

Resolution No.: _____

Bharatiya Vidya Bhavan's

**M. M. College of Arts, N.M. Institute of Science, H.R.J.
College of Commerce. (Bhavan's College) Autonomous**

(Affiliated to University of Mumbai)



Syllabus for: SYBAMMC

**Program: BA in Multimedia and
Mass Communication
(BAMMC)**

Program Code:

Course Code:

**Choice Based Credit System (CBCS)
with effect from academic year 2022-23**



PROGRAM OUTCOMES

PO	PO Description A student completing Bachelor's Degree in Art (BAMMC) program will be able to:
PO 1	Understand all the aspects of media
PO 2	Develop communication skills.
PO 3	Experience practical knowledge about the media industry
PO 4	Understand photography as a means of visual communication
PO 5	New opportunities in media
PO 6	Hand on technical aspects and software used in media.
PO 7	Will learn Writing and oral communication in various forms of media
PO 8	Keep up with the Trend and growth in Media
PO 9	Will be ready to enter the industry with skills required.

PROGRAM OUTLINE

YEAR	SEMESTER	COURSE	COURSE TITLE	CREDITS
SYBAMMC	III	BAMMC EM-3011	Electronic Media - 1	2
SYBAMMC	III	BAMMC CCPR 302	Corporate Communication and Public Relation	3
SYBAMMC	III	BAMMC MS-303	Media Studies	3
SYBAMMC	III	BAMMC IP-304	Introduction to Photography	3
SYBAMMC	III	BAMMC FCO-305	Film Communication - 1	4
SYBAMMC	III	BAMMC CMM-306	Computers and Multimedia	2
			TOTAL	20



PROGRAM SPECIFIC OUTCOMES

PSO	Description
	<p style="text-align: center;">A student completing Bachelor’s Degree in B.A.M.M.C. program in the subject of <u>Electronic Media - I</u> will be able to:</p>
PSO 1	To acquaint the students with the history and working of radio and television.
PSO 2	To understand the functioning and importance of various elements involved in production process of radio and television.
PSO 3	To develop a critical understanding of practical application of pre-production and production process.
PSO 3	To understand the importance and role of radio and television in the society and their contributions.



DETAILED SYLLABUS – SEMESTER III

PREAMBLE

Programme: BAMMC				Semester: III	
Course: Electronic Media - 01				Course Code: BAMMC EM-3011	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. To make the students acquainted with working of two powerful media: Radio and television. 2. To introduce the students to sounds and visuals involved in the process of working of radio and television. 3. To make students understand radio formats and television programming. 4. To make the students aware of the different roles and contribution of radio and television to the society. 					
INDEX					
Unit	Description				Periods
1	Introduction				10/ 8
2	Introduction to Sound for both Radio and Television				10/12
3	Introduction to Formats (Fiction and non-fiction)				10/12
4	Different roles and contributions in the society				08/06
5	Introduction to Production process				10
	Total				48

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Introduction</p> <ul style="list-style-type: none"> • A short history of Radio and TV in India and abroad • Introduction to Prasar Bharti • FM and community radio • Convergence trends 	10/ 8
2	<p>Introduction to sound for both TV and radio</p> <p>Introduction to sound</p> <ul style="list-style-type: none"> • Type of sound: Nature, ambient and recorded • The Studio setup • Types of recording – Tape recording, Digital recording • Outdoor recording • Types of microphones <p>Introduction to visuals</p> <ul style="list-style-type: none"> • The Power and influence of visuals • The Video camera: types of shots, camera positions, shot sequence, shot length • Lighting – The importance of lighting • Television setup: The TV studio • Difference between TV and on-location shoots <p>Electronic News Gathering (ENG)</p> <ul style="list-style-type: none"> • Single camera • Two-man crew • Outdoor broadcasting • Citizen journalist <p>Electronic Field Production (EFP)</p> <ul style="list-style-type: none"> • Single camera setup • Multi-camera setup • Live show production 	10/12
3	<p>Introduction to Formats (fiction and non-fiction)</p> <p>Introduction to Radio formats</p> <ul style="list-style-type: none"> • News • Documentary • Feature 	10/12

	<ul style="list-style-type: none"> • Talk show • Music show • Radio drama • Radio interview • Sports broadcasting <p>Introduction to television formats</p> <ul style="list-style-type: none"> • News • Documentary • Feature • Talk shows • TV serials and soaps • Introduction to web series • Docudrama • Sports • Reality • Animation • Web series 	
4	<p>Different roles and contributions in the society</p> <ul style="list-style-type: none"> • Community radio role and importance • Contribution of All India Radio • Satellite and Direct to Home challenge 	08/06
5	<p>Introduction to Post Production</p> <p>Pre-Production</p> <ul style="list-style-type: none"> • Script • Storyboard • Camera plot • Lighting plot <p>Production</p> <ul style="list-style-type: none"> • Camera angles • Sequence • Scene • Shot • Log keeping <p>Post Production</p> <ul style="list-style-type: none"> • Linear editing • Non-linear editing • Library shots • Library sounds 	10

- | | | |
|--|---|--|
| | <ul style="list-style-type: none">• Dubbing | |
|--|---|--|

Text books:

Electronic Media - 1 by Vipul Prakashan

Radio and Television by Sheth publication

Electronic Media - 1 by Himalaya Publishing House

Reference Books:

- 1. Basic Radio and Television: by S Sharma**
- 2. The TV Studio Production Handbook: Lucy Brown**
- 3. Mass Communication in India by Keval J. Kumar**
- 4. Beyond Powerful Radio by Valerie Geller**
- 5. Writing News for TV and Radio: Mervin Block**
- 6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice): Peter Stewart, by Paul Chantler**
- 7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News', Focal Press London.**
- 8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.**
- 9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.**
- 10. Usha Raman, 'Writing for the Media', Oxford University Press, New Delhi**
- 11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett**
- 12. Community radio in India: R Sreedher, Puja O Murada**

List of Topics for the practical's:

- 1. Continuous assignments**
- 2. Oral and practical presentations**
- 3. Group/individual projects**
- 4. Open book test**
- 5. Group interactions**
- 6. Quiz**

Details of Conduct of Practical Examination (Evaluation Scheme):



Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions and Short Notes	20
2	One Assignment	20
	TOTAL	40

Assignment types can include:

- 1 Group Discussions
- 2 Debate
- 3 Elocution
- 4 Quiz
- 5 Assignment

B) External Examination- 60%- 60 Marks Semester End Theory Examination: 60 marks

1. Duration - These examinations shall be of 2 hours duration.
2. Paper Pattern:

- There shall be _____ questions each of 15 marks. On each unit there will be _____ questions.
- All questions shall be compulsory with internal choice within

some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Single question, No internal choice</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR**Paper Pattern:**

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Single question, No</i>	<i>07</i>	

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internal choice

TOTAL

60

Overall Examination & Marks Distribution Pattern

Semester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	Description
	<p>A student completing Bachelor’s Degree in B.A.M.M.C. program in the subject of <u>Corporate Communication and Public Relation</u> will be able to:</p>
PSO 1	To Provide students with basic understanding of the concepts of corporate communication and public relations.
PSO 2	To introduce the various elements of corporate communication and consider their roles in managing media organizations.
PSO 3	To examine how various elements of corporate communication must be coordinated to communicate effectively in today’s competitive world.
PSO 4	To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.



DETAILED SYLLABUS – SEMESTER III

PREAMBLE

Programme: BAMMC				Semester: II	
Course: Corporate communication and Public Relations				Course Code: BAMMC CCPR-302	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. To provide the students with basic understanding of the concepts of corporate communication and public relations. 2. To introduce the various elements of corporate communication and consider their roles in managing media organizations. 3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. 4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools. 					
INDEX					
Unit	Description				Periods
1	Foundation of Corporate Communication				14 / 8
2	Understanding Public Relations				16
3	Corporate Communication and Public Relation's range of functions				10
4	Latest Trends, Tools and Technology Role of Social media in Corporate 08				08 / 14

	Communication and Public Relations	
	Total	48
Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Introduction to Corporate Communication</p> <ul style="list-style-type: none"> • Meaning , Need and Scope of Corporate Communication towards Indian Media scenario <p>Keys concept in Corporate Communication</p> <ul style="list-style-type: none"> • Corporate Identity: Meaning and Features • Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) • Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation. <p>Ethics and Law in Corporate Communication</p> <ul style="list-style-type: none"> • Importance of Ethics in Corporate Communication, Professional Code of Ethics. • Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI. 	14/8
2	<p>Introduction and Growth of Public Relations- Indian Scenario</p> <ul style="list-style-type: none"> • Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. • Tracing Growth of Public Relations, in India Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations. <p>Role of Public Relations in various sectors</p> <ul style="list-style-type: none"> • Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service <p>Theories and Tools of Public Relations</p> <ul style="list-style-type: none"> • Grunting's (4 models), Pseudo-events 	16

	<ul style="list-style-type: none"> • Publicity, Propaganda, Persuasion, Situational theory, Diffusion theory and various tools of Public Relations (Press conference, Press release, Media Dockets Advertorials, Sponsorship) 	
3	<p>Media Relation</p> <ul style="list-style-type: none"> • Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation. <p>Employee Communication</p> <ul style="list-style-type: none"> • Introduction, Sources of Employee Communications • Organizing Employee Communications Benefits of good Employee Communications • Steps in implementing An Effective Employee Communications Programme • Role of Management in Employee Communications <p>Crisis Communication</p> <ul style="list-style-type: none"> • Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building • Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc 	10
4	<p>Emerging trends, tools and technology</p> <ul style="list-style-type: none"> • Introduction, Today’s Communication Technology • Importance of Technology to Corporate • Communication, pros and cons of technology used in Corporate Communication. <p>New Media Tools</p> <ul style="list-style-type: none"> • Website, Online press release, Article marketing, Online newsletters, Blogs • Seminars, Exhibitions / trade fairs, Sponsorship. • Development of profile: Company / Individual, Drafting a Pitch note/ Proposal, Writing for Social Media. • New age PR: Digital PR <p>Role of Social Media</p>	08 / 14

- | | | |
|--|--|--|
| | <ul style="list-style-type: none"> • Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing engaging and interacting, storytelling, E- Public Relations and its importance. | |
|--|--|--|

Text books:

Corporate Communication and Public Relation by Himalaya Publishing House

Corporate Communication and Public Relation by Vipul Prakashan

Corporate Communication and Public Relation by Sheth publication

Reference Books:

1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick

2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg

3. Principals of Public Relations-C.S Rayudu and K.R. Balan

4. Public Relations -Diwakar Sharma

5. Public Relations Practices-Center and Jackson

6. The Art of Public Relations by CEO of leading PR firms

List of Topics for the practical's :

1. Continuous assignments

2. Oral and practical presentations

3. Group/individual projects

4. Open book test

5. Group interactions

6. Quiz

Details of Conduct of Practical Examination (Evaluation Scheme):



Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions and Short Notes	20
2	One Assignment	20
	TOTAL	40

Assignment types can include:

- 1 Group Discussions
- 2 Debate
- 3 Elocution
- 4 Quiz
- 5 Assignment

C) External Examination- 60%- 60 Marks Semester End Theory Examination: 60 marks

1. Duration - These examinations shall be of 2 hours duration.
2. Paper Pattern:
 - There shall be questions each of 15 marks. On each unit there will be questions.

- All questions shall be compulsory with internal choice within

some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Single question, No internal choice</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Single question, No</i>	<i>07</i>	

internal choice

TOTAL

60

Overall Examination & Marks Distribution Pattern

Semester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	<p style="text-align: center;">Description</p> <p style="text-align: center;">A student completing Bachelor’s Degree in B.A.M.M.C. program</p> <p style="text-align: center;">in the subject of <u>Media Studies</u> will be able to:</p>
PSO 1	To learn about the mass society and its eras and culture perspectives of mass media.
PSO 2	To understand and learn various mass media theories and communication theories that will help the students to understand the applications and perspectives behind media working.
PSO 3	To know about the hallmarked names in media and communication theorists.
PSO 4	To learn about the media and identity.
PSO 5	To understand how media and its message affects the mass society.
PSO 6	To learn about the making perspectives of new media and context of trends in global media.



DETAILED SYLLABUS – SEMESTER III

PREAMBLE

Programme: BAMMC				Semester: III	
Course: Media Studies				Course Code: BAMMEC MS-303	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. To provide an understanding of media theories 2. To understand the relationship of media with culture and society 3. To understand Media Studies in the context of trends in Global Media 					
INDEX					
Unit	Description				Periods
1	Introduction				4 / 10
2	Media Theories				12 / 14
3	Cultural Perspectives				14 / 12
4	Media Effects				10 / 6
5	New Media and The Age of Internet				8 / 6
	Total				48
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit
1	Eras, relevance, connection to culture, Literature				4 / 10

	<ul style="list-style-type: none"> • Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory 	
2	<p>Propaganda and propaganda theory</p> <ul style="list-style-type: none"> • Origin and meaning of Propaganda • Hypodermic Needle/Magic bullet • Harold Laswell <p>Scientific perspectives to limited perspectives</p> <ul style="list-style-type: none"> • Paul Lazarsfeld-Two step flow • Carl Hovland and Attitude Change theory 	12 / 14
3	<p>Various schools & Models of Communication</p> <ul style="list-style-type: none"> • Toronto school (McLuhan) • Schools- Birmingham (Stuart Hall) • Frankfurt- Theodor Adorno and Max Horkheimer • Raymond Williams- Technological Determinism • Harold Innis- Bias of Communication • Bias of Communication in this new age • Newcomb & ABX model of communication and its application • Gamification theory and its application <p>Media and Identity</p> <p>Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)</p>	14 / 12
4	<p>Theories on media Effects</p> <ul style="list-style-type: none"> • Media effects and behaviour • Media effect theories and the argument against media effect theories • Agenda Setting Theory and its application • Cultivation Theory and its application • Politics and Media studies-media bias, media decency, media consolidation. • Gate keeping theory and its application 	10 / 6
5	<p>Meaning making Perspectives</p>	8 / 6

	<ul style="list-style-type: none"> • New media • Henry Jenkins-Participatory culture • Internet as Public sphere • Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet 	
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Text books:

Media Studies by Vipul Prakashan

Media Studies by Himalaya Publishing House

Reference Books:

1. Mass communication theory- Dennis quail
2. Mass communication theory: foundations, ferment and future-Stanley j Baranand Dennis k Davis
3. Introduction to mass communication: media literacy and culture updated edition 8th edition
4. Introduction to mass communication – Stanley J. Baran
5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6. Social media: a critical introduction- Christian Fuchs

List of Topics for the practical's :

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

Details of Conduct of Practical Examination (Evaluation Scheme):



Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions and Short Notes	20
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	TOTAL	40

Assignment types can include:

- 1 Group Discussions
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- 4 Quiz
- 5 Assignment

B) External Examination- 60%- 60 Marks Semester End Theory Examination: 60 marks

1. Duration - These examinations shall be of 2 hours duration.
2. Paper Pattern:
 - There shall be questions each of 15 marks. On each unit there will be questions.

- All questions shall be compulsory with internal choice within

some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Single question, No internal choice</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Single question, No</i>	<i>07</i>	

internal choice

Overall Examination & Marks Distribution PatternSemester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	<p style="text-align: center;">Description</p> <p style="text-align: center;">A student completing Bachelor’s Degree in B.A.M.M.C. program</p> <p style="text-align: center;">in the subject of _____ will be able to:</p>
PSO 1	To make students understand the basics of the art of photography.
PSO 2	To make the learners understand what goes in making the picture-perfect shot.
PSO 3	To get students acquainted with photos as a medium of communication
PSO 4	To develop the base of visualization among learners in using pictures in practical projects.
PSO 5	To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.



DETAILED SYLLABUS – SEMESTER III

PREAMBLE

Programme: BAMMC				Semester: Semester III	
Course: Introduction to Photography				Course Code: BAMMC IP-304	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. To introduce to media learner the ability of image into effective communication. 2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. 3. To practice how picture speaks thousand words by enlightening the learner on how. 4. To develop the base of visualization among learners in using pictures in practical projects. 5. To help learner work on given theme or the subject into making a relevant picture or photo feature. 					
INDEX					
Unit	Description				Periods
1	Camera: The Story Teller				12
2	Lens: Imaging Device				08
3	Light: Parameters of Light- The Essential Raw Material				16
4	Composition: Art of Seeing> way of portraying a subject				06
5	Digital Imaging: Electronic Format				06
	Total				48

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Camera: The Story Teller</p> <p>The Body: The Faithful middleman</p> <ul style="list-style-type: none"> • The heart of the system • How Camera sees differently than human eyes • Limitations and wonders of camera. • Formats of Camera: Small Full Frame, Half Frame, Half Frame (APS-C), Medium, Large (Camera Movements) • Experiencing Frame • Types of Camera: DSLR; view; Rangefinder; mirrorless; Action Cameras <p>Aperture: The Iris of the Camera</p> <ul style="list-style-type: none"> • Diaphragm • Controls amount of light entering lens • Factor in Exposure Calculation • Active factor of depth of field and Bokeh (creative) • F' –Numbers and aperture scale • Application of Depth of field in advertising and journalism. <p>Shutter: The Click Magic</p> <ul style="list-style-type: none"> • Blind between lens and Image Sensor • Controls duration of light • Major Factor in Exposure calculation • Main Player in controlling action • Motion Blur, Motion Freeze and Long Exposure effects • Application of motion blur/ freeze in advertising and journalism. • Synchronization with Flash, Creative Slow Sync <p>Image Sensor: The Retina that sees</p> <ul style="list-style-type: none"> • The Image maker on recorder • Film v/s digital • Film: Photochemistry • Digital: Photo-electronics • Types of sensor: CCD and CMOS • ISO: Photosensitivity (Sensor/ Film Speed) <p>Viewfinder: The Interactive Monitor</p>	12

	<ul style="list-style-type: none"> • The control room cum monitor • Displays camera settings • Aperture, Shutter and ISO • Metering modes, focusing modes, Exposure modes, Frame Count, File Format etc 	
2	<p>Lens : Imaging Device</p> <p>The Eye of Camera: Learning to See</p> <ul style="list-style-type: none"> • Main player in image formation, focusing the object (Sharpening the image) • Speed of the lens (light intake ability) • Numbers and Markings on the Lens • AF, ED, IF, IS, SW, ASP etc <p>Focal Length:</p> <ul style="list-style-type: none"> • The factor to consider for Type of Photography and choosing lens for the purpose. • Main distinguishing factor • Fixed V/s Variable focal length <p>Image Size: See Close</p> <ul style="list-style-type: none"> • The magnification ratio of a lens • Longer focal length = Bigger image size <p>Coverage Angle: Crop out unwanted</p> <ul style="list-style-type: none"> • Prime concern in Composition • How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pincushion <p>Types of Lenses: The Right one for the task at hand</p> <ul style="list-style-type: none"> • Prime Lens v/s Zoom lens • Prime = Fixed focal length • Zoom = Variable focal length Normal, Wide angle and Telephoto • Special purpose lenses: Macro, Fish eye, Tilt-shift 	08
3	<p>Light: Parameters of Light- The essential raw material</p> <p>Intensity and Exposure: Perfect tone</p>	16

	<ul style="list-style-type: none"> • How much light: consideration for exposure • Exposure triangle (A,S,ISO) The model of exposure <p>Direction and Lighting: Lighting for Cinema, Television and Advertising</p> <ul style="list-style-type: none"> • From where: direction begets shadow • Shadow = Depth • Lighting = Shading • Three point lighting: <ol style="list-style-type: none"> 1. Key: Main 2. Fill: Contrast level (lighting ratio) 3. Kicker: Separation or background light • Types of lighting: Portrait, Effect, Ambient and Mood or drama, Practical, Highkey and Lowkey, Motivated <p>Quality and Ambience: Why there are umbrellas and reflectors</p> <ul style="list-style-type: none"> • How soft or how hard: Effective size of light source • Small: Hard, Contrast, Sharp • Medium: Mid soft, moderate contrast, soft shadow • Large: Extra soft, low contrast, shadowless • Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos <p>Colour and Mood: What tells Cozy or Cool</p> <ul style="list-style-type: none"> • Colour of light concept: Main distinguishing factor • Kelvin: Colour temperature Pure light>True colours • White balance: Neutralizing • White Balance Settings • Preset white balance and AWB • Colour and Mood (warm/cool) <p>Measure The Director in you is the King</p> <ul style="list-style-type: none"> • Light meter: Main input of exposure • Incident v/s Reflective(advantage / disadvantage) • In built meter and Metering modes: Average, Center weighted, Spot, Matrix, Focus priority • Exposure Modes: M, A, S, P, and Smart program modes • Errors in inbuilt metering>Exposure compensation 	
4	<p>Composition: Art of Seeing> Way of portraying a subject</p> <p>Frame and Aspect ratio</p>	06

	<ul style="list-style-type: none"> • Dimensions of sensor and proportion • Aspect ratio: 2:3/ 4:5/ 16:9 (HD) <p>Visual indicators</p> <ul style="list-style-type: none"> • Line, Shape, Size, Tone, Color, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects <p>Rules of composition</p> <ul style="list-style-type: none"> • Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ unusual viewpoint/ Shadow/ Pattern breaking... <p>Breaking the rules</p> <ul style="list-style-type: none"> • Cropping, Panorama, Flattening <p>Viewpoint and Perspective: What Pros do</p> <ul style="list-style-type: none"> • 1st, 2nd and 3rd point perspective: Vanishing points and viewpoint • Normal: The way we see • Enhanced: Exaggerated depth • Compressed: Feeling of distance taken away • Forced: Unrealism • Aligned: Back projection and green screen application 	
5	<p>Digital Imaging: Electronic format</p> <p>Image sensor</p> <ul style="list-style-type: none"> • Format, 135mm/ APS-C, Medium format, Large format <p>Megapixel</p> <ul style="list-style-type: none"> • Pixel and its values, Total number of pixels, File size <p>Resolution</p> <ul style="list-style-type: none"> • Pixel Per Inch : Quality of Image, Magnification ratio <p>Image magnification</p> <ul style="list-style-type: none"> • Viewing distance, Image size and Pixilation • How large an image can be for the given megapixel? 	06

	File Formats	
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- RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format

Text books:

Introduction to Photography by Vipul Prakashan

Introduction to Photography by Himalaya Publications

Reference Books:

Collins Books series: Pentax Inc.

1. Taking successful pictures,
2. Making most of color,
3. Expanding SLR system,
4. Lighting techniques

Minolta Photographer's handbook

- Indoor Photography, •

Outdoor photography:

Life Book series:

- Color,
- Camera,
- Light
- Portrait

Photography course:

- o Volume 1: Understanding Camera
- o Volume 2: Secrets behind successful pictures
- o Volume 3: Practicing Photography
- o Volume 4: Handling Professional assignments

Me and My Camera

Portrait photography

Glamour photography

Do it in Dark (Darkroom
Techniques) Pro-technique (Pro-photo)
Night Photography
Beauty and Glamour
Product Photography

List of Topics for the practical's :

Sr. no.	Project/Assignment	Reason/Justification
01) Scrap book	Scrap book with collection of photographs cropped from newspaper and magazine (40+20)	The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in scrap book. Points: Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama.
02) Electronic Media	Screenshots captured of a movie (36)	Movie is a 2-3 hrs ongoing continuous event. Capturing real key frames is as if photographing in a small 2-3 hrs event, This should help them to look for the right story telling frame, anticipate and stay alert as if required on actual photographic assignment.
03) Field Work	Shooting i.e. actual working on given topics or themes	This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation rom above two projects,

Details of Conduct of Practical Examination (Evaluation Scheme):



Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions and Short Notes	20
2	One Assignment	20
	TOTAL	40

Assignment types can include:

- 1 Group Discussions**
- 2 Debate**
- 3 Elocution**
- 4 Quiz**
- 5 Assignment**

B) External Examination- 60%- 60 Marks Semester End Theory Examination: 60 marks

1. Duration - These examinations shall be of 2 hours duration.
2. Paper Pattern:
 - There shall be questions each of 15 marks. On each unit there will be questions.

- All questions shall be compulsory with internal choice within

some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
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<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
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<i>Q.4) B)</i>	<i>Single question, No</i>	<i>07</i>	

internal choice

Overall Examination & Marks Distribution PatternSemester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	<p style="text-align: center;">Description</p> <p style="text-align: center;">A student completing Bachelor’s Degree in B.A.M.M.C. program</p> <hr style="width: 10%; margin: auto;"/> <p style="text-align: center;">in the subject of Film Communication 1 will be able to:</p>
PSO 1	To make students understand the basics of the art of film communication.
PSO 2	This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
PSO 3	To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream.
PSO 4	To prepare learners skilled enough for independency during project papers in TY semester VI.
PSO 5	To help learners work on small scale projects during the academic period.
PSO 6	To get students acquainted with films as a medium of communication.



DETAILED SYLLABUS – SEMESTER III

PREAMBLE

Programme: BAMMC				Semester: 3	
Course: Film Communication-01				Course Code: BAMMC CMM-305	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)

Pre-requisites: 12th Pass

Course Outcomes:

1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream.
3. To prepare learners skilled enough for independency during project papers in TY semester VI.
4. To help learners work on small scale projects during the academic period.

INDEX

Unit	Description	Periods
1	History	4
2	Understanding aspects of film appreciation	10 / 8
3	The Early Cinema 1895 – 1950	10 / 8
4	Major film movements and its impact	12
5	Mainstream Indian Cinema and Parallel Indian Cinema	16
	Total	48

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>History</p> <ul style="list-style-type: none"> • History of cinema • Birth of visual art • Understanding the language of cinema • Transition from Documentary to feature film 	4
2	<p>2.1 Grammar, Technology and Art. Director - the captain Writer – the backbone.</p> <p>2.2 Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing</p> <p>2.3 Aspects of Film-1: Film Sound Three components of Film Sound The relationship between Sound and Image</p> <p>2.4 Aspects of Film – 2: Importance of costumes, make-up, and hair Importance of set design and green-screen technology The relationship between story and sets, costumes, makeup and hair</p>	10 / 8
3	<p>Early Years (1895-1950) World and India.</p> <p>3.1 The Silent Era (1920-1931) 3.2 Early Sound Era (1930-1939) 3.3 The developmental stage (1940-1950)</p>	10 / 8
4	<p>Major film movement and its impact</p> <p>4.1 The major cinema movements and their film movements and their makers.</p> <p>4.2 Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema</p> <p>4.3 Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de Sica</p> <p>4.4 Japanese cinema- Work of Yasujiro Ozu, Akira Kurosawa, Hayao Miyazaki etc.</p> <p>4.5 Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.</p> <ul style="list-style-type: none"> • 3D cinema revolution 	12

5	<p>Mainstream Indian Cinema and parallel Indian cinema</p> <p>5.1 Art vs Commercial</p> <p>5.2 Indian Meaningful cinema (Commercial)</p> <ul style="list-style-type: none"> •The Angry Young Man • The Indian Diaspora and Bollywood • Contemporary Bollywood Cinema • Globalization and Indian Cinema, The multiplex Era <p>5.3 Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram</p> <p>5.4 Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu</p> <p>5.5 Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza, etc.</p>	16
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Text books:

Computer Multimedia 01 by Vipul Prakashan

Computer Multimedia 01 by Himalaya Publication

Computer Multimedia 01 by Sheth

Reference Books:

Photoshop Bible McLeland Willey Publication

Corel Draw Practical Learning: BPB Publication

Quark Express-9 : Prepress Know-How Noble Desktop Teachers • Desktop Publishing with Quark
10 Kindle version

Digital Music and Sound Forge Debasis Sen BPB Publications

List of Topics for the practical's :**Internal exercise:**

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to higher aesthetic level.

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01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark of PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on experience.
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<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
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internal choice

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PSO 5	To help learners work on small scale projects during the academic period.



DETAILED SYLLABUS – SEMESTER III

PREAMBLE

Programme: BAMMC				Semester: 3	
Course: Computers multimedia-01				Course Code: BAMMC CMM-306	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry. 2. To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream. 3. To prepare learners skilled enough for independency during project papers in TY semester VI. 4. To help learners work on small scale projects during the academic period. 					
INDEX					
Unit	Description				Periods
1	Photoshop: Pixel based Image editing Software				12
2	CorelDraw: Vector based Drawing software				10 / 6
3	Quark Xpress/ InDesign: Layout Software				10 / 8
4	Premiere Pro: Audio-visual: Video editing software				10
5	Remove RED part completely: as will cover sounds in Premiere Pro and similar type of editing. Student can understand sound editing once they learn premiere pro.				6 / 12
	Sound Forge/Sound Booth: Sound Editing Software				12

	Total	48
Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Introduction to Photoshop</p> <ul style="list-style-type: none"> • Image editing theory • Bitmaps v/s Vectors • When to use Photoshop and when to use drawing tools, Color separation, printing mode, Difference between PNG and JPG files <p>Photoshop Workspace</p> <ul style="list-style-type: none"> • The tools, Toolbox controls, Property bar, Options bar, Floating palates, Windows menu, uses of workspace, Types of workspace. <p>Working with images</p> <ul style="list-style-type: none"> • Image mode, Image size, canvas size • Image resolution, size and resampling What is perfect resolution? • Cropping to size and resolution • Resizing v/s resampling <p>Image Editing</p> <ul style="list-style-type: none"> • Levels, Curves, Contrast adjustment, Colour adjustment Photo filters. • Adjustment Layers (help to improve image quality) <p>Working with Text</p> <ul style="list-style-type: none"> • Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design 	12
2	<p>Introduction to CorelDraw</p> <ul style="list-style-type: none"> • Corel Draw Interface, • Tool Box, • Importing files in CorelDraw, • Different file formats <p>Using text</p>	10 / 6

	<ul style="list-style-type: none"> • Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects TextC2C <p>Exploring tools</p> <ul style="list-style-type: none"> • Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners • Convert to Curves: Reshaping, Creating figures, Logos <p>Applying effects</p> <ul style="list-style-type: none"> • Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips <p>Exporting in CorelDraw</p> <ul style="list-style-type: none"> • Exporting, • Types of export, • Exporting for other software 	
3	<p>Introduction to Quark Xpress</p> <ul style="list-style-type: none"> • List the menus, • List the tools, • Benefits of using Quark, Application of Quark • Format for magazine, Newspapers, templates etc <p>Text Edits in Quark</p> <ul style="list-style-type: none"> • Format of text, • Purpose of text selection, • Aligning text in different design formats, • Text alignment with embedded images <p>Using palettes</p> <ul style="list-style-type: none"> • Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark. <p>Color correction inquark</p> <ul style="list-style-type: none"> • Embedding images in proper formats, • Color correction on the images, • Adjusting according to the color tone of the publication. 	10 / 8

	<p>Exporting files</p> <ul style="list-style-type: none"> • Types of files, • Exporting for different publications/templates, Newspaper, magazine, etc. 	
4	<p>Introduction to editing</p> <ul style="list-style-type: none"> • Editing importance, • Great editing examples, • Editing for different formats (film/ad/news/etc.) <p>Introduction to Premiere</p> <ul style="list-style-type: none"> • How premiere helps in editing, • Understanding the toolbar,Importing files, • Experimenting with video and audio layers, • Basics of editing (cut/layers/different windows/etc.) <p>Understanding file formats</p> <ul style="list-style-type: none"> • Understanding different file formats (AVI/MPEG/MOV /H264, etc.), • Importing raw footage for edits, • Performing video checks while editing <p>Using color Grading</p> <ul style="list-style-type: none"> • What is color grading, • Examples of color grading, • Using filters and presents in color mixing,Applying presents on layers for editing <p>Exporting andrendering</p> <ul style="list-style-type: none"> • Exporting in different formats, • Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, • Improving quality and time to render techniques 	10
5	<p>Introduction to Digital Audio</p> <ul style="list-style-type: none"> • Sound basics, Audio band pitch volume • Understanding Digital audioSampling, bit rate 	6 / 12

	<p>Concept of Dolby Digital</p> <ul style="list-style-type: none"> • Mono, Stereo, Quadrophonic • Surround sound, 5.1 Channel, Sub-woofer • Difference in Dolby Digital and DTS, More about DTS Three way sound speaker <p>Sound Recording</p> <ul style="list-style-type: none"> • Recording Equipment • Microphone and Types of microphones Preamps, Power amps, Sound card • Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA,MP3 • Digital Computer software <p>Working with Sound</p> <ul style="list-style-type: none"> • Workspace, Play bar, timeline, Transport tool bar • Working with audio file • Basic editing, cut/copy/paste, paste special Using Markers, Regions and Commands Sound processing techniques • Channel converter, Bit depth converter <p>Advanced Sound Processing</p> <ul style="list-style-type: none"> • Delay, Echo, Reverb, Chorus • Mixing sounds Noise gating. • Expansion, Changing pitch and Time duration Sound track output • Create your audio CD and mark chapters 	
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Quark Express-9: Prepress Know-How Noble Desktop Teachers • Desktop Publishing with Quark 10
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<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Single question, No</i>	<i>07</i>	

internal choice

Overall Examination & Marks Distribution PatternSemester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
