

UNIVERSITY OF MYSORE



Estd. 1916

No.AC.2(S)/401/13-14

VISHWAVIDYANILAYA KARYA SOUDHA
CRAWFORD HALL, POST BOX NO. 406
MYSORE-570 005
Dated: 24-03-2014

NOTIFICATION

Sub: Implementation of 70:30 pattern.

Ref: 1. Proceedings of Faculty of Science & Technology Meeting held on 14-02-2014.
2. Proceedings of the Meeting of Academic Council held on 29-03-2014.

The Board of Studies in **Science & Technology Communication (Combined)** at its meeting held on 28-11-2013 has resolved to ratify the Implementation of 70:30 pattern of assessment and syllabus and to approve the question paper pattern of M.Sc Electronics Media Course from the academic year 2014-15

The Faculty of Science and Technology and the Academic Council at their meetings held on 14-02-2014 and 29-03-2014 respectively approved the above proposals and the same is hereby notified.

The copy of the modified syllabus and question paper pattern of M.Sc Electronics Media (PG) is annexed herewith.

S. Sampans
REGISTRAR.
UNIVERSITY OF MYSORE
MYSORE.

To

1. The Registrar (Evaluation), University of Mysore, Mysore.
2. The Chairperson, BOS/DOS in Electronics Media, EMRC, MGM.
3. The Dean, Faculty of Science & Technology, DOS in Zoology, MGM.
4. The Deputy/Assistant Registrar (Evaluation), University of Mysore, Mysore.
5. Sri Narasimha Murthy, Statistician, E.B. UOM, Mysore.
6. The Supdt AC.1 & AC.2, A.B., Academic Section / PMEB, UOM., Mysore.
7. The P.A. to the Vice-Chancellor/Registrar/Registrar (Evaluation), UOM., Mysore.
8. The Case Worker, AC.7, Academic Section, University of Mysore, Mysore.
9. The Section Guard File(Supdt.AC.2), A.B., A.C., UOM.
10. The Schedule File.

Annexure – I
Question paper pattern for M. Sc I Semester Electronic Media courses from 2013-14 c3 component
(Final Exam)
For LTP:1) 200/201/211, 2) 300/301/310, 3) 400, 4) 110/101
With effect from 2013-2014 Batches

Title of the paper
Time : 3 hours

Max. Marks : 70

I. Answer any 7 questions in about 50 words each. Each question carries 2 marks. (7X2=14)

	LTP:200/201/211	300/301/310	400	110/101
1	From unit -1	From unit -1	From unit -1	From unit -1
2	From unit -1	From unit -1	From unit -1	From unit -1
3	From unit -2	From unit -2	From unit -2	From unit -2
4	From unit -2	From unit -2	From unit -2	From unit -2
5	From unit -3	From unit -3	From unit -3	From unit -3
6	From unit -3	From unit -3	From unit -3	From unit -3
7	From unit -4	From unit -4	From unit -4	From unit -4
8	From unit -4	From unit -4	From unit -4	From unit -4
9	From unit -Any	From unit - Any	From any Unit	From unit - Any
10	From unit -Any	From any Unit	From any Unit	From unit - Any

II. Answer any 2 questions in about 300 words each. Each question carries 7 marks. (2X7=14)

	LTP:200/201/211	300/301/310	400	110/101
11	From unit -1	From unit -1	From unit -1	From unit -1
12	From unit -1	From unit -1	From unit -1	From unit -1
13	From unit -1	From unit -1	From unit -1	From unit -1

III. Answer any 2 questions in about 300 words each. Each question carries 7 marks. (2X7=14)

	LTP:200/201/211	300/301/310	400	110/101
14	From unit -2	From unit -2	From unit -2	From unit -2
15	From unit -2	From unit -2	From unit -2	From unit -2
16	From unit -2	From unit -2	From unit -2	From unit -2

IV. Answer any 2 questions in about 300 words each. Each question carries 7 marks. (2X7=14)

	LTP:200/201/211	300/301/310	400	110/101
17	From unit -3	From unit -3	From unit -3	From unit -3
18	From unit -3	From unit -3	From unit -3	From unit -3
19	From unit -3	From unit -3	From unit -3	From unit -3

V. Answer any 2 questions in about 300 words each. Each question carries 7 marks. (2X7=14)

	LTP:200/201/211	300/301/310	400	110/101
20	From unit -4	From unit -4	From unit -4	From unit -4
21	From unit -4	From unit -4	From unit -4	From unit -4
22	From unit -4	From unit -4	From unit -4	From unit -4

SCHEME OF STUDY

For Masters in Electronic Media

I. Papers Prescribed to be offered to the Students of A.Y- 2014-15 (A.Y-2012-2013 onwards)

I Semester

*Softcore-Any 3 out of 5 at minimum level.

Sl. No.	Title of the paper	Hardcore/Softcore/Open Elective	Number of Credits			
			L	T	P	Total
1.	Introduction to Electronic Media	Hardcore	3	1	0	4
2.	Radio Production	Hardcore	3	1	0	4
3.	Videography	Hardcore	3	1	0	4
4.	Digital Imaging	Softcore	0	0	2	2
5.	Editing Digital Audio	Softcore	0	0	2	2
6.	Editing Digital Video	Softcore	0	0	2	2
7.	Web Designing	Softcore	0	0	2	2
8.	Visual Communication	Softcore	2	0	0	2

II Semester

*Softcore-Any 2 out of 5 at minimum level.

Sl. No.	Title of the paper	Hardcore/Softcore/Open Elective	Number of Credits			
			L	T	P	Total
1.	Script Writing	Hardcore	3	1	0	4
2.	2-D Animation	Hardcore	2	0	2	4
3.	Video Production	Hardcore	2	0	2	4
4.	Production Planning	Softcore	2	0	0	2
5.	Managing Digital Assets	Softcore	2	0	0	2
6.	Image Processing	Softcore	0	0	2	2
7.	Internet Technology	Softcore	2	0	0	2
8.	New Communication Technology	Softcore	2	0	0	2
9.	Multimedia Technologies	Open Elective	3	1	0	4

III Semester

***Softcore-Any 3 out of 5 at minimum level.**

Sl. No.	Title of the paper	Hardcore/Softcore/Open Elective	Number of Credits			
			L	T	P	Total
1.	Media in Advertising & Public Relation	Hardcore	3	1	0	4
2.	3-D Animation	Hardcore	2	0	2	4
3.	Special Effects & Creativity	Hardcore	2	0	2	4
4.	TV News Casting	Softcore	2	0	0	2
5.	Writing & Presenting News	Softcore	0	0	2	2
6.	Web Portal Development	Softcore	2	0	0	2
7.	Web Casting	Softcore	2	0	0	2
8.	E-Content Development	Softcore	0	0	2	2
9.	TV Presentation Skills	Open Elective	3	1	0	4

IV Semester

***Softcore-Any 1 out of 3 at minimum level.**

Sl. No.	Title of the paper	Hardcore/Softcore/Open Elective	Number of Credits			
			L	T	P	Total
1.	Documentary Production	Hardcore	4	0	0	4
2.	Project	Hardcore	0	0	8	8
3.	Media Research	Hardcore	4	0	0	4
4.	Telefilm Production	Softcore	0	0	2	2
5.	Pod Casting	Softcore	2	0	0	2
6.	Media Ethics & Law	Softcore	2	0	0	2
7.	E-Learning	Open Elective	3	1	0	4

University of Mysore
M. Sc Electronic Media

Syllabus 2014-2015 (2012-13 onwards)

CHOICE BASED CREDIT SYSTEM (CBCS)

I SEMESTER

Hardcore-: Introduction to Electronic Media

	Credit pattern in L:T:P 3:1:0	Total Credits= 4
<p>UNIT – I Introduction Electronic Media Electronic Media forms, significance of Electronic Media. Applications of Electronic media. Functions of Electronic Media - Presenting Entertainment, Disseminating news and Information, Aiding commerce, Transmitting culture and customer. Acting as a watched and providing relaxation and companionship. Connecting people to each other. Internet and website, Search engines. Radio and broadcasting. TV-telecast of programmes Videogames. Films and cinemas.</p> <p>UNIT – II BASICS OF MULTIMEDIA Multimedia: concepts Media and data stream Graphics design techniques. Visual thinking, concept development, composition and typography Scripting and Storyboard Elements of art such as objects, texture, color, space and character design Basics of colors - Resolution - Raster and vector graphics Compression techniques.</p> <p>Unit-III TYPES OF MEDIA Different types of media Application of multimedia Properties of multimedia systems Advertising kiosks Interactive science products - putting the content on the Web. Business graphics Logo designing Graphics for print media such as brochures, flyers, artwork and presentations Hypermedia applications.</p> <p>UNIT – IV FORMATS OF MULTIMEDIA Audio, video, music, image, graphic, digital images and their Formats. Characteristic and properties of multimedia data files under application enrichment Multimedia and Operating Systems. Multimedia Devices and Device controls Multimedia hardware and Software tools. Video streaming Graphics for Web content, Product models.</p>		

I SEMESTER**Hardcore- : Radio Production**

	Credit pattern in L:T:P	Total Credits
<p>UNIT – I HISTORY OF RADIO Radio in today's Media Scenario Introduction to acoustics – acoustic principles – psychoacoustics. Different kinds of studios Evolution of radiobroadcast formats Principles of sound Varieties of Microphones The broadcast chain Recording & Transmission systems Modulation (AM & FM) Antennas, Receivers, Amplifiers, Multi-track recording techniques. Mono, Stereo and Surround Sounds and their quality. Recording & Editing Consoles; OB Van.</p> <p>UNIT – II RADIO FORMATS Scripting for radio The spoken word/Interviews/Discussions/Symposia – Radio plays Radio Tutors. Radio Features & Documentaries Radio News Music on Radio Radio commercials Special Audience programmes on Radio Programme for Children, Women, Youth, Senior citizens, Rural Folk, Industrial workers, Defense personnel Competences in script materialization. Quality and variety of magnetic records, and other recording media.</p> <p>UNIT – III PRODUCTION MANAGEMENT Principles of Production Planning and Courses of Production Pre-production Production and Post-production. Management of personnel. Work team leadership ability in studio environment Financial and Technical resources Budgetary planning. Direct and Indirect costs Work plan to identify all technical, human and physical needs. Logistics and budgetary level for radio production Subject and research. Conducive and Non-conducive production conditions.</p> <p>UNIT – IV PROGRAMME ANALYSIS Discourses as a function of each radio broadcast type Radiobroadcast styles. Analysis of existing formats their form and contents as a distinctive characteristic of certain radio styles News interview, reportage, debate, open line, entertainment, opinion – characteristics and goals Functions of sound with respect to speech. Special effects and music Strategies in designing sound. INNOVATIVE DEVELOPMENTS IN RADIO COMMUNICATION: Field recording Live recording Final editing and mastering Science Fiction on the Radio Audio Design Creating multi-sensory images for the mind. Information Service Programmes on Radio Disaster coverage News Bulletins Emergency Management Community Radio. Satellite radio. Local Radio Campus Radio Private FM Radio stations.</p>	3:1:0	4

I SEMESTER**Hardcore:** Videography

	Credit pattern in L:T:P	Total Credits
<p>Unit-1: Basics and Importance of Cinematography/videography. History of Videography. Purpose and advantages of videography. Limitations and applications of Videos. Outdoor and Studio Videography. Elements of Composition. Framing Image size, angle and lens. Practical Consideration while shooting. Planning for videography.</p> <p>Unit-2: Lens and image formation - focal length, F-number, T-number, types of lens, image formation, magnification, wide and telephoto lens, filters, ND filter, normal lens, depth of focus. Video tapes and formats. Types of shots, camera angles, floor management, black body radiation, color temperature, white and black balance, gamma correction, beam splitters, demo camera movements, tripod setting, hand held shots, tracks and trolley.</p> <p>Unit-3: Camera movements-panning, tilting, tracking, craning, and zooming. 180 axis of action rule. Imaginary line and continuity. Screen directionality. White and black balance. Gain control. Centering, registration. Filter selection. Color temperature. Vide finder adjustments. Gen lock and other controls. High definition and cinematography. Picture quality. Display quality. Frame rates and scanning. On-board VTR usage. Professional Formats. Image set operations. Hazardous conditions. Safety and security measures. Role of videography in storytelling. The future of Videography.</p> <p>Unit-4: Basics of lighting. Key fill, back light and background light, Use of reflectors. Outdoor shooting light requirement and natural conditions. Matching indoor and outdoor lighting. Lighting and exposure. Lighting technology - direct light, diffused light, illumination. Units of light - Lux, brightness and contrast.</p>	3:1:0	4

I SEMESTER**Soft-core:** -Digital Imaging

	Credit pattern in L:T:P	Total Credits
<p>Unit-1: Introduction to Digital Images. Image Resolution. Digital camera. Image capture. Image processing. Image Storage.</p> <p>Unit-2: Image Editing Tools. System requirements. Working resolution. Image files. Image managers Viewing options. File Displays. Slideshows. Accessing photos. Tools, and tool options. Enhance menu and adjusting lighting. Brightness/contrast adjustments Cataloging. Graphic editors Quick fix Editor. Image Cropping. Removing Red eye. Lighting. Color-color Palettes. The properties menu. Resize. The Filter menu. Suitability of various tools and filters for various applications.</p> <p>Unit-3: Image Layer: Creation of layers, adjustment, flat images. Types of rotation. Transforming layers. Stitch image, Mixing chrome. Ageing an image. Restoration. Gallery of Digital Editing Tools available in Graphic editors and their applications.</p> <p>Unit-4: Image Display and Printing: Image Properties. Image Size. Monitor Resolution. Resizing. Printing a digital image. Digital Camera Prints. Matching monitor and printer. Types of printers. Inkjet printers. Dye sublimation printers. Thermal dye printers. "Real" Photographic quality Paper Prints. Printer resolution (dpi). The Final Print outs. Application potential of Graphic Prints and outputs.</p>	0:1:2	3

I SEMESTER

Soft core: Editing Digital Audio

	Credit pattern in L:T:P	Total Credits
<p>Unit-1: Understanding Sounds. Decibels and hearing. Frequency, noise, amplitude. Sound isolation. Analog and Digital audio technology. MIDI and electronic instrument technology. Advantages of Digital audio. Sound files. Digital audio file formats.</p> <p>Unit-2: PCM, telephony and text formats. Mono-stereo, surround, DTS, stereophonic, Dolby and Karaoke sounds. Signed versus unsigned Digital Audio Recording. On-line Recording. Monitoring. Noise reduction. Hum prevention. Judging sound quality. Volume and dynamics.</p> <p>Unit-3: . Filters and equalizers. Line sources. Fades and mixes. Sound effects. Shaping sound. Delayed recording. Methods of handling Media players and their applications. Audio editors. Digital Audio Mixing.</p> <p>Unit-4: Applications of popular digital audio editing tool. Recording options in sound editors. Recording Devices controls. Text to speech conversion. Speech to text conversion. Text to digital audio file creation. Audio for video. Depth and dimension in recording. Mixing and mastering. Digital Music composers. Sound aesthetics Sound scripting. Sound dubbing. Suitability of these tools for various purposes.</p>	0:1:2	3

I SEMESTER

Soft core: Editing Digital Video

	Credit pattern in L:T:P	Total Credits
<p>Unit-1: Editing software and consoles. Basic Editing technology. Criteria for editing-picture, narration and music. Editing equipment – recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, non linear workstation. Types of editing – assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non linear editing (basic software)</p> <p>Unit-2: Principles of non-linear editing. Proper start up and shut down procedure. Finding files, savings, copying & back up. Concepts of digital editing. Logging and organizing the footage. Digitizing from raw storage. Methods of digitization.</p> <p>Unit-3: Trimming. Graphic keying. Motion effects. Audio mixing. Compositing. Media file management. Generating an EDL, a reference tape and online a final master. Exporting digital file formats including streaming media. Equipment required for non-linear editing systems. Features of non-linear editors.</p> <p>Unit-4: Use of Editing control tract, time codes. Basic editing process. Insert editing. Offline versus online editing. Variety of editing, continuity, sequence building, dramatic structure, Narration & adding music & effects.</p>	0:1:2	3

I SEMESTER

Soft-core: Web Designing

	Credit pattern in L:T:P	Total Credits
<p>Unit-1 Defining a Web Site. Creating a Web Site. Creating a Basic Web Page and Page Properties. Building a Web Site. The Site Panel and Templates. Adding Content to Web Pages. Creating HTML documents. Adding structure tags to content. Design Parameters. Purpose and Scope of Using websites.</p> <p>Unit -2 List Formats and Graphic File Types. Inserting a Table and Adjusting Table Properties. Using Graphics in Table Cells and Nested Tables. Using Table Layout View. Creating and Using a Repeating Region Template.</p> <p>Unit -3 Working with Links. Creating Internal and External Hyperlinks. Creating an Image Map and Anchors. Enhancing Navigation in a Site. Framesets. Reusable Navigation Bars. Managing and Uploading a Web Site. The Site Map. Overview of Popular websites. Overview of Government websites.</p>	0:1:2	3

I SEMESTER

Soft-core: Visual Communication

	Credit pattern in L:T:P	Total Credits
<p>Unit-1: Visual Elements. Visual culture. Visual Pleasure and Visual Disruption. Reading Pictures. Vocabulary of color. Drawings. Portraits. Landscapes. Photo-features. Photographs and their communication.</p> <p>Unit-2: Visual thinking and Designing of Visual media. Illustration-Conceptual approach. Qualities of a good illustration. Illustration problems. Illustration techniques. Types of illustrations</p> <p>Unit-3: Modern methods of Visual Communication including mobile systems, cell phones. Digital Television-Transmission and Reception.</p> <p>Unit-4: Cable Television. Role of reach by visual media communications. Imax and 3D movies. Awards and recognition for visual media.</p>	2:2:0	4

II SEMESTER

Hard core: Script Writing:

	Credit pattern in L:T:P	Total Credits
<p>Unit-1: Basics of Scripting. Script: meaning and types of script. Role of a scriptwriter in media. Elements of good script. Concept of content and form. Process of scripting: idea formation, research, sequencing, opening and concluding. 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.</p> <p>Unit-II: Element of radio script. Stages of scripting and editing. Writing for different programmes like Talk, news, news reel, documentary, drama and tele serials. Standardization of TV Quiz. Analyzing the scripts of Popular documentaries, films, teleserials and promotional videos. Script wiring for cartoon movies. Role of idioms and phrases, proverbs, statistical facts and adjectives in narration of a script. Use of common sense.</p> <p>Unit-III: Planning Script writing as a career. Basic qualities of a Script writer. Knowledge and skill requirements of a Script writer. Role of script writer in different Multimedia productions. Style Manual applications in writing Scripts.</p> <p>Unit-IV: Methods of writing script for different multimedia productions Analysis of scripts writer by Popular writers. Quotable Quotes used by script writers. Difference between Script writers and film Dialogue writers. Difference between Story writers, Screen Play writers and Dialogue writers.</p>	3:1:0	4

II SEMESTER

Hard core: 2-D Animation

	Credit pattern in L:T:P	Total Credits
<p>Theoretical components:</p> <p>Unit-I: Fundamentals of Computer Graphics. Concepts, elements, principles of visual design. Layout principles, perspective design & communication. Electronic media design (television & computer) – Still & moving, visual only, text only, visual & text, balance & harmony. Tools for creating visual design – for print and electronic media, automation and graphics. Language of color, form & color, theory of contrasts, illusions of Space & Form. Design psychology.</p> <p>Unit-II: Graphics input - output devices: Direct input devices - Cursor devices - direct screen interaction - logical input. Line drawing displays - raster scan displays. Two dimensional graphics. Raster graphics - Scan conversion of polygons - region filling - algorithms. File formats –GIF, JPEG, TIFF, Graphics Animation Files, Postscript/Encapsulated Postscript files. Other popular file formats of Graphic Images, and Animation files.</p> <p>Unit-III: Curves and surfaces: Parametric representation of curves - parametric representation of surfaces - planes - curved surfaces - ruled surfaces. Three dimensional graphics: 3D transformations - normal, oblique central projections. 3D algorithms. Hidden lines and hidden surfaces removal. Lighting, perception and depth of field.</p> <p>Unit-IV: The art of animation. Animation aspects color and texture. Animation principles. Elements of animation. Preparing for animation. Steps of recording animation, Animating with space to time. Segment manipulation options. Introducing ink effects. Making multimedia Animation. Creating a cast number within paint, rotating cast members. Creating a film loop. Using the tools. Pallets. Importing cast members.</p> <p>Practical components:</p> <p>1. Graphic input functions. Three-dimensional computer graphics. 3D transformation and perspectives. Perspective depth. Scan conversion. Hidden surface removal and shading. Graphics systems-display structures.</p> <p>2. Two dimensional transformation -translation rotation. Scaling. Reflection. Transformation of plane objects. 3-Dim transformation. Modeling for CAD - Geometric modeling. Wireframe modeling. Surface modeling. Solid modeling. Applications of graphic designs using graphic editors and image processors. Graphic image clips for designing.</p> <p>3. Animation- animation aspects. Color and texture. Animation principles. Preparing for animation. Step recording animation. Animating with space to time. Segment manipulation options.</p> <p>4. Introducing ink effects. Multimedia building blocks. Presentation tools. NIFF. Production Tips Images. Still images. Color and Image file formats. Color models.</p>	2:0:2	4

II SEMESTER

Hardcore: Video Production

	Credit pattern in L:T:P	Total Credits
<p>Theoretical components:</p> <p>UNIT – I EVOLUTION OF VIDEO</p> <p>The evolution of Video. Analog & digital mode. Production of a programme & its stages. Shot, scene, story-board & scripting. Pre-Production: Treatment. Draft preparation. Selecting personnel. Area of research. Script development. Project management. Selection of concept. programme treatment. Crew members. Equipments required. Set direction & color correction. Location scouting. Budget & scheduling. Finalizing props. Use of lights. Costumes. Hair style & make-up.</p> <p>UNIT – II PRODUCTION</p> <p>Shooting on location. Video Log Sheets (Logging Tapes). Schedule alterations. Changes in relation to artists date / location problems. Online, offline, recorded & live programmes. Pros & cons of Single & multi-camera operations and shooting.. Mic arrangements. Camera placement. Tool and techniques. Safety in shooting. Preventing accidents in shooting.</p> <p>UNIT – III POST-PRODUCTION</p> <p>Footage review. Final scripting. Video Editing. Video tape format. Basic software & hardware's. Editing, re-recording, audio mixing- music, Voice-over, graphics. Knowing the tracks of A/V. Tracks & their use in dubbed programmes. A-B roll & its advantage. Chromo-Keying. Final master output – mixed & unmixed versions.</p> <p>UNIT – IV VIDEO & AUDIO CODECS</p> <p>Defination and use of codecs. Codec formats & types. CD/DVD/BD (Blue-ray Disc). Definition - montage, promos, special promos, credits & end scroll, music bed. Various stages of a programme after mixed master- Script committee approval. Production & technical FT (Fit for Telecast) certificate. Capsule / Packaging-</p> <p>THE FINAL STEPS: Curtain raiser. Teaser. Medley. Peppier fonts for supers with the right color strips. Luminescence & chrominance. End scroll & credits with innovative ways. Test-run transmission. Launching & pipeline of a programme. Marketing-getting sponsors. Publicity - stills & write-ups. Syndicated Programmes.</p> <p>PRACTICAL COMPONENTS:</p> <ol style="list-style-type: none"> Types of TV Programme - Interview, Educational Shows, Drama, PSA, Game Shows etc. Anchor, News Reader. Grammar of Out-door Production. Three phases of production, problems in each phase and their solutions – Formulating the concept and doing the research. - Facing Production Problems - scheduling, budgeting, breakdown of scripts, developing the Plot, writing the screenplay, prepare the storyboard. Preparing the cue sheet, etc. 	2:0:2	4

4. Making the choice of the crew. Teamwork and work ethics. Equipments and location – the shooting, contracts, some legal issues in production. Editing Grammar of editing, Transitions, Editing the visual, editing the sound track.		
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II SEMESTER**Soft core:** Production Planning

	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Need for production planning. Elements of Production planning. Pre production and Post production planning. Duties and responsibilities of producer/director. Production Package, Production Designers. Production office. Best laid plans.</p> <p>Unit-II: Planning of Studio operations. Set designing and make up – visualization and composition-aesthetics-directing the actors-directing the crew planning in career. Costing and budgeting of programme. Commissioned and sponsored programme. Overview of crew categories is a Production unit Duties and responsibilities of each Production staff.</p> <p>Unit- III: Planning and Production of indoor and outdoor shootings. Planning and management of live shows. Functions, roles, and skills of media managers in broadcast. Cable and corporate facilities, with emphasis on financial management, personnel management, programming, physical systems, and regulations.</p> <p>Unit-IV: Film transfer and Video processing. Video display systems. Multi camera production. Lighting systems- Lighting methods and needs. Mike positioning and arrangements. Developing a Master Plan for a film Production. Developing a Master Plan for a tele-serial Production. Developing a Master Plan for a documentary Production.</p>	2:1:0	3

II SEMESTER**Soft-core** : Managing Digital Assets

	Credit pattern in L:T:P	Total Credits
<p>Unit -I: Definition of digital assets. Art assets and digital learning assets. Branded assets-an overview. Asset centric approaches.. System, repository and workflow processes. Meaning and scope of digital asset management. Digital content management. Enterprise content management. Digital media management, Media asset management and web-content management.</p> <p>Unit-II: Digital preservation methods. tools and techniques. Concept of produce, publish and preserve digital assets. Production and publications of digital assets. Role of meta data and cataloguing in DAM. Light box, key wording, ingestion and Hosting. Agile content-content with metadata. Content base and database. Data warehousing. Data mining.</p> <p>Unit-III: Meaning and scope of brand asset management, broadcast asset management. Role of water marking, workflow and permissions. Video digital asset management. Media Servers and backup Servers.</p> <p>Unit-IV: Content management System and its function-security, objects, servers, auditing and reports. Value of contents. Durability of Contents. Composition of contents and Their application potential.</p>	2:1:0	3

II SEMESTER**Soft core** : Image Processing

	Credit pattern in L:T:P	Total Credits
<p>Unit -I</p> <p>Definition of Digital Image. Creating a New File. Tool Selections. Picking color. Filling a selection with color. More ways to choose colors and fill selections. Painting with paintbrush tool. Using the magic wand tool and applying a filter. Saving the document. Color Mode. Gray Scale. RGB Color Mode. CMYK Color Mode. Bitmap Mode. Preferences, in file handling.</p> <p>Unit-II</p> <p>Introduction of image layers. Creating & editing New layers. Adding a background. Creating Layer Mask. Adjustment Layers. Adding Fills and Gradients. Filling with paint bucket tools. Application potential of all these tools and Techniques in Image Processing.</p> <p>Unit-III</p> <p>Image Filling type with grading Fills. Applying Filters. Blur Filters. Render Filters. Sharpen Filters. Sketch Filters. Texture Filters. Other Special Filters. Printing your document. Save your file, Save file as a JPEG, TIFF, GIF, PNG. Popular Image file and Their features.</p> <p>Unit-IV</p> <p>Digital image Processing- History, Tasks, Applications, Digital camera images, Film, Intelligent transportation systems. Cross-platform convertibilities. Portability of Digital Images. Image Conversion Tools and Their utility Values.</p>	0:1:2	3

Soft core: Internet Technology

	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Basics of Internet technology. An overview of OSI model. History of the World Wide Web. Web documents. Web servers, browsers and Web spiders. Search engines and applications. E-commerce. E-learning. E-Examinations.</p> <p>Unit-II: Web cameras. Bandwidth. Browser progressions. Interactive television. Architecture tools. Process of web development. Converging technologies. Impact on traditional mass media. Trends and strategies of news media such as Internet chat and podcasting.</p> <p>Unit-III : Website designing concepts - Basics of HTML and scripting languages. Deciding the information architecture. Working with templates. Page design and layout for web pages. Free web spaces for building and maintaining a website. Ensuring visibility. Use of Graphics in hyper media.</p> <p>Unit-IV: Active Server Pages. Personal Home Pages. URLs and Call activations. File transfers over the net. Mirror sites. Multimedia Applications in the Internet/Internet/VPNS. Audio-video streaming in Internet. Online Radios. YouTube features. Options for downloading of files. Web crawlers.</p>	2:1:0	3

Hardcore : Media in Advertising & Public Relation

	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Nature and scope of advertising. Evolution of advertising in India and other nations. Advertising and market economy. Advertising and media industry. Electronic media as business. Programme management (Planning, scheduling, production and broadcasting). Nature and scope of new delivery systems. On-line marketing</p> <p>Unit-II: Media marketing. Market survey: media, product and audience profile. Television rating point (TRP) Agencies of rating, process and method of rating. Selling of a programme</p> <p>Unit-III : Effective communication skills – writing and presentation, principles of effective speaking. Oral communication skills. Defining strategy and its relevance in corporate Communication. Role of corporate communication in crisis communication and disaster Management.</p> <p>Unit-IV: Nature and Scope of Public relations-Definitions of Public Relations. Role of PR in modern society. Public opinion. Differences between publicity, propaganda and PR. Evolution of Public relations in India and developed nations. Organization of PR office. Tools of public relations. Types of Public relations.</p>	3:1:0	4

III SEMESTER**Hardcore:** 3D-Animation

Lecture	Credit pattern in L:T:P	Total Credits
<p>Theoretical components:</p> <p>Unit-I- Introduction to 3D animation and the application software. Understanding of 3rd Dimension. Objects, views and perspective appearance. Properties of 3D objects. Scales and dimension. Basic Modeling, Interface, curves and surfaces shape editing.</p> <p>Unit-II: NURBS (non-uniform Rational B-Spline), lights and materials, polygonal models, high polygonal models, creative models.</p> <p>Unit-III - Character modeling. The eyes, nose, leg, body, face, Modeling of male and female characters. Modeling of animate and inanimate characters.</p> <p>Unit-IV- Interior design, Architectural building modeling, product design modeling, Background and set modeling, Modeling a Landscape. Texture mapping, UV mapping and editing, key-framing and path animation.</p> <p>Overview of animation characters used in films and documentaries. Cartoon characters. Characters and objects used in Gaming software. 3D perception applied in Gaming graphics and animation.</p> <p>Practical components: Creating Tables :</p> <ol style="list-style-type: none"> 1. Designing Strategies for/Animations and Games 2. Creating Path Animation 3. Creating 3D Objects 4. Creating Polygonal Models 5. Creating Interior Design 	2:0:2	4

III SEMESTER**Hard core:** Special Effects & Creativity

	Credit pattern in L:T:P	Total Credits
<p>Theoretical components:</p> <p>Unit-I: Introduction to Special Effects. Using the After Effects Interface. Creating a Project. Understanding the After Effects panel system. Organizing the Project Window. Understanding the Composition Window. Working in the Timeline Window. RAM Preview vs. Standard Preview.</p> <p>Unit-II: Digital Video basics in Adobe after Effects, Analog versus Digital. Frame Rate and Resolution. Storage Space and System Requirements. Defining Motion Graphics.</p> <p>Unit-III: Using Key frames in Adobe after Effects. Animation of layer properties using key frames. Using layer parenting to ease repetition. Understanding motion paths. Working with layer blending. Controlling the speed of animations.</p> <p>Unit-IV: Using Text in Special Effect software. Creating Text. Animating Text with Key frames. Masking and Alpha Channels in Adobe after Effects. Using Effects in a popular Special Effects Software, Exploring the 3D capabilities and limitations of After Effects. Creating 3D layers. Using multiple viewports. Understanding 3D Transform properties. Animating 3D layers. Creating and using lights. Outputting in Adobe after Effects. Rendering from a composition to various format. Adjusting render settings. Exporting a project file.</p> <p>Practical components:</p> <ol style="list-style-type: none"> 1. Setting Up an After Effects Composition. Starting an After Effects Project. Setting Up a Composition. 2. Animating Compositions. Scaling an After Effects Composition Layer. Rotating an After Effects Composition Layer. Creating a Motion Path Synchronizing Motion. 3. Adding Effects to Your Composition Applying a Drop Shadow Effect Adjustment Layers. Nesting Compositions Using the RAM Preview Function to Preview a Composition 4. Creating Titles and Animating Text. Creating Titles Using the Basic Text Effect. Animating Text in the Title-Safe Zone The In/Out Panels in the Timeline Window. Exporting a Movie Directly to QuickTime. 5. Animation and Key frame Techniques. Identifying Types of Key frames. Creating Position Key frames and Previewing Your Composition. Modifying Shapes to Simulate Impact. Adjusting Motion Paths. Duplicating Layers Rendering Movies with the Render Queue. 6. Compositing Video. Importing Video Clips and Dragging. Them to the Composition Window. Using the Time Stretch Command and Frame Blending. Setting Key frames and Animating Video Layers. Compositing Video and Still Images. 	2:0:2	4

III SEMESTER

Soft core: TV News Casting

	Credit pattern in L:T:P	Total Credits
<p>Unit-I Basics of TV News presentation: structure of a news bulletin, compilation, live feed, qualities of new anchor.</p> <p>Unit-II: Television Reporting Basic skills of television reporting : team work, news sense, aggressiveness, research, sensitivity, curiosity etc, Functioning of a news bureau, Role and responsibilities of a reporter, Importance of piece to camera and vox pop, Live reporting, Importance of bite selection in television news. Maintaining balance, fairness and reporting ethics.</p> <p>Unit III: Crows sourcing; using blogs, social network communities, twitter, etc. for reporting major events; comparative style of different television news channels and their personalities.</p> <p>Unit IV: Working of a news room; various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; backroom researchers, reference library or archives people, graphic artists.</p> <p>Tutorials: Television news presentation: Qualities of a newscaster, Role and importance of an anchor, Voice analysis - pitch, volume, tempo, vitality</p>	2:1:0	3

III SEMESTER

Soft core: Writing & Presenting News

	Credit pattern in L:T:P	Total Credits
<p>Unit- I: Basics of Television News</p> <p>What makes a news story, News sources and news values, News writing : Importance and types of leads, Writing for visuals and writing to ear, Writing headlines, teasers and slugs, Major television news formats, Journalistic television genre – news, news program, news documentary, talk show, chat show, window Shows (composite) etc.</p> <p>Unit II: Writing news reports; storytelling (why and how), lead and nut graph, analytical and explanatory writing, value addition; TV writing style: words vs. visuals, writing in 'aural' style, content of news, anchor script, voice over script.</p> <p>Unit -III Making of a news bulletin ☑ Structure of a news channel, Functioning of a news room inclusive of assignment, Board Television news team – role and responsibilities Run down and structure of a news bulletin ,News graphics - Importance, types and usage Research for news and news programmes.</p> <p>Unit IV: News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulleting, live feed, anchor's responsibilities; skills required of a news anchor: screen presence, presence of mind, interview skills etc. Optimizing the sound of your voice and speak like a star. Understanding the ways to sound convincing, authorities and persuasive narrations. Breathing techniques to help you keep in control of what comes out of the presenter's mouth. Learning to speed up or slow down and how to use inflections and pauses to make what you say more interesting. Methods to improve your diction and pronunciation.</p>	0:1:2	3

III SEMESTER

Soft core: Web Portal Development

	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Web Hosting - Introduction to Web Server, Types of Server, Process of web development, Maintaining Server,- Industry standards, Technologies and Concepts underlying Web Services – their support to Web Services, Applications that consume Web Services. Domain Name Registration, Space Purchasing , Search potion ,SEO, New Sub-Titling, On-line Registration</p> <p>Unit-II: Features of Web Portals -Overview of features used in web portals. Kinds of services and applications. General Categories of web portals. Message board Services, group and Live Chat, on-line Payment and Shopping card, Directories Maintenance, On-line Classifieds, and Bulk Meaning Solution.</p> <p>Unit-III: Methods of developing web portals. Design elements. Cascading sheets. Card sorting method and its use in website development. Features of websites. Overview of Mark-up languages in web portal development. Web editors. Online tools for website development. Use of JVMs, media players, animators and navigation controls and tools in websites.</p> <p>Unit-IV: Types of portals- Horizontal vs. vertical portal (Vortals), Vertical information portal, Personal portals, News portals, Government web portals, Corporate web portals, and Stock portals. Health & Medical Web Portal, Search portals, Tender’s portals. Port let development techniques and issues. Compiling and testing port lets. Creating the deployment descriptors. Setting up the WAR file directory structure.</p>	2:1:0	3

III SEMESTER

Soft core: E-Content Development

Tutorial	Credit pattern in L:T:P	Total Credits
<p>Unit-I: E-learning concepts and scope in on-line education. Advantages of on-line education. Kinds of multimedia learning materials used for e-learning. Basics of E-contents- CBT, WBT, MBT. Elements of E-contents, E-books. Difference between e-commerce and e-learning.</p> <p>Unit-II: E-content design concepts, design elements, tools. Content development. Instructional design. Story-boarding. Design of user interface. Use of Content Development software. Hypermedia applications design-User interface design. Object display. Audio quality. Play back issues. 3D object displays.</p> <p>Unit-III: Multimedia Programming: Scripting. Overview and Definitions. The Score and the Stage. Using the Score. The playback head-Channels, Frames, Sprites, Cast members. Markers, Editing Frames. Dot Syntax, Parentheses, Character spaces, Comments. Operators, Lists. Types of Scripts-Messages and Events</p> <p>Unit-IV: Overlaying Regions-Support for Other Media-fitting media to regions-Synchronization. Adding duration of time to media-dur. Delaying Media—the begin tag. Sequencing Media—the seq tag. Parallel Media –the par tag. Developing a full-form e-content for a topic/lesson. Quality parameters of evaluating e-contents.</p>	0:1:2	3

IV SEMESTER

Hardcore: Documentary Production

Lecture	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Documentary Introduction, History and theory of documentary; Types of Documentaries Reviewing documentary forms and techniques Writing documentary proposals; Essential Elements-Images: people, places, things, text, etc Sound: narration, voices, music, sound effects, background sounds (&quot;nats &quot;) Edits: The integration of images and sound, The Documentary Team- Executive Producer, Producer, Researcher, Writer, Cameraperson, Editor, Talent,</p> <p>Unit-II: Definition of Production, Types of Production- pre production, Production, Post-Production, Pre-Production :Team assignments &quot; The Pitch&quot; Storyoutlining/storyboarding, Script, Length and style of scripts, Story boards and components, Key elements of writing a documentary script; Research , Arranging interviews ,Scouting Locations , Shot list</p> <p>Unite-III: Production : Using camera, sound and lighting technology in a documentary context , Planning and Production of indoor and outdoor Shooting Video ,Conducting Interviews , Mic positioning and arrangements Capturing Audio, Documentary interview, Collecting Still Images ,Keeping a Shot Log</p> <p>Unite-IV: Post Production: Transcribing interviews, Annotating shot log, Uploading footage, Editing, Questions to consider, A New Twist: Video Blogging Footages, Special effects. Graphics and animation, Chromo key usage and Economy shooting methods. Don't Forget Copyright, Screening, and Feedback.</p>	3:1:0	4

IV SEMESTER**Hardcore: Project**

Practical	Credit pattern in L:T:P	Total Credits
Dissertation	0:2:6	8

IV SEMESTER**Soft-core:** Media Research

	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Concept of research, meaning, definition and nature of research. Purpose of research. Communication research and importance of media research. Area of Media Research. Problems of objectivity in research. Planning to carry out research.</p> <p>Unit-II: Methods and techniques of research. Hypothesis and variables. Research design and its types. Methods of research. Research in language and literature. Research in sociology. Research in Journalism and mass communication. Census, Survey, Random, Sampling-meaning, types and problems. Survey research, experimental and field research, panel research. Reliability, validity and objectivity.</p> <p>Unit-III: Tools and methods of research. Sources of data- primary and secondary source. Questionnaire and schedules. Observation – participatory and non participatory. Interview method. Case study approach. Content analysis of audio and video. Application of Statistics. Tabulation and classification of data. Data analysis, software for data analysis interpretation. Elementary statistics - mean median and mode. Inferential statistics – correlation and regression and test of significance, principle and theory. Graphic and diagrammatic representation of data. Indexing, citation and bibliography. Research report writing.</p> <p>Unit-IV: Research and electronic media. Importance of research in media. Application of research in electronic media. Formative and summative research. Ethical issues in media research. Media research as a tool of reporting</p>	2:1:0	3

Soft core: Tele film Production

	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Purpose and scope of tele film productions genres of tele films and plays. Popular concepts and these used in tele film and screen plays production methodologies in tele film production.</p> <p>Unit-II: Planning and Production of indoor and outdoor shootings, planning and management of live shows. Shooting plans and backgrounds. Getting organized for shooting Importance of backgrounds. Real and unreal backgrounds. Neutral background. Economical settings. Location selection. Post-production editing</p> <p>Unit-III: Applications of Production techniques- Script, Story boards and components, Pre and post-production techniques, Effective shots, File shots, Footages, Special effects. Graphics and animation, Chromo key usage and Economy shooting methods Television media Storage and retrieval. Player and VTRs.</p> <p>Unit-IV: Notable tele film in India. Popular tele film in different countries awards and recognitions for tele films</p>	2:1:0	3

IV SEMESTER

Soft core: Pod Casting

Lecture	Credit pattern in L:T:P	Total Credits
<p>Unit - I: Communication and Internet – Introduction to Podcasting. Timeline of Podcasting. Difference between Podcasting and classical Radio, Mass Media and Reach-need for Podcast.</p> <p>Unit – II: Understanding RSS. Identifying the audience. Identifying the Need. Designing the content.</p> <p>Unit – III: Presentation, Minimum required equipment, format of programmes. Rehearsal – essentials of good Podcast. The best tone. Length of the programme. Choosing the right format MP3 or MP4. Inserting Pictures. Setting up the recording environment. Maintaining a blog. Creating link on the website. Publishing RSS feed. Interacting with your listeners. Introduction to Podcast.</p> <p>Unit – IV: Editing, Audio editing tools. Breathe, Reaction. ‘Uhm’s’ and ‘err’s’ – Injecting Pace. Music, Credits, Promos, Recording in Public. Playing copy righted music</p>	2:1:0	3

IV SEMESTER

Soft core: Media Ethics & Law

Lecture	Credit pattern in L:T:P	Total Credits
<p>Unit-1: Press freedom and Law. Constitution and freedom of speech and expression. Contempt of court. Official Secrets act. Right to information Act. Right to Privacy. Legal issues of media screening and display. Who owns what?</p> <p>Unit-2: Media and Laws. Civil and Criminal law of defamation. Indian Penal Code (importance of Sections-124A, 153AB, 292, 293). Criminal Procedure Code (Importance of Sections-93, 95, 96, 108, 144, 196, 327). Intellectual property rights. TRIP. Copy Right Act. Fair use of media policies.</p> <p>Unit-3: Electronic Media Laws. Cinematography Act. TRAI. Prasar Bharti Act. Cable TV Network regulation Act. Information Technology Act. Convergence Laws. Cyber laws & regulations. Cyber crime.</p> <p>Unit-4: Media Commissions and Committees. Press Commissions. Concept of Press. Council-Media Council. Working Journalist Act. Autonomy of public broadcasting. Legal issues in community Radio, Theatres, CDROMS. Testing and Evaluation of media content. International agencies. Censors.</p>	2:1:0	3

All Open Elective Paper

II SEMESTER

Open Electives: Multimedia Technologies

	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Definition of Multimedia. Multimedia systems. Multimedia elements. Multimedia applications. Multimedia system architecture. Evolving systems of multimedia- HDTV, UDTV. Digital signal processing. Multimedia file formats, standards, communication protocols, conversions. Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.</p> <p>Unit-II: Internet technology. An overview of OSI model. History of the World Wide Web. Web documents. Web servers, browsers and Web spiders. Search engines and applications. E-commerce. E-learning. E-Examinations. Active Server Pages. Personal Home Pages. URLs and Call activations. File transfers over the net. Mirror sites.</p> <p>Unit-III: Internet Services. . Types of ISPs. Setting up of an Internet account. Connect to WWW by configuring your own TCP/IP. Installing and configuring the modem. Internet options and their usage. Multimedia application classes. Game systems. Interactive TV. Set top boxes. Video conferencing. Hypermedia mails.</p> <p>Unit-IV– Introduction to Networks Computer networks: LAN, WAN, MAN, Internet, Intranet, Extranet – Client-Server Networks – History of Internet – DNS – ISP – Internet Connections – Network Devices: Cables, Hubs, Repeaters, Bridges, Routers, Gateways, Modems – FTP, Introduction to HTML. HTML Tags and their applications. Commonly used HTML Commands. Structure of an HTML program. Document Head. Document Body. Lists-Types of Lists (Unordered List (Bullets), Ordered Lists (Numbering), Definition Lists). Adding Graphics to HTML Documents.</p>	3:1:0	4

III SEMESTER

Open Electives: TV Presentation Skills

	Credit pattern in L:T:P	Total Credits
<p>Unit-I: Introduction to television news reporting. Using the visuals and sounds of television. News for successful television news reporting;, Understanding the medium: visual language: Camera, Shots and angles for news coverage, types of ENG cameras,, Understanding use of sound, light and color in TV newsgathering</p> <p>Unit II: Understanding news: news sense, news values, news sources, cultivating sources, 5 Ws and 1H, news beats; TV news reporting : skills of a TV reporter: information gathering and processing, sound-bytes, piece-to-camera, interview skills, meeting deadline, use of technology – Writing and editing TV news:</p> <p>Unit III: the visual grammar of video production; Importance of script formats for television news production, Elements and structure of the television news package, the basics of shooting and field production for television news; Developing questions and performance skills for television news interviews.</p> <p>Unit IV: video editing, concepts and theories of effectively editing video for a television news audience; the role of talent performance in field reporting, performance in live shots and other settings; legal and ethical considerations of television journalists;</p>	3:1:0	4

IV SEMESTER

Open Electives: E-Learning

	Credit pattern in L:T:P	Total Credits
<p>Unit -I: Introduction E-Learning: Definition, Advantages, Characteristics, Barriers, Future and Careers ,Evolution of Education – Generations of Distance Educational Technology – Role of E-Learning – Components of e-learning: CBT, WBT, Virtual Classroom – Barriers to e-Learning Roles and Responsibilities: Subject Matter Expert – Instructional Designer –Graphic Designer – Multimedia Author – Programmer – System Administrator –Web Master.</p> <p>Unit II: Technologies Satellite Broadcasting – Interactive Television – Call Centers – Whiteboard Environment Teleconferencing: Audio Conferencing – Video Conferencing – Computer Conferencing Internet: E-mail, Instant Messaging, Chat, Discussion Forums, Bulletin Boards, Voice Mail, File Sharing, Streaming Audio and Video.</p> <p>Unit III : Management Content: E-Content, Dynamic Content, Trends – Technology: Authoring, Delivery, Collaboration – Services: Expert Service, Information Search Service, Knowledge Creation Service – Learning Objects and E-Learning Standards Process of E-Learning: Knowledge acquisition and creation, Sharing of knowledge, Utilization of knowledge – Knowledge Management in E-Learning.</p> <p>Unit 4 – Development Issues Assessment in E-Learning – Quality in E-Learning – Tools for Development – Costs for Developing and Using E-Learning Environments – Challenges and Careers –Future of e-Learning Teaching-Learning Process Interactions: Teacher-Student – Student-Student – Student-Content – Teacher-Content – Teacher-Teacher – Content-Content Role of Teachers in E-Learning – Blended Learning – Cooperative Learning –Collaborative Learning – Multi Channel learning – Virtual University – Virtual Library</p>	3:1:0	4