



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI-620024

**B.Sc. VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM-
LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK
(CBCS - LOCF)**

**(Applicable to the candidates admitted from the academic year
2026-2027 onwards)**

Se m	Part	Courses	Title	Ins. Hrs.	Credits	Exam. Hours	Maximum Marks		
							Int.	Ext.	Total
I	I	Ability Enhancement Course – I (AEC - I)	(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – II (AEC - II)	English Course - I	6	3	3	30	70	100
	III	Core Course -1 (CC - 1)	Introduction to Visual Communication	4	4	3	30	70	100
		Core Practical - 1 (CP - 1)	Visual Literacy and Drawing (Practical)	4	4	3	40	60	100
		Allied Course – 1 (AC - 1)	1. Indian Art and Aesthetics (or) 2. Effective Communication Skills	4	4	3	30	70	100
		Allied Course Practical - 1 (ACP-1)	1. Indian Art and Design (Practical) (or) 2. Communication and Presentation Skills (Practical)	2	**	**	**	**	**
	IV	Value Education		2	2	3	30	70	100
		Interdisciplinary Course – 1 (IDC - 1) #	One Course from Outside Department	2	2	3	30	70	100
	Total			30	22	--	--	--	700
II	I	Ability Enhancement Course – III (AEC - III)	(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – IV (AEC - IV)	English Course - II	6	3	3	30	70	100
	III	Core Course- 2(CC - 2)	Advertising and Brand Management	4	4	3	30	70	100
		Core Practical - 2(CP - 2)	Media Advertising Practice (Practical)	4	4	3	40	60	100
		Allied Course – 2 (AC - 2)	1. Public Relations (or) 2. Folk Media	4	4	3	30	70	100
		Allied Course Practical - I (ACP-I)	1. Indian Art and Design (Practical) (or) 2. Communication and Presentation Skills (Practical)	2	4	3	40	60	100
	IV	Skill Enhancement Course - 1(SEC - 1) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 2 (IDC - 2) #	One Course from Outside Department	2	2	3	40	60	100
	Total			30	26	--	--	--	800

III	I	Ability Enhancement Course – V(AEC - V)	(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100	
	II	Ability Enhancement Course – VI (AEC - VI)	English Course - III	6	3	3	30	70	100	
	III	Core Course- 3(CC - 3)	Digital Media and Society	4	4	3	30	70	100	
		Core Practical - 3 (CP - 3)	Graphic Design Techniques (Practical)	4	4	3	40	60	100	
		Allied Course – 3 (AC - 3)	1. Online Journalism (or) 2. Immersive Media	4	4	3	30	70	100	
		Allied Course Practical - 2 (ACP - 2)	1. Layout Designing (Practical) (or) 2. VFX and Motion Graphics Production (Practical)	2	**	**	**	**	**	
	IV	Skill Enhancement Course - 2 (SEC - 2) ##	Naan Mudhalvan Course	2	2	3	30	70	100	
		Interdisciplinary Course – 3 (IDC - 3) \$\$	One Course from Outside Department	2	2	3	30	70	100	
		Health & Wellness @		--	1	--			100	
	Total			30	23	--	--	--	800	
I	Ability Enhancement Course – VII (AEC - VII)	(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100		
IV	II	Ability Enhancement Course – VIII (AEC - VIII)	English Course - IV	6	3	3	30	70	100	
	III	Core Course- 4(CC - 4)	Film Studies	4	4	3	30	70	100	
		Core Practical - 4(CP - 4)	Professional Photography (Practical)	4	4	3	40	60	100	
		Allied Course – 4 (AC - 4)	1. Script Writing (or) 2. Media and Gender	4	4	3	30	70	100	
		Allied Course Practical - 2 (ACP - 2)	1. Layout Designing (Practical) (or) 2. VFX and Motion Graphics Production (Practical)	2	4	3	40	60	100	
	IV	Skill Enhancement Course - 3 (SEC - 3) ##	Naan Mudhalvan Course	2	2	3	30	70	100	
		Interdisciplinary Course – 4 (IDC - 4) \$\$	One Course from Outside Department	2	2	3	30	70	100	
	Total			30	26	--	--	--	800	
	Summer Internship / Industrial Activity during the Summer Vacation after II Year									

V	III	Core Course - 5 (CC - 5)	Artificial Intelligence in Media Technologies	4	4	3	30	70	100
		Core Course - 6 (CC - 6)	Visual Analysis and Techniques	5	4	3	30	70	100
		Core Course - 7 (CC - 7)	Media Laws and Ethics	5	4	3	30	70	100
		Core Course - 8 (CC - 8)	Social Media Literacy	5	4	3	30	70	100
		Core Practical - 5(CP - 5)	Video Production (Practical)	5	4	3	40	60	100
	IV	Skill Enhancement Course - 4 (SEC - 4)	Any one from the list (Practical)	2	2	3	40	60	100
		Skill Enhancement Course - 5 (SEC - 5) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Introduction to Disaster Management		2	2	3	30	70	100
		Summer Internship / Industrial Activity @@	(with Viva-Voce)	--	2	-	20	80	100
	Total			30	28	-	--	--	900
VI	III	Core Course - 9(CC - 9)	Media Research	4	4	3	30	70	100
		Core Course- 10 (CC - 10)	Media Management	5	4	3	30	70	100
		Core Course- 11 (CC - 11)	Development Communication	5	4	3	30	70	100
		Core Project Work(CPW) @@	Project Work (with Viva-Voce)	6	4	3	20	80	100
	IV	Value Added Course	General Studies for Competitive Examinations	2	1	-	30	70	100
		Skill Enhancement Course - 6 (SEC - 6)	Any one from the list (Practical)	2	2	3	40	60	100
		Skill Enhancement Course - 7 (SEC - 7) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Environmental Studies		2	2	3	30	70	100
		Gender Studies		2	1	3	30	70	100
		Extension Activities *		--	1	-	--	--	--
	Total			30	25	--	--	--	900
	Grand Total			180	150	-	--	--	4900

ALLIED COURSE

First Year Students	Second Year Students
Indian Art and Aesthetics (Theory)	Online Journalism (Theory)
Effective Communication Skills (Theory)	Immersive Media (Theory)
Indian Art and Design (Practical)	Layout Designing (Practical)
Communication and Presentation Skills (Practical)	VFX and Motion Graphics Production (Practical)
Public Relations (Theory)	Script Writing (Theory)
Folk Media (Theory)	Media and Gender (Theory)

SKILL ENHANCEMENT COURSE(SEC)			
Sl. No.	Title of paper	Sl. No.	MANDATORY Naan Mudhalvan Scheme##
1.	Creative Web Designing (P)	1.	2 nd Semester:
2.	Event Management(P)		
3.	UX and UI (P)	2.	3 rd Semester:
4.	Corporate Communication(P)		
5.	Radio Production(P)	3.	4 th Semester:
6.	Podcasting (P)		
7.	Social Media Marketing (P)	4.	5 th Semester:
--		5.	6 th Semester:

INTERDISCIPLINARY COURSE (IDC) FOR WHO HAVE OPT TAMIL AS PART-I (for other Department Students only)	
1 st Semester	Basics of Communication/ Understanding Mass Media
2 nd Semester	AI Tools for Presentation Skills/ Media Anchoring and Presentation (Practical)
3 rd Semester	Film Appreciation/ Understanding Art
4 th Semester	Basic Photography / Media Content Creation

INTERDISCIPLINARYCOURSE (IDC)# FOR WHO HAVE NOT OPT TAMIL AS PART - I		
Those who have studied Tamil upto 10 th +2 but opt for other languages in degree	1 st Semester	Special Tamil - I
	2 nd Semester	Special Tamil - II
Those who have not studied Tamil in school level	1 st Semester	Basic Tamil - I
	2 nd Semester	Basic Tamil – II
Those students who opt for either special Tamil (or) Basic Tamil as IDCs, have to choose 2 more IDCs courses in their 3rd and 4th Semester from Outside his/her department.		

INTERDISCIPLINARYCOURSE(IDC) \$\$ FOR NCCADETS ONLY	
NCC Course is a Compulsory Course for the NCC Cadets in the 3rd Semester:	NCC Course is a Compulsory Course for the NCC Cadets in the 4th Semester:
Introduction to NCC	1. Special Subject Army (or) 2. Special Subject Navy (or) 3. Special Subject Air force
Those students who opt for NCC Courses as IDCs, have to choose 2 more IDCs courses in their 1 st and 2 nd Semester from Outside his/her department.	

SUMMARY OF CURRICULUM STRUCTURE OF UGPROGRAMMES

Sl. No.	Part	Types of the Courses	No. of Courses	Credits for each Course	Total Credits	Marks
1.	I	Ability Enhancement Course	4	3	12	400
2.	II	Ability Enhancement Course	4	3	12	400
3.	III	Core Course	11	4	44	1100
4.		Core Practical	5	4	20	500
5.		Allied Course (AC)	4	4	16	400
6.		Allied Course Practical (ACP)	2	4	8	200
7.		Core Project Work (CPW)	1	4	4	100
8.	IV	Skill Enhancement Course (SEC)	7	2	14	700
9.		Interdisciplinary Course (IDC)	4	2	8	400
10.		Value Education	1	2	2	100
11.		Health and Wellness	1	1	1	100
12.		Introduction to Disaster Management	1	2	2	100
13.		Summer Internship / Industrial Activity	1	2	2	100
14.		Value Added Course	1	1	1	100
15.		Environmental Studies	1	2	2	100
16.		Gender Studies	1	1	1	100
17.		EXTENSIONACTIVITIES (NCC / NSS / SPORTS / ANTI DRUG CELL / YRC & Any Other Activities	--	1	1	--
Total			49	-	150	4900

\$ For those who have studied Tamil upto 10th+2(Regular Stream)
 + Syllabus for other Languages should be on par with Tamil at degree level

Those who have studied Tamil upto 10th+2 but opt for other languages in degree level under Part-I should study special
 # Tamil and those who have not studied Tamil in the school level should study Basic Tamil in Part-IV under the Interdisciplinary Course.

** Examination at the end of the next semester

Naan Mudhalvan Scheme: As per the Naan Mudhalvan Scheme
 ## instructions, 5 courses from 2nd to 6th semester should be studied under Skill Enhancement Course.

NCC Course is one of the Choices in the Interdisciplinary Course.

\$\$ Only the NCC Cadets are eligible to choose this course. However, NCC Course is a Compulsory Course for the NCC Cadets.

@ Health and Wellness: Assessments:

- Use self-reflective worksheets to assess their understanding
- submit the worksheets to internal audit / external audit
- Every student's activity report should be documented and the same have to be assessed by the Physical Director with Mentor. The evaluation should be for 100 marks. No examination is required.

Scheme of Evaluation:

Part	Description	Marks
A	Report	40
B	Attendance	20
C	Activities (Observation During Practice)	40
Total		100

Summer Internship / Industrial Activity

Internship will be carried out during the summer vacation after the second year. Viva-Voce will be conducted by the college and Marks shall be send to the University and the same will be included in the 5th semester Mark Statement.

@@ Summer Internship / Industrial Activity& Project Work

Scheme of Evaluation:

Description	Marks
Report	80
Viva-Voce	20
Total	100

* Extension Activities shall be outside instruction hours.

PROGRAMME OUTCOMES (POs) – B.Sc. VISUAL COMMUNICATION

PO1 – Communication Skills	Develop effective verbal, written, visual and digital communication skills through media production, presentation, storytelling, journalism, advertising and public relations practices. Demonstrate the ability to communicate ideas clearly and creatively to diverse audiences using appropriate media platforms.
PO2 – Disciplinary Knowledge	Acquire comprehensive knowledge of visual communication, media theories, journalism, advertising, public relations, photography, film studies, graphic design, digital media and emerging communication technologies. Apply disciplinary knowledge to understand and address contemporary media and communication challenges.
PO3 – Critical Thinking	Develop the ability to critically evaluate media content, visual messages, communication practices and socio-cultural issues. Analyze media representations, audience responses and communication strategies from multiple perspectives to make informed judgments.
PO4 – Analytical Reasoning	Apply analytical skills to interpret media trends, audience behaviour, communication problems and visual narratives. Use logical reasoning to assess information, identify patterns and develop effective communication solutions.
PO5 – Scientific Reasoning	Employ systematic and evidence-based approaches in media production, audience analysis, content evaluation and communication research. Apply appropriate methods, tools and technologies to collect, interpret and present media-related data accurately.
PO6 – Self-Directed Learning	Demonstrate independent learning abilities by exploring emerging media technologies, creative practices and industry developments. Engage in continuous skill enhancement

	through projects, internships, online learning and professional experiences.
PO7 – Reflective Thinking	Reflect on personal creative work, media practices and communication processes to improve professional competence and ethical understanding. Evaluate strengths, limitations and outcomes of media projects for continuous improvement.
PO8 – Problem Solving	Apply communication theories, design principles and media production techniques to identify and solve real-world communication challenges. Develop innovative and practical solutions for media, advertising, public relations and digital communication contexts.
PO9 – Research-Related Skills	Develop research competencies through media research, field studies, audience surveys, content analysis and project work. Demonstrate the ability to formulate research questions, collect and analyze data, and present findings effectively using appropriate research methodologies.
PO10 – Lifelong Learning	Recognize the need for continuous learning and professional development in the rapidly evolving media and communication industry. Adapt to emerging technologies, industry trends and changing communication environments to sustain career growth and academic advancement.

**INTRODUCTION TO VISUAL
COMMUNICATION**
(Theory)**COURSE OBJECTIVES:**

- To understand the basic concepts and importance of communication in everyday life and media
- To learn different types and forms of communication, including verbal and non-verbal communication
- To gain basic knowledge of visual communication and how it is used in media
- To understand how mass media works and its role in society
- To become familiar with important communication models and theories
- To develop basic analytical and creative skills related to communication and media

UNIT – I: INTRODUCTION TO COMMUNICATION

Meaning, nature and scope of communication – need and importance of communication – 7 Cs of communication – functions and purpose of communication – communication process and its components (SMCR) – barriers to communication – channels of communication.

UNIT – II: HUMAN COMMUNICATION

Evolution of human communication – types of communication: intrapersonal, interpersonal and group communication – forms of communication: verbal and non-verbal communication – elements of non-verbal communication: kinesics, facial expressions, haptics, proxemics and chronemics.

UNIT – III: VISUAL COMMUNICATION

Meaning and importance of visual communication – elements of visual communication: colour, shape, texture, balance and hierarchy – colour psychology – principles of visual perception – visual process.

UNIT – IV: MASS MEDIA AND COMMUNICATION

Meaning, characteristics and functions of mass media – mass communication process – types of mass media: print, radio, television, cinema and digital media – internet and mobile communication – role of mass media in Indian society.

UNIT – V: COMMUNICATION MODELS AND THEORIES

Basic communication models: Lasswell, Shannon and Weaver, David Berlo, Osgood-Schramm and Gerbner – introduction to communication theories: Hypodermic Needle Theory, Two-Step Flow Theory and Multi-Step Flow Theory – Selective Exposure, Perception and Retention – Indian communication theories and concepts: Sadharanikaran Theory, Rasa Theory.

UNIT -VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Presentation on the evolution of visual communication in India
- Analysis of visuals from print, television or social media platforms
- Seminar on colour psychology and visual perception
- Group discussion on media influence and visual culture
- Creation of posters or infographics on social awareness themes
- Visual interpretation and design analysis exercises
- Assignment on contemporary visual communication trends

TEXT BOOKS

1. Baran, S. J. (2022). *Introduction to Mass Communication: Media Literacy and Culture* (12th ed.). McGraw Hill.
2. McQuail, D. (2020). *McQuail's Mass Communication Theory* (7th ed.). Sage Publications.
3. DeVito, J. A. (2020). *Human Communication: The Basic Course* (15th ed.). Pearson.

REFERENCES

1. Fiske, J. (2011). *Introduction to Communication Studies* (3rd ed.). Routledge.
2. Kumar, K. J. (2021). *Introduction to Mass Communication*. Jaico Publishing House.
3. Lindgren, S. (2021). *Digital Media and Society*. Sage Publications.
4. Sparks, G. G. (2022). *Media Effects Research: A Basic Overview* (6th ed.). Cengage Learning.
5. Whaley, B. B., & Samter, W. (2022). *The SAGE Handbook of Communication Theory*. Sage Publications.
6. Campbell, R., Martin, C., & Fabos, B. (2021). *Media and Culture* (13th ed.). Bedford/St. Martin's.
7. Potter, W. J. (2021). *Media Literacy* (10th ed.). Sage Publications.
8. Vivian, J. (2021). *The Media of Mass Communication* (13th ed.). Pearson.

E-RESOURCES

1. <https://study.sagepub.com/communication>
2. <https://www.ted.com/topics/communication>
3. <https://www.coursera.org/courses?query=communication>

4. <https://nptel.ac.in/course.html>
5. https://grow.google/intl/en_in/digitalgarage/
6. <https://www.media-studies.com/>
7. <https://www.bbc.co.uk/academy>
8. <https://www.open.edu/openlearn/>

COURSE OUTCOME:

Upon successful completion of the course, students will be able to:

CO1: Understand the basic concepts, process and importance of communication. K2

CO2: Identify different types and forms of communication, including verbal and non-verbal communication. K1

CO3: Apply basic principles of visual communication in media-related activities. K3

CO4: Explain the role and functions of mass media in society. K2

CO5: Demonstrate basic creative and analytical skills through communication exercises and media activities. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
I				Introduction to Visual Communication (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	1	2	1	3	2	2	3	1	2.0
CO2	3	3	1	2	2	3	3	3	3	2	2.8
CO3	2	2	1	3	2	3	3	2	3	2	2.3
CO4	2	3	2	3	3	2	3	2	3	2	2.5
CO5	3	3	2	2	3	3	2	2	2	3	2.5
Mean Overall Score											2.4 (High)

Inst Hrs: 4**Code:****VISUAL LITERACY AND DRAWING**
(Practical)**Credits: 4****COURSE OBJECTIVES:**

- To introduce students to the fundamentals of visual literacy and observation.
- To develop drawing skills through basic forms, objects, and compositions.
- To train students in understanding visual language, proportion, balance, and perspective.
- To encourage creative interpretation and visual storytelling.
- To prepare students for advanced studies in visual communication, design, animation, and media arts.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of drawing including line practice, shapes and forms, object observation, composition, perspective, shading, texture rendering and basic human figure drawing. Students shall be trained in visual observation, hand coordination, proportion, balance and creative sketching techniques using basic drawing materials.

PRACTICAL EXERCISES

Students should submit a record containing at least two works from each exercise with necessary details.

1. Line Exercises

Straight, curved, zigzag, thick and thin lines – freehand line practice.

2. Shape and Form Drawing

Drawing of geometric and organic shapes – transformation of 2D shapes into basic forms.

3. Object Drawing

Sketching simple everyday objects with proportion and outline.

4. Still Life Drawing

Composition and drawing of multiple objects with balance and arrangement.

5. Perspective Drawing

One-point and two-point perspective drawing exercises.

6. Light and Shade

Tonal rendering using pencil shading techniques – highlights and shadows.

7. Texture Representation

Visual representation of textures such as wood, metal, cloth, glass and stone.

8. Human Figure and Gesture Drawing

Basic human proportions – stick figures and gesture sketches.

TEXT BOOKS

1. Dabner, D., Stewart, S., & Zempol, E. (2022). *Graphic Design School* (7th ed.). Thames & Hudson.
2. Samara, T. (2020). *Design Elements* (3rd ed.). Rockport Publishers.
3. Lidwell, W., Holden, K., & Butler, J. (2021). *Universal Principles of Design* (3rd ed.). Rockport Publishers.

REFERENCES

1. Ambrose, G., & Harris, P. (2021). *Design Basics: Design Principle*. Bloomsbury.
2. Poulin, R. (2022). *The Language of Graphic Design*. Rockport Publishers.
3. Lupton, E. (2023). *Graphic Design Thinking* (2nd ed.). Princeton Architectural Press.
4. Heller, S., & Vienne, V. (2021). *Becoming a Graphic and Digital Designer*. Wiley.
5. Resnick, E. (2021). *The Designer's Dictionary of Color*. Bloomsbury.
6. Male, A. (2023). *Illustration: A Theoretical and Contextual Perspective* (3rd ed.). Bloomsbury.
7. Zelanski, P., & Fisher, M. P. (2021). *Design Principles and Problems* (4th ed.). Cengage Learning.
8. Caldwell, C. (2019). *Graphic Design for Everyone*. DK Publishing.

E-RESOURCES

1. <https://www.canva.com/designschool/>
2. <https://www.drawspace.com/>
3. <https://artsandculture.google.com/>
4. <https://www.ctrlpaint.com/library>
5. <https://line-of-action.com/>
6. <https://thevirtualinstructor.com/>
7. <https://www.proko.com/>
8. <https://helpx.adobe.com/creative-cloud/tutorials-explore.html>

COURSE OUTCOME:

Upon successful completion of the course, students will be able to:

- CO1:** Apply the basic principles and elements of design in visual compositions. K3
- CO2:** Create balanced and structured layouts using visual design techniques. K6
- CO3:** Demonstrate the use of contrast, emphasis and visual hierarchy in creative designs. K3
- CO4:** Develop creative compositions using rhythm, unity, repetition and colour principles. K6
- CO5:** Design posters and visual layouts by effectively organizing design elements. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
I				Visual Literacy and Drawing (Practical)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	2	3	2	3	3	2	3	2	3	2	2.5
CO2	3	3	2	3	3	2	3	1	3	2	2.5
CO3	3	3	2	3	1	1	2	1	3	3	2.2
CO4	3	3	2	3	1	1	3	2	3	2	2.3
CO5	2	2	3	3	1	1	2	2	3	3	2.2
Mean Overall Score											2.3 (High)

Inst Hrs: 4**Code:****1. INDIAN ART AND AESTHETICS**
(Theory)**Credits: 4****COURSE OBJECTIVES:**

- To introduce students to the rich traditions of Indian art and aesthetic
- To understand the principles of Indian aesthetics and their philosophical foundations
- To study the evolution of some Indian art forms
- To develop an appreciation of visual culture in the Indian context
- To relate traditional aesthetics to contemporary visual communication practices

UNIT – I: INTRODUCTION TO INDIAN ART AND AESTHETICS

Meaning and importance of Indian art – basic concepts of Indian aesthetics – Rasa and Bhava – understanding colours in Indian context, symbols and motifs – art as a reflection of Indian culture and society – relevance of Indian aesthetics in visual communication and design.

UNIT – II: ANCIENT INDIAN ART

Prehistoric cave paintings with reference to Bhimbetka Rock Shelters – art and design of the Indus Valley Civilization – Mauryan art and Buddhist art – introduction to Sanchi Stupa, Ajanta Caves and Ellora Caves –storytelling and symbolism in ancient Indian art.

UNIT – III: MEDIEVAL AND TRADITIONAL INDIAN ART

Temple architecture: Dravidian and Nagara styles – Chola bronze sculptures – Mughal, Rajput and miniature paintings – traditional Indian decorative patterns and motifs – folk and tribal art forms such as Warli, Madhubani and Kalamkari.

UNIT – IV: MODERN INDIAN ART AND ARTISTS

Introduction to modern Indian art – Bengal School of Art – contributions of Raja Ravi Varma, Nandalal Bose, M. F. Husain and S. H. Raza – Indian art in illustration, posters and visual media.

UNIT – V: INDIAN VISUAL CULTURE AND DESIGN

Indian aesthetics in cinema, advertising and digital media – Indian colours, typography and patterns in graphic design – branding and packaging inspired by Indian art – contemporary trends in Indian visual culture and media design.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Visual analysis of an Indian artwork or design
- Poster or digital artwork using Indian motifs and patterns
- Case study on Indian folk or tribal art forms
- Presentation on Indian aesthetics in films, advertisements or branding
- Museum, gallery or heritage site visit report
- Creative design project inspired by Indian visual culture

TEXT BOOKS

1. Dehejia, V. (2021). *Indian Art*. Phaidon Press.
2. Singhanian, N. (2023). *Indian Art and Culture*. McGraw Hill.
3. Huntington, S. L., & Huntington, J. C. (2022). *The Arts of India*. Motilal Banarsidass.

REFERENCES

1. Pandey, K. C. (2019). *Indian Aesthetics*. Motilal Banarsidass.
2. Coomaraswamy, A. K. (2020). *An Introduction to Indian Art*. Munshiram Manoharlal.
3. Pollock, S. (2016). *A Rasa Reader*. Columbia University Press.
4. Sivaramamurti, C. (2018). *Indian Sculpture and Iconography*. Sundeep Prakashan.
5. Jain, J. (2021). *Folk Art of India*. Mapin Publishing.
6. Mitter, P. (2022). *Modern Indian Art*. Oxford University Press.
7. Havell, E. B. (2020). *The Essence of Indian Art*. Niyogi Books.
8. Craven, R. C. (2020). *Indian Art: A Concise History*. Thames & Hudson.

E-RESOURCES

1. <https://artsandculture.google.com/>
2. <https://nationalmuseumindia.gov.in/>
3. <https://ignca.gov.in/>
4. <https://www.sahapedia.org/>
5. <https://nptel.ac.in/course.html>
6. <https://indianculture.gov.in/>
7. <https://www.vam.ac.uk/collections/south-asia>
8. <https://www.metmuseum.org/art/collection>

COURSE OUTCOME:

Upon successful completion of the course, students will be able to:

CO1: Apply the basic principles and elements of design in visual compositions. K3

CO2: Create balanced and structured layouts using visual design techniques. K6

CO3: Demonstrate the use of contrast, emphasis and visual hierarchy in creative designs. K3

CO4: Develop creative compositions using rhythm, unity, repetition and colour principles. K6

CO5: Design posters and visual layouts by effectively organizing design elements. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
I				1. Indian Art and Aesthetics (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	2	3	2	3	3	2	3	2	3	2	2.5
CO2	3	3	2	3	3	2	3	1	3	2	2.5
CO3	3	3	2	3	1	1	2	1	3	3	2.2
CO4	3	3	2	3	1	1	3	2	3	2	2.3
CO5	2	2	3	3	1	1	2	2	3	3	2.2
Mean Overall Score											2.3 (High)

Inst Hrs: 4**Code:****2. EFFECTIVE COMMUNICATION SKILLS**
(Theory)**Credits: 4****COURSE OBJECTIVES:**

- To understand the concept of communication effectiveness in media and professional contexts
- To develop practical communication competencies including speaking, listening, and presentation
- To enhance interpersonal and group communication abilities
- To train students in audience-centered and purpose-driven communication
- To apply communication strategies in workplace and media environments
- To promote ethical and professional communication practices

UNIT – I: FUNDAMENTALS OF EFFECTIVE COMMUNICATION

Meaning and importance of effective communication – communication competence – audience-centered communication – purpose and context of communication – clarity, tone and brevity – communication in academic, media and professional settings.

UNIT – II: LISTENING AND FEEDBACK SKILLS

Types of listening: active, passive, critical and empathetic listening – barriers to listening – techniques for effective listening – importance of feedback – constructive feedback and response skills – role of feedback in communication effectiveness.

UNIT – III: PUBLIC SPEAKING AND PRESENTATION SKILLS

Principles of public speaking – speech structure and organization – verbal clarity and confidence – presentation techniques – use of visual aids and media tools – audience engagement and managing stage fear.

UNIT – IV: INTERPERSONAL AND GROUP COMMUNICATION

Interpersonal communication and relationship building – empathy and assertiveness – group communication and teamwork – leadership and discussion skills – conflict resolution and negotiation – professional etiquette and behaviour.

UNIT – V: PROFESSIONAL COMMUNICATION FOR MEDIA

Resume and email writing – formal and workplace communication – interview communication skills – basics of anchoring and scripting – communication skills for media professions – ethical communication practices.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Resume and professional email preparation
- Mock interviews and self-introduction exercises
- Group discussion and team presentation activities
- Public speaking and anchoring practice
- Listening and feedback exercises
- Preparation of short scripts for media presentations

TEXT BOOKS

1. DeVito, J. A. (2020). *The Interpersonal Communication Book* (15th ed.). Pearson.
2. Lucas, S. E. (2020). *The Art of Public Speaking* (13th ed.). McGraw Hill.
3. Adler, R. B., Rodman, G., & du Pré, A. (2021). *Understanding Human Communication* (14th ed.). Oxford University Press.

REFERENCES

1. Hargie, O. (2021). *Skilled Interpersonal Communication* (6th ed.). Routledge.
2. Hamilton, C. (2022). *Communicating for Results* (11th ed.). Cengage.
3. Bradshaw, P. (2023). *The Online Journalism Handbook* (2nd ed.). Routledge.
4. Briggs, M. (2021). *Journalism Next* (5th ed.). CQ Press.
5. Kumar, S., & Lata, P. (2021). *Communication Skills*. Oxford University Press India.
6. Raman, M., & Sharma, S. (2020). *Technical Communication* (3rd ed.). Oxford University Press.
7. Mishra, C., & Sharma, A. (2022). *Professional Communication and Soft Skills*. Tata McGraw Hill.
8. Anderson, C. (2020). *TED Talks: The Official TED Guide to Public Speaking*. Headline Publishing.

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1. <https://www.ted.com/topics/public+speaking>
2. <https://www.toastmasters.org/>
3. https://www.mindtools.com/pages/main/newMN_CDV.htm
4. <https://www.coursera.org/courses?query=communication%20skills>
5. <https://www.bbc.co.uk/academy>

6. https://grow.google/intl/en_in/digitalgarage/
7. <https://www.canva.com/designschool/>
8. <https://nptel.ac.in/course.html>

COURSE OUTCOME:

After successful completion of the course, students will be able to:

CO1: Explain the concept and importance of effective communication in personal and professional contexts. K2

CO2: Demonstrate active listening, feedback and interpersonal communication skills. K3

CO3: Deliver presentations with clarity, confidence and proper structure. K3

CO4: Apply group and professional communication strategies in workplace and media settings. K3

CO5: Exhibit communication competence with ethical and professional awareness. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
I				2. Effective Communication Skills (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

Inst Hrs: 2

Code:

1. INDIAN ART AND DESIGN
(Practical)**Credits: ******COURSE OBJECTIVES:**

- To introduce students to the traditional art forms of India
- To develop practical skills in Indian motifs, patterns and folk art styles
- To familiarize students with regional visual traditions and aesthetics
- To encourage creative adaptation of Indian artistic elements in contemporary design
- To enhance appreciation of Indian cultural heritage through visual practice

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of drawing including observation skills, freehand sketching, line practice, shapes and forms, perspective techniques, composition, shading and texture rendering. Students shall be trained in visual perception, proportion, balance, hand coordination and creative expression using basic drawing materials and sketching techniques.

The course aims to develop the students' ability to visually represent objects, forms, space, texture and human figures through systematic drawing exercises. Students are required to maintain a practical record containing completed exercises and process work.

Students should submit a record containing at least **TWO** works from each exercise with necessary details.

1. Basic Indian Motifs

Simple drawing practice of Indian floral, animal and geometric motifs.

2. Kolam and Rangoli Designs

Drawing basic Kolam and Rangoli patterns using lines, dots and symmetry.

3. Traditional Border Designs

Practice of simple Indian border and decorative pattern designs.

4. Warli Art Practice

Drawing simple Warli human figures, trees and village scenes.

5. Temple Motif Drawing

Sketching simple motifs inspired by Indian temple sculptures and carvings.

6. Folk Art Motifs

Practice of basic motifs inspired by Indian folk art traditions.

7. **Mandala Design**

Creation of simple circular decorative patterns using repeated shapes.

8. **Creative Indian Art Composition**

Creation of a simple artwork combining traditional Indian elements and patterns.

TEXT BOOKS

1. Ocvirk, O. et al. (2021). *Art Fundamentals*. McGraw Hill.
2. Stewart, M. (2020). *Launching the Imagination*. McGraw Hill.
3. Zelanski, P. (2021). *Shaping Space*. Cengage.

REFERENCES

1. Jain, J. (2023). *Indian Folk and Tribal Art*. Mapin Publishing.
2. Gombrich, E. H. (2021). *The Story of Art*. Phaidon.
3. Dormer, P. (2020). *Design Since 1945*. Thames & Hudson.
4. Frascara, J. (2021). *Communication Design*. Allworth Press.
5. Ambrose, G. (2022). *The Fundamentals of Graphic Design*. Bloomsbury.
6. Bhaskaran, L. (2021). *Design in India*. Roli Books.
7. Heller, S. (2020). *Design Literacy*. Allworth Press.
8. Samara, T. (2021). *Layout Essentials*. Rockport.

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2. <https://artsandculture.google.com/>
3. <https://www.proko.com/>
4. <https://www.drawspace.com/>
5. <https://www.skillshare.com/>
6. <https://www.domestika.org/>
7. <https://nptel.ac.in/>
8. <https://www.behance.net/>

COURSE OUTCOME:

After successful completion of the course, students will be able to:

CO1: Understand major Indian art traditions, folk art forms and visual motifs. K2

CO2: Apply traditional Indian design elements and decorative patterns in visual compositions. K3

CO3: Demonstrate practical skills in creating artworks inspired by Indian folk and temple art styles. K3

CO4: Develop creative compositions using Indian aesthetic principles, colours and cultural themes. K6

CO5: Create original artworks by integrating traditional Indian visual elements with contemporary design ideas. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
I				1. Indian Art and Design (Practical)						2	-
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

Inst Hrs: 2

Code:

**2. COMMUNICATION AND PRESENTATION
SKILLS
(Practical)**

Credits:**

COURSE OBJECTIVES:

- To develop practical communication and presentation skills
- To improve speaking confidence and clarity
- To enhance listening and interpersonal communication abilities
- To train students in professional and media-related communication tasks
- To build competence in public speaking and visual presentation

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of verbal and non-verbal communication, listening skills, presentation techniques, interpersonal communication, public speaking and professional interaction. Students shall be trained in confidence building, voice modulation, group interaction, professional etiquette and communication practices used in academic, media and workplace environments.

Students are required to actively participate in practical communication activities and submit a record compiling all the activities .

PRACTICAL EXERCISES**1. Self-Introduction and Personal Presentation**

Prepare and deliver a structured self-introduction focusing on clarity, confidence and communication skills.

2. Active Listening and Response Exercise

Listen to audio or video content and present a summary of the key ideas and information.

3. Group Discussion Activity

Participate in group discussions on current affairs, social issues or media-related topics.

4. Public Speaking Exercise

Deliver short informative or persuasive speeches on assigned topics with proper voice modulation and presentation techniques.

5. **Presentation with Visual Aids**

Prepare and present a topic using PowerPoint slides or other visual support materials.

6. **Role Play and Interpersonal Communication**

Perform communication-based role plays such as interviews, workplace interaction or conflict management situations.

7. **Mock Interview and Professional Interaction**

Attend resume-based mock interviews and practice professional communication and response techniques.

8. **News Reading and Professional Communication Practice**

Practice news reading, anchoring and formal communication tasks such as email writing, resume preparation and official message presentation.

TEXT BOOKS

1. DeVito, J. A. (2020). *The Interpersonal Communication Book* (15th ed.). Pearson.
2. Lucas, S. E. (2020). *The Art of Public Speaking* (13th ed.). McGraw Hill.
3. Adler, R. B., Rodman, G., & du Pré, A. (2021). *Understanding Human Communication* (14th ed.). Oxford University Press.

REFERENCES

1. Hargie, O. (2021). *Skilled Interpersonal Communication* (6th ed.). Routledge.
2. Hamilton, C. (2022). *Communicating for Results* (11th ed.). Cengage Learning.
3. Anderson, C. (2020). *TED Talks: The Official TED Guide to Public Speaking*. Headline Publishing.
4. Kumar, S., & Lata, P. (2021). *Communication Skills*. Oxford University Press India.
5. Raman, M., & Sharma, S. (2020). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.
6. Mishra, C., & Sharma, A. (2022). *Professional Communication and Soft Skills*. Tata McGraw Hill.
7. Carnegie, D. (2020). *The Quick and Easy Way to Effective Speaking*. Pocket Books.
8. Gallo, C. (2022). *The Presentation Secrets of Steve Jobs*. McGraw Hill.

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2. <https://www.ted.com/topics/public+speaking>
3. <https://www.coursera.org/courses?query=communication%20skills>
4. <https://www.canva.com/designschool/>
5. https://grow.google/intl/en_in/digitalgarage/
6. <https://www.bbc.co.uk/academy>

7. <https://nptel.ac.in/course.html>
8. <https://www.open.edu/openlearn/>
9. <https://www.skillshare.com/>
10. <https://www.linkedin.com/learning/>

COURSE OUTCOME:

Upon successful completion of the course, students will be able to:

- **CO1:** Communicate clearly and confidently in personal, academic and professional situations. K3
- **CO2:** Demonstrate effective listening, feedback and interpersonal communication skills. K3
- **CO3:** Deliver structured presentations using appropriate visual aids and presentation techniques. K6
- **CO4:** Analyze communication effectiveness in group discussions, teamwork and public speaking activities. K5
- **CO5:** Apply verbal and non-verbal communication skills effectively in real-life communication contexts. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
I				2. Communication And Presentation Skills (Practical)						2	-
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

Inst Hrs: 2**Code:****1. BASICS OF COMMUNICATION**
(Theory)**Credits: 2****COURSE OBJECTIVES:**

- To introduce the basic concepts and process of communication
- To develop effective verbal and non-verbal communication skills
- To familiarize students with different types and forms of communication
- To enhance interpersonal and presentation skills
- To provide basic understanding of communication models and digital communication

UNIT – I: INTRODUCTION TO COMMUNICATION

Definition of communication – characteristics and functions of communication – need and importance of communication – scope of communication – communication as a social process.

UNIT – II: COMMUNICATION PROCESS AND BARRIERS

Process of communication – elements of communication – levels of communication: intrapersonal, interpersonal, group and mass communication – communication and language – barriers to communication: physical, psychological, semantic and cultural barriers.

UNIT – III: TYPES OF COMMUNICATION

Verbal and non-verbal communication – formal and informal communication – interpersonal and group communication – mass communication and digital communication.

UNIT – IV: COMMUNICATION SKILLS

Listening skills – speaking skills – reading and writing skills – presentation skills – public speaking basics – communication etiquette in academic and social contexts.

UNIT – V: COMMUNICATION MODELS AND DIGITAL COMMUNICATION

Introduction to communication models – Lasswell model – Shannon and Weaver model – Osgood-Schramm model – communication in social media and digital platforms – effective communication in the digital era.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on barriers for effective communication
- Seminar on communication and presentation skills
- Group discussion and team presentation activities
- Analysis of verbal and non-verbal communication in media content
- Public speaking and interpersonal communication exercises
- Role play and professional interaction activities
- Practical exercises in listening and feedback skills

TEXT BOOKS

1. DeVito, J. A. (2020). *The Interpersonal Communication Book* (15th ed.). Pearson.
2. Lucas, S. E. (2020). *The Art of Public Speaking* (13th ed.). McGraw Hill.
3. Adler, R. B., Rodman, G., & du Pré, A. (2021). *Understanding Human Communication* (14th ed.). Oxford University Press.

REFERENCES

1. Hargie, O. (2021). *Skilled Interpersonal Communication* (6th ed.). Routledge.
2. Hamilton, C. (2022). *Communicating for Results* (11th ed.). Cengage.
3. Bradshaw, P. (2023). *The Online Journalism Handbook* (2nd ed.). Routledge.
4. Briggs, M. (2021). *Journalism Next* (5th ed.). CQ Press.
5. Kumar, S., & Lata, P. (2021). *Communication Skills*. Oxford University Press India.
6. Raman, M., & Sharma, S. (2020). *Technical Communication* (3rd ed.). Oxford University Press.
7. Mishra, C., & Sharma, A. (2022). *Professional Communication and Soft Skills*. Tata McGraw Hill.
8. Anderson, C. (2020). *TED Talks: The Official TED Guide to Public Speaking*. Headline Publishing.

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2. <https://www.toastmasters.org/>
3. <https://www.mindtools.com/>
4. <https://www.coursera.org/>
5. <https://www.bbc.co.uk/academy>
6. https://grow.google/intl/en_in/digitalgarage/
7. <https://www.canva.com/designschool/>
8. <https://nptel.ac.in/>

COURSE OUTCOME:

CO1: Explain the basic concepts, process and functions of communication. K3

CO2: Identify different types and forms of communication in everyday life. K3

CO3: Apply verbal and non-verbal communication skills in academic and social contexts. K6

CO4: Demonstrate effective listening, speaking and presentation skills. K5

CO5: Analyze communication barriers and apply communication techniques in interpersonal and digital environments. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
I				1. Basics of Communication (Theory)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

COURSE OBJECTIVES:

- To introduce the basic concepts and functions of mass media
- To familiarize students with different types of media and their role in society
- To develop awareness about media messages and media influence
- To provide understanding of traditional and digital media platforms
- To enhance critical thinking towards media content and communication

UNIT – I: MEDIA IN EVERYDAY LIFE

Meaning and importance of media – communication and mass communication – role of media in society – media and daily life – evolution of media in India – traditional media and modern media – media as information, education and entertainment.

UNIT – II: PRINT, BROADCAST AND DIGITAL MEDIA

Newspapers and magazines – radio and FM broadcasting – television and OTT platforms – cinema as popular culture – internet and websites – podcasts and streaming media – social media platforms and mobile communication.

UNIT – III: SOCIAL MEDIA AND DIGITAL CULTURE

Social media and online communities – influencer culture – memes and internet trends – digital identity and self-presentation – social networking and audience engagement – content creation and creator economy – digital lifestyle and youth culture.

UNIT – IV: MEDIA, ADVERTISING AND PUBLIC AWARENESS

Introduction to advertising – branding and promotional communication – celebrity endorsements – public relations and media campaigns – social awareness campaigns – media and consumer culture – digital advertising and social media promotion.

UNIT – V: MEDIA LITERACY AND CONTEMPORARY ISSUES

Fake news and misinformation – media ethics and responsible media usage – cyber awareness and digital safety – privacy and online behaviour – media literacy and critical thinking – AI and changing media practices – opportunities and challenges in digital communication.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Presentation on the evolution of media in India
- Analysis of social media trends and online content
- Group discussion on media influence in society
- Creation of posters, reels or awareness content
- Assignment on fake news and media literacy
- Seminar on digital culture and communication practices
- Quiz on contemporary media and digital platforms

TEXT BOOKS

1. Baran, S. J. (2022). *Introduction to Mass Communication: Media Literacy and Culture* (12th ed.). McGraw Hill.
2. McQuail, D. (2020). *McQuail's Mass Communication Theory* (7th ed.). Sage Publications.
3. Vivian, J. (2021). *The Media of Mass Communication* (13th ed.). Pearson.

REFERENCES

1. Kumar, K. J. (2021). *Mass Communication in India*. Jaico Publishing House.
2. Fiske, J. (2011). *Introduction to Communication Studies* (3rd ed.). Routledge.
3. Campbell, R., Martin, C., & Fabos, B. (2021). *Media and Culture* (13th ed.). Bedford/St. Martin's.
4. Potter, W. J. (2021). *Media Literacy* (10th ed.). Sage Publications.
5. Sparks, G. G. (2022). *Media Effects Research: A Basic Overview* (6th ed.). Cengage Learning.
6. Lindgren, S. (2021). *Digital Media and Society*. Sage Publications.
7. Dominick, J. R. (2020). *The Dynamics of Mass Communication*. McGraw Hill.
8. Rayner, P., Wall, P., & Kruger, S. (2020). *Media Studies: The Essential Resource*. Routledge.

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2. <https://study.sagepub.com/communication>
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4. <https://nptel.ac.in/course.html>
5. https://grow.google/intl/en_in/digitalgarage/
6. <https://www.bbc.co.uk/academy>
7. <https://www.open.edu/openlearn/>
8. <https://www.unesco.org/en/media-information-literacy>
9. <https://www.pewresearch.org/>
10. <https://www.ted.com/topics/media>

COURSE OUTCOME:

After successful completion of the course, students will be able to:

CO1: Understand the basic concepts, functions and importance of mass media. K2

CO2: Identify different forms of traditional, digital and social media platforms. K1

CO3: Explain the role of media in society, culture and public communication. K2

CO4: Analyze the influence of digital media, advertising and social media trends. K4

CO5: Demonstrate media awareness and responsible media usage in digital environments. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
I				2. Understanding Mass Media (Theory)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

Inst Hrs: 4**Code: ADVERTISING AND BRAND MANAGEMENT**
(Theory)**Credits: 4****COURSE OBJECTIVES:**

- To introduce the concepts, scope and functions of advertising
- To familiarize students with advertising creativity, copywriting and media strategies
- To provide understanding of branding and advertising agency operations
- To develop knowledge of digital advertising and integrated marketing communication
- To enhance analytical and creative skills in advertising campaigns and brand communication

UNIT – I: INTRODUCTION TO ADVERTISING

Definition of advertising –functions of advertising – types of advertising – advertising appeals and advertising messages – role of advertising in marketing and Integrated Marketing Communication (IMC) – introduction to marketing mix – target audience and market segmentation.

UNIT – II: ADVERTISING CREATIVITY

Basics of copywriting – elements of advertisement copy – principles of layout and design – role of illustration and typography – AIDA process in advertising, print advertising – radio and television advertising –evaluation of advertisements.

UNIT – III: BRANDING AND BRAND MANAGEMENT

Meaning of brand and branding – importance of branding – brand identity and brand image – brand positioning and repositioning – target audience and brand communication strategies – product life cycle and advertising strategies – consumer perception and brand loyalty – celebrity endorsements and brand communication.

UNIT – IV: ADVERTISING AGENCIES AND RESEARCH

Structure and functions of advertising agencies – agency departments and their roles – agency-client relationship – advertising research: concept and importance – audience analysis and market research – pre-testing and post-testing of advertisements – media planning and campaign execution – ethical and social issues in advertising.

UNIT – V: DIGITAL ADVERTISING

Introduction to digital advertising – social media advertising – search engine marketing and email marketing – mobile advertising and influencer marketing – digital branding and audience engagement – emerging trends in digital advertising and AI-based promotions.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on advertising appeals and layouts
- Analysis of print, television or digital advertisements
- Group presentation on brand campaigns
- Seminar on advertising ethics and social impact
- Case study on digital and social media advertising trends

TEXT BOOKS

1. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion* (12th ed.). McGraw Hill.
2. Wells, W., Moriarty, S., & Burnett, J. (2020). *Advertising: Principles and Practice* (11th ed.). Pearson.
3. Kleppner, O. (2021). *Kleppner's Advertising Procedure* (19th ed.). Pearson.

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1. Batra, R., Myers, J. G., & Aaker, D. A. (2021). *Advertising Management* (5th ed.). Pearson.
2. Clow, K. E., & Baack, D. (2022). *Integrated Advertising, Promotion and Marketing Communications* (9th ed.). Pearson.
3. Percy, L., & Elliott, R. (2021). *Strategic Advertising Management* (6th ed.). Oxford University Press.
4. Ogilvy, D. (2020). *Ogilvy on Advertising*. Vintage Books.
5. Semenik, R. J. (2021). *Advertising and Integrated Brand Promotion* (7th ed.). Cengage.
6. Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th ed.). Pearson.
7. Sharma, K., & Singh, R. (2021). *Advertising: Planning and Decision Making*. Taxmann.
8. Landa, R. (2021). *Advertising by Design* (4th ed.). Wiley.

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2. <https://academy.hubspot.com/>

3. <https://www.facebook.com/business/learn>
4. <https://www.canva.com/designschool/>
5. <https://www.thinkwithgoogle.com/>
6. <https://www.coursera.org/courses?query=digital%20marketing>
7. <https://nptel.ac.in/course.html>
8. https://grow.google/intl/en_in/digitalgarage/

COURSE OUTCOME:

CO1: Explain the concepts, functions and types of advertising and integrated marketing communication. K2

CO2: Identify advertising appeals, creative strategies and branding techniques used in media campaigns. K1

CO3: Apply principles of copywriting, layout design and storyboard development in advertising content creation. K3

CO4: Analyze advertising campaigns, branding strategies and consumer-oriented communication practices. K4

CO5: Develop creative advertising concepts and campaign ideas for print, broadcast and digital media platforms. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				Advertising and Brand Management (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	1	2	1	3	2	2	3	1	2.0
CO2	3	3	1	2	2	3	3	3	3	2	2.8
CO3	2	2	1	3	2	3	3	2	3	2	2.3
CO4	2	3	2	3	3	2	3	2	3	2	2.5
CO5	3	3	2	2	3	3	2	2	2	3	2.5
Mean Overall Score											2.4 (High)

Inst Hrs: 4

Code:

MEDIA ADVERTISING PRACTICE
(Practical)**Credits: 4****COURSE OBJECTIVES:**

- To develop practical skills in advertising design and media production
- To train students in copywriting, visualisation and campaign planning
- To familiarize students with print, broadcast and digital advertising formats
- To enable students to create advertisements for various media platforms
- To enhance creativity and professional presentation skills in advertising practice

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be trained in developing creative advertising ideas for print, broadcast and digital media platforms using contemporary design and communication tools.

The course aims to develop creative thinking, visual communication skills, brand presentation techniques and advertising production abilities through practical exercises and campaign-oriented activities. Students are required to maintain a practical record and portfolio containing completed advertising works and campaign materials.

Students are required to submit a practical record containing a minimum of two works from each exercise with necessary production details. The exercises may be developed either for different brands or for a single brand of the student's choice as part of an integrated campaign approach.

PRACTICAL EXERCISES**1. Headline and Copywriting Exercises**

Writing headlines, slogans, taglines and body copy for commercial and social advertisements.

2. Typography and Layout Design

Creating advertisement layouts using text, images, balance, white space and visual hierarchy.

3. Logo and Brand Identity Design

Designing logos, taglines, visiting cards and basic brand identity materials.

4. **Print Advertisement Design**
Designing newspaper and magazine advertisements for products, services and public awareness campaigns.
5. **Poster and Campaign Design**
Creating advertising posters and campaign visuals for commercial or social themes.
6. **Storyboard and Video Advertisement**
Preparing storyboard sequences and producing a short television or digital video advertisement.
7. **Social Media Advertisement Design**
Designing Instagram posts, YouTube banners, reels/posters and digital advertising creatives.
8. **Integrated Advertising Portfolio**
Development and presentation of a mini advertising campaign portfolio including print, digital and promotional designs completed during the semester.

(Note: AI-assisted design and advertising production tools such as Canva and other emerging creative applications may be used for practical exercises in media advertisement design, layout creation, branding and digital content production.)

TEXT BOOKS

1. Landa, R. (2021). *Advertising by Design* (4th ed.). Wiley.
2. Dabner, D., Stewart, S., & Zempol, E. (2022). *Graphic Design School* (7th ed.). Thames & Hudson.
3. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion* (12th ed.). McGraw Hill.

REFERENCES

1. Wells, W., Moriarty, S., & Burnett, J. (2020). *Advertising: Principles and Practice* (11th ed.). Pearson.
2. Heller, S., & Vienne, V. (2021). *Becoming a Graphic and Digital Designer*. Wiley.
3. Clow, K. E., & Baack, D. (2022). *Integrated Advertising, Promotion and Marketing Communications*. Pearson.
4. Ogilvy, D. (2020). *Ogilvy on Advertising*. Vintage Books.
5. Ambrose, G., & Harris, P. (2021). *Layout Essentials*. Bloomsbury.
6. Airey, D. (2020). *Logo Design Love* (2nd ed.). Peachpit Press.
7. Poulin, R. (2022). *The Language of Graphic Design*. Rockport Publishers.
8. Samara, T. (2020). *Design Elements*. Rockport Publishers.

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1. <https://www.canva.com/designschool/>
2. <https://helpx.adobe.com/creative-cloud/tutorials-explore.html>
3. <https://www.behance.net/>
4. <https://skillshop.withgoogle.com/>
5. <https://www.facebook.com/business/learn>
6. <https://creatoracademy.youtube.com/>
7. <https://www.coursera.org/courses?query=advertising>
8. <https://pixlr.com/>

COURSE OUTCOME:

CO1: Apply principles of advertising design and visual communication in media production. K3

CO2: Create advertising copy, layouts and promotional materials for print, broadcast and digital media. K6

CO3: Demonstrate practical skills in audio-visual, print and digital advertising production techniques. K3

CO4: Develop creative storyboards, brand identities and advertising campaign concepts. K6

CO5: Design integrated advertising campaigns and professional advertising portfolios using appropriate media presentation techniques. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				Media Advertising Practice (Practical)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	1	2	1	3	2	2	3	1	2.0
CO2	3	3	1	2	2	3	3	3	3	2	2.8
CO3	2	2	1	3	2	3	3	2	3	2	2.3
CO4	2	3	2	3	3	2	3	2	3	2	2.5
CO5	3	3	2	2	3	3	2	2	2	3	2.5
Mean Overall Score											2.4 (High)

Inst Hrs: 4**Code:****1. PUBLIC RELATIONS**
(Theory)**Credits: 4****COURSE OBJECTIVES:**

- To introduce the concepts, functions and scope of public relations
- To familiarize students with public relations tools and communication strategies
- To develop understanding of media relations and corporate communication
- To provide knowledge of public relations campaigns and event management
- To enhance professional communication and image-building skills

UNIT – I: INTRODUCTION TO PUBLIC RELATIONS

Meaning, nature and scope of public relations –functions and importance of public relations – principles of public relations – internal and external publics– public relations and corporate communication – role of public relations in image building

UNIT – II: PUBLIC RELATIONS TOOLS AND TECHNIQUES

Public relations tools: press release, press note, newsletters, brochures and inhouse journals – media relations and press conferences – public speaking and presentation skills – internal and external communication – role of social media in public relations.

UNIT – III: PUBLIC RELATIONS PROCESS AND CAMPAIGNS

Public relations process: research, planning, implementation and evaluation – public relations campaigns – image building and reputation management – public opinion and persuasion – basics of crisis communication and crisis management.

UNIT – IV: PUBLIC RELATIONS IN ORGANIZATIONS

Public relations in corporate, government and non-government organizations – educational and institutional public relations – community relations and employee relations – event management and sponsorship – role of PR in brand building.

UNIT – V: DIGITAL PUBLIC RELATIONS AND ETHICS

Digital public relations and online communication – influencer communication and social media engagement – online branding and audience interaction – ethics in public relations – professional bodies and codes of ethics – emerging trends in digital public relations.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Preparation of press releases and media materials
- Seminar on crisis communication and reputation management
- Case study analysis of PR campaigns
- Presentation on digital public relations trends
- Assignment on organizational image-building strategies

TEXT BOOKS

1. Cutlip, S. M., Center, A. H., & Broom, G. M. (2021). *Effective Public Relations* (12th ed.). Pearson.
2. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2020). *Public Relations: Strategies and Tactics* (12th ed.). Pearson.
3. Dennis, L. W. (2021). *Public Relations Writing and Media Techniques* (9th ed.). Pearson.

REFERENCES

1. Jethwaney, J. N., & Sarkar, N. N. (2022). *Public Relations: Concepts, Strategies and Tools*. Sterling Publishers.
2. Gregory, A. (2020). *Planning and Managing Public Relations Campaigns* (5th ed.). Kogan Page.
3. Heath, R. L. (2021). *The SAGE Handbook of Public Relations*. Sage Publications.
4. Oliver, S. (2020). *Public Relations Strategy*. Kogan Page.
5. Newsom, D., Turk, J. V., & Kruckeberg, D. (2021). *This is PR: The Realities of Public Relations*. Cengage Learning.
6. Doorley, J., & Garcia, H. F. (2020). *Reputation Management*. Routledge.
7. Tench, R., & Yeomans, L. (2021). *Exploring Public Relations and Management Communication*. Pearson.
8. Mehta, D. S. (2020). *Handbook of Public Relations and Corporate Communication*. Allied Publishers.

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1. <https://www.prsa.org/>
2. <https://instituteforpr.org/>
3. <https://www.coursera.org/courses?query=public%20relations>
4. <https://nptel.ac.in/course.html>

5. <https://www.bbc.co.uk/academy>
6. <https://www.canva.com/designschool/>
7. https://grow.google/intl/en_in/digitalgarage/
8. <https://www.hubspot.com/resources>
9. <https://www.edx.org/>
10. <https://www.open.edu/openlearn/>

COURSE OUTCOME:

CO1: Explain the concepts, functions and scope of public relations in organizations and media industries. K2

CO2: Identify various public relations tools, communication channels and audience engagement strategies. K1

CO3: Apply public relations writing techniques for press releases, media communication and organizational content. K3

CO4: Analyze public relations campaigns, corporate communication practices and public image management. K4

CO5: Develop basic public relations plans and digital communication strategies with professional and ethical awareness. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				1. Public Relations (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

COURSE OBJECTIVES:

- To introduce the concepts and significance of folk media
- To familiarize students with traditional forms of folk communication in India
- To develop understanding of folk arts as tools of social and cultural communication
- To analyze the role of folk media in education, awareness and development communication
- To create awareness about preservation of traditional media practices

UNIT – I: INTRODUCTION TO FOLK MEDIA

Meaning, definition and nature of folk media – characteristics and functions of folk media – origin and evolution of folk communication – folk media as traditional communication – role of folk media in society and culture.

UNIT – II: TYPES OF FOLK MEDIA

Folk songs and folk dances of India and Tamil Nadu – folk theatre forms such as Therukoothu, Yakshagana, Nautanki and Jatra – puppetry traditions including Bommalattam, Kathputli and Tolpavakoothu – storytelling traditions like Villupattu and Harikatha

UNIT – III: FOLK MEDIA AND COMMUNICATION

Folk media as a tool for social communication – folk media in rural communication – folk media and development communication – educational and health awareness through folk media – folk media and political communication.

UNIT – IV: FOLK MEDIA AND MASS MEDIA

Relationship between folk media and mass media – adaptation of folk forms in cinema, television and advertising – folk culture in digital media – preservation and commercialization of folk arts – challenges faced by folk media artists.

UNIT – V: CONTEMPORARY RELEVANCE OF FOLK MEDIA

Folk media in the digital era – folk performances in social media platforms – cultural identity and heritage communication – government initiatives for folk arts – future of folk media and cultural sustainability.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on regional folk media and traditional communication forms
- Seminar on folk performances as tools of communication and expression
- Case study on the use of folk media in social awareness campaigns
- Field visit or report on local folk artists, performances or cultural events
- Presentation on the role of digital media in preserving and promoting folk culture
- Analysis of contemporary adaptations of folk art in media and entertainment

TEXT BOOKS

1. Kumar, K. J. (2021). *Mass Communication in India*. Jaico Publishing House.
2. Parmar, S. (2020). *Folk Media and Communication*. Rawat Publications.
3. Chatterjee, P. C. (2021). *Broadcasting in India and Folk Communication*. Sage Publications.

REFERENCES

1. Dube, S. C. (2020). *Indian Society and Culture*. National Book Trust.
2. Narula, U. (2021). *Mass Communication: Theory and Practice*. Har Anand Publications.
3. Joshi, P. (2022). *Folk, Media and Cultural Communication in India*. Oxford University Press.
4. Singh, Y. K., & Devarani, L. (2020). *Folk Media for Development Communication*. APH Publishing.
5. Rangachari, P. (2021). *Traditional Media and Cultural Expressions*. Allied Publishers.
6. Mody, B. (2020). *Designing Messages for Development Communication*. Sage Publications.
7. Rao, N. (2022). *Communication and Culture in India*. Routledge India.
8. McQuail, D. (2020). *McQuail's Mass Communication Theory* (7th ed.). Sage Publications.

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1. <https://indianculture.gov.in/>
2. <https://www.ignca.gov.in/>
3. <https://nptel.ac.in/course.html>
4. <https://swayam.gov.in/>
5. <https://www.coursera.org/courses?query=media%20studies>
6. <https://artsandculture.google.com/>
7. <https://www.unesco.org/en/culture>
8. <https://www.open.edu/openlearn/>
9. <https://www.bbc.co.uk/academy>
10. <https://www.youtube.com/>

COURSE OUTCOME:

After successful completion of the course, students will be able to:

CO1: Understand the concepts, characteristics and functions of folk media. K2

CO2: Identify various traditional folk media forms in India and Tamil Nadu. K1

CO3: Apply folk media as a tool for social and cultural communication. K3

CO4: Analyze the role of folk media in development communication and public awareness campaigns. K4

CO5: Develop appreciation for the preservation and promotion of traditional folk communication practices. K5

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				2. Folk Media (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

Inst Hrs: 2**Code:****1. INDIAN ART AND DESIGN****Credits: 4****(Practical)****COURSE OBJECTIVES:**

- To introduce students to the traditional art forms of India
- To develop practical skills in Indian motifs, patterns and folk art styles
- To familiarize students with regional visual traditions and aesthetics
- To encourage creative adaptation of Indian artistic elements in contemporary design
- To enhance appreciation of Indian cultural heritage through visual practice

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of drawing including observation skills, freehand sketching, line practice, shapes and forms, perspective techniques, composition, shading and texture rendering. Students shall be trained in visual perception, proportion, balance, hand coordination and creative expression using basic drawing materials and sketching techniques.

The course aims to develop the students' ability to visually represent objects, forms, space, texture and human figures through systematic drawing exercises. Students are required to maintain a practical record containing completed exercises and process work.

Students should submit a record containing at least two works from each exercise with necessary details.

1. **Basic Indian Motifs**
Simple drawing practice of Indian floral, animal and geometric motifs.
2. **Kolam and Rangoli Designs**
Drawing basic Kolam and Rangoli patterns using lines, dots and symmetry.
3. **Traditional Border Designs**
Practice of simple Indian border and decorative pattern designs.
4. **Warli Art Practice**
Drawing simple Warli human figures, trees and village scenes.
5. **Temple Motif Drawing**
Sketching simple motifs inspired by Indian temple sculptures and carvings.

6. **Folk Art Motifs**

Practice of basic motifs inspired by Indian folk art traditions.

7. **Mandala Design**

Creation of simple circular decorative patterns using repeated shapes.

8. **Creative Indian Art Composition**

Creation of a simple artwork combining traditional Indian elements and patterns.

TEXT BOOKS

1. Ocvirk, O. et al. (2021). *Art Fundamentals*. McGraw Hill.
2. Stewart, M. (2020). *Launching the Imagination*. McGraw Hill.
3. Zelanski, P. (2021). *Shaping Space*. Cengage.

REFERENCES

1. Jain, J. (2023). *Indian Folk and Tribal Art*. Mapin Publishing.
2. Gombrich, E. H. (2021). *The Story of Art*. Phaidon.
3. Dormer, P. (2020). *Design Since 1945*. Thames & Hudson.
4. Frascara, J. (2021). *Communication Design*. Allworth Press.
5. Ambrose, G. (2022). *The Fundamentals of Graphic Design*. Bloomsbury.
6. Bhaskaran, L. (2021). *Design in India*. Roli Books.
7. Heller, S. (2020). *Design Literacy*. Allworth Press.
8. Samara, T. (2021). *Layout Essentials*. Rockport.

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1. <https://www.canva.com/designschool/>
2. <https://artsandculture.google.com/>
3. <https://www.proko.com/>
4. <https://www.drawspace.com/>
5. <https://www.skillshare.com/>
6. <https://www.domestika.org/>
7. <https://nptel.ac.in/>
8. <https://www.behance.net/>

COURSE OUTCOME:

After successful completion of the course, students will be able to:

CO1: Understand major Indian art traditions, folk art forms and visual motifs. K2

CO2: Apply traditional Indian design elements and decorative patterns in visual compositions. K3

CO3: Demonstrate practical skills in creating artworks inspired by Indian folk and temple art styles. K3

CO4: Develop creative compositions using Indian aesthetic principles, colours and cultural themes. K6

C05: Create original artworks by integrating traditional Indian visual elements with contemporary design ideas. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				1. Indian Art And Design (Practical)						2	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

Inst Hrs: 2

Code:

**2. COMMUNICATION AND PRESENTATION
SKILLS
(Practical)**

Credits: 4

COURSE OBJECTIVES:

- To develop practical communication and presentation skills
- To improve speaking confidence and clarity
- To enhance listening and interpersonal communication abilities
- To train students in professional and media-related communication tasks
- To build competence in public speaking and visual presentation

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of verbal and non-verbal communication, listening skills, presentation techniques, interpersonal communication, public speaking and professional interaction. Students shall be trained in confidence building, voice modulation, group interaction, professional etiquette and communication practices used in academic, media and workplace environments.

Students are required to actively participate in practical communication activities and submit a record with the completed exercises.

PRACTICAL EXERCISES

1. **Self-Introduction and Personal Presentation**
Prepare and deliver a structured self-introduction focusing on clarity, confidence and communication skills.
2. **Active Listening and Response Exercise**
Listen to audio or video content and present a summary of the key ideas and information.
3. **Group Discussion Activity**
Participate in group discussions on current affairs, social issues or media-related topics.
4. **Public Speaking Exercise**
Deliver short informative or persuasive speeches on assigned topics with proper voice modulation and presentation techniques.
5. **Presentation with Visual Aids**
Prepare and present a topic using PowerPoint slides or other visual support materials.
6. **Role Play and Interpersonal Communication**

Perform communication-based role plays such as interviews, workplace interaction or conflict management situations.

7. **Mock Interview and Professional Interaction**

Attend resume-based mock interviews and practice professional communication and response techniques.

8. **News Reading and Professional Communication Practice**

Practice news reading, anchoring and formal communication tasks such as email writing, resume preparation and official message presentation.

TEXT BOOKS

1. DeVito, J. A. (2020). *The Interpersonal Communication Book* (15th ed.). Pearson.
2. Lucas, S. E. (2020). *The Art of Public Speaking* (13th ed.). McGraw Hill.
3. Adler, R. B., Rodman, G., & du Prê, A. (2021). *Understanding Human Communication* (14th ed.). Oxford University Press.

REFERENCES

1. Hargie, O. (2021). *Skilled Interpersonal Communication* (6th ed.). Routledge.
2. Hamilton, C. (2022). *Communicating for Results* (11th ed.). Cengage Learning.
3. Anderson, C. (2020). *TED Talks: The Official TED Guide to Public Speaking*. Headline Publishing.
4. Kumar, S., & Lata, P. (2021). *Communication Skills*. Oxford University Press India.
5. Raman, M., & Sharma, S. (2020). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.
6. Mishra, C., & Sharma, A. (2022). *Professional Communication and Soft Skills*. Tata McGraw Hill.
7. Carnegie, D. (2020). *The Quick and Easy Way to Effective Speaking*. Pocket Books.
8. Gallo, C. (2022). *The Presentation Secrets of Steve Jobs*. McGraw Hill.

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1. <https://www.toastmasters.org/>
2. <https://www.ted.com/topics/public+speaking>
3. <https://www.coursera.org/courses?query=communication%20skills>
4. <https://www.canva.com/designschool/>
5. https://grow.google/intl/en_in/digitalgarage/
6. <https://www.bbc.co.uk/academy>
7. <https://nptel.ac.in/course.html>
8. <https://www.open.edu/openlearn/>
9. <https://www.skillshare.com/>
10. <https://www.linkedin.com/learning/>

COURSE OUTCOME:

Upon successful completion of the course, students will be able to:

CO1: Communicate clearly and confidently in personal, academic and professional situations. K3

CO2: Demonstrate effective listening, feedback and interpersonal communication skills. K3

CO3: Deliver structured presentations using appropriate visual aids and presentation techniques. K6

CO4: Participate actively in group discussions, teamwork and public speaking activities. K3

CO5: Apply verbal and non-verbal communication skills effectively in real-life communication contexts. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				2. Communication and Presentation Skills (Practical)						2	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

First Year

INTERDISCIPLINARY COURSE 2

Semester II

Inst Hrs: 2

Code:

AI TOOLS FOR PRESENTATION SKILLS

Credits: 2

(Practical)

COURSE OBJECTIVES:

- To introduce AI tools used for presentation design and communication
- To develop effective presentation and visual storytelling skills
- To train students in creating AI-assisted presentation content
- To enhance public speaking and digital communication abilities
- To familiarize students with professional presentation practices using AI platforms

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the basics of presentation design including slide preparation, content organization, typography, colour usage, visual arrangement and presentation delivery techniques. Students shall also be familiarized with simple AI-assisted presentation tools used for creating professional academic and media presentations.

Students are required to submit a practical record containing completed exercises with necessary details.

(Note: Students may use tools such as Canva, Microsoft PowerPoint, Google Slides, Gamma, Beautiful.ai or equivalent AI-assisted presentation software for practical exercises.)

PRACTICAL EXERCISES

1. Basic AI-Assisted Slide Design

Create simple presentation slides using AI-generated templates and layouts.

2. Content Preparation for Presentations

Prepare presentation outlines, headings and short content using AI-assisted tools.

3. Typography and Colour Application

Apply suitable fonts, colours and visual balance in presentation slides.

4. **Image and Visual Integration**

Add AI-generated images, icons and simple infographic elements to presentations.

5. **Presentation Storyboarding**

Organize slides in a logical sequence using simple storytelling techniques.

6. **Group Presentation Activity**

Prepare and present a topic collaboratively using AI-supported presentation platforms.

7. **Presentation Delivery Practice**

Practice speech clarity, confidence and presentation delivery skills.

8. **Final Presentation Project**

Create and present a complete AI-assisted presentation on a selected topic.

TEXT BOOKS

1. Duarte, N. (2020). *Slide:ology – The Art and Science of Creating Great Presentations* (2nd ed.). O'Reilly Media.
2. Reynolds, G. (2021). *Presentation Zen: Simple Ideas on Presentation Design and Delivery* (3rd ed.). New Riders.
3. Gallo, C. (2022). *The Presentation Secrets of Steve Jobs*. McGraw Hill.

REFERENCES

1. Knafllic, C. N. (2021). *Storytelling with Data: A Data Visualization Guide for Business Professionals*. Wiley.
2. Alley, M. (2020). *The Craft of Scientific Presentations*. Springer.
3. Anderson, C. (2020). *TED Talks: The Official TED Guide to Public Speaking*. Headline Publishing.
4. Duarte, N. (2021). *Resonate: Present Visual Stories that Transform Audiences*. Wiley.
5. Miller, D. (2022). *Building a StoryBrand*. HarperCollins.
6. Brown, D. (2023). *AI Tools for Educators and Presenters*. Routledge.
7. Mollick, E. (2024). *Co-Intelligence: Living and Working with AI*. Portfolio.
8. Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach*. Pearson.

E-RESOURCES

1. <https://www.canva.com/designschool/>
2. <https://gamma.app/>
3. <https://beautiful.ai/>
4. <https://slidesgo.com/>
5. <https://workspace.google.com/products/slides/>

6. <https://www.microsoft.com/en/microsoft-365/powerpoint>
7. <https://www.coursera.org/courses?query=presentation%20skills>
8. <https://nptel.ac.in/course.html>
9. https://grow.google/intl/en_in/digitalgarage/
10. <https://www.ted.com/topics/presentation>

COURSE OUTCOME:

CO1: Apply AI-assisted tools for creating professional presentation content. K3

CO2: Design visually effective presentation slides using appropriate layouts, typography and visuals. K6

CO3: Demonstrate presentation and public speaking skills in academic and professional contexts. K3

CO4: Develop structured and audience-oriented presentation narratives using AI-supported tools. K6

CO5: Create complete AI-assisted presentations integrating text, visuals and multimedia elements. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				1. AI Tools For Presentation Skills (Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

Inst Hrs: 2

Code:

MEDIA ANCHORING AND PRESENTATION
(Practical)

Credits: 2

COURSE OBJECTIVES:

- To introduce the fundamentals of media anchoring and presentation
- To develop voice, diction and public speaking skills
- To train students in radio, television and digital media anchoring techniques
- To enhance confidence, spontaneity and audience engagement skills
- To familiarize students with professional studio and live presentation practices

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of anchoring and presentation including voice modulation, pronunciation, articulation, stage confidence, audience interaction and presentation techniques. Students shall be trained in television, radio and digital anchoring practices with emphasis on speech clarity, communication skills and professional presentation.

Students are required to submit a practical record containing completed exercises with necessary details.

(Note: Students may use tools such as Audacity, Adobe Audition, OBS Studio, Canva or equivalent software for recording and presentation practice.)

PRACTICAL EXERCISES**1. Voice and Pronunciation Practice**

Practice voice modulation, articulation and speech clarity.

2. Reading and Presentation Exercise

Read newspaper articles, scripts and announcements with proper delivery.

3. Self-Introduction and Stage Presentation

Practice personal introduction and basic stage anchoring techniques.

4. News Reading Practice

Perform television and radio style news reading exercises.

5. Radio Jockey (RJ) Presentation

Practice conversational presentation and audience interaction techniques.

6. **Video Jockey (VJ) Presentation**

Perform entertainment-oriented anchoring for youth and digital platforms.

7. **Interview Anchoring**

Conduct simple interviews using questioning and interaction techniques.

8. **Event Anchoring Practice**

Anchor college events, cultural programmes or formal functions.

9. **Podcast and Digital Anchoring**

Practice anchoring for podcasts, YouTube or social media platforms.

10. **Final Anchoring Presentation**

Prepare and present a complete anchoring programme individually or in groups.

TEXT BOOKS

1. Boyd, A. (2021). *Broadcast Journalism: Techniques of Radio and Television News* (8th ed.). Routledge.
2. Fleming, C. (2020). *The Radio Handbook* (5th ed.). Routledge.
3. Hilliard, R. L. (2021). *Writing for Television, Radio and New Media* (12th ed.). Cengage Learning.

REFERENCES

1. Zettl, H. (2020). *Television Production Handbook* (13th ed.). Cengage Learning.
2. Utterback, A. (2021). *Broadcast Voice Handbook*. Bonus Books.
3. McLeish, R., & Link, J. (2020). *Radio Production* (6th ed.). Routledge.
4. Keith, M. C. (2021). *The Radio Station*. Routledge.
5. Shrivastava, K. M. (2020). *Radio and TV Journalism*. Sterling Publishers.
6. Boyd, A., Stewart, P., & Alexander, R. (2021). *Broadcast Journalism*. Focal Press.
7. White, T. (2022). *Broadcast News Writing, Reporting and Producing*. Routledge.
8. Ninan, S. (2021). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. Sage Publications.

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2. <https://www.linkedin.com/learning/>
3. <https://www.open.edu/openlearn/> <https://www.bbc.co.uk/academy>
4. <https://www.ted.com/topics/public+speaking>
5. <https://www.toastmasters.org/>
6. <https://www.coursera.org/courses?query=broadcasting>
7. <https://nptel.ac.in/course.html>
8. <https://creatoracademy.youtube.com/>

COURSE OUTCOME:

CO1: Apply effective voice modulation and speech techniques in media presentations. K3

CO2: Demonstrate anchoring skills for radio, television and digital media platforms. K3

CO3: Develop confidence and spontaneity in public speaking and presentation activities. K6

CO4: Create simple scripts and presentation formats for media programmes. K6

CO5: Produce and present professional anchoring programmes for different media contexts. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				2. Media Anchoring and Presentation (Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	2	2	2	2	2	2	2	2.2
CO2	3	3	3	2	3	2	2	3	2	2	2.5
CO3	3	3	3	3	2	2	3	3	2	2	2.6
CO4	3	3	2	3	3	3	2	3	3	2	2.7
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.6 (High)

Inst Hrs: 4**Code:****DIGITAL MEDIA AND SOCIETY**
(Theory)**Credits: 4****COURSE OBJECTIVES:**

- To introduce the concepts and evolution of digital media and digital society.
- To understand social media platforms and participatory culture.
- To examine the influence of digital communication on society and culture.
- To explore emerging technologies and digital economy.
- To develop awareness on ethics, cyber laws, and digital citizenship.

UNIT – I: INTRODUCTION TO DIGITAL MEDIA

Meaning, and characteristics of digital media – evolution of digital communication – traditional media and digital media – digital convergence and multimedia culture – internet, web platforms and digital networks – digital society and communication practices.

UNIT – II: SOCIAL MEDIA AND ONLINE CULTURE

Concept and types of social media – social networking platforms and online communities – user-generated content (UGC) – digital identity and self-presentation – influencer and creator culture – participatory culture and virtual interaction – trends in social media communication.

UNIT – III: DIGITAL COMMUNICATION AND CONTEMPORARY SOCIETY

Role of digital communication in everyday life – digital divide and access to technology – digital media and youth culture – social media activism and online campaigns – e-governance and digital citizenship – digital communication in education, public awareness and social change.

UNIT – IV: DIGITAL CONTENT AND VISUAL COMMUNICATION

Digital storytelling and visual narratives – memes, GIFs and internet culture – video-sharing platforms and content creation – OTT platforms and changing audience behaviour – digital branding, audience engagement and visual trends in digital media.

UNIT – V: ETHICS, LAW AND CHALLENGES IN DIGITAL MEDIA

Media ethics in digital environments – privacy, surveillance and data protection – cyber security and cybercrimes – fake news, misinformation and

disinformation – digital addiction and mental health – basic legal frameworks related to digital media and online communication.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment only)

- Social media content analysis exercise
- Case study on digital campaigns or viral media trends
- Assignment on fake news verification and fact-checking
- Creation of digital storytelling or visual content project
- Seminar on influencer culture and digital communication trends
- Presentation on digital ethics, privacy or cyber security issues
- Report submission on OTT, social media or online audience behaviour analysis

TEXT BOOKS

1. Fuchs, Christian. *Social Media: A Critical Introduction*. Sage Publications, 2021.
2. Flew, Terry. *New Media: An Introduction*. Oxford University Press, 2014.
3. Van Dijk, Jan. *The Network Society*. Sage Publications, 2020.

REFERENCES

1. Jenkins, Henry. *Convergence Culture*. New York University Press, 2008.
2. Manovich, Lev. *The Language of New Media*. MIT Press, 2001.
3. Castells, Manuel. *The Rise of the Network Society*. Wiley-Blackwell, 2010.
4. Boyd, danah. *It's Complicated*. Yale University Press, 2014.
5. Turkle, Sherry. *Alone Together*. Basic Books, 2011.
6. Marshall, P. David. *New Media Cultures*. Arnold Publishers, 2004.
7. Negroponte, Nicholas. *Being Digital*. Vintage Books, 1996.
8. McLuhan, Marshall. *Understanding Media*. Routledge, 2001.

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2. <https://www.unesco.org/en/media-information-literacy>
3. <https://www.coursera.org/courses?query=digital%20media>
4. <https://nptel.ac.in/course.html>
5. https://grow.google/intl/en_in/digitalgarage/
6. <https://www.bbc.co.uk/academy>
7. <https://www.open.edu/openlearn/>
8. <https://study.sagepub.com/communication>

COURSE OUTCOME:

After successful completion of the course, the students will be able to:

- CO1:** Explain the concepts and evolution of digital media and society. K2
CO2: Analyze social media practices and participatory digital culture. K4
CO3: Examine the role of digital communication in contemporary society. K4
CO4: Understand emerging digital technologies and media trends. K2
CO5: Evaluate ethical, legal, and social challenges in digital environments. K5

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III				Digital Media and Society (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Inst Hrs: 4

Code:

GRAPHIC DESIGN TECHNIQUES
(Practical)

Credits: 4

COURSE OBJECTIVES:

- To introduce students to the fundamentals of graphic design and visual communication.
- To develop creative skills in layout, typography, colour, and composition.
- To train students in designing print and digital graphic materials.
- To encourage creativity in branding, advertising, and promotional design.
- To prepare students for advanced studies in graphic design, advertising, digital media, and visual communication.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of graphic design, including elements and principles of design, typography, colour theory, layout and composition, branding, print production and digital design applications. Students shall also be trained in the use of industry-standard design software and contemporary practices in print, advertising and digital visual communication.

Students are required to submit a Graphic Design Practical Record containing the following exercises.

PRACTICAL EXERCISES

1. **Logo and Brand Identity Design**
Design logos for different sectors such as commercial organizations, media agencies, service industries or social campaigns.
2. **Corporate Stationery Design**
Create visiting cards, letterheads and brand stationery using the developed visual identity.
3. **Magazine and Editorial Layout Design**
Design a magazine cover and sample editorial page using principles of typography and layout.
4. **Advertising Poster Design**
Create multicolour posters for commercial products, events or public awareness campaigns.

5. **Product Packaging Design**

Develop creative packaging and label design for a consumer product.

6. **Digital Illustration and Portrait Design**

Create a digital portrait or conceptual illustration using digital painting techniques.

7. **Movie / OTT Poster Design**

Design a promotional poster for a film, web series or media production project.

8. **Social Media and Digital Campaign Creatives**

Design digital content such as banners, social media posts, web ads or promotional creatives for online platforms.

(Note: Suggested Softwares-Adobe Photoshop, Illustrator, CorelDRAW, Canva, GIMP or equivalent graphic design applications)

TEXT BOOKS

1. Dabner, David, Sandra Stewart, and Eric Zempel. *Graphic Design School*. Thames & Hudson, 2023.
2. Ambrose, Gavin and Paul Harris. *The Fundamentals of Graphic Design*. Bloomsbury Visual Arts, 2021.
3. Lupton, Ellen. *Thinking with Type*. Princeton Architectural Press, 2024.

REFERENCES

1. Samara, Timothy. *Design Elements*. Rockport Publishers, 2020.
2. Wheeler, Alina. *Designing Brand Identity*. Wiley, 2024.
3. Meggs, Philip B. and Alston W. Purvis. *Meggs' History of Graphic Design*. Wiley, 2023.
4. Armstrong, Helen. *Graphic Design Theory*. Princeton Architectural Press, 2022.
5. Heller, Steven and Gail Anderson. *The Graphic Design Idea Book*. Laurence King Publishing, 2021.
6. Bestley, Russ and Ian Noble. *Visual Research*. Bloomsbury Visual Arts, 2023.
7. Poulin, Richard. *The Language of Graphic Design*. Rockport Publishers, 2018.
8. Tondreau, Beth. *Layout Essentials*. Rockport Publishers, 2019.

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3. <https://www.behance.net/>
4. <https://www.figma.com/resources/learn-design/>
5. <https://www.domestika.org/>
6. <https://www.skillshare.com/>
7. <https://nptel.ac.in/course.html>
8. <https://fonts.google.com/>
9. <https://dribbble.com/>
10. <https://www.creativebloq.com/>

COURSE OUTCOME:

After successful completion of the course, the students will be able to:

CO1: Apply the fundamentals of graphic design in print and digital media projects. K3

CO2: Create effective visual compositions using typography, colour, layout, and design principles. K6

CO3: Develop branding, advertising, and promotional design materials creatively. K6

CO4: Utilize contemporary graphic design software and digital editing techniques professionally. K3

CO5: Prepare and present a creative portfolio demonstrating conceptual and technical design skills. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III				Graphic Design Techniques (Practical)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Inst Hrs: 4

Code:

1. ONLINE JOURNALISM
(Theory)**Credits: 4****COURSE OBJECTIVES:**

- To introduce students to the concepts and evolution of online journalism.
- To understand digital news production and multimedia storytelling.
- To examine the role of social media and mobile journalism in news dissemination.
- To develop awareness about ethics, credibility, and fact-checking in online journalism.
- To familiarize students with contemporary trends in digital news platforms and audience engagement.

UNIT – I: FOUNDATIONS OF ONLINE JOURNALISM

Concept and scope of online journalism – evolution of web-based news media – characteristics of digital news communication – changing role of journalists in digital environments – online newsroom culture – speed, immediacy and interactivity in digital journalism.

UNIT – II: DIGITAL NEWS PRODUCTION

Structuring digital news stories – hyperlinking and non-linear narratives – writing for web audiences – content updating and live coverage practices – integration of text, visuals and interactive elements in news production.

UNIT – III: ONLINE NEWS SETTING AND AUDIENCE

Digital news portals and independent journalism platforms – audience participation in online journalism – user interaction – citizen journalism and participatory reporting – audience behaviour in digital news consumption – trends in mobile news access.

UNIT – IV: VISUAL AND INTERACTIVE JOURNALISM

Visual storytelling in digital journalism – webcasting and live streaming – podcasts and audio-based journalism – interactive news formats – infographics and data presentation – convergence of media formats in online journalism.

UNIT – V: CONTEMPORARY ISSUES IN ONLINE JOURNALISM

Credibility and authenticity in online news – misinformation, clickbait and algorithm-driven content – privacy and ethical concerns in digital reporting –

digital labour and freelance journalism – AI-assisted journalism tools – emerging trends in online news media and digital publishing.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment only)

- Creation of a digital news blog or independent news page
- Web-based feature writing exercise
- Online news presentation using multimedia elements
- Digital audience engagement activity
- Case study on viral news or digital journalism practices
- Podcast or web journalism production exercise
- Seminar on independent and mobile journalism trends
- Assignment on ethics and credibility in online journalism

TEXT BOOKS

1. Briggs, Mark. *Journalism Next*. CQ Press, 2023.
2. Bradshaw, Paul. *The Online Journalism Handbook*. Routledge, 2020.
3. Bull, Andy. *Multimedia Journalism*. Routledge, 2022.

REFERENCES

1. Foust, Jim. *Online Journalism*. Routledge, 2017.
2. Quinn, Stephen. *Mobile Journalism Handbook*. Routledge, 2021.
3. Pavlik, John V. *Journalism and New Media*. Columbia University Press, 2021.
4. Allan, Stuart. *Online News*. Open University Press, 2019.
5. Friend, Cecilia and Jane Singer. *Online Journalism Ethics*. Routledge, 2020.
6. Franklin, Bob. *Digital Journalism Studies*. Routledge, 2022.
7. Ireton, Cherilyn and Julie Posetti. *Journalism, Fake News and Disinformation*. UNESCO Publishing, 2018.
8. McQuail, Denis. *Mass Communication Theory*. Sage Publications, 2020.

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2. <https://reutersinstitute.politics.ox.ac.uk/>
3. <https://www.poynter.org/>
4. <https://www.bbc.co.uk/academy>
5. <https://www.coursera.org/courses?query=journalism>
6. <https://www.unesco.org/en/communication-information>
7. <https://nptel.ac.in/course.html>
8. <https://creatoracademy.youtube.com/>
9. <https://ijnet.org/en>
10. <https://www.digitaljournalismblog.com/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: To understand the concepts and evolution of online journalism.

K2

CO2: To apply digital news writing and multimedia reporting techniques. K3

CO3: To analyze audience engagement and participatory journalism in digital platforms. K4

CO4: To create multimedia content for online news media. K6

CO5: To evaluate ethical, legal, and technological challenges in online journalism. K5

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III				1. Online Journalism (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Inst Hrs: 4**Code:****2. IMMERSIVE MEDIA**
(Theory)**Credits: 4****COURSE OBJECTIVES:**

- To introduce students to the concepts and evolution of immersive media technologies.
- To understand virtual, augmented, and mixed reality applications in media industries.
- To explore immersive storytelling and audience engagement techniques.
- To examine the role of immersive media in entertainment, education, advertising, and communication.
- To develop awareness about ethical, social, and technological issues in immersive media.

UNIT – I: INTRODUCTION TO IMMERSIVE MEDIA

Definition of immersive media – evolution of immersive technologies – concepts of immersion, interaction and virtual experience – forms of immersive media: VR, AR and MR – role of immersive media in communication, entertainment and digital storytelling – contemporary trends in immersive communication.

UNIT – II: VIRTUAL, AUGMENTED AND MIXED REALITY

Concepts and features of Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR) – Extended Reality (XR) environments – immersive devices and interfaces – mobile and wearable immersive technologies – interactive virtual environments – user experience in immersive media platforms.

UNIT – III: IMMERSIVE STORYTELLING AND USER EXPERIENCE

Interactive and spatial storytelling – 360-degree video and virtual narratives – audience participation in immersive environments – game-based storytelling – immersive journalism and experiential communication – principles of user engagement and immersive content design.

UNIT – IV: APPLICATIONS OF IMMERSIVE MEDIA

Use of immersive media in cinema, gaming and entertainment – virtual production and simulation techniques – immersive advertising and branded experiences – educational and training applications – virtual museums and

digital exhibitions – immersive media in healthcare and communication industries.

UNIT – V: ETHICS AND EMERGING TRENDS IN IMMERSIVE MEDIA

Ethical issues in immersive environments – privacy, surveillance and data collection – psychological and social impact of immersive experiences – accessibility and digital inclusion – AI integration in immersive media – metaverse culture and virtual interaction – future trends in immersive communication technologies.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Analysis of VR/AR applications used in media and entertainment
- Concept development for an immersive storytelling project
- 360-degree content planning exercise
- Case study on immersive advertising or virtual production
- Presentation on metaverse and virtual communication trends
- Assignment on ethics and privacy in immersive media
- Seminar on emerging immersive technologies and user experience design
- Interactive media content review and discussion exercise

TEXT BOOKS

1. Sherman, William R. and Alan B. Craig. *Understanding Virtual Reality*. Morgan Kaufmann, 2018.
2. Jerald, Jason. *The VR Book*. ACM Books, 2015.
3. Craig, Alan B. *Understanding Augmented Reality*. Morgan Kaufmann, 2013.

REFERENCES

1. Ryan, Marie-Laure. *Narrative as Virtual Reality*. Johns Hopkins University Press, 2015.
2. Murray, Janet H. *Hamlet on the Holodeck*. MIT Press, 2017.
3. Rose, Frank. *The Sea We Swim In*. W.W. Norton, 2021.
4. Biocca, Frank and Mark R. Levy. *Communication in the Age of Virtual Reality*. Routledge, 2019.
5. Steuer, Jonathan. *Defining Virtual Reality*. Routledge, 2018.
6. Evans, Leighton. *Locative Social Media*. Palgrave Macmillan, 2015.
7. Manovich, Lev. *The Language of New Media*. MIT Press, 2001.
8. McLuhan, Marshall. *Understanding Media*. Routledge, 2001.

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2. <https://developer.oculus.com/>
3. <https://www.coursera.org/courses?query=virtual%20reality>
4. <https://openlearning.mit.edu/>
5. <https://arvr.google.com/>
6. <https://nptel.ac.in/course.html>
7. <https://helpx.adobe.com/aero/tutorials.html>
8. <https://www.xrtoday.com/>
9. <https://immersiveweb.dev/>
10. <https://developer.apple.com/augmented-reality/>

COURSE OUTCOME:

After successful completion of the course, students will be able to:

CO1: Understand the concepts, features and evolution of immersive media technologies. K2

CO2: Differentiate virtual reality, augmented reality and mixed reality applications. K4

CO3: Analyze immersive storytelling techniques and audience engagement practices. K4

CO4: Identify the applications of immersive media in entertainment, education, advertising and communication industries. K1

CO5: Examine ethical, social and technological challenges associated with immersive media platforms. K4

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III				2. Immersive Media (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Inst Hrs: 2

Code:

1. LAYOUT DESIGNING
(Practical)

Credits: **

COURSE OBJECTIVES:

- To introduce students to the fundamentals of layout design and magazine production.
- To develop skills in typography, composition, grid systems, and editorial design.
- To train students in designing print and digital magazine layouts.
- To encourage creativity in visual storytelling and publication design.
- To enable students to collaboratively design and produce a department magazine.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of layout designing, including typography, editorial design, grid systems, page composition, visual hierarchy, colour application, image placement and publication design techniques. Students shall also be familiarized with contemporary publishing software and print/digital production practices used in magazine and media industries.

Students are required to collaboratively conceptualize, design and produce a Department Magazine applying principles of layout design and editorial presentation.

(Note: Suggested Software: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Scribus, Canva, Figma, CorelDRAW or equivalent publishing and layout design applications.)

PRACTICAL EXERCISES

1. **Magazine Identity and Masthead Design**
Develop the magazine title, logo, theme and visual identity.
2. **Typography and Editorial Design**
Apply typography principles for headlines, sub-headings, body text and captions.
3. **Grid and Page Layout Composition**
Create structured page layouts using grid systems and alignment techniques.

4. **Magazine Cover Design**

Design a visually engaging cover page using images, typography and layout hierarchy.

5. **Feature and Article Layout Design**

Design editorial pages for interviews, feature stories and department activities.

6. **Visual and Advertisement Page Design**

Create photo layouts, advertisement pages and promotional content for the magazine.

7. **Digital Magazine and Interactive Layouts**

Develop layouts suitable for digital magazine viewing and online presentation.

8. **Final Magazine Production Project**

Complete the design and presentation of the Department Magazine/Lab Journal, containing editorial content, feature articles, visual pages, advertisements and creative sections.

TEXT BOOKS

1. Samara, Timothy. *Making and Breaking the Grid*. Rockport Publishers, 2017.
2. Tondreau, Beth. *Layout Essentials*. Rockport Publishers, 2019.
3. Ambrose, Gavin and Paul Harris. *The Fundamentals of Layout Design*. Bloomsbury Visual Arts, 2019.

REFERENCES

1. Lupton, Ellen. *Thinking with Type*. Princeton Architectural Press, 2024.
2. Dabner, David, Sandra Stewart, and Eric Zempol. *Graphic Design School*. Thames & Hudson, 2023.
3. Caldwell, Cath. *Graphic Design For Everyone*. DK Publishing, 2019.
4. Heller, Steven and Gail Anderson. *The Graphic Design Idea Book*. Laurence King Publishing, 2021.
5. Poulin, Richard. *The Language of Graphic Design*. Rockport Publishers, 2018.
6. Evans, Poppy. *The Graphic Design Reference & Specification Book*. Rockport Publishers, 2013.
7. Wong, Wucius. *Principles of Form and Design*. Wiley, 1993.
8. Meggs, Philip B. *Meggs' History of Graphic Design*. Wiley, 2023.

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3. <https://www.figma.com/resources/learn-design/>
4. <https://www.behance.net/>
5. <https://www.domestika.org/>
6. <https://www.skillshare.com/>
7. <https://helpx.adobe.com/creative-cloud/tutorials-explore.html>

8. <https://nptel.ac.in/course.html>
9. <https://fonts.google.com/>
10. <https://tutsplus.com/>

COURSE OUTCOMES

After successful completion of the course, students will be able to:

- CO1:** Apply layout design principles in editorial and magazine production. K3
- CO2:** Create professional magazine layouts using typography, grids and visual hierarchy. K6
- CO3:** Design visual and textual content for print and digital publications. K6
- CO4:** Collaboratively develop and produce a magazine using contemporary publishing practices. K6
- CO5:** Prepare and present a professional editorial design portfolio. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III/IV				1. Layout Designing (Practical)						2	-
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Inst Hrs: 2

Code:

**2. VFX AND MOTION GRAPHICS
PRODUCTION**
(Practical)

Credits: **

COURSE OBJECTIVES:

- To introduce students to the fundamentals of visual effects and digital compositing.
- To develop practical skills in motion graphics, compositing, and visual manipulation techniques.
- To train students in creating visual effects for film, television, advertising, and digital media.
- To familiarize students with contemporary VFX software and production workflows.
- To encourage creativity in designing cinematic and digital visual experiences.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of visual effects production including compositing, masking, chroma keying, motion graphics, motion tracking, colour correction, digital compositing, matte painting, particle effects and rendering techniques.

(Note:Suggested Software-Adobe After Effects, Adobe Premiere Pro, Blender, DaVinci Resolve Fusion, HitFilm Express, Nuke (optional), Canva, Adobe Express or equivalent VFX and motion graphics applications.)

PRACTICAL EXERCISES

1. **Basic Compositing and Layer Management**
Practice timeline editing, keyframing and multi-layer compositing techniques.
2. **Chroma Keying and Background Replacement**
Perform green screen keying, background replacement and edge correction techniques.
3. **Motion Graphics and Title Animation**
Create animated typography, logo animations and title sequences for media productions.

4. **Motion Tracking and Screen Replacement**
Apply object tracking, screen replacement and basic camera tracking techniques.
5. **Digital Compositing and Visual Integration**
Combine foreground and background elements using masking and blend modes.
6. **Colour Correction and Cinematic Enhancement**
Perform colour grading, mood creation and cinematic visual enhancement.
7. **Particle Effects and Simulation**
Create basic smoke, rain, fire, light particles and atmospheric visual effects.
8. **Rotoscoping and Special Effects Production**
Practice subject isolation, frame-by-frame masking and creative transition or glitch effects.

FINAL SUBMISSION

Students shall produce a short VFX-based project such as:

- Promotional video
- Cinematic scene
- Advertisement
- Motion graphics sequence
- Title sequence

The submission should demonstrate the effective use of compositing, visual enhancement and digital effects techniques along with proper presentation and documentation of the production process.

TEXT BOOKS

1. Meyer, Trish and Chris Meyer. *Creating Motion Graphics with After Effects*. Routledge, 2022.
2. Wright, Steve. *Digital Compositing for Film and Video*. Routledge, 2017.
3. Okun, Jeffrey A. and Susan Zwerman. *The VES Handbook of Visual Effects*. Focal Press, 2020.

REFERENCES

1. Brinkmann, Ron. *The Art and Science of Digital Compositing*. Morgan Kaufmann, 2008.
2. Kerlow, Isaac. *The Art of 3D Computer Animation and Effects*. Wiley, 2009.
3. Byrne, Bill. *The Visual Effects Arsenal*. Peachpit Press, 2009.
4. Beane, Andy. *3D Animation Essentials*. Wiley, 2012.
5. Parent, Rick. *Computer Animation: Algorithms and Techniques*. Morgan Kaufmann, 2012.
6. Roberts, Steve. *Character Animation Fundamentals*. Routledge, 2011.
7. Savage, Terry Michael and Karen E. Vogel. *An Introduction to Digital*

- Multimedia*. Jones & Bartlett Learning, 2013.
8. Zettl, Herbert. *Television Production Handbook*. Cengage Learning, 2020.
 9. White, Tony. *Animation from Pencils to Pixels*. Focal Press, 2012.
 10. Whitaker, Harold and John Halas. *Timing for Animation*. Focal Press, 2009.

E-RESOURCES

1. <https://helpx.adobe.com/after-effects/tutorials.html>
2. <https://studio.blender.org/training/>
3. <https://www.blackmagicdesign.com/products/davinciresolve/training>
4. <https://www.videocopilot.net/tutorials/>
5. <https://www.schoolofmotion.com/>
6. <https://www.cgspectrum.com/blog>
7. <https://www.coursera.org/courses?query=motion%20graphics>
8. <https://nptel.ac.in/course.html>
9. <https://helpx.adobe.com/creative-cloud/tutorials-explore.html>
10. <https://creatoracademy.youtube.com/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

- CO1:** Apply visual effects techniques in film and digital media production. K3
- CO2:** Create compositing, chroma key and motion graphics projects using standard VFX tools. K6
- CO3:** Utilize colour grading, motion tracking and digital enhancement techniques creatively. K3
- CO4:** Develop VFX-based promotional, cinematic and short-form media content. K6
- CO5:** Prepare and present a professional visual effects portfolio showcasing practical skills. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III/IV				2. VFX and Motion Graphics Production (Practical)						2	-
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	3	3	2	3	3	2	1	2.5
CO2	2	3	1	3	2	2	3	2	2	2	2.2
CO3	3	3	2	3	1	3	3	3	2	2	2.5
CO4	2	2	1	2	1	2	3	3	2	2	2.0
CO5	2	3	3	2	2	2	3	2	3	2	2.3
Mean Overall Score											2.3 (High)

Inst Hrs: 2**Code:****1. FILM APPRECIATION**
(Theory)**Credits: 2****COURSE OBJECTIVES:**

- To develop interest and appreciation for cinema as a visual art form.
- To encourage critical viewing and understanding of films.
- To familiarize students with film viewing culture and cinematic experiences.
- To understand emotional, cultural, and aesthetic aspects of cinema.
- To enhance visual sensitivity and audience interpretation skills.

UNIT – I: INTRODUCTION TO FILM APPRECIATION

Meaning and scope of film appreciation – cinema as an art, entertainment and communication medium – evolution of cinema viewing culture – visual language of cinema – understanding audience experience and emotional response – cinema and everyday life.

UNIT – II: FILM NARRATIVE AND STORYTELLING

Narrative structure in films – themes, conflict and character development – storytelling techniques in cinema – symbolism and meaning in films – emotional engagement and audience interpretation – screenplay and narrative flow.

UNIT – III: CINEMA, SOCIETY AND CULTURE

Cinema as a reflection of society and culture – representation of identity, lifestyle and social values – popular cinema and audience culture – fan culture and star influence – cinema and cultural change.

UNIT – IV: FILM AESTHETICS AND PERFORMANCE

Elements of film aesthetics – role of cinematography, lighting and visual composition – music, sound and songs in cinema – performance, costume and screen presence – editing and visual rhythm – memorable scenes and cinematic style.

UNIT – V: FILM ANALYSIS AND CRITICAL RESPONSE

Approaches to film viewing and interpretation – understanding audience perspectives – film discussion and analysis – appreciation of meaningful and

alternative cinema – basics of film review writing – critical response to contemporary films.

UNIT – VI: CURRENT CONTOURS

(Continuous Internal Assessment Only)

- Screening and appreciation of selected films
- Film review writing exercise
- Scene analysis and interpretation activity
- Group discussion on contemporary cinema and audience response
- Presentation on regional, national or international films
- Comparative study of film genres or filmmakers
- Assignment on cinematic techniques and storytelling
- Seminar on changing film viewing practices and OTT culture

TEXT BOOKS

1. Bordwell, David and Kristin Thompson. *Film Art: An Introduction*. McGraw Hill, 2020.
2. Monaco, James. *How to Read a Film*. Oxford University Press, 2009.
3. Sikov, Ed. *Film Studies: An Introduction*. Columbia University Press, 2020.

REFERENCES

1. Pramaggiore, Maria and Tom Wallis. *Film: A Critical Introduction*. Laurence King Publishing, 2021.
2. Villarejo, Amy. *Film Studies: The Basics*. Routledge, 2013.
3. Mast, Gerald and Bruce Kavin. *A Short History of the Movies*. Pearson, 2017.
4. Nemes, Jill. *Introduction to Film Studies*. Routledge, 2012.
5. Hayward, Susan. *Cinema Studies: The Key Concepts*. Routledge, 2018.
6. Rajadhyaksha, Ashish and Paul Willemen. *Encyclopaedia of Indian Cinema*. Oxford University Press, 2014.
7. Dissanayake, Wimal. *Melodrama and Asian Cinema*. Cambridge University Press, 1993.
8. Corrigan, Timothy. *A Short Guide to Writing About Film*. Pearson, 2020.

E-RESOURCES

1. <https://www.bfi.org.uk/>
2. <https://www.criterion.com/>
3. <https://www.filmcompanion.in/>
4. <https://www.coursera.org/courses?query=film%20studies>
5. <https://nptel.ac.in/course.html>
6. <https://www.openculture.com/>
7. <https://www.youtube.com/>
8. <https://www.imdb.com/>
9. <https://www.masterclass.com/categories/film-tv>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Appreciate cinema as a visual and cultural experience. K2

CO2: Understand themes, emotions and meanings in films. K2

CO3: Identify the relationship between cinema and society. K1

CO4: Develop critical viewing and interpretation skills of films. K4

CO5: Express informed opinions and responses towards films effectively. K5

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III				1. Film Appreciation (Theory)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	3	3	3	3	2	2	1	3	2.6
CO2	3	3	3	2	3	3	3	2	1	3	2.5
CO3	3	3	3	2	2	3	2	2	1	3	2.4
CO4	3	3	3	2	3	3	2	1	1	3	2.4
CO5	3	3	3	3	3	2	3	3	1	3	2.7
Mean Overall Score											2.5 (High)

Inst Hrs: 2

Code:

2. UNDERSTANDING ART
(Theory)

Credits: 2

COURSE OBJECTIVES:

- To introduce students to the basic concepts and forms of art.
- To develop understanding of visual aesthetics and artistic expression.
- To familiarize students with major art movements and styles.
- To encourage appreciation of Indian and world art traditions.
- To enhance visual sensitivity and creative interpretation skills.

UNIT – I: INTRODUCTION TO ART

Definition of art – functions of art – art as communication and expression – types of art: visual arts and performing arts – art, creativity and imagination – relationship between art, culture and society.

UNIT – II: BASIC ART PRACTICES AND CREATIVE ACTIVITIES

Introduction to simple drawing and colouring techniques – use of basic art materials such as pencils, crayons, paints and brushes – creative activities using shapes, colours and patterns – handmade crafts – art as a fun and creative activity – simple digital art and design practices – developing creativity through everyday visual experiences.

UNIT – III: INDIAN ART AND CULTURAL TRADITIONS

Introduction to Indian art – folk and tribal art forms – traditional paintings and crafts – temple art and sculpture – art in festivals and cultural practices – contemporary Indian visual culture.

UNIT – IV: ART IN MEDIA AND POPULAR CULTURE

Art in cinema, photography and advertising – posters and visual communication – art in social media and digital platforms – fashion, lifestyle and visual aesthetics – public art and popular culture – role of art in entertainment and branding.

UNIT – V: ART APPRECIATION AND VISUAL UNDERSTANDING

Meaning and importance of art appreciation – observing and interpreting artworks – colours, symbols and meanings in art – appreciating paintings, photography and films – art and emotional expression – role of visual culture in everyday life.

UNIT – VI: CURRENT CONTOURS

(Continuous Internal Assessment Only)

- Preparation of an art scrapbook or visual journal
- Assignment on Indian art forms or popular artworks
- Poster or creative design activity
- Presentation on art in media and popular culture
- Interpretation of paintings, photographs or film visuals
- Quiz on art concepts, artists and visual culture trends

TEXT BOOKS

1. Gombrich, E.H. *The Story of Art*. Phaidon Press, 2018.
2. Honour, Hugh and John Fleming. *A World History of Art*. Laurence King Publishing, 2016.
3. Ocvirk, Otto G. et al. *Art Fundamentals: Theory and Practice*. McGraw Hill, 2012.

REFERENCES

1. Sayre, Henry M. *A World of Art*. Pearson, 2016.
2. Tomory, Edith. *A History of Fine Arts in India and the West*. Orient BlackSwan, 2019.
3. Arnold, Dana. *Art History: A Very Short Introduction*. Oxford University Press, 2021.
4. Kleiner, Fred S. *Gardner's Art Through the Ages*. Cengage Learning, 2020.
5. Stokstad, Marilyn. *Art History*. Pearson Education, 2018.
6. Tansey, Richard G. and Fred S. Kleiner. *Gardner's Art Through the Ages: The Western Perspective*. Cengage Learning, 2019.
7. Janson, H.W. *History of Art*. Pearson Education, 2013.
8. Read, Herbert. *The Meaning of Art*. Faber & Faber, 2011.

E-RESOURCES

1. <https://artsandculture.google.com/>
2. <https://www.metmuseum.org/art/collection>
3. <https://smarthistory.org/>
4. <https://www.tate.org.uk/art>
5. https://www.moma.org/learn/moma_learning/
6. <https://www.coursera.org/courses?query=art%20history>
7. <https://nptel.ac.in/course.html>
8. <https://indiaculture.gov.in/>
9. <https://www.khanacademy.org/humanities/art-history>
10. <https://www.open.edu/openlearn/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

- CO1:** Understand the basic concepts and functions of art. K2
- CO2:** Identify the elements and principles of art and design. K1
- CO3:** Recognize major Indian and world art traditions. K1
- CO4:** Appreciate visual aesthetics and artistic expression. K2

CO5: Analyze artworks from cultural and visual perspectives.K4

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III				2. Understanding Art (Theory)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	3	3	3	3	2	2	1	3	2.6
CO2	3	3	3	2	3	3	3	2	1	3	2.5
CO3	3	3	3	2	2	3	2	2	1	3	2.4
CO4	3	3	3	2	3	3	2	1	1	3	2.4
CO5	3	3	3	3	3	2	3	3	1	3	2.7
Mean Overall Score											2.5 (High)

Second Year

CORE COURSE 4

Semester IV

Inst Hrs: 4

Code:

FILM STUDIES
(Theory)

Credits: 4

COURSE OBJECTIVES:

- To introduce the history and evolution of cinema and major film movements.
- To explain the stages and processes involved in film production.
- To familiarize students with the elements of film language and mise-en-scène.
- To develop understanding of film appreciation and critical viewing practices.
- To identify and classify different film genres and cinematic styles.
- To encourage analytical understanding of films as visual and cultural texts.

UNIT – I: HISTORY AND EVOLUTION OF CINEMA

Origins and development of Early Cinema – growth of Classical Hollywood cinema – major international film movements: German Expressionism, Soviet Montage, Italian Neorealism, French New Wave and other influential cinematic trends – evolution of Indian cinema and regional cinema – development of Tamil cinema – cinema as an art, industry and medium of communication.

UNIT – II: FILM PRODUCTION PROCESS

Stages of film production – concept development and storytelling – scriptwriting and screenplay basics – pre-production planning: budgeting, casting, location scouting and scheduling – production process: direction, cinematography and shooting techniques – post-production: editing, dubbing, sound design, visual effects, graphics and final output – basics of film distribution, exhibition and OTT platforms.

UNIT – III: FILM LANGUAGE AND VISUAL AESTHETICS

Understanding film language – shot, scene and sequence – types of shots and their meanings – camera angles and camera movements – mise-en-scène: setting, costume, props, lighting, makeup and performance – visual composition and framing – role of sound and editing in cinematic storytelling.

UNIT – IV: FILM GENRES, ANALYSIS AND CRITICISM

Introduction to film genres and genre conventions – fiction and documentary forms – film as entertainment, culture and commercial product – cinema and cultural identity – basics of film appreciation and criticism – film review writing – analysis of narrative style, visual grammar, symbolism and audience interpretation in films.

UNIT – V: STUDY OF INDIAN AND INTERNATIONAL FILMMAKERS

Study of major filmmakers and their contributions to cinema:

D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray and Adoor Gopalakrishnan. Study of important Tamil filmmakers and their cinematic styles: C. V. Sridhar, K. Balachander, J. Mahendran, Balu Mahendra, Bharathiraja, Mani Ratnam, Shankar, Bala, Vetrimaaran and contemporary filmmakers in Indian and global cinema.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Film scene analysis and visual interpretation exercise.
- Shot division and storyboard preparation for a short sequence.
- Film review and critical appreciation writing.
- Group discussion on film genres and cinematic movements.
- Case study on Indian or international filmmakers.
- Short video production exercise focusing on visual storytelling.
- Seminar presentation on contemporary cinema and OTT culture.
- Portfolio submission including film analysis reports and creative exercises

TEXT BOOKS

1. Bordwell, David and Kristin Thompson. *Film Art: An Introduction*. McGraw Hill, 2020.
2. Monaco, James. *How to Read a Film*. Oxford University Press, 2009.
3. Sikov, Ed. *Film Studies: An Introduction*. Columbia University Press, 2020.

REFERENCES

1. Pramaggiore, Maria and Tom Wallis. *Film: A Critical Introduction*. Laurence King Publishing, 2021.
2. Villarejo, Amy. *Film Studies: The Basics*. Routledge, 2013.
3. Mast, Gerald and Bruce Kawin. *A Short History of the Movies*. Pearson, 2017.
4. Nelmes, Jill. *Introduction to Film Studies*. Routledge, 2012.
5. Hayward, Susan. *Cinema Studies: The Key Concepts*. Routledge, 2018.
6. Corrigan, Timothy. *A Short Guide to Writing About Film*. Pearson, 2020.
7. Rajadhyaksha, Ashish and Paul Willemen. *Encyclopaedia of Indian Cinema*. Oxford University Press, 2014.
8. Dancyger, Ken. *The Technique of Film and Video Editing*. Routledge, 2021.
9. Cook, David A. *A History of Narrative Film*. W.W. Norton, 2020.
10. Stam, Robert. *Film Theory: An Introduction*. Wiley-Blackwell, 2020.

E-RESOURCES

1. <https://www.bfi.org.uk/>
2. <https://www.criterion.com/>
3. <https://www.filmcompanion.in/>
4. <https://www.coursera.org/courses?query=film%20studies>

5. <https://nptel.ac.in/course.html>
6. <https://www.openculture.com/>
7. <https://www.imdb.com/>
8. <https://www.digiviscom.com/>
9. <https://www.masterclass.com/categories/film-tv>
10. <https://www.sensesofcinema.com/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Understand the major forms of early cinema and their stylistic characteristics. K2

CO2: Identify key terminology and concepts used in the film-making process. K1

CO3: Apply elements of mise-en-scène in visual composition and film analysis. K3

CO4: Classify different film genres based on themes, conventions and style. K4

CO5: Analyze and interpret the works of major international and regional auteurs in cinema. K4

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				Film Studies (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	3	3	3	3	2	2	1	3	2.6
CO2	3	3	3	2	3	3	3	2	1	3	2.5
CO3	3	3	3	2	2	3	2	2	1	3	2.4
CO4	3	3	3	2	3	3	2	1	1	3	2.4
CO5	3	3	3	3	3	2	3	3	1	3	2.7
Mean Overall Score											2.5 (High)

Second Year

CORE PRACTICAL 4

Semester IV

Inst Hrs: 4

COURSE OBJECTIVES:

- To develop professional photography skills using digital camera systems and contemporary imaging techniques.
- To train students in visual storytelling, composition, lighting, and photographic aesthetics.
- To familiarize students with various genres of professional photography.
- To develop practical skills in photo editing and digital image enhancement.
- To prepare students for professional practice in photography, media production, advertising, and visual communication industries.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of professional photography, including DSLR and mirrorless camera operations, exposure triangle, framing and composition, lighting techniques, lenses and filters, focus control, white balance, image formats and digital workflow practices. Students shall also be familiarized with contemporary photography trends, mobile photography practices and professional standards in visual storytelling and commercial photography.

Students are required to submit a Professional Photography Record containing a minimum of two works from each exercise with relevant technical and production details.

PRACTICAL EXERCISES

1. **Portrait Photography**
Studio and environmental portrait photography focusing on lighting, framing and expression.
2. **Perspective and Composition Photography**
Creative use of angles, depth, framing and visual composition techniques.
3. **Monochrome Photography**
Exploration of contrast, texture, shadows and monochrome visual aesthetics.
4. **Fashion and Advertising Photography**
Fashion-based and promotional photography applying styling, lighting and branding concepts.

5. **Product and Food Photography**
Commercial photography techniques for products, food presentation and digital promotion.
6. **Photojournalism and Documentary Photography**
Visual storytelling through candid, social and documentary-based photography practices.
7. **Street, Landscape and Nature Photography**
Outdoor photography focusing on environment, movement, culture and natural settings.
8. **Conceptual, Experimental and Mobile Photography**
Creative photography using conceptual themes, experimental methods and mobile photography techniques.

FINAL SUBMISSION

Students shall prepare and present a portfolio of selected professional photographic works demonstrating technical skills, creativity, composition, lighting techniques and visual storytelling abilities.

TEXT BOOKS

1. McStay, Andrew. *AI for Creativity and Imagination*. Routledge, 2023.
2. Russell, Stuart and Peter Norvig. *Artificial Intelligence: A Modern Approach*. Pearson, 2021.
3. Miller, Arthur I. *The Artist in the Machine*. MIT Press, 2019.

REFERENCES

1. Manovich, Lev. *AI Aesthetics*. Strelka Press, 2018.
2. Broussard, Meredith. *Artificial Unintelligence*. MIT Press, 2018.
3. Pavlik, John V. *Disruption and Digital Journalism*. Routledge, 2021.
4. Franklin, Bob. *Digital Journalism Studies*. Routledge, 2022.
5. Couldry, Nick and Ulises A. Mejias. *The Costs of Connection*. Stanford University Press, 2019.
6. Holmes, W. James et al. *Artificial Intelligence in Education*. Routledge, 2022.
7. McQuail, Denis. *Mass Communication Theory*. Sage Publications, 2020.
8. Mollick, Ethan. *Co-Intelligence*. Portfolio, 2024.

E-RESOURCES

1. <https://openai.com/>
2. <https://grow.google/ai/>
3. <https://www.ibm.com/topics/artificial-intelligence>
4. <https://www.microsoft.com/ai>
5. <https://www.coursera.org/courses?query=artificial%20intelligence>
6. <https://nptel.ac.in/course.html>
7. <https://www.adobe.com/products/firefly.html>
8. <https://openlearning.mit.edu/>

9. <https://www.deeplearning.ai/>
10. <https://huggingface.co/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: To apply professional photography techniques using digital camera systems. K3

CO2: To create visually effective photographic compositions using lighting and framing principles. K6

CO3: To develop professional photography projects in portrait, product, fashion, and documentary genres. K6

CO4: To utilize digital editing and enhancement techniques professionally. K3

CO5: To prepare and present a professional photography portfolio. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				Professional Photography (Practical)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	2	3	3	2	3	2	3	3	3	3	2.7
CO2	3	2	2	3	3	3	2	2	3	3	2.6
CO3	3	2	3	2	3	3	3	3	2	2	2.6
CO4	2	2	3	3	2	3	3	3	3	2	2.6
CO5	2	2	2	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.64 (High)

Inst Hrs: 2

Code:

1. SCRIPT WRITING
(Theory)

Credits: 4

COURSE OBJECTIVES:

- To introduce students to the fundamentals of script writing for visual media.
- To develop storytelling and narrative construction skills.
- To familiarize students with screenplay structure, character development, and dialogue writing.
- To understand script formats for cinema, television, radio, and digital media.
- To encourage creative writing and visual imagination for media production.

UNIT – I: INTRODUCTION TO SCRIPT WRITING

Meaning and importance of script writing – story, plot, theme and narrative – characteristics of a good script – role of the script writer in visual media – basics of storytelling for film, television and digital platforms.

UNIT – II: STORY DEVELOPMENT AND SCREENPLAY STRUCTURE

Idea generation and story development – screenplay structure and scene construction – beginning, middle and ending – conflict and resolution – character development and characterization – narrative flow and screenplay formatting basics.

UNIT – III: DIALOGUE AND VISUAL STORYTELLING

Dialogue writing techniques – visual narration and scene description – creating mood, emotion and dramatic effect – symbolism and subtext – adapting stories from literature, real-life events and media content.

UNIT – IV: SCRIPT WRITING FOR DIFFERENT MEDIA

Writing scripts for film, television and radio– documentary and advertisement scripts – scripting for web series and social media content – differences in script formats across media platforms.

UNIT – V: CONTEMPORARY TRENDS IN SCRIPT WRITING

Script reading and analysis – basics of storyboarding – writing for OTT and streaming platforms – interactive and non-linear storytelling – AI-assisted script development tools – emerging trends in digital and visual storytelling.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Writing a short film or advertisement script
- Screenplay scene writing with dialogue and visual descriptions
- Script analysis and screenplay discussion activity
- Storyboarding exercise for selected scenes
- Adaptation exercise from short story or real-life event
- Group presentation on contemporary script writers and screen narratives
- Creative writing exercise for digital or OTT content
- Quiz on screenplay structure and script writing techniques

TEXT BOOKS

1. Field, Syd. *Screenplay: The Foundations of Screenwriting*. Delta Books, 2005.
2. McKee, Robert. *Story: Substance, Structure, Style and the Principles of Screenwriting*. HarperCollins, 1997.
3. Trottier, David. *The Screenwriter's Bible*. Silman-James Press, 2021.

REFERENCES

1. Seger, Linda. *Making a Good Script Great*. Samuel French, 2010.
2. Rabiger, Michael. *Developing Story Ideas*. Focal Press, 2006.
3. Vogler, Christopher. *The Writer's Journey*. Michael Wiese Productions, 2020.
4. Cooper, Pat and Ken Dancyger. *Writing the Short Film*. Routledge, 2013.
5. Epstein, Alex. *Crafty Screenwriting*. Holt Paperbacks, 2002.
6. Millerson, Gerald and Jim Owens. *Television Production*. Focal Press, 2008.
7. Zettl, Herbert. *Television Production Handbook*. Cengage Learning, 2014.
8. Aronson, Linda. *The 21st Century Screenplay*. Allen & Unwin, 2010.
9. Snyder, Blake. *Save the Cat!*. Michael Wiese Productions, 2005.
10. Howard, David and Edward Mabley. *The Tools of Screenwriting*. St. Martin's Griffin, 1995.

E-RESOURCES

1. <https://www.finaldraft.com/learn/>
2. <https://www.studiobinder.com/blog/category/screenwriting/>
3. <https://www.masterclass.com/categories/film-tv>
4. <https://www.coursera.org/courses?query=screenwriting>
5. <https://www.bbc.co.uk/writersroom/>
6. <https://nptel.ac.in/course.html>
7. <https://www.writerduet.com/blog/>
8. <https://nofilmschool.com/>
9. <https://screencraft.org/blog/>
10. <https://www.youtube.com/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able:

CO1: To understand the fundamentals of script writing and storytelling. K2

CO2: To develop scripts for film, television, radio, and digital media. K6

CO3: To create characters, dialogues, and visual narratives effectively. K6

CO4: To analyze screenplay structures and contemporary storytelling formats. K4

CO5: To apply creative and professional script writing techniques in media production. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				1. Script Writing (Theory)						2	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Inst Hrs: 2

Code:

2. MEDIA AND GENDER
(Theory)

Credits: 4

COURSE OBJECTIVES:

- To introduce students to the relationship between media and gender representation.
- To examine the portrayal of gender in print, broadcast, film, advertising, and digital media.
- To understand gender stereotypes, identity, and inclusivity in media content.
- To analyze the social and cultural impact of media on gender perceptions.
- To create awareness about ethical and responsible gender representation in media industries.

UNIT – I INTRODUCTION TO MEDIA AND GENDER:

Meaning of Gender – Gender Identity and Representation – Media as a Social Institution – Relationship between Media, Society, and Gender – Introduction to Gender Studies in Media.

UNIT – II GENDER REPRESENTATION IN MEDIA:

Representation of Men, Women and the Third gender in Media – Gender Stereotypes – Masculinity and Femininity in Media – Gender Bias in News, Cinema, Television, and Advertising – Body Image and Beauty Standards – Media and Popular Culture.

UNIT – III WOMEN AND MEDIA INDUSTRIES:

Women in Journalism and Media Professions – Women in Cinema and Television – Gender and Media Employment – Leadership and Participation in Media Industries – Challenges and Opportunities for Women in Media.

UNIT – IV DIGITAL MEDIA, IDENTITY AND INCLUSIVITY:

Gender Representation in Social Media – Online Identity and Self-presentation – Influencer Culture and Gender –Cyberbullying and Online Harassment – Digital Activism and Gender Awareness Campaigns.

UNIT – V MEDIA ETHICS, LAW AND CONTEMPORARY ISSUES:

Ethics in Gender Representation – Gender-sensitive Communication – Media Regulations and Policies — Contemporary Issues and Emerging Trends in Gender and Media.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on gender representation in films, advertisements, television or digital media
- Preparation of a media analysis report based on gender portrayal in media content
- Seminar or group discussion on gender stereotypes and media influence
- Presentation on digital activism and gender awareness campaigns
- Analysis of inclusive communication practices in contemporary media
- Quiz on media, gender and contemporary social issues

TEXT BOOKS

1. Gill, R. (2007). *Gender and the Media*. Polity Press.
2. Gauntlett, D. (2008). *Media, Gender and Identity*. Routledge.
3. Van Zoonen, L. (1994). *Feminist Media Studies*. Sage Publications.

REFERENCES

1. Carter, C., & Steiner, L. (2004). *Critical Readings: Media and Gender*. Open University Press.
2. Durham, M. G., & Kellner, D. (2012). *Media and Cultural Studies*. Wiley-Blackwell.
3. Tuchman, G. (1978). *Hearth and Home: Images of Women in the Mass Media*. Oxford University Press.
4. Wood, J. T. (2015). *Gendered Lives: Communication, Gender and Culture*. Cengage Learning.
5. Butler, J. (2006). *Gender Trouble*. Routledge.
6. hooks, b. (2000). *Feminism is for Everybody*. South End Press.
7. McQuail, D. (2020). *McQuail's Mass Communication Theory*. Sage Publications.
8. Gill, R., & Orgad, S. (2022). *Confidence Culture*. Duke University Press.
9. Banet-Weiser, S. (2018). *Empowered: Popular Feminism and Popular Misogyny*. Duke University Press.
10. Thornham, S. (2007). *Women, Feminism and Media*. Edinburgh University Press.

E-RESOURCES

1. <https://www.unwomen.org/>
2. <https://www.unesco.org/en/gender-equality/media>
3. <https://www.coursera.org/courses?query=gender%20studies>
4. <https://nptel.ac.in/course.html>
5. <https://www.bbc.co.uk/academy>
6. <https://www.open.edu/openlearn/>
7. <https://www.genderandmedia.org/>
8. <https://mediasmarts.ca/>
9. <https://study.sagepub.com/communication>
10. <https://www.pewresearch.org/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Understand the relationship between media and gender representation. K2

CO2: Analyze gender stereotypes and identity construction in media content. K4

CO3: Examine the role of women and marginalized genders in media industries. K4

CO4: Evaluate gender issues in digital and contemporary media platforms. K5

CO5: Apply ethical and inclusive perspectives in media communication and analysis. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				2. Media and Gender (Theory)						2	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Inst Hrs: 2

Code:

1. LAYOUT DESIGNING
(Practical)

Credits: 4

COURSE OBJECTIVES:

- To introduce students to the fundamentals of layout design and magazine production.
- To develop skills in typography, composition, grid systems, and editorial design.
- To train students in designing print and digital magazine layouts.
- To encourage creativity in visual storytelling and publication design.
- To enable students to collaboratively design and produce a department magazine.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of layout designing, including typography, editorial design, grid systems, page composition, visual hierarchy, colour application, image placement and publication design techniques. Students shall also be familiarized with contemporary publishing software and print/digital production practices used in magazine and media industries.

Students are required to collaboratively conceptualize, design and produce a Department Magazine/ Lab Journal applying principles of layout design and editorial presentation.

(Note: Suggested Software: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Scribus, Canva, Figma, CorelDRAW or equivalent publishing and layout design applications.)

PRACTICAL EXERCISES

1. **Magazine Identity and Masthead Design**
Develop the magazine title, logo, theme and visual identity.
2. **Typography and Editorial Design**
Apply typography principles for headlines, sub-headings, body text and captions.
3. **Grid and Page Layout Composition**
Create structured page layouts using grid systems and alignment techniques.
4. **Magazine Cover Design**
Design a visually engaging cover page using images, typography and layout hierarchy.

5. **Feature and Article Layout Design**
Design editorial pages for interviews, feature stories and department activities.
6. **Visual and Advertisement Page Design**
Create photo layouts, advertisement pages and promotional content for the magazine.
7. **Digital Magazine and Interactive Layouts**
Develop layouts suitable for digital magazine viewing and online presentation.
8. **Final Magazine Production Project**
Complete the design and presentation of the Department Magazine containing editorial content, feature articles, visual pages, advertisements and creative sections.

TEXT BOOKS

1. Samara, T. (2017). *Making and Breaking the Grid*. Rockport Publishers.
2. Tondreau, B. (2019). *Layout Essentials: 100 Design Principles for Using Grids*. Rockport Publishers.
3. Ambrose, G., & Harris, P. (2019). *The Fundamentals of Layout Design*. Bloomsbury Visual Arts.

REFERENCES

1. Lupton, E. (2024). *Thinking with Type*. Princeton Architectural Press.
2. Dabner, D., Stewart, S., & Zempol, E. (2023). *Graphic Design School*. Thames & Hudson.
3. Caldwell, C. (2019). *Graphic Design For Everyone*. DK Publishing.
4. Heller, S., & Anderson, G. (2021). *The Graphic Design Idea Book*. Laurence King Publishing.
5. Poulin, R. (2018). *The Language of Graphic Design*. Rockport Publishers.
6. Evans, P. (2013). *The Graphic Design Reference & Specification Book*. Rockport Publishers.
7. Wong, W. (1993). *Principles of Form and Design*. Wiley.
8. Meggs, P. B., & Purvis, A. W. (2023). *Meggs' History of Graphic Design*. Wiley.
9. Samara, T. (2011). *Layout Workbook*. Rockport Publishers.
10. Ambrose, G., & Harris, P. (2008). *Basics Design: Layout*. AVA Publishing.

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1. <https://helpx.adobe.com/indesign/tutorials.html>
2. <https://www.canva.com/designschool/>
3. <https://www.figma.com/resources/learn-design/>
4. <https://www.behance.net/>
5. <https://www.domestika.org/>
6. <https://www.skillshare.com/>
7. <https://helpx.adobe.com/creative-cloud/tutorials-explore.html>
8. <https://nptel.ac.in/course.html>
9. <https://fonts.google.com/>
10. <https://tutsplus.com/>

COURSE OUTCOME:

After successful completion of the course, students will be able to:

CO1: Apply layout design principles in editorial and magazine production. K3

CO2: Create professional magazine layouts using typography, grids and visual hierarchy. K6

CO3: Design visual and textual content for print and digital publications. K6

CO4: Collaboratively develop and produce a magazine using contemporary publishing practices. K6

CO5: Prepare and present a professional editorial design portfolio. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				1. Layout Designing (Practical)						2	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Inst Hrs: 2

Code:

**2. VFX AND MOTION GRAPHICS
PRODUCTION**
(Practical)**Credits: 4****COURSE OBJECTIVES:**

- To introduce students to the fundamentals of visual effects and digital compositing.
- To develop practical skills in motion graphics, compositing, and visual manipulation techniques.
- To train students in creating visual effects for film, television, advertising, and digital media.
- To familiarize students with contemporary VFX software and production workflows.
- To encourage creativity in designing cinematic and digital visual experiences.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of visual effects production including compositing, masking, chroma keying, motion graphics, motion tracking, colour correction, digital compositing, matte painting, particle effects and rendering techniques.

(Note: Suggested Software: Adobe After Effects, Adobe Premiere Pro, Blender, DaVinci Resolve Fusion, HitFilm Express, Nuke (optional), Canva, Adobe Express or equivalent VFX and motion graphics applications.)

PRACTICAL EXERCISES

1. **Basic Compositing and Layer Management**
Practice timeline editing, keyframing and multi-layer compositing techniques.
2. **Chroma Keying and Background Replacement**
Perform green screen keying, background replacement and edge correction techniques.
3. **Motion Graphics and Title Animation**
Create animated typography, logo animations and title sequences for media productions.
4. **Motion Tracking and Screen Replacement**
Apply object tracking, screen replacement and basic camera tracking techniques.
5. **Digital Compositing and Visual Integration**
Combine foreground and background elements using masking and blend modes.

6. **Colour Correction and Cinematic Enhancement**
Perform colour grading, mood creation and cinematic visual enhancement.
7. **Particle Effects and Simulation**
Create basic smoke, rain, fire, light particles and atmospheric visual effects.
8. **Rotoscoping and Special Effects Production**
Practice subject isolation, frame-by-frame masking and creative transition or glitch effects.

FINAL SUBMISSION

Students shall produce a short VFX-based project such as:

- Promotional video
- Cinematic scene
- Advertisement
- Motion graphics sequence
- Title sequence

The submission should demonstrate the effective use of compositing, visual enhancement and digital effects techniques along with proper presentation and documentation of the production process.

TEXT BOOKS

1. Meyer, T., & Meyer, C. (2022). *Creating Motion Graphics with After Effects*. Routledge.
2. Wright, S. (2017). *Digital Compositing for Film and Video*. Routledge.
3. Okun, J. A., & Zwerman, S. (2020). *The VES Handbook of Visual Effects*. Focal Press.

REFERENCES

1. Brinkmann, R. (2008). *The Art and Science of Digital Compositing*. Morgan Kaufmann.
2. Kerlow, I. (2009). *The Art of 3D Computer Animation and Effects*. Wiley.
3. Byrne, B. (2009). *The Visual Effects Arsenal*. Peachpit Press.
4. Beane, A. (2012). *3D Animation Essentials*. Wiley.
5. Parent, R. (2012). *Computer Animation: Algorithms and Techniques*. Morgan Kaufmann.
6. Roberts, S. (2011). *Character Animation Fundamentals*. Routledge.
7. Savage, T. M., & Vogel, K. E. (2013). *An Introduction to Digital Multimedia*. Jones & Bartlett Learning.
8. Zettl, H. (2020). *Television Production Handbook*. Cengage Learning.
9. White, T. (2012). *Animation from Pencils to Pixels*. Focal Press.
10. Whitaker, H., & Halas, J. (2009). *Timing for Animation*. Focal Press.

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1. <https://helpx.adobe.com/after-effects/tutorials.html>
2. <https://studio.blender.org/training/>
3. <https://www.blackmagicdesign.com/products/davinciresolve/training>
4. <https://www.videocopilot.net/tutorials/>
5. <https://www.schoolofmotion.com/>
6. <https://www.cgspectrum.com/blog>
7. <https://www.coursera.org/courses?query=motion%20graphics>
8. <https://nptel.ac.in/course.html>
9. <https://helpx.adobe.com/creative-cloud/tutorials-explore.html>
10. <https://creatoracademy.youtube.com/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Apply visual effects techniques in film and digital media production. K3

CO2: Create compositing, chroma key and motion graphics projects using standard VFX tools. K6

CO3: Utilize colour grading, motion tracking and digital enhancement techniques creatively. K3

CO4: Develop VFX-based promotional, cinematic and short-form media content. K6

CO5: Prepare and present a professional visual effects portfolio showcasing practical skills. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				2. VFX and Motion Graphics Production (Practical)						2	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	3	3	2	3	3	2	1	2.5
CO2	2	3	1	3	2	2	3	2	2	2	2.2
CO3	3	3	2	3	1	3	3	3	2	2	2.5
CO4	2	2	1	2	1	2	3	3	2	2	2.0
CO5	2	3	3	2	2	2	3	2	3	2	2.3
Mean Overall Score											2.3 (High)

Inst Hrs: 2

Code:

1. BASIC PHOTOGRAPHY
(Theory)

Credits: 2

COURSE OBJECTIVES:

- To introduce students to the fundamentals of photography and visual communication.
- To understand the basic functions of camera and photographic equipment.
- To develop knowledge of composition, lighting, and exposure techniques.
- To familiarize students with different genres and applications of photography.
- To create awareness about digital photography and contemporary photographic practices.

UNIT – I: INTRODUCTION TO PHOTOGRAPHY

Meaning and importance of photography – history and evolution of photography – photography as communication and creative expression – uses of photography in daily life, media and social media – basic types of photography.

UNIT – II: CAMERA AND EXPOSURE BASICS

Introduction to camera and its parts – types of cameras – basics of lenses and focus – aperture, shutter speed and ISO – understanding exposure – depth of field and image clarity – image formats and storage.

UNIT – III: COMPOSITION AND LIGHTING

Basics of photographic composition – rule of thirds – framing and perspective – leading lines and balance – natural and artificial lighting – colour, shadow and mood in photography – basics of visual aesthetics.

UNIT – IV: TYPES OF PHOTOGRAPHY

Portrait photography – landscape and nature photography – product and food photography – fashion and lifestyle photography – photojournalism – mobile photography and everyday visual storytelling.

UNIT – V: DIGITAL PHOTOGRAPHY AND CONTEMPORARY PRACTICES

Basics of digital photography workflow – introduction to photo editing and enhancement – photography for social media platforms – ethical practices in photography – mobile photography trends – contemporary visual culture and digital image sharing.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on camera handling and basic photography techniques
- Composition and framing exercise
- Preparation of a themed photo album or photo story
- Mobile photography activity
- Presentation on famous photographers or photography styles
- Photo analysis and interpretation exercise
- Quiz on photography basics and contemporary trends

TEXT BOOKS

1. DeVito, J. A. (2020). *The Interpersonal Communication Book* (15th ed.). Pearson.
2. Lucas, S. E. (2020). *The Art of Public Speaking* (13th ed.). McGraw Hill.
3. Adler, R. B., Rodman, G., & du Pré, A. (2021). *Understanding Human Communication* (14th ed.). Oxford University Press.

REFERENCES

1. Hargie, O. (2021). *Skilled Interpersonal Communication* (6th ed.). Routledge.
2. Hamilton, C. (2022). *Communicating for Results* (11th ed.). Cengage.
3. Bradshaw, P. (2023). *The Online Journalism Handbook* (2nd ed.). Routledge.
4. Briggs, M. (2021). *Journalism Next* (5th ed.). CQ Press.
5. Kumar, S., & Lata, P. (2021). *Communication Skills*. Oxford University Press India.
6. Raman, M., & Sharma, S. (2020). *Technical Communication* (3rd ed.). Oxford University Press.
7. Mishra, C., & Sharma, A. (2022). *Professional Communication and Soft Skills*. Tata McGraw Hill.
8. Anderson, C. (2020). *TED Talks: The Official TED Guide to Public Speaking*. Headline Publishing.

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1. <https://www.ted.com/topics/public+speaking>
2. <https://www.toastmasters.org/>
3. <https://www.mindtools.com/>
4. <https://www.coursera.org/>
5. <https://www.bbc.co.uk/academy>
6. https://grow.google/intl/en_in/digitalgarage/
7. <https://www.canva.com/designschool/>
8. <https://nptel.ac.in/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Understand the fundamentals and evolution of photography. K2

CO2: Identify camera functions, lenses and exposure techniques. K1

CO3: Apply principles of composition and lighting in photography practices. K3

CO4: Recognize different genres and applications of photography in media and communication. K1

CO5: Analyze digital photography practices and emerging trends in contemporary photography. K4

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				1. Basic Photography (Theory)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	2	2	3	2	2	2	2	2	3	2	2.3
CO2	2	3	2	1	2	2	3	2	2	3	2.2
CO3	2	2	3	2	1	2	3	2	2	2	2.1
CO4	1	2	2	2	2	2	3	2	3	2	2.2
CO5	1	2	2	3	2	2	3	2	1	3	2.1
Mean Overall Score											2.2 (High)

Inst Hrs: 2

Code:

2. MEDIA CONTENT CREATION
(Theory)**Credits: 2****COURSE OBJECTIVES:**

- To introduce students to the fundamentals of media content creation across various platforms.
- To develop creative skills in writing, visual storytelling, and digital content production.
- To understand content planning and audience engagement strategies.
- To familiarize students with content creation for print, broadcast, and digital media.
- To create awareness about ethical and professional practices in media content production.

UNIT – I: INTRODUCTION TO MEDIA CONTENT CREATION

Meaning and importance of media content – types of media content – basics of content creation process – creativity and idea generation – understanding audience and media platforms – role of content creators in digital media industries.

UNIT – II: WRITING FOR MEDIA CONTENT

Basics of content writing – writing for print, broadcast and digital platforms – headline and caption writing – introduction to script writing – blog and social media writing – promotional and creative writing techniques.

UNIT – III: VISUAL CONTENT CREATION

Introduction to visual storytelling – basics of photography and composition – use of graphics and design elements in media content – video content basics – short-form videos and reels – infographics and visual presentation techniques.

UNIT – IV: DIGITAL AND SOCIAL MEDIA CONTENT

Content creation for YouTube, Instagram, Facebook and podcasts – influencer and creator culture – branding and audience engagement – content planning and scheduling – trends, memes and viral content – interactive digital content practices.

UNIT – V: ETHICS AND EMERGING TRENDS IN CONTENT CREATION

Ethics in media content creation – copyright and intellectual property – fake news and misinformation – responsible digital communication – introduction

to AI-assisted content creation – emerging trends in digital media production.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Preparation of content for blogs and social media platforms
- Creation of visual or multimedia content
- Short-form video or reel production activity
- Content calendar and campaign planning exercise
- Presentation on digital creators and content trends
- Assignment on ethical issues in digital content creation
- Quiz on contemporary media content and online platforms

TEXT BOOKS

1. Handley, A. (2022). *Everybody Writes*. Wiley.
2. Briggs, M. (2023). *Journalism Next*. CQ Press.
3. Miller, C. (2020). *Digital Storytelling*. Routledge.

REFERENCES

1. Jenkins, H. (2008). *Convergence Culture*. New York University Press.
2. Rose, F. (2021). *The Sea We Swim In*. W.W. Norton.
3. Pulizzi, J. (2013). *Epic Content Marketing*. McGraw Hill.
4. Kawasaki, G., & Fitzpatrick, P. (2014). *The Art of Social Media*. Portfolio.
5. Kerpen, D. (2019). *Likeable Social Media*. McGraw Hill.
6. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing*. Sage Publications.
7. Gauntlett, D. (2015). *Making Media Studies*. Peter Lang.
8. Couldry, N. (2012). *Media, Society, World*. Polity Press.
9. Manovich, L. (2001). *The Language of New Media*. MIT Press.
10. McQuail, D. (2020). *McQuail's Mass Communication Theory*. Sage Publications.

E-RESOURCES

1. <https://www.canva.com/designschool/>
2. <https://creatoracademy.youtube.com/>
3. <https://www.hubspot.com/resources>
4. <https://www.coursera.org/courses?query=content%20creation>
5. <https://nptel.ac.in/course.html>
6. <https://helpx.adobe.com/creative-cloud/tutorials-explore.html>
7. <https://www.skillshare.com/>
8. <https://www.domestika.org/>
9. <https://www.linkedin.com/learning/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Understand the fundamentals of media content creation. K2

CO2: Create written, visual and digital media content effectively. K6

CO3: Develop audience-oriented content for various media platforms. K6

CO4: Analyze ethical and professional issues in media production. K4

CO5: Apply creative and contemporary content creation practices in media industries. K3

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				2. Media Content Creation (Theory)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	2	2	3	2	2	2	2	2	3	2	2.3
CO2	2	3	2	1	2	2	3	2	2	3	2.2
CO3	2	2	3	2	1	2	3	2	2	2	2.1
CO4	1	2	2	2	2	2	3	2	3	2	2.2
CO5	1	2	2	3	2	2	3	2	1	3	2.1
Mean Overall Score											2.2 (High)

Inst Hrs: 4

Code:

**ARTIFICIAL INTELLIGENCE IN MEDIA
TECHNOLOGIES**
(Theory)

Credits: 4

COURSE OBJECTIVES:

- To introduce students to AI-assisted tools and technologies used in media industries.
- To understand the role of AI in visual communication, content creation, and digital media production.
- To explore AI applications in journalism, advertising, design, photography, and entertainment media.
- To familiarize students with AI-supported creative workflows and media practices.
- To create awareness about ethical and social issues related to AI-generated media content.

UNIT – I: INTRODUCTION TO AI IN MEDIA

Meaning and basics of Artificial Intelligence – evolution of AI technologies – AI in communication and media industries – human and AI collaboration – introduction to generative AI – uses of AI in media and content creation.

UNIT – II: AI TOOLS FOR CONTENT CREATION

AI-assisted writing and script generation – AI in graphic design and image creation – AI tools for audio and video editing – AI-supported social media content – automated creative tools for digital communication.

UNIT – III: AI IN DIGITAL MEDIA AND ENTERTAINMENT

AI in journalism and news production – chatbots and virtual assistants – AI in advertising and audience targeting – AI in cinema, animation and OTT platforms – virtual influencers and synthetic media.

UNIT – IV: AI-ASSISTED MEDIA PRODUCTION

AI tools for presentations and media production – AI in photography and image editing – AI-assisted video editing and visual effects – voice synthesis and speech recognition – emerging AI media technologies.

UNIT – V: ETHICS AND FUTURE OF AI IN MEDIA

Ethical issues in AI-generated content – copyright and intellectual property – deepfakes and misinformation – privacy and data concerns – bias in AI systems – future opportunities and challenges in AI-assisted media industries.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Assignment on AI-assisted media tools used in communication industries
- Preparation of AI-generated posters, presentations or social media content
- Seminar on AI applications in media and entertainment
- Group discussion on ethics and challenges of AI-generated content
- Quiz on contemporary AI tools and emerging media technologies

TEXT BOOKS

1. Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach*. Pearson.
2. McStay, A. (2023). *AI for Creativity and Imagination*. Routledge.
3. Miller, A. I. (2019). *The Artist in the Machine*. MIT Press.

REFERENCES

1. Manovich, L. (2018). *AI Aesthetics*. Strelka Press.
2. Broussard, M. (2018). *Artificial Unintelligence*. MIT Press.
3. Pavlik, J. V. (2021). *Disruption and Digital Journalism*. Routledge.
4. Franklin, B. (2022). *Digital Journalism Studies*. Routledge.
5. Couldry, N., & Mejias, U. A. (2019). *The Costs of Connection*. Stanford University Press.
6. Holmes, W. J., et al. (2022). *Artificial Intelligence in Education*. Routledge.
7. McQuail, D. (2020). *Mass Communication Theory*. Sage Publications.
8. Mollick, E. (2024). *Co-Intelligence*. Portfolio.
9. Floridi, L. (2023). *The Ethics of Artificial Intelligence*. Oxford University Press.
10. O'Neil, C. (2017). *Weapons of Math Destruction*. Crown Publishing.

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1. <https://openai.com/>
2. <https://grow.google/ai/>
3. <https://www.ibm.com/topics/artificial-intelligence>
4. <https://www.microsoft.com/ai>
5. <https://www.coursera.org/courses?query=artificial%20intelligence>
6. <https://nptel.ac.in/course.html>
7. <https://www.adobe.com/products/firefly.html>
8. <https://openlearning.mit.edu/>
9. <https://www.deeplearning.ai/>
10. <https://huggingface.co/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Understand the role of AI-assisted technologies in media and communication industries. K2

CO2: Identify AI tools used in visual communication and digital content creation. K1

CO3: Analyze AI-supported practices in journalism, advertising and entertainment media. K4

CO4: Examine ethical and legal issues related to AI-generated media content. K4

CO5: Explore future opportunities and emerging trends in AI-assisted media production and communication. K2

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				Artificial Intelligence in Media Technologies (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	1	2	1	3	2	2	3	1	2.0
CO2	3	3	1	2	2	3	3	3	3	2	2.8
CO3	2	2	1	3	2	3	3	2	3	2	2.3
CO4	2	3	2	3	3	2	3	2	3	2	2.5
CO5	3	3	2	2	3	3	2	2	2	3	2.5
Mean Overall Score											2.4 (High)

Inst Hrs: 5

Code:

VISUAL ANALYSIS AND TECHNIQUES
(Theory)

Credits: 4

COURSE OBJECTIVES:

- To introduce the basic concepts of semiotics and media text analysis.
- To explain feminist perspectives and representation in media texts.
- To familiarize students with psychoanalytic approaches in media analysis.
- To examine sociological approaches used in the interpretation of visual texts.
- To develop critical understanding of media messages and visual communication.

UNIT – I: INTRODUCTION TO MEDIA TEXT AND VISUAL ANALYSIS

Media as text – understanding media messages and meanings – signs, symbols and codes in media – basics of media language and communication – denotation and connotation – introduction to syntagmatic and paradigmatic analysis – metaphor and metonymy in visual communication – interpretation of media texts.

UNIT – II: GENDER AND MEDIA REPRESENTATION

Introduction to feminism and media studies – gender representation in media – stereotyping and portrayal of women in films, television, advertisements and news media – concept of male gaze and male dominance in media industries – marginalization and objectification of women – media, consumer culture and representation – changing images of women in contemporary media.

UNIT – III: PSYCHOLOGICAL AND MARXIST APPROACHES TO MEDIA

Introduction to psychoanalytic approaches in media studies – concepts of unconscious mind, symbols and defence mechanisms – psychological interpretation of media texts – basics of Marxist media analysis – concepts of base and superstructure – media, ideology and power – representation of class and society in media content.

UNIT – IV: SOCIOLOGICAL APPROACHES TO MEDIA ANALYSIS

Introduction to sociological analysis of media – audience studies and media effects – Uses and Gratifications Theory – content analysis and media interpretation – Cultivation Theory and media influence – Agenda-Setting Theory – role of media in shaping public opinion and social perception.

UNIT – V: VISUAL ANALYSIS OF MEDIA TEXTS

Application of visual analysis techniques to media content – analysis of films, advertisements, television programmes and print media – visual storytelling and symbolism – representation and audience interpretation – media narratives and cultural meanings – critical viewing and interpretation of visual communication.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Visual analysis of advertisements, films, television or digital media content
- Case study on gender representation and media portrayal
- Content analysis exercise based on news, social media or entertainment platforms
- Group discussion on media influence, audience perception and popular culture
- Seminar presentation on media theories and visual communication practices
- Comparative analysis of media stereotypes and representation patterns

TEXT BOOKS

1. Barnard, M. (2001). *Approaches to Understanding Visual Culture*. Palgrave Macmillan.
2. Berger, J. (2008). *Ways of Seeing*. Penguin Books.
3. Sturken, M., & Cartwright, L. (2017). *Practices of Looking: An Introduction to Visual Culture*. Oxford University Press.

REFERENCES

1. Mirzoeff, N. (2009). *An Introduction to Visual Culture*. Routledge.
2. Dondis, D. A. (1973). *A Primer of Visual Literacy*. MIT Press.
3. Lester, P. M. (2018). *Visual Communication: Images with Messages*. Cengage Learning.
4. Elkins, J. (2003). *Visual Studies: A Skeptical Introduction*. Routledge.
5. Rose, G. (2022). *Visual Methodologies*. Sage Publications.
6. Hall, S. (2013). *Representation: Cultural Representations and Signifying Practices*. Sage Publications.
7. Bleicher, S. (2011). *Contemporary Color: Theory and Use*. Cengage Learning.
8. Ocvirk, O. G., et al. (2012). *Art Fundamentals: Theory and Practice*. McGraw Hill.
9. Arnheim, R. (2004). *Art and Visual Perception*. University of California Press.
10. Zelanski, P., & Fisher, M. P. (2010). *Design Principles and Problems*. Cengage Learning.

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1. <https://artsandculture.google.com/>
2. <https://smarthistory.org/>
3. https://www.moma.org/learn/moma_learning/
4. <https://www.tate.org.uk/art>
5. <https://www.metmuseum.org/art/collection>
6. <https://www.coursera.org/courses?query=visual%20culture>
7. <https://nptel.ac.in/course.html>
8. <https://www.canva.com/designschool/>
9. <https://study.sagepub.com/communication>
10. <https://www.open.edu/openlearn/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Define and explain semiotics and media text in the context of visual communication. K2

CO2: Interpret media texts using feminist theoretical perspectives. K4

CO3: Apply psychoanalytical approaches to analyze media representations and meanings. K3

CO4: Utilize sociological analysis techniques to examine visual texts. K3

CO5: Analyze and evaluate media texts using appropriate visual analysis tools and frameworks. K5

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
V				Visual Analysis and Techniques (Theory)						5	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	3	3	3	2	2	1	2	2.5
CO2	3	3	2	2	3	2	2	3	1	2	2.3
CO3	3	3	2	2	3	3	3	3	3	2	2.7
CO4	3	3	3	2	3	2	3	3	3	2	2.7
CO5	3	3	3	3	3	3	2	2	3	2	2.7
Mean Overall Score											2.6 (High)

Inst Hrs: 5**Code:****MEDIA LAWS AND ETHICS**
(Theory)**Credits: 4****COURSE OBJECTIVES:**

- To introduce the basic concepts of Constitution, citizenship and media freedom.
- To explain the relationship between media, law and democratic society.
- To familiarize students with major laws governing print, broadcast and digital media.
- To develop understanding of ethical principles and professional standards in media practice.
- To examine cyber laws, privacy issues and digital media regulations.
- To create awareness about legal responsibilities and accountability in media communication.

UNIT – I: INDIAN CONSTITUTION AND MEDIA FREEDOM

Introduction to the Indian Constitution – Preamble and salient features – Fundamental Rights and Fundamental Duties – Directive Principles of State Policy – concept of citizenship – freedom of speech and expression under Article 19(1)(a) – significance of constitutional provisions for media and communication.

UNIT – II: GOVERNMENT STRUCTURE AND MEDIA REGULATION

Structure and functions of Union and State Governments – the Executive, Legislature and Judiciary – Parliament and its functions – parliamentary privileges – emergency provisions in the Constitution – constitutional amendments – relationship between government, law and media regulation in India.

UNIT – III: MEDIA LAWS AND BROADCAST REGULATION

Freedom of the press and media in India – reasonable restrictions on media freedom – overview of media laws and regulations – role of Telecom Regulatory Authority of India in broadcasting and communication regulation – broadcasting and telecasting ethics – Cable Television Networks (Regulation) Act – regulation of print, broadcast and digital media platforms.

UNIT – IV: MEDIA ETHICS AND INTELLECTUAL PROPERTY RIGHTS

Journalistic ethics and professional standards – Press Commissions in India – codes of ethics in journalism and media practice – basics of copyright law and intellectual property rights – introduction to TRIPS and international IPR concepts – The Contempt of Courts Act, 1971 – The Indian Telegraph Act – ethical and legal responsibilities of media professionals.

UNIT – V: CONTEMPORARY MEDIA LAWS AND DIGITAL ETHICS

Right to Information (RTI) Act and access to information – Cinematograph laws and film certification – broadcasting policies and digital media regulations – laws related to women and children in media – cyber laws and online safety – privacy, data protection and ethical issues in digital communication – emerging challenges in media law and ethics.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Case study analysis of media law and ethical issues in journalism and communication
- Review of important legal cases related to press freedom and media practices
- Group discussion on freedom of expression, media responsibility and ethics
- Analysis of ethical issues in digital and social media communication
- Seminar presentation on cyber laws, digital privacy and online safety
- Assignment on copyright, plagiarism and intellectual property rights in media
- Content analysis of media reports involving legal and ethical concerns
- Submission of a portfolio containing case studies, legal reviews and presentation activities

TEXT BOOKS

1. Neelamalar, M. (2020). *Media Law and Ethics*. PHI Learning.
2. Day, L. A. (2021). *Ethics in Media Communications*. Cengage Learning.
3. Pember, D. R., & Calvert, C. (2021). *Mass Media Law*. McGraw Hill.

REFERENCES

1. Christians, C. G., et al. (2020). *Media Ethics: Cases and Moral Reasoning*. Routledge.
2. Frost, C. (2021). *Journalism Ethics and Regulation*. Routledge.
3. Ward, S. J. A. (2021). *Global Media Ethics*. Wiley-Blackwell.
4. Trager, R., et al. (2022). *The Law of Journalism and Mass Communication*. CQ Press.
5. Kumar, K. J. (2021). *Mass Communication in India*. Jaico Publishing House.
6. Rao, S. (2020). *Communication and Law*. Oxford University Press.
7. Iyer, V. (2023). *Cyber Laws and Media Ethics*. Sage India.
8. Baran, S. J. (2022). *Introduction to Mass Communication*. McGraw Hill.
9. Vivak, R. (2021). *Media and Cyber Laws*. APH Publishing.
10. Paranjape, N. V. (2022). *Information Technology Law and Practice*. Central Law Agency.

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1. <https://copyright.gov.in/>
2. <https://www.ipindia.gov.in/>

3. <https://www.digiviscom.com/>
4. <https://prsindia.org/>
5. <https://www.unesco.org/>
6. <https://www.thehindu.com/>
7. <https://nptel.ac.in/course.html>
8. <https://www.coursera.org/courses?query=media%20law>
9. <https://swayam.gov.in/>
10. <https://www.legalserviceindia.com/>
11. <https://www.scconline.com/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Understand the basic concepts of Constitution, citizenship and media rights. K2

CO2: Explain the importance of freedom of the press in democratic societies. K2

CO3: Identify important laws related to media, communication and press functioning. K1

CO4: Apply legal and ethical principles in media and press practices. K3

CO5: Analyze cyber laws, digital regulations and government information services related to media. K4

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
V				Media Laws and Ethics (Theory)						5	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	3	3	2	3	3	2	1	2.5
CO2	2	3	1	3	2	2	3	2	2	2	2.2
CO3	3	3	2	3	1	3	3	3	2	2	2.5
CO4	2	2	1	2	1	2	3	3	2	2	2.0
CO5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.3 (High)

Inst Hrs: 5**Code:****SOCIAL MEDIA LITERACY**
(Theory)**Credits : 4****COURSE OBJECTIVES**

- To introduce the concepts of media, media education and media literacy.
- To explain the importance of media literacy in contemporary society.
- To develop critical skills for understanding and interpreting media content.
- To familiarize students with ethical and regulatory aspects related to media communication.
- To examine the role of media literacy in social awareness and responsible citizenship.
- To encourage the creation and analysis of media content for societal development.

UNIT – I: INTRODUCTION TO MEDIA LITERACY

Meaning and importance of media literacy – objectives of media education – key concepts of media literacy – role of media in society – components of media literacy: awareness, knowledge and skills – media literacy in education – power and influence of media – challenges to media literacy in the digital age.

UNIT – II: MEDIA AND SOCIETY

Media and social influence – digital citizenship – fake news and misinformation – media and cultural representation – globalization and cultural change – language and communication in digital media – impact of media on attention span and society – digital divide and access to information.

UNIT – III: MEDIA COMMUNICATOR AND AUDIENCE

Role of media communicators – creating and interpreting media messages – audience perception and response – functions of media communication – audience identification and engagement – emotional and social impact of media content.

UNIT – IV: MEDIA LITERACY APPROACHES

Skills in media literacy – understanding media messages – introduction to semiotic, ideological and psychoanalytic approaches – media as commercial communication – stereotypes and representation in media – media construction of reality – framing and filtering of media content.

UNIT – V: MEDIA LITERACY AND DIGITAL SOCIETY

Media literacy and citizenship – media awareness among students and society – need for media regulation – media and social development – political and environmental awareness through media – relevance of media literacy in the digital world.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Exercise on identifying and verifying fake news and misinformation
- Media content analysis of print, television or digital platforms
- Seminar on digital citizenship, media literacy and responsible media use
- Group discussion on media influence, representation and stereotypes
- Assignment on social media usage and audience behaviour
- Case study analysis of media representation and public perception
- Presentation on the role of media in social awareness and communication

TEXT BOOKS

1. Rheingold, H. (2012). *Net Smart: How to Thrive Online*. MIT Press.
2. Potter, W. J. (2021). *Media Literacy*. Sage Publications.
3. Boyd, D. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.

REFERENCES

1. Jenkins, H. (2008). *Convergence Culture*. New York University Press.
2. Fuchs, C. (2021). *Social Media: A Critical Introduction*. Sage Publications.
3. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing*. Sage Publications.
4. Gauntlett, D. (2015). *Making Media Studies*. Peter Lang.
5. Manovich, L. (2001). *The Language of New Media*. MIT Press.
6. Couldry, N. (2012). *Media, Society, World*. Polity Press.
7. McQuail, D. (2020). *McQuail's Mass Communication Theory*. Sage Publications.
8. Turkle, S. (2011). *Alone Together*. Basic Books.
9. Banet-Weiser, S. (2018). *Empowered: Popular Feminism and Popular Misogyny*. Duke University Press.
10. Livingstone, S. (2019). *Digital Media and Society*. Sage Publications.

E-RESOURCES

1. <https://mediasmarts.ca/>
2. <https://www.pewresearch.org/>

3. <https://www.unesco.org/en/media-information-literacy>
4. https://grow.google/intl/en_in/digitalgarage/
5. <https://www.coursera.org/courses?query=social%20media>
6. <https://nptel.ac.in/course.html>
7. <https://www.bbc.co.uk/academy>
8. <https://study.sagepub.com/communication>
9. <https://www.open.edu/openlearn/>
10. <https://creatoracademy.youtube.com/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

- CO1:** Understand the concepts of media, education and media literacy. K2
- CO2:** Explain the importance of media education in contemporary society. K2
- CO3:** Apply media literacy skills to interpret and analyze media content critically. K3
- CO4:** Examine the role of media literacy in social awareness and development. K4
- CO5:** Create media content for educational and societal development purposes. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
V				Social Media Literacy (Theory)						5	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	3	3	3	3	2	2	1	3	2.6
CO2	3	3	3	2	3	3	3	2	1	3	2.5
CO3	3	3	3	2	2	3	2	2	1	3	2.4
CO4	3	3	3	2	3	3	2	1	1	3	2.4
CO5	3	3	3	3	3	2	3	3	1	3	2.7
Mean Overall Score											2.7 (High)

COURSE OBJECTIVES:

- To introduce the history and evolution of video production and digital media.
- To explain the fundamentals of visual language and video storytelling.
- To familiarize students with basic lighting techniques used in video production.
- To develop understanding of pre-production, production and post-production workflows.
- To introduce editing techniques used in digital video production and post-production.
- To provide practical knowledge of contemporary video production tools and practices.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical course, students shall be introduced to the fundamentals of digital video production including video formats, camera operations, framing, shot composition, camera movements and stages of video production. Students shall be trained in basic cinematography, lighting techniques, studio and field production practices, and video editing methods used in contemporary media production.

The course will also provide practical exposure to visual storytelling, interview production, news-based video content and digital video editing techniques.

Students are required to submit practical exercises with necessary production details.

(Note: Students may use DSLR/Mirrorless cameras, mobile phones and editing software such as Adobe Premiere Pro, DaVinci Resolve, Filmora, CapCut or equivalent video editing tools for practical exercises.)

PRACTICAL EXERCISES**1. Shot Composition and Camera Techniques**

Practice framing, composition, camera angles and basic camera movements such as pan, tilt and tracking shots.

2. Lighting and Visual Setup Exercise

Apply basic indoor and outdoor lighting techniques including three-point lighting and colour balance.

3. **News and Vox-pop Video Production**

Produce short news reports and public opinion videos using basic reporting and field production techniques.

4. **Interview Video Production**

Plan and record interview-based video content with proper framing, lighting and audio setup.

5. **Review and Presentation Video**

Create review-based or presentation-oriented videos for media and digital platforms.

6. **Video Editing and Chroma Key Exercise**

Practice video editing, continuity cutting, transitions, chroma keying and export techniques.

7. **Social Media Video Content Creation**

Produce short-form videos, reels or promotional content for social media platforms.

8. **Final Video Production Project**

Create and present a short film, documentary, creative video or digital video project applying production and editing techniques.

TEXT BOOKS

1. Zettl, H. (2020). *Television Production Handbook*. Cengage Learning.
2. Millerson, G., & Owens, J. (2019). *Video Production Handbook*. Routledge.
3. Rabiger, M., & Hurbis-Cherrier, M. (2020). *Directing: Film Techniques and Aesthetics*. Routledge.

REFERENCES

1. Brown, B. (2021). *Cinematography: Theory and Practice*. Routledge.
2. Bowen, C. J., & Thompson, R. (2020). *Grammar of the Shot*. Routledge.
3. Dancyger, K. (2021). *The Technique of Film and Video Editing*. Routledge.
4. Thompson, R., & Bowen, C. (2018). *Basic Video Production*. Routledge.
5. Owens, J., & Millerson, G. (2012). *Video Production Handbook*. Focal Press.
6. Honthaner, E. L. (2019). *The Complete Film Production Handbook*. Routledge.
7. Musburger, R. B., & Kindem, G. (2009). *Introduction to Media Production*. Focal Press.
8. White, T. (2012). *The Animator's Workbook*. Watson-Guption.
9. Katz, S. D. (1991). *Film Directing Shot by Shot*. Michael Wiese Productions.
10. Hollyn, N. (2009). *The Lean Forward Moment*. New Riders.

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1. <https://creatoracademy.youtube.com/>

2. <https://www.blackmagicdesign.com/products/davinciresolve/training>
3. <https://helpx.adobe.com/premiere-pro/tutorials.html>
4. <https://www.coursera.org/courses?query=video%20production>
5. <https://nptel.ac.in/course.html>
6. <https://www.bbc.co.uk/academy>
7. <https://www.skillshare.com/>
8. <https://www.domestika.org/>
9. <https://nofilmschool.com/>
10. <https://www.filmmakersacademy.com/>

COURSE OUTCOME:

CO1: Recall and demonstrate basic concepts of shot composition, camera angles, movements and lighting techniques. K1

CO2: Apply visual storytelling techniques in planning and producing different types of video content. K3

CO3: Develop and produce structured video formats such as news reports, interviews and review-based videos. K6

CO4: Use and operate basic video editing tools including chroma keying and post-production techniques. K3

CO5: Create professional-quality video outputs such as vox-pop, short films and social media content videos. K6

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
V				Video Production (Practical)						5	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	3	3	2	3	3	2	1	2.5
CO2	2	3	1	3	2	2	3	2	2	2	2.2
CO3	3	3	2	3	1	3	3	3	2	2	2.5
CO4	2	2	3	2	1	2	3	3	3	2	2.4
CO5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.4 (High)

Third Year

**SUMMER INTERNSHIP / INDUSTRIAL
ACTIVITY**

Semester V

Inst Hrs: -

Code:

Credits: 2

COURSE OBJECTIVES:

- To introduce students to career opportunities in media and communication industries.
- To provide practical industry exposure through professional internship experience.
- To develop workplace skills such as teamwork, responsibility, discipline and professional ethics.
- To apply theoretical knowledge and practical skills in real-world media environments.
- To familiarize students with professional practices, production techniques and industry workflow.
- To encourage portfolio development through practical assignments and industry-based projects.

The course aims to provide students with practical industry exposure and professional experience through internship training in media and communication organizations.

Students will undergo internship training for a period of one month in a media organization, studio, agency or related industry based on their area of specialization. The internship will help students understand professional work environments, production practices, communication processes and industry expectations through hands-on experience.

Students will work under the guidance of both faculty supervisors and industry mentors, and their progress will be monitored throughout the internship period.

INTERNSHIP REPORT SUBMISSION

Students are required to submit a detailed Internship Report containing:

- Profile of the organization/institution.
- Duration and nature of internship training.
- Department and area of specialization.
- Roles, responsibilities and tasks undertaken during the internship.
- Description of projects, assignments or production work completed.
- Skills acquired and practical learning outcomes.
- Samples of creative or production work completed.
- Observation on workplace practices and professional experience.
- Critical reflection on learning, challenges and overall internship experience.

Evaluation will be based on internship performance, report submission and viva voce examination.

COURSE OUTCOME:

After successful completion of the internship, students will be able to:

CO1: Describe the structure, functioning and professional environment of the internship organization. K2

CO2: Summarize the roles, responsibilities and practical training undertaken during the internship. K2

CO3: Apply academic knowledge and media skills in professional workplace situations. K3

CO4: Analyze work experiences, production practices and challenges observed during the internship. K4

CO5: Evaluate and present overall internship learning outcomes through structured reporting and viva voce.K5

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
V				Summer Internship / Industrial Activity (Practical)						-	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	2	1	2	3	2	3	2	2	2.2
CO2	3	2	2	1	3	3	3	1	2	3	2.3
CO3	2	3	3	1	3	2	3	1	3	2	2.3
CO4	3	1	2	3	2	2	3	2	1	3	2.2
CO5	3	2	1	2	3	2	1	3	2	3	2.2
Mean Overall Score											2.2 (High)

Third Year

CORE COURSE 9

Semester VI

Inst Hrs: 4

MEDIA RESEARCH

Code:

(Theory)

Credits: 4

COURSE OBJECTIVES:

- To introduce the concept of research and basic research methods in media studies.
- To explain different types of research design used in communication research.
- To identify and understand various methods of data collection.
- To develop knowledge on sampling techniques and sample design procedures.
- To understand basic data processing methods used in research.
- To familiarize students with research writing, reporting and documentation.

UNIT – I: INTRODUCTION TO MEDIA RESEARCH

Meaning, need and importance of media research – objectives of communication research – characteristics of good research – identification of research problems – basic types of media research – introduction to hypothesis and research questions.

UNIT – II: RESEARCH DESIGN IN MEDIA STUDIES

Research design and its importance – exploratory, descriptive and experimental research methods – basic understanding of merits and limitations of each method – opinion polls, audience research and viewership studies – applications of research in media industries.

UNIT – III: DATA COLLECTION METHODS

Types of data: primary and secondary data – sources of secondary data – methods of data collection – interviews and questionnaires – basics of questionnaire construction – media research tools and techniques – collecting information for media studies.

UNIT – IV: SAMPLING TECHNIQUES

Meaning and importance of sampling – characteristics of good sampling – basic principles of sampling – types of sampling methods – sampling errors and limitations – selection of appropriate samples for research studies.

UNIT – V: DATA PROCESSING AND REPORT WRITING

Basics of data processing – coding, classification and tabulation of data – simple interpretation of research findings – introduction to grounded theory – steps in writing a research report – presentation of research results and conclusions.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Preparation of a basic media research proposal
- Questionnaire and survey design exercise
- Conducting a mini audience or media survey
- Data collection, tabulation and interpretation practice
- Case study analysis of media research projects
- Seminar presentation on media research methods and techniques
- Report writing and presentation of research findings
- Submission and presentation of a mini research project

TEXT BOOKS

1. Wimmer, R. D., & Dominick, J. R. (2021). *Mass Media Research: An Introduction*. Cengage Learning.
2. Berger, A. A. (2020). *Media and Communication Research Methods*. Sage Publications.
3. Creswell, J. W., & Creswell, J. D. (2021). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. Sage Publications.

REFERENCES

1. Stokes, J. (2021). *How to Do Media and Cultural Studies*. Sage Publications.
2. Jensen, K. B. (2020). *A Handbook of Media and Communication Research*. Routledge.
3. Rubin, A. M., Haridakis, P., & Grabe, B. (2022). *Communication Research Methods*. Routledge.
4. Babbie, E. (2021). *The Practice of Social Research*. Cengage Learning.
5. Flick, U. (2021). *Introducing Research Methodology*. Sage Publications.
6. Neuendorf, K. A. (2020). *The Content Analysis Guidebook*. Sage Publications.
7. Bryman, A. (2022). *Social Research Methods*. Oxford University Press.
8. Silverman, D. (2020). *Qualitative Research*. Sage Publications.
9. Kothari, C. R., & Garg, G. (2019). *Research Methodology: Methods and Techniques*. New Age International.
10. Kumar, R. (2021). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications.

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2. <https://scholar.google.com/>
3. <https://nptel.ac.in/course.html>
4. <https://www.coursera.org/courses?query=research%20methodology>
5. <https://swayam.gov.in/>
6. <https://www.digiviscom.com/>
7. <https://www.pewresearch.org/>
8. <https://www.sciencedirect.com/>
9. <https://www.statista.com/>
10. <https://www.sagepub.com/>
11. <https://www.open.edu/openlearn/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Understand the basic concepts and methods of research in media and communication studies. K2

CO2: Explain different types of research designs used in communication research. K2

CO3: Identify appropriate data collection methods for media research studies. K1

CO4: Apply sampling techniques and construct suitable sample designs for research projects. K3

CO5: Analyze data processing methods and prepare basic research reports. K4

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
VI				Media Research (Theory)						4	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	3	2	1	2	2	2	2	2.2
CO2	3	3	2	2	3	3	2	3	2	3	2.6
CO3	2	2	3	3	1	2	1	3	1	3	2.1
CO4	3	3	3	3	3	2	3	3	3	3	2.9
CO5	3	3	2	3	2	3	3	3	3	3	2.8
Mean Overall Score											2.8 (High)

Third Year

CORE COURSE 10

Semester VI

Inst Hrs: 5

Code:

MEDIA MANAGEMENT
(Theory)

Credits: 4

COURSE OBJECTIVES:

- To introduce the fundamentals of media management and its significance in media industries.
- To explain major management theories and their application in media organizations.
- To understand the basic economic principles and policies related to media industries.
- To familiarize students with advertising management concepts and strategies.
- To examine the functions and principles of marketing management in media contexts.

UNIT – I: FOUNDATIONS OF MEDIA MANAGEMENT

Concept, meaning and scope of media management – principles and functions of management – levels of management in media organizations – forms of media ownership: individual, partnership, corporate and joint ventures – organizational structure of media institutions – functions of editorial, advertising, circulation and production departments.

UNIT – II: MANAGEMENT THEORIES AND MEDIA ORGANIZATIONS

Introduction to management theories – classical management approach – human relations theory and workplace dynamics – modern management approaches – systems and contingency approaches – leadership, coordination and teamwork in media organizations.

UNIT – III: MEDIA ENTREPRENEURSHIP AND BUSINESS ENVIRONMENT

Concept and importance of media entrepreneurship – media industries and market structures – basics of financial management in media business – media convergence and digital business models – employment and career opportunities in media industries – emerging trends in media business and entrepreneurship.

UNIT – IV: ADVERTISING, MEDIA PLANNING AND STRATEGY

Introduction to advertising management – advertising objectives and budgeting –

media planning and media selection – media scheduling techniques – media mix and campaign planning – role of advertising in media business and audience reach.

UNIT – V: MARKETING AND AUDIENCE MANAGEMENT

Basics of marketing and marketing management – creativity and innovation in media industries – internal and external communication – audience behaviour and market trends – consumer analysis and audience research – evaluation and strategic communication in media marketing.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Case study analysis of media organizations and management practices.
- Preparation of a basic media business or startup plan.
- Advertising budget and media scheduling exercise.
- Audience and market analysis activity.
- Seminar on entrepreneurship opportunities in media industries.
- Assignment on branding, promotion and media marketing strategies.
- Group discussion on media ownership and digital business trends.
- Portfolio submission including reports, presentations and planning exercises.

TEXT BOOKS

1. Albarran, A. B. (2020). *Media Management and Economics*. Routledge.
2. Küng, L. (2017). *Strategic Management in the Media*. Sage Publications.
3. Croteau, D., & Hoynes, W. (2014). *The Business of Media: Corporate Media and the Public Interest*. Sage Publications.

REFERENCES

1. Doyle, G. (2022). *Understanding Media Economics*. Sage Publications.
2. McQuail, D. (2020). *McQuail's Mass Communication Theory*. Sage Publications.
3. Picard, R. G. (2011). *Media Economics: Concepts and Issues*. Sage Publications.
4. Pavlik, J. V. (2021). *Media in the Digital Age*. Columbia University Press.
5. Baran, S. J. (2022). *Introduction to Mass Communication*. McGraw Hill.
6. Albarran, A. B., Chan-Olmsted, S., & Wirth, M. O. (2006). *Handbook of Media Management and Economics*. Routledge.
7. Gershon, R. (2016). *Digital Media and Innovation*. Sage Publications.
8. Kotler, P., & Keller, K. L. (2022). *Marketing Management*. Pearson.
9. Jha, L. N. (2017). *Media Management*. Global Vision Publishing House.
10. Singh, D. (2021). *Media and Communication Management*. Routledge India.

E-RESOURCES

1. <https://www.coursera.org/courses?query=media%20management>
2. <https://nptel.ac.in/course.html>
3. <https://www.bbc.co.uk/academy>
4. <https://www.pewresearch.org/>
5. <https://www.statista.com/>
6. <https://www.sagepub.com/>
7. <https://www.researchgate.net/>
8. <https://www.linkedin.com/learning/>
9. https://grow.google/intl/en_in/digitalgarage/
10. <https://www.open.edu/openlearn/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

- CO1:** Understand the basic concepts, functions and scope of media management. K2
- CO2:** Explain major management theories and organizational practices in media industries. K2
- CO3:** Identify media ownership patterns, economic policies and management structures. K1
- CO4:** Apply advertising, marketing and media planning strategies in media organizations. K3
- CO5:** Analyze managerial decision-making and operational practices in media industries. K4

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
VI				Media Management (Theory)						5	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	3	3	3	3	3	3	3	3	3.0
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	2	3	3	3	3	3	3	1	3	3	2.7
CO4	3	3	2	3	3	3	3	2	3	2	2.7
CO5	3	2	2	2	2	2	2	1	2	1	1.9
Mean Overall Score											2.6 (High)

Inst Hrs: 5**Code:****DEVELOPMENT COMMUNICATION****(Theory)****Credits: 4****COURSE OBJECTIVES:**

- To introduce the role of communication in holistic social development.
- To explain the concepts and scope of development communication.
- To develop understanding of campaign planning and communication strategies.
- To apply communication tools for promoting social change and awareness.
- To examine ethical issues in online media communication.
- To familiarize students with the concept and practice of social advertising.

UNIT – I: INTRODUCTION TO DEVELOPMENT AND SOCIAL CHANGE

Concept and nature of development – development as a process and goal – indicators of development and quality of life – developed and developing societies – traditional and modern societies – alternative approaches to development – sustainable development and Sustainable Development Goals (SDGs) – role of communication in social development.

UNIT – II: DEVELOPMENT COMMUNICATION

Meaning, definition and scope of development communication – role of communication in development processes – models and theories of development communication – contributions of Daniel Lerner, Everett Rogers and Wilbur Schramm – diffusion of innovations and modernization approaches.

UNIT – III: COMMUNICATION FOR SOCIAL CHANGE

Communication and social transformation – participatory communication – role of media communicators in social change – use of folk media and traditional communication forms – alternative media and people's communication – communication strategies for awareness and empowerment.

UNIT – IV: SOCIAL ADVERTISING AND DEVELOPMENT CAMPAIGNS

Concept and importance of social advertising – types of social advertisements – social advertising in India – role of government and voluntary organizations in

development campaigns – public service communication – use of social media and digital networks for spreading social messages and public awareness.

UNIT – V: COMMUNITY MEDIA AND PUBLIC PARTICIPATION

Community radio and public access television – street theatre and performance-based communication – pamphlets and grassroots communication methods – citizen journalism and participatory media – public awareness campaigns for health, education, environment and social justice – role of media in achieving sustainable development goals.

UNIT – VI: CURRENT CONTOURS

(For Continuous Internal Assessment Only)

- Case study analysis of development communication and social awareness campaigns
- Preparation of posters, social media content or digital campaigns on public issues
- Folk media or street theatre presentation for social communication themes
- Group discussion on Sustainable Development Goals (SDGs) and communication strategies
- Seminar presentation on community media and participatory communication practices
- Analysis of social advertisements and public service campaigns
- Field observation or report on development and community initiatives
- Submission of a portfolio containing campaign activities, reports and presentations

TEXT BOOKS

1. Melkote, S. R., & Steeves, H. L. (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice*. Sage Publications.
2. Mody, B. (2012). *Designing Messages for Development Communication*. Sage Publications.
3. Servaes, J. (2020). *Handbook of Communication for Development and Social Change*. Springer.

REFERENCES

1. Rogers, E. M. (2003). *Diffusion of Innovations (5th ed.)*. Free Press.

2. Quebral, N. C. (2012). *Development Communication Primer*. Southbound Publishing.
3. Singhal, A., & Rogers, E. M. (2003). *Combating AIDS: Communication Strategies in Action*. Sage Publications.
4. Moemeka, A. A. (2012). *Development Communication in Action*. University Press of America.
5. Narula, U. (2019). *Development Communication: Theory and Practice*. Har Anand Publications.
6. Kumar, K. J. (2021). *Mass Communication in India*. Jaico Publishing House.
7. Servaes, J. (2008). *Communication for Development and Social Change*. Sage Publications.
8. Melkote, S. R. (2018). *Communication for Development in the Third World*. Sage Publications.
9. Wilkins, K. G., Tufte, T., & Obregon, R. (2014). *The Handbook of Development Communication and Social Change*. Wiley-Blackwell.
10. Schramm, W. (1964). *Mass Media and National Development*. Stanford University Press.

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3. <https://www.fao.org/>
4. <https://www.worldbank.org/>
5. <https://www.communicationforsocialchange.org/>
6. <https://nptel.ac.in/course.html>
7. <https://swayam.gov.in/>
8. <https://www.coursera.org/courses?query=development%20communication>
9. <https://www.pewresearch.org/>
10. <https://www.open.edu/openlearn/>

COURSE OUTCOME:

After successful completion of this course, students will be able to:

CO1: Understand the role of communication in social and community development. K2

CO2: Explain the major approaches and functions of development communication. K2

CO3: Apply basic campaign planning and communication strategies for social awareness programmes. K3

C04: Demonstrate the use of media and communication tools for promoting social change. K3

C05: Analyze ethical issues related to online media and social advertising practices. K4

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
VI				Development Communication (Theory)						5	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
C01	3	3	3	2	3	3	3	2	2	3	2.7
C02	3	3	2	3	3	2	1	2	3	2	2.4
C03	3	3	3	3	2	3	3	3	2	3	2.8
C04	3	2	3	3	3	3	3	1	2	3	2.6
C05	3	2	2	3	3	3	3	2	3	3	2.7
Mean Overall Score											2.64 (High)

Third Year

CORE PROJECT WORK

Semester VI

Inst Hrs: 6

Code:

PROJECT WORK (with Viva- Voce)

Credits: 4

COURSE OBJECTIVES:

- To demonstrate student competence in a chosen area of media specialization.
- To develop practical skills through real-world media production experience.
- To enhance professional portfolio through industry-based projects and outputs.
- To encourage development of research skills and creative inquiry.
- To improve technical and production skills in television, radio and print media.
- To prepare students for professional practice in media and communication industries.

FINAL YEAR CREATIVE PROJECT

Students are required to undertake a practice-based creative project in any two areas of specialization from the following categories:

- Drawing and Illustration
- Graphic Design
- Photography
- Radio Production
- Video Production

Students must select any two specializations and produce a minimum of 15 creative works in each specialization. The project should demonstrate conceptual understanding, creativity, technical execution and media production skills.

Students are encouraged to develop original and socially relevant themes, experiment with contemporary styles and incorporate digital tools wherever necessary.

The final submission should include:

- Title and concept of the project
- Creative brief/objective
- Process documentation and rough work
- Technical details of production

- Final outputs/creative works
- Reflective note on learning outcomes

COURSE OUTCOME:

After successful completion of the project, students will be able to:

CO1: Identify and select appropriate media specializations for creative project development. K1

CO2: Demonstrate conceptual understanding through planned creative production in selected areas. K2

CO3: Apply technical and creative skills in producing media outputs across chosen specializations.K3

CO4: Create original works reflecting creativity, relevance and professional presentation standards. K6

CO5: Organize, present and evaluate project outcomes through portfolio submission and reflective documentation.K5

MAPPING WITH PROGRAMME OUTCOMES:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
VI				Project Viva voce						6	4
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	2	2	2	2	1	3	3	2	3	3	2.3
CO2	3	2	3	3	2	3	3	1	3	3	2.6
CO3	3	2	2	3	1	2	3	1	3	1	2.1
CO4	2	3	3	3	1	3	3	2	3	2	2.5
CO5	2	3	2	2	1	1	2	2	3	3	2.1
Mean Overall Score											2.3 (High)

SKILL ENHANCEMENT COURSE

Semester

Inst Hrs: 2

Code:

1. CREATIVE WEB DESIGNING (Practical)

Credits: 2

COURSE OBJECTIVES:

- To introduce students to the fundamentals of creative web design and digital presentation.
- To develop skills in visual layout, interface aesthetics, and multimedia integration.
- To train students in designing responsive and visually engaging webpages.
- To familiarize students with contemporary web design tools and creative digital platforms.
- To encourage portfolio development and digital visual communication skills.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the fundamentals of creative web design including webpage layout, typography, colour schemes, visual hierarchy, responsive design, multimedia integration, navigation systems, user-friendly interface design, and digital publishing techniques. Students should be familiarized with contemporary design trends and creative web development tools used in media industries.

(Note: Softwares such as Canva, Figma, Adobe XD, Visual Studio Code, WordPress / Wix / Google Sites, Adobe Photoshop, Bootstrap Studio (Optional) can be used)

PRACTICAL EXERCISES

1. Webpage Layout and Interface Design

Designing basic webpage structures with proper layout, spacing and visual balance.

2. Typography and Colour Application for Web Design

Applying suitable fonts, colour schemes and visual hierarchy in webpages.

3. Banner, Header and Navigation Design

Creating creative banners, headers and navigation menus for user-friendly interfaces.

4. Image and Multimedia Integration

Adding images, icons, videos and multimedia elements into webpage designs.

5. Personal Profile and Portfolio Webpage Design

Designing personal profile pages and creative portfolio website layouts.

6. Blog and Magazine Style Webpage Design

Creating blog, magazine or content-oriented webpage layouts for digital publishing.

7. Responsive and Mobile-friendly Webpage Design

Designing webpages suitable for desktop and mobile viewing experiences.

8. Final Creative Website Project

Designing and presenting complete creative websites for selected educational, product, hospitality, media or service-based brands integrating layout, multimedia, navigation and branding elements.

TEXT BOOKS

1. Robbins, J. N. (2021). *Learning Web Design (5th ed.)*. O'Reilly Media.
2. Duckett, J. (2014). *HTML and CSS: Design and Build Websites*. Wiley.
3. Castro, E., & Hyslop, B. (2019). *HTML5 and CSS3: Visual QuickStart Guide*. Peachpit Press.

REFERENCES

1. Krug, S. (2014). *Don't Make Me Think: A Common Sense Approach to Web Usability*. New Riders.
2. Marcotte, E. (2014). *Responsive Web Design*. A Book Apart.
3. Freeman, E., Robson, E., Bates, B., & Sierra, K. (2020). *Head First HTML and CSS*. O'Reilly Media.
4. Nixon, R. (2021). *Learning PHP, MySQL & JavaScript*. O'Reilly Media.
5. McFarland, D. (2019). *CSS: The Missing Manual*. O'Reilly Media.
6. Keith, J. (2010). *HTML5 for Web Designers*. A Book Apart.
7. Smashing Magazine. (2020). *Web Design Principles*. Smashing Media.
8. Niederst Robbins, J. (2018). *Web Design in a Nutshell*. O'Reilly Media.
9. Lawson, B. (2019). *Introducing HTML5*. New Riders.
10. Wroblewski, L. (2011). *Mobile First*. A Book Apart.

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2. <https://www.w3schools.com/>
3. <https://www.freecodecamp.org/>
4. <https://www.codecademy.com/>
5. <https://www.coursera.org/courses?query=web%20design>
6. <https://nptel.ac.in/course.html>
7. <https://www.figma.com/resources/learn-design/>
8. <https://web.dev/>
9. <https://css-tricks.com/>
10. <https://www.canva.com/designschool/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able to:

CO1: Understand the fundamentals of creative web design and digital interface development. K2

CO2: Apply typography, colour, layout and multimedia elements in webpage design. K3

CO3: Create visually engaging and responsive webpages for digital communication. K6

CO4: Analyze website navigation, interface structure and user experience principles. K4

CO5: Develop creative portfolio and branding websites using contemporary web design tools.K6

MAPPING WITH PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				1. Creative Web Designing (Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	3	2	3	3	2	3	3	2	1	2.5
CO2	2	3	1	3	2	2	3	2	2	2	2.2
CO3	3	3	2	3	1	3	3	3	2	2	2.5
CO4	2	2	1	2	1	2	3	3	2	2	2.0
CO5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.2 (High)

SKILL ENHANCEMENT COURSE

Inst Hrs: 2

Code:

**2. EVENT MANAGEMENT
(Practical)**

Credits: 2

COURSE OBJECTIVES:

- To introduce students to the fundamentals of event planning and management.
- To develop organizational and communication skills for media events.
- To familiarize students with budgeting, scheduling, and event promotion.
- To encourage teamwork and leadership in event execution.
- To provide practical exposure to event production processes.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the fundamentals of event management, including event planning, budgeting, scheduling, stage coordination, publicity design, audience management, media coordination, documentation, and event execution techniques. Students should be familiarized with professional event organization practices and promotional strategies.

PRACTICAL EXERCISES

1. Event Concept and Theme Development

Planning creative event ideas, objectives and themes for different types of events.

2. Event Proposal and Budget Preparation

Preparing event proposals, budgeting plans and activity schedules for event execution.

3. Invitation and Promotional Material Design

Designing invitations, posters, banners and digital promotional materials for events.

4. **Stage, Venue and Audience Management**

Planning stage setup, venue arrangement, seating and audience coordination activities.

5. **Media Coordination and Press Meet Management**

Organizing press meets, media interaction and event communication activities.

6. **Social Media Promotion and Publicity**

Creating social media campaigns and promotional content for event publicity.

7. **Anchoring, Documentation and Event Coverage**

Practicing event anchoring, photography, videography and event documentation techniques.

8. **Final Event Management Project**

Planning, organizing and presenting a complete event management project with report submission.

TEXT BOOKS

1. Goldblatt, J. (2018). *Special Events: Creating and Sustaining a New World for Celebration*. Wiley.
2. Silvers, J. R. (2012). *Professional Event Coordination*. Wiley.
3. Tum, J., Norton, P., & Wright, J. N. (2006). *Management of Event Operations*. Elsevier.

REFERENCES

1. Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Festival and Special Event Management*. Wiley.
2. Shone, A., & Parry, B. (2013). *Successful Event Management*. Cengage Learning.
3. Wagen, L. V. D., & White, L. (2018). *Event Management for Tourism, Cultural, Business and Sporting Events*. Pearson.
4. Rutherford Silvers, J. (2013). *Risk Management for Meetings and Events*. Butterworth-Heinemann.
5. Getz, D. (2012). *Event Studies: Theory, Research and Policy for Planned Events*. Routledge.
6. Berridge, G. (2012). *Events Design and Experience*. Routledge.
7. Conway, D. G. (2009). *The Event Manager's Bible*. Wiley.
8. Preston, C. A. (2012). *Event Marketing*. Wiley.

9. Singh, Y. K. (2010). *Event Management*. APH Publishing.
10. Raj, R., Walters, P., & Rashid, T. (2017). *Events Management: Principles and Practice*. Sage Publications.

E-RESOURCES

1. <https://www.eventbrite.com/blog/>
2. <https://www.cvent.com/en/event-management-software>
3. <https://www.meetup.com/>
4. <https://www.coursera.org/courses?query=event%20management>
5. <https://nptel.ac.in/course.html>
6. <https://swayam.gov.in/>
7. <https://www.linkedin.com/learning/>
8. <https://www.canva.com/designschool/>
9. <https://www.eventmanagerblog.com/>
10. <https://www.bizzabo.com/blog/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able to:

- CO1:** Understand the fundamentals and process of event planning and management. K2
- CO2:** Prepare event proposals, schedules and budget plans for various events. K3
- CO3:** Apply media publicity, audience coordination and promotional strategies in event management. K3
- CO4:** Demonstrate communication, teamwork and organizational skills in event execution activities. K3
- CO5:** Analyze event outcomes and prepare professional event documentation and reports. K4

MAPPING WITH PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
II				2. Event Management (Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	3	2	3	2	3	2	2	3	2.4
CO2	3	3	2	3	3	2	1	2	3	2	2.4
CO3	3	3	2	3	2	3	3	3	2	3	2.5
CO4	3	2	3	3	3	3	3	1	2	3	2.6
CO5	3	2	2	3	3	3	3	2	3	3	2.7
Mean Overall Score											2.52 (High)

SKILL ENHANCEMENT COURSE

Inst Hrs: 2

Credits : 2

Code:

3. UX AND UI (Practical)

COURSE OBJECTIVES:

- To introduce students to the fundamentals of User Experience (UX) and User Interface (UI) design.
- To develop practical skills in interface layout, wireframing, and user-centered design.
- To familiarize students with digital interface design tools and usability principles.
- To encourage creativity in designing interactive and visually engaging digital platforms.
- To prepare students for contemporary digital media and interface design practices.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the fundamentals of UX and UI design including user-centered design principles, wireframing, interface layout, typography, colour schemes, navigation systems, usability testing, responsive design, and interactive media presentation. Students should be familiarized with contemporary interface design trends and digital prototyping tools used in creative industries.

(Note: Softwares such as Figma, Adobe XD, Canva, Sketch (Optional), InVision or Adobe Photoshop can be used)

PRACTICAL EXERCISES:

1. **User Interface Observation and Analysis**
Observing and analyzing user-friendly website and mobile application interfaces.
2. **Typography, Colour and Icon Design**
Designing typography styles, colour schemes, icons and buttons for digital

interfaces.

3. **Wireframe and Navigation Design**
Creating basic wireframes and navigation layouts for websites and mobile applications.
4. **Landing Page and Responsive Interface Design**
Designing responsive webpage and mobile-friendly interface layouts.
5. **Mobile App and E-commerce Interface Design**
Developing interface layouts for mobile applications, shopping platforms or service-based apps.
6. **User Journey and Interaction Design**
Planning user flow, interaction patterns and user experience structures for digital platforms.
7. **Interactive Prototype Creation**
Creating clickable prototypes and interactive interface presentations using UX/UI tools.
8. **Final UX/UI Design Project**
Designing and presenting a complete UX/UI project for a website, mobile app or digital platform integrating usability and visual design principles.

TEXT BOOKS

1. Krug, S. (2014). *Don't Make Me Think: A Common Sense Approach to Web Usability*. New Riders.
2. Norman, D. A. (2013). *The Design of Everyday Things*. Basic Books.
3. Garrett, J. J. (2011). *The Elements of User Experience*. New Riders.

REFERENCES

1. Cooper, A., Reimann, R., Cronin, D., & Noessel, C. (2014). *About Face: The Essentials of Interaction Design*. Wiley.
2. Lidwell, W., Holden, K., & Butler, J. (2010). *Universal Principles of Design*. Rockport Publishers.
3. Unger, R., & Chandler, C. (2012). *A Project Guide to UX Design*. New Riders.
4. Gothelf, J., & Seiden, J. (2021). *Lean UX*. O'Reilly Media.
5. Johnson, J. (2020). *Designing with the Mind in Mind*. Morgan Kaufmann.
6. Marsh, J. (2022). *UX for Beginners*. O'Reilly Media.
7. Buxton, B. (2010). *Sketching User Experiences*. Morgan Kaufmann.
8. Tidwell, J. (2020). *Designing Interfaces*. O'Reilly Media.
9. Rogers, Y., Sharp, H., & Preece, J. (2019). *Interaction Design: Beyond Human-Computer Interaction*. Wiley.
10. Levitt, T. (2018). *UI Design Principles*. Routledge.

E-RESOURCES

1. <https://www.figma.com/resources/learn-design/>
2. <https://www.adobe.com/products/xd.html>
3. <https://www.interaction-design.org/>
4. <https://www.nngroup.com/>
5. <https://www.coursera.org/courses?query=ux%20design>
6. <https://nptel.ac.in/course.html>
7. <https://www.freecodecamp.org/>
8. <https://web.dev/>
9. <https://www.canva.com/designschool/>
10. <https://dribbble.com/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able to:

- C01:** Understand the fundamentals of UX/UI design and usability principles. K2
- C02:** Apply typography, colour, layout and navigation principles in interface design. K3
- C03:** Create wireframes and interactive interfaces for websites and mobile applications. K6
- C04:** Analyze user behaviour and interface structures for effective user experience design. K4
- C05:** Develop creative and responsive digital interface projects using contemporary UX/UI design tools. K6

MAPPING WITH PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III				Skill Enhancement: 3. UX and UI (Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	3	2	3	2	3	2	2	3	2.4
CO2	3	3	2	3	3	2	1	2	3	2	2.4
CO3	3	3	2	3	2	3	3	3	2	3	2.5
CO4	3	2	3	3	3	3	3	1	2	3	2.6
CO5	3	2	2	3	3	3	3	2	3	3	2.7
Mean Overall Score											2.52 (High)

SKILL ENHANCEMENT COURSE

Inst Hrs: 2

Code:

4. CORPORATE COMMUNICATION (Practical)

Credits: 2

COURSE OBJECTIVES:

- To introduce students to practical aspects of corporate communication and professional interaction.
- To develop communication, presentation, and interpersonal skills for organizational environments.
- To familiarize students with corporate documentation and media communication practices.
- To encourage professional etiquette and teamwork in workplace communication.
- To prepare students for communication roles in corporate and media industries.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the fundamentals of corporate communication including professional writing, presentation techniques, meeting coordination, email communication, public relations practices, branding communication, teamwork, corporate etiquette, and digital communication methods. Students should be familiarized with contemporary organizational communication practices and workplace communication tools.

PRACTICAL EXERCISES

1. **Professional Email and Business Writing**
Drafting professional emails, formal letters and workplace communication documents.
2. **Resume and Corporate Profile Preparation**
Preparing resumes, professional profiles and organizational introduction materials.

3. **Presentation and Public Speaking Practice**

Delivering corporate presentations with proper communication and presentation techniques.

4. **Meeting Agenda and Report Writing**

Preparing meeting agendas, minutes, reports and official communication documents.

5. **Press Release and Corporate Communication Writing**

Writing press releases, organizational announcements and media communication content.

6. **Team Communication and Group Interaction**

Practicing teamwork, interpersonal communication and workplace interaction activities.

7. **Corporate Branding and Social Media Communication**

Designing communication materials and social media content for organizations and brands.

8. **Final Corporate Communication Project**

Preparing and presenting a complete corporate communication portfolio or organizational communication project.

TEXT BOOKS

1. Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice*. Sage Publications.
2. Argenti, P. A. (2015). *Corporate Communication*. McGraw Hill.
3. Goodman, M. B., & Hirsch, P. B. (2014). *Corporate Communication: Strategic Adaptation for Global Practice*. Peter Lang Publishing.

REFERENCES

1. Cutlip, S. M., Center, A. H., & Broom, G. M. (2019). *Effective Public Relations*. Pearson.
2. Smith, R. D. (2020). *Strategic Planning for Public Relations*. Routledge.
3. Wilcox, D. L., & Cameron, G. T. (2015). *Public Relations: Strategies and Tactics*. Pearson.
4. Newsom, D., Turk, J. V., & Kruckeberg, D. (2018). *This is PR: The Realities of Public Relations*. Cengage Learning.
5. Lattimore, D., Baskin, O., Heiman, S. T., & Toth, E. L. (2019). *Public Relations: The Profession and the Practice*. McGraw Hill.

6. Doorley, J., & Garcia, H. F. (2020). *Reputation Management*. Routledge.
7. Oliver, S. (2010). *Public Relations Strategy*. Kogan Page.
8. Theaker, A. (2022). *The Public Relations Handbook*. Routledge.
9. Heath, R. L. (2013). *The SAGE Handbook of Public Relations*. Sage Publications.
10. Davis, A. (2018). *Public Relations Campaigns*. Routledge.

E-RESOURCES

1. <https://www.coursera.org/courses?query=corporate%20communication>
2. <https://nptel.ac.in/course.html>
3. <https://www.prsa.org/>
4. <https://www.ipra.org/>
5. <https://www.bbc.co.uk/academy>
6. <https://www.linkedin.com/learning/>
7. https://grow.google/intl/en_in/digitalgarage/
8. <https://www.canva.com/designschool/>
9. <https://www.toastmasters.org/>
10. <https://www.open.edu/openlearn/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able to:

- CO1:** Understand the fundamentals of corporate and professional communication practices. K2
- CO2:** Apply professional writing, presentation and workplace communication skills effectively. K3
- CO3:** Prepare corporate communication materials such as reports, emails, press releases and official documents. K3
- CO4:** Demonstrate teamwork, interpersonal communication and professional etiquette in organizational environments. K3
- CO5:** Develop communication strategies for corporate branding, public interaction and organizational communication. K6

MAPPING WITH PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
III				4. Corporate communication (Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
C01	3	2	3	2	3	2	3	2	2	3	2.4
C02	3	3	2	3	3	2	1	2	3	2	2.4
C03	3	3	2	3	2	3	3	3	2	3	2.5
C04	3	2	3	3	3	3	3	1	2	3	2.6
C05	3	2	2	3	3	3	3	2	3	3	2.7
Mean Overall Score											2.52 (High)

SKILL ENHANCEMENT COURSE

Inst Hrs: 2

Credits: 2

Code:

5. RADIO PRODUCTION

(Practical)

COURSE OBJECTIVES:

- To introduce students to the fundamentals of radio production and audio communication.
- To develop practical skills in scripting, voice presentation, recording, and editing.
- To familiarize students with various radio programme formats and production techniques.
- To encourage creative audio storytelling and broadcasting practices.
- To provide practical exposure to radio studio operations and digital audio production.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the fundamentals of radio production including voice modulation, pronunciation, script writing, audio recording, sound editing, interview techniques, programme presentation, sound effects, and radio broadcasting methods. Students should be familiarized with studio operations, digital audio tools, and contemporary radio production practices.

(Note: Software such as Audacity, Adobe Audition, GarageBand, Reaper, Anchor / Spotify for Podcasters and Soundtrap can be used.)

PRACTICAL EXERCISES

1. Voice Modulation and Pronunciation Practice

Practicing articulation, diction, pronunciation and voice modulation for radio presentation.

2. Radio Script Writing and Presentation

Writing and presenting scripts for news, entertainment and radio-based programmes.

3. News Reading and Radio Anchoring

Practicing radio news reading, anchoring and presentation techniques with timing control.

4. Radio Interview and RJ Presentation

Conducting interview-based programmes and practicing Radio Jockey presentation styles.

5. Jingle, Promo and Radio Advertisement Production

Creating jingles, promotional audio content and commercial radio advertisements.

6. Podcast and Public Service Programme Production

Producing podcast-style audio programmes and public awareness radio content.

7. Outdoor Audio Recording and Editing Exercise

Practicing field audio recording, sound collection and basic audio editing techniques.

8. Final Radio Programme Production

Planning, recording, editing and presenting a complete radio programme integrating scripting, presentation and audio production techniques.

TEXT BOOKS

1. Keith, M. C. (2016). *The Radio Station: Broadcast, Satellite and Internet*. Routledge.
2. Hausman, C., Messere, F., Benoit, P., & O'Donnell, L. (2019). *Modern Radio Production*. Cengage Learning.
3. Chantler, P., & Stewart, P. (2009). *Basic Radio Journalism*. Focal Press.

REFERENCES

1. McLeish, R., & Link, J. (2015). *Radio Production*. Routledge.
2. Fleming, C. (2014). *The Radio Handbook*. Routledge.
3. Crisell, A. (2006). *Understanding Radio*. Routledge.
4. Priestman, C. (2013). *Web Radio: Radio Production for Internet Streaming*. Focal Press.
5. Dubber, A. (2013). *Radio in the Digital Age*. Polity Press.
6. Shingler, M., & Wieringa, C. (1998). *On Air: Methods and Meanings of*

- Radio. Arnold Publishers.
7. Albarran, A. B. (2017). The Media Economy. Routledge.
 8. Boyd, A. (2012). Broadcast Journalism. Focal Press.
 9. Stewart, P. (2010). Essential Radio Skills. A & C Black Publishers.
 10. Norberg, E. G. (2012). Radio Programming: Tactics and Strategy. Focal Press.

E-RESOURCES

1. <https://www.bbc.co.uk/academy>
2. <https://www.npr.org/>
3. <https://www.coursera.org/courses?query=radio%20production>
4. <https://nptel.ac.in/course.html>
5. <https://creatoracademy.youtube.com/>
6. <https://www.skillshare.com/>
7. <https://transom.org/>
8. <https://www.radioworld.com/>
9. <https://www.linkedin.com/learning/>
10. <https://podcastindex.org/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able to:

- CO1:** Understand the fundamentals of radio production and audio communication practices. K2
- CO2:** Apply scripting, recording and audio editing techniques in radio programme production. K3
- CO3:** Demonstrate voice modulation, pronunciation and presentation skills for radio broadcasting. K3
- CO4:** Create creative audio programmes using sound effects, music and editing techniques. K6
- CO5:** Develop professional radio programmes and podcast-style audio productions for media platforms. K6

MAPPING WITH PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				5. Radio Production(Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	3	2	3	2	3	2	2	3	2.4
CO2	3	3	2	3	3	2	1	2	3	2	2.4
CO3	3	3	2	3	2	3	3	3	2	3	2.5
CO4	3	2	3	3	3	3	3	1	2	3	2.6
CO5	3	2	2	3	3	3	3	2	3	3	2.7
Mean Overall Score											2.52 (High)

SKILL ENHANCEMENT COURSE

Inst Hrs: 2

Credits : 2

Code:

6. PODCASTING (Practical)

COURSE OBJECTIVES:

- To introduce students to the fundamentals of podcast production and digital audio storytelling.
- To develop practical skills in podcast scripting, recording, editing, and publishing.
- To familiarize students with podcast formats, branding, and audience engagement techniques.
- To encourage creative audio storytelling and thematic content production.
- To provide practical exposure to digital podcast production workflows and distribution platforms.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the fundamentals of podcast production including podcast scripting, voice recording, storytelling techniques, interview methods, sound design, audio editing, publishing methods, and audience engagement strategies. Students should be familiarized with digital audio production tools and contemporary podcasting practices.

(Note: Software such as Audacity, Adobe Audition, GarageBand, Reaper, Spotify for Podcasters and Soundtrap can be used)

PRACTICAL EXERCISES

1. Podcast Concept and Content Development

Planning podcast themes, target audience and programme structure for audio content creation.

2. Podcast Script Writing and Storyboarding

Writing scripts, episode outlines and storytelling formats for podcast production.

3. Voice Recording and Narration Practice

Practicing voice modulation, narration, pronunciation and microphone handling techniques.

4. Interview and Storytelling Podcast Production

Producing interview-based and storytelling-oriented podcast episodes.

5. Educational and Informative Podcast Creation

Creating podcasts focused on education, awareness or informational themes.

6. Audio Editing and Sound Mixing

Practicing audio editing, background music integration, sound effects and mixing techniques.

7. Podcast Branding and Digital Publishing

Designing podcast titles, cover art and preparing podcasts for online publishing and distribution.

8. Final Podcast Production Project

Planning, recording, editing and presenting a complete podcast programme integrating scripting, narration and audio production techniques.

TEXT BOOKS

1. Morris, T., & Terra, E. (2020). *Podcasting For Dummies*. Wiley.
2. Spinelli, M., & Dann, L. (2019). *Podcasting: The Audio Media Revolution*. Bloomsbury Academic.
3. McHugh, S. (2022). *The Power of Podcasting*. Columbia University Press.

REFERENCES

1. Bottomley, A. J. (2020). *Sound Streams: A Cultural History of Radio-Internet Convergence*. University of Michigan Press.
2. Llinares, D., Fox, N., & Berry, R. (2018). *Podcasting: New Aural Cultures and Digital Media*. Palgrave Macmillan.
3. Berry, R. (2016). *Podcasting: Considering the Evolution of the Medium and Its Association with the Word Radio*. Radio Journal.
4. Priestman, C. (2013). *Web Radio: Radio Production for Internet Streaming*. Focal Press.
5. McLeish, R., & Link, J. (2015). *Radio Production*. Routledge.
6. Keith, M. C. (2016). *The Radio Station: Broadcast, Satellite and Internet*. Routledge.
7. Fleming, C. (2014). *The Radio Handbook*. Routledge.

8. Stewart, P. (2010). *Essential Radio Skills*. A & C Black Publishers.
9. Dubber, A. (2013). *Radio in the Digital Age*. Polity Press.
10. Spinelli, M. (2020). *Podcasting and Audio Storytelling*. Bloomsbury Academic.

E-RESOURCES

1. <https://podcasters.spotify.com/>
2. <https://transom.org/>
3. <https://www.npr.org/podcasts/>
4. <https://www.coursera.org/courses?query=podcasting>
5. <https://nptel.ac.in/course.html>
6. <https://creatoracademy.youtube.com/>
7. <https://www.skillshare.com/>
8. <https://www.audacityteam.org/>
9. <https://podcastindex.org/>
10. <https://www.bbc.co.uk/academy>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able to:

CO1: Understand the fundamentals of podcast production and digital audio communication. K2

CO2: Apply scripting, recording and audio editing techniques in podcast production. K3

CO3: Demonstrate voice presentation, narration and storytelling skills for audio content creation. K3

CO4: Create creative podcast programmes using sound design, music and editing techniques. K6

CO5: Develop professional podcast content for digital platforms and audience engagement. K6

MAPPING WITH PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
IV				6. Podcasting (Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	3	2	3	2	3	2	2	3	2.4
CO2	3	3	2	3	3	2	1	2	3	2	2.4
CO3	3	3	2	3	2	3	3	3	2	3	2.5
CO4	3	2	3	3	3	3	3	1	2	3	2.6
CO5	3	2	2	3	3	3	3	2	3	3	2.7
Mean Overall Score											2.52 (High)

SKILL ENHANCEMENT COURSE

Inst Hrs: 2

7. SOCIAL MEDIA MARKETING

Code:

(Practical)

Credits : 2

COURSE OBJECTIVES:

- To introduce students to the fundamentals of social media marketing and digital branding.
- To develop practical skills in content creation and campaign planning for social media platforms.
- To familiarize students with audience engagement and digital promotion techniques.
- To encourage creative and strategic communication practices in social media.
- To provide practical exposure to social media analytics and marketing tools.

PRACTICAL TRAINING GUIDELINES

At the beginning of the practical, the students are to be taught and trained in the fundamentals of social media marketing including content planning, poster and reel creation, branding strategies, audience engagement, caption writing, hashtag usage, campaign development, analytics, and digital promotional techniques. Students should be familiarized with contemporary social media platforms and marketing practices used in digital communication industries.

(Note: Softwares such as Canva, Adobe Express, Meta Business Suite, CapCut, VN Video Editor, Google Analytics, Buffer / Hootsuite can be used.)

PRACTICAL EXERCISES

1. Social Media Profile and Branding Setup

Creating professional social media profiles with appropriate branding elements and visual identity.

2. Content Calendar and Campaign Planning

Preparing content schedules and planning promotional campaigns for social media platforms.

3. Social Media Poster and Creative Design

Designing posters, banners and promotional creatives for digital marketing purposes.

4. **Reel and Short-form Video Creation**

Producing reels, short videos and engaging multimedia content for social media platforms.

5. **Caption, Copywriting and Hashtag Development**

Writing captions, promotional content and effective hashtag strategies for audience reach.

6. **Audience Engagement and Brand Promotion Activities**

Practicing audience interaction, brand communication and engagement techniques on social platforms.

7. **Social Media Advertisement and Analytics Practice**

Designing digital advertisements and analyzing content performance using social media insights and analytics tools.

8. **Final Social Media Marketing Campaign**

Planning and presenting a complete social media marketing campaign integrating branding, content creation and audience engagement strategies.

TEXT BOOKS

1. Tuten, Tracy L. and Michael R. Solomon. *Social Media Marketing*. Sage Publications, 2023.
2. Safko, Lon. *The Social Media Bible*. Wiley, 2012.
3. Zarrella, Dan. *The Social Media Marketing Book*. O'Reilly Media, 2010.

REFERENCES

4. Barker, Melissa et al. *Social Media Marketing: A Strategic Approach*. Cengage Learning, 2024.
5. Evans, Dave. *Social Media Marketing*. Wiley, 2020.
6. Gunelius, Susan. *30-Minute Social Media Marketing*. McGraw Hill, 2011.
7. Sterne, Jim. *Social Media Metrics*. Wiley, 2010.
8. Felix, Reto et al. *Social Media Marketing Strategies*. Journal of Marketing Publications, 2017.
9. Scott, David Meerman. *The New Rules of Marketing and PR*. Wiley, 2022.

E-RESOURCES

1. <https://blog.hubspot.com/marketing/social-media-marketing>
2. <https://blog.hootsuite.com/social-media-marketing/>

3. <https://sproutsocial.com/insights/social-media-marketing-strategy/>
4. <https://buffer.com/library/social-media-marketing/>
5. <https://www.socialmediaexaminer.com/>
6. <https://neilpatel.com/what-is-social-media-marketing/>
7. <https://www.wordstream.com/social-media-marketing>
8. <https://www.facebook.com/business/marketing/facebook-instagram>
9. <https://learndigital.withgoogle.com/digitalgarage>
10. <https://www.statista.com/topics/1164/social-networks/>

COURSE OUTCOME:

Upon the successful completion of this course, students would be able to:

CO1: Understand the fundamentals of social media marketing and digital branding. K2

CO2: Apply content creation and campaign planning techniques for social media platforms. K3

CO3: Create social media posters, reels and promotional digital content creatively. K6

CO4: Analyze audience engagement and content performance using social media analytics tools. K4

CO5: Develop digital marketing campaigns for branding, promotion and audience communication. K6

MAPPING WITH PO:

Relationship Matrix											
Semester	Course Code			Title of the Course						Hours	Credits
V				7. Social Media Marketing (Practical)						2	2
Course Outcomes (Cos)	Programme Objectives (PO)										Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2	3	2	3	2	3	2	2	3	2.4
CO2	3	3	2	3	3	2	1	2	3	2	2.4
CO3	3	3	2	3	2	3	3	3	2	3	2.5
CO4	3	2	3	3	3	3	3	1	2	3	2.6
CO5	3	2	2	3	3	3	3	2	3	3	2.7
Mean Overall Score											2.52 (High)