

UNIVERSITY OF MUMBAI
No. UG/ 105 of 2015-16

CIRCULAR:-

A reference is invited to the Syllabi relating to the Bachelor of Vocation program in various faculties vide this Circular No UG/33 of 2014, dated 11th November, 2014 and the Principals of the affiliated Colleges in Arts, Science & Commerce and the Heads of recognized Institutions concerned are hereby informed that the recommendation made by the Faculty of Arts at its meeting held on 20th February, 2015 has been accepted by the Academic Council at its meeting held 31st August, 2015 **vide** item No.4.24 and that in accordance therewith, the revised syllabus as per the Credit Based Semester and Grading System for the Bachelor of Vocation program in faculties of Arts/Commerce/Science in the course of Media Production (Sem.I to VI), which are available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2015-16.

MUMBAI – 400 032
15th October, 2015

REGISTRAR

To,

The Principals of the affiliated Colleges Arts, Science & Commerce and the Heads of Recognized Institutions concerned.

A.C/4.24/31/08/2015

No. UG/ 105 -A of 2015

MUMBAI-400 032

15th October, 2015

Copy forwarded with Compliments for information to:-

- 1) The Deans, faculties of Arts, Science & Commerce,
- 2) The Professor-cum-Director, Institute of Distance & Open Learning (IDOL)
- 3) The Director, Board of College and University Development,
- 4) The Co-Ordinator, University Computerization Centre,
- 5) The Controller of Examinations.

[Handwritten Signature]
15/10/15
REGISTRAR

...PTO

AC 31/08/2015

Item No. 4.24

Vidya Vikas Education Society's
Vikas Night College of Arts, Science & Commerce
Bachelor of Vocation (Media Production)
SUMMARY OF COURSE CONTENTS (SYLLABUS)

Year – I	
SEMESTER I	SEMESTER II
<p>General Education</p> <p>1.1 Importance of Effective Communication</p> <p>1.2 History of Cinema & Film Appreciation</p> <p>1.3 Introduction to History of Art</p> <p>Skill Components</p> <p>1.4 Origination to Creative Writing & Literature (S.C.)</p> <p>1.5 Basics of Photography (S.C.)</p> <p>1.6 Practical - I & Internship</p> <p>Practical based on Art, Photography and cinema. (S.C.)</p>	<p>General Education</p> <p>2.1 Structuring of Visual Media</p> <p>2.2 New Media</p> <p>2.3 Introduction to Television</p> <p>Skill Components</p> <p>2.4 Story Boarding Ideas (S.C.)</p> <p>2.5 Basics of Cinematography (S.C.)</p> <p>2.6 Basics of Practical Film Making-II & Internship</p> <p>Practical based on Cinematography and visual media. (S.C.)</p>

S.C. =Skill Component

Year – II	
SEMESTER III	SEMESTER IV
<p>General Education</p> <p>3.1 Current Affairs of World Cinema</p> <p>3.2 Media Theory</p> <p>3.3 Significance of Cinematography in Films</p> <p>Skill Components</p> <p>3.4 Trends & technology in Films & Television (S.C.)</p> <p>3.5 Direction for Films (S.C.)</p> <p>3.6 Practical – III & Internship</p> <p>Practical based on film direction, cinematography. (S.C.)</p>	<p>General Education</p> <p>4.1 Media Laws</p> <p>4.2 Concepts of Advertisement Film Making</p> <p>4.3 Understanding Concept of Direction for Television</p> <p>Skill Components</p> <p>4.4 Visual Special Effects & Compositing (S.C.)</p> <p>4.5 Post Production & Computer Graphics – I (S.C.)</p> <p>4.6 Practical Film Making IV & Internship. Practical based on VFX, television study. (S.C.)</p>

S.C. =Skill Component

Year –III	
SEMESTER V	SEMESTER VI
<p>General Education</p> <p>5.1 Media Project Management 5.2 Marketing & Publicity Design 5.4 Media Business</p> <p>Skill Components</p> <p>5.3 Post Production & Computer Graphics – II (S.C.) 5.5 Sound & Sound Special Effects (S.C.)</p> <p>5.6 Advance Practical Film Making Practical based on Sound special effects, Computer Graphics. (S.C.)</p>	<p>6.1 Final Project (Portfolio & Thesis)</p> <p>All Skill components are included.</p>

S.C. =Skill Component

Vidya Vikas Education Society's
Vikas Night College of Arts, Science & Commerce
Bachelor of Vocation (Media Production)

Year 1 (Diploma)

(Implemented with immediate effect from Academic Year 2014- 15)

SEMESTER I

Sr. No.	Subject Name	Components	L	P	T	Total Credits	Internal Assessment	Semester End Exam	Total Marks
1.1	Importance of Effective Communication	G.E.	1	1	2	4	25	75	100
1.2	History of Cinema & Film Appreciation	G.E.	2	1	1	4	25	75	100
1.3	Introduction to History of Art	G.E.	1	1	2	4	25	75	100
1.4	Basics of Photography	S.C.	2	2	2	6	Assessment of Skill Component Subjects will be done by Media & Entertainment Skill Sector Council on behalf of UGC & NSDC		
1.5	Origination to Creative Writing & Literature	S.C.	2	2	2	6			
1.6	Practical - I & Internship	S.C.	0	6	0	6			
	Total Credits					30			

G.E. - General Education/S.C. –Skill Component / L- Lectures / P- Practical / T- Tutorials

SEMESTER II

Sr. No.	Subject Name	Components	L	P	T	Total Credits	Internal Assessment	End Semester Exam	Total Marks
2.1	Structuring of Media Visual	G.E.	1	2	1	4	25	75	100
2.2	New Media	G.E.	2	1	1	4	25	75	100
2.3	Introduction to Television	G.E.	2	1	1	4	25	75	100
2.4	Story Boarding Ideas	S.C.	3	2	1	6	Assessment of Skill Component Subjects will be done by Media & Entertainment Skill Sector Council on behalf of UGC & NSDC		
2.5	Basics of Cinematography (S.C.)	S.C.	2	2	2	6			
2.6	Basics of Practical Film Making-II & Internship	S.C.	0	6	0	6			
Total Credits						30			

G.E. - General Education/S.C. –Skill Component / L- Lectures / P- Practical / T- Tutorials

B. Voc. (Media Production)

Year 2 (Advanced Diploma) (Proposed Syllabus)

SEMESTER III

(Proposed for academic year 2015-16)

Sr. No	Subject Name	Components	L	P	T	Total Credits	Internal Assessment	End Semester Exam	Total Marks
3.1	Current Affairs of World Cinema	G.E.	2	1	1	4	25	75	100
3.2	Media Theory	G.E.	1	2	1	4	25	75	100
3.3	Significance of Cinematography in Films	G.E.	2	1	1	4	25	75	100
3.4	Trends & technology in Films & Television	S.C.	2	2	2	6	Assessment of Skill Component Subjects will be done by Media & Entertainment Skill Sector Council on behalf of UGC & NSDC		
3.5	Direction for Films	S.C.	2	2	2	6			
3.6	Practical – III & Internship	S.C.	0	6	0	6			
	Total Credits					30			

G.E. - General Education/S.C. –Skill Component / L- Lectures / P- Practical / T- Tutorials

SEMESTER IV

Sr. No.	Subject Name	Components	L	P	T	Total Credits	Internal Assessment	End Semester Exam	Total Marks
4.1	Media Laws	G.E.	1	1	2	4	25	75	100
4.2	Concepts of Advertisement Film Making	G.E.	2	1	1	4	25	75	100
4.3	Understanding Concept of Direction for Television	G.E.	2	1	1	4	25	75	100
4.4	Visual Special Effects & Compositing	S.C.	2	2	2	6	Assessment of Skill Component Subjects will be done by Media & Entertainment Skill Sector Council on behalf of UGC & NSDC		
4.5	Post Production & Computer Graphics – I	S.C.	2	2	2	6			
4.6	Practical Film Making IV & Internship	S.C.	0	6	0	6			
	Total Credits					30			

G.E. - General Education/S.C. –Skill Component / L- Lectures / P- Practical / T- Tutorials

B. Voc. (Media Production)
Year 3 (B. Voc.) (Proposed Syllabus)

SEMESTER V

Sr. No.	Subject Name	Components	L	P	T	Total Credits	Internal Assessment	End Semester Exam	Total Marks
5.1	Media Project Management	G.E.	2	1	1	4	25	75	100
5.2	Marketing & Publicity Design	G.E.	2	1	1	4	25	75	100
5.3	Media Business	G.E.	2	1	1	4	25	75	100
5.4	Post Production & Computer Graphics – II	S.C.	2	2	2	6	Assessment of Skill Component Subjects will be done by Media & Entertainment Skill Sector Council on behalf of UGC & NSDC		
5.5	Sound & Sound Special Effects	S.C.	3	0	3	6			
5.6	Advance Practical Film Making	S.C.	0	6	0	6			
	Total Credits					30			

G.E. - General Education/S.C. –Skill Component / L- Lectures / P- Practical / T- Tutorials

SEMESTER VI

Sr.No	Subject Name	L	P	T	Total Credits	Internal Assessment	End Semester Exam	Total Marks
6.1	Final Project (Portfolio & Thesis)	0	30	0	30	150	350	500
	Total Credits				30			

G.E. - General Education/S.C. –Skill Component / L- Lectures / P- Practical / T- Tutorials

Vidya Vikas Education Society's
Vikas Night College of Arts, Science & Commerce
Bachelor of Vocation (Media Production)
First Year Detailed Curriculum (Implemented)
FIRST SEMESTER

Part 1- General Education

PAPRE 1.1 - IMPORTANCE OF EFFECTIVE COMMUNICATION

The paper shall focus on functional and operational use of language in media. With the specific aim of use in media, it will equip students with competence in language structure, abilities in reading and writing skills.

Our main aim would be train students on Communication Skill & Personality Development.

Section – I	No. of Lectures	NOS
Reading: Skimming and Scanning, Newspaper / Magazine articles, Reports, Advertising , Feature and Documentary etc.	10	1) MES / N 1304 (Communicate requirements to the team)
Writing : Formal & Informal e.g. Script Writing, Letter Writing	08	1) MES / N 1301 (Evaluate production concepts and ideas) 2) MES / N 1303 (Conceptualize the creative vision)

Oral Communication: Presentation Skills, Group Discussions	07	1) MES/ N 2812 (Manage Content Archival) 2)MES/ N 2809 (Coordinate Production Activities)
S.W.O.T Analysis (Strength, Weakness, Opportunities, Threats)	05	
Communication Skill Development: Thinking and Listening Skills	05	1) MES/ N 1904 (Conduct an Interview) 2)MES / N 0805 (content generated for production) 3) MES / N 0808 (Maintain workplace health and safety)
Soft Skills	05	

Section – II	Practical – Assignments
Persuasive Writing : Brochures, Handouts	10
Voice Training, Speech Clarity & Attitude Building	10
(Non – Verbal Communication) Body Language, Eye Contact, Expressions, Dressing, Understanding Personalities etc.	10
Featuring AV's on Communication & Personality Development	05

Books for Reference:

1. On Writing: A Memoir of the Craft by Stephen King
2. Bird by Bird: Some Instructions on Writing and Life
3. The Art of Telling your Story by Jerry Weissman

4. Self-Editing for Fiction Writers: How to Edit Yourself Into Print by R.Brown
5. Writing for Corporate Success by Deborah Dumaine
6. The Complete Guide to Editing Your Fiction by Michael Seidman
7. Non-Verbal Communication in Human Interaction by Mark L. Knapp, J.
8. The Secrets of Persuasive Speaking: Discover How to get your audience to believe by J. Fredric Thomas

PAPER 1.2- HISTORY OF CINEMA & FILM APPRECIATION:

This subject is tends to acquaint the students with the various styles and schools of Cinema throughout the world and various movements in Cinema. Learning of Indian Cinema in association with World Cinema, understand Studio System is included in this subject.

Section – I	No. of Lectures	NOS
Genres of Films - Drama, Comedy, Romance, Action, Thriller.	10	1) MES / N 0501 (Conceptualise the creative style)
Indian (pre-Independence) cinema from Dadasaheb Phalke’s films and Prabhat Talkies’ Sant Tukaram, along with a discussion of early Indian cinema, and the development of the studio system in India.	10	1) MES / N 0501 (Conceptualise the creative style)
A discussion on Hollywood classical narrative films - My Fair Lady and Roman Holiday.	05	1) MES / N 0501 (Conceptualise the creative style)
Understanding story telling techniques of Cinema Masters: <ol style="list-style-type: none"> 1. Shahid (Biography Drama) 2. Devdas (Melodrama) 3. Dev.D 4. Fandri 5. A Separation 6. Katha 7. Well Done Aabba 8. Hera Pheri 9. Gho Mala Asala Hawa 	10	1)MES/ N 3002 (Develop a full length script) 2) MES/ N 3003 (Adapt the script to production requirements)
A discussion on the styles of Super Stars and		1) MES / N 3003 (Adapt the

the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened)	05	script to production requirements) 2) MES / N 3004 (Maintain workplace health and safety)
Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.	05	1)MES / N 3002 (Develop a full length script) 2) MES / N 3004 (Maintain workplace health and safety)
Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray / Adoor Gopalkrishnan / Mani Ratnam	05	1) MES / N 0501 (Conceptualise the creative style)
Discussion on Directors & Award Winning Directors	05	1) MES / N 0501 (Conceptualise the creative style)

Section – II	Practical - Assignments
Screening of Old & New films for the students	10
Assessment of the Cinema viewed by the students in a journal stating Filmographies, Genre/Style, Period, Relevant association with accolades/Awards, Emergence of trends Social, Technical, Personalities, and Influences etc.	10

Books for Reference:

1. Satyajit Ray's foreword in Gaston Roberge's "Chitrabani: A Book on Film Appreciation"
2. Understanding the Film: An Introduction to Film Appreciation, Student Edition by Jan Bone, Ron Johnson.
3. Screen Education: From Film Appreciation to Media Studies; By Terry Bolas.
4. My Autobiography by Charles Chaplin
5. How Movies Work By Bruce F. Kawin

PAPER 1.3 - INTRODUCTION TO HISTORY OF ART

The approach is at once historical, in that visual form and types of images are studied in their development over time and across cultures in Music, Dance & Theatre. The sense that cultures are studied at isolated moments as a way of better understanding the significant roles art and architecture play within them.

Section – I	No. of Lectures	NOS
Music (Regional, Hindi, Electronic, Pop Contemporary Music) Understanding Music Directors.	10	1)MES/ N 3401 (Conceptualise sound concepts) 2)MES / N 3403 (Select sound studios for recording) 3)MES/ N 1303 (Conceptualise the creative vision)
5 genre Dance styles and Understanding the Dance Directors	12	
Introduction to Theater	10	1) MES / N 1303 (Conceptualize the creative vision)
Acting Schools	07	
Back Stage Management & Make – Up	10	1) MES/ N 1801 (Identify hair and make-up requirements)

		2) MES/ N 1806 (Create and apply prosthetics) 3)MES/ N 1808 (Maintain workplace health and safety)
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Section – II	Practical – Assignments
Showcasing Foreign & Indian (2 Genre each) Plays	05
Study of any Indian Play	04
Performing Act	02

Books for Reference:

1. Theaters of Independence Drama by Aprna Bhargava
2. Art of History by Marlyin Stokstad
3. History of India Theatre by M. L. Vardpande
4. International Encyclopedia of Dance by Janne Cohen
- 5.

Part 2: Skill Components

PAPRE 1.4- ORIGINATION TO CREATIVE WRITING AND LITERATURE:

This topic focuses on writing as an art form and understanding Indian literature in regional languages as well as English. The curriculum is designed as a program that encourages students to develop a sense of critical appreciation and interpretation of various genres of literature & to develop creative ideas and express them through writing in a variety of forms and genres.

Section – I	No. of Lectures	NOS
Introduction to Creative Writing: Forms, Styles, How to build creative writing skills	05	1. MES / N 0501 (Conceptualize the

		creative style) 2. MES / N 0508 (Maintain workplace health and safety)
<p>Introduction to Indian Literature: Introduction of Indian Writers in English Literature & their Important Work</p> <ol style="list-style-type: none"> 1. Vikram Seth 2. Chetan Bhagat 3. Rashmi Bansal 4. Jhumpa Lahiri 5. R. K. Narayan 	10	2. MES / N 1303 (Conceptualize the creative vision)
<p>Introduction to Novella / Short Story : Novella / Short Story as a Genre, Historical Background, Introduction to the short stories by</p> <ol style="list-style-type: none"> 1. Sadat Hasan Manto 2. Gangadhar Gadgil 3. Khushwant Singh 	10	<p>1. MES / N 1301 (Evaluate production concepts and ideas)</p> <p>2. MES / N 1303 (Conceptualize the creative vision)</p> <p>3. MES / N 3001 (Undertake research and develop script elements)</p>
<p>Understanding Characteristics of Poetry & Drama</p> <p>Poetry</p> <ol style="list-style-type: none"> 1. Rabindranath Tagore 2. Keki N. Daruwala 3. Harvansh Rai Bacchan 4. Gulzhar 5. Parsoon Joshi <p>Drama</p> <ol style="list-style-type: none"> 6. Asghar Wajahat 7. Dharmavir Bharati 8. Salim Khan 9. Javed Akhtar 	12	2. MES / N 1303 (Conceptualize the creative vision)

<p>Media Conversion: (Converting stories into Screen Play & Narrations) A brief Introduction Analysis of the works like</p> <ol style="list-style-type: none"> 1. Gandhi 2. Black Friday 3. Bandit Queen 4. Bhag Milkha Bhag 	<p>10</p>	<ol style="list-style-type: none"> 1. MES / N 1301 (Evaluate production concepts and ideas) 2. MES / N 1303 (Conceptualize the creative vision)
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Section – II	Practical - Assignments
<p>Indian Literature: Critical Appreciation of Any of the Genres</p>	<p>03</p>
<p>Explanation on 2 contemporary short stories may be analyzed, which will enable the student to attempt to write short stories.</p>	<p>03</p>
<p>Story Writing As a Genre: Theme, Plot, Character, Point of View, Setting, Tone & Symbolism.</p>	<p>07</p>
<p>Scripting, Screenplay & Dialogue Writing</p>	<p>09</p>
<p>Writing Internet content</p>	<p>03</p>
<p>Featuring 5 Short Film of different genres for students and giving them assignment related to the same.</p>	<p>03</p>

Books for Reference:

1. Marden, Orison: Hints for young Writers, N.Y: Thomas & Crowell Co.
2. Burack, A.S. (Ed) Boston: The Written Handbook: The written INC, Boston
3. Geoffrey Ashe: The Art of Writing Made Simple
4. Hughes, Ted: Poetry in the Making
5. Bowles, Borden: Creative Writing
6. Boulton, Marjorie: The Anatomy of Drama
7. Burnett, Hallie: On Writing the Short Story Harper & Row
8. Dev, Anjana, AnnadhaMarwah, Swati Pal; Creative Writing a Beginner's Manual, New Delhi: Pearson Longman, 2009.

9. Ed. By Arvind Krishna Mehrotra: An Illustrated History of Indian Literature in English
10. Bono, Edward De: Serious Creativity
11. Bono, Edward De: Teaching Thinking
12. Harper, Graeme: Teaching Creative Writing
13. Barry, Peter: Beginning Theory: An Introduction to Literature and Cultural Theory
14. Ed. May, Charles E.: The New Short Story Theories
15. Lucke, Margaret: Schaum's Quick Guide to Writing Great Short Stories
16. Knight, Damon: Creating Short Fiction: The Classic Guide to Writing Short Fiction

PAPER 1.5 - BASICS OF PHOTOGRAPHY:

This module helps students to understand the principles and practice of photography enabling them to enjoy photography as an art and to develop basic photographic sense and knowledge.

Section – I	No. of Lectures	NOS
History of Photography & Basic Principles of Photography	05	1. MES / N 0601 (Determine Visual Style and Prepare Shoot Plan)
Types of Cameras & Output Formats	05	1. MES / N 0606 (Prepare for Shoot) 2. MES / N 0607 (Operate Camera during Shoot)
Color Photography & Black & White Photography	05	1) MES / N 3502 (Manage equipment & material) 2) MES / N 3504 (Grade and adjust colour) 3)MES / N 3508 (Maintain workplace health and safety)

Concepts of Compositions & Camera Techniques	05	<p>1)MES / N 0605 (Set up Camera Equipment prior to Shoot)</p> <p>2) MES / N 0606 (Prepare for Shoot)</p> <p>3) MES / N 0607 (Operate Camera during Shoot)</p> <p>4) MES / N 0608 (Dismantle and Pack Equipment after Shoot)</p>
Various aspects of Lighting	05	<p>1) MES / N 0506 (Create lighting for the production)</p> <p>2) MES / N 0508 (Maintain workplace health and safety)</p>
Movement in Art & Photography	05	<p>1) MES / N 0703 (Add textures to models)</p> <p>2) MES / N 0704 (Maintain workplace health and safety)</p>
Post Production	05	<p>1) MES/ N 2812 (Manage Content Archival)</p> <p>2)MES / N 3503 (Create visual effects during post production)</p> <p>3) MES/ N 3502 (Manage equipment & material)</p>

Section – II	Practical -
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	Assignments
Camera Handling, Compositions & Lighting	15
Digital Image Editing	15
Photo Shoot – Portrait, Still Photography	05
Assignment / Project Submission	05

Books for Reference:

1. Art as Witness by Parthiv Shah
2. The Art of Color Photography by Mitchell Beazley
3. Digital Photography by Steve Bavister
4. Coming of Photography in India by Christopher Penny
5. Basics of Photography by John Hedgecoe

PAPER 1.6 PRACTICAL & INTERNSHIP

Celebrity Photographer / Model visit and open workshop by them for student
 Practical – I & Internship

To introduce the process of guerilla film making & documentary film making, Understanding the basic workflow in documentary film making process. To gain exposure on various rudimentary cameras and basic software used for production of documentary filmmaking

PRACTICAL & INTERNSHIP	Practical – Assignments
Project on making 10 – 15 minutes for Short Film, Documentaries on fictional / factual topics after pre discussion with the faculty members.	90

Vidya Vikas Education Society's
Vikas Night College of Arts, Science & Commerce

B.Voc. Media Production

First Year Detail Syllabus (Implemented)

SECOND SEMESTER

Part 1: General Education

PAPER 2.1 - STRUCTURING OF VISUAL MEDIA:

Understand the role of the writer on the production team and in the industry, Become familiar with the stages that lead to a finished script by having written. Also Creative concepts/ Film proposals, being familiar with different styles of scripts are included. Achieve proficiency in writing for the visual media by demonstrating visual story-telling skills. The Communicating ideas and emotions to the audience through the planned portrayal of events on a screen are also included in this paper.

Section – I	No. of Lectures	Applicable NOS
Think & Visualizes Story Telling	10	1) MES / N 3002 (Develop a full length script) 2) MES / N 3004 (Maintain workplace health and safety)
Dramatic Structure – Structure of Story & Screenplay	10	1) MES / N 3001 (Undertake research and develop script elements)
		1) MES / N 0502

Characterization of Acts, Characters & Dialogues,	10	(Design Characters)
Setting Production Values & Formats	10	1) MES / N 0505 (Clean artwork) 2) MES / N 0508 (Maintain workplace health and safety)
Visual & Production Problem Solving	10	1) MES / N 3503 (Create visual effects during post production) 2) MES / N 3508 (Maintain workplace health and safety)
Finalizing Script	10	1) MES / N 3001 (Undertake research and develop script elements) 2) MES / N 3002 (Develop a full length script)
Script Narration	05	1) MES / N 3003 (Adapt the script to production requirements). 2)MES/ N 2808 (Produce a Radio Playlist)

Section – II	Practical - Assignments
Adapting a short story to a screenplay Writing an original screenplay / script for radio or television.	05
Film Review	05

PAPER 2.2 - NEW MEDIA

Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. New media directly does not include television programs (only analog broadcast), feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital interactivity. Wikipedia, an online encyclopedia, is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook, Twitter is an example of the social media model, in which most users are also participants.

Section – I	No. of Lectures	NOS
Basic concept of new media, Difference between new and old media, Characteristics and limitations of new media, Convergence: Technologies, content, Users.	10	1) MES/ N 2809 (Coordinate Production Activities) 2) MES/ N 2810 (Oversee the Post Production Process) 3) MES/ N 2811 (Produce Promotional Materials) 4) MES/ N 2812 (Manage Content Archival) 5) MES/ N 2815 (Maintain Workplace Health and Safety)
Internet, Mobile Phones, Interactive		1) MES/ N 0702 (Conceptualise Creative Ideas)

Television, Video Games, I-pod, IPTV Blogs, Community Network Sites, Bulletin Boards, Chatting, Mailing, Searching E-Business, E-democracy, E-banking, E-Shopping, E- Governance, E-learning, E-Publishing.	15	for Production)
Ethical issues related to new media, Intellectual Property Rights (IPR) and new media, Security Issues and New Media, Comparative analysis often websites.	15	1) MES/ N 0702 (Conceptualise Creative Ideas for Production)

Section – II	Practical - Assignments
New media as a medium of journalism, Introduction to major Indian news portals, New media and Indian democracy, New media and digital divide.	10
Blogging and Twittering	10

PAPER 2.3-INTRODUCTION TO TELEVISION FORMATS AND IT’S TYPES:

In completing this module, you will be able to understand different types of television programming and its working style, brief information about the TRPs along with drama creation. The module has significance on various genres of television programming.

Section – I	No. of Lectures	NOS
Nature of drama in television: Various shows, formats and genres, telecast patterns, audience viewership performance in National & Regional Channels.	15	1) MES / N 3001 (Undertake research and develop script elements)

		2) MES / N 3004 (Maintain workplace health and safety)
Creating Drama for TRPs: Building the story, herd culture existing in current times, breaking the barriers.	10	1) MES / N 1304 (Communicate requirements to the team) 2) MES / N 1306 (Direct the animation process) 3) MES / N 1309 (Maintain workplace health and safety) Optional
Creating niche television programming: Importance of niche content, niche content channels, producing niche content in wake of DTH connections.	15	1)MES / N 3001 (Undertake research and develop script elements)
Differentiation of infotainment, edutainment, entertainment, lifestyle genres: Differentiation of genres, Specialty of different genres, popularity of genres, content on demand, Study of BBC & Discovery, Study of GECs.	10	1) MES / N 1301 (Evaluate production concepts and ideas) 2) MES / N 1303 (Conceptualize the creative vision) 3)MES / N 1305 (Direct the production process) 4) MES / N 1307 (Direct the post-production process)

Section – II	Practical - Assignments
Preview of different television formats	05
Assignments on creating any television format	08
Assignments on TRP findings of television channels	05
Assignments on any specific television channel	07

Books for References:

1. Breaking into Film by Kenna McHugh
2. Before You Shoot: A Guide to Low Budget Film and Video Production by Helen Garvey
3. Film Directing Cinematic Motion: A Workshop for Staging Scenes by Steven Douglas Katz
4. Film Directing Fundamentals: See Your Film Before Shooting By Nicholas.
5. Problems of Film Direction by Sergei Eisenstein

Part 2- Skill Components

PAPER 2.4 - STORYBOARDING IDEAS:

Storyboarding is, in many respects, the most important stage of film/television production. It is where the script is transformed from words on a computer screen into a sequential, visual story. It is where concepts of cinematography, stage-setting, blocking and acting are first realized. It will explore the basic concepts of storyboarding and allow participants to create and review storyboards of their own. Concepts addressed will include: tools, methods and techniques, visual storytelling and narrative structure, shot composition, “acting,” and character development, among others.

Section – I	No. of Lectures	NOS
Techniques:- Concept- what the story is about, Drawing the components of the storyboard indicating motion in the	10	1) MES / N 0501 (Conceptualize the creative style)

storyboard, Increased reality- perspective and lighting		2) MES / N 0508 (Maintain workplace health and safety)
Intro to Storyboarding/Visual Story telling & Storyboards	10	1) MES / N 0507 (Prepare storyboard) 2) MES / N 0508 (Maintain workplace health and safety)
Composition, Perspective& Lighting: Compositional Elements, line-shape-contrast, creating meaning within image, Creation of depth through lens choice and linear, atmospheric and size perspective, High- Key Lighting, Low key Lighting, 3point Lighting, Tonal quality of lighting.	10	1) MES / N 0506 (Create lighting for the production) 2) MES / N 0508 (Maintain workplace health and safety)
Continuity: Basic Rules of continuity, 180 – Degree rule, screen direction, Cutaways & Cut-ins.	5	1) MES / N 0501 (Conceptualize the creative style)
Story Boards for Animations & Special Effects Films: Structure of animation films, Special effects breakdown, creating the environment. Animation Era Analysis – Walt Disney to Japanese Animation Market (Tom & Jerry to Doremon)	10	1) MES / N 1304 (Communicate requirements to the team) 2) MES / N 1306 (Direct the animation process) 3) MES / N 1309 (Maintain workplace health and safety) Optional
Story Boarding for Commercials and New Media: Structure of commercials, elements of brand building to be implemented, special color scheme for brands and products	10	1) MES / N 3501 (Understand requirements and plan workflow) 2) MES / N 3502 (Manage equipment & material) 3) MES / N 3504 (Grade and

		adjust colour) 4) MES / N 3508 (Maintain workplace health and safety)
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Section – II	Practical - Assignments
Create a Storyboard of any Film scene	05
Create a Storyboard for a 2 minutes Music piece	05
Create a Storyboard for any Poem	05
Create a Storyboard for any Novel / Short Story	05

Books for Reference:

1. Begleiter, Marcie. From Word To Image, Storyboarding and the Filmmaking Process
2. Tumminello, Wendy. Exploring Storyboarding
3. Froug, William. The Screenwriter Looks at the Screenwriter
4. The Art of the Storyboard: Storyboarding for Film, Tv, and Animation By John Hart
5. Beginning Illustration And Storyboarding For Games By Les Pardew

PAPER 2.5 - BASICS OF CINEMATOGRAPHY

This subject focuses on storytelling, and explores advanced digital video cinematography techniques for both studio and field. Students will operate HD video cameras, use light meters, determine set and lighting needs, operate a jib, block scenes, mount and use a matte box, and become familiar with topics including film space, continuity, lenses, color, filters, and camera control.

Section – I	No. of Lectures	NOS
Introduction to Cinematography & Understanding a Frame: Shooting a good Still picture,	10	1)MES/ N 0606 (Prepare for Shoots)

<p>Composition-Framing, Understanding & Use of color, Capturing the Drama, Black and white Photography.</p>		<p>2)MES / N 0504 (Conceptualise colour keys)</p>
<p>Lights & Lighting Techniques with various types of lights : Tungsten lamps, Cool Lights, HMI, Cyclorama/background lights, Soft Box lights. Use of cutter stand, black cloth and Camera filters. Lighting – Situations, Studio lighting for three cameras set up: Talk Show, Game Show, Available day light situations, Shooting for Documentary style, Face, Key, Fill, Back, High key lighting, Low key lighting.</p>	<p>10</p>	<p>1)MES / N 0506 (Create lighting for the production) 2)MES / N 0508 (Maintain workplace health and safety)</p>
<p>Various types of Lenses and its significance : Type of Lenses, Power of Lenses, Understanding the shot requirement and usage of a lens, Idea of perspective: Depth Of Field, Depth of focus, Critical understanding of Fixed Lens Vs. Zoom Lens, Focus pulling, 18% grey card, Metering, Color temperature meter.</p>	<p>10</p>	<p>1) MES / N 1306 (Direct the animation process) 2)MES / N 0605 (Set up Camera Equipment prior to Shoot) 3) MES / N 0606 (Prepare for Shoot) 4) MES / N 0607 (Operate Camera during Shoot) 5) MES / N 0608 (Dismantle and Pack Equipment after Shoot)</p>
<p>Camera Movements: Basic grammar of shots, Primary Camera Movement: Pan, Tilt, Zoom, Character, Movement, Usage and need of Track and trolley, Crane, Jimmy Gop, Pull Cam, Managing Movements, Single camera& Multi camera setup Continuity Exercise Do's and don'ts of camera movements and more.</p>	<p>10</p>	<p>1) MES / N 0601 (Determine Visual Style and Prepare Shoot Plan) 2) MES / N 0602 (Carry out Location Reconn and Finalise Locations) 3) MES / N 0603 (Recruit Camera Team) 4) MES / N 0604 (Estimate</p>

		and Procure Camera Equipment) 5)MES / N 0606 (Prepare for Shoot)
Understanding digital video recording :Principle of video recording, Digital Recording Formats, Editing and compression, Digital sampling and storage, Technical formats of video- PAL, NTSC, “Time Code” in Video Recording, Film Stock and Processing	10	1)MES / N 1402 (Manage equipment & material) 2) MES / N 1403 (Edit the production) 3) MES/ N 0605 (Set up Camera Equipment for Shoots)

Section – II	Practical - Assignments
Viewing Cinema Samples (Scene)	04
Set initial production schedule, Rating a camera’s ASA/ISO. Mounting & using a matte box.	06
Camera Filter Exercise & Zone Lighting Exercise.	07
Finalize Production Schedule & Final Scene Fragment Exercise.	08

Books for Reference:

1. Cinematography by Kris. Malkiewicz
2. Practical Cinematography by Paul Wheeler
3. The Filmmakers Pocket Reference by Blain Brown
4. The Hands on Manual for Cinematographers by David Samuelson
5. Operating Cinematography for Film and Video by William Hines

PAPER 2.6-BASICS OF PRACTICAL FILM MAKING- II & INTERNSHIP

With all the knowledge gained in past and present semester about film making now in the practical they will have to showcase all the related modules learned and create a Short Film. To understand the production pipeline of film making process with respect to short film with introduction of 2 character single location fiction short film is making & in-depth documentary film making and to understand the entire workflow in documentary film making process. To gain exposure on various cameras and software used for production of documentary and short film making

PRACTICAL & INTERNSHIP	Practical – Assignments
Project on making various characters based in length Short Film / Documentary, Documentaries which will showcase all the related modules learned for film making.	90

- **Celebrity Director / Actor will visit for open workshop for students**

Vidya Vikas Education Society's
Vikas Night College of Arts, Science & Commerce
B.Voc. (Media Production)
Second Year (Detailed Proposed Curriculum)
Advanced Diploma
THIRD SEMESTER

Part 1- General Education

PAPER 3.1 CURRENT AFFAIRS OF WORLD CINEMA:

It makes you understand about the current happening in towards world and various environmental issues besides human rights and various concepts pertaining to it. It preaches you the political system and its related concepts. Very importantly it briefs you the Indian constitution and Indian political system and understand various political ideologies.

Section – I	No. of Lectures	NOS
Environmental issues: World without borders, Resource use and sustainability, Environmental degradation– ozone depletion pollution 9	10	MES/N 2801(Contribute Creative Ideas for Production)
Universal human rights – universal declaration (1949); declaration of the right to development (1986); examining the concept of universal human rights and the individual context: Self-determination–issues of secession ; issues and anti-state violence, Population, consumption and sustainability, Emancipator movements, Trade union, Peasants movements (with global vision), Environment movements –chipko movement, Rachel Carson silent spring ; 72- UN summit on environment, Women's movement, Homosexual	10	MES/ N 1301(Evaluate production concepts and ideas)

rights , The development debate – anti large movements, rehabilitation , development choices, people’s involvement, Tribal movements.		
Governance and related issues: Decline of law, Corruption, Nexus between crime and politics, Political apathy, Secularism, Issues of accountability. Concept: State, Society, Nation.	10	MES/N 2801(Contribute Creative Ideas for Production)
Political ideologies: Liberalism, Fascism, Socialism, Communism, Democracy.	10	MES/ N 1301(Evaluate production concepts and ideas)
Indian Constitution: Brief history of Indian constitution, Salient features, Preamble, Fundamental rights and duties, Indian federalism.	10	
Indian Political System: Features of Indian political system, Nature of Indian political system - Political parties, features of Indian political parties, significant political parties, Identity politics : caste, reservation, politics parties, Regionalism and secessionism, Elections in India: understanding election process, opinion and exit polls, landmarks in electoral process – 52, 77,89 elections.	10	

Section – II	Practical Assignments –
Assignments on Current Affairs of India	15

Books for Reference:

1. State of India’s Environment; CSE ;(2000);
2. D’Souza ,Dilip; Branded by Law; (2001); Penguin
3. Banerjee, Ruben; the Orissa tragedy (2001) India Today Group.
4. Mander , Harsh ; Unheard Voices (2001); Penguin
5. Goyal; Indian Political Sym (Mcmillan)

PAPER 3.2 MEDIA THEORY

This module will brief you well regarding the four eras of Media theory, to understand the various normative theories and various effects theories. Finally understanding the importance of Culture and societal change brought about by media

Section – I	No. of Lectures	NOS
<p>Media & Four Eras of Media Theory: Definition and need, Society and mass culture, Emergence of scientific perspective</p> <p>Normative theories: Social responsibility, Technocratic control Vs libertarianism, Radical libertarianism – laissez faire, Civic journalism, developmental theory – schramm, Democratic participant theory – Paolo Frieire</p> <p>Effects theories: Magic bullet, Limited effects paradigm – clapper, Attitude change, Selective exposure and cognitive dissonance, Moderate effects model, Lazars feld 2- step flow theory</p>	25	<p>1) MES / N 3001 (Undertake research and develop script elements)</p> <p>2) MES / N 3004 (Maintain workplace health and safety)</p>
<p>Media and society: Innis – oral societies, literate societies electronic society, Media and technological determination, McLuhan –“the medium is the message” - “the medium is the message” - Hot and cool medium - Concept of the global village - Raymond Williams critique of technological determination, Cultural criticism, Marxist, Psychoanalytic perspective on the media</p>	20	<p>1) MES / N 3001 (Undertake research and develop script elements)</p>

Section – II	Practical Assignments
Assignments on Media Theory	30

Books for Reference:

1. Infant, rancer and Womack; building communication theory; 2nd edition;
2. Berger; media analysis techniques

PAPER 3.3- SIGNIFICANCE OF CINEMATOGRAPHY IN FILMS

This segment importantly coaches you in the basics of special effects cinematography along with understanding various equipments required for various form of mood lighting with usage of various digital cameras, lenses and digital cinematography.

Section – I	No. of Lectures	NOS
<p>Structure of Film and Digital Camera: Understanding the internal structure of camera, Perforation Loop, Pressure Plate, Pull down claw, Magazine: Types of magazine, Threading of film, Intermittent Movement, Analysis of Claw motion, Registration pin, Sprocket wheel, Frames per sec, Camera Motors, Slow motion and Fast motion, Reverse Movement, Lens Mount Flange Depth, Magazine Cover/rain cover, Digital Process of Image capturing, Latitude of film Camera format, Latitude of digital format, Shooting Format-16-mm/35-mm/70-mm/super.16/I-m ax/3-D, Convenience of Digital format, The Future of Film Formats.</p>	10	<p><i>MES / N 0502</i> (Design Characters).</p> <p><i>MES / N 0607</i> (Operate <i>Camera</i> during Shoot)</p> <p><i>MES / N 0605</i> (Set up <i>Camera</i> Equipment prior to Shoot)</p>
<p>Special Effects and Cinematography: Chrome key Concept, Preparation for chrome key, Compositing a digital Picture, Digital matte painting.</p>	10	<p><i>MES / N 0701</i> (Understand <i>Animation</i> Requirements)</p> <p><i>MES/ N 3503</i> (Create visual effects during post production)</p>
<p>Mood Lighting & Colour Lighting Theory & Practice: Red, Blue, Green, Purple & Orange lights and Treatments for Various Scenes, Colour and Cultural.</p>	10	<p><i>MES / N 3504</i> (Grade and adjust colour)</p> <p><i>MES / N 0504</i> (Conceptualise colour keys).</p>

<p>Image formation (Understanding requirements of a director): Understanding a Screenplay writing, Writing for visuals- Story Boarding, Capturing the drama on the camera, How to create packets of emotional experience-Scene, Creation of Drama-Ingredients of a Drama.</p>	<p>10</p>	<p>MES / N 0504 (Conceptualise colour keys). MES / N 0507 (Prepare storyboard) MES / N 0508 (Maintain workplace health and safety)</p>
<p>Understanding the needs of Co- creators (Director, Editor, Sound Recorder) Working in team, Team Building, Conflict formation, Conflict Resolution.</p>	<p>5</p>	<p>MES / N 3002 (Develop a full length script) MES / N 3001 (Undertake research and develop script elements) MES / N 3004 (Maintain workplace health and safety)</p>

Section – II	Practical Assignments
Camera Arrangements (Practical)	10
Lighting Methods (Practical)	10
Assignment on Mood Lightings	5
Assignment on 2 minute video with special effects	5

Books for Reference:

1. The Hands On Manual for Cinematographers by David Samuelson
 2. The Filmmakers Pocket Reference by Blain Brown
 3. The 16mm Camera Book by Douglas Underdahl
 4. Motion Picture Camera Techniques by David Samuelson
 5. The Professional Lighting Handbook by Verne Carlson
- Celebrity Cinematographer will visit students and will showcase his work and will guide students.

Part 2- Skill Component

PAPER 3.4- TRENDS & TECHNOLOGY IN FILM & TELEVISION:

Elements of a detail technology in the film and television industry are explored revealing various formats and current trends in motion picture and television industry. Briefing the Media and Entertainment history, business and its future is included in this subject.

Section – I	No. of Lectures	NOS
<p>Film & Entertainment-an Overview: Growth of film international and national perspective i.e. Hollywood, World Cinema, Bollywood, Indian regional cinema, Opportunities globally need to tap these opportunities, Business of cinema, genres in cinema, Emergence of additional content monetizing avenues like merchandising, gaming, theme parks etc . Case study Disney, Hanuman, Krish, 3 idiots, Ghajini, Ra – one.</p>	20	<p>MES/N 3001(Undertake research and develop script elements).</p> <p>MES/N 3002(Develop a full length script)</p>
<p>Evolving Technology: Changes in technology (and reverse); digital revolution -, Content dictating form, Technologies related to film Distribution & Exhibition -an overview, Understanding formats: 35mm / 16mm / HD / Super 16 /, Stock &Processing, Crewing & Technology - an overview, VFX and Sound - an overview, technological requirements.</p>	15	<p>MES / N 3501 (Understand requirements and plan workflow)</p> <p>MES / N 3502 (Manage equipment & material)</p> <p>MES / N 3502 (Manage equipment & material)</p> <p>MES / N 3508 (Maintain workplace health and safety)</p>
<p>The Animation Industry — An overview: The trends in animation industry, Prospects and markets, Production planning for animation, Problems and cost implications, Development of animation in India, Animation-success stories.</p>	15	<p>MES / N 0701 (Understand Animation Requirements).</p> <p>MES / N 0702 (Rig models for movements)</p> <p>MES / N 1302 (Sourcing financiers).</p>

Television Entertainment: Emergence new genres of programs viz; lifestyle, reality shows game shows etc, Success of niche channels with specialized content like shopping, travel& leisure, nature. quick news, etc, Adoption of International formats of reality shows, remakes of films and old mythological serials, Concept of TRP, reach and viewership	20	<i>MES / N 3003</i> (Adapt the script to production requirements) <i>MES / N 3002</i> (Develop a full length script) <i>MES / N 3001</i> (Undertake research and develop script elements)
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Section – II	Practical Assignments –
Film Review and Case Study Assignments	10
Project on Film Distribution & Exhibition	10
Assignments on Film Formats	5
Workshop - Production Planning for Animation Film	5
Assignment on International & Indian Television	5

Books for Reference:

1. Movie Magic; by Screenplay Systems (Whole manual)
2. Digital Storytelling - Carolyn Handler Miller
3. Restoration of Motion Picture Film By Paul Read
4. Salaam Bollywood- Bhawana Somaaya
5. Inspired 3D short film production By Jeremy Cantor

PAPER 3.5- DIRECTION FOR FILMS

Component of this segment will make you understand need for Direction in films as a film director is a person who directs the making of a film. Generally, a film director controls a film's artistic and dramatic aspects, and visualizes the script while guiding the technical crew and actors in the fulfillment of that vision. The director has a key role in choosing the cast members, production design, and the creative aspects of filmmaking.

Section – I	No. of Lectures	NOS
Introduction to Direction of Films and Work of famous Film Directors in the World.	05	MES / N 0501 (Conceptualise the creative style) 2. MES / N 0508 (Maintain workplace health and safety)
Visualizing & Scripting a Story and Identifying Themes, Screen Equations, Viewing the story from a moviemaker's eye, Shooting Projects.	10	<i>MES/ N 2809</i> (Coordinate Production Activities) <i>N 1309</i> (Maintain workplace health and safety) <i>MES / N 1301</i> (Evaluate production concepts and ideas) <i>MES / N 1303</i> (Conceptualise the creative vision)
Identifying the best Story & Screenplay, Ability of creating a drama from screenplay, Analyzing the screenplay, Alternate story sources, Directors development strategies, Setting creative limitations.	10	<i>MES / N 1305</i> (Direct the production process) <i>MES / N 0501</i> (Conceptualise the creative style)
Point of View, Subtext, Genre, and Archetypes, Time, Structure, and Plot, Space, Stylized Environments, and Performances, Form and Style	5	<i>MES / N 1301</i> (Evaluate production concepts and ideas) <i>MES / N 1305</i> (Direct the production process)
Production :Developing a Crew, Producing a Shooting Script, Before the Camera Rolls, Roll Camera, Location Sound, Continuity, Directing the Actors, Directing the Crew, Monitoring	5	<i>MES/ N 2807</i> (Manage Live Programme Production) <i>MES/ N 2809</i> (Coordinate Production Activities)

Progress		<i>MES/N 2815</i> (Manage Workplace Health and Safety) <i>MES / N 1307</i> (Direct the post-production process)
Director's preparation for directing Action scene, Staging and Camera for <i>Over Easy</i> Action Scene, Development of Screenplay, <i>Over Easy</i> Action Scene/Staging and Camera Angles for - Storyboard Artist.	5	<i>MES / N 1305</i> (Direct the production process) <i>MES / N 0607</i> (Operate <i>Camera</i> during Shoot) <i>MES / N 0605</i> (Set up <i>Camera</i> Equipment prior to Shoot)
Staging and Camera for Narrative Scene, Choosing a Location, Staging, Camera Style, Narrative, Dramatic, and Poetic Visual Styles, The Variety of Dramatic Structures,	5	<i>MES / N 0604</i> (Estimate and Procure <i>Camera</i> Equipment)

Section – II	Practical Assignments -
Film Direction (Practical)	30

Books for Reference:

1. Directing: Film Techniques and Aesthetics by Michael Rabiger
2. on directing film By David Mamet
3. Art Direction for Film and Video by Robert L. Olson
4. The film director's team By Alain Silver, Elizabeth Ward
5. Notes of a film director By Sergei Eisenstein

- Celebrity Film Director will meet students and a special workshop will be organized for the students.

PAPER 3.6-PRACTICAL III & INTERNSHIP

To understand the production pipeline of film making process for multiple locations in short films. To introduce the process of 2 Character multiple location in which Fiction Short film making and In-depth Multiple Characters Single Location Short Film is included. Also to understand the entire workflow in 2 Character multiple location - Fiction Short filmmaking and In-depth Multiple Characters Single Location Short Film making process is involved in this particular syllabus.

PRACTICAL	Practical Assignments	—
Project on making multiple actors 30 minutes Short Film / Documentary OR making a 2 Music Video of different genre which will showcase all the related modules learned for film making.	90	

FOURTH SEMESTER

Part 1- General Education

PAPER 4.1 - MEDIA LAWS

Syllabus	lectures	NOS
Indian Contract Act, 1872: Essentials of valid contract discharge of contract, remedies for breach of contract. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.	10	1) MES/ N 1901 Generate Ideas for Journalism Projects 2)MES/ N 1903 Work on the Assignment Desk 3) MES/ N 1907 Understand Audio Visual Aids 4) MES/ N 1908 Computer Skills for Journalism and Media 5) MES/ N 1912 Maintain Workplace Health and Safety
The Negotiable Instruments Act 1881: Essentials of Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.	5	
Media Law, Copyright and Intellectual Property: IPR& copyright laws, Copyright Agreements: Short-Term vs. Long-Term Agreements, Media Law and Infringements: Case Studies, Menace of piracy and remedies to counter piracy, Statutory and non-statutory bodies formed	10	1) MES/ N 1902 Undertake Research for Journalism Projects 2) MES/ N 1911 Comply with Applicable Law and Regulation

to fight piracy.		
Role and importance of Business Ethics and Values in Business -Definition of Business, Ethics Impact on Business Policy and Business Strategy - Role of CEO - Impact on the Business Culture.	5	
Types of Ethical issues-Bribes - Coercion - Deception - Theft - Unfair Discrimination. Vendors, Government, & Social Audit. CSR-Definition and Importance, examples of various initiatives taken by various business groups like TATAs, Infosys, Birla and others.	10	1) MES/ N 1911 Comply with Applicable Law and Regulation
Difference between Cause Related Marketing (CRM) and CSR Case Studies: Reliance WLL license, 2G Scam, Satyam Scam and PWC's role in the scam. Role of bodies like Competition Commission of India, SEC, SEBI, TRAI, etc in curbing unethical practices.	5	1) MES/ N 1902 Undertake Research for Journalism Projects 2) MES/ N 1903 Work on the Assignment Desk 3). MES/ N 1911 Comply with Applicable Law and Regulation

Section – II	Practical - Assignments
Assignment Challenges faced by Television & Radio Industry	10
Visits to TV Channels & Radio Stations	10
Case Study – Media Business	10

Books for Reference:

1. Business Law including Company Law Gulshan S.S. and Kapoor G.K.,
2. Elements of Company Law, Sultan Chand & Sons

PAPER 4.2- CONCEPTS OF ADVERTISEMENT FILM MAKING:

To get a clear picture about the production of Ad films is included. Every aspect of Ad-production including Concept, Story Board, Script, Production and Post Production understand the art – science of ad-film making comes under the purview of this phase.

Section – I	No. of Lectures	NOS
<p>The film pipe line an overview-Creative Process: Concept- Research- ideation, Structuring a Story-Story. Boarding-Characters-screen play- Dialogues-Casting, Shoot-Edit-Re- Recording- Final Print/DVD.</p>	5	<p>1)MES / N 0507 (Prepare storyboard) 2)MES/ N 1806 (Create and apply prosthetics) 3)MES/ N 1808 (Maintain workplace health and safety)</p>
<p>Understanding the needs of cinematographer/ Sound designer/ editor/ client servicing executive. Contribution by Lighting-Lenses-VFX-RR-Compositing The film pipe line an overview-Production Process: Formation of Team- Location Survey.</p>	5	<p>1)MES / N 0607 (Operate Camera during Shoot) 2)MES / N 3501 (Understand requirements and plan workflow) 3)MES / N 3502 (Manage equipment & material) 4)MES / N 3505 (Render productions)</p>
<p>Auditions-Planning the shoot-Production Management. Hiring of facilities-Cost Control, Managing crew & artists. Art of Film Making: Importance and power of Audio visual communication, Strength of a still picture-Requisites of good still-How to shoot a good still.</p>	5	<p>1) MES/ N 2809 (Coordinate Production Activities) 2) MES/ N 2812 (Manage Content Archival) 3) MES/ N 2815 (Manage Workplace Health and Safety) 4)MES/N 1302 (Source Financiers)</p>

Basics of a good still picture-Observation by Leonardo Da Vinci, Appreciation of Still picture-B&W- Color Theory, Understanding Audio Visuals psychologically, Understanding the life around us- Creation of Drama-Role of Characters, Creating the final mix-The final Ambiance-The crescendo	5	1)MES / N 3502 (Manage equipment & material) 2) MES / N 3504 (Grade and adjust color)
Sound: Nature & Role of Sound-Noise: Sound-Basic Notes-Harmony-Symphony-Rhythm, Various types of Rhythm-Indian and Western Concepts, Permutations &Combinations of Notes & Rhythm, The formation of Music-Glimpses of World Music, Combo of Music & Effects-Background score.	5	1) MES / N 3404 (Set-up, maintain and disassemble sound equipment) 2) MES / N 3406 (Capture Sound)
The Word-Spoken & Written: Writing for visuals-How to use words effectively, Study of some significant literary works, Balance between words and visuals, Power of silence.	5	1) MES / N 3001 (Undertake research and develop script elements) 2) MES / N 3002 (Develop a full length script).
Art & Science of Advertising: The need for advertising-Social Scenario, Too many Products chasing divergent Customers, Understanding the customer/consumer behavior, Understanding the client behavior- Art of persuasion, Principals of copy writing and Advertising design, Basics of Graphics-Basics of Marketing and sales, Hierarchy of ad films in marketing collaterals, Creation of collaterals-Loud Messages-Covert Messages, Study of great Global AV campaigns.	5	1) MES / N 3002 (Develop a full length script). 2)MES/N 1308 (Manage the Production Marketing and Release)

Being an Advertising Film maker: The advertising mind frame-Achieving the impossible, Various genres of films like corporate-viral-marketing videos, Films in	5	1)MES / N 0204 (Acquire and maintain advertising sales clients) 2)MES / N 0211 (Managing preparation)
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general vs. ad film making the key differentiators, Studying proven ad films campaign, Creating 3 ad/social message films-Production Management of ad/film making, Understanding the specific needs of TV/Film/Web/Mobile audiences, Optimizing resources, Deciding on the right pitch- Thinking out of the box. Intrapersonal communication skills.		of advertisement end-products) 3)MES / N 0209 (Implement online advertisement campaigns)
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Section – II	Practical - Assignments
Storyboard & Screenplay (Practical)	4
Shoot – Re – Recording, Lighting Lenses – VFX – RR – Composting (Practical)	8
Workshops on Film Making process Story, Casting, Acting and Play (Practical)	4
Background Music (Practical)	4
Workshop on Words Spoken & Written	2
Advertising Workshop (Design, Copywriting) (Practical)	4
Assignment on Advertising Campaign	4
Shooting Advertisements 1 minute AV (Practical)	5

Books for Reference:

1. How to Write an Inspired Creative Brief by Howard Ibach
2. My Life in Advertising and Scientific Advertising – Claude Hopkins
3. Truth, Lies & Advertising: The Art of Account Planning by Jon Steel
4. A Technique for Producing Ideas by James Webb Young
5. Positioning: The Battle For Your Mind by Al Ries and Jack Trout

PAPER 4.3 - UNDERSTANDING CONCEPTS OF DIRECTION FOR TELEVISION:

In which, understanding the significance of Direction in Television, analysis of directing styles to formulate a personal directing style is included. It also includes directing a film or video production. Skills of Directing and lead a production team is also the part of this study. Modules make you understand the role and qualities of a Director by analyzing the work of classic and contemporary directors, the class investigates the art and language of filmmaking. Topics include framing and composition, camera angles, camera movement, blocking of actors, visualizing action, and creating a sequence, script breakdown, and techniques for establishing mood, character, and conflict finally learning the ability to manage creative team.

Section – I	No. of Lectures	NOS
Importance & Role of a Director for Television	5	1. MES / N 0501 (Conceptualize the creative style) 2. MES / N 0508 (Maintain workplace health and safety)
Still Pictures to Motion Movies: Impact of a still picture, Analyzing a picture, Critical Ingredients-Leonardo Da Vinci, Composition-Framing, Function and proper use of lenses, Understanding & Use of color, Aesthetics of Painting and Spatial Arts, Moving Image-Motion Picture, Impact of collective moving Images, Motion Picture Dynamics, Primary Movement-Secondary Movements, Managing Movements, Tonal Value-Depth of Field, Aesthetics and Psychological Impact of Moving Images.	10	1) MES / N 3501 (Understand requirements and plan workflow) 2) MES / N 3502 (Manage equipment & material) 3) MES / N 3504 (Grade and adjust color) 4) MES / N 3508 (Maintain workplace health and safety)
Role of Sound & Music in making a Motion Picture : Association of sound, Listening to Sound, Contribution and impact of sound, Understanding rhythm, melody, drama, Knowing various instruments, Impact of Sound-Moods, Role of notes and beats, Tonal Quality,	5	1) MES / N 3404 (Set-up, maintain and disassemble sound equipment) 2) MES / N 3406 (Capture Sound) 3) MES / N 3409 (Maintain

<p>Pitch-Volume-Perspective, The concept of Music, Glimpses of World Music, Voice culture- for speech, Acoustics, Harmony-Symphony, Rhythm-various Types of Rhythm-Indian and Western Concepts-Permutations & Combinations of Notes & Rhythm, The formation of Music-Glimpses of World Music-Combo of Music & Effects-Background score</p>		<p>workplace health and safety)</p> <p>4) MES / N 3401 (Conceptualize sound concepts)</p> <p>5) MES / N 3402 (Select sound equipment)</p> <p>6) MES / N 3403 (Select sound studios for recording)</p> <p>7)MES / N 3409 (Maintain workplace health and safety)</p> <p>8) MES / N 3405 (Prepare sound equipment)</p> <p>9)MES / N 3407 (Record/mix sound)</p> <p>10) MES / N 3409 (Maintain workplace health and safety) Optional</p>
<p>Implication of Lights :What makes a good picture parts played by composition, light, contrast and drama, Lightcontrast-Volume-Foreground-Midground-B ackground-Propinquity-Distance-Colour-Angle, Dynamism involved in motion/action-Setting dynamism in action-Creating action</p>	<p>5</p>	<p>1) MES / N 0506 (Create lighting for the production)</p> <p>2) MES / N 0508 (Maintain workplace health and safety)</p>
<p>Film Making An ART :Understanding the Importance and power of audiovisual communication, Picture Compositions, Qualities of motion picture: Sense of Tension and Surprise, Intensity of Drama, Facility to travel with viewers from one location to another; How to store a still and a movie, Importance of listing, makeup, properties, set contract, Genres</p>	<p>10</p>	<p>1) MES / N 1301 (Evaluate production concepts and ideas)</p> <p>2) MES / N 1303 (Conceptualize the creative vision)</p>

<p>of films – Action, Horror, Romantic, Social, Sci-Fi, Futuristic, War,</p> <p>The film pipe line -Creative Process: Concept-Research- ideation- Structuring a Story-Story Boarding- Characters-screen play- Dialogues- Casting-Shoot-Edit-Re-Recording- Final Print/DVD. Understanding the needs of cinematographer/Sound designer/editor/client servicing executive, The film pipe line-Production Process, Formation of Team-Location Survey-Auditions-Planning the shoot-Production Management Hiring of facilities-Cost Control-Managing crew & artists</p>		<p>3) MES / N 1305 (Direct the production process)</p> <p>4) MES / N 1307 (Direct the post-production process)</p> <p>5) MES / N 1302 (Sourcing financiers) (where there Director is also the Producer)</p> <p>6) MES/N1308 (Manage the production’s marketing and release)</p> <p>7) MES / N 1309 (Maintain workplace health and safety)</p> <p>8) MES / N 1304 (Communicate requirements to the team)</p> <p>9)MES / N 0501 (Conceptualize the creative style)</p> <p>10)MES/N 1302 (sourcing financiers)</p>
<p>“Director” -Conductor of an Audio Visual orchestra: What it means to be a Director , Managing creativity of colleagues and managing a creative team, Understanding of roles & responsibilities of the crew, Understanding the Emotional Aspect & Technological Aspects of-Actors, Cinematographer, Editor, Music Director, Sound Engineer, Makeup Man, How to bring the effects of Music &Picture together.</p>	<p>5</p>	<p>1) MES / N 0501 (Conceptualize the creative style)</p> <p>2) MES / N 0508 (Maintain workplace health and safety)</p> <p>3) MES / N 1304 (Communicate requirements to the team)</p> <p>4). MES / N 1306 (Direct the animation process)</p> <p>5) MES / N 1305 (Direct the production process)</p>

		6) MES / N 1307 (Direct the post-production process)
Hands on tools for a Director, A Perspective On : How to be creative, what does creativity mean, The language of cinema, The art of episodes, History of Indian& World Cinema, Ad film Making, Documentaries.	5	1) MES / N 1301 (Evaluate production concepts and ideas) 2)MES / N 1303 (Conceptualize the creative vision)

Section – II	Practical - Assignments
Compose effective treatments and scripts for use in common video and film genres including documentaries, dramas, commercials, news, and public service announcements.	8
Demonstrate the preparation needed for film and video production, management (including budgeting, supervision of personnel, permitting, and scheduling and guild/union relations) and post-production supervision.	8
Applications of cinematographic concepts to film/video projects including camera setup, lighting, and scene design.	8
On location shoots	6

Books for Reference:

1. Film Directing Fundamentals (3rd Edition), Nicholas Proferes.
 2. The Directors Idea, Ken Dancyer.
 3. Film Directing Shot by Shot, Steven D. Katz
 4. Course Pack for Filmmaking Dept., Kevin Bui
 5. Notes of a film director By Sergei Eisenstein
- Celebrity Television Director will visit students for discussion and discuss their experience.

Part 2- Skill Component

PAPER 4.4- VISUAL SPECIAL EFFECTS AND COMPOSTING

Modules clarify the basics of visual effects and its process, and the special effects enhance our thinking of 3D and creating real world in the digital world. Brief knowledge of compositing and camera tracking and process of VFX and final rendering

Section – I	No. of Lectures	NOS
<p>Introduction to pre-production, production and post-production: Visual effects’ a relatively new term describes what used to be more appropriately called ‘special photographic effects’. What makes an effect ‘special’? The decision as to which medium and format VFX elements are going to be shot with is directly dependent on how they shall be employed and what the specifications are for their final resting place. Methods of creating visual effects, Implementation.</p>	5	1)MES / N 3501 (Understand requirements and plan workflow) 2)MES / N 3502 (Manage equipment & material) 3)MES / N 3503 (Create visual effects during post production) 4)MES / N 3508 (Maintain workplace health and safety)
<p>Introduction to the User Interface (GUI): Introduction to 3DSpace and the GUI, Introduction to Modeling, Introduction to Polygonal Box Modeling, Introduction to Shell Modeling.</p>	5	1)MES / N 0701 (Prepare computer generated models) 2)MES / N 0704 (Maintain workplace health and safety)
<p>CG Basics: Animation Basics, Animation Hierarchies and Deformation, Joints Hierarchies and Constraints, Cameras,</p>	5	1)MES / N 3503 (Create visual effects during post production)

Rendering and Path Animation.		
Understanding Pipeline and integration: Digital image manipulation, 2D digital image manipulation, Compositing software, New life into old methods, Perfecting the illusion, 3D computer-generated imaging (CGI), Digitizing (getting information into the computer)	5	1)MES / N 0701 (Understand Animation Requirements) 2)MES / N 0702 (Conceptualize Creative Ideas for Production) 3)MES / N 0703 (Plan Tools and Workflow) 4)MES / N 0704 (Produce 2D Animation) 5) MES / N 0705 (Produce 3D Animation) 6)MES / N 0706 (Produce Stop Motion Animation) 7)MES / N 0707 (Maintain workplace health and safety)
Introduction to Lighting and Rendering: Light Properties, Defining Shadows, Defining Highlights and Specular, Diffuse Inter-reflection and Global Illumination, Render Layers, Rendering Engines and methods.	5	1)MES / N 0506 (Create lighting for the production) 2)MES / N 0508 (Maintain workplace health and safety)
Introduction to Compositing: Camera Staging and Composition, Renderers and Algorithms Benefits/Disadvantages, Rendering Passes, Introduction to Specific Compositing Software, Compositing 3D.	5	1)MES / N 3505 (Render productions)
Study of VFX and Camera Tracking: Overview of Production Pipelines, Rendering Utility Nodes, Camera Tracking Foundation 2D and 3D.	5	1)MES / N 3501 (Understand requirements and plan workflow) 2)MES / N 3502 (Manage equipment & material) 3)MES / N 3505 (Render productions) 4)MES / N 3508 (Maintain workplace health and safety)
Introduction to FX (Effects): Overview of Dynamics, Rigid Body and Fluids, Introduction to Particles, Expressions, Introduction to Fields, Project Work.	5	1)MES / N 3505 (Render productions) 2)MES / N 3508 (Maintain workplace health and safety)

Compositing and Rendering: The Interface, Keying, Rotoscoping, Color Correction, Keying, Multi-Pass Compositing.	5	1)MES / N 3501 (Understand requirements and plan workflow) 2) MES / N 3502 (Manage equipment & material) 3)MES / N 3507 (Composite productions) 4)MES / N 3508 (Maintain workplace health and safety) 5)MES / N 3506 (Rotoscoping footage)
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Section – II	Practical - Assignments
Animation (Practical)	20
Assignment for creating a 2 minutes VFX movie clip	10

Books for Reference:

1. Adobe Photoshop for VFX artists By Lopsie Schwartz
2. Visual Effects for Film and Television by A. J. Mitchell
3. The Visual Effects Producer: Understanding the Art and Business of VFX
By Charles L. Finance, Susan Zwerman
4. The VES Handbook of Visual Effects by Jeffrey A. Okun, Susan Zwerman
5. Compositing Visual Effects: Essentials for the Aspiring Artist By Steve Wright
6. Vfx Artistry by Spencer Drate, Judith Salavetz
7. The Visual Effects Arsenal: VFX Solutions for the Independent Filmmaker
By Bill Byrne
8. Encyclopedia of Color Correction by Alexis Van Hurkman
9. The Art and Science of Digital Compositing by Ronald Brinkman

PAPER 4.5- POST PRODUCTION & COMPUTER GRAPHICS –I:

This session will explore the relationship between the production and post-production process with an emphasis on the film laboratory with basics of video editing and aesthetics. Also we will be discussing how the film/videotape camera needs, need to be considering in the post process

along with various types of editing and various possibilities like rhythm & pace, dramatic continuity etc. also ,learning adobe editing software and mac interface and various edit styles and patterns of digital v/s analog editing.

Section – I	No. of Lectures	NOS
Methodology of Editing, Telecine (What Format To Transfer) Off-Line Editing Cassette Specs, Drop Vs Non-Drop, Key Code, Time Code, 16 X 9 & 4 X 3 Formats, Scratch Track, Color Corrections, Titles.	10	1) MES / N 1401 (Understand requirements and plan workflow) 2) MES / N 1402 (Manage equipment & material) 3) MES / N 1403 (Edit the production) 4) MES / N 1404 (Maintain workplace health and safety)
Manipulation of time in editing, Rhythm & Pace and Dramatic Continuity.	10	1) MES / N 1402 (Manage equipment & material)
Linear & Nonlinear Editing	05	1) MES / N 1403 (Edit the production)
Analog & Digital Recording	10	MES / N 3403 (Select sound studios for recording)

Section – II	Practical - Assignments
Adobe Premier Pro & Mac Interface (Practical)	10
Arranging the Interface, Learning Custom Layout, Customizing the keyboard Layout, Setting Scratch Disk, Bin management, Logging, Digitizing, and Capturing.	10
Saving Projects and Accessing the Auto save Vault, Organizing Video Footage, Media Management, Insert and Overwriting Editing,	10

Three point Editing, Split Edit, Working with Multi Layers, Key framing Image, Time Remapping, Effects, Applying Transitions, Compositing, Motion Tab, Render Setting, Titling.	
Sound Editing, Track laying (Effects, Music, and Narration), Dubbing and Syncing, Adjusting Audio Levels, Mix down Audio, Premier Compatible and Supporting Software, Print to Video.	10

Books for Reference:

1. The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger.
 2. Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E. Browne.
 3. Guide to Postproduction for TV and Film by Barbara Clark
 4. Editing Digital Video by Robert M. Goodman, Patrick J. McGrath
 5. Video Editing and Post-Production: A Professional Guide by Gary H.A
- **Celebrity Editor will meet and discuss with students about his / her work experience.**

PAPER 4.6- PRACTICAL FILM MAKING - IV & INTERNSHIP:

Utilise practical skill and film making knowledge in advertisement film making. Students can create Corporate AV and In-depth Multiple Characters Single & Multiple Location Short Film making.

Project on making various Advertisement Films – An Ad, Corporate AV and Multiple characters with multiple locations.	90
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- **Celebrity Ad Film Directors and Advertisement Actors / Models will visit and meet students to take an open workshop guiding students in their projects**

FIFTH SEMESETR

Part 1- General Education

PAPER 5.1- MEDIA PROJECT MANAGEMENT:

It deeply describes a role of a Project Manager featuring the functionaries involved in Media Project Management. The study makes you understand the work flow as well as the details pertaining in a new business project.

Section – I	No. of Lectures	NOS
Production Management: The production Manager’s job, The process of Production Management, The Business of Film-Pre production, production & post production, Preparing for production, Special Low Budget Indie productions, Locations & unions Management, Cast & Crew – Selection, contracts, agreements, work permits. Budget preparation and budget forms, Insurance & competition bonds.	10	1)MES/ N 2809 (Coordinate Production Activities) 2) MES/ N 2812 (Manage Content Archival) 3) MES/ N 2815 (Manage Workplace Health and Safety)
Business Creation: Business Plans and Ideation: Entrepreneurship Routes, Case Studies (Relevant and time specific), Introduction to Company Creation, Processes of Registration and Incorporation, Company Law, Introduction to Company Law,	10	MES / N 1302 (Sourcing financiers). MES/ N 2803 (Create and Monitor the Production. Budget) MES/ N2804 (Recruit Cast and Crew)

Registration Procedures and Exceptions, Company Procedure and Ethics.		
Contracts and Negotiations: Revenue sharing model, Minimum guarantee model, Share in profits model.	5	
Conflict Resolutions: Negotiations and Bargaining: Role Play Exercise, Research Methodology for Business Planning.	5	MES/ N 2404 (Recruit Cast and Crew)
Scouting for business opportunities: Investor Pitch Exercises, Business Plan Formulation and Redesign, Financial Projections for Businesses	5	MES/N 1302 (Sourcing Financiers)

Section – II	Practical - Assignments
Workshop on - The Business of Cinema -“Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.	10
Assignment on Media Production	10
Various field visits to Film Production companies	10
Project on compilation various visits and meeting	10

Books for Reference:

1. Production Management for Film and Video By Richard Gates
2. The Complete Film Production Handbook by Eve Light Honthaner.
3. Film Production Theory by Jean Pierre Geuens.
4. Film Production By Steven Bernstein
5. Film production: the complete uncensored guide to independent filmmaking By Greg Merritt

PAPER 5.2- MARKETING & PUBLICITY DESIGN

The segment edifies you the importance of marketing in today's world educating you the basics of marketing and publicity design. It informs you the consumer consumption behavior taking you from the process of marketing plan and market research.

Section – I	No. of Lectures	NOS
<p>Introduction to Marketing: Importance of marketing, definition of marketing, scope of marketing, functions of marketing, marketing and its relation to other business functions, difference between sales and marketing. Key marketing terms and concepts- need, want, demand, exchange, marketing myopia and marketing orientations, distinction between selling and marketing. Marketing Mix, 4Ps, 7Ps, 4Cs.</p>	<p>10</p>	<p>1. MES / N 2101 (Develop marketing strategy) 2. MES / N 2102 (Select and finalize creative agencies) 3. MES / N 2103 (Prepare and manage the marketing budget)</p>
<p>Marketing Research: Definition, Marketing Research Process, Types of Research: Primary, Secondary, Qualitative, Quantitative.</p>	<p>5</p>	<p>1) MES / N 2104 (Analyze audience rating and research) 2)MES / N 2106 (Develop creative marketing communications concepts and solutions)</p>
<p>Consumer Behavior: Introduction and importance, model of consumer behavior, characteristics affecting consumer behavior.</p>	<p>5</p>	<p>1) MES / N 2107 (Develop creative marketing communications concepts and solutions)</p>
<p>Segmentation, Targeting & Positioning: Segmentation- Bases and process of segmentation, requirements for effective segmentation, niche marketing, segmenting consumer markets, segmenting business markets. Targeting- Evaluating market segments, selecting target market segments. Positioning- Positioning maps, differentiation and positioning strategy, communicating and delivering the chosen position.</p>	<p>10</p>	<p>1) MES / N 2104 (Identify and understand target audiences) 2) MES / N 2103 (Prepare and manage the marketing budget)</p>

<p>Introduction to the concept of IMC: Introduction & Familiarization, Definition of Promotion & Promotion Mix, Tools of Promotion Mix, IMC Planning Process, Creative Strategy, Media Strategy.</p>	<p>5</p>	<p>1) MES / N 2102 (Select and finalize creative agencies) 2) MES / N 2106 (Media planning and buying) Optional: 3) MES / N 2108 (Prepare marketing collateral)</p>
<p>Packaging for film & television: The art of Promo, Advertisement & In serial promotions, Art of Writing Copy, Designing for various mediums, Public Relations, Planning, organizing and managing events. Managing the internet and social Media. Vendor selection and management, Media Planning & Buying.</p>	<p>10</p>	<p>1) MES / N 2101 (Develop marketing strategy) 2) MES / N 2105 (Analyze audience ratings and research) 3) MES / N 2109 (Develop corporate communications) 4) MES / N 2107 (Prepare marketing collateral) 5) MES / N 2109 (Assistance in content planning)</p>

Section – II	Practical - Assignments
Assignment on Market Research	10
Assignment on Consumer Behavior	5
Workshop on Advertising Campaign	5
Film & Television Media Advertising Assignments	5
Project on Film & Television Media Advertising	5

Books for Reference:

1. Market Research: A Guide to Planning, Methodology and Evaluation By Paul Hague.
2. Strategic Management by Gregory Dess, Lumpkin & Taylor.
3. Selling the Invisible: A Field Guide to Modern Marketing By Harry Beckwith
4. Consumer Behaviour: Building Marketing Strategy, 9/e, (with DDB Needham Data Disk) By Hawkins, Best.
5. Mind and Heart of the Negotiator, (3rd Edition) By Leigh Thompson.

PAPER 5.3 MEDIA BUSINESS:

The module explores the Media & Entertainment business and challenges faced by it, making understand the Radio Business as well as Animation & Gaming business.

Introduction to various laws pertaining to media and understanding importance of Copyrights and Intellectual Property Rights along with media business ethics and its issues are included in this syllabus.

Section – I	No. of Lectures	NOS
<p>Indian Media Industry Overview: State of the Media: FICCI-CII report overview. The changing Dynamics of Media</p> <p>Challenges facing Television and Radio: The all new web media and associated ramification, Television Distribution: Issues and Challenges, Content Repackaging, Piracy Issues-In real and web-virtual domains, Challenges associated with IPTV & DTH.</p>	15	<p>1) MES / N 0211 (Managing preparation of advertisement end-products)</p> <p>2)MES/N 1307 (Direct the Post Production Process)</p> <p>3)MES/N 1308 (Manage the Production ,Marketing and Release)</p>
<p>Animation, Gaming and VFX industries growth and opportunities: Animation Industry Growth and Challenges, VFX for Cinema: Impact of Hollywood, Gaming Industry Challenges and Conflicts; Multiplication of Gaming platforms, Evolution of Gaming technology - from 8 bit to console gaming, Gaming as additional revenue stream for monetizing a franchise. Case Study: Avatar, Kung-fu Panda, Ratatouille, Wall-E ,etc SPIDERMAN,KRISH,HANUMAN,GHAJINI, ROADSIDE ROMEO: Case Study</p>	20	<p>1) MES / N 0701 (Understand Animation Requirements)</p> <p>2) MES / N 0702 (Conceptualize Creative Ideas for Production)</p> <p>3) MES / N 0703 (Plan Tools and Workflow)</p> <p>4) MES / N 0704 (Produce 2D Animation)</p> <p>5) MES / N 0705 (Produce 3D Animation)</p> <p>6) MES / N 0706 (Produce Stop Motion Animation)</p> <p>7) MES / N 0707 (Maintain workplace health and safety)</p>
<p>International Issues Facing the Media Industry : Case Studies: Piracy Issues and Introduction to IPR, Adapting international content to Indian television : KBC-Big Boss-Case Study, Pricing Challenges,</p>	20	

Unconventional Media opportunities in India, Definitions and terms in unconventional media, Pod Casting, I-media and digital media		
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Section – II	Practical - Assignments
Workshop on Media Laws	10
Assignment on Copyrights	10

Books for Reference:

1. Business Ethics: A Global & Management Perspective - Tata McGraw - Hill
2. Velasquez - Business Ethics - Prentice - Hall of India
3. Ken Smith and Phil Johnson - Business Ethics and Business Behavior.

Part 2- Skill Component

PAPER 5.4- POST PRODUCTION & COMPUTER GRAPHICS - II

Post Production & Computer Graphics is an advanced level course for students who want to go deeper into the art and craft of editing. You are expected to enter this course with basic familiarity with non-linear editing on Avid or Final Cut Pro.

Part of the course will emphasize technical skill with editing software. Just as important as software operation, the course examines the editor's role in shaping content, pacing, visual style, and storytelling also making an editor understand the contemporary era editing for advertising and music videos. The history of editing as a craft will also be explored.

Section – I	No. of Lectures	NOS
Television Aspect ratio, Different television standardization. Editing - Action Sequence, Cross Cutting, Parallel Cutting.	10	1) MES / N 1401 (Understand requirements and plan workflow) 2) MES / N 1402 (Manage equipment & material) 3) MES / N 1403 (Edit the production) 4) MES / N 1404 (Maintain workplace health and safety)
Contemporary Editing Style, Editing - Advertising & Promotional Video	10	1)MES / N 0211 (Managing preparation of advertisement end-products) 2)MES/N 1308(Manage the production marketing and release) 3)MES/N1307 (Direct the post production process)
Editing - Complex, Dramatic Scene. Analysis of film sequences from editing point of view.	10	1)MES/ N 1906 Write and Edit Copy 2)MES/ N 1912 Maintain Workplace Health and Safety
Animation: Cell Animation, Computer Animation, Incorporating Animation &Live Action.	10	1) MES/ N 1907 Understand Audio Visual Aids 2) MES / N 1304 (Communicate requirements to the team) 3) MES / N 1306 (Direct the animation process)

Section – II	Practical - Assignments
Introduction to Final Cut Pro, Arranging the Interface, Learning	

Custom Layout, Customizing the keyboard Layout, Setting Scratch Disk, Bin Management, Logging, Digitizing, and Capturing, Saving Projects and Accessing the Auto save Vault.	15
Organizing Video Footage, Media Management, Insert and Overwriting Editing, Three point Editing, Split Edit, Working with Multi Layers, Key framing Image, Time Remapping, Effects, Applying Transitions, Compositing, Motion Tab, and Render Setting.	10
Titling, Sound Editing, Track laying (Effects, Music, Narration), Dubbing and Syncing, Adjusting Audio Levels, Mix down Audio, Final Cut Pro Compatible and Supporting Software, Print to Video.	10

Books for Reference:

1. Thames and Hudson Manual of Film Editing
 2. “Editing in the depth of the surface: A few basic principles of graphic editing” by Lars Bo Kimergard; Dancyger
 3. The Technique of Film and Video Editing: History, Theory, and Practice By Ken Dancyger
 4. New Challenges to Filmic Narrative Conventions,” “The MTV Influence on Editing I & II
 5. Nonlinear Editing Basics: Electronic Film and Video Editing
By Steven E. Browne
- **A professional Media Project Management company will guide students for their assignments.**

PAPER 5.5- SOUND & SOUND SPECIAL EFFECTS

The said module makes you understand the basic of sound and the nature of sound and recording devices. It briefs you about sync sound, mixing console, analog v/s digital workflow to understand the need for sound and importance of sound in film and finally to equip your knowledge to record a song.

Section – I	No. of Lectures	NOS
Characteristics of sound wave and its propagation: Nature of acoustical waves; concepts of amplitude and frequency - wavelength and harmonics.	5	1) MES / N 3405 (Prepare sound equipment) 2) MES / N 3407 (Record/mix sound) 3) MES / N 3409 (Maintain workplace

<p>Psycho-acoustics: Nature of hearing and perception of sound, including concepts of pitch, loudness, and timbre; the precedence effect; localization in rooms; equal loudness contours; and other mysteries of hearing. Principles of Stereophony</p>		<p>health and safety) Optional</p>
<p>Music & Sound for Film & Video, importance of sound track and various essentials of a sound track, explanation of how sound is put to the film. Sync Sound: The size of the role sound should play in your film will vary depending on your professor's requests, but when it comes to the technical side of things, you are at least required to know how to achieve synchronized sound and picture with film.</p>	<p>5</p>	<p>1) MES / N 3405 (Prepare sound equipment) 2) MES / N 3407 (Record/mix sound) 3)MES / N 3408 (Edit Sound) 4)MES / N 3401 (Conceptualize sound concepts) 5) MES / N 3402 (Select sound equipment) 6)MES / N 3403 (Select sound studios for recording) 7) MES / N 3409 (Maintain workplace health and safety)</p>
<p>Interconnectivity of Analog & Digital Equipment: Basic analog connectors, cabling, patch – bay, inter connectivity between various recording studio equipment. Various Digital interconnects and their sockets on the digital equipment. Microphones Types: Dynamic, Condenser, Ribbon, Polar Pattern, Sensitivity. Microphone designs for special applications Acoustics I (Fundamentals): The behavior of sound in outdoors and in closed spaces; Absorption, reflection, diffraction, refraction, reverberation</p>	<p>5</p>	<p>1)MES / N 0605 (Set up Camera Equipment prior to Shoot) 2) MES / N 0606 (Prepare for Shoot) 3) 5) MES / N 3402 (Select sound equipment)</p>
<p>Mixing Console Basics: The signal flow and various auxiliary systems. Digital Audio: Analog to Digital to Analog conversion. Sampling Frequency, Bit Rates. Problems in digital audio.</p>	<p>5</p>	<p>1)MES / N 3403 (Select sound studios for recording) 2) MES / N 3409 (Maintain workplace health and safety) 3)MES / N 3408 (Edit Sound)</p>

<p>Different digital media, Standard digital recording & mastering formats. Audio file formats, storage mediums – optical, magnetic, Jitter etc. Computers in Audio: Different platforms – different operating systems, Configuration of a PC for sound recording. Mother Boards, Processor, Sound Card, Graphic card, Monitors Recorders: Analog, Digital, Tape Based & Tapeless. Digital Audio Workstations(DAW's)</p>		
<p>Microphone Techniques: Placement, Applications, Proximity effects etc. microphones and placement techniques for stereo recording. Monitoring Systems: Active & Passive types, Domestic and professional listening environment, Stereo and surround monitoring.</p>	<p>5</p>	<p>1) MES / N 3404 (Set-up, maintain and disassemble sound equipment) 2) MES / N 3406 (Capture Sound)</p>
<p>The Production Process of a Song: Music Basics. – Types of Music, Concepts of Melody, Harmony, Rhythm & counter melody etc. Format of a song. Preproduction, Tracking, Overdubbing, Editing, Mixing and Mastering. Processors: Theory of Tonal, Dynamic & Spatial processors. Equalizers – types and their application, Compressors & Limiters - theory and application, Effects processors - Reverberation and Delay Devices and their plug in counterparts.</p>	<p>5</p>	<p>1) MES/ N 2809 (Coordinate Production Activities) 2) MES/ N 2812 (Manage Content Archival) 3)MES/ N 2815 (Manage Workplace Health and Safety) 4) MES / N 3401 (Conceptualize sound concepts) 5) MES / N 3402 (Select sound equipment) 6) MES / N 3403 (Select sound studios for recording) 7) MES / N 3409 (Maintain workplace health and safety)</p>
<p>Sound for film: Location sound, Radio mice- uses and potential difficulties. Boom operation for sync sound, Hands-on training in location sound recording for video.</p>	<p>5</p>	<p>1) MES / N 3401 (Conceptualize sound concepts) 2) MES / N 3402 (Select sound equipment) 3) MES / N 3403 (Select sound studios)</p>

<p>Film Showcase: Case studies of famous Indian as well as foreign films</p>		<p>for recording)</p>
<p>Nuendo Programme: Basic principles, understanding the process from initial set up to completion of a project. To set up for a vocal/instruments dub. Hands-on training - You will share a Nuendo workstation during the class. Principles of Mixing: The basic techniques of mixing and the fundamental approach. The Building Blocks of Mixing Setting the sound stage, and the sonic implications of panning and of placing instruments at varying distances from the listener; Consideration of different approaches to getting desired results from EQ; A comprehensive review of the uses of dynamic processor; on Individual channels and Mix master. Finishing a mix with automation."Mixing in the box." And "Mixing through the board."</p>	<p>5</p>	<p>1)MES / N 3405 (Prepare sound equipment) 2) MES / N 3407 (Record/mix sound) 3) MES / N 3409 (Maintain workplace health and safety)</p>
<p>Production of the Sound Track for the student project film: Discussing sound design strategy with the director of the film at pre-production stage. Attending film sync shoots. Video File formats, Acquiring picture for post-production from edit suite. Dubbing the dialogues wherever necessary, Selecting SFX and BG music from the library, recording Foley and music as per the demand of the script. Mixing the final track. Export it to the editor; supervise the final assembly of the film.</p>	<p>5</p>	<p>1) MES / N 3401 (Conceptualize sound concepts) 2) MES / N 3405 (Prepare sound equipment) 3) MES / N 3407 (Record/mix sound) 4) MES / N 3409 (Maintain workplace health and safety)</p>

Section – II	Practical - Assignments
Mono, Stereo & Digital Sound Formats	5
Recording live sound by camcorders	5
Recording Studio & its operations	5
Nuendo Software and various software for sound mixing	5
Creating digital sound track by software's and saving in various formats	5
Mixing of sound tracks	5
Recording Song	5

Books for Reference:

1. Producing for TV and Video: A Real-world Approach by Cathrine Kellison
2. Audio in Media by Stanley R. Alten
3. Modern Recording Techniques by David Miles Huber
4. Mixing Audio by Roey Izhaki
5. Practical Recording Techniques by Jenny Bartlett

- Along with Studio practical students will experience Live Recording with Celebrity Singer & Music Composers.

PAPER 5.6- ADVANCE PRACTICAL FILM MAKING:

Aim of this practical to exposing students to various Cameras and Software for production of Music Video and Television Series of 25 minutes.

25 minutes Television Series	75
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Music Video	
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SIXTH SEMESTER

(Detailed Proposed Curriculum)

6.1 - FINAL PROJECT:

Besides terming it as a Final Project of the course, student has to put in their best efforts as the project will be their Portfolio, their Bio-data, which they would be representing to the Media Industry for Job.

<p>Student has to choose their specialization – Direction & Script, VFX & Composting, Cinematography and Sound.</p> <p>Building up your own team for accomplishing your project</p> <p>Create a 45 minutes Feature Film in the period of 6 months</p> <p>Each student has to essay their projected film and specialization in Thesis format and submit it to the college along with created feature film.</p>	<p align="center">30 credits</p> <p align="center">All NOS is Considered.</p>
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- **Celebrity Directors, Script Writers, Screenplay Writers, Actors, Editors and the entire team will be called upon to guide and help students in their Final Project work.**