration (hour)	15	15	15	15	15
S-1 to S-3	Choosing Perfect Camera for Event Photography-1	Working with Camera Exposure Settings-1	Working with Table Setting for Event Photography-1	Working with Multiple Shots-1	Working with Event Context-1
S-4 to S-6	Choosing Best Lenses for Event Photography-1	Lighting Patterns for Event Photography-1	Working with White & Plain Background-1	Working with Different Angles of Event -1	Working with Touch up Software-1
S-7 to S-9	Choosing Best Lenses for Event Photography-2	Working with Props for Event Photography-1	Working with Framing for Event Photography-1	Working with Event Context	Working with Editing Software-1

S-10 to S-12	<i>Best Camera Settings for Event Photography-1</i>	<i>Working with Materials for Event Photography-1</i>	<i>Working with Composition for Event Photography-1</i>	<i>Working with Different Events -1</i>	<i>Creating Best Event Photography Team-1</i>
S-13 to S-15	<i>Best Camera Settings for Event Photography-2</i>	<i>Working with Materials for Event Photography-2</i>	<i>Working with Composition for Event Photography-2</i>	<i>Working with Different Events -2</i>	<i>Creating Best Event Photography Team-2</i>

Record Works:	
1	<i>Event Photography with Before & After Touchup minimum ONE exercise (Indoor / Outdoor)</i>
2	<i>Event Photography with Plain Background minimum THREE exercises (Indoor)</i>
3	<i>Event Photography with Props minimum THREE exercises (Indoor)</i>
4	<i>Event Photography with Model minimum THREE exercises (Indoor / Outdoor)</i>
Assessment of Record Works: The students must submit ONE exercise from each unit as Record Work for the Practical exam, which will be evaluated by the external examiner.	

		Assessment			
		Continuous Learning Assessment (CLA) (100% Weightage)			
Bloom's Level of Thinking		CLA – 1	CLA - 2	CLA - 3	CLA – 4*
		(20%)	(20%)	(40%)	(20%)
		Practice (%)	Practice (%)	Practice (%)	Practice (%)
1	Remember	40	40	40	40
2	Understand				
3	Apply	40	40	40	40
4	Analyze				
5	Evaluate	20	20	20	20
6	Create				
Total %		100	100	100	100

Strategies				
Technology		Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Case Studies	✓	No Poverty
Emulations	✓	Group Discussion	✓	Zero Hunger
Prototypes		Hands-on Practice	✓	Good Health & Well Being
Hands-on Practice Tools	✓	Inquiry Learning	✓	Quality Education
Mathematical Computing Tools		Interactive Lecture	✓	Gender Equality
Field Visit		Leading Question	✓	Clean Water & Sanitation
		Mind Map	✓	Affordable & Clean Energy
		Minute Paper		
		Peer Review	✓	
		Problem Based Learning	✓	

* The evaluation can be done on the one or more parameters that include (i) Seminars, (ii) Mini-Project, (iii) Case Studies, (iv) MOOC Certification, (v) Publication of Article, (vi) Presentation of Research Work in Conferences, (vii) Assignments.

Resources			
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Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	<i>Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanmiyur, Chennai- 600041 Tamil Nadu, India Mail: spiderarjun2k@gmail.com</i>	1	<i>Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India Mail: haricms@buc.edu.in</i>	1	<i>Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR</i>
				2	<i>Dr. Rajesh R, Associate Professor, VISCOM, FSH, SRMIST, KTR</i>
				3	<i>Dr. Harie Karthikeyan, Assistant Professor, VISCOM, FSH, SRMIST, KTR</i>

Code	PVC25P01L	Title	Internship	Category	P	Project Work, Internship in Industry/Higher Technical Institutions	L	T	P	C
							0	0	0	2

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)																
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12					
CR-1	To acquire the basic knowledge of media industry																								
CR-2	To understand the working atmosphere of media industry																								
CR-3	To know and practice field works in various designations of various media setup																								
CR-4	To train in the film & TV industry as an intern in various field																								
CR-5	To get the mastery skills from the media field through intern training																								
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning					
CO-1	Students would learn the media industry practically	✓	✓	-	-	2	85	75	3	-	3	-	-	-	3	3	3	3	3	3	-				
CO-2	Students would gain knowledge of media field circumstances	✓	✓	✓	-	2	85	75	3	-	3	-	-	2	-	3	-	3	3	3	-				
CO-3	Students would know various designations and various media setup	✓	✓	✓	✓	3	85	75	3	-	3	-	3	3	-	3	-	3	3	3	-				
CO-4	Students would gain knowledge about film & TV industry	✓	✓	✓	✓	3	85	75	3	-	3	-	-	2	-	3	-	3	3	3	-				
CO-5	Students would be proficient in the media field	✓	✓	✓	✓	3	85	75	3	-	3	-	3	3	-	3	-	3	3	3	-				

The student will undergo a two-week internship during the summer vacation after the end of the II Semester in any media organization and must submit an activity report. The student will be monitored by the faculty and will be guided by the media organization in completing the internship.

Methodology:

Students are expected to do an internship of professional nature within the stipulated time during the summer vacation for a period of a minimum of 15 days after the end of II Semester. Criteria for selecting the internship will be based on the area of specialization by the student in the media industry. Emphasis will be given to get trained of professional quality that will help students to enter the media industry with an evaluated portfolio. The internship training activities will be presented by the students and the viva voce will complete the process of evaluation for awarding grades.

The training work can be carried out in any Media House/ Print Media/ Advertising Agency/ Media Professional/ Film Industry for three months.

Record Work:
Students must prepare the Day-to-Day activities of their internship training period, that will be monitored by Internship Coordinator of the Media organization.
(The students must submit the Internship report in the Record form for Practical Exam, which will be evaluated by the External Examiner)

Learning Assessment				
Internship	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %

Designers				
Professional Experts		Higher Institution Experts		Internal Experts
1	<i>Mr. Arjun V</i> <i>Senior Design Specialist</i> <i>Novartis Healthcare</i> <i>Thiruvanmiyur, Chennai- 600041</i> <i>Tamil Nadu, India</i> <i>Mail: spiderarjun2k@gmail.com</i>	1	<i>Dr. M Sri Hari</i> <i>Associate Professor and Head</i> <i>Department of Communication & Media Studies</i> <i>Bharathiar University</i> <i>Coimbatore- 641046, Tamil Nadu, India</i> <i>Mail: haricms@buc.edu.in</i>	1 <i>Dr. Padmanabhan T, Assistant Professor & Head,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
				2 <i>Dr. Rajesh R, Associate Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>
				3 <i>Dr. Harie Karthikeyan, Assistant Professor,</i> <i>VISCOM, FSH, SRMIST, KTR</i>

Semester - IV

Code	PVC25P02L	Title	Project Work	Category	P	Project Work, Internship in Industry/Higher Technical Institutions	L	T	P	C
							0	0	20	10

Offering Department	Visual Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CR)	The purpose of learning this course is to:	Depth				Attainment			Program Outcomes (PO)														
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
CR-1	Demonstrate skills learnt in the real time environment.																						
CR-2	Explore the different industries that are using IT																						
CR-3	Enhance the skills in the system aspects																						
CR-4	Understanding the professional connections with the knowledge learnt																						
CR-5	Applying the skills in problem solving																						
Outcomes (CO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Disciplinary Knowledge	Problem Solving	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethical Practices & Social	Individual & Team Work	Communication	Project Management & Finance	Life Long Learning			
CO-1	To get an inside view of an industry and organization/company	✓	✓	-	-	2	85	75	-	2	-	3	-	2	-	3	3	-	-	2			
CO-2	To gain valuable skills and knowledge	✓	✓	✓	-	2	85	75	3	-	-	3	-	2	-	3	3	-	3	-			
CO-3	To make professional connections and enhance networking	✓	✓	✓	✓	3	85	75	3	2	2	-	3	2	2	3	3	-	3	2			
CO-4	To get experience in a field to allow the student to make a career transition	✓	✓	✓	✓	3	85	75	3	2	2	-	3	-	-	3	3	-	3	2			
CO-5	To get an inside view of an industry and organization/company	✓	✓	✓	✓	3	85	75	3	-	-	-	3	-	-	3	3	3	3	-			

Note: The students must submit all exercises related to Camera/ Editing/ Sound/ Photography/ Graphics/ Drawing as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner.

Learning Assessment				
Project	Continuous Learning Assessment (50% weightage)		Final Evaluation (50% weightage)	
	Review – 1	Review – 2	Project Report	Viva-Voce
	20%	30 %	30 %	20 %

Designers		
Professional Experts	Higher Institution Experts	Internal Experts
1 Mr. Arjun V Senior Design Specialist Novartis Healthcare Thiruvanmiyur, Chennai- 600041 Tamil Nadu, India Mail: spiderarjun2k@gmail.com	1 Dr. M Sri Hari Associate Professor and Head Department of Communication & Media Studies Bharathiar University Coimbatore- 641046, Tamil Nadu, India Mail: haricms@buc.edu.in	1 Dr. Padmanabhan T, Assistant Professor & Head, VISCOM, FSH, SRMIST, KTR
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