

STC/MCF/UG/2019



**ST. THOMAS' COLLEGE, THRISSUR
(Autonomous)
KERALA-680 001, INDIA**

**AFFILIATED TO UNIVERSITY OF CALICUT
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DEGREE OF BA MULTIMEDIA

(CHOICE BASED CREDIT AND SEMESTER SYSTEM)

**UNDER THE FACULTY OF MEDIA STUDIES SYLLABUS
FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2019 – 20 ONWARDS**

OUTCOME BASED EDUCATION

UG: Program Outcomes

At the end of an Undergraduate Program at St. Thomas College (Autonomous), a student would have obtained the following:

PO1:	Critical Thinking: Ability to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO2:	Effective Communication: Ability to speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3:	Effective Citizenship: Ability to demonstrate empathetic social concern and equity-centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO4:	Environment and Sustainability: Ability to understand the issues of environmental contexts and sustainable development.
PO5:	Ethical Living: Ability to recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO6:	Social Interaction: Ability to elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO7:	Problem Solving and Analytical Skills: Ability to think rationally, analyze situations and solve problems adequately.

PROGRAMME: B.A MULTIMEDIA

Programme Specific Outcomes

PSO'S	STATEMENT
PSO 1	Understand the art and craft of visual communication and multimedia production.
PSO2	Understand the need of human resources required for the rapidly growing media and entertainment industry.
PSO3	Understand digital movie making, television, web and other electronically mediated communication systems.
PSO4	Analyze digital film, cyber technologies, television and other means of visual communication
PSO5	Understand the advanced concepts of web designing, animation , motion graphics and basic concept of photography, scripting and other visual languages.
PSO6	Understand the theory and philosophy of visual culture and communication, mass media, film and television with practical training in Digital Film Technology, sound and video editing, camera, scriptwriting and directing in the worldwide entertainment sectors.
PSO7	Analyze the theoretical and practical aspects for the needs of media and entertainment sectors.

CL –Cognitive level; U –understand; Ap –apply; An –analyze; E-evaluate, C - create

KC –Knowledge category; C –conceptual; F –factual; P – procedural

B.A MULTIMEDIA

COURSE STRUCTURE

CREDIT & MARK DISTRIBUTION IN EACH SEMESTERS

<i>Semester</i>	<i>Course</i>	<i>Credit</i>	<i>Marks</i>
Semester I	Common course: English	3	75
	Common course: English	3	75
	Common course: Additional Language	4	100
	Core Course 1: Introduction to Digital Media	4	100
	Complementary course 1: JOU1C04 Introduction to Mass Media	3	75
	Complementary course 2: BVC1C02 Introduction to Visual Communication	3	75
	Total	20	500
Semester II	Common course: English	4	100
	Common course: English	4	100
	Common course: Additional Language	4	100
	Core Course 2: Creativity and Design Skills	4	100
	Complementary course 3: JOU2C04 Newspaper Journalism	3	75
	Complementary course 4: BVC2C02 Introduction To Cinema	3	75
	Total	22	550
Semester III	General Course 1: A 11-Basic Mathematics for Media Arts	4	100
	General Course 2: A 12-General Informatics & Instrumentation	4	100
	Core Course 3: Media Publishing	2	75
	Core Course 4: Computer Graphics	2	75
	Core Course 5: Digital Photography	2	75
	Core Course 6: Media Publishing & Computer Graphics (Practical)	2	75
	Core Course 7: Digital Photography (Practical)	2	75
	Complementary course 5 JOU3C04 Television Journalism	3	75
	Complementary course 6: BVC3C02 Scripting And Story Boarding	3	75
	Total	24	725
Semester IV	General Course 3- A 13-Media Management	4	100
	General Course 4-A 14-Evolution of Media Technology	4	100
	Core Course 8: Introduction to Cinematography	2	75
	Core Course 9: Fundamentals of Web Designing	2	75
	Core Course 10: Introduction to Cinematography (Practical)	2	75
	Core Course 11: Fundamentals of Web Designing (Practical)	2	75
	Complementary course 7: JOU4C04 Digital Journalism	3	75
	Complementary course 8: BVC4C02 E-Content Development	3	75
	Total	22	650
Semester V	Core Course 12: Techniques of Post Production – Visual Editing	3	75
	Core Course 13: Techniques of Post Production –Sound Recording, Editing and	2	75

	Mastering		
	Core Course 14: Introduction to 3D Modeling and Texturing	2	75
	Core Course 15: Advanced Web Designing	2	75
	Core Course 16: Techniques of Post Production – Visual Editing & Techniques of Post Production –Sound Recording, Editing and Mastering (Practical)	2	75
	Core Course 17: Introduction to 3D Modeling and Texturing & Advanced Web Designing (Practical)	2	75
	Open Course 1: Fundamentals of Multimedia	3	75
	Total	16	525
Semester VI	Core Course 18: Advanced 3D Animation, Vfx and Compositing	3	75
	Core Course 19: Introduction to Motion Graphics	3	75
	Core Course 20: Television & Multi Camera Production (Elective)	2	75
	Core Course 21: Multimedia Designing & Authoring (Elective)		
	Core Course 22: Advanced 3D Animation, Vfx and Compositing	2	75
	Core Course 23: Introduction to Motion Graphics	2	75
	Core Course 24: Multimedia Project	2	75
	Core Course 25: Web Site Project	2	75
	Total	16	525

Sl No	Course	No of Courses	Credits
1	Common Courses(English)	4	14
2	Common Courses(Additional Language) 2		8
3	General Course	4	16
4	Core Courses	24	55
5	Complementary Courses	8	24
6	Open Courses	1	3
			Total 120
	Audit course	4	16
	Extra Credit Course	1	4
			Total 140

e Course Structure
Core Course Structure

Semester I Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination (External)		
		Theory	Lab /P	Total			Theory	Practical	Total
A01 Common Course	Common English Course I	4	-	4	3	15	60	-	75
A02 Common Course	Common English Course II	5	-	5	3	15	60	-	75
A07 Common Course	Additional Language Course I A07 (3)	5	-	5	4	20	80	-	100
BMM1B01 Core Course 1	Introduction to Digital Media	5	-	5	4	20	80	-	100
JOU1C04	Introduction to Mass Media	3	-	3	3	15	60	-	75
BVC1C02	Introduction to Visual Communication	3	-	3	3	15	60	-	75
	Total	25			20	500 Marks			

Semester II Course of study and scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination(External)		
		Theor y	Lab/P	Total			Theory	Pract ical	Total
A03 Common Course	Common English Course III	4	-	4	4	20	80	-	100
A04 Common Course	Common English Course IV	5	-	5	4	20	80	-	100
A08 Common Course	Additional Language Course II A08 (3)	5	-	5	4	20	80	-	100
BMM2B02 Core Course 2	Creativity and Design Skills	5	-	5	4	20	80	-	100

JOU2C04	Newspaper Journalism	3	-	3	3	15	60	-	75
BVC2C02	Introduction to Cinema	3	-	3	3	15	60	-	75
	Total	25			22	550 Marks			

Semester III Course of study and scheme of examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination (External)		
		Theory	Lab/P	Total			Theory	Practical	Total
A11 General Course 1	Basic Mathematics for Media Arts	4	-	4	4	20	80	-	100
A12 General Course 2	General Informatics & Instrumentation	4	-	4	4	20	80	-	100
BMM3B03 Core Course 3	Media Publishing	2	-	2	2	15	60	-	75
BMM3B04 Core Course 4	Computer Graphics	1	-	1	2	15	60	-	75

BMM3B05 Core Course 5	Digital Photography	1	-	1	2	15	60	-	75
BMM3B06 Core Course 6	1.Media Publishing (Practical) 2.Computer Graphics (Practical)	-	3	3	2	15	-	60	75
BMM3B07 Core Course 7	Digital Photography (Practical)	-	2	2	2	15	-	60	75
JOU3C04	Television Journalism	4	-	4	3	15	60	-	75
BVC3C02	Scripting and Story Boarding	4	-	4	3	15	60	-	75
	Total	25			24	725 MARKS			

Semester IV Course of study and scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination (External)		
		Theory	Lab/ P	Total					
							Theory	Practical	Total
A13 General Course 3	Media Management	4	-	4	4	20	80	-	100
A14 General Course 4	Evolution of Media Technology	4	-	4	4	20	80	-	100
BMM4B08 Core Course 8	Introduction to Cinematography	2	-	2	2	15	60	-	75

BMM4B09 Core Course 9	Fundamentals of Web Designing	2	-	2	2	15	60	-	75
BMM4B10 Core Course 10	Introduction to Cinematography (Practical)	-	2	2	2	15	-	60	75
BMM4B11 Core Course 11	Fundamentals of Web Designing (Practical)	-	3	3	2	15	-	60	75
JOU4C04	Digital journalism	4	-	4	3	15	60	-	75
BVC4C02	E-Content Development	4	-	4	3	15	60	-	75
	Total	25			22	650 MARKS			

Semester V Course of study and scheme of Examinations

Code and Course	Course Title	Hours Per Week			Cred it				
						Inter nal	Semester End Examination (External)		
		Theory	Lab/P	Tot al			The ory	Pr ac tic al	Total
BMM5B12 Core Course 12	Techniques of Post Production – Visual Editing	3	-	3	3	15	60	-	75
BMM5B13 Core Course 13	Techniques of Post Production –Sound Recording, Editing and Mastering	3	-	3	2	15	60	-	75
BMM5B14 Core Course 14	Introduction to 3D Modeling and Texturing	2	-	2	2	15	60	-	75

BMM5B15 Core Course 15	Advanced Web Designing	3	-	3	2	15	60	-	75
BMM5B16 Core Course 16	1. Technics of post production – visual editing (practical) 2. Technics of post production – sound recording , editing and mastering (practical)	-	4	4	2	15	-	60	75
BMM5B17 Core Course 17	1. Introduction to 3D Modeling and Texturing (Practical) 2. AdvancedWeb Designing (Practical)	-	7	7	2	15	-	60	75
BMM5D01 Open Course 01	Fundamentals of Multimedia (For other Students)	3	-	3	3	15	60	-	75
	Total	25			16	525 Marks			

Semester VI Course of study and scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination(External)		
		Theor y	Lab/P	Tota l			Theory	Practical	Total
BMM6B18 Core Course 18	Advanced 3D Animation, Vfx and Compositing	5	-	5	3	15	60	-	75
BMM6B19 Core Course 19	Introduction to Motion Graphics	4	-	4	3	15	60		75

Electives: The Department Should offer electives for the students to choose.

BMM6B20 Core Course 20 (Elective)	Multimedia Designing & Authoring	5	1	6	2	15	60	-	75
BMM6B21 Core Course 21 (Elective)	Television & Multi Camera Production							-	

BMM6B22 Core Course 22	Advanced 3D Animation, Vfx and Compositing (Practical)	-	3	3	2	15	-	60	75
BMM6B23 Core Course 23	Introduction to Motion Graphics (Practical)	-	3	3	2	15	-	60	75
BMM6B24 Core Course 24	Multimedia Project	-	2	2	2	15	60 (Project Evaluation30 +Record10+ Viva Voce20)		75
BMM6B25 Core Course 25	Web Site Project	-	2	2	2	15	60 (Project Evaluation30 +Record10+ Viva Voce20)		75
	Total		25			16	Total Marks- 525		

EVALUATION PATTERN OF CORE AND COMPLEMENTARY COURSES

THEORY COURSES

20 marks (internal) + 80 marks (external) (4 and above Credit Courses) 15 marks (internal) + 60 marks (external) (Credit below 4)

PRACTICAL COURSES

15 Marks for Internal and 60 Marks for external

PROJECT EVALUATION

15marks (internal) + 60 marks (external) (for BMM6B24 Multimedia Project and BMM6B24 Web Site Project)

***Practical examinations shall be conducted in the even semester (IV, and VI)
(Ref: University Regulation for CBCSS 8.2)***

‘Programme’ means the entire course of study and examinations for the award of BA

Multimedia degree.

‘Duration of programme’ means the time period required for the conduct of the programme. The duration of BA Multimedia programme shall be six semesters distributed in a period of 3 years.

‘Academic Week’ is a unit of five working days in which distribution of work is organized from day one to day five, with five contact hours of one hour duration on each day. A sequence of 18 such academic weeks constitutes a semester.

‘Semester’ means a term consisting of 18 weeks (16 instructional weeks and two weeks for examination).

‘Course’ means a segment of subject matter to be covered in a semester.

‘Common course’ means a course that comes under the category of courses, including compulsory English and additional language courses and a set of general courses applicable for Language Reduced Pattern (LRP) programmes, the selection of which is compulsory for all students undergoing UG programmes.

‘Core course’ means a compulsory course in a subject related to a BA Multimedia degree programme.

‘Open course’ means a course which can be opted by a student at his/her choice.

‘Complementary course’ means a course which is generally related to the core course.

‘Improvement course’ is a course registered by a student for improving his/her performance in that particular course.

‘Ability Enhancement course/Audit course’ is a course which is mandatory as per the directions from the Regulatory authorities like UGC, Supreme Court etc.

‘Department’ means any Teaching Department in a college offering a course of study approved by the University as per the Statutes and Act of the University.

‘Department Co-ordinator’ is a teacher nominated by a Dept. Council to co-ordinate all the works related to CBCSS UG undertaken in that department including continuous evaluation.

‘Department Council’ means the body of all teachers of a department in a college.

‘Parent Department’ means the Department which offers a particular degree programme.

‘College Co-ordinator’ is a teacher nominated by the college council to co-ordinate the effective running of the process of CBCSS including internal evaluation undertaken by various departments within the college. She/he shall be the convener for the College level monitoring committee.

College level monitoring committee. A monitoring Committee is to be constituted for CBCSSUG at

the college level with Principal as Chairperson, college co-ordinator as convenor and department co-ordinators as members. The elected College union chairperson shall be a member of this committee

‘Faculty Adviser’ means a teacher from the parent department nominated by the Department Council, who will advise the student in the academic matters and in the choice of open courses

‘Credit’ (C) is a unit of academic input measured in terms of weekly contact hours/course contents assigned to a course.

‘Extra Credit’ is the additional credit awarded to a student over and above the minimum credits required in a programme, for achievements in co-curricular activities and social activities conducted outside the regular class hours, as decided by the University. For calculating CGPA, extra credits will not be considered.

‘Letter Grade’ or simply **‘Grade’** is a letter symbol (O, A+, A, B+, B, C, P, F, I and Ab). Grade shall mean the prescribed alphabetical grade awarded to a student based on his/her performance in various examinations. The Letter grade that corresponds to a range of CGPA is given in Annexure-I.

Each letter grade is assigned a **‘Grade point’ (G)** which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course. **Grade Point** means point given to a letter grade on 10 point scale.

‘Semester Grade Point Average’ (SGPA) is the value obtained by dividing the sum of credit points obtained by a student in the various courses taken in a semester by the total number of credits in that semester. SGPA shall be rounded off to three decimal places. SGPA determines the overall performance of a student at the end of a semester.

‘Credit Point’ (P) of a course is the value obtained by multiplying the grade point (G) by the credit (C) of the course: $P = G \times C$

‘Cumulative Grade Point Average’ (CGPA) is the value obtained by dividing the sum of credit points in all the semesters taken by the student for the entire programme by the total number of credits in the entire programme and shall be rounded off to three decimal places.

Grade Card means the printed record of students’ performance, awarded to him/her.

Course teacher: A teacher nominated by the Head of the Department shall be in charge of a particular course.

‘Strike off the roll’: A student who is continuously absent for 14 days without sufficient reason and proper intimation to the Principal of the college shall be removed from the roll.

Words and expressions used and not defined in this regulation, but defined in the Calicut University Act and Statutes shall have the meaning assigned to them in the Act and Statutes.

1. PROGRAMME STRUCTURE

Duration: The duration of a BA Multimedia programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November to March.

Courses: The BA Multimedia programme shall include five types of courses, viz; Common Courses(Code A), Core courses (Code B), Complementary courses (Code C), Open Course (Code D) and Audit courses (Code E).

Course code : Each course shall have a unique alphanumeric code number, which includes abbreviation of the subject in three letters, the semester number (1 to 6) in which the course is offered, the code of the course (A to E) and the serial number of the course (01,02). The course code will be centrally generated by the university. For example: BMM3B03 represents a core course of serial number 3 offered in the third semester BA Multimedia programme.

Common Courses: A BA Multimedia student shall undergo 10 common courses (total 38credits) as follows:

A01. Common English Course	Semester I
02. Common English Course II	Semester I
A03. Common English Course III	Semester II
A04. Common English Course IV	Semester II
A07. Additional Language Course I	Semester I
A08. Additional Language Course II	Semester II
A11. General Course I	Semester III
A12. General Course II	Semester III
A13. General Course III	Semester IV
A14. General Course IV	Semester IV

Common courses A01-A04 shall be taught by English teachers and A07-A08 by teachers of additional languages respectively. General courses A11-A14 shall be taught by teachers of the Multimedia department

Core courses: Core courses are the courses in the major (core) subject of the degree programme chosen by the student. Core courses are offered by the Multimedia department.

Complementary courses: Complementary courses cover disciplines that are related to the core subject and are distributed in the first four semesters.

Open courses: There shall be one open course in core subjects in the fifth semester. The open course

shall be open to all the students from other departments except the students from the parent department. The students can opt that course from any other department in the institution. Total credit allotted for open course is 3 and the hours allotted is 3. If there is only one programme in a college, they can choose either language courses or physical education as open course.

Common and open courses under SDE/Private Registration: Existing pattern (as in CBCSSUG 2014) shall be followed under SDE/Private Registration.

Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits is given below

Course with credit	Semester
Environment Studies – 4	1
Disaster Management – 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

Extra credit Activities: Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSPP). Extra credits are not counted for SGPA or CGPA.

Credits: A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 38 (14 for common (English) courses +8 for common languages other than English and 16 credits for General courses) credits shall be from common courses, 2 credits for project/corresponding paper and 3 credits for the open course.

The maximum credits for a course shall not exceed 5. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more Extra credit activities are done by a student that may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA or CGPA.

Attendance: A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Attendance shall be maintained by the Department concerned.

Condonation of shortage of attendance to a maximum of 10% in the case of single condonation and 20% in the case of double condonation in a semester shall be granted by University on remitting the required fee. Benefits of attendance may be granted to students who attend the approved activities of the college/university with the prior concurrence of the Head of the institution. Participation in such activities may be treated as presence in lieu of their absence on production of participation/attendance certificate (within two weeks) in curricular/extracurricular activities (maximum 9 days in a semester). Students can avail of condonation of shortage of attendance in a maximum of four semesters during the entire programme (Either four single condonations or one double condonation and two single condonations during the entire programme). If a student fails to get 65% attendance, he/she can move to the next semester only if he/she acquires 50% attendance. In that case, a provisional registration is needed. Such students can appear for supplementary examination for such semesters after the completion of the programme. Less than 50% attendance requires Readmission. Readmission is permitted only once during the entire programme.

Grace Marks: Grace Marks may be awarded to a student for meritorious achievements inco-curricular activities (in Sports/Arts/NSS/NCC/Student Entrepreneurship) carried out besides the regular hours. Such a benefit is applicable and limited to a maximum of 8 courses in an academic year spreading over two semesters. In addition, maximum of 6 marks per semester can be awarded to the students of UG Programmes, for participating in the College Fitness Education Programme (COFE).

EVALUATION AND GRADING

Mark system is followed instead of direct grading for each question. For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given in Annexure-1

Course Evaluation

The evaluation scheme for each course shall contain two parts:

- 1) Internal assessment and
- 2) External examination

20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

Internal Assessment

20% of the total marks in each course are for internal examinations. The marks secured for internal assessment only need to be sent to University by the colleges concerned.

The internal assessment shall be based on a predetermined transparent system involving written tests, assignment, seminar and class room participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of Practical Courses.

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude.

Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken)

For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one shall be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

The Split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

Split up of marks for Class Room Participation:

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
$50\% \leq \text{CRP} < 75\%$	1	1
$75\% \leq \text{CRP} < 85\%$	2	2
85 % and above	4	3

Internal Assessment for SDE/Private Registration: Regarding internal component, the student will have to attend a fill in the blank type/multiple choice type examination of 20 marks along with the external examination in SDE mode. The attendance component of internal marks is not mandatory for such students.

External Evaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80 marks (The pattern is given in the Annexure III). The open courses with 2/3 credits will have an external examination of 2 hours duration with 40 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks.

The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva shall be conducted by one external examiner appointed by the University and one internal examiner from the concerned institution. (Guidelines are given in the Annexure II).

After the external evaluation only marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG 2019.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

10. INDIRECT GRADING SYSTEM

Indirect grading System based on a 10-point scale is used to evaluate the performance of students.

Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I or Ab) to that course by the method of indirect grading (Annexure I).

An aggregate of P grade (after external and internal put together) is required in each course for a pass and also for awarding a degree (A minimum of 20% marks in external evaluation is needed for a pass in a course. But no separate pass minimum is needed for internal evaluation). No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed. Also the aggregate mark of internal and external is not displayed in the grade card.

A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that

semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula:

Sum of the credit points of all courses in a semester

SGPA =

Total credits in that semester

The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

Total credit points obtained in six semesters

CGPA =

Total credits acquired (120)

SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (cumulative grade) for the entire programme shall be awarded to a student depending on her/his CGPA (Annexure-I)

Guidelines for the Evaluation of Projects

PROJECT EVALUATION

1. Evaluation of the Project Report shall be done under Mark System.
2. The evaluation of the project will be done at two stages: Internal Assessment (supervising teachers will assess the project and award internal Marks)
External evaluation (external examiner appointed by the University)
Marks secured for the project will be awarded to candidates, combining the internal and external Marks
2. The internal to external components is to be taken in the ratio 1:4.
Assessment of different components may be taken as below.

<i>Internal (20% of total)</i>	
<i>Components</i>	<i>% of Marks</i>
Punctuality	20

Use of Data	20
<i>Internal (20% of total)</i>	
<i>Components</i>	<i>% of Marks</i>
Punctuality	20
Use of Data	20
<i>Internal (20% of total)</i>	
<i>Components</i>	<i>% of Marks</i>
Punctuality	20
Use of Data	20
Viva-Voce	
50	

4. External Examiners will be appointed by the University from the list of VI semester Board of Examiners in consultation with the Chairperson of the Board.
5. The chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
6. Internal Assessment should be completed 2 weeks before the last working day of VIth semester.
7. Internal Assessment marks should be published in the department.
8. In the case of courses with practical examination, project evaluation shall be done along with practical examinations.
9. Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.
2. PASS CONDITIONS-

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
2. The student should get a minimum of 40 % marks of the aggregate and 40% separately for ESE for pass in the project.
3. There shall be no improvement chance for the Marks obtained in the Project Report.
4. In an instance of inability of obtaining a minimum of 40% marks, the project work may be re- done and the report may be re-submitted along with subsequent exams through parent department, as per the existing rule of the University examinations.

B.A. Multimedia

CORE PROGRAMMES SYLLABUS

FIRST SEMESTER				
Course code	A01 Common Course 1			
Name of the course	Common English Course I			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
01		3	4	75 (Internal 15+ External 60)

2.

FIRST SEMESTER				
Course code	A02 Common Course 2			
Name of the course	Common English Course II			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
02		3	5	75 (Internal 15+ External 60)

FIRST SEMESTER				
Course code	A07 Common Course 3			
Name of the course	Additional Language Course I - A07 (3)			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
03		4	5	100 (Internal 20+ External 80)

4. Core Course 1 – BMM1B01 –Introduction to Digital Media

FIRST SEMESTER				
Course code	BMM1B01 Core Course 1			
Name of the course	Introduction to Digital Media			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
01	CORE	4	5	100 (Internal 20+ External 80)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basics of Multimedia	10	U	C	PO1	PSO3
CO2	Understand the basic things of Computers	18	U	C	PO1	PSO3
CO3	Understand about Digital Media	17	U	C	PO1	PSO4
CO4	Understand about digital media streaming in current situation	17	U	C	PO1	PSO4
CO5	Understand about New Media Technologies	18	U	C	PO1	PSO3

Module 1: Multimedia- Elements of Multimedia, Features of Multimedia system, Applications of Multimedia. Multimedia file formats. Multimedia applications in business, education and entertainment.

Module 2: Types of computers- Desktop computers, Workstations, Notebook, Tablets, Handheld computers, Smartphones. Computer basics- Hardware- Processor, Memory, Input/output devices and Storage devices. Software- Applications software, PC Operating systems – Types of operating

systems- DOS, Windows, MAC, Linux, Unix. Computer networks Network topologies. Basics of Internet- Browser, Search Engines, Server, Cloud Computing, Email.

Module 3: Media and Digital Technologies- Digital Environment, New and Old Media, Communication revolution and new media – Networked society – New media and public sphere. Analogue and digital information, Digital Media- characteristics of digital media, Forms of digital media. Emerging Technologies- Virtual reality, augmented reality, Mixed reality.

Module 4: Basics of digital radio- IBOC (In-Band On-Channel), DAB (Digital Audio Broadcasting), ISDB-TSB (Integrated Services Digital Broadcasting-Terrestrial Sound Broadcasting), and DRM (Digital Radio Mondiale)- Internet Radio. Basics of digital television (DTV)-Interactive television, IPTV, Process of webcasting. Streaming Media Services- Netflix, Amazon Instant Video, Vudu, Hulu, Hotsar, Xfinity. Digital Cinema- UFO Moviz, Qube Cinema, IMAX.

Module 5: New media- Websites, Blogs, Social media, Streaming audio and video, Chat rooms Email, Online communities, Mobile apps. Mobile communication protocols-CDMA, GSM, WLL, GPRS. Mobile Operating systems- Android, iOS, Windows, Blackberry OS, Symbian OS. Digital journalism – Open source journalism, Participatory journalism, Citizen Journalism, News portals.

Continuous assessment (internal): One class tests and assignments

2. Complementary Course I- JOU1C04- Introduction to Mass Media

FIRST SEMESTER				
Course code	JOU1C04 Complimentary Course 2			
Name of the course	Introduction to Mass Media			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
02	Complimentary	3	3	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the nature and features about Mass communication	8	U	C	PO1	PSO3
CO2	Understand the basic characteristics of Print media and Digital Media	12	U	C	PO1	PSO3
CO3	Understand the basic characteristics of Electronic Media	9	U	C	PO1	PSO3
CO4	Understand about the History and Evolution of Internet and Online media	13	U	C	PO1	PSO3
CO5	Understand about the important rules and regulation of Media in Indian Constitution	9	U	C	PO1	PSO3

Module I: Fundamentals of Communication

Definitions of communication - elements of communication - types of communication - nature and characteristics of mass communication - functions and dysfunctions of mass media - types of mass media.

Module II: Print Media

Definitions, characteristics and types of newspapers, magazines and books - online newspapers - magazines and books in the digital age -Scope and limitations of print media.

Module III: Electronic Media and Film

Characteristics and functions of radio and television – strengths and limitations of radio and television – organizational structure of radio and television – film as a medium – new trends in electronic media and film.

Module IV: New Media

History and evolution of the Internet - characteristics and emergence of new media - online media: social networks, blogs, vlogs, podcast, news portals.

Module V Freedom of the press

Freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation – Right to Information Act

Reading List:

1. Joseph R. Dominick: 'The Dynamics of Mass Communication'. McGraw Hill, New Delhi.
 2. Agee, Ault and Emery: 'Introduction to Mass Communications', Harper and Row, New York, 1985.
 3. Joseph A. Devito: 'Communicology: An Introduction to the Study of Communication'. Harper and Row, New York, 1978.
 4. Keval J. Kumar: 'Mass Communication in India', Jaico Publishing House, New Delhi, 2005.
 5. Uma Joshi: 'Text Book of Mass Communication and Media', Anmol Publications, New Delhi, 1999. [Type text]
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6. James Watson and Anne Hill: 'A Dictionary of Communication and Media Studies', Edward Arnold, London, 1993.
 7. Denis McQuail: 'McQuail's Mass Communication Theory', Vistaar Publications, New Delhi, 2005.
 8. Denis / DeFleur, 'Understanding Mass Communication', Goyl Saab, New Delhi, 1991.
 9. O.M Gupta and Ajay S Jasra: 'Internet Journalism in India', Kanishka Publishers, New Delhi, 2002.
 10. John Pavlik: 'Journalism and New Media'.
 11. Jason Whitaker: 'The Internet, The Basics.'

Complementary CourseII

FIRST SEMESTER				
Course code	BVC1C02 Complimentary Course 2			
Name of the course	INTRODUCTION TO VISUAL COMMUNICATION			
Course No	Course Category	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)

	Core/Compli/ Elective			
03	Complimentary	3	3	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand thebasics of Visual Communication	13	U	C	PO1	PSO3
CO2	Understand the basic Principles and Theories in Visual Communication	12	U	C	PO1	PSO3
CO3	Understand the aesthetics of Visual Communication	9	U	C	PO1	PSO3
CO4	Understand about the applications and importance of Visual Communication	8	U	C	PO1	PSO3

BVC1C02 INTRODUCTION TO VISUAL COMMUNICATION
(Semester I Contact Hours 3 Credits 3)

Module I: Visual Communication (12 Hours)

Introduction to communication studies; visual communication and its fundamental principles; history and development of visual arts and communication; visual communication and visual culture. What is visual media? types of visual media – folk and performing art forms, theatre, drawing, painting, photography, film and television. New media and multimedia products.

Module II: Elements and Principles of Visual Composition (14 Hours)

Visual elements – dot, line, shape, form (mass, volume,), space, texture,

colour. Principles of composition: balance, contrast, movement, emphasis, pattern, proportion, unity (symmetry, order, rhythm and harmony) etc. spatial relationships, compositions in 2- and 3-dimensional space, the structure of appearance.

Module III: Sensual and Perceptual Theories (12 Hours)

Sensual and perceptual theories of visual communication. What the brain sees: colour, form, depth, and movement. Visual messages and viewers' meaning making process – perception, visual thinking/visualization. Practice of looking: images, power, and politics.

Module IV: Visual Culture (10 Hours)

The visual media and the public sphere; global flow of visual culture. Potential of visual media in the field of education. Visual media tools and technologies for instruction. Visual literacy and education.

READING LIST:

1. Lester E, Visual Communication: Image with Messages, 2000.
2. Bo Bergstorm, Essentials of Visual Communication, Laurence king, 2009.
3. John Berger, Ways of Seeing, Penguin, London, 2009.
4. *History of Visual Communication*,
www.citrinitas.com/history_of_viscom/>

SEMESTER II

1. A03 Common Course -Common English Course III

SECOND SEMESTER				
Course code	A03 Common Course			
Name of the course	Common English Course III			
Course No	Course Category Core/Compli/	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)

	Elective			
01	CORE	4	4	100 (Internal 20+ External 80)

2. A04 Common Course -Common English Course IV

SECOND SEMESTER				
Course code	A04 Common Course			
Name of the course	Common English Course IV			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
02	CORE	4	4	100 (Internal 20+ External 80)

3. A08- Common Course -Additional Language Course II A08 (3)

SECOND SEMESTER				
Course code	A08- Common Course			
Name of the course	Additional Language Course II -A08 (3)			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
03	CORE	4	5	100 (Internal 20+ External 80)

SECOND SEMESTER				
Course code	BMM2B02 Core Course 2			
Name of the course	Creativity and Design Skills			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
04	CORE	4	5	100 (Internal 20+ External 80)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	To develop their artistic perception by understanding the basic elements of art	6	C	C	PO1	PSO 1
CO2	Develop the designing skill in vector and raster software's	10	C	C, P	PO1	PSO 1
CO3	Understand the history of typography and font designing	8	U	F	PO1	PSO 1
CO4	To understand the traditional technology of drawing	8	U	C, P	PO1	PSO 1
CO5	Practise the drawing activities of human and animal anatomy	4	Ap	P	PO1	PSO 1

4. Core Course2-BMM2B02 -Creativity and Design Skills

Unit1. Fundamentals of Art, Brief history of Arts, classical Art, Modern Art, contemporary Art, Folk Art and Renaissance.

Unit 2. Creativity: Creative skills; Creativity factors-imagination and visualization; Tools of creativity; art and science of creativity. Design skills: concept of design; design principles; traditional and modern designs.

Unit 3. Drawing skills; basic drawing skills; drawing living and non-living objects; drawing backgrounds; adding depth and perspective; use of Colors and tones; Colour sense.

Unit 4. Colour theory -RGB-RYB-CMYK-primary colours-secondary colours-tertiary colours -Ink colours-tint-shades- Practical Colour mixing-Colour making-applying Colours-Colour wheel - cool Colours-Warm Colour-making tints-making shades about black and white.

SECOND SEMESTER				
Course code	JOU2C04 Complimentary course 3			
Name of the course	Newspaper Journalism			
Course	Course	Number	Number of hours	Total marks

No	Category Core/Compli/ Elective	of Credits	of Lectures/week	(Int+Ext)
05	Complimentary	3	3	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	To develop the learner into competent and efficient News Media & Entertainment Industry ready professionals.	6	C	C	PO2	PSO 1
CO2	To empower learners by communication, professional and life skills.	10	C	C, P	PO1	PSO 2
CO3	To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.	8	U	F	PO1	PSO 1
CO4	To imbibe the culture of research, innovation, entrepreneurship and incubation	8	U	KC, C, P	PO3	PSO 1
CO5	To inculcate professional ethics, values of Indian and global culture	4	Ap	P	PO5	PSO 2
CO 6	To prepare socially responsible media academicians, researchers, professionals with global vision.	4	C	C,P	PO 1	PSO 1

5. Complementary course 3: JOU2C04 Newspaper Journalism

Module I: Introduction to Journalism

What is journalism? - Principles and functions of journalism - journalism as a profession - role and responsibilities of a journalist - ethics of journalism.

Module II: Newspaper Organization

Organizational structure of a newspaper: business, mechanical and editorial departments - editorial hierarchy -responsibilities and qualities of chief editor, news editor, chief sub-editor, bureau chief, reporters - freelance journalism.

Module III: Newspaper Content

Contents of a newspaper - definition and types of news - news determinants - features - editorial - interviews - reviews - cartoons - columns - readers' letters.

Module IV: News Reporting

Reporting practices - news story structure - inverted pyramid style - hour glass style - lead and body - beats - press conferences - meet the press - news releases - news sources - principles of reporting.

Module V: News Editing

Principles of editing - role and responsibilities of a sub-editor - editing process - headlines and headlining - newspaper layout and design - style book - typesetting and printing methods: DTP and offset printing.

Reading list

1. K.M Shrivastava: 'News reporting and editing', Sterling publishers Pvt. Ltd.
2. M.V Kamath: 'Professional Journalism', Vikas publishing House.
3. Vir Bala Aggarwal: 'Essential of Practical Journalism', concept publishing Company.
4. Bruce Itule, and Douglas Anderson: 'News Writing and Reporting for Today's Media', McGraw Hill.
5. Julian Leiter, 'The Complete Reporter', Macmillan.
6. Harold Evans, 'Newsman's English' William Hainemann Ltd.

SECOND SEMESTER				
Course code	BVC2C02 Complimentary course 4			
Name of the course	INTRODUCTION TO CINEMA			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
06	Complimentary	3	3	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	understanding of film as a narrative medium	6	C	C	PO1	PSO 1
CO2	develop a broadly interdisciplinary approach to an	10	C	C, P	PO1	PSO 1

	understanding of film and its role in society					
CO3	Understand the history of international cinema and be able to use that history to provide context for other works they encounter	8	U	F	PO1	PSO 1
CO4	Develop students in employing theoretical and disciplinary tools in the analysis and assessment of film and filmic images	8	U	C, P	PO1	PSO 1
CO5	Develop basic competence in some format associated with visual media—digital video, digital music, screenwriting, photography, or animation	4	Ap	P	PO1	PSO 1
CO 6	developing critical responses to cinematic work based upon aesthetic or cultural values other than the entertainment model that dominates the mainstream Hollywood distribution system	5	U, E	P	PO 1	PSO 7

6. Complementary course 4: BVC2C02 INTRODUCTION TO CINEMA

Module 1. (12 Hours)

A brief history - Lumiere Brothers, the era of silent movies, evolution of sound films,; the major cinema movements - German expressionism, Soviet montage, Italian neo-realism, French new wave, Latin American cinema, Hollywood cinema, Japanese cinema, African cinema and Indian cinema.

Module 2. (14 Hours)

Film terminology; characteristics, potentials and limitations of cinema; types of films - feature films, documentaries, short films, animations and others; cinema today-Hollywood, Bollywood and South India. Defining film and film language - shot, scene, sequence, screenplay; cuts and transitions, mis-en-scene and montage.

Module 3. (12 Hours)

Pre-production - idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals; production - indoor, outdoor, sets; art and cast; basics of cinematography: camera movements, camera viewpoints, camera distances; lighting, postproduction - logging, shot

assembly, dubbing and commentary recording, editing, marketing and distribution.

Module 4. (10 Hours)

A comprehensive overview of Malayalam Cinema.

READING LIST

Books for Reference

1. Virginia Wright Wexman, A History of Film. 6th edition.
2. Jareck KUPSC. The History of Cinema for beginners.
3. J. Dudley Andrew, Major Film Theories, An Introduction.
4. James Monaco, How to Read a Film, 3rd Edition.
5. Tom Holden, Film Making.
6. Meena T Pillai, (ed.) Women in Malayalam Cinema, Orient Blackswan, 2010.
7. Gopinath,. ed. Film and Philosophy, Calicut University, 2008.
8. Rajadhyaksha, Ashish, et al. Encyclopedia of Indian Cinema. New (rev. ed.) London: British Film Institute, 1999.

SEMESTER III

1. General Course 1: A 11-Basic Mathematics for Media Arts

THIRD SEMESTER				
Course Code	A 11 – General course 1			
Name of The Course	-Basic Mathematics for Media Arts			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
1	Core	4	4	100 (Internal 20 + External 80)

2. General Course 2: A 12-General Informatics & Instrumentation

THIRD SEMESTER				
Course Code	A 12			
Name of The Course	General Informatics & Instrumentation			
Course No.	Course Category	Number of	Number of hours	Total marks (Int+Ext)

	Core/Compli/ Elective	Credits	of Lectures/week	
2	Core	4	4	100 (Internal 20 + External 80)

THIRD SEMESTER				
Course Code	BMM3B03			
Name of The Course	MediaPublishing -Core Course 3			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
3	Core	2	2	75 (Internal 15 + External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basics of Printing	10	U	C	PO1	PSO1 PSO6 PSO7
CO2	Understand the basic things of Typography	18	U	F	PO1	PSO3 PSO6
CO3	Practical study of Adobe InDesign software	17	C	P	PO1,PO3	PSO4
CO4	Understand different types of Printers and	17	Ap	F	PO1	PSO4

	its uses					
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3. Core Course 3: BMM3B03- Media Publishing

Unit 1. Introduction to Printing Technology: Printing Industry- Organization. Introduction to major printing process: Letter Press-Relief Printing, Intaglio prints, Screen Printing. Printing technologies and trends.

Unit 2. Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Text; symbols and icons; mapping text across platforms. Print page features and applications; creating text, editing and formatting text; Text as objects text wraps .Illustrations and Images, using and transforming graphics; creating PDF documents; data merger;

Unit 3. Adobe In Design features and applications, Pages, web documents, Colour Processing, Master page Settings, spreads, paste boards. Lay out designing-Principles of page makeup, mechanics of dummies, positioning, vertical and horizontal makeup and flexibility, Pre-press Production, text and graphics management, Exporting PDF and Other Production Formats.

Unit 4. Printing Production: Colour separation procedures. Types of Printers, Creating books; printing chapters; library; indices; table of contents; form and form controls; meta tags.

Continuous assessment (Internal): One class tests/assignments

THIRD SEMESTER				
Course Code	BMM3B04			
Name of The Course	Computer Graphics- Core Course 4			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
4	Core	2	1	75 (Internal 15 + External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basics of theories, principles and applications in Graphic Design	5	U	C	PO1	PSO1 PSO3 PSO6
CO2	Understand different types of papers, printing techniques, basics of UI/UX design and Corporate Identity designs	4	U	C	PO1	PSO1 PSO3
CO3	Practical study of Adobe Illustrator software	4	C	P	PO1,PO3	PSO4
CO4	Practical study of Adobe Photoshop software	4	C	P	PO1,PO3	PSO4

4. Core Course 4: BMM3B04-Computer Graphics

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design, way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour;

Unit 2 Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout-Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding-Types of Binding, Type of Folds; Stationary designs-Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 3: Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

Unit 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging-file formats, scanning, resizing and resampling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrance and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Continuous assessment (Internal): One class tests/assignments

THIRD SEMESTER				
Course Code	BMM3B05			
Name of The Course	Digital Photography- Core Course 5			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
5	Core	2	1	75 (Internal 15 + External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the theoretical background required for understanding the visual perception and the concepts behind vision. Understand the history behind the evolution of photography	5	U	C	PO1	PSO1 PSO3 PSO5

CO2	Understand the techniques behind the usage of a still camera and its functions.	4	U	P	PO1	PSO1 PSO3 PSO5
CO3	Understand the importance of compositing and focusing a frame	4	C	P	PO1	PSO5
CO4	Practical study about the importance of Lighting in Photography	4	C	P	PO1	PSO4 PSO5

5. Core Course 5: BMM3B05 -Digital Photography

Unit 1. History of Photography; role of Photography in communication and journalism; nature, scope and functions of Digital Photography; Types of photography - portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports. Difference between analogue and digital photography. Qualifications and responsibilities of photojournalists-sources, covering issues, writing captions and cut lines for photo; legal and ethical aspects of Digital Photography.

Unit 2. Understanding the camera—types of camera, lens, films and filters. Mobile camera—point and shoot, SLR, built-in-digital and digital backs. Holding the camera—using tripods and monopods. Common camera controls—white balance, shift, bracketing, Colour temperature, light, shutter speed, aperture, ISO, ASA, DIN, Relationship between light, shutter speed, aperture and ISO. Camera file formats, storing and archiving data.

Unit 3. Rules of Composition- Rule of Thirds, Balancing elements, Leading lines, Symmetry and Patterns, Viewpoint, Background, Depth, Framing, Cropping, Focusing.

Unit 4. Lighting sources—ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting. Artificial light. Choosing the right Colour, moving camera and subject; high shutter speed and low shutter speed; high

key and low key lighting. Frozen picture; movement in picture; control of lighting conditions. Colour difference in relation to shutter speed; shallow depth of field and deep depth of field; varying ISO for getting more depth.

Continuous assessment (Internal): Two class tests/assignments

6. Core Course 6: Media Publishing & Computer Graphics (Practical)

THIRD SEMESTER				
Course Code	BMM3B06			
Name of The Course	Media Publishing (Practical) Computer Graphics (Practical) Core Course 6			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
6	Core	2	3	75 (Internal 15 + External 60)

7. Core Course 7: Digital Photography (Practical)

THIRD SEMESTER				
Course Code	BMM3B07			
Name of The Course	Digital Photography (Practical) Core Course 7			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
7	Core	2	2	75 (Internal 15 + External 60)

8. Complementary course 5 :JOU3C04 Television Journalism

THIRD SEMESTER	
Course Code	JOU3C04
Name of The	Television Journalism- Complimentary course 5

Course				
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
8	Complementary	3	4	75 (Internal 15 + External 60)

CO	CO Statement	Hrs.	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basics functions and programs in a Television News channel	11	U	C	PO1	PSO1 PSO6
CO2	Understand the basics of news reporting and the techniques used in TV news reporting	14	U	C	PO1 PO4 PO5	PSO1 PSO6
CO3	Understand the structure of Television news	12	U	P	PO1	PSO1 PSO6
CO4	Understand about the functions of PCR Room	9	U	P	PO1	PSO1 PSO6
CO5	Understand about different TV news program functions like Interviews, Debates etc.	12	U	C	PO1 PO4	PSO1 PSO6
CO6	Understand the basic qualities needed for a TV anchor.	10	U	C	PO4	PSO1 PSO6

Module I: Television News Channel

Organizational structure of a television news channel; bureau and desk operation; television news terminology

Module II: Television Reporting

Qualities and responsibilities of a television reporter; news formats - O-C, O-C VO, O-C VO SOT, O-C Graphics, O-C SOT, O-C Live, O-C Phono and O-C Package; ENG and DSNG; Piece To Camera (PTC) – stand-up, stand-up close, stand-up open and signature line, Live news reporting – straight-up live, live with interview, live with SOT, live with VO, live with VOSOT and live with package; breaking news; techniques of live telecast

Module III: Television News Structure

Headlines, teaser and teller leads, body and tag; subbing reporters', news agency and citizen journalists' copies; writing voice-over; studio package; rundown preparation TV news language, ingredients of TV newscast

Module IV: Production Control Room (PCR) operation

Role and responsibilities of producer, news editor, assignment editor, visual editor and graphics editor

Module V: Television Interviews

Opinion interview, information interview, news interview, filed interview, vox pop and personality interview, interviewing techniques; panel discussion, News based programmes- debates, satirical programmes etc.

Module VI: Television News Anchoring

Qualities of a news anchor; aesthetics of presentation – speed, breath, gesture, posture, facial expressions, pitch, pace, pause and duration

Books for Reference

1. Ivor Yorke, Television News, Focal Press
2. Zettl, Television Production Handbook, Wadsworth
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142

3. Andrew Boyd, Broadcast Journalism, Techniques of Radio and Television News, Focal Press
4. Ted White, Broadcast News Writing, Reporting and Production
5. Gerald Millerson, Effective TV Production

6. Browssard and Holgate, Broadcast News

7. Fletcher, Professional Broadcasting

Books for Further Reading

1. Eric K. Gormly, Writing and Producing Television News, Surjeet Publications

2. Robert L. Hilliard, Writing for Television, Radio, and New Media, Wadsworth, 2004

3. Rick Thompson, Writing for Broadcast Journalism, Routledge.

THIRD SEMESTER				
Course Code	BVC3C02 Complimentary course 6			
Name of The Course	SCRIPTING AND STORY BOARDING			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
9	Complementary	4	4	75 (Internal 15 + External 60)

CO	CO Statement	Hrs.	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the art and craft of script writing for television, cinema and documentary films.	17	U	C	PO1	PSO1 PSO5 PSO6
CO2	Understand the elements, structure and layout of script.	17	Ap	P	PO1	PSO1 PSO5
CO3	Understand the procedure and different stages in script writing	17	U	P	PO1,PO4	PSO5
CO4	Understand and Analyze script for	17	An	P	PO1,PO4	PSO5

	different genres					PSO7
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(Semester III Contact Hours 4 Credits 3)

Learning Objective: To understand the theoretical and practical aspects of scripting and story boarding.

Learning Outcome: Students shall be able to acquire skills required for writing scripts and preparing story boards for visual media production.

Module 1. (14 Hours)

What is a script?- types of scripts – documentary, short films, featurefilms, advertisement, sports, educational, corporate presentations. Qualities of a good script writer . Elements of scriptwriting – structure, clarity, coherence, flow of ideas, interest. Stages of scripting - idea, concept, story, screenplay, shooting script, storyboard. Writing the proposal outline .Writing treatment.

Module 2. (20 Hours)

Basic elements of a story. Key elements of a good script: Scene heading, action, parenthetical, character, dialogue, setting. Three act dramatic structure. Theme, plot, conflict. Character development. Dialogues and action. Shooting script & story board.

Module 3. (20 Hours)

Documentary script writing - Relation between narration and visuals. The art of writing for films, Fundamentals of film screen writing. Pitching a story (includes shot, scene, sequence), identifying the beginning, middle & end of the story, first draft, final draft. Script layout: screen play one page and split page.

Module 4. (10 Hours)

Choosing the genre: EvenV, drama, action adventure, suspense thriller, romance, comedy, crime detective mystery, road movie, film noir, etc.

Practical: Write a script and prepare the story boards for any of the following:

short fiction, educational documentary, advertisement, television programme, TV game show, multimedia presentation, TV commercial, news programme.

Duration: 5 minutes. Maintain the final draft.

READING LIST:

1. Allan Rosenthal. Writing, Directing and Producing Documentary

Films.Southern Illinois University Press, 1990.

2. Gerald Kelsey, Writing for Television, A and C Black, London, 1990.

3. J. Michael Stracynski, The Complete Book of Script writing:

Television, Radio, Motion Pictures, The Stage Play, Writers' Digest

Books, 1982.

SEMESTER IV

1. General Course 3- A 13-Media Management

FOURTH SEMESTER				
Course code	A 13			
Name of the course	-Media Management- General Course 3			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
01	Core	4	4	100 (Internal 20+ External 80)

2. General Course 4-A 14-Evolution of Media Technology

FOURTH SEMESTER				
Course code	A 14			
Name of the course	Evolution of Media Technology- General Course 4			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
02	Core	4	4	100 (Internal 20+ External 80)

FOURTH SEMESTER				
Course code	BMM4 B08 Core course 8			
Name of the course	INTRODUCTION TO CINEMATOGRAPHY			
Course No	Course Category	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)

	Core/Compli/ Elective			
03	Core	2	2	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Analyze a screenplay from the perspective of a cinematographer.	6	An	C	PO2	PSO 1
CO2	Utilize color correction tools to achieve the cinematographer's visual goals	10	Ap	C, P	PO1	PSO 4
CO3	Demonstrate safe and effective use of a wide array of professional camera, lighting and grip systems, and utilize these tools effectively in the production of several short projects.	8	C	F	PO1	PSO 3
CO4	Maintain a consistent look for each short film, and manage the look throughout each step of the production process	8	E	C, P	PO1	PSO 1
CO5	Utilize a production workflow that allows the creative team to maintain control over the image through all phases of production, from principal photography through to final distribution.	4	Ap	P	PO1	PSO 1
CO 6	Demonstrate the ability to collaborate with a director and a crew in a high-pressure creative environment.	5	C	P	PO3	PSO 7

3. Core Course 8-BMM4B08- Introduction to Cinematography

UNIT 1: 5 C's of cinematography (camera angles, continuity, cutting, close - ups & composition). Fundamentals of handling video camera systems – lenses, recorders, tripods/pedestals, dollies, cranes, cables, camera mounting and balance, Balancing camera in hands and on shoulders; Shallow focus and deep focus; camera movements pan; tilt; zoom; track; crab.

UNIT 2: Shot types, Shot composition; Proportion; Rule of thirds; Framing; Pictorial balance; Continuity; Light positions; Taking different shots to convey idea(s), meaning and relationships; Master shots/establishing shot; Point of view shots; Cut-away shots; Retakes.

UNIT 3: Camera Lenses- aperture, focal length, lens angle and image size; Video gain; Exposure, Colour balance; DV Cam, HD, 2K, 4K, Video signals – composite, component – DVI, VGA, HDMI, SDI; Video recorders; Choosing the correct focal length - Zoom lenses; Camera Control Units (CCU); Camcorders.

UNIT 4: Lighting; natural light and created light; Basic light sources: key light, fill light and back light. Shading devices; Filters: Reflectors; Diffusers; Umbrellas; Light meters; matching outdoor-and indoor-light. Lighting techniques to create mood, time period and special effects.

FOURTH SEMESTER				
Course code	BMM4B09 Core course 9			
Name of the course	– Fundamentals of Web Designing			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
04	Core	2	2	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the history of internet	6	C	C	PO1	PSO 6
CO2	Understand how the internet is working and needs of internet in daily life	10	C	C, P	PO1	PSO 1
CO3	Understand the Business culture and advanced design aspects	8	U	F	PO1	PSO 3
CO4	Understand the World Wide Web and how the information travelling over the internet	8	U	C, P	PO1	PSO 5
CO5	Learn html codes to develop the advanced and responsive web design	4	Ap	P	PO1	PSO 1
CO 6	Learn a popular web site development software for creating web sites using different multimedia elements and publish the sites	4	Ap,C	P	PO 1	PSO 7

4. Core course 9- BMM4B09 – Fundamentals of Web Designing

Unit 1 : The internet : Introduction – internet defined – internet history – the way the internet works –Internet services, World Wide Web– Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

Unit 2 : Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes, Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non- Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related

tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design – Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage – creating WebPages to suit client needs. Web writing styles – web presentation outline, design and management.

Unit 4: An Introduction to Cascading Style Sheets –Structure of CSS- Creating Internal and - Using an External Style Sheet –Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

5. Core Course 10 – BMM4B10- Introduction to Cinematography (Practical)

FOURTH SEMESTER				
Course code	Core Course 10 – BMM4B10			
Name of the course	- Introduction to Cinematography (Practical)			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
05	Core	2	2	75 (Internal 15+ External 60)

6. Core Course 11 – BMM4B11- Fundamentals of Web Designing (Practical)

FOURTH SEMESTER				
Course code	Core Course 11 – BMM4B11			
Name of the course	Fundamentals of Web Designing (Practical)			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)

06	Core	3	2	75 (Internal 15+ External 60)
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FOURTH SEMESTER				
Course code	JOU4C04- Complimentary course 7			
Name of the course	Digital Journalism			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
07	Complimentary	3	4	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	To develop the learner into competent and efficient News Media & Entertainment Industry ready professionals.	6	C	C	PO1	PSO 3
CO2	To empower learners by communication, professional and life skills.	10	C	C, P	PO1	PSO 5
CO3	To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.	8	U	F	PO1	PSO 6
CO4	To imbibe the culture of research, innovation, entrepreneurship and incubation	8	U	KC, C, P	PO1	PSO 1
CO5	To inculcate professional ethics, values of Indian and global culture	4	Ap	P	PO1	PSO 1
CO 6	To prepare socially responsible media academicians, researchers, professionals with global vision.	5	Ap,C	P	PO 1	PSO 2

7. Complementary course 7: JOU4C04- Digital Journalism

Module I: Digital Media

Evolution of digital media – types of digital media - characteristics of digital media - World Wide Web - Web pages - e-groups - e-governance – online advertisements.

Module II: Digital Journalism

Features of online journalism - hypertext, multimedia, interactivity, instant feedback, and absence of gate keeping. Online aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks

Module III: Digital Reporting

Online reporting characteristics, tools, skills, strengths and limitations – mobile journalism - citizen journalism- portals; blogging – podcasting – vodcasting - microblogging.

Module IV: Issues in digital Journalism

Media convergence – cyber culture – subjectivity – cyber crime and related regulations – cyber ethics.

Module V: Digital Content Development

Definition and types - objectives in online content development - guidelines for effective writing - prewriting, writing and re-writing – qualities of a successful content developer.

Module VI: Data Journalism

Introduction to data – types of data – big data – online data sources – data journalism skills and tools for data journalists – sourcing, filtering, managing and visualising data. journalism skills and tools for data journalists – sourcing, filtering, managing and visualising data.

Books for Reference:

1. Tapas Ray, *Online Journalism: A Basic Text*, Cambridge University Press.
2. Andy Bull, *Multimedia Journalism A Practical Guide*, Routledge – London.
3. Jonathan Gray, Miliana Bounegru, & Lucy Chambers (Eds.), *The Data Journalism Handbook*, www.datajournalismhandbook.org/1.0/en/

4. Mark Briggs, *Journalism 2.0. How to Survive and Thrive*, www.scholarcommons.usf.edu
5. Andrew Dewdney and Peter Ride, *The New Media Handbook*.
6. Jason Whittaker, *The Cyberspace Handbook*.
7. Sunil Saxena, *Breaking News*, , Tata McGraw-Hill.
8. Gordon H, Mills & John A. Walter, ' *Technical Writing*'.

Books for Further Reading

1. James Curran, *Media and Power*.
2. Brian Winston, *Media, Technology and Society*.
3. Mike Ward, *Journalism Online*.
4. Kenneth C. Killebrew, *Managing Media Convergence*.

FOURTH SEMESTER				
Course code	BVC4C02- Complimentary course 8			
Name of the course	E-CONTENT DEVELOPMENT			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
08	Complimentary	3	4	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basic concepts of instructional design	6	C	C	PO1	PSO 1
CO2	Understanding different learning theories	10	C	C, P	PO1	PSO 7
CO3	Associate the basics concepts of technical and its importance in electronic education.	8	U	F	PO1	PSO 4
CO4	Understanding different instructional design software	8	U	KC, C, P	PO1	PSO 4

8. BVC4C02 E-CONTENT DEVELOPMENT.

(Semester IV Contact Hours 4 Credits 3)

Module 1. Introduction to E-Content Development: (10 Hours)

Definitions of e-content. Types of e-content. Examples of e-content. Scope and career opportunities in e-content development.

Module 2. Introduction to Instructional Design and Learning Theories: (12 Hours)

Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

Module 3. Basics of E-Content Development: (18 Hours)

Learner needs analysis, design document, course map, writing learning objectives, content analysis, content chunking, working with SMEs. Storyboarding for e-content. The e-content development cycle. Econtent development tools. Multimedia elements: working with graphics, animation, narration and audio. Technical considerations: introduction to LMS, LCMS, SCORM and AICC.

Module 4. Instructional Strategy for E-content Development: Learner Engagement: (20 Hours)

Engaging learners through interactivity, branching, visualization of content. Types of interactivity for e-content: point and click, drag and drop, text-input, match, system process simulations. Presentation strategy: scenario-based learning, game-based learning, virtual coaches and avatars. Assessments: types of assessment, types of feedback, monitoring the learner's progress through CYUs and self-assessments

Module 5. Different ways of delivering e-content: (4 Hours)

Synchronous versus asynchronous Practicals — E-Content Development Tools

Basics of Web programming using HTML

Creating e-content with Adobe Articulate

Creating e-content with Adobe Captivate

READING LIST

1. Ruth C. Clark & Richard E. Mayere, E-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning, Pfeiffer, 2011.

2. Julie Dirksen, Design For How People Learn, New Riders Publishing,2011.

3. William Horton, E-Learning by Design, Pfeiffer, 2011.

Internal Evaluation: 15 Marks

External Evaluation: 60 Marks (Question Paper Type 2)

SEMESTER V

FIFTH SEMESTER				
Course Code	BMM5B12			
Name of The Course	Techniques of Post Production – Visual Editing- core course 12			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
1	Core	3	3	75 (Internal 15 + External 60)

CO	CO Statement	Hrs.	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basic visual language and history of Editing	14	U	C	PO1	PSO7 PSO6
CO2	Understand about different Editing techniques and difference of Analog - Digital videos	13	Ap	F	PO1	PSO3 PSO6
CO3	Understand about different types of editing and editing	10	U	C	PO1	PSO6 PSO7

	equipments					
CO4	Practical study and application of Adobe Premiere and Final Cut Pro	17	C	P	PO1 PO3	PSO6 PSO7

1. Core Course 12: Techniques of Post Production – Visual Editing

Unit1. Introduction to the history of film editing. Lumiere Brothers, Thomas Edison, Edwin Porter, DW Griffith); the manipulation of editing; Lev Kuleshov's experiment; the language of cinema; introduction to the editor as storyteller and understanding the narrative structure. Editing is an Instrument of Impression (Rational Editing). Various principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leit-motif (Reiteration of theme). Several more principles like Continuity, Making an edit invisible, Motivation for every edit, Delivering a message, Bearing audio in mind, editing is creating, Control of Overuse technique or Visual effects.

Unit2. Basics of video signals; signal-noise ratio; video standards; analog and digital video; video for TV and Web Video in multimedia; Editing in Digital era: Standardization in formats and aspect ratio in Television; Action cutting; Sequence cutting; Parallel cutting; Editing styles in advertising; Editing dramatic scenes; Dramatic continuity

Unit3. Basics of Video editing – linear and non-linear, non-linear editing equipment and software. Shot logging; metadata, re-shoot; EDL; importing and organizing video clips; timeline tools; trimming clips.

Unit4. Introduction Final Cut Pro and Adobe Premiere-features and characteristics; importing and organizing video clips; timeline tools; clip trimming; batch capturing; capturing with and without device controls. timing; ordering of shots; manipulating time through editing continuity; structuring a scene; structuring a film/programme; mixing under tracks; editing and organizing audio effects; monitoring and adjusting audio levels; applying transitions to fade volume; setting key frames to change volume;

using the audio mixer; recording an narration track; applying filters; viewing and modifying filter parameters; applying audio filters; using a Colour correction filter; animating filters.

Continuous assessment (Internal): One class tests/assignments

FIFTH SEMESTER				
Course Code	BMM5B13			
Name of The Course	Techniques of Post Production –Sound Recording, Editing and Mastering- core course 13			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
2	Core	2	3	75 (Internal 15 + External 60)

CO	CO Statement	Hrs.	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basics sound, mixers, microphones, connectors and analog – digital signals	16	U	C	PO1	PSO1 PSO6
CO2	Practical study and applications of Pro Tools software and its features	11	C	P	PO1 PO3	PSO3 PSO6
CO3	Understand the basics of Nuendo/Pro Tools software file formats and different audio conversions	11	U	C	PO1 PO3	PSO6 PSO7

CO4	Practical study of sound recording and creating sound effects	16	Ap	P	PO1 PO4	PSO6 PSO7
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2. Core Course 13: Techniques of Post Production –Sound Recording, Editing and Mastering

Unit 1. Introduction to Sound, Sound characteristics, midi and digital sounds, psychoacoustics; audio recording techniques; sound mixers/synthesizers; audio recording devices; signal ratio. Perception of sound, hearing sensitivity, frequency, range-sound wave length-measuring sound-basic setup of recording system-analog/digital cables, connectors, analog to digital conversion. Microphone types unidirectional, bidirectional, Omnidirectional, cardioids-direction and pickup pattern, noise, choosing the right mike, technique-sound reproduction devices, input devices, various sound file extensions

Unit 2. Audio studio fundamentals: introduction to Pro Tools, installing Pro Tools and the textbooks, DVD contents, the Pro Tools interface, signal flow, gain stages, I/O setup, types of tracks, creating a new session in Pro Tools, keyboard shortcuts. Pro Tools recording techniques: setting recording levels, sample rate and bit depth, sound wave fundamentals, deeper into sampling, sampling and anti-aliasing, quantizing and coding, hard drive space requirements, disk allocation, session parameters, buffer settings and latency times, the basics of microphones and microphone techniques, Pro Tools preferences, importing audio and session data, keyboard shortcuts, assignment: the ultimate recording.

Unit 3: Introduction to Nuendo/Protools; file formats; data selection; recording audio; recording modes and media; audio mixing; audio formats; MP3s Location sound recording, Separate Audio vs In Camera Audio, Leads and Adapters, Microphone Accessories, Lavalier Tie Clip Placement, Boom Mic Placement, Recording Gigs & Amplified Performances, Wildtrack & Roomtone, Syncing Audio. Basics of audio editing and Mastering; conversion of files from one format to another; mono-stereo conversions; spectrum analysis. Techniques of Mastering, Surround Sound Creation, Audio special effects; audio plug-ins; pre-recorded audio editing; copyright issues.

Unit 4.Recording: busses, playlists, use of sound effects, dialogue, music. Equalization.balancingoflevels-panning,mixing,creativeuseofsoundtrack,theart ofproducingandrecordingYourOwnMusic,memorylocationsandmarkers>window configurations and arrangements, using inserts, the basics of effects loops, headphones and headphone mixers.

Continuous assessment (Internal): One class tests/assignments

FIFTH SEMESTER				
Course Code	BMM5B14- Core Course 14			
Name of The Course	Introduction to 3D Modeling and Texturing			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
3	Core	2	2	75 (Internal 15 + External 60)

CO	CO Statement	Hrs.	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basics, history, process and applications of 3D animation	13	U	F	PO1	PSO1 PSO5
CO2	Understand the basics of 3D Modeling	3	U	F	PO3	PSO3

CO3	Practical study of basic modeling in Maya software	10	C	P	PO3	PSO3
CO4	Practical study of basic texturing in Maya software	10	C	P	PO3	PSO3

3. Core Course 14: Introduction to 3D Modeling and Texturing

Unit1: Introduction to 3D Modeling - History of Animation - Introduction to Autodesk Maya - Concept of dimensionally of objects/images: Learning 3D Graphics software's; basic of modeling. Polygons: use of primitives. Curves and surfaces; Basics of surface modeling, 3D object creation; Boolean operation

Unit2: Creating/editing Spline shapes; 3D transformation. Props Modeling – Interior Modeling – Basic of Character Modeling.

Unit 3: Polygon Modeling – Different objects created using polygon tools , tips and tricks - Maps available in Maya - What is Unwrapping - concepts - purpose of unwrapping - , application of maps, how to create and layout UVs for objects using different projection methods. Its attributes Utilizing the UV texture editor. Interactive editing its positions in viewport & its main attributes to control mapping areas over objects. Rendering.

Unit4: Basics of Texturing. How to generate UV map in UV Texture. Using UV layout tools like unfold for flattening UV's over mesh to create flat 2D map using commands. Tools available in uv editor like sew for merging 2 or more edge's into single, relax for maintaining uniformity between uv's, cut for detaching uv map, Stretching UV to fit in grid, aligning uv's in grid.

Continuous assessment (Internal): Two class tests/assignments

FIFTH SEMESTER				
Course Code	BMM5B15			
Name of The Course	Advanced Web Designing - Core Course 15			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
4	Core	2	3	75 (Internal 15 + External 60)

CO	CO Statement	Hrs.	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basics and applications of Internet and Websites	12	U	F	PO1	PSO1 PSO3
CO2	Practical study of HTML	15	C	P	PO3	PSO3 PSO4
CO3	Understand the basics of Web page designing	12	C	P	PO3	PSO3
CO4	Practical study and applications of CSS	15	C	P	PO3	PSO3

4. Core Course 15: BMM5B15 Advanced Web Designing

Unit 1:

Types of web sites, Client and Server scripting languages, Web standards and W3C recommendations, Basics of SEO, Importance of SEO, Web editors-code editors and visual editors, Web standards and W3C recommendations, Importance of SEO,Ecommerce and M-Commerce, Disclaimer, copy rights and registration of web pages.

Unit 2.

Introduction to Dreamweaver, The Dreamweaver Workspace, Creating Websites in Dreamweaver, Adding Images and Graphics , Working in HTML, Adding Online Forms to Web Pages, Template Design in Dreamweaver-Editable and nonEditable Regions, Add AJAX Features Using Spry, Importing from Photoshop (Slicing), Adding external content to the page- Flash- Sound Contents-Visuals. Multimedia for www; Advanced CSS:(Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector), Creating page Layout and Site Designs.

Unit:3.

Basics of JQuery- JQuery selectors, JQuery Events, working with CSS. Working with JQuery Events, JQuery animation and effects, hiding and showing elements, Fading elements, In and Out, Slicing element, JQuery custom animations, Dreamweaver inbuilt JQuery elements.

Unit 4.

Testing a website, site launch, validating forms and web pages trouble shooting, Web server, moving website in internet.

Continuous assessment (Internal): One class tests/assignments

5. Core Course 16: Techniques of Post Production - Visual Editing & Techniques of Post Production -Sound Recording, Editing and Mastering (Practical)

FIFTH SEMESTER				
Course Code	BMM5B16			
Name of The Course	Techniques of Post Production – Visual Editing (Practical) &Techniques of Post Production –Sound Recording, Editing and Mastering (Practical)- Course 16			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
5	Core	2	4	75 (Internal 15 + External 60)

6. Core Course 17: Introduction to 3D Modeling and Texturing & Advanced Web Designing (Practical)

FIFTH SEMESTER				
Course Code	BMM5B17			
Name of The Course	Introduction to 3D Modeling and Texturing & Advanced Web Designing (Practical)- Core Course 17			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
6	Core	2	7	75 (Internal 15 + External 60)

7. Open Course 1: Fundamentals of Multimedia

FIFTH SEMESTER				
Course Code	BMM5D01			
Name of The Course	Fundamentals of Multimedia (for other students)			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
7	Core	3	3	75 (Internal 15 + External 60)

CO	CO Statement	Hrs.	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand the basics and applications of Multimedia	13	U	C	PO1 PO9	PSO1
CO2	Understand the different types of File formats commonly used for multimedia purposes	13	U	F	PO1	PSO1
CO3	Understand the basics Digital Images and Color theories	11	U	C	PO1	PSO1
CO4	Understand the characteristics of Multimedia Elements	10	U	F	PO1	PSO1

Unit 1 .Definition of Multimedia.Multimedia systems; multimedia elements, Multimediaapplications.Evolvingsofmultimedia.Digitalmediaand hyper media.

Unit 2.Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression.Multimedia I/O Technologies.

Unit3.Image authoring andeditingtools,imagefileformats,JPEG,TIFF,,GIF,PNG, Layers,RGB,CMYK;contrast,brightness,HUE,Slicing,ContrastRatio.Aspectratio.GrayScalefilters,bl endingtools,Image enhancing designing technique.

Unit 4.Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques and mixing.

Continuous assessment (Internal): One class tests/assignments.

SEMESTER VI

SIXTH SEMESTER				
Course code	BMM6B18 Core course 18			
Name of the course	Advanced 3D Animation, Vfx and Compositing			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
01	Core	3	5	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Make effective design choices to support narrative, character, and/or mood	6	C	C	PO1	PSO 5
CO2	Demonstrate the ability to research for inspiration, reference, accuracy, and incorporate findings into design solutions	10	C	C, P	PO1	PSO 1
CO3	Evaluate work in their field, including their own work, using professional terminology. target market.	8	U	F	PO1	PSO 4
CO4	Demonstrate advanced facility and flexibility with animation and technology and software. demonstrating an understanding of the	8	U	KC, C, P	PO1	PSO 1

CO5	Execute technical, aesthetic, and conceptual decisions based on an understanding of art and design principles.	4	Ap	P	PO1	PSO 3
CO 6	Assemble a professional demo reel or portfolio	5	Ap	p	PO 1	PSO 1

1. Core course 18- BMM6B18 – Advanced 3D Animation, Vfx and Compositing

Unit 1: Principles of animation – Types of animation:- stop-motion - 2D - 3D - Clay animation - Cut-out animation- cell animation. Animation techniques – Key frame animation; editing key frames; track Views- animating modifiers; hierarchies; animation helps and controls; forward kinematics and inverse kinematics.

Unit 2: Camera Animation – Attaching Camera – rendering different cameras. Animating texts. Path Animation – Motion Capturing- morphing and wrapping. Use of Graph Editor – Basics of rigging -Facial Animation –Character animation- walk cycle- run cycle –cycle animation with animals.

Unit 3: What is light & its theory, Maya lights, attributes & shadows. Maya spot lights - on stage - in motion pictures- Directional lights- Ambient lights - Point lights - Area lights – application, characteristics, properties and palettes for the above 3-point lighting concepts, Three-point lighting in visual media such as video, film, still photography and computer-generated imagery- effective use of key light- fill light - back light.

Unit 4: Introduction to Nuke-Special effects – Types of Effects their applications and advantages; -Smoke effects –fire effects - etc. Particle Systems- introducing the particle emitter-introducing particle interactor & deflectors Configuring a particle emitter-creating particle collision-using interactors to make particles track an object.

SIXTH SEMESTER				
Course code	BMM6B19 Core course 19			
Name of the course	Introduction to Motion Graphics			
Course No	Course Category Core/Compli/	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)

	Elective			
02	Core	3	4	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Create motion graphics presentations using industry-standard tools	6	C	C	PO1	PSO 5
CO2	Communicate messages through motion graphics design	10	C	C, P	PO1	PSO 1
CO3	Apply basic techniques of working with audio in a video application	8	U	F	PO1	PSO 3
CO4	Perform keyframing of basic transform tools and effects properties	8	U	C, P	PO7	PSO 1
CO5	Create animated movies from still and video assets	4	Ap	P	PO1	PSO 1
CO 6	Demonstrate ability to perform basic masking techniques	4	Ap	C,P	PO 1	PSO 3
CO 7	Apply knowledge of 3D principles to create multiplanar environments and Produce cohesive video sequences using basic design requirements	4	Ap	C,P	PO 7	PSO 3

2. Core course 19- BMM6B19 – Introduction to Motion Graphics

Unit1: Introduction to Motion graphics- History of motion graphics- footage- Animation- Key frames- Nodes- Flow Chart-Visual compositing- keying (Green and Blue)- Alpha compositing- Matte painting- wire removal- 3D cameras- Lighting.

Unit 2: Introduction to Adobe After effects- Layers- Compositions- Video standards- camera movements- titling- Particle emitters- Advanced Colour corrections- import video and PSD files- Masking- Motion Tracking- Advanced transformation- 3D Layer- Key frame assistant- Effects- Third Party Plug-in- Use Clone Stamp Tool-Advanced Animation – Null Object- Rendering (RAM).Building and Animating a 3D Object- Using 3D Features- Distorting objects with the puppet tools- stop motion animation- cinematic terminology- Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between key frames.

Unit 3: Introduction to Colour Correction; Colour Correction Features and applications , Colour Correction with FCP; Colour Correction Filters; Colour Correction Examples; RT Extreme; Rendering and Video Processing; Mixed- Format Sequences; Backing Up and Restoring, Advanced Colour correction with Adobe After effects. Introduction to DI colouring Technology.

Unit 4: Develop the skills to make original animations with text and objects. Create and import masks, layer masks, and backgrounds from Photoshop and combine video and still images with Photoshop artwork. Use blending modes to correct Colour, lighting, and sharpness in video footage and still images. Implement the basics of rotoscoping to composite a video. Slow down and speed up movie clips through time remapping. Utilize painting and erasing tools to add or remove elements from a movie. Gain techniques for introducing audio into After Effects projects.

Continuous assessment (Internal): One class tests/assignments

SIXTH SEMESTER				
Course code	BMM6B20 Core course 20			
Name of the course	BMM6B20 – Multimedia Designing & Authoring (Elective)			
Course No	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
03	Core	2	6	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Identify and describe the function of the general skill sets in the multimedia industry.	6	C	C	PO1	PSO 1

CO2	Identify the basic components of a multimedia project.	10	C	C, P	PO1	PSO 4
CO3	Identify the basic hardware and software requirements for multimedia development and playback.	8	U	F	PO1	PSO 5
CO4	Identify issues and obstacles encountered by Web authors in deploying Web-based applications	8	U	C, P	PO1	PSO 1
CO5	Demonstrate in-depth knowledge in an industry-standard multimedia development tool and its associated scripting language	4	Ap	P	PO1	PSO 3

3. Core course 20- BMM6B20 – Multimedia Designing & Authoring (Elective)

Unit 1. Multimedia applications in business, education and entertainment; multimedia team project manager, designers, writers, video/audio specialists, multimedia programmers.

Unit 2. Multimedia production – idea/concept, outline, script, storyboard, templates; user interface; production and delivery strategies; design and navigation structures linear, hierarchical, nonlinear and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and postproduction problems and solutions.

Unit 3. Multimedia authoring tools – page based, icon based, time based and object oriented tools; structured programming and techniques.

Unit 4. Characteristic and features of Adobe Flash and Flash Builder ; production tools and applications; interfaces; working with scores and cast members; importing text/images; working with action scripts and OOPs, Extras, assembling a multimedia project; CD Rom delivery.

SIXTH SEMESTER					
Course code	BMM6B21 Core course 21				
Name of the course	Television & Multi Camera Production (Elective)				
Course No	Course Category	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)	

	Core/Compli/ Elective			
04	Core	2	6	75 (Internal 15+ External 60)

CO	CO Statement	Hrs	Cognitive Level (CL)	Knowledge Category (KC)	PO	PSO
CO1	Understand Television production and its production stages	6	C	C	PO1	PSO 3
CO2	Understand video and broadcast technology	10	C	C, P	PO1	PSO 4
CO3	Understand the types of scanning	8	U	F	PO1	PSO 1
CO4	Understand the different types of broadcast standards.	8	U	C, P	PO1	PSO 5
CO5	Understand the script and storyboard of television shows.	4	Ap	P	PO1	PSO 4
CO 6	Understand different video formats and different transmission technologies	5	C	C	PO1	PSO 3

4. Core course 21- BMM6B21 – Television & Multi Camera Production (Elective)

Unit 1. Concepts creation; Program me selection; Program me formats documentaries, docu-drama; fiction; sit cams; soap opera; quiz; news and news based program me, program me treatment; program me briefs objectives, content, duration, selection of crew, cast and properties; floor management.

Unit 2. Media Research; Importance of research; types of research-qualitative, quantitative, kinds of research-historical, ex-post-facto, survey, content analysis; program me research literature/document research, interviews; collection of material, authenticating information; statistical data analysis and interpretation.

Production planning, pre-production planning-duties and responsibilities of producer/director. Anchoring and safety measures: role and responsibilities of anchor person; qualities and qualification of an anchor; anchoring techniques and styles.

Unit 3. Introduction to multi-camera production: switcher, Chyron, intercom system, teleprompter, Production techniques, planning and management of live shows, single and multi, camera productions, camera controls unit, mounting equipment's, preview monitors, line monitor, VTR, optical disc, hard drives.

Lighting in studio, 3 point lighting, lighting for an event, studio lighting instruments, lighting control devices. Switching or instantaneous editing, multifunction switcher, basic switcher operations, studio floor, treatments, properties, set backgrounds, platforms.

Unit 4. Covering events, location sketch and remote setups, OB vans, camera lighting, audio, intercommunication, signal transmission. multi camera production practical's. Post-production editing for commercials; for news reporting; for live programmes. Narrative editing and non-narrative editing, sound for television, digital audio workstation. Effective shots, File shots, Footages, Special effects. graphics and animation, Chroma key usage and Economy shooting methods.

5. BMM6B22 – Advanced 3D Animation, Vfx and compositing (Practical)

FIFTH SEMESTER				
Course Code	BMM6B22			
Name of The Course	Advanced 3D Animation, Vfx and compositing (Practical) Core course 22			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
5	Core	2	3	75 (Internal 15 + External 60)

6. BMM6B23 – Introduction to Motion Graphics (Practical)

FIFTH SEMESTER	
Course Code	BMM6B23

Name of The Course	Introduction to Motion Graphics (Practical) Core course 23			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
6	Core	2	3	75

7. BMM6B24 - Multimedia Project

FIFTH SEMESTER				
Course Code	BMM6B24			
Name of The Course	Multimedia Project Core course 24			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
7	Core	2	2	Internal 15+ External 60 (Project Evaluation 30 +Record 10+ Viva Voce 20)

The students should submit a Multimedia Project (Group) at the end of Sixth semester. They have to do a project work in a group under the guidance of a faculty member of the Department. Maximum number of students in a group is four. Each of the group should conceive and execute a multimedia project of at least 10 minutes duration on any topic/theme. The project must encompass all building blocks (text, pictures, graphics, video, sound) and these should be assembled using appropriate authoring software. The project should be submitted in DVD format. A project record should be submitted along with the DVD. It is a group project and all students in the group must have a role in the project. The project work will be evaluated by an external examiner.

8. BMM6B25 – Website Project

FIFTH SEMESTER

Course Code	BMM6B25			
Name of The Course	Website Project Core course 25			
Course No.	Course Category Core/Compli/ Elective	Number of Credits	Number of hours of Lectures/week	Total marks (Int+Ext)
8	Core	2	2	Internal 15+ External 60 (Project Evaluation 30 +Record 10+ Viva Voce 20)

Each of the students should independently conceive and build a Website of an organization of his/her choice under the guidance of a faculty member of the Department. The Website should be complete with home pages, links and hyperlinks pictures, logos, illustrations, test and other features that are essential in a professionally build website. The project should be submitted in DVD format. A project record should be submitted along with the DVD .The project work will be evaluated by an external examiner.

7. CORE COURSES SUGGESTED **READINGS**

1. Joseph A. Devito :*Human Communication: The Basic Course*. Harper and Row.
2. J.V. Vilanilam :*More Effective Communication*, Sage India.
3. Nicholas A and Brain L : *Audiences*, Sage, India
4. Gay Julier : *The Culture of Design*, Sage, India
5. Rao et al : *Multimedia Communication Systems*, Prentice -Hall, India
6. TayVayghan : *Multimedia: Making it Work*, Tata McGraw- Hill, India
7. John F. Koege Buford : *Multimedia Systems*, Pearson Education, Asia, 2002
8. G. Millerson : *Television Production*, Focal press, 1999
9. R. Steinmetz and K.Nahrstedt: *Multimedia Computing, Communication and Applications*,

Prentice Hall, 1985.

10. S. Heath : *Multimedia and Communication Technology* Butter worth, Heinemann
11. D.Stillman : *Multimedia Technology and Application*, New Jersey
12. J. Jeffcoate : *Multimedia in Practice*, Prentice-Hall, New York
13. Foley J.D. Van Dam A, et al : *Computer Graphics Principles & Practice*, Addison Wesley
14. Hearn D & Baker P.M : *Computer Graphics*, Prentice Hall
15. William M. Newmann, R.F. Sproull : *Principle of interactive Computer Graphics*, McGraw Hill International Book Company, 1989.
16. Rod Salmman, Mel Slaster : *Computer Graphics: Systems and concepts*, Addison Wesley
17. John Villamil& Louis Molina : *Multimedia: An Introduction*, Prentice Hall
18. Comer Douglas E : *The Internet Book*, Prentice Hall of India Private Limited 2003, New Delhi.
19. Underdahl Bran & U Keith : *Internet With Web Page, Web Site Design Bible*, idg Books India
20. Galgotia : *Webmasters handbook*, Prima Publishing, New Delhi.
21. Rosenthal, Alan : *Writing, Directing and Producing Documentary Films*. Southern Illinois University Press, 1990.
22. Michael Rabiger : *Directing the Documentary*, Focal Press, 1998.
23. Des Lyver and Graham Swainson: *Basic of Video Lighting*, Focal press,1995.
24. *Simplified Dtp Course Book*/Singh Vishnu.PCompuTech Publications Limited, 2008
25. *PageMaker In Easy Steps*, Scott Basham, Dreamtech Press, 2000
26. *QuarkXPress 8: Essential Skills for Page Layout and Web Design* Kelly Kordes Anton, John Cruise Peachpi,t Press, 2009
27. *Dtp Course Book* Singh Meenakshi, Singh Vishnu Priya, Computech Publication Ltd new Asia n, 2011
28. *Multimedia Journalism: A Practical Guide*, Bull Andey, Routledge, 2010
29. *The Multimedia Journalist*, George Jennifer, Oxford University Press, 2012
30. *Video Journalism for the Web*, Lancaster Kurt, Routledge, 2012
31. *Multimedia Journalism*,KumarArvind, Anmol Publications, 2011
32. *Story boarding the Simpsons way* - Chris roman
33. *How to Draw Anime & Game Characters* - Tadashi Ozawa
34. *Perspective - A Guide for Artists, Architects and Designers* - Gwen White
35. *How to draw Portrait Drawing A Step-By-Step Art Instruction Book* (2005) - Watson- Guptill
36. *Perspective Drawing Handbook* - Joseph D'Amelio
37. *The Animator's Workbook* - Antony white
38. *Water colour Landscape* - David Bellamy
39. *Stop Staring: Facial Modeling and Animation Done Right* - Jason Osipa
40. *Texturing and Modeling : A Procedural Approach* - David S. Ebert
41. *Advanced Maya Texturing and Lighting with CDROM* - Lee Lanier, Wiley

42. *Publishing Texturing and Modeling : A Procedural Approach* - David S. Ebert
43. *Rendering with Mental Ray* -Thomas Driemeyer
44. *Essential CG Lighting Techniques* - Darren Brooker
45. *Animation The Mechanics of Motion* - Chris Webster
46. *Understanding Animation* - Paul Wells
47. *Timing for Animation* - Harold Whitaker, John Halas
48. *The Art of 3-D Computer Animation and Effects, Third Edition* - Isaac Victor Kerlow
49. *Maya Studio Projects: Dynamics* - Todd Palaman
50. *MalcomLeGrice, Art and Cinematography*
51. *Ian Christie, French Avant-garde Film in the Twenties: from Specificity to Surrealism*
52. *Writing for TV and Radio* Hillard Robert, New York
53. *An Introduction to Writing for Electronic Media Scriptwriting Essentials Across the Genres* - Robert B. Musburger
54. *Course_material_on_script_writing.*
55. *Television Production Handbook*, Herbert Zettl, Wadsworth, Belmont, 2003
56. *Indian Television and Video Programmes: Trends and Policies*, Mridula Menon, Kanishka Publishers, New Delhi, 2007
57. *An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres*, Roberts B. Musburger, Focal Press, Oxford, 2007
58. *Television in India: Many Faces*, Mira K. Desai, Authors Press, Delhi, 2010
59. *Ruth C. Clark & Richard E. Mayere, e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning*, Pfeiffer, 2011.
60. *Julie Dirksen, Design For How People Learn*, New Riders Publishing, 2011.
61. *William Horton, e-Learning by Design*, Pfeiffer, 2011.
62. *Tapas Ray, ‘Online Journalism – A Basic Text’*, Foundation Delhi, 2006.
63. *Jason Whittaker, The New Media Handbook –The Cyberspace Handbook*
64. *.Sunil Saxena , ‘Broadcasting News: The craft and technology of online Journalism’.*
65. *Jason Whittaker, ‘Web Production for writers and journalists’.*

CORE AND COMPLEMENTARY COURSE

THEORY: EVALUATION SCHEME

The evaluation scheme for each course contains two parts: viz., internal evaluation and external evaluation.

1. INTERNAL EVALUATION

20% of the total marks in each course, including lab linked courses and project evaluation cum viva voce, are for internal examinations. The internal marks of the theory and practical are same for the lab linked courses. The colleges shall send only the marks obtained for internal examination to the university.

THEORY COURSES (20% of the total marks in each course are for internal examinations). Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. The internal assessment shall be based on a predetermined transparent system involving written tests, class room participation based on attendance in respect of theory courses and lab involvements/records attendance in respect of practical courses.

Sl No	Components
1	Attendance (20%)
2	Test Papers I & II (total 40%)
3	Assignment (20%)
4	Seminar (20%)
	Total

For Practical Courses- Record 60% and Lab involvement 40% as far as internal is concerned.

For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal	Out of 6 (Maximum internal
---------------------------------	-------------------------------	-------------------------------

	marks is 20)	marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% - 85%	6	5
85% - 100%	8	6

Split up of marks for Class Room Participation:

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
$50\% \leq \text{CRP} < 75\%$	1	1
$75\% \leq \text{CRP} < 85\%$	2	2
85 % and above	4	3

THEORY COURSES- Introduction to Multimedia (Open Course)- BMM5D01 & Complementary Courses offered by the Multimedia Board for BA Mass Communication & Journalism.

2. EXTERNAL EVALUATION

Scheme of Examinations:

The external QP with 80 marks and internal examination is of 20 marks. Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Section A Short answer type	2 marks	15 questions	Ceiling - 25
Section B Paragraph/ Problem type	5 marks	8 questions	Ceiling - 35
Section C Essay type	10 marks	2 out of 4	2X10=20

Question paper type 2

Scheme of Examinations:

The external QP with 60 marks and Internal examination is of 15 marks. Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Section A : Short answer type carries 2 marks each - 12 questions Ceiling - 20

Section B: Paragraph/ Problem type carries 5 marks each - 7 questions Ceiling - 30

Section C: Essay type carries 10 marks (1 out of 2) 1X10=10

CORE COURSE PRACTICAL: EVALUATION SCHEME

EXTERNAL EVALUATION

Practical examinations along with viva-voce will be conducted at the end of 4th and 6th semesters.

The external examination in practical courses shall be conducted by two examiners, one internal and an external, appointed by the University.

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

No practical examination will be conducted in odd semester. Practical examinations for BA MULTIMEDIA programme shall be conducted in the even semester 4 and 6.

The model of the question papers for external examination of 3 hours duration.

PATTERN OF QUESTION PAPERS

<i>Duration</i>	<i>Pattern</i>	<i>Marks</i>	<i>Total</i>
<i>3 HOURS</i>	<i>To prepare sample works with the help of prescribed Multimedia applications (Questions shall be prepared by the BOS or Board of Examination)</i>	<i>75 MARKS</i>	<i>75 MARKS</i>

CORE COURSE PROJECT: EVALUATION SCHEME

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION- Regular

- Evaluation of the Project Report shall be done under Mark System.
- The evaluation of the project will be done at two stages :
 - a) **Internal Assessment** (supervising teachers will assess the project and award internal Marks)
 - b) **External evaluation** (external examiner appointed by the University)
 - c) Grade for the project will be awarded to candidates, combining the internal and external marks.
- 3. The internal to external components is to be taken in the ratio 1:4.

Assessment of

- Different components may be taken as below.
4. External Examiners will be appointed by the University from the list of VI Semester Board of Examiners in consultation with the Chairperson of the Board.
 5. The Chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
 6. Internal Assessment should be completed 2 weeks before the last working day of VI Semester.
 7. Internal Assessment marks should be published in the Department.
 8. In the case of Courses with practical examination, project evaluation shall be done along with practical examinations.
 9. The Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

Project evaluation will be conducted at the end of sixth semester.

Table 1: Internal Evaluation (BMM6B17 Multimedia Project, BMM6B18 Web Site Project)

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Originality	3
2	Methodology	3
3	Scheme/Organization of Report	4
4	Viva-Voce	5
<i>Total Marks</i>		15

Table 1: External Evaluation (*BMM6B17 Multimedia Project, BMM6B18 Web Site Project*)

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Relevance of Subject, Social importance of Subject, Theme	10
2	Presentation, Use of Technical tools, (Web Site Project: Designs, Colour combinations, Animation, Programme structure, Perceptiveness)	10
3	Record evaluation	10
4	Viva-Voce	30
<i>Total Marks</i>		60

2. PASS CONDITIONS

- Submission of the Project Report (DVD & Record) and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/ he fail to submit the Project Report (DVD & Record) for external evaluation.
- The student should get a minimum P Grade in aggregate of External and Internal.
- There shall be no improvement chance for the Marks obtained in the Project Report.
- In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new internal mark may be submitted by the Parent Department. External examination may be conducted along with the subsequent batch.

PART- III

COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR OTHER UG PROGRAMMES

PART III

Complementary Courses in

- 1. Multimedia Applications** (for B.A. Mass Communication and Journalism)
- 2. Multimedia Applications** (for LRP Programmes)

Offered by Multimedia Board

PART II-A

Complementary Courses in Multimedia Applications for BA **Mass Communication & Journalism**

BMM1(2)C01 –Introduction to Multimedia & E-Content Development BMM4(3)C01 – Computer Graphics & Web Design

Introduction

Complementary course in Multimedia Applications for BA. Mass Communication and Journalism, Visual Communication provides the basic knowledge for students in handling multimedia tools and designing multimedia content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Computer Applications
2. To introduce the potential of Multimedia in the age of new media
3. To give knowledge in media publishing
4. To introduce various multimedia applications
5. To make awareness in copyright and ethical issues related to Multimedia

Scope

The scope of the course shall be limited to the study of the fundamental areas of multimedia with emphasis on understanding the basic tools, techniques and issues.

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			
I	BMM1 (2) C01	Introduction to Multimedia & E- Content Development	6	0	6	4	80	20
II	BMM4 (3) C01	Computer Graphics & Web Design	6	0	6	4	80	20
Total			12	0	12	8	160	40

DETAILED SYLLABUS

[Complementary Courses 1- Complementary Courses in Multimedia Applications](#)

Semester I/II

Course 1

Code: BMM1 (2) C01

Introduction to Multimedia & E-Content Development

Unit 1. Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. Digital media and hyper media. Multimedia file formats, standards, communication protocols, conversions Data compression and

decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.

Unit 2. Image authoring and editing tools, image file formats, JPEG, TIFF, GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale filters, blending tools, Image enhancing designing technique. Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques and mixing.

Unit 3. Introduction to E-Content Development: Definitions of e-content, Types of e-content, Examples of e-content Scope and career opportunities in e-content development. **Introduction to Instructional Design and Learning Theories:** Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

Unit 4. Basics of E-Content Development: Learner needs analysis, Design document, Course map, Writing learning objectives, Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content. The e-content development cycle. E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC. **Instructional Strategy for E-content Development:** **Learner Engagement:** Engaging learners through interactivity, branching, visualization of content. **Types of interactivity for e-content:** Point and click, drag and drop, text-input, match, system process simulations. **Presentation Strategy:** Scenario-based learning, Game-based learning, Virtual coaches and avatars. **Assessments:** Types of assessment, Types of feedback, monitoring the learner's progress through CYUs and self-assessments

Computer Graphics & Web Design

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design, way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour. Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 2 : Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing. Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resampling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrancy and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Unit 3: The internet : Introduction - internet defined - internet history - the way the internet works -Internet services, World Wide Web- Universal addressing scheme(URL), IP Address, Web Protocols-web browsers-, Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website. Introduction to HTML, HTML Tags and their applications, HTML Elements HTML Attributes, Headers tags, Body tags, Paragraphs, Formatting, Elements of an HTML Document, Text Elements, Tag Elements, Special Character elements, Image tags, HTML Table tags, Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks, Links with images and buttons, Links to send

email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 4: User interface design with Adobe Photoshop- Webpage layout- Header banner Design - Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage - creating WebPages to suit client needs. Web writing styles - web presentation outline, design and management. An Introduction to Cascading Style Sheets -Structure of CSS- Creating Internal and - Using an External Style Sheet - Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

PART II-B (for LRP Pattern)

Complementary Courses in Multimedia Applications LRP Programmes

BMM1 C02 –Introduction toMultimedia BMM2 C02 –E-Content

Development BMM3 C02 – Computer Graphics

BMM4 C02 - Web Design

Introduction

Complementary course in Multimedia Applications for BA. Mass Communication and Journalism, Visual Communication provides the basic knowledge for students in handling multimedia tools and designing multimedia content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Computer Applications
2. To introduce the potential of Multimedia in the age of new media
3. To give knowledge in media publishing
4. To introduce various multimedia applications
5. To make awareness in copyright and ethical issues related to Multimedia

Scope

The scope of the course shall be limited to the study of the fundamental areas of multimedia with emphasis on understanding the basic tools, techniques and issues.

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			
I	BMM1 C02	Introduction to Multimedia	3	0	3	3	60	15
II	BMM2 C02	E-Content Development	3	0	3	3	60	15
III	BMM3 C02	Computer Graphics	2	1	3	3	60	15
IV	BMM4 C02	Web Design	2	1	3	3	60	15
Total			10	2	12	12	240	60

DETAILED SYLLABUS

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester I

Course 1

Code BMM1 C02

Introduction to Multimedia

Unit 1.Definition of Multimedia.Multimedia systems; multimedia elements, Multimedia applications.Evolving systems of multimedia.Digital media and hyper media.

Unit 2. Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression.Multimedia I/O Technologies.

Unit 3. Image authoring and editing tools, image file formats, JPEG, TIFF,,GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale filters, blending tools, Image enhancing designing technique.

Unit 4.Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques and mixing.

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester II
BMM2 C02

Course 2

Code

E-Content Development

1 – Introduction to E-Content Development: Definitions of e-content, Types of e-content, Examples of e-content Scope and career opportunities in e-content development

UNIT 2 – Introduction to Instructional Design and Learning Theories: Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model,

Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

UNIT 3 – Basics of E-Content Development: Learner needs analysis, Design document, Course map, Writing learning objectives ,Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content.The e-content development cycle.E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC.

UNIT 4 – Instructional Strategy for E-content Development: Learner Engagement: Engaging learners through interactivity, branching, visualization of content. **Types of interactivity for e-content:** Point and click, drag and drop, text- input, match, system process simulations. **Presentation Strategy:** Scenario-based learning, Game-based learning, Virtual coaches and avatars. **Assessments:** Types of assessment, Types of feedback, Monitoring the learner's progress through CYUs and self-assessments

[Complementary Courses 1- Complementary Courses in Multimedia Applications](#)

Semester III

Course 3

Code BMM3 C02

Computer Graphics

Unit 1.Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour.

Unit 2Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 3:Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

Unit 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resampling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrancy and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester IV

Course 4

Code BMM4 C02

Web Design

Unit 1 : The internet : Introduction - internet defined - internet history - the way the internet works -Internet services, World Wide Web- Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

Unit 2 :Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes ,Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design - Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage - creating WebPages to suit client needs. Web writing styles - web presentation outline, design and management.

Unit 4:An Introduction to Cascading Style Sheets -Structure of CSS- Creating Internal and - Using an External Style Sheet -Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

Scheme and Model Question papers for Core Course

FIRST SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG) Core Course 1: Introduction to Digital Media

Time: 2.5 Hours

Maximum marks: 80

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

- | | |
|----------------|--------------------|
| 1. Fonts | 2. Image Authoring |
| 3. Hyper Media | 4. JPEG |
| 5. AVI | 6. E-learning |
| 7. MIDI | 8. E-Content |

- | | |
|----------------------|----------------|
| 9. WWW | 10. RAW Format |
| 11. Interactive Page | 12. Graphics |
| 13. Multimedia | 14. Pdf |
| 15. Compression | |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.

16. What you mean by image authoring?
17. Explain the use of Multimedia for Education?
18. What are the major types of audio and video file formats used in Multimedia industry?
19. What you mean by hypermedia? Explain its usage and applications?
20. Explain the functions of Adobe Photoshop?
21. Explain the basic structure of a multimedia computer?
22. What are the major characteristics of sound?
23. Features of Multimedia

SECTION C

Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. Make an essay about the various file formats used in Multimedia Platform?
25. Explain the uses of Multimedia in the commercial entertainment industry?
26. Write a short note about e- learning?
27. Make an essay about Internet and Society

SECOND SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course2: Creativity and Design Skills

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

- | | |
|----------------------|-------------------|
| 1. Additive Colour | 2. Shape |
| 3. Balance | 4. Shades |
| 5. Vector Graphics | 6. Colour Harmony |
| 7. Adobe Illustrator | 8. Contrast |
| 9. Primitive Colour | 10. TIFF |
| 11. Digital drawing | 12. CorelDraw |
| 13. Art | 14. RGB |
| 15. Digital Drawing | |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.

16. Elements of Design
17. Rule of Third
18. History of Art
19. Elements of Brochure Designing
20. Colour Theory
21. Applications of Digital Illustration
22. RGB, CMYK, RYB
23. Digital Art

SECTION C

Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. Make an essay about Principles and elements of designing
25. Explain the various steps of a Magazine Designing with the help of any computer Application
26. Make an essay about Golden ratio, depth of field and Perceptiveness.
27. Applications of Modern Art

Core Course3: Media Publishing

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|--------------------------------------|---------------------|
| 1. Text formatting tools in Indesign | 2. Interactive Page |
| 3. Text Warping | 4. Facing Page |
| 5. DPI | 6. Post Script |
| 7. Master Page | 8. PDF |
| 9. Publishing | 10. Indesign |
| 11. Page Setting | 12. Dummy Page |

PART A SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. History of Printing
14. Tools in InDesign
15. Typography
16. Colour separation Process
17. Text transformation options in InDesign
18. Elements of page designing
19. Steps of Newspaper Designing

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about Types of printing

21. Explain the Features and Options of Adobe InDesign

THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course

4: Computer Graphics

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|---------------------------------|---------------------|
| 1. Adobe Illustrator | 2. Layer |
| 3. Selection tools in Photoshop | 4. Vector graphics |
| 5. Resolution | 6. JPEG |
| 7. Third party Plug-in | 8. Adobe Light room |
| 9. Photoshop | 10. Image Editing |
| 11. Image file formats | 12. CorelDraw |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Tools and Options of adobe Photoshop
14. Explain the various steps of image Editing?
15. What is mean by RAW? Explain the functions and features of RAW?
16. What are the major difference between Vector graphics and raster Graphics?
17. What you mean by Lossy and Loseless image compression?
18. Digital Imaging
19. Various image file formats

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What you mean by image colour processing? Explain the various steps of colour processing and its application?
21. Explain the Features and Options of Adobe Photoshop?

THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course: 5

Digital Photography

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|-------------------------|------------------------|
| 1. CCD | 2. RGB |
| 3. CMOS | 4. Pinhole Camera |
| 5. Resolution | 6. Camera Obscura |
| 7. Three Point Lighting | 8. Adobe Light room |
| 9. Camera Filter | 10. Image Editing |
| 11. Image file formats | 12. Candid Photography |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Functions of three point lighting
14. Explain the various steps of image Editing?
15. What is mean by RAW? Explain the functions and features of RAW?
16. What are the major difference between analogue and digital Photography?
17. What you mean by Lossy and Loseless image compression?
18. Types of Photography
19. Photojournalism

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What you mean by Camera Sensors
21. Explain the Features and Options of Digital Photography

FOURTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course8: Introduction to Cinematography

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|-------------------------|----------------------|
| 1. Rule of Third | 2. Focus |
| 3. Portrait Photography | 4. Aperture |
| 5. Frame Rate | 6. White balance |
| 7. Zoom Lens | 8. ISO |
| 9. Cinematography | 10. Multi camera |
| 11. Camera mounting | 12. Lumiere Brothers |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the major features of Cinematography?
14. Explain the various types of Camera angles and Shots?
15. What are major features and functions of a Digital video Camera?
16. What you mean by Composition?
17. Make a brief note about Framing?
18. Explain 4K and 5K camera
19. Functions of 3D Camera

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about Lenses?
21. Make an essay about Cinematography and types of Camera?

FOURTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course9: Fundamentals of Web Designing

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|-----------------------------------|---------------------|
| 1. Web Casting | 2. WWW |
| 3. Web Streaming | 4. Tags |
| 5. Interactive Tools in Photoshop | 6. Javascript |
| 7. Web safe Colour | 8. Shock Waves |
| 9. HTML 5 | 10. DHTML |
| 11. UX Designing | 12. Responsive Site |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Elements of Web Designing?
14. Explain the various types of Web Sites?
15. What is mean by User interface design? Describe its features?
16. Explain the various steps of a web page designing in Photoshop?
17. What are the major features of HTML?
18. Explain responsive sites
19. Explain UX and UI designing

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about the features and applications of Web designing?
21. Make an essay about the various types of web sites?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS)

Core Course12: Techniques of Post Production – Visual Editing

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|---------------|----------------------------|
| 1. Logging | 2. Video effects |
| 3. Sequence | 4. Titling |
| 5. AVID | 6. Compressed Video Format |
| 7. Transition | 8. Signal Noise Ratio |
| 9. VTR | 10. NLE |
| 11. NTSC/PAL | 12. Noise |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Elements of Visual Editing?
14. Explain the difference between LE and NLE?
15. Explain the difference between analogue and digital editing
16. Explain the features of Final Cut Pro?
17. What is mean by EDL?
18. Single Camera and Multi camera Production
19. What are the elements of editing

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about the features and applications of Visual Editing?
21. Describe the various steps of Colour Grading?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course13: Techniques of Post Production –Sound Recording, Editing and Mastering

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|-----------|--------------------|
| 1. Noise | 2. MIDI |
| 3. Nagra | 4. Track recording |
| 5. Nuendo | 6. Tempo |

7. Frequency

9. Protocols

11. Phantom Power

8. XLR Cable

10. Digital Mixer

12. VST

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What is mean by Surrounding Sound? Explain the Process of Nuendo?
14. What you mean by Lip synchronization? What are the features of Dubbing?
15. What are major types of Microphones?
16. Describe a short Paragraph about MIDI?
17. What is man by Synthesisers?
18. Explain Digital and analogue mixer
19. Functions of audio console

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What is mean by Acoustics? What are the major functions of Acoustics? Explain the characteristics of Acoustic recording?
21. What are the major elements and Applications of Multi Track Recording?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course14: Introduction to 3D Modeling and Texturing

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|------------------------|-----------------|
| 1. Nurbs | 2. 3D Animation |
| 3. Planner Mapping | 4. Staging |
| 5. Surface Modelling | 6. Object Mode |
| 7. Texturing | 8. Toon |
| 9. Polygon | 10. UV mapping |
| 11. Boolean Operations | 12. 3D Camera |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Explain the features of CGI?
14. What are the major elements of Animation?
15. Explain the characteristics and features of Autodesk Maya?
16. Describe a short Paragraph about Polygon Modelling?
17. What is man by Track Sheet?
18. Explain the advanced options of Lighting and Camera options in Autodesk Maya?
19. What you mean by bump mapping

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What are the features of Visual Effects? Explain the possibilities of VFX in entertainment industry?
21. Explain the Application of 3d Interface?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course15: Advanced Web Designing

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|---------------|--------------------|
| 1. Tags | 2. Spry frame work |
| 3. CSS | 4. Websafe colours |
| 5. Tables | 6. DTHML |
| 7. Links | 8. SWF |
| 9. JQuery | 10. HTTP |
| 11. Bootstrap | 12. PHP |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Explain the features of Adobe Dreamweaver?
14. What are the major elements of Web Designing?
15. What are the advanced features of JQuery?
16. What you mean by Web user face interface?
17. Make a short paragraph about 2D Authoring tool?
18. XML
19. Explain the advanced options of JQuery?

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What are the elements of web designing? Explain the advanced options of CSS?
21. Describe the various steps of Web Designing?

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|------------------------|----------------------|
| 1. Director | 2. Action Script |
| 3. Interactive Page | 4. Buttons |
| 5. SWF | 6. Image Compression |
| 7. Key frame Animation | 8. PSD |
| 9. 2D Animation | 10. Authoring |
| 11. Storyboard | 12. Digital File |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What you mean by Multimedia Authoring?
14. Make a Short Paragraph about Image Authoring Tool?
15. Explain the features and options of Adobe Flash?
16. What are the elements of Multimedia?
17. Make a short paragraph about 2D Authoring tool?
18. Storyboard
19. What are the various steps of Multimedia Production?

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Explain the use of Multimedia in education and entertainment Industry?
21. Explain the various types of Image and Web Authoring Tools?

(UG-CBCSS UG)
BMM6B19: Core Course14: Introduction to Motion Graphics

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|--------------------------|------------------------|
| 1. Footage | 2. 3D Camera |
| 3. Nodes | 4. Third Party plug-in |
| 5. Mask | 6. Motion tracking |
| 7. Cinematic terminology | 8. AEP Formats |
| 9. After Effects | 10. Avid |
| 11. Keyframe | 12. Compositing |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Make a short paragraph about Stop motion Animation?
14. What you mean by Motion Graphics? What are the major elements of Motion Graphics?
15. Explain the features and options of Adobe After effects?
16. What you mean by Masking, Rotoscoping and Wire Removal?
17. What is mean by Screen Compositing?
18. Make an essay about the role of Motion graphics in entertainment and film industry?
19. Explain the advanced features of FCP for Colour grading

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Explain the various options of Adobe after effects?
21. Make an essay about Visual effects?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)
**BMM6B21: Core Course15 (Elective): Television & Multi Camera
Production**

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|-----------------|-------------------------|
| 1. Anchoring | 2. Floor Management |
| 3. Feature Film | 4. Budgeting |
| 5. Soap Opera | 6. Vision Switch |
| 7. Docudrama | 8. Multi Cam Management |
| 9. PCR | 10. VTR |
| 11. ENG | 12. EFP |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the major elements of Soap Opera?
14. What are the major differences between video production and television production?
15. What are the essential qualities required for a television anchor?
16. What are the main features of video camera and their specific usages?
17. What are the major differences between single camera and multi-camera shoot? Explain with suitable examples.
18. Explain EFP & ENG
19. Functions of DSNG

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

24. What are the roles played by a Television producer? How does it differ from that of a film director?
25. Describe the different processes involved in the production of a tele film based on a famous Malayalam short story from idea to screen?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course18: Advanced 3D Animation, Vfx and Compositing

Time: 3 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

- | | |
|---------------------|--------------------|
| 1. UV Editor | 2. IK tool |
| 3. Texturing | 4. Mirror Deformer |
| 5. Attribute Editor | 6. Extrude |
| 7. Ghosting | 8. Blend Shape |
| 9. 2D Animation | 10. Keyframe |
| 11. Graph Editor | 12. Maya |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the Basic principles of animation
14. Explain the Role of computers in animation

15. What you mean by UV editor?
16. What are the main features of Autodesk Maya?
17. What are the major differences between Mental Ray rendering and Maya Hardware Rendering?
18. Functions of Graph editor in Maya
19. What are the major types of dynamic effects in maya

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Describe the different types of Texturing and Rendering methods in Maya?
21. What you mean by Animation Production Pipe Line?