

7.01

Welcoming Members to 7th BOS Meeting

1. Shri D. Simhachalam (External Academic Expert)

Asst. Professor & Head, Department of Fine Arts, Andhra University, Visakhapatnam

2. Mr.L. Satyanarayana, Principal (External Academic Expert)

IACG Multimedia Hyderabad & Head APSSDC &APSKWDC Programs- Hyderabad

3. Mr. Srinivas Vasanthala (Industry Expert)

AGM- DQ Entertainment International Ltd Hyderabad

4. Mr. Saradhi Krishna (Industry Expert)

Member – Media & Entertainment Skill Council India. Hyderabad

Confirmation of Minutes of the 6th meeting of Board of Studies

6th Board of Studies for the Department of CAMS

Date of Meeting: 10th July 2017

Time of Meeting: 10AM

Venue of meeting: Staff Room (ES001)

Agenda

1. proposed to restructure implement the course structure of 2015 academic year to continue the same for the academic year 2016.
2. The syllabus of 2017 was reconstructed by under guideline of according to UGC norms.

Resolutions

1. Resolved the course structure of BS.c Multimedia 2017 was reconstructed by under guideline of according to UGC norms.
 - a) The B.Sc multimedia programme structured with core courses, discipline specific electives course, generic electives course, and ability enhance courses, along with project works.
 - b) The three years programme divide into 6 semesters.
 - c) Every semester all courses are divided into three categories
 - d) Students can choose any two courses from part 1(core theory) equal into minimum 8 credits
 - e) Student can select any three courses from Part - 2 (Core Studio) equal into minimum 10 credits
 - f) Students can select any one course from part 3 (elective) equal into minimum4 credits
 - g) In addition to core and elective courses students must complete AECC equal into eight credits in first year.
 - h) The students has flexibility to select any course in elective
 - i) The minimum credits for semester not lesser then 22 credits 2
 - j) The student has flexibility to study a course the way he likes as theory course or practical course
 - k) The programme offers more flexibility to students in specialised course from second year onwards.
 - l) Every student must obtained minimum 132 credits to complete B.Sc multimedia programme
 - m) The students are awarded with B.Sc Multimedia degree by including their specialization
 - n) For the Academic year 2017-18 the B.Sc multimedia programme offering the specialization course in Filmmaking, Animation and Visual Communication.

List of members attended for the board of Studies

S.No	Name	Designation	Position
1	Mr.J Rajendra Kumar	HOD	Chairman
2	Prof. N Venkatram	Dean Academics	Invitee
3	Mr.V.Chandan Kumar	Assistant professor	Member
4	Mr. Syed Ahmed	Assistant professor	Member
5	Mr.P John Adinarayana	Assistant professor	Member
6	Mr.M Rambabu	Assistant professor	Member

B.Sc Multimedia Arts I Year Semester I											
S.No		Course Code	Course Name	Hrs/We	L	T	P	C r	Specialization	Category	Credits
1	PART I	17EN1101	English - Rudiments of Communication Skills	4	0	0	4	2	AN & FM	Compulsory Course	4
2		17GN1101	Ecology & Environment	2	2	0	0	2	AN & FM		
3		17FA1101	Indian Culture and Art	3	3	0	0	3	AN & FM	Core Theory	
4		17FA1102	Design Basics	3	3	0	0	3	AN & FM		
5	PART II	17FA1103	Drawing - I	6	0	0	6	3	AN & FM	Core Studio	9
6		17FA1104	Design 2-D Practice	6	0	0	6	3	AN & FM		
7		17FA1105	Colour Composition	6	0	0	6	3	AN & FM		
8	PART III	17FA1106	Digital Literacy	3	3	0	0	3	AN & FM	Elective	3
9		17FA1107	Digital Literacy	6	0	2	4	3	AN & FM		
Specialize Specific Courses: - AN = Animation, FM= Filmmaking. TOTAL											22

Note:

- First Year First Semester offers basic courses, which were common for all Specializations in **B.Sc Multimedia** programme.
- All students must complete all courses offered in this semester, otherwise they are not promoted to second year.
- Student has a flexibility to choose any **ONE** course in **PART-III**.

B.Sc Multimedia Arts I Year Semester II												
S.No		Course Code	Course Name	Hrs/We	L	T	P	Cr	Specialization	Category	Credits	
1	PART I	17EN1202	English - Interpersonal Communication Skills	4	0	0	4	2	AN & FM	Compulsory Course	4	
2		17LN1201	Language - Telugu	2	2	0	0	2	AN & FM			
3		17LN1203	French	2	2	0	0	2	AN & FM	Core Theory	6	
4		17FA1204	Story of Art	3	3	0	0	3	AN & FM			
5		17FA1209	Introduction to Visual Culture	3	3	0	0	3	AN & FM			
6	PART II	17FA1210	Drawing - II	6	0	0	6	3	AN & FM	Core Studio	9	
7		17FA1211	Design 3-D Practice	6	0	0	6	3	AN & FM			
8		17FA1212	Clay Modeling	6	0	0	6	3	AN & FM			
9	PART III	17FA1213	Photography Basics	3	3	0	0	3	AN & FM	Elective	3	
10		17FA1214	Photography Basics	6	0	2	4	3	AN & FM			
11		17FA1215	Advertising Art & Ideas	3	3	0	0	3	AN & FM			
Specialize Specific Courses: - AN = Animation, FM= Filmmaking,									TOTAL		22	

Note:

- First Year Second Semester offers basic courses, which were common for all Specializations in **B.Sc Multimedia** programme.
- All students must complete all courses offered in this semester, otherwise they are not promoted to second year.
- Student has a flexibility to choose any **ONE** course in PART-III.

Bachelor of Science Multimedia 2 Year Semester I										
S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17EN2103	Professional Communication Skills	HSS	UNI CORE	0	0	4	0	2	4
2	17GN2103	Counseling		SCH CORE	0	0	1	0	0	1
3	17GN2109	Co curricular Activity		SCH CORE	0	0	0	2	0.5	2
4	17UC0010	Universal Human Values & Professional Ethics	HSS	UNI CORE	2	0	0	0	2	2
5	17BM2103	Introduction to Visual Communication	BS	SCH CORE	3	0	0	0	3	3
6	17BM2104	2D Animation	PC	DEPT CORE	1	0	4	0	3	5
7	17BM2105	Script Writing	PC	DEPT CORE	1	0	2	0	2	3
8	17BM2106	Graphic Design	PC	SCH CORE	1	0	4	0	3	5
9	17BM2107	Audio & Video Production	PC	DEPT CORE	1	0	4	0	3	5
10	17BM2108	Photography Advance	PE	DEPT ELECT	1	0	4	0	3	5
	17BM2109	Out Door Advertising	PE	DEPT ELECT	1	0	4	0		
	17BM2110	Functional Sculpture	PE	DEPT ELECT	1	0	4	0		
									21.5	35

Note:

- Second Year First Semester offers all specialized courses under three categories.
- Students can choose any **TWO** courses from **PART-I** equivalent to minimum **8 Credits**.
- Students can select any **THREE** courses from **PART-II** equivalent to minimum **10 Credits**.
- Students can select any **ONE** course from **PART-III** equivalent to minimum **4 Credits**.

Bachelor of Science Multimedia 2 Year Semester II										
S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17UC2204	Aptitude Building 1	HSS	UNI CORE	0	0	4	0	2	4
2	17GN2204	Counseling		SCH CORE	0	0	1	0	0	1
3	17GN2210	Co curricular Activity		SCH CORE	0	0	0	2	0.5	2
4	17SC1105	Logic & Reasoning	BS	SCH CORE	0	0	2	0	1	2
5	17BM2201	Media Laws & Ethics	BS	SCH CORE	3	0	0	0	3	3
6	17BM2202	Television Production	PC	DEPT CORE	1	0	4	0	3	5
7	17BM2203	A V Editing Techniques	PC	DEPT CORE	1	0	4	0	3	5
8	17BM2204	Design for Web	PC	DEPT CORE	2	0	2	0	3	4
9	17BM2205	Year End project		SCH CORE	0	0	0	4	1	4
10	17BM2206	<i>Open Elective-I</i>	OE	UNI ELEC	3	0	0	0	3	3
	17BM 2207	<i>Open Elective-II</i>	OE	UNI ELEC	3	0	0	0		
	17BM 2208	<i>Management Electives</i>	OE	UNI ELEC	3	0	0	0		
11	17BM 2209	3D Animation	PC	DEPT CORE	1	0	4	0	3	3
									22.5	36

Note:

- Second Year First Semester offers all specialized courses under three categories.
- Students can choose any **TWO** courses from **PART-I** equivalent to minimum **8 Credits**.
- Students can select any **THREE** courses from **PART-II** equivalent to minimum **10 Credits**.
- Students can select any **ONE** course from **PART-III** equivalent to minimum **4 Credits**.

Bachelor of Science Multimedia III Year Semester I

S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17UC3105	Aptitude Building 2	HSS	UNI CORE	0	0	4	0	2	4
2	17BM3101	Media Management & Entrepreneurship	BS	SCH CORE	3	0	0	0	3	3
3	17BM3102	Media Research Methods	BS	SCH CORE	3	0	0	0	3	3
4	17BM3103	Term Paper		SCH CORE	0	0	4	0	2	4
5		Specialization Paper – I	PE	DEPT ELEC	2	0	4	0	4	6
6		Specialization Paper – II	PE	DEPT ELECT	2	0	4	0	4	6
7		Specialization Paper – III	PE	DEPT ELECT	2	0	4	0	4	6
									22	32
ELECTIVE – I: ADVERTISING - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17BM3104	Modern Techniques in Advertising	PE	DEPT ELEC	2	0	4	0	4	6
2	17BM3105	Advertising Media Planning	PE	DEPT ELEC	2	0	4	0	4	6
3	17BM3106	UI&UX Design	PE	DEPT ELEC	2	0	4	0	4	6
ELECTIVE – 2: ANIMATION - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17BM3107	Advance 3D Animation	PE	DEPT ELEC	2	0	4	0	4	6
2	17BM3108	Advance Character Animation	PE	DEPT ELECT	2	0	4	0	4	6
3	17BM3109	Facial / LipSync	PE	DEPT ELECT	2	0	4	0	4	6
ELECTIVE – 3: FILM MAKING - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17BM3110	Screen Writing and Story Boarding	PE	DEPT ELEC	2	0	4	0	4	6
2	17BM3111	Cinematography	PE	DEPT ELECT	2	0	4	0	4	6
3	17BM3112	Advanced Post Production Tools	PE	DEPT ELECT	2	0	4	0	4	6

Note:

- Second Year First Semester offers all specialized courses under three categories.
- Students can choose any **TWO** courses from **PART-I** equivalent to minimum **8 Credits**.
- Students can select any **THREE** courses from **PART-II** equivalent to minimum **10 Credits**.
- Students can select any **ONE** course from **PART-III** equivalent to minimum **4 Credits**.

Bachelor of Science Multimedia 3 Year Semester II										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	171E2246	Internship		SCH CORE	0	0	0	0	8	0
2	171E4048	Major Project		SCH CORE	0	0	0	32	8	32
3	171E4050	Portfolio/ Presentation		SCH CORE	0	0	0	0	4	0
									20	32

Note:

- Second Year First Semester offers all specialized courses under three categories.
- Students can choose any **TWO** courses from **PART-I** equivalent to minimum **8 Credits**.
- Students can select any **THREE** courses from **PART-II** equivalent to minimum **10 Credits**.
- Students can select any **ONE** course from **PART-III** equivalent to minimum **4 Credits**.

7.03

**Approval for academic calendar of B.Sc Multi Media and BFA Applied Arts & Crafts
Academic Calendar- CAMS Department for the Year 2018-19
BSc Multimedia / BFA**

SEMESTER-I / III / V	PERIOD / DATE
<ul style="list-style-type: none"> • Induction Classes 1st year BSc Multimedia & BFA • Commencement of class work 2nd / 3rd / BSc Multimedia & BFA 	19th July 2018
1st Internal Assessment Examinations	19th to 22nd September
2nd Internal Assessment Examinations	14th to 17th November
Last Instruction Day for BSc Multimedia & BFA	17th November
Practical Examinations / Lab Assessment / Make up test for BSc Multimedia & BFA	19th November to 1st December
Commencement of Comprehensive Exams	3rd December

SEMESTER-II / IV / VI	PERIOD / DATE
Registration - Even Semester - BSc Multimedia & BFA	27th December, 2018
Commencement of Class Work - BSc Multimedia & BFA	27th December, 2018
Commencement of Internship - BSc Multimedia only	1st Jan to 30th March 2019
1st Internal Assessment Examinations	11th Feb to 14 Feb 2019
2nd Internal Assessment Examinations	1st April to 4th April 2019
Last Instruction Day for BSc Multimedia & BFA	4th April 2019
Practical Examinations / Lab Assessment / Make up test for BSc Multimedia & BFA	5th April to 18th April
Commencement of Comprehensive Exams	22nd April 2019

Event	Commencement of Class	Internal Test I	Internal Test II	Comprehensive Exams	No of Instructional Days
ODD Sem	19-07-2018	19-09-2018	14-11-2018	03-12-2018	89
	45	46	28		
Even Sem	27-12-2019	11-02-2019	01-04-2019	22-04-2019	90
	33	35	15		

7.04

Propose to include common core papers to be incorporated in all the streams of the University Programs as per the guidelines given by Dean Academics office

UNIVERSITY CORE COURSES & COURSE CODES : AY-2018-19	
Course code	Title of the course
18UC1101	Basic English
18UC1202	English Proficiency
18UC2103	Professional Communication Skills
18UC2204	Aptitude Builder -1
18UC3105	Aptitude Builder -2
18UC3206	Campus to Corporate
18UC0007	Indian Heritage and Culture
18UC0008	Indian Constitution
18UC0009	Ecology & Environment
18UC0010	Universal Human Values & Professional Ethics
18IE2246	Industrial Training
18IE3247	Term Paper
18IE4048	Project (Part - 1)
18IE4049	Practice School
18IE4050	Project (Part - 2)
18GN1101	Counseling -1
18GN1202	Counseling -2
18GN2103	Counseling -3
18GN2204	Counseling -4
18GN3105	Counseling -5
18GN3206	Counseling -6
18GN1107	Cocurricular Activity -1
18GN1208	Cocurricular Activity -2
18GN2109	Cocurricular Activity -3
18GN2210	Cocurricular Activity -4
18GN3111	Cocurricular Activity -5
18GN3212	Cocurricular Activity -6

7.05

Proposed to replace Media Management & Entrepreneurship and Advance Advertising with 'Development Communication and User Interface design (Advertising Specialization) And also removed the word 'Advance' in the course Advanced Cinematography(Film making Specialization) in the 3year first semester of 2016-19 admitted batch.

Program Structure of III B.Sc Multimedia for 2018 – 19.

S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18UC3105	Aptitude Builder 2	HSS	UNI CORE	0	0	4	0	2	4
2	18VC311	Media Management & Entrepreneurship	BS	SCH CORE	3	0	0	0	3	3
3	15VC312	Media Research Methods	BS	SCH CORE	3	0	0	0	3	3
4	15VC313	Term Paper		SCH CORE	0	0	4	0	2	4
5		Specialization Paper – I	PE	DEPT ELEC	2	0	4	0	4	6
6		Specialization Paper – II	PE	DEPT ELECT	2	0	4	0	4	6
7		Specialization Paper – III	PE	DEPT ELECT	2	0	4	0	4	6
									22	32
ELECTIVE – I: ADVERTISING - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	15VC301	Modern Techniques in Advertising	PE	DEPT ELEC	2	0	4	0	4	6
2	15VC302	Advertising Media Planning	PE	DEPT ELECT	2	0	4	0	4	6
3	18VC303	Advanced Advertising	PE	DEPT ELECT	2	0	4	0	4	6
ELECTIVE – 2: ANIMATION - 3 Year Semester I										
	Course code	Course Name	type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	15VC304	Rigging and Character Animation	PE	DEPT ELEC	2	0	4	0	4	6
2	15VC305	Advanced Compositing	PE	DEPT ELECT	2	0	4	0	4	6
3	15VC306	Special Effects and Dynamics	PE	DEPT ELECT	2	0	4	0	4	6
ELECTIVE – 3: FILM MAKING - 3 Year Semester I										
	Course code	Course Name	type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	15VC307	Screen Writing and Story Boarding	PE	DEPT ELEC	2	0	4	0	4	6
2	15VC308	Advanced Cinematography	PE	DEPT ELECT	2	0	4	0	4	6
3	15VC309	Advanced Post Production Tools	PE	DEPT ELECT	2	0	4	0	4	6
Bachelor of Science										

Multimedia 3 Year Semester II		Course code	Course Name	type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	15VC321	Internship		SCH CORE	0	0	0	0	8	0	
2	15VC322	Major Project		SCH CORE	0	0	0	32	8	32	
3	15VC323	Portfolio/Presentation		SCH CORE	0	0	0	0	4	0	
										22	32

Program Structure of III B.Sc Multimedia for 2018 – 19.

S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH	
1	15UC3105	Aptitude Builder 2	HSS	UNI CORE	0	0	4	0	2	4	
2	18VC311	Media Communication	BS	SCH CORE	3	0	0	0	3	3	
3	18VC312	Media Research Methods	BS	SCH CORE	2	0	2	0	3	4	
4	18VC313	Term Paper		SCH CORE	0	0	6	0	3	6	
5		Specialization Paper – I	PE	DEPT ELEC	2	0	4	0	4	6	
6		Specialization Paper – II	PE	DEPT ELECT	2	0	4	0	4	6	
7		Specialization Paper – III	PE	DEPT ELECT	2	0	4	0	4	6	
										23	35
ELECTIVE – I: ADVERTISING - 3 Year Semester I											
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH	
1	15VC301	Modern Techniques in Advertising	PE	DEPT ELEC	2	0	4	0	4	6	
2	15VC302	Advertising Media Planning	PE	DEPT ELECT	2	0	4	0	4	6	
3	18VC303	UX&UI Design	PE	DEPT ELECT	2	0	4	0	4	6	
ELECTIVE – 2: ANIMATION - 3 Year Semester I											
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH	
1	18VC304	Advance 3D Animation	PE	DEPT ELEC	2	0	4	0	4	6	
2	18VC305	Advance Character Animation	PE	DEPT ELECT	2	0	4	0	4	6	
3	18VC306	Facial / LipSync	PE	DEPT ELECT	2	0	4	0	4	6	
ELECTIVE – 3: FILM MAKING - 3 Year Semester I											
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH	
1	15VC307	Screen Writing and Story Boarding	PE	DEPT ELEC	2	0	4	0	4	6	
2	18VC308	Cinematography	PE	DEPT ELECT	2	0	4	0	4	6	
3	15VC309	Advanced Post Production Tools	PE	DEPT ELECT	2	0	4	0	4	6	
Bachelor of Science Multimedia 3 Year Semester II											
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH	
1	15VC321	Internship		SCH CORE	0	0	0	0	8	0	
2	15VC322	Major Project		SCH CORE	0	0	0	32	8	32	
3	15VC323	Portfolio/Presentation		SCH CORE	0	0	0	0	4	0	
										22	32

APTITUDE BUILDING-2

Critical Reading: Reading to Identify the Theme, Reading to Identify the Central Idea; Reading to Identify the Tone, Reading to Identify Writer's Attitude, Reading to Identify Parallel Ideas, Reading to Identify Logical Conclusions.

Writing Skills: Note- making and Note- taking, Report Writing.

Presentation Skills- Preparing for the Presentation, Audience Analysis, Processing Information, Ice-breakers, Quotations, Presentation Structure, Say what you want to say- Say it, Say what you have said to say, Preparing for Question Hour, Funnel Effect and How to Overcome it.

Trinity Guild Hall - Communication Skills - Graded Evaluation and Testing-
1-8 grades.

Quantitative Aptitude: Ratio and Proportion, Percentages, Profit and Loss, Simple Interest and Compound Interest.

Reasoning: Number and Letter Series, Number and Letter Analogy, Coding and decoding, Odd man out. Selections.

Reference Books:

1. *Dr. Meenakshi Raman and Dr. Sangeetha Sarma: Technical Communication. Oxford University Press: Delhi. 2016.*
2. *M. Ashraf Rizvi: Effective Technical Communication. New Delhi: McGraw Hill Education (India) Private Limited*
3. *Tom Rath: Strengths Finder 2.0. New York: Gallup Press. 2007.*
4. *C. Weaver. Reading Process and Practice. Portsmouth US: Heinemann Educational Books. 1988.*

MULTIMEDIA
K L UNIVERSITY
Media Communication

Course Code: 18VC311

L-T-P: Credits
3-0-0:3

UNIT I INTRODUCTION TO MASS COMMUNICATION: Introduction to Mass communication – Mass Media genre. Concepts and models of mass communication – SMCR, Shannon and Weaver model, Lass Well communication model, the Osgood and Schramm model, Gate keeping model.

UNIT II THEORIES OF MEDIA: Levels of analysis – Theory of media and society – Marxist theory, functionalist theory, critical political theory, economic theory, Information society theory and Cultural theory.

UNIT III THEORIES OF PRESS: Normative theories – Authoritarian theory, Social responsibility theory, Development media theory, Democratic Participant theory, Social and Cultural issues. New Perspectives on media and society, Media globalization.

UNIT IV STRUCTURE OF MEDIA: The basics of media structure and analysis – New media and its modernization approach – characteristics of mass media.

UNIT V MEDIA AND ITS EFFECTS: Mass media audiences, Cultivation theory – Uses and gratification studies, Media effects and studies.

TEXT / REFERENCE BOOKS:

1. McQuail Denis, Mass Communication Theory an Introduction. 3rd edition London.1994.
2. McQuail and Sven Windhal, Communication models, Second edition, Longman Longman Publishing Group Ltd, 1993.
3. Fred Ingles, Media Theory - An Introduction, Basil Blackwell Ltd., UK, 1990.

MULTIMEDIA
K L UNIVERSITY
MEDIA RESEARCH METHODS

Course Code: 18VC 312

L-T-P: Credits
2-0-2: 3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand the functions and principle of research.	b, e	Understanding
2	Describe and compare quantitative and qualitative research methods in media and mass communication research	f, h	Analyzing
3	Construct an effective questionnaires to collect sophisticated data from various sources to media production	h, i	Applying

Unit 1

Concept of Research, meaning, definition and nature of research. Purpose of research. Important of media research. Area of media research, problems of objectivity in research. Planning to carry to research.

Unit 2

Methods and techniques of research. Hypothesis and variables. Research design and its types, research in language and literature. Research in journalism and mass communication. Census, Survey, Random, Sampling-meanings and types of problems. Writing research proposal

Unit 3

Survey Research, Experimental and field research. Panel research, reliability, validity and objectivity. Tools and methods of research, sources of data- primary and secondary sources, Questionnaire and Schedules. Observation – participatory and non participatory and focus group discussions Case study approach. Content analysis of audio and video.

Unit 4

Formative and summative research, Ethical issues in media research. Media research and tools of reporting. Application of statistics, tabulation and classification of data, data analysis, software for data analysis interpretation. Elementary Statistics- mean, mode median. Indexing, Citation and bibliography. Research reporting writing.

Reference:

1. Thomas Lindlof and Bryon Taylor, *Qualitative Communication research methods*, Sage Publications, 2002
2. Arthur Asa Berger, *Media and Communication research methods*, Sage Publications, 2000.
3. Arthur Asa Berger, *Media Analysis Techniques*, Sage Publications, 1998.
4. Arthur Asa Berger, *Media Research techniques*, Sage Publications, 1998
5. Arthur Asa Berger, *Media Resaerch methods*, Sage Publications, 1999

Course Code: 18VC303

L-T-P: Credits
2-0-4: 4

Unit -1

UX Design

01: UX DEFINITION AND ROLES

What is UX? , Different Roles of UX Designers

02: HUMAN BEHAVIOR, DECISION MAKING, DECISION MAKING .

Human Laziness, Decision Paralysis, and Reading Pattern, Human Decisions – How Old and New Brian Works, Our Goals and Change Blindness, Examples of Human Behavior, Decision Paralysis, and Why We Hate Change.

UI Design: Unit -2

01: INTRODUCTION

Course Intro, Show and Review sample Works

02: COLOR CALIBRATION

What is Color Calibration?

03: UI DESIGN EXERCISES WITH SOLUTIONS

Soft Button Challenge, Soft Button Solution. 3D Button Challenge, Pressed Effect in Photoshop, Transparency – Gradient Effect, Modern Header Design Exercise, Modern Header Design, New Variation, Tabbed Navigation,

Unit -3

04 : IMAGE EDITING FOR UI DESIGNERS

Removing a White Background from an Image with Blending Options, Using the Magnetic Lasso to Quickly Remove a Background, Using Select and Mask to Remove a Background, Using the Spot Healing Brush, Using Adjustment Layers to Make Colors Pop.

Unit -4

05: APP DESIGN EXERCISE

Gathering Resources, Starting the iOS App Design, Adding Images, Adding Text, Adding Buttons to App Screens, Using Mobile Mockups.

Reference books:

- Lean UX — Jeff Gothelf and Josh Seiden.
- Don't Make Me Think — Steve Krug.
- UI is Communication — Everett N McKay.
- Designing with the Mind in Mind — Jeff Johnson

**BSc-MULTIMEDIA
K L UNIVERSITY
Advance 3DAnimation**

Course Code: 18VC304

**L-T-P: Credits
2-0-4: 4**

CO.No	COURSE OUTCOME	POs	LEVEL
1	Understand of Advance 3d Animation concepts	a, b, c	Understanding
2	Applying path animation by using constrains	e, g	Analyze
3	Applying animation with principled based motion to the objects.	f, i	Apply
4	Creating Locomotion animation with basic Rigged objects	f, i, j	Create

SYLLABUS (As approved by BoS):

Unit – I

Animation menu set. Setting Key frames – editing, combining, looping, blending keys – Types of keys – Set Driven Key – Motion Trail – Motion path animation - Using Animation Layers - Creating Character sets

Unit – II

Graph editor - Dope Sheet editor - Trax editor – create clip and pose – non linear animation tools – set time code – scene time warp

Unit – III

History of Animation – Key frame animation – Motion path animation – Motion path objects - Principles of animation – Setting Key frames – creating ball bounce animation

Unit –IV (Principles of Animation)

Squash and stretch - Anticipation - Staging - Straight ahead action and pose to pose - Follow through and overlapping action - Slow in and slow out - Arcs - Secondary action- Timing - Exaggeration - Solid drawing - Appeal.

Unit –V

Idea finalization - Video Reference Shooting – Animation Planning – Character Referencing - Blocking – Blocking Plus – Refining – Polishing – Final Shot Submission.

BOOKS RECOMMENDED:

1. Illusion of life. By Frank Thomas and Ollie Johnston.
2. Animator's survival kit. By Richard Williams.

**BSc-MULTIMEDIA
K L UNIVERSITY
Advance Character Animation**

Course Code: 18VC305

Course Structure:

**L-T-P: Credits
2-0-4: 4**

CO.No	COURSE OUTCOME	POs	LEVEL
1	Understand of Advance Character Animation concepts	a, b, c	Understanding
2	Applying locomotion to the Biped Character animation.	e, g	Analyze
3	Applying locomotion to the Quadruped Character animation	f, i	Apply
4	Creating a Humanoid Character animation demo reel with action	f, i, j	Create

SYLLABUS (As approved by BoS):

Unit – I (Discussion of 12 Principles of Animation to the Rigged Biped Character)

Application of 12 Principles in the following examples – Ball bouncing – Two balls falling – Single leg jump- Weight lifting – Tailor jump and acting – Normal Walk – Personality Walk- Running - Sneak walk- double bounce walk.

Unit – II (Basics of Physical Actions)

What is physical action – How to approach a physical action shot - Studying character poses – Blocking and Pose to Pose animation – In-betweens – Line of Action – Extremes – Breakdowns – Animating characters – Following animation principles

Unit – III (Character Interaction with props)

Studying Real life human interaction with props – All Principles of Account study in prop animation – How to approach a character holding a stick (or) gun animation – Advanced human body animation procedure – Acting and shooting human body motions – Importance of real life observation.

Unit – IV (Acting Foundations)

Acting for Animation – Single character acting animation – Basics of acting and emotions in animation

Unit –V (Acting Animation Demo reel)

How to create an animation demo reel discussion – Qualities of a good animator – Creating demo reel with animation foundations, Physical Actions and Acting Animation examples – How to make demo reel breakdown

BOOKS RECOMMENDED:

1. ANIMATION: The Book of Preston Blair.
2. Timing for Animation by Harold Whitaker and John Hala.

**BSc-MULTIMEDIA
K L UNIVERSITY
Facial Expression & Lip Sync**

Course Code: 18VC306

Course Structure: L-T-P: Credits
2-0-4: 4

CO.No	COURSE OUTCOME	POs	LEVEL
1	Understanding of Facial Expression & Lip Sync emotional concepts.	a, b, c	Understanding
2	Applying Facial Expression emotions by using Facial rig.	e, g	Analyze
3	Applying Lip Sync animation with reference to the audio clip, to the Facial & mouth rig.	f, i	Apply
4	Creating Facial Expression & Lip Sync animation with audio clip dialogue to the facial rig character.	f, i, j	Create

SYLLABUS (As approved by BoS):

Unit – I Exploring the humanoid emotions and expressions – blending keys – Types of keys – Set Driven Key – Blend Shapes to the Character face rig - Using Animation Layers – Studying the Symmetrical & Asymmetrical Characteristics of the Character expressions and emotions with self-handheld mirror.

Unit – II Applying various emotional expression to the character face mouth shapes- Graph editor - Dope Sheet editor -create clip and pose – set time code – scene time warp

Unit – III Setting Key frame animation – Principles of facial animation expressions – Setting shapes to the mouth with reference to the sound. Setting the Phonetic symbols with mouth chart reference.

Unit –IV (The 12 Principles Applied to Faces) Squash and stretch - Anticipation - Staging - Straight ahead action and pose to pose - Follow through and overlapping action - Slow in and slow out - Arcs - Secondary action- Timing - Exaggeration - Solid drawing - Appeal.

Unit –V Idea finalization - Video Reference Shooting – Expressions to the character – Character Referencing - Blocking – Blocking Plus – Refining – Polishing – Final Shot Submission.

BOOKS RECOMMENDED:

1) *Animating Facial Features & Expressions* By B. Fleming

2) *Facial Expressions: A Visual Reference for Artists* By Mark Simon.

The Artist's Complete Guide to Facial Expression. By Mark Simon.

7.06

Change of Code and Revised Academic structure for BSc Multi media for the admitted batch of 2017-20

Bachelor of Science Multimedia 2 Year Semester I										
S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17EN2103	Professional Communication Skills	HSS	UNI CORE	0	0	4	0	2	4
2	17GN2103	Counselling		SCH CORE	0	0	1	0	0	1
3	17GN2109	Co curricular Activity		SCH CORE	0	0	0	2	0.5	2
4	17UC0010	Universal Human Values & Professional Ethics	HSS	UNI CORE	2	0	0	0	2	2
5	17BM2103	Introduction to Visual Communication	BS	SCH CORE	3	0	0	0	3	3
6	17BM2104	2D Animation	PC	DEPT CORE	1	0	4	0	3	5
7	17BM2105	Script Writing	PC	DEPT CORE	1	0	2	0	2	3
8	17BM2106	Graphic Design	PC	SCH CORE	1	0	4	0	3	5
9	17BM2107	Audio & Video Production	PC	DEPT CORE	1	0	4	0	3	5
10	17BM2108	Photography Advance	PE	DEPT ELECT	1	0	4	0	3	5
	17BM2109	Out Door Advertising	PE	DEPT ELECT	1	0	4	0		
	17BM2110	Functional Sculpture	PE	DEPT ELECT	1	0	4	0		
									21.5	35
Bachelor of Science Multimedia 2 Year Semester II										
S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17UC2204	Aptitude Building 1	HSS	UNI CORE	0	0	4	0	2	4
2	17GN2204	Counseling		SCH CORE	0	0	1	0	0	1
3	17GN2210	Co curricular Activity		SCH CORE	0	0	0	2	0.5	2
4	17SC1105	Logic & Reasoning	BS	SCH CORE	0	0	2	0	1	2
5	17BM2201	Media Laws & Ethics	BS	SCH CORE	3	0	0	0	3	3
6	17BM2202	Television Production	PC	DEPT CORE	1	0	4	0	3	5
7	17BM2203	A V Editing Techniques	PC	DEPT CORE	1	0	4	0	3	5
8	17BM2204	Design for Web	PC	DEPT CORE	2	0	2	0	3	4
9	17BM2205	Year End project		SCH CORE	0	0	4	0	1	4
10	17BM2206	Open Elective-I	OE	UNI ELEC	3	0	0	0	3	3
	17BM 2207	Open Elective-II	OE	UNI ELEC	3	0	0	0		
	17BM 2208	Management Electives	OE	UNI ELEC	3	0	0	0		
11	17BM 2209	Basics of 3D	PC	DEPT CORE	1	0	4	0	3	3
									22.5	36

Bachelor of Science Multimedia III Year Semester I

S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17UC3105	Aptitude Building 2	HSS	UNI CORE	0	0	4	0	2	4
2	17BM3101	Media Management & Entrepreneurship	BS	SCH CORE	3	0	0	0	3	3
3	17BM3102	Media Research Methods	BS	SCH CORE	3	0	0	0	3	3
4	17BM3103	Term Paper		SCH CORE	0	0	4	0	2	4
5		<i>Specialization Paper – I</i>	PE	DEPT ELEC	2	0	4	0	4	6
6		<i>Specialization Paper – II</i>	PE	DEPT ELECT	2	0	4	0	4	6
7		<i>Specialization Paper – III</i>	PE	DEPT ELECT	2	0	4	0	4	6
									22	32
ELECTIVE – I: ADVERTISING - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17BM3104	Modern Techniques in Advertising	PE	DEPT ELEC	2	0	4	0	4	6
2	17BM3105	Advertising Media Planning	PE	DEPT ELECT	2	0	4	0	4	6
3	17BM3106	UI&UX Design	PE	DEPT ELECT	2	0	4	0	4	6
ELECTIVE – 2: ANIMATION - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17BM3107	Advance 3D Animation	PE	DEPT ELEC	2	0	4	0	4	6
2	17BM3108	Advance Character Animation	PE	DEPT ELECT	2	0	4	0	4	6
3	17BM3109	Facial / LipSync	PE	DEPT ELECT	2	0	4	0	4	6
ELECTIVE – 3: FILM MAKING - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	17BM3110	Screen Writing and Story Boarding	PE	DEPT ELEC	2	0	4	0	4	6
2	17BM3111	Cinematography	PE	DEPT ELECT	2	0	4	0	4	6
3	17BM3112	Advanced Post Production Tools	PE	DEPT ELECT	2	0	4	0	4	6
Bachelor of Science Multimedia 3 Year Semester II										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	171E2246	Internship		SCH CORE	0	0	0	0	8	0
2	171E4048	Major Project		SCH CORE	0	0	0	32	8	32
3	171E4050	Portfolio/Presentation		SCH CORE	0	0	0	0	4	0
									20	32

TOTAL 130 CREDITS

**MULTIMEDIA
K L UNIVERSITY**

Subject: Professional Communication Skills
Course Code: 17EN2103

L-T-P: C
0-0-4:2

PROFESSIONAL COMMUNICATION SKILLS

Grammar and Usage: Error Analysis.

Writing Skills: Topic sentence, Linkers, Connectors and Transition, Paragraph Writing, Letter Writing

Reading Comprehension: Techniques, Skimming and Scanning, Vertical Reading, Reading Perception Tests (RPT): (Graphic) Reading Perception Tests (RPT), Semantic Interpretation of the Text, Reading Speed Enhancement.

Soft Skills: Interpersonal Skills, Adjusting Your Attitude-Arrogance has no Place in the Workplace, Cultural Sensitivity in the Workplace, Corporate Culture: Learning How to Fit In.

Quantitative Aptitude: Time and Work, Time and Distance

Reasoning: Deductions, Logical Connectives, Venn Diagrams

Reference Books:

1. Gajendra Singh Chauhan and Smita Kashiramka. *Technical Communication*. Delhi: Cengage Learning India. 2018.
2. Andrea Penruddocke and Christopher A. Warnasch. *English for the Real World*. USA: Living Language. 2004
3. Gerald J. Alfred, Charles T. Brusaw and Walter E. Oliu. *Hand Book of Technical Writing*. USA: Bedford. 2000.
4. Asher Cashdan: *Language, Reading and Learning*. Oxford: Basil Blackwell. 1979.

Mapping of Course Outcomes (CO) to Program outcomes:

CO No:	CO	PO	BTL
CO1	Understand and identify the basic aspiration of human beings	8	2
CO2	Envisage the roadmap to fulfill the basic aspiration of human beings.	8	4
CO3	Analyze the profession and his role in this existence.	8	4

Syllabus:

Introduction to Value Education: Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness and Prosperity - The Basic Human Aspirations, Right Understanding, Relationship and Physical Facilities, Happiness and Prosperity – Current Scenario, Method to fulfill the Basic Human Aspirations.

Harmony in the Human Being: Understanding the Human Being as Co-existence of Self ('I') and Body, Discriminating between the Needs of the Self and the Body, The Body as an Instrument of 'I', Understand Harmony in the Self ('I'), Harmony of the Self ('I') with the Body, Program to Ensure Sanyam and Svasthya.

Harmony in the Family and Society: Harmony in the Family - the Basic Unit of Human Interaction, Values in Human-to-Human Relationships, 'Trust' – the Foundational Value in Relationships, 'Respect' – as the Right Evaluation, Understand Harmony in the Society, Vision for the Universal Human Order.

Harmony in the Nature (Existence): Understand Harmony in the Nature, Interconnectedness, Self-regulation and Mutual Fulfillment among the Four Orders of Nature, Realizing 'Existence is Co-existence' at All Levels, The Holistic Perception of Harmony in Existence.

Implications of the Right Understanding – a Look at Professional Ethics: Natural Acceptance of Human Values, Definitiveness of (Ethical) Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics, Holistic Technologies, Production Systems and Management Models - Typical Case Studies, Strategies for Transition towards Value-based Life and Profession.

Text Book:

1. R R Gaur, R Sangal and G P Bagaria, "A Foundation Course in Human Values and Professional Ethics", 1st Ed, Excel Books.

**MULTIMEDIA
K L UNIVERSITY**

Subject: Introduction to Visual Communication

L-T-P: C

Course Code: 17BM2103

3-0-0:3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Evolution of Human Communication		Understanding
2	Visual Elements, Visual Culture, Visual Pleasure and Visual Disruption		Understanding
3	Gerbner's model, Lasswell's model – Osgood & Schramm's model		Understanding

Unit 1

Communication- definition & concept; Need for communication; scope & functions of communication; characteristics of communication; understanding communication; communication process; elements of communication; types of communication; SMCR model of communication; barriers of communication.

Unit 2

Multimedia- definition & concept; historical development of Multimedia; nature & functions of Multimedia; characteristics of Multimedia; types of Multimedia- graphic design, art, photography & multimedia; advantages & disadvantages of Multimedia; Multimedia techniques eye contact, hand gesture, body language, elements of Multimedia.

Unit 3

Shannon and Weaver's model – Redundancy & Entropy – Channel – Medium – Code – Feedback – Gerbner's model, Lasswell's model – Osgood & Schramm's model – Newcomb's model – Westley & MacLean's model – Riley & Riley model. The Era of Mass Society Theory – Hypodermic needle theory – Propaganda Theory – Theory of Public Opinion – Normative Theories.

Unit 4

Uses & Gratification Approach – Dependency theory – Social Learning theory. The Era of Limited Effects theory, The Era of Cultural Theories – Marxist Theory – Political Economy Theory, Communication Revolution - Gate keeping – Cultivation Analysis – Critical Cultural Theory.

Reference:

1. McLuhan, Marshall, *Understanding media*, The Extension of Man, 1964
2. Schramm, Wilbur, *Mass communication*, University of Illinois Press, 1960
3. Mcquail, Denis, *Mass Communication Theory*, Sage, London 1995.
4. Theo van. *Handbook of visual analysis*, sage publication, London 2003
5. Stephen W. Littlejohn and Karen A Foss, *Theories of Human Communication*, Thomson Wadsworth, Ninth Edition 2008
6. Gillian Rose, *Visual methodologies*, Sage publications, 2001
7. Pradeep Mandav, *Visual Media Communication*, Authors Press, 2001

MULTIMEDIA
K L UNIVERSITY

Subject: 2D Animation
Course Code: 17BM2104

L-T-P: C
1-0-4:3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Understand the Tools and Interface	a, b	Understanding
2	Apply Tween Animation	b, g, i	Applying
3	Apply Staging and timing	b, g, i	Applying
4	Create Export Movie	i, j	Creating

Tools and Interface

Introduction to Tools and Interface, Drawing for Animation, Shape Manipulation, Working with Strokes and Fills, Grouping Shapes, Frames per Second, Stage Size, Background color, Key frames Animation

Tween Animation: Introduction of Tween Animation, Motion and Shape Tween, Guide Paths, Path Animation, Masking, Animating Masks, Gradients and Effect

Staging and timing: Introduction of Staging and timing, Static Background Scenes, Animated Background Scenes, Scene Management, Duplicating and Editing Scenes

Export Movie File Management, Library Management, Workspace customization, Compressions

Learning Lab: Key frame Animation Exercise: Principles of Animation. Key frame Animation Exercise: Key frame Animation, Character Animation. Key frame Animation Exercise: Stick Figure Cycles Animation. Creating Scenes for animation, Key frame Animation Exercise: Principles of Animation. Key frame Animation Exercise: Key frame Animation, Character Animation. Key frame Animation Exercise: Stick Figure Cycles Animation. Creating Scenes for Animation.

Text Books:

1. “Adobe Flash Professional CS6 Classroom in a Book” (1st Edition), Adobe Creative Team

Reference Books:

1. How to Cheat in Adobe Flash CS5:
2. The Art of Design and Animation, by Chris Georgenes.

**MULTIMEDIA
K L UNIVERSITY**

**Subject: Script Writing
Course Code: 17BM2105**

**L-T-P: C
1-0-2:2**

CO.No	COURSE OUTCOME	P O	LEVEL
1	Apply communication concepts Framing & Composition		Analyzing
2	Demonstrate positive group communication Writing for Advertising- Understanding Product and Brand equity		Creating
3	Demonstrate written communication skills Writing for Documentary- Docudrama, Educational Television, Mockumentary		Creating
4	Demonstrate oral , mysteries revealed; Plot Development		Creating

UNIT- I: Introduction of visualization- Framing & Composition, Principles of Script Writing & Creative writing; Script Formats; Idea generation & Source for idea; Elements of Script; Characteristics of Script- Creativity & Marketing.

UNIT- II: Writing for Television- Characteristics of TV Script; Types of TV Shows- News stories, Chat show, Talk show & Reality Show; TV Script Treatment- Concept, Target Audience, Style of Production, Creative Approach, Running Order, Set Design & Budget.

UNIT- III: Writing for Advertising- Understanding Product and Brand equity, Basic research, Demographic appeals, Idea generation; Types of Advertising- Commercials, PSA & Corporate films; Advertising Script Format- Concept, USP, Target Audience, Creative Copy & Storyboard.

UNIT- IV: Writing for Documentary- Docudrama, Educational Television, Mockumentary, Ethnographic Films, Basic Research, Characteristics of Documentary, Documentary Structure, Realism, Documentary synopsis; Documentary Script Format Concept & Research; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration/ Commentary, .

UNIT- V: Writing for Feature Film & Short film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act- II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

**MULTIMEDIA
K L UNIVERSITY**

Subject: Graphic Design
Course Code: 17BM2106

L-T-P: C
1-0-4:3

CO. No	COURSE OUTCOME	P O	LEVEL
1	Line Study in different Thickness		Understanding
2	Curves and Circles		Understanding
3	Shapes		Understanding
4	Pattern Designs		Understanding

Graphic design (Vectore)

Unit -1 Getting to Know the Work Area / Selecting and Aligning / Creating and Editing Shapes /Transforming Objects / Drawing with the Pen and Pencil Tools / Color and Painting.

Unit -2 Working with Type / Working with Layers / Working with Perspective Drawing / Blending Colors and Shapes / Working with Brushes / Applying Effects

Unit -3 Applying Appearance Attributes and Graphic Styles / Working with Symbols / Combining Illustrator CS6 Graphics with Other Adobe Applications

Refrence:

- 1.Adobe Illustrator CC Classroom in a Book
2. Adobe Illustrator CC Classroom in a Book (2015 release)
3. Illustrator CC Digital
4. Illustrator CS5 for Windows and Macintosh: Visual QuickStart Guide
5. Adobe Illustrator Creative Cloud Revealed (Stay Current with Adobe Creative Cloud)

MULTIMEDIA
K L UNIVERSITY

Course Code: 17BM2107
Subject : Audio & Video Production

L-T-P:C
1-0-4: 3

CO. No	COURSE OUTCOME	P O	LEVEL
1	Technicians, Production & Administrative Members	g	Understanding
2	Develop knowledge regarding availability of Shutter Speed & White Balance	g	Applying
3	Aware about the Equipments Back Panel, Audio Recording	g	Understanding

UNIT- I: Production process- Scripting, Scene Breakdown, Location Hunting, Planning, Casting & Budgeting; Production Team Talents, Technicians, Production & Administrative Members; Production- Shooting Script & location; Post Production Editing, Dubbing, Music & Titling; Distribution & Exhibition.

UNIT- II: Camera- Parts of Video Camera- Focus, Iris, Shutter Speed & White Balance; Operation of Video Camera- Single CCD and Three CCD Cameras; Types of Video Camera- VHS, U Matic, Beta, Digi-Beta, DV Pro & HD Camera; Video Formats- NTSC, PAL & SECAM; 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, Color Temperature.

Unit III: Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel, Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude, Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise, Audio Equipment used in Dubbing- Cables and connections & Mixing console, Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range.

Unit V: Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone, Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording, Equalizer, Audio Effects & Basic EQ, Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software, Audio Equipments & Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks).

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Text Books: 1. Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK, 2012
2. Gerald Millerson, Television Production, Focal Press, UK, 2009
3. Mike Senior, Mixing Secrets for the Small Studio, Focal Press, UK, 2011.
4. Tomlinson Holman, Sound for Film and Television, Focal Press, UK, 2010.

Suggested Readings: 1. Jim Owens, Television Production, Focal Press, UK, 2012 (Unit I)
2. Andrew Utterback, Studio Television Production and Directing, Focal Press, UK, 2007 (Unit IV & V)
3. Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS, 2006 (Unit II & III)
4. Ric Viers, The Sound Effects Bible, Michael Wiese Productions, USA, 2008
5. David Sonnenschein, The Expressive Power of Music, Voice and Sound Effects in Cinema, Michael Wiese Productions, USA, 2001.

Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light; Types of Lighting Equipments Pro-lit, Soft Box & etc; Different accessories of Lighting- Umbrella, & etc; Flash- Functions of Flash; Light Meter Definition & concept; Functions of Light Meter.

Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- PhotoJournalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Class Exercise: (Students has to practices all EIGHT exercises)

(Each exercise carries 5 marks)

1. Landscape (Scenic, People & Monuments) (minimum 3 excises)
2. Portraits (minimum 3 excises)
3. Environnemental Exposure (minimum 3 excises)
4. Silhouette (minimum 3 excises)
5. Freezing movement (minimum 3 excises)
6. Montage (minimum 3 excises)
7. Industrial photography (minimum 3 excises)
8. Special effects (minimum 3 excises)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

- Text Books:**
1. James Curran, The Photography Handbook, Routledge, USA, 2013.
 2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010.
 3. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010.
 4. E. Bruce Goldstein, Encyclopedia of Perception, SAGE Publications, New Delhi, 2010.

- Suggested Readings:**
1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009 (Unit I & II)
 2. Ian Jeffrey, The Photography Book, Focal Press, UK, 2000 (Unit V)
 3. Michael Langford: Basic Photography, Focal Press, UK, 2000 (Unit III & IV)
 4. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009.
 5. Michael Langford: Advanced Photography, Focal Press, UK, 2008.
 6. Michael Langford: Basic Photography, Focal Press, UK, 2000.

MULTIMEDIA
K L UNIVERSITY

Course Code: Out Door Advertising

L-T-P: C

Subject: 17BM2109

1-0-4: 3

CO.N o	COURSE OUTCOME	P O	LEVEL
1	Understanding the models Advertising Agency	a, e	Understanding
2	Marketing concepts- needs, wants & demands	b, g	Evaluating
3	Branding management- brand image, brand personality	i, j	Creating

Unit 1: Introduction to Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Steps in Development of Advertisement

Unit 2: Integrated Marketing Communication: Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC, Consumer Behaviour, Consumer buying decision process, Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC

Unit 3: Advertising Design: Appeals, Message Strategies & Executional Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Executional Strategies, Creating an Advertising, Advertising Effectiveness

Unit 4: Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.

Text Books:

1. George E Belch, Advertising and Promotion, Tata McGraw Hill company Ltd., New Delhi, 2010.
2. Rajeev Batra, Advertising Management, Jain Books, New Delhi, 2009 Suggested.

Readings:

1. William F Arens, Contemporary Advertising, Jain Books, New Delhi, 2010 (Unit V)
2. J.V. Vilanilam, Advertising Basics A Resource Guide for Beginners, Jain Books, New Delhi, 2004 (Unit I & II)
3. David Ogilvy, Ogilvy on Advertising, Random House, USA, 1985 (Unit III & IV).

MULTIMEDIA
K L UNIVERSITY

Course Code: 17BM2110

L-T-P: C

Subject: Functional Sculpture

1-0-4: 3

S.no.	Course Outcome	P.O	LEVEL
1	Understand and evaluate	2,3	Understanding
2	Comprehending tools and techniques of Sculpture	3,4	Understanding
3	Exploring the new idea presentation	4,6	Analysing
4	Creating new conceptual & functional idea	6,8	Creating

COURSE SYLLABUS

Introduction to Functional Sculpture : Introduction to concept visualization- Study from Geometric Principles.

1. Elements of Art: (i) Line (ii) Form (iii) Colour (iv) Tone (v) Texture (v) Space
2. Principles of Composition: (i) Unity (ii) Harmony (iii) Balance (iv) Emphasis (v) Rhythm (vi) Proportion
3. Creative Process: (i) Observation (ii) Incubation (iii) Insight (iv) Evaluation (v) Elaboration.
- Study of Basic Human , Bird and Animal Anatomy- in relief and 3 dimensional sculpture with detail drawings.
4. Purpose of Art and Function of Art.- for Delight, commentary, worship and Ritual, commemoration, Ritual, Commemoration, Persuasion and self-Expression.
- 5 Transformations- A study from Nature .- To develop and understand the sense of sculptural structure through nature.
6. Understanding Design exploration in Product Design –Compositions- different mediums.
- Introduction to Art Making: 3 Dimensional Practices (still life)
7. Colour composition: The capacity to invoke emotion. In this paper students will understand the methods to use the power of colour through practical applications.
8. Design making process –applications with jewellery design, product design, Set Design, Costume Design through ages etc.,
9. Understanding Different Styles in Art: (i) Tribal art (ii) Folk art (iii) Classical art (vi) Modern art., Etc.
10. Animation: Stop motion

Text books:

1. Louis-Ficher-Rathus. "Foundations of Art & Design" (2nd Edition) Wadsworth Cengage Learning Usa .2014.
2. David A .Lauver., Stephen Pentak , Design Basics (9th Edition) Wadsworth Cengage Learning Usa.2015

Ref:

1. Mark Gettein "Living with Art" 10th Edition Mc-Grand_Hill Higher Education.
2. Richard Lewis "Power of Art 3rd Edition Wadsworth Cengage Learning Usa.2012.
3. Margeret Lazzari "Exploring art : A Global ,thematic Approach " 5th edition.

APTITUDE BUILDING -I

Directed Listening and Thinking Activity (DLTA) Skills:

Reading, Listening, Thinking, Writing, Presentation - Method: Flipped Classroom.

Writing Skills: Paraphrasing, Summarizing, Notice, Circular, Agenda, Minutes, Memo

Body Language (Kinesics) : Postures, gestures, eye contact

Self-confidence: Self-esteem

Soft Skills: The Art of Compromise, Learn to Say: "I Don't Know", Being organized, Showing Self-awareness, An eye on success, being self-motivated, Showing self-awareness, Find Direction from Someone Who Is Lost: "The Drifter"

Self-Assessment for Attainable Career Objectives--Defining a Career Objective

Quantitative Aptitude: Numbers, Averages and Alligations, Mensuration

Reasoning: Cubes, Binary Logic, Ordering and Sequencing

Reference Books:

1. Daniel G. Riordan and Steven E. Pauley: *Technical Report Writing Today*. New Delhi: Biztantra. 2004.

2. Ken Taylor. *Telephoning and Teleconferencing Skills*. Hyderabad: Orient Black Swan. 2008.

3. E. Suresh Kumar, B. Sandhya. *Communication for Professional Success*. Delhi: Orient Black Swan. 2013

4. *Reasoning Trainer Plus*.: Hyderabad: Brain Mapping Academy. 2012.

DEPARTMENT OF MULTIMEDIA
K L UNIVERSITY
Logic & Reasoning

Course Code: 17SC1105

L-T-P: Credits
0-0-2:1

Mapping of Course Outcomes (CO) to Student outcomes:

CO No	Course Outcome (CO)	PO	BTL
1	Apply the fundamental principle of counting and use them to measure the uncertainty in random experiments.	1	3
2	Apply Venn diagrams to find the conclusion of statements, solve puzzles using binary logic and problems relating to cubes.	1	3
3	Apply the available models for Data sufficiency & redundancy and interpret it, when given, in tabular and graphical forms.	1	3
4	Apply the Reasoning techniques to solve problems on arrangements, series, analogies, coding and decoding.	1	3

SYLLABUS:

Permutation and Combinations: Fundamental Principle of Counting, Counting Methods, Definition of permutation, Linear Permutations, Rank of a word, Circular Permutations, Definition of Combinations, Problems on Combinations

Probability: Definitions of Probability, Addition and Multiplication Theorems.

Deductions: Introduction, expressing different types of statements using Venn diagrams, Definition of complimentary pairs, Finding the conclusions using Venn diagrams for two and more statements.

Logical Connectives: Definition of simple statement, Definition of compound statement, Finding the implications for compound statements, Finding the negations for compound statements.

Binary Logic: Definition of a truth-teller, Definition of a liar, Definition of an alternator, solving problems using method of assumptions, solving analytical puzzles using binary logic.

Cubes: Basics of a cube, Finding the minimum number of cuts when the number of identical pieces are given, Finding the maximum number of pieces when cuts are given, Problems on painted cubes of same and different colors, Problems on cuboids, Problems on painted cuboids, Problems on Dice.

Data Sufficiency: Different models in Data Sufficiency, Problems on Data sufficiency, Problems on data redundancy.

Data Interpretation: Problems on tabular form, Problems on Line Graphs, Problems on Bar Graphs, Problems on Pie Charts.

Analytical Reasoning puzzles: Problems on Linear arrangement, Problems on Circular arrangement, Problems on Double line-up, Problems on Selections, Problems on Comparisons.

Number and letter series: Difference series, Product series, Squares series, Cubes series, Alternate series, Combination series, Miscellaneous series, Place values of letters.

Number and Letter Analogies: Definition of Analogy, Problems on number analogy, Problems on letter analogy, Problems on verbal analogy.

Odd man out: Problems on number Odd man out, Problems on letter Odd man out, Problems on verbal Odd man out.

Coding and decoding: Coding using same set of letters, Coding using different set of letters, Coding into a number Comparison & Elimination

Text Books:1. A modern approach to Logical reasoning, R S Agarwal, S. Chand Publications.

Reference Text Books: 1. Logical Reasoning, Arun Sharma, Mc Graw Hill.

2. Analytical & Logical Reasoning, [Peeyush Bhardwaj](#), Arihant Publications.

MULTIMEDIA
K L UNIVERSITY
Media Laws & Ethics

Course Code: 17BM2201

L-T-P: Credits

3-0-0:3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Understand about Directive Principles of State Policy	a, b, c,	Understanding
2	Creating Cinematography Act 1952	e, g	Creating
3	Creating Objective & Functions- Press Information Bureau (PIB),	f, i, j	Creating

UNIT- I: Constitution of India- Salient Features & Preamble; Fundamental of Rights & Duties; Freedom of Speech & Expression and Limitations; Directive Principles of State Policy; Features of Article 19 (1) (a) & Article 19 (2) of Indian Constitution; Provisions of Amending the Constitution; Parliamentary & Legislative Privileges for Media; Press as Fourth Estate of the Democracy; Press Freedom- Definition & Concept; Emergence of Censorship.

UNIT- II: Media Laws- Introduction to Media Laws; Basic history of Media Laws in India; The Press and Registration of Books Act 1867, The Indian Press Act 1910, Vernacular Press Act, Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955, Copyright Act 1957, The Press Council Act 1978 & Copyright Act; Specified Press Laws- Law of Defamation, Contempt of Courts Act 1971 & Right to Information Act 2005.

UNIT- III: 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 of Cyber laws.

UNIT- IV: Media Authorities & Organization- Objective & Functions- Press Information Bureau (PIB), Directorate of Advertising & Visual Publicity (DAVP), Central Board of Film Certification (CBFC), Film Division; All India Radio (AIR), Doordarshan, Press Council of India (PCI) & Guidelines for the Press, codes suggested for the press by PCI and Press Commissions- Codes for Radio, Television & Information Technology.

UNIT- V: Media Ethics- Definition & Concept; Role of Press & Media Councils; Press Ombudsman; Accountability & Independence of Media; Code of Ethics- Journalism & Journalistic Ethics, Code of Ethics- Advertising & Films; Ethical problems- Privacy, Bias, Communal writing, Sensational & Yellow Journalism; Ethical issues related with Ownership of Media.

Text Books:

1. Neelamalar. M, Media Law and Ethics, Prentice-Hall Of India Pvt Ltd, New Delhi, 2010
2. Kiran Prasad, Media Law in India, B.R. Publishing Corporation, New Delhi, 2008

Suggested Readings: 1. Venkat Iyer, Mass Media Laws And Regulations In India, Bahri Sons, New Delhi, 2000 (Unit II & III)

2. Kundra. S, Media Laws & Indian Constitution, Anmol Publications Pvt. Ltd, New Delhi, 1998

3. Durga Das Basu, Law of Press, Prentice-Hall Of India Pvt Ltd, New Delhi, 1986 (Unit IV & V)

**MULTIMEDIA
K L UNIVERSITY
Television Production**

Course Code: 17BM2202

L-T-P: Credits

1-0-4:3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Understand TV, Films, and AD Films	a, b, c,	Understanding
2	Creating camera features and their effects.	e, g	Creating
3	Creating Studio Production – set design and composition, different types of studio production	f, i, j	Creating

UNIT I: INTRODUCTION TO TELEVISION PRODUCTION: Introduction to Visualization & principles of Visual Grammar. Different approaches to Visualization –TV, Films, and AD Films. Different stages of production. Personnel for Video production & News.

UNIT II: VIDEO AND BROADCAST TECHNOLOGY : Analogue & Digital technology/How does a Tv set works? Videotapes Format, Broadcasting Formats & Transmission Technologies.

UNIT III: TECHNIQUES OF TELEVISION CAMERA: Camera and its parts, camera features and their effects. camera mounting equipments, camera movements – distance – angles. Types of lenses and its uses, Different types of shots. Properties of light/ Lighting instruments and controls.

UNIT-IV: SCRIPTING & EDITING: Story- storyboard, formats of scripts, treatment and research. Creative writing for video, Tv news, documentaries & fiction. Introduction to editing, editing theories, Montage, linear editing & Non-linear editing.

UNIT V: STUDIO PRODUCTION AND CONTROL: Studio Production – set design and composition, different types of studio production – Indoor and out door, Single-Camera/Multi-Camera & Field production. Production management, Production team, wardrobe, makeup, sets and properties, floor management.

TEXT / REFERENCE BOOKS:

1. Herbert Zettl, Television production handbook, seventh edition, Thomas Wadsworth, 2006
2. Robert B. Musburger and Gorham Kindem. Introduction to Media Production, Third Edition: The Path to Digital Media Production, 4 th Edition, Focal press, 2009.
3. Jeremy Orlebar. Arnold, Digital Television Production: A Handbook, 2002
4. Mirzoeff. F. An Introduction to visual culture, Routledge, London, 1999
5. Vasuki Belavadi, Video Production, Oxford university press ,2008

MULTIMEDIA
K L UNIVERSITY
A V Editing Techniques

Course Code: 17BM2203

Course Structure: L-T-P: Credits
1-0-4:3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Understand and evaluate of Function of Editing – Editing principles – the role of Editor	b, e, g	Understanding
2	Comprehending tools and techniques of Camcorder in Video Production	a, b, g, j	Understanding
3	Analyzing the audiovisual grammar for video Production	a, e, g	Analyzing
4	Produce quality video and Audio output in television production	a, c, j	Creating

UNIT I: INTRODUCTION TO EDITING: Definition of editing – history – Function of Editing – Editing principles – the role of Editor – Types of Editing – continuity – relational editing – parallel editing – Rhythmic editing – methods of editing – Online – Offline Assignment: Short Film Review – Technical Details.

UNIT II: ANALOG TO DIGITAL CONVERSION:: Working system of Video – Analog and digital conversion – Aspect ratio – Fire wire IEEE 1394 – S Video – Scanning – Interlaced – Progressive – Broadcast standards –component & Composite video – tape formats – codec – MPEG – Video file formats Assignment: Different Types of Video Render (AVI, QT, VOB & Graphics File).

UNIT III: METHODS OF EDITING:Film editing using NLE – Online & Offline clips – Time code – Capturing – Batch capture – resolution – logging – organizing bin – importing – time line – components – video and audio tracks – editing tools – Cut List Assignment: Multilayer Video Production (Picture in Picture).

UNIT IV: ROUGH CUT TO FINAL CUT : Making rough cut – Drag & Drop – conventional editing – Insert & over record mode – sequence – Bin – adding tracks – working in trim mode – working with audio – working with titles – Titles – Visual effects – Telecine Assignment: Chroma Key.

UNIT V: SPECIAL EFFECTS & PRINT TO TAPE: Applying effects – Motion effects – Transition – Video filters – picture in picture – DVE effects – Blue screen – Chroma key – color correction – Lighting Effects – key frames – Audio editing – levels – quality – EDL export and import – Export to different formats.

TEXT / REFERENCE BOOKS:

1. Edward Dmytryk, On Film Editing, Focal Press, First Print, 2007
2. Gerald Millerson, Video Production Handbook, Focal Press, 3rd Edition, 2006
3. Jaime Fowler, Editing – Digital Film, Integrating Final Cut Pro, Avid and Media 100, Focal Press, 2001
4. Karel Reisz and Gavin Millar, The Technique of Film Editing, Focal Press, 2nd Edition, 2010

MULTIMEDIA
K L UNIVERSITY
Design for Web

Course Code: 17BM2204

L-T-P: Credits

2-0-2:3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Understand about Compositing, its Tools & Techniques to create standard VFX shots.	a, b, c	Understanding
2	Learn Problem-solving techniques to rectify the errors during compositing.	e, g	Analyzing
3	Create content for broadcast and web animation.	f, i	Creating
4	Generating output to the standards of broadcasting and digital media	f, i, j	Creating

Unit 1

Introduction to Web Technologies, Careers in Web Technologies and Job Roles, How the Website Works?, Client Side Scripting and Server Side Scripting, Domains and Hosting, Static Website Designing, Dynamic Websites and WebApps, Web Standards and W3C recommendations.

Unit 2

HTML5 (Latest Version), Introduction to CSS 3, Basic CSS3 Selectors, Advanced CSS3 Selectors, New CSS3 Properties, CSS Rounded Corners, Border Image, Box Shadow, Text-Shadow Property, Text-Stroke Property, Multiple Backgrounds, Background Origin, Background Resize, CSS Clip, CSS Gradients, Column Rules, Opacity, Transitions, Transform, Animations, Using CSS3 in Practical Layout.

Unit 3

Java Script, Introduction to Client Side Scripting, Introduction to Java Script, JavaScript Types, Variables in JS, Operators in JS, Conditions Statements, Java Script Loops, JS Popup Boxes, JS Events, JS Arrays, Working with Arrays, JS Objects, JS Functions, Using Java Script in Real time, Validation of Forms Related Examples

Unit 4

Adobe Flash, Introduction to Animation, Introduction to Adobe Flash Tools in Adobe Flash, Frame Animation, Various Flash Effects, Creating Flash Banners, Creating Flash Intro's, Creating Flash Website, Basics of Action Scripting. Web Hosting, Web Hosting Basics, Types of Hosting Packages, Registering domains, Defining Name Servers, Using Control Panel, Using FTP Client, Maintaining a Website.

Reference:

1. Dietel & Dietel & Nieto, " Internet & World Wide Web- How to Program", PEA, Third Edition.
2. Herbert Schildt," Java the Complete Reference, 7th Edition, Tata McGraw Hill 2007.
3. Robert W. Sebesta: Programmin the World Wide Web, 4th Edition, Pearson Education,2008.
4. M.Deitel, P J Dietel, A.B. Goldberg: Internet & World Wide Web, How to Program, 4th Edition, Pearson Education,2004.

**MULTIMEDIA
K L UNIVERSITY
Basics of 3D**

Course Code: 17BM2209

Course Structure: L-T-P: Credits
1-0-4: 3

CO.No	COURSE OUTCOME	PO	LEVEL
1	Understand about the Basic concepts of 3D	a, b, c	Understanding
2	Understand to applying 3d Modeling & Texturing techniques	e, g	Analyze
3	Applying to implement Basic 3d Lighting & Rendering techniques.	f, i	Apply
4	Applying to implement Basic 3d Rigging & Basic Animation techniques	f, i, j	Apply

SYLLABUS (As approved by BoS):

Introduction to 3D Interface of Maya: Introduction about 3D environment, Installing Maya, Introduction about the Maya user interface, Creating manipulating and viewing objects, Understand the Maya 3D scene, Components and attributes.

Introduction to apply Modeling: Using 2D reference images, Creating a polygon primitive, Crating Intermediate polygon Models and Editing Models. Introduction to NURBS Modeling, Creating a basic NURBS Models.

Introduction to apply shaders and textures: Using Maya's standard shaders, Texturing, Understanding UV coordinates & Mapping, Comparing NURBS and polygon UVs, Mapping polygon UV surfaces using texture maps. Applying 3D procedural texture nodes, Creating Textures Using Adobe Photoshop.

Introduction to apply Lighting: Understanding the concepts of Scene and Mood of the scene like Day & Night. Exploring the types of lights.

Introduction to apply Rendering: Default rendering procedure in Maya software **Scan line Rendering. Generating different types of output formats and knowing their standards of usage.**

Introduction to **apply Rigging:** Exploring the basics of joints and types of IK Handles, skinning & types fitting skeletons to a mesh.

Introduction of **apply Animation:** Exploring the Graph editor, Dope sheet, Understanding Animation principles in 3d. Applying Path animation to various elements in Maya

Text Books:

1. Dariush Derakhshani “**Introducing Autodesk Maya**” 2018
2. Todd Palamar, “**Mastering Autodesk Maya**” 2018

Reference Books:

3. Prof. Sham Tickoo Purdue, “**Autodesk Maya 2018: A Comprehensive**” Univ. and Cadcim Technologies
4. Kelly L. Murdock, “**Autodesk Maya Basics Guide 2018**”

7.07

Revised Academic structure for BSc Multi media for the admitted batch of 2018-21

Program Structure (Total credits)

Bachelor of Science Multimedia 1 Year Semester I										
S. No	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18UC1101	Basic English	HSS	UNI CORE	0	0	4	0	2	4
2	18UC0009	Ecology & Environment	HSS	UNI CORE	2	0	0	0	2	2
3	18GN1101	Counseling 1		SCH CORE	0	0	1	0	0	1
4	18GN1107	Co curricular Activity 1		SCH CORE	0	0	0	2	0.5	2
5	18BM1101	Digital Literacy	BS	SCH CORE	3	0	0	0	3	3
6	18BM 1102	Introduction to Visual Communication	BS	SCH CORE	3	0	0	0	3	3
7	18BM 1103	Design Basics	PC	DEPT CORE	3	0	2	0	4	5
8	18BM 1104	Drawing Basics	PC	DEPT CORE	2	0	6	0	5	8
9	18BM 1105	Basics of Photography	PC	DEPT CORE	2	0	6	0	5	8
									24.5	36
Bachelor of Science Multimedia 1 Year Semester II										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18UC1202	English Proficiency	HSS	UNI CORE	0	0	4	0	2	4
2	18LN1206/ 18LN1207	Language -Telugu/French	HSS	UNI CORE	2	0	0	0	2	2
3	18UC0010	Universal Human Values & Professional Ethics	HSS	UNI CORE	2	0	0	0	2	2
4	18GN1202	Counseling 2		SCH CORE	0	0	1	0	0	1
5	18GN1208	Co Curricular Activity 2		SCH CORE	0	0	0	2	0.5	2
6	18SC1105	Logic & Reasoning	BS	SCH CORE	0	0	2	0	1	2
7	18BM1201	Introduction to film studies	BS	SCH CORE	2	0	0	0	2	2
8	18BM1203	Basics of Graphic Design	PC	SCH CORE	1	0	4	0	3	5
9	18BM1202	Drawing – Advanced	PC	DEPT CORE	2	0	6	0	5	8
10	18BM1105	Photography Advance	PC	DEPT CORE	2	0	6	0	5	8
									22.5	36
Bachelor of Science Multimedia 2 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18UC2103	Professional Communication Skills	HSS	UNI CORE	0	0	4	0	2	4
2	18GN2103	Counselling- 3		SCH CORE	0	0	1	0	0	1
3	18GN2109	Co curricular Activity 3		SCH CORE	0	0	0	2	0.5	2
4	18BM2101	Writing for Media	BS	SCH CORE	3	0	0	0	3	3
5	18BM2102	Media Culture & Society	BS	SCH CORE	3	0	0	0	3	3
6	18BM2103	Visual Analysis Tools	PC	DEPT CORE	3	0	0	0	3	3
7	18BM2104	Graphic Design advanced	PC	DEPT CORE	0	0	6	0	3	6
8	18BM2105	Audio & Video Production	PC	DEPT CORE	2	0	4	0	4	6
9	18BM2106	2D Animation	PC	DEPT CORE	2	0	6	0	5	6
									23.5	36

Bachelor of Science Multimedia 2 Year Semester II										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18UC2204	Aptitude Builder 1	HSS	UNI CORE	0	0	4	0	2	4
2	18GN2204	Counseling 4		SCH CORE	0	0	1	0	0	1
3	18GN2210	Co curricular Activity 4		SCH CORE	0	0	0	2	0.5	2
4	18BM2201	Advertising	BS	SCH CORE	3	0	0	0	3	3
5	18BM2202	Television Production	PC	DEPT CORE	1	0	4	0	3	5
6	18BM2203	A V Editing Techniques	PC	DEPT CORE	1	0	4	0	3	5
7	18BM2204	Design for Web	PC	DEPT CORE	3	0	2	0	4	5
8	18BM2205	Year End project		SCH CORE	0	0	4	0	2	4
9	18BM2206	Basics of 3D	PC	DEPT CORE	1	0	4	0	3	5
		Open Elective-I	OE	UNI ELEC	3	0	0	0	3	3
		Open Elective-II	OE	UNI ELEC						
		Management Electives	OE	UNI ELEC						
									23.5	36
Bachelor of Science Multimedia 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18UC3105	Aptitude Builder 2	HSS	UNI CORE	0	0	4	0	2	4
2	18BM3101	Media Management & Entrepreneurship	BS	SCH CORE	3	0	0	0	3	3
3	18BM3102	Media Research Methods	BS	SCH CORE	2	0	2	0	3	4
4	18BM3103	Term Paper		SCH CORE	0	0	6	0	3	6
5		Specialization Paper – I	PE	DEPT ELEC	2	0	4	0	4	6
6		Specialization Paper – II	PE	DEPT ELEC	2	0	4	0	4	6
7		Specialization Paper – III	PE	DEPT ELEC	2	0	4	0	4	6
									23	35
ELECTIVE – I: ADVERTISING - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18BM3104	Modern Techniques in Advertising	PE	DEPT ELEC	2	0	4	0	4	6
2	18BM3105	Advertising Media Planning	PE	DEPT ELEC	2	0	4	0	4	6
3	18BM3106	UX & UI Design	PE	DEPT ELEC	2	0	4	0	4	6
ELECTIVE – 2: ANIMATION - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18BM3107	Advance 3D Animation	PE	DEPT ELEC	2	0	4	0	4	6
2	18BM3108	Advance Character Animation	PE	DEPT ELEC	2	0	4	0	4	6
3	18BM3109	Facial / LipSync	PE	DEPT ELEC	2	0	4	0	4	6
ELECTIVE – 3: FILM MAKING - 3 Year Semester I										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	18BM3110	Screen Writing and Story Boarding	PE	DEPT ELEC	2	0	4	0	4	6
2	18BM3111	Cinematography	PE	DEPT ELEC	2	0	4	0	4	6
3	18BM3112	Advanced Post Production Tools	PE	DEPT ELEC	2	0	4	0	4	6
Bachelor of Science Multimedia 3 Year Semester II										
	Course code	Course Name	Type	Uni/Sch/Dept	L	T	P	S	Cr	CH
1	181E2246	Internship		SCH CORE	0	0	0	0	8	0
2	181E4048	Major Project		SCH CORE	0	0	0	3	8	32
3	181E4050	Portfolio/Presentation		SCH CORE	0	0	0	0	4	0
									20	32

TOTAL 137 CREDITS

BASIC ENGLISH

Interactive Grammar: Action Words-Modifiers, Intensifiers, Connectives ---- 5 Passages- 5 Worksheets (Revision tests of Bridge Course topics) -Parsing
Sentence Skills: Tense, Voice, Case, Gender, Reported Speech, Syntax, Types of Sentences, Syntactic Ordering
Introduction to the Sounds of English: Basic English Sounds, Distinctive Sounds of English, Assimilation, Contraction, Elision, Twinning, Stress, Syllables, Word- stress, Tone and Intonation- Rising, Falling, Rise-fall and Fall-rise.

Language Laboratory Interactive: Esca talk, JAM, Ranking, Shrinking Story, Desperate Decision, Listening for Specifics, Pronunciation Practice.

Quantitative Aptitude: Permutations and Combinations, Probability

Reasoning: Number and Letter Analogy, Odd Man out, Analytical Reasoning-I

Reference Books

1. Kerry Patterson, Joseph Grenny, Ron McMillan: *Crucial Conversations: Tools for Talking When Stakes Are High*. Switzler: Paperback – Animated, September 9, 2011.
2. Douglas Stone, Bruce Patton, Sheila Heen, and Roger Fisher : *Difficult Conversations: How to Have Conversations that Matter the Most*. Paperback – November 2, 2010
3. R.K. Bansal, J.B. Harrison: *Spoken English*. Delhi: Orient Black Swan. 2009.
4. Language Laboratory Teacher Manual, KLEFU

ECOLOGY AND ENVIRONMENT

Mapping of Course Outcomes (CO) to Program outcomes:

CO No:	CO	PO	BTL
CO 1	Understand the importance of Environmental education and conservation of natural resources.	6	1
CO 2	Understand the importance of ecosystems and biodiversity.	12	1
CO 3	Apply the environmental science knowledge on solid waste management, disaster management and EIA process.	6	3

Syllabus:

The Multidisciplinary nature of Environmental Studies - Natural Resources- Forest resources - Mining its impact on environment - Water resources - Mineral resources-. Energy resources - Land resource s- Soil erosion - Ecosystems - Biodiversity and its ConservationEnvironmental Pollution - Soil waste management - Electronic waste management, biomedical waste management - Disaster management –.Environmental Legislation Environmental Impact Assessment Process.

Text Book:

1. Anubha Kaushik, C.P.Kaushik, “Environmental Studies” , New Age International, (2007).
2. Benny Joseph, “Environmental Studies”, Tata McGraw-Hill companies, New Delhi, (2009).

Subject: Digital Literacy
Course Code: 18BM1101

L—T—P: C
3—0—0: 3

Mapping of Course Outcomes (CO) to Student outcomes:

CO No:	Course Outcome	PO	BTL
1	Define digital literacy and the history of computing in society	1,5	1
2	Identify the central components of computers and how they function	2,6	1
3	Recall the inner workings of different operating systems	4,5	2
4	Differentiate between the various uses of the internet and software for searching, productivity and networking	1,8,	2

SYLLABUS:

Introduction to the Digital Literacy Journey

Digital Literacy

- Computer Literacy
- Computers in Society
- Computers and Information
- Digitizing Information
- Where Are Computers Used?
- Computer Threats
- Viruses, Worms, and Trojan Horses
- Social Impact of Computing
- Communication
- Collaboration
- Ethic.

Subject: **Introduction to Visual Communication**
Course Code: **18BM 1102**

L—T—P: C
3—0—0: 3

CO.No	COURSE OUTCOME	SLO	LEVEL
1	Evolution of Human Communication		Understanding
2	Visual Elements, Visual Culture, Visual Pleasure and Visual Disruption		Understanding
3	Gerbner's model, Lasswell's model – Osgood & Schramm's model		Understanding

Unit 1

Communication- definition & concept; Need for communication; scope & functions of communication; characteristics of communication; understanding communication; communication process; elements of communication; types of communication; SMCR model of communication; barriers of communication.

Unit 2

Multimedia- definition & concept; historical development of Multimedia; nature & functions of Multimedia; characteristics of Multimedia; types of Multimedia- graphic design, art, photography & multimedia; advantages & disadvantages of Multimedia; Multimedia techniques eye contact, hand gesture, body language, elements of Multimedia.

Unit 3

Shannon and Weaver's model – Redundancy & Entropy – Channel – Medium – Code – Feedback – Gerbner's model, Lasswell's model – Osgood & Schramm's model – Newcomb's model – Westley & MacLean's model – Riley & Riley model. The Era of Mass Society Theory – Hypodermic needle theory – Propaganda Theory – Theory of Public Opinion – Normative Theories.

Unit 4

Uses & Gratification Approach – Dependency theory – Social Learning theory. The Era of Limited Effects theory, The Era of Cultural Theories – Marxist Theory – Political Economy Theory, Communication Revolution - Gate keeping – Cultivation Analysis – Critical Cultural Theory.

Reference:

8. McLuhan, *Marshall, Understanding media, The Extension of Man*, 1964
9. Schramm, Wilbur, *Mass communication*, University of Illinois Press, 1960
10. Mcquail, Denis, *Mass Communication Theory*, Sage, London 1995.
11. Theo van. *Handbook of visual analysis*, sage publication, London 2003
12. Stephen W. Littlejohn and Karen A Foss, *Theories of Human Communication*, Thomson Wadsworth, Ninth Edition 2008
13. Gillian Rose, *Visual methodologies*, Sage publications, 2001
14. Pradeep Mandav, *Visual Media Communication*, Authors Press, 2001

Subject: Design Basics
Course Code: 18BM 1103

L—T—P: C
3—0—2: 4

CO.No	COURSE OUTCOME	SLO	LEVEL
1	Graphic design- definition; nature of graphic design		
2	Elements of design- definition; point & dot- relation		
3	Awareness of environment- observation, experience & analysis		
4	Colour- primary & secondary colors		

Unit 1 : Graphic design- definition; nature of graphic design- design as discipline, design as a process & design as artifact; characteristics of graphic design; graphic design process- gathering information, creating outline, creativity, multiple version, revision, final production; fundamentals of graphic design; Visual design- definition & concept; graphic designer- quality of graphic designer, functions & responsibility of graphic designer; common visual design mistakes.

Unit 2 : Elements of design- definition; point & dot- relation between dots; line- horizontal, vertical, diagonal, curve & zigzag; shape- geometric shapes, natural shapes, abstract shapes; form- volume & mass; space- two dimensional space & three dimensional space ; texture- real texture & implied texture; visual & physical texture; pattern; colour; Principles of design- definition; balance- symmetrical balance, asymmetrical balance & Radial Balance; Movement- Repetition & rhythm; Emphasis; Simplicity; Contrast; Proportion; Unity.

Unit 3 : Awareness of environment- observation, experience & analysis; manmade environments- tools, shelter & communication; Functions of Design- orderly presentation, attraction, stimulation, reflection, support & retention; Layout- definition & concept; types of layout; stages of layout- rough sketch, thumbnail, final & comprehensive.

Unit 4 :Colour- primary & secondary colours; hue, value, saturation; tints & shades; colour theory- additive & subtractive colour theory; colour wheel- Monochromatic, Monochromatic, Complementary, Triadic & Split Complementary; colour meaning- warm & cool colours; psychology of colour. Illusion of depth- perspective- definition & concept; types of perspective- linear & non linear perspective- one point perspective, two point perspective, three point perspective; golden mean (ϕ), Proportion- size & scale; Golden Ratio & Rule of Thirds; structure- abstract & concrete; white space- why white space, how to use white space.

Text Books:

1. Alex W. White, The Elements of Graphic Design, Allworth Press, New York, 2011
2. Connie Malamed, Visual Language for Designers, Rockport Publishers, USA, 2011.

Suggested Readings:

1. Colin Ware, Visual Thinking for Design, Morgan Kaufmann Publishers, USA, 2008 (Unit V)
2. Gavin Ambrose, Basics Design: Grids, AVA Publishing, Switzerland, 2008 (Unit I & II)
3. Christian Leborg, Visual Grammar, Princeton Architectural Press, New York, 2004 (Unit IV & III)

Subject: Drawing Basics
Course Code: 18BM 1104

L—T—P: C
2—0—6: 5

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Pencil Sketch, Light & Shadow Practice		Understanding
2	Geometrical Shapes with different forms		Understanding
3	Texture on Pattern		Understanding
4	Composition with Light and Shadow		

Unit – 1

Pencil Sketch, Light & Shadow Practice.

Unit – 2

Geometrical Shapes with different forms
Record works - 3 nos.

Unit – 3

Texture on Pattern
Record works - 3 nos.

Unit – 4

Composition with Light and Shadow
Record works - 3 nos.

Unit – 5

Perspective Drawing
Record works - 3 nos.

Project Work:

(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)

(The Students have to submit all exercise as Record Work for Practical exam, which will be evaluated by the External Examiner).

Text Books:

1. John Montague, Basic Perspective Drawing- A Visual Approach, John Wiley & Sons, New Jersey, 2013.
2. William F Powell, Art of Basic Drawing, Walter Foster Creative Team, USA, 2012.

Suggested Reading:

1. Christopher Hart, Basic Drawing Made Amazingly Easy, Crown Publishing Group, USA, 2012.
2. Helen South, The Everything Drawing Book, F W Publications, USA, 2005.

CO.No	COURSE OUTCOME	SLO	LEVEL
1	Photography- Definition & concept		Understanding
2	Lens- Definition & Concept; Nature & Characteristics of Lens		Understanding
3	Film- Definition & Concept; Function & Characteristics of Film		Understanding
4	Lighting- Definition & concept; Nature of Light		

Photography- Definition & concept; Nature & Functions of Photography; Historical development of Photography; Camera: Introduction to camera- Human Eye & Camera- Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR & Digital; Parts & Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

Lens- Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long & Variable Focal Length; Exposure- Depth of Field, Aperture Priority & Shutter Priority; Filter- Definition & concept; Characteristics of Filters; Types of Filters- UV, Polarizing Filter, Grey Grad Color Balancing Filter, Neutral Density Filter & Soft Focus Filter.

Class Exercise:

(Students has to practices all EIGHT exercises)

(Each exercise carries 5 marks)

1. *Landscape (Scenic, People & Monuments) (minimum 3 excises)*
2. *Portraits (minimum 3 excises)*
3. *Environ mental Exposure (minimum 3 excises)*
4. *Silhouette (minimum 3 excises)*
5. *Freezing movement (minimum 3 excises)*
6. *Montage (minimum 3 excises)*
7. *Industrial photography (minimum 3 excises)*
8. *Special effects (minimum 3 excises)*

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010.
2. E. Bruce Goldstein, Encyclopedia of Perception, SAGE Publications, New Delhi, 2010.

Suggested Readings:

1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009 (Unit I & II).
2. Ian Jeffrey, The Photography Book, Focal Press, UK, 2000 (Unit V)
3. Michael Langford: Basic Photography, Focal Press, UK, 2000 (Unit III & IV)

ENGLISH PROFICIENCY

Writing Skills:How to Write a Definition, Defining Technical Terms,Product and Process Description.

Advanced Grammar Skills: Transformation of Sentences,Phrases,Clauses,Sentences—Simple, Compound, Complex Sentences,Concord,Lexis 1:Synonyms, Antonyms, Analogies, Sentence Equivalence-One-Word Substitutes.

Language Laboratory Interactives: Debate, Blind-fold, Role Play, Situation Reaction Test-- Build an Island nation

Quantitative Aptitude: Data Interpretation, Data Sufficiency

Reasoning:Symbols and Notations, Clocks and Calendars, Analytical Reasoning-II

Reference Books:

1. Dictionary of Technical Terms
2. Dr. Meenakshi Raman and Dr. Sangeetha Sarma: *Technical Communication*.Oxford University Press: Delhi.2016.
3. The Ultimate Verbal and Vocabulary Builder. Texas: Lighthouse Review.2000.
4. Rajeev Vasisth: *Interactive Vocabulary Drills*. New Delhi: Arihant Publications Limited. 2011.
5. Language LaboratoryTeacher Manual, KLEFU

Mapping of Course Outcomes (CO) to Student outcomes:

CO. No	COURSE OUTCOME	PO	BTL
CO 1	Make the students to understand the basic structure of our mother tongue I,e, vowels, consonants and the origin of the letters	7	1
CO 2	To gain knowledge in regarding the difference between Language Literature-Script. interpretation to Telugu	7	1
CO 3	Defferent Literary Trends in ancient telugu literature and modern telugu literature in awaking the common man	7	2
CO 4	The role of Literature in different movements like freedom movement,Telangana movement et.	7	2

SYLLABUS:

UNIT 1 : CLASSICAL POETRY

1.Allasani Peddana---- Hamsi Chakravaka Samvadam

Manucharitram-6th Aaswasam
“Gangatarangini” nundi “Jambhari
Samrambham” varaku.

2.TARIGONDA VENGAMAMBA: ERUKATA

Sri Venkatachala Maahatyam
5th Aaswasamk “Vivaha prayatnam
Nundi ani itlu varaku.

UNIT 2 : MODERN POETRY

1. GURRAM JHASHUVA : GABBILAM
2. GURAJADA APPARAO : MUTYALA SARAMULU

UNIT 3: ESSAY WRITING

1. Burning Issues from time to time
2. Cultural Importance
3. Scientific development
4. Social aspects.

UNIT 4: GRAMMER

- 1.TRANSLATION (From Telugu to English and English to Telugu)
- 2.SYNONIAMS
- 3.ANTONYMS
- 4.CORRECTION OF WORDS

BOOKS FOR REGERENCE:

1. Manucharitra – with a commentary of Sri Vemparala Suryanaraya Sastry Published by Telugu Academy ,Hyderabad ..1990
2. Sri Venkatachala Mahaatyam—published by Andhra Pradesh Satya.

Mapping of Course Outcomes (CO) to Student outcomes:

CO. No	COURSE OUTCOME	PO	BTL
CO 1	Practice pronunciation,, use different accents, articles and adjectives	1,5	2
CO 2	Apply knowledge of vocabulary and Conjugate verbes	1,5	2
CO 3	Create different kinds of messages in French in various experiential situations for a variety of purposes.	1,5	2
CO 4	Students will apply knowledge of the French language for specific communication needs.	1,5	2

SYLLABUS:

French is a Romance language which is the official language of 29 countries; It is spoken as a first language in France, southern Belgium, western Switzerland, Monaco, certain parts of Canada and by various communities elsewhere. French has a long history as an international language of commerce, diplomacy, literature, and scientific standards.

And it is of one of the official language of many international organizations including the UNO, EU, NATO, the WTO, the International Court of Justice the International Olympic Committee Amnesty international, Organization of American States et

UNIVERSAL HUMAN VALUES & PROFESSIONAL ETHICS

Mapping of Course Outcomes (CO) to Program outcomes:

CO No:	CO	PO	BTL
CO1	Understand and identify the basic aspiration of human beings	8	2
CO2	Envisage the roadmap to fulfill the basic aspiration of human beings.	8	4
CO3	Analyze the profession and his role in this existence.	8	4

Syllabus:

Introduction to Value Education: Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness and Prosperity - The Basic Human Aspirations, Right Understanding, Relationship and Physical Facilities, Happiness and Prosperity – Current Scenario, Method to fulfill the Basic Human Aspirations.

Harmony in the Human Being: Understanding the Human Being as Co-existence of Self ('I') and Body, Discriminating between the Needs of the Self and the Body, The Body as an Instrument of 'I', Understand Harmony in the Self ('I'), Harmony of the Self ('I') with the Body, Program to Ensure Sanyam and Svasthya.

Harmony in the Family and Society: Harmony in the Family - the Basic Unit of Human Interaction, Values in Human-to-Human Relationships, 'Trust' – the Foundational Value in Relationships, 'Respect' – as the Right Evaluation, Understand Harmony in the Society, Vision for the Universal Human Order.

Harmony in the Nature (Existence): Understand Harmony in the Nature, Interconnectedness, Self-regulation and Mutual Fulfillment among the Four Orders of Nature, Realizing 'Existence is Co-existence' at All Levels, The Holistic Perception of Harmony in Existence.

Implications of the Right Understanding – a Look at Professional Ethics: Natural Acceptance of Human Values, Definitiveness of (Ethical) Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics, Holistic Technologies, Production Systems and Management Models - Typical Case Studies, Strategies for Transition towards Value-based Life and Profession.

Text Book:

2. R R Gaur, R Sangal and G P Bagaria, "A Foundation Course in Human Values and Professional Ethics", 1st Ed, Excel Books.

Mapping of Course Outcomes (CO) to Student outcomes:

CO No	Course Outcome (CO)	PO	BTL
1	Apply the fundamental principle of counting and use them to measure the uncertainty in random experiments.	1	3
2	Apply Venn diagrams to find the conclusion of statements, solve puzzles using binary logic and problems relating to cubes.	1	3
3	Apply the available models for Data sufficiency & redundancy and interpret it, when given, in tabular and graphical forms.	1	3
4	Apply the Reasoning techniques to solve problems on arrangements, series, analogies, coding and decoding.	1	3

SYLLABUS:

Permutation and Combinations: Fundamental Principle of Counting, Counting Methods, Definition of permutation, Linear Permutations, Rank of a word, Circular Permutations, Definition of Combinations, Problems on Combinations

Probability: Definitions of Probability, Addition and Multiplication Theorems.

Deductions: Introduction, expressing different types of statements using Venn diagrams, Definition of complimentary pairs, Finding the conclusions using Venn diagrams for two and more statements.

Logical Connectives: Definition of simple statement, Definition of compound statement, Finding the implications for compound statements, Finding the negations for compound statements.

Binary Logic: Definition of a truth-teller, Definition of a liar, Definition of an alternator, solving problems using method of assumptions, solving analytical puzzles using binary logic.

Cubes: Basics of a cube, Finding the minimum number of cuts when the number of identical pieces are given, Finding the maximum number of pieces when cuts are given, Problems on painted cubes of same and different colors, Problems on cuboids, Problems on painted cuboids, Problems on Dice.

Data Sufficiency: Different models in Data Sufficiency, Problems on Data sufficiency, Problems on data redundancy.

Data Interpretation: Problems on tabular form, Problems on Line Graphs, Problems on Bar Graphs, Problems on Pie Charts.

Analytical Reasoning puzzles: Problems on Linear arrangement, Problems on Circular arrangement, Problems on Double line-up, Problems on Selections, Problems on Comparisons.

Number and letter series: Difference series, Product series, Squares series, Cubes series, Alternate series, Combination series, Miscellaneous series, Place values of letters.

Number and Letter Analogies: Definition of Analogy, Problems on number analogy, Problems on letter analogy, Problems on verbal analogy.

Odd man out: Problems on number Odd man out, Problems on letter Odd man out, Problems on verbal Odd man out.

Coding and decoding: Coding using same set of letters, Coding using different set of letters, Coding into a number Comparison & Elimination

Text Books

1. A modern approach to Logical reasoning, R S Agarwal, S. Chand Publications.

Reference Text Books

1. Logical Reasoning, Arun Sharma, Mc Graw Hill.

2. Analytical & Logical Reasoning, [Peeyush Bhardwaj](#), Arihant Publications.

CO. No	COURSE OUTCOME	SLO	LEVEL
1	Film studies- definition & Concept		Understanding
2	Mise-en-scene- Definition & Concept		Understanding
3	Montage- Definition & Concept; Origin of Montage		Understanding
4	Narrative Cinema- Definition & Concept		Understanding

Unit 1

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

Unit 2

Mise-en-scene- Definition & Concept; 4 P's of Mise-en-scene- Point of View, Posture, Props & Position; Elements of Mise-en-scene- Setting, Costume, Character's Movement & Lighting; Power of Mise-en-scene; Aspects of Mise-enscene- Time & Space; Narrative functions of Mise-en-scene; Cinematographer properties- Photographic image, duration of the image & Framing- Onscreen/ Off-screen Space & Shot Distance.

Unit 3

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

Unit 4

Narrative Cinema- Definition & Concept; Story, Three Act Structure & Plot; Non Narrative Cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- Documentary, Abstract, Music Videos & Live Cinema (Performance); Non Narrative Cinema & Discontinuity Editing; Film Form- Definition & Concept; Elements of Film Form- Form and Expectation, Form & Convention, Form & Emotion, Form & Meaning and Form & Evaluation; Principles of Film Form; Ambiguity, Style & Ideology.

Text Books:

1. Jill Nelmes, Introduction to Film Studies, Routledge, USA, 2012
2. John Hill, The Oxford Guide to Film Studies, Oxford University Press, UK, 2011.

Suggested Readings:

1. Warren Buckland, Film Studies: Teach Yourself, McGraw-Hill, USA, 2010 (Unit I, II & III)
2. Sarah Casey Benyahia, As Film Studies, Routledge, USA, 2008 (Unit V)
3. Richard Dyer, Film Studies: Critical Approaches, Oxford University Press, UK, 2000 (Unit IV)

Graphic design -Vectore

Unit -1 :

Getting to Know the Work Area / Selecting and Aligning / Creating and Editing Shapes / Transforming Objects / Drawing with the Pen and Pencil Tools / Color and Painting.

Unit -2:

Working with Type / Working with Layers / Working with Perspective Drawing / Blending Colors and Shapes / Working with Brushes / Applying Effects

Unit -3 :

Applying Appearance Attributes and Graphic Styles / Working with Symbols / Combining Illustrator CS6 Graphics with Other Adobe Applications

Refrence:

1. Adobe Illustrator CC Classroom in a Book 2. Adobe Illustrator CC Classroom in a Book (2015 release) 3. Illustrator CC Digital Classroom 4. Illustrator CS5 for Windows and Macintosh: Visual QuickStart Guide 5. Adobe Illustrator Creative Cloud Revealed (Stay Current with Adobe Creative Cloud)

Class Exercise:

(Students has to practices all FIVE exercises)

1. Rough Sketch, Colour Handling Practice
3. Anatomy Study (Human & Animals)
Record works - 3 nos
4. Live Models (Portraits)
Record works - 3 nos
5. Landscapes and Composition
Record works - 3 nos
6. Monuments
Record works - 3 nos

Project Work:

1. **Face Mask Making** - Minimum 3 works.

Note 1: The medium used for painting are: - Water Colour, Pastels Dry & Oil, Colour Pencil & Pen.

Note 2: The Face Mask work must be done with Box Board sheet.

(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works).

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner).

Text Books:

1. Zoltan Szabo, 70 Favorite Watercolor Techniques, North Light Books, USA, 1990.
2. Sandra Angelo, Learn to Draw Fast, North Light Books, USA, 1990.

Suggested Readings:

1. Rose Edin, Color Harmonies- Paint Watercolors Filled with Light, North Light Books, USA, 1990.
2. Bert Dodson, Keys to Drawing, North Light Books, USA, 1990.

Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light; Types of Lighting Equipments Pro-lit, Soft Box & etc; Different accessories of Lighting- Umbrella, & etc; Flash- Functions of Flash; Light Meter Definition & concept; Functions of Light Meter.

Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- PhotoJournalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Class Exercise: (Students has to practices all EIGHT exercises)

(Each exercise carries 5 marks)

1. Landscape (Scenic, People & Monuments) (minimum 3 excises)
2. Portraits (minimum 3 excises)
3. Environmental Exposure (minimum 3 excises)
4. Silhouette (minimum 3 excises)
5. Freezing movement (minimum 3 excises)
6. Montage (minimum 3 excises)
7. Industrial photography (minimum 3 excises)
8. Special effects (minimum 3 excises)

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Text Books: 1. James Curran, The Photography Handbook, Routledge, USA, 2013.
2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010.
3. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010.
4. E. Bruce Goldstein, Encyclopedia of Perception, SAGE Publications, New Delhi, 2010.

Suggested Readings: 1. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009 (Unit I & II)
2. Ian Jeffrey, The Photography Book, Focal Press, UK, 2000 (Unit V)
3. Michael Langford: Basic Photography, Focal Press, UK, 2000 (Unit III & IV)
4. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009.
5. Michael Langford: Advanced Photography, Focal Press, UK, 2008.
6. Michael Langford: Basic Photography, Focal Press, UK, 2000.

PROFESSIONAL COMMUNICATION SKILLS

Grammar and Usage: Error Analysis.

Writing Skills: Topic sentence, Linkers, Connectors and Transition, Paragraph Writing, Letter Writing

Reading Comprehension: Techniques, Skimming and Scanning, Vertical Reading, Reading Perception Tests (RPT): (Graphic) Reading Perception Tests (RPT), Semantic Interpretation of the Text, Reading Speed Enhancement.

Soft Skills: Interpersonal Skills, Adjusting Your Attitude-Arrogance has no Place in the Workplace, Cultural Sensitivity in the Workplace, Corporate Culture: Learning How to Fit In.

Quantitative Aptitude: Time and Work, Time and Distance

Reasoning: Deductions, Logical Connectives, Venn Diagrams

Reference Books:

1. Gajendra Singh Chauhan and Smita Kashiramka. *Technical Communication*. Delhi: Cengage Learning India. 2018.
2. Andrea Penruddocke and Christopher A. Warnasch. *English for the Real World*. USA: Living Language. 2004
3. Gerald J. Alfred, Charles T. Brusaw and Walter E. Oliu. *Hand Book of Technical Writing*. USA: Bedford. 2000.
4. Asher Cashdan: *Language, Reading and Learning*. Oxford: Basil Blackwell. 1979.

Subject: Writing for Media
Course Code: 18BM2101

L-T-P: C
3-0-0:3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Discriminate the writing for visual media	a, e	Analyzing
2	Write a news	a, e	Creating
3	Generate a creative write-up	e, i, j	Creating
4	Write a film script	d, j	Creating

Unit 1

Basic story of idea, organizing ideas into concepts, developing idea into treatment, Narrative Elements: Story – Plot, Differences between story and plot, Diegesis- Diegetic Elements and Non-diegetic Elements, Script writing as a creative enterprise - creative thinking - creativity process - stages in the craft of script writing - basic story idea, narrative synopsis outline, scene breakdown, and full- fledged script

Unit 2

Writing Television Script. Writing for visuals. Concept of spoken language. Relation between narration and visuals. script layout : treatment , screen play one page and split page, shooting and editing script etc. Writing for fictional and non fictional program.

Unit 3

Radio Scripting and Language. Writing to sound. Element of radio script. Stages of scripting and editing. Writing for different programs like Talk, news, newsreel, documentary, drama and tele serials. Standardization of TV Quiz.

Unit 4

Scriptwriting for both short film: Dialogue, Parenthetical, Extension, Shot Transition, Dual-Column Dialogue, Act numbers, Scene Numbers, Cast List, short lines, dialogue paragraphs, Script Styles & Types, Script Length Scene Heading Action Description , Character Name, Dialogue, Parenthetical, Extension, Transition, Shots.

Reference:

1. Robert Hellard , *Writing for TV & Radio*
2. Blum, Richard A, *Television & Screen Writing, from concept to contract*, focal press 2001
3. Elbow, Peter, *Writing with Power, Techniques for mastering the writing process*, Oxford University Press 1998
4. Keller, Teresa and Steve Hawkins, *Television news: A hand book for reporting, writing, shooting, Editing and Producing*, Holcomb Hathaway, 2009
5. Shirley A. White, *Participatory Video*, Sage Publications, New Delhi, 2003
6. Simon Cottle, *Media Organization and production*, Sage Publications, New Delhi, 2003.
7. Michael Rabiger, *Directing the Documentary*, Focal Press, 1998.2003.

**MULTIMEDIA
K L UNIVERSITY**

Subject: Media Culture & Society

L-T-P: C

Course Code: 18BM2102

3-0-0:3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Mass Media- Definition, Nature & Scopes	a, b	Understanding
2	Media Audiences- Interpretation & Resistance	e, f	Evaluating
3	Media & Popular Culture- Commodities, Culture and Sub-Culture.	b, g	Applying
4	Psychoanalysis- definition & concept; psychoanalytic techniques	f, j	Creating

UNIT- I: Mass Media- Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.

UNIT- II: Media Audiences- Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making Active Vs Passive audience; Theories of audience- Uses and Gratification Theory- Uses & Effects Theory.

UNIT- III: Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization.

UNIT- IV: Psychoanalysis- definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernism- definition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx's theory; Criticisms of Marx's Theory; Marx's Understanding of Globalization.

Text Books:

1. Ravi Sundaram, Media Studies: No Limits, Oxford University Press, UK, 2012.
2. A Dictionary of Media and Communication, Oxford University Press, UK, 2011.

Suggested Readings:

1. Asa Berger, Media Analysis Technique, Sage Publications, India, 1998 (Unit IV & V).
2. Lawrence Grossberg, Media-Making: Mass Media in a popular culture, Sage Publications, 1998.
3. Richard Collins, Media, Culture & Society- A Critical Reader, Sage Publications Ltd, 1986 (Unit I & II).

Subject: Visual Analysis Tools
Course Code: 18BM2103

L-T-P: C
3-0-0:3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	The problem of meaning – signs – signs and truth	a, d	Understanding
2	–Transpersonal psychology	d, h	Analyzing
3	Cultural studies, analysis of visual	b, d	Evaluating

UNIT I: SEMIOLOGICAL ANALYSIS: The problem of meaning – signs – signs and truth – language and speaking – the synchronic and the Diachronic – Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes – semiology of the television medium.

UNIT II: Brain states – transpersonal psychology - The Unconscious – sexuality – the Oedipus complex – id, ego, super ego – symbols – defense mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the media.

UNIT III: SOCIOLOGICAL ANALYSIS: Cultural studies, analysis of visual – semiotics, denotation, connotation and Iconography - Analysis of film and television – six levels of analysis - psychoanalytic understanding of visual images - Different perspectives and methods of visual analysis.

UNIT IV: GENDER ANALYSIS: Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis. **MARXIST ANALYSIS-**Materialism – The base and the super structure – false consciousness and ideology – class conflict – alienation – the consumer society – Bourgeois heroes – Hegemony.

TEXT / REFERENCE BOOKS:

1. Mirzoeff. F. An Introduction to visual culture, Rout ledge, London. 1999.
2. Arthur Asa Berger. Media Analysis Techniques, SAGE Publication, New Delhi 1976.
3. Dallas J.R.Ewing. Techniques of interpretation, SAGE Publication, New Delhi.

Graphic design (Raster graphic)

Unit -1 Getting To Know Your Workspace / Basic Selections / Adjustment Panel / Tool Bar Tools / Basic Photo Corrections / Layers / Gradients / Masks / Correcting

Unit -2 Enhancing Digital Photographs / Type In Photoshop / Creating Vector Graphics In Photoshop /

Getting Started / Interface Layout / Palettes / Toolbox

Unit -3 Selection Tools / Alteration Tools /Drawing And Selection Tools / Assisting Tools / Color Boxes And Modes / Basic Image Editing /Cropping / Resizing / Correcting / Saving

Referece book :

- 1.Adobe Photoshop Cc Classroom In A Book (2015 Release)
2. Adobe Photoshop Cc For Photographers, 2015 Release
3. Adobe Photoshop: A Beginners Guide To Adobe Photoshop
- 4.Absolute Beginners Guide To Mastering Photoshop And Creating World Class Photos

**MULTIMEDIA
K L UNIVERSITY**

Subject: Audio & Video Production
Course Code: 18BM2105

L-T-P: C
2-0-4:4

CO. No	COURSE OUTCOME	S L O	LEVEL
1	Technicians, Production & Administrative Members	g	Understanding
2	Develop knowledge regarding availability of Shutter Speed & White Balance	g	Applying
3	Aware about the Equipments Back Panel, Audio Recording	g	Understanding

UNIT- I: Production process- Scripting, Scene Breakdown, Location Hunting, Planning, Casting & Budgeting; Production Team Talents, Technicians, Production & Administrative Members; Production- Shooting Script & location; Post Production Editing, Dubbing, Music & Titling; Distribution & Exhibition.

UNIT- II: Camera- Parts of Video Camera- Focus, Iris, Shutter Speed & White Balance; Operation of Video Camera- Single CCD and Three CCD Cameras; Types of Video Camera- VHS, U Matic, Beta, Digi-Beta, DV Pro & HD Camera; Video Formats- NTSC, PAL & SECAM; 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, Color Temperature.

Unit III: Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel, Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude, Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise, Audio Equipment used in Dubbing- Cables and connections & Mixing console, Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range.

Unit V: Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone, Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording, Equalizer, Audio Effects & Basic EQ, Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software, Audio Equipments & Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks).

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Text Books:

1. Herbert Zettl, Television Production Handbook, Wadsworth Learning, UK, 2012
2. Gerald Millerson, Television Production, Focal Press, UK, 2009
3. Mike Senior, Mixing Secrets for the Small Studio, Focal Press, UK, 2011.
4. Tomlinson Holman, Sound for Film and Television, Focal Press, UK, 2010.

Suggested Readings:

1. Jim Owens, Television Production, Focal Press, UK, 2012 (Unit I)
2. Andrew Utterback, Studio Television Production and Directing, Focal Press, UK, 2007 (Unit IV & V)
3. Herbert Zettl, Television Production- Handbook, Thomson Wadsworth, UAS, 2006 (Unit II & III)
4. Ric Viers, The Sound Effects Bible, Michael Wiese Productions, USA, 2008
5. David Sonnenschein, The Expressive Power of Music, Voice and Sound Effects in Cinema, Michael Wiese Productions, USA, 2001.

MULTIMEDIA
K L UNIVERSITY

Course Code: 18BM2106

L-T-P: Credits: 2-0-6: 5

Subject: 2D Digital Animation

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand the Tools and Interface	a, b	Understanding
2	Apply Tween Animation	b, g, i	Applying
3	Apply Staging and timing	b, g, i	Applying
4	Create Export Movie	i, j	Creating

Syllabus:

Tools and Interface

Introduction to Tools and Interface, Drawing for Animation, Shape Manipulation, Working with Strokes and Fills, Grouping Shapes, Frames per Second, Stage Size, Background color, Key frames Animation.

Tween Animation

Introduction of Tween Animation, Motion and Shape Tween, Guide Paths, Path Animation, Masking, Animating Masks, Gradients and Effect

Staging and timing

Introduction of Staging and timing, Static Background Scenes, Animated Background Scenes, Scene Management, Duplicating and Editing Scenes

Export Movie File Management, Library Management, Workspace customization, Compressions

Learning Lab:Key frame Animation Exercise: Principles of Animation. Key frame Animation Exercise: Key frame Animation, Character Animation. Key frame Animation Exercise: Stick Figure Cycles Animation. Creating Scenes for animation, Key frame Animation Exercise: Principles of Animation. Key frame Animation Exercise: Key frame Animation, Character Animation. Key frame Animation Exercise: Stick Figure Cycles Animation. Creating Scenes for Animation.

Text Books:

- 1 “**Adobe Flash Professional CS6 Classroom in a Book**” (1st Edition), Adobe Creative Team

Reference Books:

- 2 How to Cheat in Adobe Flash CS5:
- 3 The Art of Design and Animation, by Chris Georganes.

MULTIMEDIA
K L UNIVERSITY
Aptitude Building-I

Course Code: 18UC2204

L-T-P: Credits

0-0-4: 2

APTITUDE BUILDER -I

Directed Listening and Thinking Activity (DLTA) Skills:

Reading, Listening, Thinking, Writing, Presentation - Method: Flipped Classroom.

Writing Skills: Paraphrasing, Summarizing, Notice, Circular, Agenda, Minutes, Memo

Body Language (Kinesics) : Postures, gestures, eye contact

Self-confidence: Self-esteem

Soft Skills: The Art of Compromise, Learn to Say: "I Don't Know", Being organized, Showing Self-awareness, An eye on success, being self-motivated, Showing self-awareness, Find Direction from Someone Who Is Lost: "The Drifter"

Self-Assessment for Attainable Career Objectives--Defining a Career Objective

Quantitative Aptitude: Numbers, Averages and Alligations, Mensuration

Reasoning: Cubes, Binary Logic, Ordering and Sequencing

Reference Books:

1. Daniel G. Riordan and Steven E. Pauley: *Technical Report Writing Today*. New Delhi: Biztantra. 2004.

2. Ken Taylor. *Telephoning and Teleconferencing Skills*. Hyderabad: Orient Black Swan. 2008.

3. E. Suresh Kumar, B. Sandhya. *Communication for Professional Success*. Delhi: Orient Black Swan. 2013

4. *Reasoning Trainer Plus*.: Hyderabad: Brain Mapping Academy. 2012

DEPARTMENT OF MULTIMEDIA
K L UNIVERSITY
Advertising

Course Code: 18BM2201

L-T-P: Credits
3-0-0:3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understanding the models Advertising Agency	a, e	Understanding
2	Marketing concepts- needs, wants & demands	b, g	Evaluating
3	Branding management- brand image, brand personality	i, j	Creating

Unit 1: Advertising- definition, nature & scope; role & importance of advertising; history of advertising; classification of advertising; advertising pyramid; functions of advertising; types of advertising- impact of advertising; ethics in advertising; Advertising Agency- functions of advertising agency; structure of small, medium & big agencies; types of advertising agency- full service, independent, In-house & specialized agencies; legal aspects & ethical issues of advertising agencies; leading advertising agencies in India & abroad.

Unit 2: Marketing concepts- needs, wants & demands; marketing process; Marketing tools- Product life cycle & SWOT analysis; marketing mix- product, price, package & promotion; product- consumer goods, consumer durables & consumer services; consumer- concept & types of consumers; understanding consumers; buying behavior of the consumer; target audience- geographic area, segmentation, demographic & psychographic.

Unit 3: Branding management- brand image, brand personality, brand awareness, brand extension & brand equity; brand positioning strategies; Unique selling proposition (USP); media strategy; developing media strategy; media mix- ; Advertising research- purpose & objectives of advertising research; Advertising campaign- translation of ideas into campaigns & from conception to execution.

Unit 4: Creativity- definition & concepts; role of creativity in advertising; elements of creative advertising; client brief & account planning; planning creative strategy; creative process; style & appeals of advertising; conceptualization & ideation; copywriting- role of copywriting; layouts- stages of layout & types of layout; components of print advertising; headlines- importance & types of headlines; writing style- typography, scripting & story board.

Text Books:

1. George E Belch, Advertising and Promotion, Tata McGraw Hill company Ltd., New Delhi, 2010.
2. Rajeev Batra, Advertising Management, Jain Books, New Delhi, 2009 Suggested.

Readings:

1. William F Arens, Contemporary Advertising, Jain Books, New Delhi, 2010 (Unit V)
2. J.V. Vilanilam, Advertising Basics A Resource Guide for Beginners, Jain Books, New Delhi, 2004 (Unit I & II)
3. David Ogilvy, Ogilvy on Advertising, Random House, USA, 1985 (Unit III & IV).

**MULTIMEDIA
K L UNIVERSITY
Television Production**

Course Code: 18BM2202

L-T-P: Credits
1-0-4:3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand TV, Films, and AD Films	a, b, c,	Understanding
2	Creating camera features and their effects.	e, g	Creating
3	Creating Studio Production – set design and composition, different types of studio production	f, i, j	Creating

UNIT I: INTRODUCTION TO TELEVISION PRODUCTION: Introduction to Visualization & principles of Visual Grammar. Different approaches to Visualization –TV, Films, and AD Films. Different stages of production. Personnel for Video production & News.

UNIT II: VIDEO AND BROADCAST TECHNOLOGY : Analogue & Digital technology/How does a Tv set works? Videotapes Format, Broadcasting Formats & Transmission Technologies.

UNIT III:TECHNIQUES OF TELEVISION CAMERA: Camera and its parts,camera features and their effects. camera mounting equipments, camera movements – distance – angles. Types of lenses and its uses, Different types of shots. Properties of light/ Lighting instruments and controls.

UNIT-IV: SCRIPTING & EDITING:Story- storyboard, formats of scripts, treatment and research. Creative writing for video, Tv news, documentaries & fiction. Introduction to editing, editing theories, Montage, linear editing & Non-linear editing.

UNIT V:STUDIO PRODUCTION AND CONTROL: Studio Production – set design and composition, different types of studio production – Indoor and out door, Single-Camera/Multi-Camera & Field production. Production management, Production team, wardrobe, makeup, sets and properties, floor management.

TEXT / REFERENCE BOOKS:

1. Herbert Zettl, Television production handbook, seventh edition, Thomas Wadsworth, 2006
2. Robert B. Musburger and Gorham Kindem. Introduction to Media Production, Third Edition: The Path to Digital Media Production, 4 th Edition, Focal press, 2009.
3. Jeremy Orlebar. Arnold, Digital Television Production: A Handbook, 2002
4. Mirzoeff. F. An Introduction to visual culture, Routledge, London, 1999
5. Vasuki Belavadi, Video Production, Oxford university press ,2008

**MULTIMEDIA
K L UNIVERSITY
A V Editing Techniques**

Course Code: 18BM2203

L-T-P: Credits
1-0-4: 3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand and evaluate of Function of Editing – Editing principles – the role of Editor	b, e, g	Understanding
2	Comprehending tools and techniques of Camcorder in Video Production	a, b, g, j	Understanding
3	Analyzing the audiovisual grammar for video Production	a, e, g	Analyzing
4	Produce quality video and Audio output in television production	a, c, j	Creating

UNIT I: INTRODUCTION TO EDITING: Definition of editing – history – Function of Editing – Editing principles – the role of Editor – Types of Editing – continuity – relational editing – parallel editing – Rhythmic editing – methods of editing – Online – Offline Assignment: Short Film Review – Technical Details.

UNIT II: ANALOG TO DIGITAL CONVERSION:: Working system of Video – Analog and digital conversion – Aspect ratio – Fire wire IEEE 1394 – S Video – Scanning – Interlaced – Progressive – Broadcast standards – component & Composite video – tape formats – codec – MPEG – Video file formats Assignment: Different Types of Video Render (AVI, QT, VOB & Graphics File).

UNIT III: METHODS OF EDITING: Film editing using NLE – Online & Offline clips – Time code – Capturing – Batch capture – resolution – logging – organizing bin – importing – time line – components – video and audio tracks – editing tools – Cut List Assignment: Multilayer Video Production (Picture in Picture).

UNIT IV: ROUGH CUT TO FINAL CUT : Making rough cut – Drag & Drop – conventional editing – Insert & over record mode – sequence – Bin – adding tracks – working in trim mode – working with audio – working with titles – Titles – Visual effects – Telecine Assignment: Chroma Key.

UNIT V: SPECIAL EFFECTS & PRINT TO TAPE: Applying effects – Motion effects – Transition – Video filters – picture in picture – DVE effects – Blue screen – Chroma key – color correction – Lighting Effects – key frames – Audio editing – levels – quality – EDL export and import – Export to different formats.

TEXT / REFERENCE BOOKS:

1. Edward Dmytryk, On Film Editing, Focal Press, First Print, 2007
2. Gerald Millerson, Video Production Handbook, Focal Press, 3rd Edition, 2006
3. Jaime Fowler, Editing – Digital Film, Integrating Final Cut Pro, Avid and Media 100, Focal Press, 2001
4. Karel Reisz and Gavin Millar, The Technique of Film Editing, Focal Press, 2nd Edition, 2010

**MULTIMEDIA
K L UNIVERSITY
Design for Web**

Course Code: 18BM2204

**L-T-P:Credits
3-0-2:4**

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand about Compositing, its Tools & Techniques to create standard VFX shots.	a, b, c	Understanding
2	Learn Problem-solving techniques to rectify the errors during compositing.	e, g	Analyzing
3	Create content for broadcast and web animation.	f, i	Creating
4	Generating output to the standards of broadcasting and digital media	f, i, j	Creating

Unit 1

Introduction to Web Technologies, Careers in Web Technologies and Job Roles, How the Website Works?, Client Side Scripting and Server Side Scripting, Domains and Hosting, Static Website Designing, Dynamic Websites and WebApps, Web Standards and W3C recommendations.

Unit 2

HTML5 (Latest Version), Introduction to CSS 3, Basic CSS3 Selectors, Advanced CSS3 Selectors, New CSS3 Properties, CSS Rounded Corners, Border Image, Box Shadow, Text-Shadow Property, Text-Stroke Property, Multiple Backgrounds, Background Origin, Background Resize, CSS Clip, CSS Gradients, Column Rules, Opacity, Transitions, Transform, Animations, Using CSS3 in Practical Layout.

Unit 3

Java Script, Introduction to Client Side Scripting, Introduction to Java Script, JavaScript Types, Variables in JS, Operators in JS, Conditions Statements, Java Script Loops, JS Popup Boxes, JS Events, JS Arrays, Working with Arrays, JS Objects, JS Functions, Using Java Script in Real time, Validation of Forms Related Examples

Unit 4

Adobe Flash, Introduction to Animation, Introduction to Adobe Flash Tools in Adobe Flash, Frame Animation, Various Flash Effects, Creating Flash Banners, Creating Flash Intro's, Creating Flash Website, Basics of Action Scripting. Web Hosting, Web Hosting Basics, Types of Hosting Packages, Registering domains, Defining Name Servers, Using Control Panel, Using FTP Client, Maintaining a Website.

Reference:

1. Dietel & Dietel & Nieto, " Internet & World Wide Web- How to Program", PEA, Third Edition.
2. Herbert Schildt," Java the Complete Reference, 7th Edition, Tata McGraw Hill 2007.
3. Robert W. Sebesta: Programmin the World Wide Web, 4th Edition, Pearson Education,2008.
4. M.Deitel, P J Dietel, A.B. Goldberg: Internet & World Wide Web, How to Program, 4th Edition, Pearson Education,2004.

**MULTIMEDIA
K L UNIVERSITY
Basics of 3D**

Course Code: 18BM2206

Course Structure: L-T-P: Credits
1-0-2: 2

CO.No	COURSE OUTCOME	PO	LEVEL
1	Understand about the Basic concepts of 3D	a, b, c	Understanding
2	Understand to applying 3d Modeling & Texturing techniques	e, g	Analyze
3	Applying to implement Basic 3d Lighting & Rendering techniques.	f, i	Apply
4	Applying to implement Basic 3d Rigging & Basic Animation techniques	f, i, j	Apply

SYLLABUS (As approved by BoS):

Introduction to 3D Interface of Maya: Introduction about 3D environment, Installing Maya, Introduction about the Maya user interface, Creating manipulating and viewing objects, Understand the Maya 3D scene, Components and attributes.

Introduction to apply Modeling: Using 2D reference images, Creating a polygon primitive, Crating Intermediate polygon Models and Editing Models. Introduction to NURBS Modeling, Creating a basic NURBS Models.

Introduction to apply shaders and textures: Using Maya's standard shaders, Texturing, Understanding UV coordinates & Mapping, Comparing NURBS and polygon UVs, Mapping polygon UV surfaces using texture maps. Applying 3D procedural texture nodes, Creating Textures Using Adobe Photoshop.

Introduction to apply Lighting: Understanding the concepts of Scene and Mood of the scene like Day & Night. Exploring the types of lights.

Introduction to apply Rendering: Default rendering procedure in Maya software **Scan line Rendering. Generating different types of output formats and knowing their standards of usage.**

Introduction to **apply** Rigging: Exploring the basics of joints and types of IK Handles, skinning & types fitting skeletons to a mesh.

Introduction of **apply** Animation: Exploring the Graph editor, Dope sheet, Understanding Animation principles in 3d. Applying Path animation to various elements in Maya

Text Books:

3. Dariush Derakhshani “**Introducing Autodesk Maya**” 2018
4. Todd Palamar, “**Mastering Autodesk Maya**” 2018

Reference Books:

5. Prof. Sham Tickoo Purdue, “**Autodesk Maya 2018: A Comprehensive**” Univ. and Cadcim Technologies
6. Kelly L. Murdock, “**Autodesk Maya Basics Guide 2018**”

MULTIMEDIA
K L UNIVERSITY

Subject: Year End Project
Course Code: **18BM2205**

L—T—P/S: C
0-0-4/0 : 2

Student must do project in field of Animation and Short Film

2D Animation
3D Animation
Short film

MULTIMEDIA
K L UNIVERSITY
Aptitude Building-2

Course Code: 18UC3105

L-T-P: Credits
0-0-4:2

APTITUDE BUILDING-2

Critical Reading: Reading to Identify the Theme, Reading to Identify the Central Idea; Reading to Identify the Tone, Reading to Identify Writer's Attitude, Reading to Identify Parallel Ideas, Reading to Identify Logical Conclusions.

Writing Skills: Note-making and Note-taking, Report Writing.

Presentation Skills- Preparing for the Presentation, Audience Analysis, Processing Information, Ice-breakers, Quotations, Presentation Structure, Say what you want to say- Say it, Say what you have said to say, Preparing for Question Hour, Funnel Effect and How to Overcome it.

Trinity Guild Hall - Communication Skills - Graded Evaluation and Testing-
1-8 grades

Quantitative Aptitude: Ratio and Proportion, Percentages, Profit and Loss, Simple Interest and Compound Interest

Reasoning: Number and Letter Series, Number and Letter Analogy, Coding and decoding, Odd man out. Selections

Reference Books

5. Dr. Meenakshi Raman and Dr. Sangeetha Sarma: *Technical Communication*. Oxford University Press: Delhi. 2016.
6. M. Ashraf Rizvi: *Effective Technical Communication*. New Delhi: McGraw Hill Education (India) Private Limited
7. Tom Rath: *Strengths Finder 2.0*. New York: Gallup Press. 2007.
8. C. Weaver. *Reading Process and Practice*. Portsmouth US: Heinemann Educational Books. 1988.

MULTIMEDIA
K L UNIVERSITY

Media Management & Entrepreneurship

Course Code: 18BM3101

L-T-P: Credits
3-0-0:3

OBJECTIVES:

1. *To understand the basics of Media Management*
2. *To apply the techniques in Media industry*
3. *To solve practical problems in the real life situations.*

UNIT I :Management- Meaning, Nature, Scope, Objectives & Function of Management; Definition & Concept, Fundamentals of Management; Hierarchy of Management; Functions & Structure of Management; Principles of Management; Media Management- Nature, Scope, Objectives of Media Management; Principles of Media Management; Structure & Functions of Media Departments- Administrative, Financial, Circulation, Marketing, Personal & Production department; Media as a Industry & Profession.

UNIT II: Ownership- Definition & Concept; Licensing & Franchising; Rules & Regulations Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media ownership Concept & Structures; Types of Media Ownership- Sole Proprietorship, Partnership, Private Limited Company, Public Limited Companies, Trusts, Cooperatives, Religious Institutions & Franchises;

UNIT III :Media Organization- Concept & Structure; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation; Organizational Behavior- Nature & Theories of Organizational Behavior; Organizational System & Individual Behavior Ability, Personality, Attitude, Learning & Perception; Group Dynamics & Organizational Behavior; Leadership & Leadership Qualities.

UNIT IV : Media Economics- Definition & Concept; Economics of Print & Electronic Media; Media Business- Legal & Financial; Media Revenues- Media Sales, Advertising & Capital Cost; Sponsorship- Definition & Concept; Principles of sponsorship, Reason for Companies to Sponsor; Elements of Sponsorship; Identifying appropriate Sponsors & Sponsorships; Managing Sponsorship Relationships.

UNIT V: Events Management- Need for Event Management; Principles of Event Management Planning, Creativity, Briefing, Time lines and budgeting; Types of Event & Event 50 B.Sc (Viscom)- 2014 SRM (S&H) Management; Understanding Events; Growing importance of Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign.

BOOKS FOR TEXT AND REFERENCE:

1. Alan B. Albarran (2010). Management of Electronic Media, First Edition, Wadsworth, USA .
2. George Sylvie (2009). Media Management: A Casebook Approach, First Edition, Lawrence Erlbaum Associates, USA
3. Lucy Keung (2008). Strategic Management in the Media, First Edition, Sage Publications, New Delhi.

MULTIMEDIA
K L UNIVERSITY
MEDIA RESEARCH METHODS

Course Code: 18BM3102

L-T-P: Credits
2-0-2: 3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand the functions and principle of research.	b, e	Understanding
2	Describe and compare quantitative and qualitative research methods in media and mass communication research	f, h	Analyzing
3	Construct an effective questionnaires to collect sophisticated data from various sources to media production	h, i	Applying

Unit 1

Concept of Research, meaning, definition and nature of research. Purpose of research. Important of media research. Area of media research, problems of objectivity in research. Planning to carry to research.

Unit 2

Methods and techniques of research. Hypothesis and variables. Research design and its types, research in language and literature. Research in journalism and mass communication. Census, Survey, Random, Sampling-meanings and types of problems. Writing research proposal

Unit 3

Survey Research, Experimental and field research. Panel research, reliability, validity and objectivity. Tools and methods of research, sources of data- primary and secondary sources, Questionnaire and Schedules. Observation – participatory and non participatory and focus group discussions Case study approach. Content analysis of audio and video.

Unit 4

Formative and summative research, Ethical issues in media research. Media research and tools of reporting. Application of statistics, tabulation and classification of data, data analysis, software for data analysis interpretation. Elementary Statistics- mean, mode median. Indexing, Citation and bibliography. Research reporting writing.

Reference:

6. Thomas Lindlof and Bryon Taylor, *Qualitative Communication research methods*, Sage Publications, 2002
7. Arthur Asa Berger, *Media and Communication research methods*, Sage Publications, 2000.
8. Arthur Asa Berger, *Media Analysis Techniques*, Sage Publications, 1998.
9. Arthur Asa Berger, *Media Research techniques*, Sage Publications, 1998
10. Arthur Asa Berger, *Media Resaerch methods*, Sage Publications, 1999

Subject: **Term Paper**
Course Code: **18BM3103**

L—T—P: C
0—0—6 : 3

As part of this paper student should maintain film dairy, they are required to analyze films screened in practical class.

Semester – V Advertising (Elective)

MULTIMEDIA

K L UNIVERSITY

MODERN TECHNIQUES IN ADVERTISING

Course Code: 18BM3104

Course Structure:

L-T-P: Credits

Pre Requisite:

2-0-4: 4

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand the concepts of advertising and its evolution	a, h	Understanding
2	Analyze the methods and types of advertising to communicate visually	b, e,	Analyzing
3	Evaluate the techniques of advertising and implement in various digital platforms	f, I, j	Evaluating

Unit 1

Evolution of advertising in the world and in India –Rural advertising in India –Defining advertising and its role in integral communication, the marketing mix, social marketing and public service –Types of advertising and media for advertising.

Unit 2

Global advertising & advertising conglomerates–Types of advertising agencies –Advertising agency-structure and processes, functions, commission system –Agency client relationships – Advertising and marketing communications services departments–Case studies-agencies in India.

Unit 3

Web Banner Advertising, Bandwagon Advertising, Promotional Advertising. Surrogate Advertising, Pixel Advertising, Contextual Advertising. Keyword Advertising, Blog Advertising, Bathroom Advertising

Unit 4

Mobile Advertising, Public Relations Advertising, Testimonials and Endorsements. Digital Media Platform: Regulation and Persuasion. Sex, Race and Stereotypes, Vulnerable Audience, Controversial Products and Advertisements. Political and Socially Responsible Advertising.

Reference:

1. Sheriyl K Ziegler and Herbert H Howard , *Broadcast Advertising*
2. J.V.Vilanilam & A.K.Varghese, *Advertising basics*, Sage Publications, New Delhi, 2004
3. Liz Mcfall, *Advertising*, Sage Publications, New Delhi, 2004
4. Ray Dizazzo, *Corporate Media presentation*, Focal Press, 2003.
5. Simon Cottle, *Media, Public Relations and Power*, Sage Publications, New Delhi, 2003
6. Sam Black , *Practical Public Relations*
7. Robert L. Heath, *Handbook of Public Relations*, Sage Publications, New Delhi, 2000

MULTIMEDIA
K L UNIVERSITY
ADVERTISING MEDIA PLANNING

Course Code: 18BM3105 **Course Structure:** L-T-P: Credits
Pre Requisite: 2-0-4: **4**

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand the media planning process, Tools and Functions	b, e	Understanding
2	Analyze the Market appeals and audience	i, f	Analyzing
3	Conceptualize and develop the media planning and campaign activity	i, j	Creating

Unit 1

Develop Situation Analysis: Marketing analysis / Target Audience analysis / Competitive analysis. Define Media Objectives: Target audience / Seasonality / Geography / Plan Performance / Scheduling Strategy.

Unit 2

Determine Media Strategy: Media buying / Press placements / Attainment of performance objectives / GRPs by medium for public relations, Detail Decisions in Media Flowchart :Detail monthly spending and media distribution of paid and unpaid media.

Unit 3

Social advertising, historical perspective of advertising. Taxonomy of advertising social advertising- the concept and the why of social advertising, taxonomy of social add. Social advertising in India. Areas covered under social advertising, Agencies involved in social advertising. The DVAP and other media units, organized sector and voluntary organization, international agencies.

Unit 4

Campaign Strategies Intro. - The Why & How of a Campaign - Audience Analysis – Fixing Target Audience – Focusing Message – Determining Media Choice – Executing a Campaign.

Reference:

1. Chandan Singh and Malhan, *Essential of Advertising*
2. Otto Kleppner , *Advertising Procedure*
3. S A Chunawalla and K C Sethia , *Advertising Principles and practice*
4. Black, Sam :*Practical Public Relations*, Prentice Hall Trade, 1983
5. D S Mehta, *Hand book of public relations in India*
6. B N Ahuja and SS Chhabra , *Public Relations*
7. Scott M Cutlip and Allen H, *Effective Public Relations*.

MULTIMEDIA
K L UNIVERSITY
UX & UI Design

Course Code: 18BM3106

Course Structure:

L-T-P: Credits
2-0-4: **4**

- 1) Effectively co-create within interdisciplinary teams
- 2) Properly select and utilize design thinking processes and UX/UI tools,
- 3) Test assumptions and prototype potential design solutions
- 4) Ask for, give, and receive directive feedback,
- 5) Effectively communicate and persuasively present ideas to an interdisciplinary audience.

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The UX Book — Rex Hartson and Pardha Pyla.

* Lean UX — Jeff Gothelf and Josh Seiden.

* Don't Make Me Think — Steve Krug.

* UI is Communication — Everett N McKay.

* Designing with the Mind in Mind — Jeff Johnson

Semester – V Animation (Elective)

K L UNIVERSITY

Advance 3D Animation

Course Code: 18BM3107

Course Structure:

L-T-P: Credits

2-0-4:4

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Create advance industry standard Rigging methodology for Organic & in- organic objects.	b, c, e	Creating
2	Create advance 3d character Animation procedures in Linear & Non Linear animation.	d, i, f	Creating
3	Create Locomotion to the 3d Character Animation by using standard principles.	c, d, e	Creating
4	Create a 3d character animation by applying emotions & facial expressions with Vocal dialogue.	b, c, i	Creating

Unit 1

Creating and Sizing the Rig, Basic Deformations and Rigging: Exploring the basics of joints and skinning, Fitting skeletons to a mesh, deforming a mesh using the Skin tool, Painting skin weights, animating skeletons

Unit 2

Creating Pose to Pose Animation: Key framing initial poses, Creating the blocking pass, Moving holds, Animating weight shift, Animating pose to pose transitions, Animating a wave, Animating the Rig in Maya, Keying controls, Retargeting animation between characters.

Unit 3

Creating Walk cycle: Setting up a character for a basic walk, Animating a walk: The feet, The lower body, Making the cycle symmetrical, Working with the spine, Arm motion, The head, The importance of the passing position, Working with foot placement, Adding character to a walk: Contact position, Passing position, Finalizing. Animating Runs: .

Unit 4

Facial Animation and Dialogue : Animating blinks, Animating changes in eye direction, Animating a head turn, Working with audio, Overview of mouth controls, Animating vowels, Animating a Scene : Creating the main poses, Blocking poses to dialogue, In-between blocking pass, Animating moving holds, Creating weight, Adding secondary motion, Animating dialogue, Finalizing the animation.

Reference:

1. Steve Robert, *Character Animation in 3D*, Focal Press- 2004
2. Andy Beane, *3D Animation Essentials*, John Wiley & Sons- 2012
3. Peter Ratner, *Mastering 3D Animation* (Second Edition), Allworth Press- 2004
4. Isaac V. Kerlow, *The Art of 3D: Computer Animation and Effects*,(Third Edition) John Wiley & Sons, 2004
5. Barrett Fox, *3ds Max 6 Animation*, McGraw Hill Professional, 2004.

MULTIMEDIA
K L UNIVERSITY
 Advance Character Animation

Course Code: 18BM3108

Course Structure: L-T-P: Credits

2-0-4: 4

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Creating a basic composition using Timeline window and Manipulating the tools to the required standard time lapse, adding multiple video & audio clips.	a, b, c	Creating
2	Create and apply variable levels of audio effects to the audio clip which can be Synchronize with Video.	e, g	Creating
3	Understand according to the System performances, apply the Render Techniques to generate output and analyze the quality of the footage to apply various types of tonal effects to the video.	f, i	Understanding
4	Understanding the Media tool, Deleting unreferenced clips, output Media, Conducting sequence to the output, Performing a digital cut, Exporting sequence as a file	f, i, j	Understanding

Unit 1

Basic Editing: Building the Rough Cut, Touring the Composer Monitor and the Timeline, Touring the Edit interface, Splicing shots, Splicing non-linearly, Overwriting shots, Removing shots using Extract and Lift, Using Segment mode (Extract/Splice) to switch shots, Using Segment mode (Lift/Overwrite) to move shots.

Unit 2

Intermediate Editing: Beyond the Rough Cut, Trimming with JKL, Performing Slip edits, Performing Slide edits, Performing Replace edits, Basic Audio Mixing, Reading audio levels and pan, Adjusting audio levels in the Timeline, Using the audio mixer, Keyframing audio, Adjusting audio EQ and removing background noise.

Unit 3

Basic Rendering and System Performance, Understanding system performance, Rendering intelligently, Basic Color Correction, Analyzing footage for problems, Using the Y-Waveform monitor to set whites and blacks, Using the RGB Parade to correct color casts, Using the Vector scope to improve skin tones, Using auto color correction.

Unit 4

Managing Media, Deleting material from the bin, Understanding the Media tool, Deleting unreferenced clips, Outputting Media, Preparing your sequence for output, Performing a digital cut, Exporting your sequence as a file.

Reference:

1. Andy Beane, *3D Animation Essentials*, John Wiley & Sons- 2012
2. Peter Ratner, *Mastering 3D Animation* (Second Edition), Allworth Press- 2004
3. Isaac V. Kerlow, *The Art of 3D: Computer Animation and Effects*,(Third Edition) John Wiley & Sons, 2004
4. Barrett Fox, *3ds Max 6 Animation*, McGraw Hill Professional, 2004
5. Steve Robert, *Character Animation in 3D*, Focal Press- 2004
6. Steve Roberts, *Character Animation: 2D Skills for Better 3D*, Focal press- 2004

MULTIMEDIA
K L UNIVERSITY
Facial / LipSync

Course Code: 18BM3109

L-T-P: Credits
2-0-4:4

CO.No	COURSE OUTCOME	POs	LEVEL
1	Understanding of Facial Expression & Lip Sync emotional concepts.	a, b, c	Understanding
2	Applying Facial Expression emotions by using Facial rig.	e, g	Analyze
3	Applying Lip Sync animation with reference to the audio clip, to the Facial & mouth rig.	f, i	Apply
4	Creating Facial Expression & Lip Sync animation with audio clip dialogue to the facial rig character.	f, i, j	Create

SYLLABUS (As approved by BoS):

Unit – I : Exploring the humanoid emotions and expressions – blending keys – Types of keys – Set Driven Key – Blend Shapes to the Character face rig - Using Animation Layers – Studying the Symmetrical & Asymmetrical Characteristics of the Character expressions and emotions with self-handheld mirror.

Unit – II : Applying various emotional expression to the character face mouth shapes- Graph editor - Dope Sheet editor -create clip and pose – set time code – scene time warp.

Unit – III : Setting Key frame animation – Principles of facial animation expressions – Setting shapes to the mouth with reference to the sound. Setting the Phonetic symbols with mouth chart reference.

Unit –IV (The 12 Principles Applied to Faces) : Squash and stretch - Anticipation - Staging - Straight ahead action and pose to pose - Follow through and overlapping action - Slow in and slow out - Arcs - Secondary action- Timing - Exaggeration - Solid drawing - Appeal.

Unit –V : Idea finalization - Video Reference Shooting – Expressions to the character – Character Referencing - Blocking – Blocking Plus – Refining – Polishing – Final Shot Submission.

BOOKS RECOMMENDED:

- 3) *Animating Facial Features & Expressions* By B. Fleming
- 4) *Facial Expressions: A Visual Reference for Artists* By Mark Simon.
- 5) *The Artist's Complete Guide to Facial Expression.* By Mark Simon.

MULTIMEDIA
K L UNIVERSITY
SCREEN WRITING AND STORY BOARDING

Course Code: 18BM3110

L-T-P: Credits
2-0-4: 4

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Identify key elements and teams of story composition.	a, e	Applying
2	Application of Methodologies to success fully encodes a relevant message into a script to elicit the intended decoding of audience response to that message.	b, e	Applying
3	Explain the importance of storyboarding and storytelling in relation to visual Production	b, e	Evaluating
4	Invent and incorporate unique visual symbols and movements to create personal meaning in way of storytelling.	h, i, j	Creating

Unit 1

Introduction to Scriptwriting, screenplay and teleplay Scripts are elements: Basics of Script writing, Use of scriptwriting, Action, Scene Headings, Character Name, Screenplay Page Breaking, Short Lines/Poetry/Lyrics, Titles or Opening Credits, Screenplay Title Page, Continued and Revisions, Header Text + Do's & Don'ts, Screenplay Related Formats and full knowledge about teleplay script.

Unit 2

Narrative structure - beginning - middle- end - conflict, development, climax and denouement-story, storyline, plot, and treatment - principles of suspense and surprise. Select narrative techniques - point of attack, exposition, planning, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter.

Unit 3

Illustration-role and importance, types of visuals, photographs & drawing purpose of illustration–Types of illustrations for advertisements–Illustrations for storyboard & rendering techniques.

Unit 4

Storyboard–What is storyboard?-steps, concept development, sketching, perspective –Eye levels, visual analysis & visual appreciation. The Advantages of Storyboarding, Interactive Storyboarding, Storyboarding for TV and film. Introduction, Multimedia Storyboarding Tools, Using Interactive Storyboarding to Speed-up the Content-writing Phase, Using Interactive Storyboarding to Speed-up Report Document Production

Reference:

1. Patrick Nash, *Short Films Writing the Screenplay*-2010
2. Dwight V. Swain, Joye R. Swain, *Film Scriptwriting: A Practical Manual*, Focal Press, 1988
3. J Michael Straczynski, *The Complete Book of Scriptwriting Writer's* , Digest Books, 2002
4. Richard Walter, *Essentials of Screenwriting*, Plume, 2010
5. Irwin R. Blacker, *the elements of screenwriting*, Simon & Schuster Books for Young Readers, 1986
6. Friedman, *writing for visual media*, focal press, London 2007

MULTIMEDIA
K L UNIVERSITY
CINEMATOGRAPHY

Course Code: 18BM3111

Course Structure: L-T-P: Credits
2-0-4: 4

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Produce different kinds of video, including a music video or short film	b, c,	Creating
2	Tell a story visually by using visual grammar	a, d, e	Applying
3	Create mood in set to tell a visual story with effective use of lighting	d, e	Creating
4	Prepare video footage for editing	h, i, j	Creating

Unit 1

Study of various Films and Commercial from cinematographic point of View. Part of still and video cameras. Viewfinder, Shutter Release, Shutter, Shutter Speed Control, Film Speed Control, F-Stop Control, Film Compartment, Flash, Hot Shoe Mount, Lens Ring Mount.

Unit 2

Composition Rules: Line, Shape, Color, Texture, Direction, Size. Lens: Definition Focal length, Prime lenses/block lenses, Zoom lens, Angle of view, Normal lens, Telephoto lens, Wide angle lens, Macro lens/micro lens, Converter, Idea of perspective, Zoom ratio, lens speed, Depth of field, Depth of focus, Hyper focal distance, Lens. Companies.

Unit 3

Various types of lights: Tungsten lamps, quartz lamp, arc lamp, Fluorescent tube lights, Full spectrum fluorescent, Flicker free Lights, HMI, Muti-20, Muti-10, baby, solar, 5K, Mini Brute, Strobe lights, Kino-Flo spl lights, Fresnal spot, Follow spot, Disco –lights, Cyclorama/background lights, Soft Box lights, Use of cutter stand, black cloth.

Unit 4

Color temperature: Exposure test, Metering, Exposure latitude, Light meters, Incident light meter, Reflected light meter, 18% grey card, Zone System - Ansal Adam Operations : Functions and Controls of Video Camera, Camera support for video /film cameras, Understanding Video recording and Recording Formats.

Reference:

1. Joseph V. Mascelli, *The Five C's of Cinematography: Motion picture filming techniques.*
2. Blain Brown, *Cinematography: Theory and Practice: Image making for Cinematographers, Directors & Videographers*, Focal Press, 2002
3. Kris Malkiewicz, M. David Mullen, *Cinematography: Third Edition-2005*
4. J. Kris Malkiewicz, Jim Fletcher, *Cinematography: a guide for film makers and film teachers-1992*
5. Kris Malkiewicz, *Revised and expanded Film Lighting*, Prentice Hall press-2012

MULTIMEDIA
K L UNIVERSITY
ADVANCED POST PRODUCTION TOOLS

Course Code: 18BM3112

L-T-P: Credits

2-0-4:4

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Analyze the post-production process and its various stages	a, b	
2	Operate a non - linear editing station	e, f	
3	Demonstrate their understanding of the overall working process in film post - production	b, g	
4	Demonstrate their understanding of the application of new technology to post - production filmmaking	f, j	

Unit 1

How postproduction editing work- editing modes- online & off-line modes, control track and time code editing. Linear editing and non linear editing.pre editing phase- editing procedures, elements of shot. Simple, complex & developing.

Unit 2

Editing functions, Correct, Shorten, and Build. Basic transition devices, types of edit: action edit, screen position edit, concept edit, combined edit. Editing principles: continuity editing – complexity editing – context- ethics.

Unit 3

Using of visual effects in add making, superimposition, key- internal key, external key, matte key, chromo key, wipe effect.

Unit 4

Digital video effects. Computer manipulated effects on image size, shape, and light and colour.

Reference:

1. H Zettel *Television Production Handbook*
2. Ken Dancyger, *The Technique of Film and Video Editing*, Focal press-2011
3. Ken Dancyger, *The Technique of Film and Video Editing*, Focal press-2004
4. Ralph Donald, Riley Maynard, and Thomas D. Spann: *Fundamentals of Television Production*, 2008
5. Michael Who, *Editing Techniques with Final Cut Pro-2002*
6. Jaime Fowler, *Avid Made Easy*, wiley publishing -2005
7. Greg Staten & Steve Bayes, *the Avid Handbook-2009*

MULTIMEDIA
K L UNIVERSITY
INTERNSHIP

Course Code: 181E2246

Course Structure: L-T-P: Credits
----: 8

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understands the industry and its working structure	b, j, f	Understanding
2	Work collaboratively with industry professionals	b, j, f	Creating

For a semester, students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day-day functioning of the media industry. The interns will be exposed to the particular area of specialization. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and viva-voce will complete the process of evaluation

Duration of Internship: Three Months

Major Project

Course Code: 181E4048

Course Structure:

L-T-P/S:Credits

0-0-0/32: 8

As part of major project students required choosing any topic their choice from any specialization and write a comprehensive report.

MULTIMEDIA
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PORTFOLIO PRESENTATION

Course Code: 181E4050	Course Structure:	L-T-P: Credits
Pre Requisite:		-----: 4

As part of portfolio students should present their mini projects and major project at the end of semester for evaluation.