



KAMARAJ COLLEGE

(AUTONOMOUS)

Accredited with A+ Grade by NAAC

Among Top 150 Colleges in India - NIRF Ranking 2025

இந்து நாடார் சங்கங்களால் 1966-ல் தொடங்கப்பட்ட கல்லூரி
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI - 628 003.



B.Sc., Visual Communication

Semester – I to VI

(for the students those who joined from the academic year 2025-2026)



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B.Sc., Visual Communication

Semester – I to VI

SYLLABUS

(for the students those who joined from the academic year 2025-2026)

Department Profile

Name of the Programme	B.Sc., Visual Communication
Programme Code	03028
Year of Establishment	2021

Vision:

To be a leading center of excellence in visual communication, nurturing creative talents and thought leaders who will shape the future of media and visual arts. We envision producing graduates who are equipped with cutting-edge skills and a deep understanding of the cultural and social impact of visual communication, contributing meaningfully to the global media industry.

Mission

- To provide comprehensive education in visual communication, blending theoretical concepts with practical skills in various media platforms.
- To cultivate creativity, critical thinking, and innovative problem-solving abilities in students.
- To foster ethical and socially responsible media practices, encouraging students to contribute positively to society.
- To engage in continuous learning and professional development, staying abreast of emerging trends and technologies in the field.
- To create strong industry links, offering students exposure to real-world experiences through internships, projects, and collaborations.

College Mail ID

kamarajcoll@gmail.com

College Website

www.kamarajcollege.ac.in

Undergraduate Degree Programme

1. Introduction

Programme Outcome, Programme Specific Outcomes and Course Outcomes
Students completing this programme will be able to present their core under-graduate discipline clearly and precisely, make abstract ideas precise by formulating them in the language of the specific discipline, describe related ideas from multiple perspectives and explain fundamental concepts. Completion of this programme will also enable the learners to join teaching profession, enhance their employability for government jobs, jobs in various other public and private enterprises.

Eligibility: Students who have passed +2 exam with any stream.

Learning Outcomes-Based Curriculum Framework Guidelines Based Regulations For Under Graduate Programme	
Programme:	B.Sc. (Visual Communication)
Programme Code:	03028
Duration:	3 Years (UG)

Programme Outcomes:

PO1:	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.
PO2:	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3:	Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

P04:	Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non- familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
P05:	Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
P06:	Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and- effect relationships; ability to plan, execute and report the results of an experiment or investigation.
P07:	Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
P08:	Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

Programme Specific Outcomes

On successful completion of Bachelor of Visual Communication programme, the student should be able to:	
PS01:	Disciplinary Knowledge Demonstrate comprehensive knowledge and understanding of the key concepts, practices, and theories within the field of visual communication, including media studies, design principles, digital technology, and film production.
PS02:	Critical Thinking Apply critical thinking skills to analyze, interpret, and evaluate media messages, visual content, and communication strategies, enabling the formulation of informed and balanced perspectives on media culture and its societal impact.
PS03:	Problem Solving Effectively identify and solve real-world communication challenges by employing creative and strategic visual solutions, including the use of multimedia, graphic design, and video production techniques.
PS04:	Analytical & Scientific Reasoning Use analytical and scientific reasoning to assess media content and communication strategies, applying evidence-based methods to evaluate their effectiveness, ethics, and potential audience reception.
PS05:	Research-related Skills Develop and apply research methodologies to investigate visual communication trends, audience behavior, and media impacts, synthesizing findings to contribute to academic, professional, and creative projects.

Methods of Assessment	
Recall (K1)	Simple definitions , MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or Overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem solving questions, Finish a procedure in many steps, Differentiate Between various ideas, Map knowledge
Evaluate (K5)	Longer essay/Evaluation essay, Critique or justify with pros and cons

Methods of Evaluation		Marks	
Internal Evaluation	Continuous Internal Assessment Test	15	25
	Assignment (PPT) and Seminar	5	
	Group Discussion and Viva	5	
External Evaluation	End Semester Examination		75
Total			100

Extra Credits

Curricular Activities	Co-Curricular Activities	Extra-Curricular Activities
Paper Presentation	Cultural Competitions	NCC
Paper Publication	Domain Clubs	NSS
Placement Training		Sports
Quiz		YRC
Competitions		UBA
SWAYAM /NPTEL/MOOCs		

Total credits Under – Graduate Courses including Lab Hours- 2025 to 2026

Level	Credit			
	Participation	III Prize	II Prize	I Prize
Intra college	1	2	3	4
Intercollegiate	2	3	4	5
District	3	4	5	6
University	4	5	6	7
State	5	6	7	8
National	6	7	8	9
International	7	8	9	10

****Paper Presentation for each paper: 1 credit.**

Semester	Hours	Credits	Additional Credits
I	30	23	2
II	30	23	2
III	30	23	2
IV	30	27	2
V	30	25	2
VI	30	20	2
Total		141	14

****Extra Credit will be given on the basis of student's performances**

Written Examination: Theory Paper (Bloom's Taxonomy based) Question paper Model

Assessment Pattern

Continuous Internal Assessment (CIA) & End Semester Examination (ESE)

- CIA : 25
- ESE: 75

Theory Course:

For theory courses there shall be two tests conducted by the faculty concerned and the average can be taken as the Continuous Internal Assessment (CIA). CIA is for 30 marks max and will be converted in to 15 marks. The duration of each test shall be 1.15 Hrs.

Continuous Internal Assessment (Writing)	15 marks
Assignment (PPT) & Seminar	5 marks
Group Discussion & Viva	5 marks

For theory Papers:

- Part A ($10 \times 1 = 10$) Marks-Answer all questions(Multiple choice)
- Part B ($5 \times 5 = 25$) Marks-Choosing either (a) or (b)
- Part C ($5 \times 8 = 40$) Marks-Choosing either (a) or (b)
- **Total =75 marks**

Laboratory Courses Assessment

- CIA - 40 marks
- ESE -60 marks
- Mandatory Record submission, attendance and class participation.
 - Experiments (a minimum of six experiments) done in the class alone should be recorded.
 - Students having a bonafide record only should be permitted to appear for the practical examination.
 - Experimental work - 20 marks
 - Regularity -20 marks

In order to avoid pull the score down of each PO, it is suggested that the usage L-Low (1) to the minimum.

The S, M, L is based on the Course outcomes. The mapping is based on the revised Bloom's Taxonomy Verbs used to describe your Course outcomes.

- Remember and Understanding – Lower level
- Apply and Analyse – Medium Level
- Evaluate and Create – Strong Level

Pedagogy:

- Technology Based Learning (PPT)
- Peer Teaching (Chalk & Talk)
- Virtual Lab
- Blended Learning (Online & Offline)
- Group Learning
- Self - Study

Course Structure for Science Stream
First Year – Semester I
B.Sc., Visual Communication
(With effect from the academic year 2025 to 2026 onwards)

Semester I	Course Code	Title of the Course	Hours / Week / L/P	Credit	Duration of ESE (Hrs.)	Mark Allotted		
						CIA	ESE	Total
Part - I	25ULTL11	தமிழ் இலக்கிய வரலாறு - I	6	3	3	25	75	100
Part - II	25ULEN11	General English – II	6	3	3	25	75	100
Part - III Core - I	25UMVC11	Introduction to Human Communication (Theory)	5	5	3	25	75	100
Core - I Lab	25UMVCL1	Digital Graphic Design (Practical)	5	5	3	40	60	100
EC - 1	25UEVC11	Visual Arts and Aesthetics(Theory)	4	3	3	25	75	100
	25UEVCL1	Drawing and Illustrations(Practical)	2	2	3	40	60	100
Part - IV SEC - I	25USVC11	Journalism Skills (Theory)	2	2	3	25	75	100
Total			30	23				
** SEC-Skill Enhancement Course			**CIA- Continuous Internal Assessment					
**EC -Elective Course			** ESE- End Semester Examination					

Course Structure for Science Stream
First Year – Semester II
B.Sc., Visual Communication
(With effect from the academic year 2025 – 2026 onwards)

Semester II	Course Code	Title of the Course	Hours / Week / L/P	Credit	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part - I	25ULTL21	தமிழ் இலக்கிய வரலாறு - II	6	3	3	25	75	100
Part - II	25ULEN21	General English – II	6	3	3	25	75	100
Part - III Core - II	25UMVC21	Film Production Design (Theory)	4	4	3	25	75	100
Core Lab - 2	25UMVCL2	Photography and Image Editing (Practical)	4	4	3	40	60	100
EC - II Discipline /Generic Lab - 2	25UEVC21	Story Development and Script Writing (Theory)	3	3	3	25	75	100
	25UEVCL2	Writing for Media (Practical)	3	2	3	40	60	100
Part – IV SEC - II	25USVC21	Photo Journalism (Theory)	2	2	3	25	75	100
SEC - III	25USVC22	Media and Gender Studies	2	2	3	25	75	100
		Total	30	23				
** SEC-Skill Enhancement Course		** CIA- Continuous Internal Assessment						
** EC –Elective Course		** ESE- End Semester Examination						

Course Structure for Science Stream
Second Year – III Semester
B.Sc., Visual Communication
(With effect from the academic year 2025 to 2026 onwards)

Semester III	Course Code	Title of the Course	Hours /Week L/P	Credit	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part -I	25ULTL31	தமிழக வரலாறும் பண்பாடும்	6	3	3	25	75	100
Part- II	25ULEN31	General English - III	6	3	3	25	75	100
Part- III Core- III	25UMVC31	Multimedia Production (Theory)	4	4	3	25	75	100
Core Lab - 3	25UMVCL3	Multimedia Content Packaging (Practical)	4	4	3	40	60	100
EC -III	25UEVC31	Sound Design (Theory)	3	2	3	25	75	100
Discipline /Generic	25UEVCL3	Advertising Photography (Practical)	3	3	3	40	60	100
Part-IV SEC - IV	25USVCL1	Folk Performing Arts of Tamil Nadu (Practical)	2	2	3	40	60	100
Part - IV	25UYOG31	Yoga, Culture & Heritage	2	2	1.5	25	75	100
Total			30	23				
** SEC-Skill Enhancement Course			**CIA- Continuous Internal Assessment					
**EC –Elective Course			** ESE- End Semester Examination					

Course Structure for Science Stream
Second Year – Semester – IV
B.Sc., Visual Communication
(With effect from the academic year 2025 – 2026 onwards)

Semester IV	Course Code	Title of the Course	Hours / Week / L/P	Credit	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part - I	25ULTL41	தமிழும் அறிவியலும்	6	3	3	25	75	100
Part - II	25ULEN41	General English - IV	6	3	3	25	75	100
Part – III Core - IV	25UMVC41	Communication Theories	4	4	3	25	75	100
Core – Lab - 4	25UMVCL4	Video Editing (Practical)	4	4	3	40	60	100
EC – IV Discipline /Generic Lab - 4	25UEVC41	3D Forms & Modelling (Theory)	3	3	3	25	75	100
	25UEVCL4	Television Production (Practical)	3	3	3	40	60	100
Part-IV SEC – V Lab - 1	25USVCL1	Event Coverage and Live Streaming (Practical)	2	2	3	40	60	100
Part - IV	25UEVS41	Environmental Studies	2	2	3	25	75	100
Part - V	25UEA41	NCC/ NSS/ YRC/ SPORTS / UBA	-	1	-	-	-	100
		Total	30	25				
** SEC-Skill Enhancement Course		** CIA- Continuous Internal Assessment						
** EC –Elective Course		** ESE- End Semester Examination						

Course Structure for Science Stream
Third Year – Semester – V
B.Sc., Visual Communication
(With effect from the academic year 2025 – 2026 on wards)

Semester V	Course Code	Title of the Course	Hours /Week L/P	Credit	Duratio n of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Core - V	25UMVC51	Artificial Intelligence in Media	4	4	3	25	75	100
Core - VI	25UMVC52	Constitution and Media Laws	4	4	3	25	75	100
Core Lab - 5	25UMVCL5	Anchoring and News Presentation (Practical)	4	3	3	40	60	100
Core Lab - 6	25UMVCL6	Digital Story Telling (Practical)	4	3	3	40	60	100
Core Lab - 7	25UMVCL7	3D Animation (Practical)	4	3	3	40	60	100
EC - V	25UEVC51	Media Culture & Society	4	3	3	25	75	100
EC - VI	25UEVC52	Visual Media Research	4	3	3	25	75	100
Part - V Training	25UINT51	*Internship	-	2	1.5	50	50	100
Part - IV	25UPDT51	Personality Development	2	2	3	25	75	100
Total			30	27				
** SEC-Skill Enhancement Course			**CIA- Continuous Internal Assessment					
**EC –Elective Course			** ESE- End Semester Examination					
*Internship – course duration - 7 to14 days (Report should be submitted & Viva-Voce will be conducted for the report which is equivalent to the project Viva – Voce)								

Course Structure for Science Stream
Third Year – Semester – VI
B.Sc., Visual Communication
(With effect from the academic year 2025 – 2026 on wards)

Semester VI	Course Code	Title of the Course	Hours /Week L/P	Credit	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Core - VII	25UMVC61	Mediated Communication (Theory)	5	4	3	25	75	100
Core - VIII	25UMVC62	Media Entrepreneurship (Theory)	5	4	3	25	75	100
Core - VIII Lab - 8	25UMVCL8	Compositing and VFX (Practical)	5	3	3	40	60	100
Project	25UMVCP1	Digital Filmmaking (Fiction / Non-Fiction- Short film, Documentary) Capstone Project with Viva-Voce	5	3	3	50	50	100
EC - VII	25UEVC61	Climate Change Communication (Theory)	4	2	3	25	75	100
EC - VIII	25UEVC62	Cyber security Training for Media Professionals (Theory)	4	2	3	25	75	100
SEC - VI	25USVC61	Social Media Marketing	2	2	3	25	75	100
Total			30	20				
** SEC-Skill Enhancement Course			**CIA- Continuous Internal Assessment					
**EC –Elective Course			** ESE- End Semester Examination					

COURSE STRUCTURE FOR SCIENCE STREAM

ADDITIONAL COURSE OFFERED

Year	Semester	Title of the Course	Hours /Week L/P	Credit	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
I	I	Communication Skills	2	2	2	50	50	100
	II	Applied Computer Skills (MS Office)	2	2	2	50	50	100
II	III	Personality Development	2	2	2	50	50	100
	IV	Aptitude Skills / Interview Skills	2	2	2	25	75	100
III	V	Group Discussion and Mock Interview	6	3	2	50	50	100
	VI	Assessment	6	3	2	50	50	100
		Total	20	14				

**** SEC-Skill Enhancement Course Assessment**

****CIA- Continuous Internal**

****EC –Elective Course**

**** ESE- End Semester Examination**

Semester - I

Introduction to Human Communication (Theory)

Title of the Course		Introduction to Human Communication					
Course Type		Core -I					
Year	I	Semester	I	Credits	5	Course Code	25UMVC11
Instructional Hours per week		Lecture	Tutorial	Lab Practice		Total	
		4	1	--		5	

Learning Objectives	
L01	Understand the biological and neurological basis of human communication.
L02	To raise awareness of the evolutionary and biological foundations of human communication among students.
L03	To enable students to recognize various modes of communication and apply techniques for analyzing them.
L04	To facilitate understanding of the differences between various levels of communication and their definitions.
L05	To introduce learners to the nature, origins, evolution, and impact of communication at different societal levels.

Unit	Contents
I	Human Communication Theories and Concepts: Communication-definition & concept; Need for communication; scope & functions of communication; types of communication; SMCR model of communication; barriers of communication
II	Evolutionary and Biological Basis Communication: A Very Brief Overview of Biological Basis of Communication. Vocal Communication and Speech-Human Voice-Human Tongue - Brief Overview of Neurological Basis of Communication.
III	Modes of Communication: Key Concepts in Nonverbal Communication (NVC)- Proxemics- Digital NVC -Visual Communication-Visual Perception - Semiotics- Social Semiotics - Written Forms of Communication. Literacy and Morality. Writing and Reading as a Technology and Practice.
IV	Levels of Communication: - Overview of Interpersonal Communication-Theories of Interpersonal Communication - Group Communication-Theories of Group Communication.
V	Persuasion: Key Concepts in Persuasion-Propaganda Attitude, Values - Theories of Persuasion- Social Judgment Theory-Elaboration Likelihood Model, Cognitive Dissonance.

Extended Professional Component (It is a part of the internal component only and is not to be included in the external examination question paper.)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts:	Little john,S W., & Foss, K. A. (2010). Theories of Human Communication (10 th ed.). Waveland Press.
References Books:	<ol style="list-style-type: none"> 1. Alberts, J. K., Martin, J. N., & Nakayama, T. K. (2018). Communication in Society.Pearson. 2. DeVito, J. A. (2017). Human Communication: The Basic Course. Pearson. 3. Lull, J. (2019). Evolutionary Communication: An Introduction. Routledge. 4. Morreale, S. P., Spitzberg, B. H., & Barge, J. K. (2007). Human Communication: Motivation, Knowledge, and Skills. Wadsworth

Course outcomes	On completion of this course, students will be able to:
C01	Analyze various aspects of communication and apply effective communication principles.
C02	Analyze and interpret signals, language, signs, and other elements of human communication.
C03	Demonstrate proficiency in various modes of communication using message design principles.
C04	Evaluate and apply criteria for appropriate message design across multi-level communication flows.
C05	Analyze and interpret the behavior of information and communication systems, and evaluate the dissemination of ideas in contemporary media.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Digital Graphic Design (Practical)

Title of the Course		Digital Graphic Design (Practical)					
Course Type		Core -I					
Year	I	Semester	I	Credits	5	Course Code	25UMVCL1
Instructional Hours per week		Lecture	Tutorial	Lab Practice		Total	
		1	1	3		5	

Learning Objectives	
L01	To provide hands-on experience in graphic design.
L02	To focus on the usage of background design, image editing, and color concepts.
L03	To apply design concepts in creating visiting cards, invitations, posters, advertisements, and newspaper and magazine layouts.
L04	To emphasize the use of typography, image resolution, and color modes in design.
L05	To provide applied concepts in layout design.
Unit	Contents
I	Awareness of Environment: Observation, experience, analysis of natural and manmade environments, tools, shelter, and communication. Headline, body, contact information.
II	Elements of Design Line, form, surface, mass, pattern, texture, tone, color, point, image, space, and three-dimensional design concepts. Principles of Design Unity, contrast, balance, rhythm, harmony, and direction.
III	Process of Design: Needs assessment, information gathering, planning, exploration, creation, and satisfaction. Color Theory: Additive & Subtractive Color, Properties of Color (Hue, Saturation, Brightness), Color Harmony (Analogous, Complementary, Triadic, Monochromatic), Color Meaning.
IV	Functions of Design: Orderly presentation, attraction, stimulation, reflection, support, and retention.

V	<p>Practicals: Before the Practical class students must be made aware of the following topics from original Examples.</p> <ul style="list-style-type: none"> • CorelDraw/Illustrator/In-Design <ol style="list-style-type: none"> 1. Logos 2. Letterheads 3. Business Cards 4. Invitation • Photoshop <ol style="list-style-type: none"> 1. Calendars 2. Greeting Cards 3. Flyers 4. Announcement <p>The Record Note must contain Copywriting Elements (Headline, Body Content, Contact Information) at the Left Page and Design Outputs at</p>
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<p>Extended Professional Component (It is a part of the internal component only and is not to be included in the external examination question paper.)</p>	<p>Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)</p>
<p>Skills acquired from this Course</p>	<p>Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill</p>
<p>References Books:</p>	<p>Baird, R. N. (1987). The Graphic Communication. Holt, Rinehart and Winston. Palmer, J., & Dodson, M. (1995). Design and Aesthetics. Routledge. Rawson, P. (1987). Design. Prentice Hall. Rand, P. (1993). Forms and Chaos. Yale University Press</p>

Course outcomes:

Course outcomes	On completion of this course, students will be able to:
C01	Create and develop effective layouts for various media.
C02	Analyze, compare, and evaluate different layouts and designs.
C03	Apply and assess the effects of colors in logos, visiting cards, magazine layouts, and advertisements.
C04	Design and implement appropriate color schemes for various background designs.
C05	Utilize graphic design software to create professional-quality designs.

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/ PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Visual Arts and Aesthetics (Theory)

Title of the Course		Visual Arts and Aesthetics					
Course Type		Elective - I					
Year	I	Semester	I	Credits	3	Course Code	25UEVC11
Instructional Hours per week		Lecture	Tutorial	Lab Practice		Total	
		3	1	--		4	

Learning Objectives	
L01	To understand the concepts of aesthetics and the philosophy of beauty
L02	To develop an understanding of the elements of art and principles of composition
L03	To study the evolution of art and the various styles and movements in art history
L04	To understand the basics of depth in drawing
L05	To understand the concepts of aesthetics and the natural things.

Unit	Contents
I	Visual Literacy: Visual communication and visual culture. Development of visual communication: Visual power - Visual pleasure – How to analyses an Art Work - Basic Meaning – Representation of People, Object and Places and Conventions – Studying size, color, shape, camera angle & Framing
II	Visual Art: Introduction to Art, Famous Art Movement, Naturalistic, Distorted and Abstract Paintings, Digital Art - Illustration, Storyboard and Character Design
III	Focal Point & Depth: Perspective - Horizon Line - Vanishing point - Dimensions - One point - Two points – Three points - Atmospheric – Principles of Perspective: Overlapping, size, Placement & Color, Light and Shade – four components of light & shade.
IV	Visual Composition: Elements: line, plane, shape, form, mass, pattern, text gradation, and color. Principles: Harmony, rhythm, balance, unity, contrast, proportion, spatial relationships
V	Semiotics in Art: Introduction to semiotics -Symbolism in Artwork- the sign and meanings- denotations and connotations- Signs and Codes- - Audience and Interpretation.

Extended Professional Component (It is a part of the internal component only and is not to be included in the external examination question paper.)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Recommended Texts:	Berleant, A. (2019). Aesthetics and Environment: Variations on a Theme. Routledge.
References Books:	<ol style="list-style-type: none"> 1. Pande, A. (2013). Masterpieces of Indian Art. Luster Press. 2. Bahl, S. (2012). 5000 Years of Indian Art. Luster Press. 3. Adams, L. (2005). A History of Western Art. McGraw-Hill. 4. Barthes, R. (1977). Image-Music-Text. Farrar, Straus and Giroux. 5. Panofsky, E. (2018). Studies in Iconology: Humanistic Themes in the Art of the Renaissance. Taylor & Francis

Course Outcomes:

Course outcomes	On completion of this course, students will be able to:
CO1	Identify and describe different styles and movements in art history
CO2	Apply critical thinking skills in analyzing and interpreting artworks.
CO3	Demonstrate the ability to communicate ideas and emotions through art.
CO4	Engage in constructive critique and provide feedback on their own and others' art work.
CO5	Evaluate the significance of art in contemporary society and its impact on cultural and social issues social issues.

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Drawing and Illustrations (Practical)

Title of the Course		Drawing and Illustrations					
Course Type		Elective - Lab - 1					
Year	I	Semester	I	Credits	2	Course Code	25UEVCL1
Instructional Hours per week		Lecture	Tutorial	Lab Practice		Total	
		3	1	--		2	

Learning Objectives	
L01	Understand the principles of visual literacy and communication.
L02	Develop fundamental sketching and drawing skills.
L03	Analyze human perception, composition, and light-shadow effects.
L04	Experience and interpret art through museum visits and outdoor studies.
L05	Apply learned skills in practical exercises and workshops.

Unit	Contents
I	Introduction to Visual Literacy: Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication, Definition of Fine Art - About art tools & Equipment
II	Sketching: Elements of Visual Art - Basic Sketching and Drawing Skills – Free hand Drawing- About Color - Primary - Secondary - Tertiary - Warm - Cool - Color Wheel
III	Perception & Composition: Psychology of human perception - Proportion and Perspective Drawing- One point - Two Points - Three Points, Composition - Light and Shadow
IV	Activity - Visit to Museum, Art Gallery, and Historical Places and Outdoor study

V	<p>Practicals: Before the Practical class students must be made aware of the following topics from original Examples.</p> <p>Practical 1:</p> <ol style="list-style-type: none"> 1. Line Study in different Thickness: 2½ Weeks Minimum 6 class works 2. Curves and Circles: 2½ Weeks Minimum 6 class works: Record works - 3 nos. 3. Shapes: 2½ Weeks Minimum 6 class works: Record works - 3 nos. 4. Pattern Designs: 2½ Weeks Minimum 6 class works: Record works - 3nos. 5. Distraction: 2½ Weeks Minimum 6 class works: Record works - 3 nos. <p>Practical 2:</p> <ol style="list-style-type: none"> 1. Pencil Sketch, Light & Shadow Practice: 2 Weeks Minimum 4 classworks 2. Geometrical Shapes with different forms: 2½ Weeks Minimum 4 classworks: Record works - 3 nos. 3. Texture on Pattern: 2½ Weeks Minimum 4 class works: Record works -3 nos. Composition with Light and Shadow: 2½ Weeks Minimum 4 class works: Record works - 3 nos. 5. Landscapes and Composition: 2½ Weeks Minimum 6 class works:Record works - 3 nos. 6. Perspective Drawing: 2½ Weeks Minimum 4 class works: Recordworks - 3 nos. <p>(Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)</p> <ul style="list-style-type: none"> • Students to develop their drawing skills and practice the basic components of drawing and Submit as a record for practical examination. <p>Student should attend workshops in different visual art medium.</p>
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Extended Professional Component (It is a part of the internal component only and is not to be included in the external examination question paper.)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts:	Barber & Barrington. (2010). The Fundamentals of Drawing in Color. Arcturus Publishing Limited.
References Books:	<ol style="list-style-type: none"> Mulick, M. (2015). Watercolor Landscapes Step by Step. Jyotsna Prakashan. Descanso, J. (2015). Drawing and Sketching Portraits: How to Draw Realistic Portraits for Beginners. Create Space Independent Publishing Platform. Linley, M. (2010). How to Draw Anything: Landscapes, People, Animals, and Cartoons. Little, Brown Book Group. Mulick, P. (2006). Sketching. Jyotsna Prakashan Vikram Editorial Board. (2007). Pencil Shading (First Edition). Vikram Book Links PVT Ltd.

Course Outcomes:

Course outcomes	On completion of this course, students will be able to:
C01	Explain and apply the fundamental principles of drawing
C02	Demonstrate proficiency in various drawing skills based on visual elements
C03	Analyse and apply visual perspectives and composition techniques in drawing
C04	Evaluate ancient drawing patterns and create new drawing designs
C05	Critically compare and apply the effects of visual and principal elements in drawing

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/ PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Journalism Skills (Theory)

Title of the Course		Journalism Skills (Theory)					
Course Type		Skill Enhancement Course - I					
Year	I	Semester	I	Credits	2	Course Code	25USVC11
Instructional Hours per week		Lecture	Tutorial	Lab Practice		Total	
		3	1	--		2	

Learning Objectives	
L01	Recognize the role of media in democracy, media ethics, and journalism's impact on society.
L02	Apply principles of accuracy, objectivity, verification, and fairness in news reporting.
L03	Master fundamental news writing techniques, including the Five Ws and H, inverted pyramid, and journalistic styles.
L04	Gain expertise in covering beats, writing for traditional and digital platforms, and adapting to new media trends.
L05	Develop skills in structuring, analyzing, and presenting news while maintaining balance and fairness.

Unit	Contents
I	Media and Democracy: The Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India, Media Consumption and News Production, Audience, Readerships, Markets. Forms of Journalism: news, features, opinions, yellow journalism, tabloid, penny press.
II	Social Responsibility and Ethics: Positioning, Accuracy, Objectivity, Verification, Balance, and Fairness. Defining Spot/Action, Statement/Opinion, identification/Attribution. Differentiating News vs. Opinion, Hoaxes.
III	News: Meaning, definition, nature. Key concepts: Space, Time, Brevity, Deadlines. Structure: Five Ws and H, Inverted pyramid. Sources of news: use of archives, internet, etc.
IV	Covering a Beat: Covering beats, alternative leads, writing for radio and television, writing for new media platforms
V	Constructing the Story: Selecting content for news, quoting in context, positioning denials, transitions, credit lines, by-lines, and datelines.

Extended Professional Component (It is a part of the internal component only and is not to be included in the external examination question paper.)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts:	Itule, B. D., & Anderson, D. A. (Year). News Writing and Reporting for Today's Media. McGraw Hill Publication
References Books:	<ol style="list-style-type: none"> 1. Adams, S., Gilbert, H., & Hicks, W. (2008). Writing for Journalists. Routledge. 2. Bull, A. (2007). Essential Guide to Careers in Journalism. Sage. 3. Flemming, C., & Hemmingway, E. (2005). An Introduction to Journalism. Sage.

Course Outcomes:

Course outcomes	On completion of this course, students will be able to:
C01	Analyze the importance of media in a democratic society
C02	Apply principles of social responsibility and ethics in news coverage
C03	Evaluate the role and significance of news in various contexts
C04	Demonstrate proficiency in news writing for different beats
C05	Construct and critique news stories using appropriate journalistic techniques

Mapping with Programme Outcomes and Programme Specific Outcomes:

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	3	3	2	3	3	2	S	S
C02	2	S	S	S	2	S	S	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/ PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Semester - II
Film Production Design

Title of the Course		Film Production Design (Theory)					
Course Type		Core - II					
Year	I	Semester	II	Credits	4	Course Code	25UMVC21
Instructional Hours per week		Lecture	Tutorial		Lab Practice		Total
		3	1		-		4
Learning Objectives							
L01	Students will be able to identify and demonstrate knowledge of digital platforms.						
L02	Providing an understanding of the direction process and the need for direction in film.						
L03	Encouraging the students to learn and appreciate film direction methods & techniques.						
L04	To Collaborate as a member or leader of an OTT team.						
L05	Training on how to manage a team and direct in various settings.						

Unit	Contents
I	Film Studies: Indian Cinema – Mythological, Socials, New Wave – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness - Levels of understanding Cinema - Formalism and Neo Formalism - Cinema & Psychoanalysis
II	Film Elements: Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Sub Film Genres & Hybrids Genres - Popular, Parallel and Documentary films – Narrative structure - Linear narrative structure - Non-linear narrative structure & Discontinuity Editing
III	Film Production: Pre-production, Production and Post-Production -- mise-en-scene & montage – Role and responsibilities of the Cinematographer and the Director – financial management – editing studios – editing methods – audio and video special effects.
IV	Film Appreciation: Film criticism - writing a film review - content analysis the influence of Hollywood on Tamil cinema; Films in relation to ethics, morality, philosophy, and aesthetics.

V	<p>Documentary Film: Comparison between Fiction films & Documentary. Importance of documentary making in contemporary society. Different Narrative Techniques of documentary. Technical aspects of producing a Documentary. Assignment: Analysis of one commercial movie from the all aspects of cinema.</p> <p>Contemporary Issues: Industry expert talks, seminars, workshop</p>
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Extended Professional Component (It is a part of the internal component only and is not to be included in the external examination question paper.)	Questions related to the above topics, from various competitive examinations UPSC / TRB/ NET / UGC - CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts:	“Film production design” Book Prepared by Department of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
References Books:	<ol style="list-style-type: none"> 1. Michael Rabiger, Mick Hurbis - Cherrier, Directing: Film Techniques and Aesthetics, 2017, Focal press, USA. 2. Nicholas T. Proferes, Film Directing Fundamentals: See Your Film before Shooting, 2017, Rout ledge, United Kingdom. 3. Rosenthal, A., & Eckhardt, N, Writing, Directing, and Producing Documentary Films and Digital Videos, 2016, 5th Edition, Carbondale: Southern Illinois University Press, USA. 4. Myrl A. Schreibman, The film director, prepares: a complete guide to directing for film and tv, 2013, Ten Speed Press, USA. Ray Morton, A Quick Guide to Film Directing, 2014, Limelight Editions, USA 5. 6. Life, Becoming an Actor's Director: Directing Actors for Film and Television, 2019, Rout ledge, United Kingdom.
Web Resources:	<ol style="list-style-type: none"> 1. Film Production design techniques https://www.studiobinder.com/filmmaking-techniques-production-design-tips/ 2. Art Department Resources for Film TV https://artdepartmental.com/resources/ 3. The Complete Filmmaking Curriculum https://www.filmskills.com/production-design-2/

Course Outcomes:

Course outcomes CO:	On completion of this course, students will be able to:
C01	The students know the film directions techniques.
C02	The improvement of efficiency through film language techniques.
C03	Understand the cinematographic properties.
C04	Develop advanced techniques in the film production process.
C05	Appraise and appreciate cinema as an effective communication tool.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Photography and Image Editing (Practical)

Title of the Course	Photography and Image Editing (Practical)						
Course Type	Core - Lab - 2						
Year	I	Semester	II	Credits	4	Course Code	25UMVCL2
Instructional Hours per week	Lecture		Tutorial		Lab Practice		Total
	1		1		2		4
Learning Objectives							
L01	To understand the different components of a camera and how each affects image quality.						
L02	To provide students with an understanding of photographic techniques and composition.						
L03	To master lighting techniques and exposure controls for professional photography.						
L04	To enable students to use digital editing tools for retouching and color correction.						
L05	To apply photography and editing skills across genres, producing creative outputs.						

Unit	Contents
I	Camera – Camera Vs Eye – Components of Camera – Types of Cameras – Lens – Meaning – Types of lenses – Prime lens – Normal lens – Wide angle lens – Telephoto Lens – Types of Special lens – Fish eye lens – perspective control lens – Micro lens – Macro lens
II	Photography – Definition – image – Pixels – Resolution – Composition – Rule of Third – Elements & Principles of Photography-Camera Controls – White balance – Shutter –Aperture – Light meter – Depth of field – Depth of focus – Focal length – ISO – Color in photography – RGB Color – CMYK Color
III	Lighting – Types of lighting – Three-point Lighting – Exposure – Under exposure – Over exposure – Sources to control the exposure – Filters – Usage of filters in camera –Types of filters – Polarizing filters – UV filters – ND Filters
IV	Digital photography – Imaging Techniques – Photo Manipulation – Usage of Adobe Photoshop for editing – Photography in various fields Activity – Photography field study based on practical topics

Unit - V

Practical's:

Before the Practical class students must be made aware of the following topics from original Examples.

Photography Exercises

1. Styles of Photography
 - a. Landscape
 - b. Portrait
 - c. Documentary
2. Perspective
 - a. Linear
 - b. Forced
3. Photo Language
 - a. Working
 - b. Action
 - c. Silhouette
4. Advertising Photography
 - a. Product ads
 - b. Food
 - c. Jewelry
 - d. Styles/Garments
5. Social Photographs
 - a. Street photography
 - b. PSA
6. Sports Photography
7. Indoor Photography
8. Photo story

Image Editing Exercises (Adobe Photoshop or any open source)

1. Photoshop tools and properties
 2. Working with layers & transformation
 3. Retouching & color corrections
 4. Resizing and Resampling
 5. Sharpening Techniques
 6. Camera Raw Fundamentals Opening & Editing Raw Files
 7. Noise Reduction & the Camera Raw Filter
- The student must submit a Photography Record Note of the above topics with Technical Descriptions (Photo Description, Aperture, ISO, Shutter Speed & Composition Principles adopted) on left page and 12 x 8 output at Right Page
 - Final practical examination will test students' knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).
- Student should attend workshops in Photography and Image Editing 28

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	“Photography And Image Editing” Book Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books:	<ol style="list-style-type: none"> 1. James Curran, The Photography Handbook, Routledge, USA, 2013 2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010 3. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press, USA 4. Christopher Grey, Master Lighting Guide for Portrait Photographers, Amherst Media, 2004. 5. Michael Busselle and David Wilson, the Perfect Portrait Guide, Rotovision, 2002.
Web resources:	<ol style="list-style-type: none"> 1. Introduction to Photography: The Universal Language https://photographylife.com/what-is-photography 2. history of photography https://www.britannica.com/technology/photography 3. Basic Manual settings for cool visual effects. https://canon.ca/CanonOutsideOfAuto/learn
Course outcomes: CO	On completion of this course, the students will be able to
CO1	To understand the basic elements and components of a camera and lenses.
CO2	To understand different photographic techniques and their applications.
CO3	To understand the principles of lighting and exposure control in photography.
CO4	To understand and apply the techniques of digital photo manipulation and editing.
CO5	To create professional-level photo edits using software like Adobe Photoshop.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Story Development and Script Writing

Title of the Course	Story Development and Script Writing (Theory)						
Course Type	Elective - II						
Year	I	Semester	II	Credits	3	Course Code	25UEVC21
Instructional Hours per week	Lecture		Tutorial	Lab Practice	Total		
	2		1	-	3		
Learning Objectives							
L01	To breakdown any narrative into its unit elements.						
L02	To be able to develop a full-fledged feature script for a movie.						
L03	To be able to develop characters and create their bible in the narrative.						
L04	To be able to develop different plotlines that challenge the field of play and characters.						
L05	To be able to use different formats for scripts according to the type of narrative.						

Unit	Contents
I	Scriptwriting as a creative enterprise–Ideation Process, Brainstorming Creative thinking - creativity process – stages in the craft of script writing – basic story idea, narrative synopsis outline.
II	Narrative structure: beginning-middle-end, Syd Field’s Paradigm, conflict, development, climax, and denouement – story, storyline, plot, and treatment – principles of suspense and surprise.
III	Characterization–character biography–tags–stereotyping–two- dimensional versus three- dimensional characters – guiding principles for evolving effective and credible characters
IV	Understanding form of cinema. Selective narrative techniques–point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter. Scene breakdown, Drafting Process, and full-fledged script.
V	Different Film Genres. Film and TV script formats, storyboards, Copyrights, software for scripting. Pitching the story, Scheduling, Casting, and Preparations for the shoot. ACTIVITY: Students must be made to expose original short stories and short films based on different subjects to identify Story Elements & Narrative Structure. Assignment: A 1 – 2 minute produced short film based on any genre must be selected and converted into a one-column script format and submit it for five make internal assignment. Further the student can remake it into a Short Film during the Fifth Semester Core XI paper – Digital Filmmaking

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC - CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Recommended Texts	“Story Development and Script” Book Prepared by Department of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference books:	<ol style="list-style-type: none"> 1. Screenplay: The Foundations of Screenwriting Revised edition- 2005 2. The Filmmaker’s Handbook: A Comprehensive Guide for the Digital Age. 2013 3. Harvey, Hannah B (2013). The Art of Storytelling: From Parents to Professionals. Course Guidebook. Great Courses. 4. Bernard, S. C. (2013). Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films. Taylor & Francis.
Web Resources	<ol style="list-style-type: none"> 1. The Rout ledge Creative Writing Course book. By Paul Mills. London: Rout ledge Publishers, 2006. Print http://dl.booktolearn.com/ebooks2/art/artrelated/9780415317856_the_routledge_creative_writing_coursebook_61L01.pdf 2. Creative Writing https://www.uvm.edu/wid/writingcenter/tutortips/WritingCreativePage.pdf 3. Creative Writing

Course Outcomes:

Course outcomes: CO	On completion of this course, the students will be able to:
C01	On completion of this course, the students will be able to recognize the applied concepts of screenwriting.
C02	On completion of this course, the students will be able to explain different script formats.
C03	On completion of this course, the students will be able to apply different elements to write scripts.
C04	On completion of this course, the students will be able to compare and evaluate scripts of different media.
C05	On completion of this course, the students will be able to create new scripts for different genres.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Writing for Media (Practical)

Title of the Course		Writing for Media (Practical)					
Course Type		Elective - Lab -2					
Year	I	Semester	II	Credits	2	Course Code	25UEVCL2
Instructional Hours per week		Lecture		Tutorial	Lab Practice	Total	
		1		-	2	3	
Learning Objectives							
L01		To understand the structure and elements of various news formats, including reports, editorials, and features.					
L02		To master the techniques of writing for radio, television, and online platforms, focusing on scripting, editing, and production.					
L03		To develop proficiency in writing for various media, including news reporting, commercials, and feature writing, with a focus on style and structure.					
L04		To understand multimedia storytelling, including the integration of text, audio, and video, and how to apply SEO and web design techniques.					
L05		To enhance practical skills in writing, editing, and producing content for different media platforms, including blogging and webcasting.					
Unit	Contents						
I	News Stories -Anatomy of a Newspaper –News Report Structure –V Lead – Headline –Body- Rules guiding Headlines-Snippets – Editorials – Inverted Pyramid Style – Headline Types – Lead Types – News Features - Definition – Characteristics – Classification of Features – Lead for Features Activity: Reading Newspaper and Articles in the class						
II	Writing for Radio – Radio Programme Formats – Rules for writing a radio script – Preproduction– Production - Post-Production – Final Mastering. Spoken language writing, Writing for radio commercials-illustrating copy with sound effects.						
III	Writing for Television / Films / Documentaries -- Scripting Across Media – Formats of Script writing. Television news writing and reporting- structure of a news story. News gathering – Editing – Packaging – News bulletin – News Anchor – Live Talk Show – Interview Setting – Reporting Live Events - P to C.						
IV	Writing for the web- multimedia writing-World Wide Web writing- Applied interactive newspapers- Cyber Journalism- webcasting. Blogging- the public Sphere in the Internet Era Code of ethics in Web Media						

V	<p>Practicals Exercises (Any 5)</p> <ol style="list-style-type: none"> 1. Write news reports, features, and editorials. 2. Analyse news articles and identify key elements. 3. Practice headline writing and lead writing. 4. Write radio scripts for news, drama, and commercials. 5. Experiment with sound effects and music. 6. Write scripts for TV news, dramas, and documentaries. 7. Practice video editing and storytelling techniques. 8. Write web articles, blog posts, and social media content. 9. Create multimedia stories using text, images, audio, and video. 10. Practice SEO and web design. <p>Students should submit a record of work done during the period for the practical examination.</p>
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Extended Component (is a part of the internal component only and is not to be included in the external examination question paper).	Professional	Questions related to the above topics, from various competitive examinations UPSC / TRB/ NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this course		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts		<ul style="list-style-type: none"> •Raman, Usha, Writing for the Media, Oxford University Press, India, (2009). •Bhargava, K.M. News Reporting and Editing, Motilal Role of Press. New Delhi. • “Writing For Media” Book Prepared By Department of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books		<ol style="list-style-type: none"> 1. Kamat , M. V. Professional Journalism 2. Ahuja, B. N. Theory and Practice of Journalism, Surjeet Publications, Delhi 3. Belavadi, Vasuki. Video Production, Oxford University Press, India. (2007).
Web sources		<ol style="list-style-type: none"> 1. Photo Journalism https://egyankosh.ac.in/bitstream/123456789/57122/1/Unit%2011.pdf 2. Photo Journalism https://www.nios.ac.in/media/documents/srseLO335new/ch27b- opt.pdf

Course Outcomes:

Course outcomes: CO	On completion of this course, the students will be able to
CO1	Students will be able to identify and apply key elements of news stories, editorials, and features in different media formats.
CO2	Students will demonstrate the ability to write radio scripts, TV scripts, and web articles effectively.
CO3	Students will produce well-structured scripts for radio, TV, and web-based content, including news reports, features, and commercials.
CO4	Students will create multimedia stories and demonstrate basic SEO and web design skills for online content.
CO5	Students will be able to produce interactive, multimedia stories and blog posts, applying ethical guidelines and technical skills.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	3	3	2	3	3
CO2	2	3	3	3	2	3	3	2
CO3	3	3	3	2	3	3	3	2
CO4	3	3	3	3	3	3	3	3
CO5	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Photo Journalism (Theory)

Title of the Course	Photo Journalism (Theory)						
Course Type	Skill Enhancement Course - II						
Year	I	Semester	II	Credits	2	Course Code	25USVC21
Instructional Hours per week	Lecture		Tutorial		Lab Practice	Total	
	2		-		-	2	
Learning Objectives							
L01	To understand the role and history of photojournalism and its importance in newsrooms.						
L02	To develop an eye for news photography and learn how to plan and compose impactful news photographs.						
L03	To acquire technical knowledge of digital photography, camera settings, and image quality.						
L04	To learn the process of editing digital photographs using industry-standard tools and techniques. Understand the biological and neurological basis of human communication.						
L05	To understand the ethics of image editing and the legal considerations in photojournalism.						

Unit	Contents
I	Introduction to Photojournalism - Elements of Visual news story telling, History of photojournalism. Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing
II	Developing eye for news photos - Types of News Photographs. Planning for News Photographs- Creating a Good News Photograph (Composition Techniques) –Picture Stories (Illustrated Text, Photo-text Combination-Pure Picture story- Picture story within Text-Single picture story- Abstract Picture- Informal Portrait)
III	Digital Photography – Digital Cameras -Image Sensors – Resolution – Aspect Ratios – Color – Sensitivity- Image Quality-Frame Rate – Image Compression & File Format – Creative Controls (Automatic controls – Autoexposure-Tone curve control – Focus-White Balance – Preview Screens-Viewfinders) Lenses
IV	Editing Digital Photography – Process of Photo editing (Photo Editing tools - Phot Genetics – Picture Window – Working formats – output formats - Sharpening images – cropping images – Rotating Images – changing brightness – adjusting color balance using filters – composite imaging – use of Histograms
V	Ethics of Image Editing - Principles and Ethics of photojournalism, Media laws and Intellectual Property Rights- Syntax of images

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Recommended Texts	“Photo Journalism” Book Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books	<ol style="list-style-type: none"> 1. Digital Photojournalism, Balakrishna Aiyer, Authorspress, 2006 2. Real World Digital Photography, Eisman, Dugan, and Grey, Pearson/Prentice Hall , 2010 3. Photojournalism: An Introduction, Fred Parrish, Wadsworth Thomson , 2002
Web resources	<ol style="list-style-type: none"> 1. What Is Photojournalism and Why Is It Important? 2. https://nytlicensing.com/latest/marketing/what-is-photojournalism/ 3. History of Photography https://www.britannica.com/technology/photography/Photojournalism

Course outcomes: CO	On completion of this course, the students will be able to
CO1	Recognize the significance and role of photojournalism in media.
CO2	Apply the principles of composition and storytelling in news photography.
CO3	Understand and utilize the technical aspects of digital photography and camera settings.
CO4	Edit digital images for news stories using various photo-editing tools and techniques.
CO5	Evaluate the ethics of photojournalism and comply with media laws and intellectual property rights.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Media and Gender Studies

Title of the Course	Media and Gender Studies						
Course Type	Skill Enhancement Course - III						
Year	I	Semester	II	Credits	2	Course Code	25USVC22
Instructional Hours per week	Lecture		Tutorial	Lab Practice	Total		
	2		-	-	2		
Learning Objectives							
L01	Understand the concepts of gender, patriarchy, and social structures influencing gender roles.						
L02	Analyze media representations of gender and their impact on societal perceptions.						
L03	Evaluate the portrayal of masculinity, third gender, and inter sectionality in media.						
L04	Critically assess the role of media in constructing and reinforcing gender norms.						
L05	Explore feminist media theories, cinema, and historical perspectives on gender representation.						

Unit	Contents
I	Introduction to Gender and Patriarchy Patriarchy & Gender: Roots in society, impact on roles & identity. - Sex vs. Gender: Biological vs. social constructs, gender spectrum & fluidity. - Gender Sensitization: Challenges, unconscious bias, stereotypes. Empowerment & Inequality: Strategies, case studies, inter sectionality.
II	Media Representation & Gender Media & Gender Perception: Reinforcing or challenging stereotypes. Gender Segregation in Media: Representation in films, ads, news. Traditional vs. Contemporary Media: Print, TV vs. digital & social media. Advertising & Gender Roles: Case studies of gendered ads.
III	Men, Third Gender & Media Representation Masculinity in Media: Societal expectations & media influence. Third Gender Representation: Visibility & misrepresentation. Ethnic & Feminist Media Theory: Inter sectionality, the male gaze, media literacy. Media Impact on Gender Perceptions: Cultural, regional influences.
IV	Politics of Media Representation Social Construction of Gender: Media as an agent of gender norms. Publicity & Gendered Media: Critical analysis of ads, TV, music, games.
V	Cinema, Feminism & Historical Perspectives Gender in Popular Cinema: Stereotypes, film analysis, national policies. Feminist Media Theories: Representation, power, agency. Historical Gender Perspectives: Ancient, medieval & modern influences on gender roles.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem-Solving, Analytical Ability, Professional Competency, Professional Communication, Transferable Skills
Recommended Texts	"The Male Gaze: A Theory of Cinema" by Laura Mulvey "The Media and Gender" by Karen Ross
Reference Books	"The Second Sex" by Simone de Beauvoir "Gender Trouble" by Judith Butler
Web resources	Academic articles, case studies, and documentary screenings as provided during the course

Course Outcomes:

Course outcomes: CO	On completion of this course, the students will be able to
CO1	Understand fundamental gender concepts, patriarchy, and social structures.
CO2	Analyze media's role in shaping gender perceptions and stereotypes.
CO3	Evaluate diverse gender representations, including masculinity and third gender in media.
CO4	Critically assess media's influence on gender socialization and identity formation.
CO5	Apply feminist media theories to examine cinema, advertisements, and historical gender perspectives.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Semester - III

Multimedia Production (Theory)

Title of the Course		Multimedia Production(Theory)			
Course Type		Core - III			
Course Code		25UMVC31			
Year	II	Semester	III	Credits	4
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total
		3	1	--	4
Learning Objectives					
L01	Understand the basics of digital technologies, operating systems, and computer architecture.				
L02	Develop skills in CG applications, multimedia hardware, software, and formats.				
L03	Grasp the principles of 2D graphics, raster graphics, resolution, and color.				
L04	Apply principles of animation (frame, compositing, and stop-motion) and animation techniques.				
L05	Learn audio fundamentals, formats, devices, and integration of multimedia formats.				

Unit	Contents
I	Basics of Digital Technologies, Operating Systems and Computer Architecture, Graphics Basics - Vector graphics, Raster, Compression Techniques, Conversion Techniques
II	CG Application areas and equipment, CG Standards and Formats, Multimedia Hardware, Software, Multimedia operating systems
III	2D—Images and Graphics, Principles of raster graphics, Resolution, Color, Graphics accelerators, Digital image representation and formats, Graphics Cards, Video Cards
IV	Principles of Animation, Objects, Dynamics, Frame animation, Composing, Masking, Keying, Rotoscoping, Cell Animation, Stop Motion Animation
V	Audio fundamentals (Audio quality, formats, and devices), Products, Platforms, Application Domain and Features—audio and video standards—integrating multiple formats (sound, video, text, etc.), Recent Developments in software and hardware systems, Tools for PODCASTING

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts:	
1. Multimedia Production, Book prepared by Department of Visual Communication, Kamaraj College (Autonomous), Thoothukudi.	
References Books:	
1	Cvetković, D. (2019). Interactive multimedia: Multimedia production and digital storytelling, Bod – Books on Demand.
2	Kindem, G., & Musburger, R. B. (2012). Introduction to media production: The path to digital media production, Taylor & Francis.

Course Outcomes:

Course outcomes	On completion of this course, students will be able to:
C01	Understand digital tech, OS, and computer architecture.
C02	Learn CG applications, equipment, and multimedia systems.
C03	Apply 2D graphics principles (raster, resolution, color, etc.).
C04	Grasp animation principles (frame, compositing, stop-motion).
C05	Understand audio quality, formats, and integration with multimedia.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Multimedia Content Packaging (Practical)

Title of the Course	Multimedia Content Packaging (Practical)				
Course Type	Core - III - Lab - 3				
Course Code	25UMVCL3				
Year	II	Semester	III	Credits	4
Instructional Hours per week	Lecture	Tutorial		Lab Practice	Total
	1	1		2	4
Learning Objectives					
L01	Explain the fundamental concepts and principles of videography.				
L02	Create a portfolio of short videos using skills and techniques from the course.				
L03	To teach students the fundamental theoretical and practical aspects of 2D Animation.				
L04	To teach students about Title Animation and Logo Animation.				
L05	Utilize digital tools for video production, optimize multimedia files, measure exposure with light meters, and apply key frame animation techniques.				

Unit	Contents
I	Camera Techniques: Parts of a video camera, Practice with semi-professional video camera, Image control settings (Head Room, Looking Room, Walking Room, 180 Degree Rule, 30 Degree Rule, Screen Direction), Mounting equipment, Staging and Blocking, Illusion of Depth, Rule of Third.
II	Camera Position and Movements: Camera Position (High, Normal, Low angle), Various Camera Shots and Movements (Two Shot, Profile Two Shot, Over the shoulder Two Shot, Close-up, Mid Shot, Long Shot, Pan, Tilt, Dolly, Zoom, etc.), Continuity, Objective, Subjective, Point-of-view.
III	Light and Lens: Lighting setups (Indoor, Outdoor, Blue/Green Screen), Lighting Elements (Exposure, Mood & Feeling), Light Meter, Lens Selection, Types of Lenses, Composition & Storytelling through Lens.

IV	Animation Basics: Adobe Animate, Motion Editor, Creating Project Folders, Workspace setup, Importing & Exporting Files.
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Practical Exercises	<ol style="list-style-type: none"> 1. Create a 1–2-minute visual story incorporating camera shots, angles, and movements. 2. Create a short video using different lighting styles. 3. Capture a scene from multiple perspectives. 4. Show a scene from multiple angles. 5. Create a video using one camera movement type (e.g., panning). 6. Create a short video from simultaneous multiple angles. 7. Create a Title Animation with audio. 8. Create 2D Animation for a Logo.
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Extended Professional Component (is part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Multimedia Content Packaging, Book prepared by Department of Visual Communication, Kamaraj College (Autonomous), Thoothukudi. Brown, B. (2016). Cinematography: Theory and practices: Image making for cinematographers and directors.
Reference Books	Thompson, R., & Bowen, C. J. (2013). Grammar of the shot. Focal Press. Landau, D. (2014). Lighting for cinematography: A practical guide to the art and craft of lighting for the moving image. Routledge. Fisher, B., & Codelli, L. (2013). Art of cinematography.

Course Outcomes:

Course outcomes : CO	On completion of this course, the students will be able to Programme outcomes
C01	Students will be able to describe the key technical and creative concepts in videography
C02	Students will be able to operate cameras and utilize equipment proficiently to achieve video graphic effects.
C03	Students will be able to apply appropriate techniques for filming different subjects, scenes, and styles.
C04	Students will be able to evaluate and critique videos for visual effectiveness and quality.
C05	Students will understand the concept of Titling and various exercises under Multimedia.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Sound Design (Theory)

Title of the Course	Sound Design (Theory)				
Course Type	Elective - III				
Course Code	25UEVC31				
Year	II	Semester	III	Credits	2
Instructional Hours per week	Lecture	Tutorial	Lab Practice	Total	
	2	1	-	3	
Learning Objectives					
L01	To understand the fundamentals of sound design for media				
L02	To apply imaginative and creative approaches to problem-solving in audio production				
L03	To enable students to learn key principles of audio techniques				
L04	To help students become experts in audio tools				
L05	To develop skills in various sound recording and music production techniques				

Unit	Contents
I	Sound Introduction: Nature of Sound, Frequency, Amplitude, Wavelength, Fundamentals of Film Sound
II	Sound Classification: Diegetic & Non-Diegetic, Synchronous and Asynchronous sound, Dubbing
III	Dialogue: Text & Subtext, Vocal Performance, Paralanguage, Voice Over, Narration
IV	Sound Effects and Music: Function of Sound Effects, Classification, Foley, Music Types
V	Software Workspace: Adobe Audition, Pro Tools, Media Browser, Tools, Editor Area Activity: Software, Voiceover Recording, Dialogue Replacement, Audio Editing, Recording Music

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Sound Design, Book prepared by Department of Visual Communication, Kamaraj College (Autonomous), Thoothukudi.
Reference books:	Scott-James, K. (2018). <i>Sound design for moving image</i> . Bloomsbury Academic. Rose, J. (2014). <i>Producing great sound for film and video: Expert tips from preproduction to final mix (4th ed.)</i> . Routledge.

Course Outcomes:

Course outcomes: CO	On completion of this course, the students will be able to:
C01	Understand the importance of sound in video
C02	Comprehend different types of sound
C03	Recognize the role of dialogue in sound design
C04	Grasp basic concepts of sound effects and music
C05	Gain knowledge of audio software workstations

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Advertising Photography (Practical)

Title of the Course	Advertising Photography (Practical)				
Course Type	Elective - III - Lab - 3				
Course code	25UEVCL3				
Year	II	Semester	III	Credits	3
Instructional Hours per week		Lecture	Tutorial		Lab Practice
		1	-		2
Learning Objectives					
L01	Understand Advertising Photography: Learn key principles and techniques for capturing product images.				
L02	Product Promotion Photography: Master shooting images that highlight product benefits and appeal.				
L03	Trade Character Creation: Develop skills to create and photograph brand mascots or characters.				
L04	Montage Techniques: Apply creative montage techniques to convey a unified advertising message.				
L05	Model Photography: Practice photographing models to promote products effectively.				

Contents

Advertising Photography

Practicals: Before the Practical class students must be made aware of the following topics from original Examples.

1. Visual of the product alone (photograph against plain backdrop).
2. Visual of the product in a setting where it is used.
3. Visual in use.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product).
9. Comparison between two brands.

Contrast between before and after using the product.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration (logo).
14. Continuity strip.
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects (freezing movements).
19. Montage.
20. Visual with model.

In addition to the above exercises, students must submit a **Photography Record Note** with technical descriptions (Photo Description, Aperture, ISO, Shutter Speed & Composition & Design Principles adopted) on the left page, and a 12 x 8 output on the right page.

The **final practical examination** will test students' knowledge of photography, either as a viva, written exam, or practical work on the fundamentals of photography. Students should attend workshops on advertising and model photography.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB/ NET / UGC – CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Advertising Photography, Book prepared by Department of Visual Communication, Kamaraj College (Autonomous), Thoothukudi.

Reference books:	<ol style="list-style-type: none"> 1. Curran, J. (2013). The Photography Handbook. Routledge. 2. Long, B. (2010). Complete Digital Photography. Course Technology PTR. 3. Kelby, S. (2013). The Digital Photography (2nd ed.). Peachpit Press.
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Course Outcomes:

Course outcomes: CO	On completion of this course, the students will be able to
CO1	Students will be able to describe the key technical and creative concepts in advertising photography.
CO2	Students will be able to operate cameras and utilize equipment proficiently to achieve photographic effects.
CO3	Students will be able to apply appropriate techniques for shooting different subjects, scenes, and styles.
CO4	Students will be able to evaluate and critique photos for visual effectiveness and quality.
CO5	Students will be able to create visually compelling ad and Model photography by synthesizing skills and concepts from the course.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Folk Performing Arts of Tamil Nadu (Practical)

Title of the Course	Folk Performing Arts of Tamil Nadu (Practical)				
Course Type	Skill Enhancement Course – IV – Lab - 1				
Course Code	25USVCL1				
Year	II	Semester	III	Credits	2
Instructional Hours per week	Lecture	Tutorial		Lab Practice	Total
	2	-		-	2
Learning Objectives					
L01	Understand the significance of Tamil folk performing arts.				
L02	Analyze key folk forms like Kummi, Karagattam, and Kaniyan Koothu.				
L03	Study folk music traditions like Nadhaswaram and Villuppattu.				
L04	Explore the relationship between folk arts, festivals, and modern contexts.				
L05	Evaluate challenges and preservation strategies for folk arts.				

Unit	Contents
I	Introduction to Folk Performing Arts - Definition and scope of folk arts. - Cultural implications of folk arts. - Folk arts as a medium of communication. - Social, religious, and ritualistic contexts of folk performances.
II	Key Forms of Folk Performing Arts - Devar Attam (Kummi Dance). - Karagattam and its historical context. - Kaniyan Koothu performance. - Bharatanatyam's folk origins and regional variations.
III	Folk Music Traditions - Nadhaswaram's role in folk music. - Types of folk songs. - Villuppattu and its performance style.
IV	Performance Spaces and Cultural Context - Folk performances in festivals (Pongal, Thaipusam, Aadi Pooram). - Staging of folk performances. - Influence of folk arts on contemporary performance.
V	Preservation and Challenges - Challenges in preserving Tamil folk arts. - Government and NGO initiatives for preservation. - Future of folk performing arts and the role of technology.
Practical Exposure	Field Visit and Workshop with Practitioners - Field visit to folk art performances. - Hands-on learning of basic folk art forms.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Folk Performing Arts of Tamil Nadu, Book prepared by Department of Visual Communication, Kamaraj College (Autonomous), Thoothukudi.
Reference Books	“Folk Culture of Tamil Nadu” by P. Thiagarajan 2. “Folk Arts of Tamil Nadu: Traditions and Performances” by A. Srinivasan “The Art of Karagattam and Other Folk Dances” by M. Rajendran

Course Outcomes:

Course outcomes: CO	On completion of this course, the students will be able to
CO1	Describe the key aspects of Tamil folk performing arts.
CO2	Analyze and perform various folk art forms and their regional significance.
CO3	Understand the importance of folk music traditions in Tamil culture.
CO4	Evaluate the influence of folk arts on festivals and contemporary performances.
CO5	Assess preservation challenges and strategies for Tamil folk arts.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Semester - IV

Communication Theories

Title of the Course	Communication Theories						
Course Type	Core - IV						
Year	II	Semester	IV	Credits	4	Course Code	25UMVC41
Instructional Hours per week		Lecture	Tutorial		Lab Practice	Total	
		2	-		-	4	
Learning Objectives							
L01	Understand the evolution and significance of mass communication.						
L02	Analyze key mass communication theories.						
L03	Explore the impact of technological advancements on media.						
L04	Examine cultural theories and their relevance in media.						
L05	Investigate the role of information technology in communication.						

Unit	Contents
I	Communication and Psychology: Balance theory, Congruity theory and Dissonance theory, educational communication and basic theories of learning, Bandura's Social learning theory, Diffusion of innovation - KAP, AIETA, AIDA; persuasion and attitudinal and behavioral changes.
II	Communication and politics: Political communication and its effects in democracies; public opinion, propaganda and war, priming, framing, stereotyping, structuring reality, Manufacturing consent.
III	Communication and culture: Cultural effects of mass media, entertainment effects of mass media, cultivation theory, media and violence, gender and media, children and media, expatriates, and their media.
IV	Communication and language: Linguistic approach to communication, media genres and texts, news narratives, semiotics, problems and prospects of visual language
V	Globalization and mass communication: Issues in global media governance, transnational media ownership and media corporates, media imperialism, impact of technology on international communication, new media, future of communication theories.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Recommended Texts	1. McQuail's Mass Communication Theory by Denis McQuail
Reference Books	<ol style="list-style-type: none"> 1. The Shallows: What the Internet Is Doing to Our Brains by Nicholas Carr 2. The Information: A History, A Theory, A Flood by James Gleick 3. The Globalization of Information: The Impact of Technology by James E. Katz 4. The Process and Effects of Mass Communication by Wilbur Schramm 5. Theories of the Press by Siebert, Peterson, and Schramm 6. Mass Communication: A Critical Approach by David R. Croteau

Course Outcomes:

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Understand the fundamental concepts and theories of mass communication.
CO2	Apply various mass communication theories to analyze media content and its effects.
CO3	Evaluate the impact of technological advancements on the evolution of communication.
CO4	Develop critical thinking about cultural, political, and economic theories in media.
CO5	Examine the role of information technology in shaping modern communication and media platforms.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Video Editing (Practical)

Title of the Course	Video Editing (Practical)						
Course Type	Core - Lab - 4						
Year	II	Semester	IV	Credits	4	Course Code	25UMVCL4
Instructional Hours per week	Lecture		Tutorial		Lab Practice		Total
	2		-		2		4
Learning Objectives							
L01	Understand the fundamentals of video editing, including tools, techniques, and workflow.						
L02	Analyze and apply key editing rules such as continuity, 180-degree rule, and shot composition.						
L03	Develop skills in montage editing, transitions, and storytelling techniques.						
L04	Learn to use industry-standard editing software for video and audio synchronization.						
L05	Apply editing techniques to create polished, professional-quality videos with proper pacing and effects.						

Unit	Contents
I	Introduction to Video Editing - Basics of Video Editing: Raw vs. Edited footage, using the right shots, time & space transitions. - Editing Process: Footage acquisition, organization, rough cut, fine cut, picture lock, mastering & delivery. - Practical: Import footage, trimming, cutting, and assembling a short sequence.
II	Footage Analysis & Key Editing Rules - Footage Essentials: Focus, audio quality, exposure, color balance. - Editing Rules: 180-degree rule, 30-degree rule, screen direction, matching angles & eyeline. - Continuity Editing: Smooth transitions in action and dialogue. - Practical: Film and edit short sequences applying continuity rules.
III	Continuity & Montage Editing - Kuleshov Effect: Creating meaning through editing. - Montage Editing: Metric, rhythmic, tonal, over-tonal, and intellectual montage. - Advanced Techniques: Contrast, parallelism, symbolism, leitmotif. - Editing Styles: Expository, elliptical, and metaphorical. - Practical: Create montage sequences and apply advanced editing techniques.
IV	Editing Factors & Categories of Edits - Editing Considerations: Information, motivation, shot composition, camera angles, continuity, sound. - Types of Edits: Action, screen position, form, concept, combined edits. - Practical: Edit a scene incorporating different editing factors and techniques.
V	Editing Software & Tools - Editing Software Overview: Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro, Avid Media Composer. - Workspace & Panels: Project panel, timeline, source/program monitors, effects, audio meters. - Editing Tools: Selection, ripple edit, rolling edit, razor tool, slip/slide tool, rate stretch, pen tool. - Practical: Hands-on practice using various editing tools for precise cuts, transitions, and effects.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC - CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Text Book Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books	In the Blink of an Eye by Walter Murch The Technique of Film Editing by Karel Reisz and Gavin Millar Avid Editing: A Guide for Beginning Editors by Sam Kauffmann

Course Outcomes:

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Understand the fundamentals of video editing, including workflow, tools, and techniques.
CO2	Apply key editing principles such as continuity, transitions, and montage techniques.
CO3	Develop proficiency in using editing software to organize, trim, and assemble video projects.
CO4	Enhance storytelling through pacing, shot selection, and visual effects.
CO5	Produce high-quality edited videos, incorporating audio, effects, and professional finishing.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

3D Forms and Modelling (Theory)

Title of the Course	3D Forms And Modelling (Theory)						
Course Type	Elective - IV						
Year	II	Semester	IV	Credits	3	Course Code	25UEVC41
Instructional Hours per week	Lecture		Tutorial		Lab Practice	Total	
	1		-		2	3	
Learning Objectives							
L01	Recognize basics of 3D design and modelling.						
L02	Explain fundamentals of NURBS and splines modelling.						
L03	Develop a solid understanding of polygon modelling, Boolean operations, and mesh.						
L04	Demonstrate an ability to apply texturing and material.						
L05	Enable students to learn the key principles of rendering						

Unit	Contents
I	Introduction to 3D Design - Difference between 2D & 3D, Concepts of 3D - Grids & coordinates, Axis, Objects & Pivots - Navigation, Tools, Menu Bar - Introduction to Basic modelling tools - Comparison of open-source and commercial applications.
II	Polygon modelling - Concepts & Problems. Interfaces. Creating polygons. Editing poly models, Booleans, mesh, mirror.
III	NURBS and Splines - NURBS curve, EP curve, CV curve. Spline, Spline tools, Sculpting, creating surfaces. Learning to create 3D text.
IV	Texturing and Material - Concepts, Basic attributes, shading - Transparency, reflection, refraction - Materials, Bump maps, Basic wrapping, UVs, Hardware texturing, shaders.
V	Basic Lighting & Rendering - Basic Concepts of Lighting & its types. Basic principles of rendering, rendering setup - Types of renderers, Frame rendering options.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Recommended Texts	Brito, A. (2019). Blender 2.8 for Architecture: Modeling and Rendering with Eevee and Cycles. Independently published.
Reference Books	<ol style="list-style-type: none"> 1. Conlan, C. (2017). The Blender Python API: Precision 3D Modeling and Add-on Development. Apress. 2. Fisher, G. (2013). Blender 3D Printing Essentials. Packt Publishing Ltd. 3. Grey, S. (2021). Mind-melding Unity and Blender for 3D Game Development: Unleash the Power of Unity and Blender to Create Amazing Games. Packt Publishing Ltd. 4. Guevarra, E. T. M. (2019). Modeling and Animation Using Blender: Blender 2.80 - The Rise of Eevee. Apress.

Course Outcomes:

Course outcomes: CO	On completion of this course, students will be able to:
C01	Recognize practical skills to create 3D designs.
C02	Develop skills to create NURBS and splines.
C03	Acquire skills for polygon modelling.
C04	Learn skills to add textures and materials to models.
C05	Know how to incorporate appropriate music and sound effects.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Television Production (Practical)

Title of the Course	Television Production						
Course Type	Elective - lab - 4						
Year	II	Semester	IV	Credits	3	Course Code	25UEVCL4
Instructional Hours per week	Lecture		Tutorial		Lab Practice	Total	
	1		-		2	3	
Learning Objectives							
L01	Practice talk shows and television programs using single and multi-cam setups.						
L02	Create television programs and events using a single camera.						
L03	Produce non-fiction feature stories from script to screen using a mobile phone camera.						
L04	Set up and adjust lighting for indoor, outdoor, and green screen productions.						
L05	Use different lenses and framing techniques to create depth and composition.						

Unit	Contents
I	An overview of Television Production-The illusion of Reality, Modern Equipment, The hidden factors of Television Production, Program Genre: Non-Fiction, Interview, Reality Shows, Game Shows, Sports, Wild life, Social Issues, Serials and News.
II	The Production Process - Members of Production Crew, Production Methods: Television Studio, Remote Production Facilities, Vision-Mixer, Planning and Preparation: Goals and Objectives, Target Audience, Broadcasting timing and Budgeting, Production Plan: Director and Producer, Production Aspects, Selective Techniques and Production Execution, Broadcasting.

III	TV Program Design - Identifying Programs – Preparing Program Chart, Reece – Identifying Executable Programs and Required Equipment, Preparatory Work for Production Execution. Preparing for Live Shoot: Identifying the need at Location, Gathering Location Infrastructure, Taking Location Permission, On-Location Team Organization – Planning Commutation, Assigning Responsibilities, Arranging Work Space for lighting and camera positioning, Shooting: Checking settings in camera, checking sound levels, Rolling Camera
IV	Interview Program Production - Selection of Interviewee – Pre-Planning the Questionnaires related to the topic, Setting up Lighting – Setting up Camera – Microphone Placement, Shooting Process, Post-Production Work: Editing, Audio fine tuning, Using inserts , Finalizing for output
V	Production of Talk show - Pitching Idea for Talk Show – Identifying Resource Persons, setting up the Shooting Floor – Lighting for Multi-Cam Setup – Setting up Camera Positions – Checking I/O in Vision Mixer, Microphone Signal Routing - Rehearsal and Technical Check, Handling Multi- Cam Switching and Recording.
VI	Each practical assignment: <ol style="list-style-type: none"> 1. Talk Show/Chat Show: Edit a talk show, focusing on guest interactions, transitions, and lower thirds. 2. Interview: Edit an interview, combining B-roll, cutting between shots, and adding captions/subtitles. 3. News Program: Create a news segment, syncing voice-overs, adding graphics, and working with infographics. 4. Travelogue: Edit a travel video, focusing on scenic shots, transitions, and adding suitable soundtracks. 5. Curtain Raiser: Create a teaser with quick cuts, dynamic visuals, and exciting music. 6. Home Décor: Edit a home décor showcase, using smooth cuts, before-and-after shots, and stylish transitions. 7. Automobile Show: Edit a car showcase, focusing on close-ups, slow-motion, and sound design.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Owens, J. (2020). Television Production (17th ed.). Focal Press.
Reference Books	<ul style="list-style-type: none"> •Shook, F., Larson, J., & Detarsio, J. (2018). Television Field Production and Reporting (7th ed.). Routledge. •Utterback, A. H. (2016). Studio Television Production and Directing: Concepts, Equipment, and Procedures. Focal Press. • Plothe, T., & Buck, A. M. (2019). Netflix at the Nexus: Content, Practice, and Production in the Age of Streaming Television. Peter Lang.

Course Outcomes:

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Understand different stages of television production and various program formats.
CO2	Comprehend techniques involved in television cameras, camcorders, and visual grammar.
CO3	Categorize different script formats, research, and treatment methods.
CO4	Understand various broadcasting formats in the television industry.
CO5	Produce high-quality single-camera and multi-camera productions by applying theoretical inputs.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Event Coverage and Live Streaming (Practical)

Title of the Course	Event Coverage and Live Streaming (Practical)						
Course Type	Skill Enhancement Course - V - Lab - 1						
Year	II	Semester	IV	Credits	2	Course Code	25USVCL1
Instructional Hours per week		Lecture	Tutorial	Lab Practice		Total	
		2	-	-		2	
Learning Objectives:							
L01	Event Coverage: Identify event types and understand planning and coordination.						
L02	Equipment Setup: Operate cameras, audio systems, lighting, and switchers.						
L03	Live Streaming: Understand platforms, protocols, and network setup for streaming.						
L04	Event Directing: Manage multi-camera setups, switching, and audience interactions.						
L05	Post-Production & Legal: Edit live streams, troubleshoot issues, and understand legal aspects.						

Unit	Contents
I	Introduction to Event Coverage - Types of events: Corporate, entertainment, sports, social, community - Event planning, logistics, and budgeting - Team roles & responsibilities - Site recce and equipment logistics.
II	Equipment Setup for Event Coverage - Types of cameras and accessories - Audio equipment and mixing techniques - Lighting setups (indoor and outdoor) - Video switchers and live editing.
III	Live Streaming Basics - Introduction to live streaming and platforms - Streaming protocols and encoding - Network & internet requirements - Stream setup and testing.
IV	Event Coverage Techniques & Directing Live Events - Multi-camera setup and switching - Directing live events and managing transitions - Interviewing and audience interaction.
V	Post-Production and Legal Considerations - Editing live streams and creating highlight reels - Troubleshooting and stream optimization - Legal & ethical issues: Licensing, privacy, permissions.

Suggested Events for Student Coverage

- **College Cultural Fest or Talent Show**

- **Focus:** Multi-camera setup, lighting, live streaming, and audience engagement.
- **Skills Practiced:** Event planning, camera switching, audio balancing, real-time live streaming, audience interaction through social media.

- **Sports Event (e.g., Annual Sports Meet, Inter-College Competition)**

- **Focus:** Fast-paced action shots, multiple camera angles, and live broadcasting.
- **Skills Practiced:** Sports camera techniques, managing camera shots in motion, live streaming with minimal delay, and quick editing.

- **Seminar or Guest Lecture**

- **Focus:** Single-camera or multi-camera setup for presentations, live streaming, and recording for later access.
- **Skills Practiced:** Audio and video synchronization, presentation coverage, managing slides and visuals, live streaming on a virtual platform.

- **Workshop or Technical Conference**

- **Focus:** Capturing detailed presentations, panel discussions, and audience interactions.
- **Skills Practiced:** Multi-camera switching, managing live feedback, conducting interviews, post-event editing, and summarizing content into digestible clips.

- **College Annual Day or Graduation Ceremony**

- **Focus:** Formal event coverage, live broadcasting, and producing highlight reels.

Skills Practiced: High-quality video production, smooth transitions between different parts of the ceremony, audio management for speeches, post-event content creation, and audience engagement.

Extended Professional I Component (is a part of internal component only, Not to be included in the External Examination n question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Text Book Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books	Real Life in Real Time: Live Streaming Culture edited by Johanna Brewer, Bo Ruberg, Amanda L. L. Cullen, and Christopher J. Persaud: Before We Go Live: Navigating the Abusive World of Online Entertainment by Stephen Flavall

Course Outcomes:

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Understand the various types of events and the importance of event planning and coordination.
CO2	Gain proficiency in setting up and operating video, audio, and lighting equipment for live events.
CO3	Develop the skills to execute live streaming, including using platforms, encoding, and network setup.
CO4	Master techniques for multi-camera setups, live event directing, and audience interaction during broadcasts.
CO5	Learn post-production editing, troubleshoot live-streaming issues, and understand legal considerations in event coverage.

Mapping With Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3)

M-Medium (2)

L-Low (1)

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Semester - V
Artificial Intelligence in Media (Theory)

Title of the Course	Artificial Intelligence in Media (Theory)				
Course Type	CORE - V				
Course Code	25UMVC51				
Year	III	Semester	V	Credits	4
Instructional Hours per week	Lecture	Tutorial		Lab Practice	Total
	3	2		-	5
Learning Objectives					
L01	To Understand AI concepts in media				
L02	To Analyze media data				
L03	To Implement AI in content creation				
L04	To Evaluate ethical implications				
L05	To Design AI-based media projects				

UNIT	CONTENTS
I	<p>Introduction to AI in Media</p> <p>Introduction to Artificial Intelligence and Machine Learning- Evolution of AI in media and communication - AI technologies in media production -Automated editing and content generation -Voice synthesis and speech recognition -Data-driven storytelling - Applications of AI in film, television, advertising, and digital media.</p>
II	<p>AI in Content Creation</p> <p>AI-assisted script writing and story development -AI tools for video creation and editing -Image generation and enhancement- AI in sound design and music composition - Enhancing creativity and productivity through AI -Human creativity versus AI creativity.</p>

III	<p>AI in Post-Production and Editing</p> <p>Role of AI in post-production workflows - Automated editing and visual effects - AI-based color correction and quality enhancement -Media tagging, indexing, and archiving -Integrating AI with traditional media workflows -Maintaining creative control and content quality</p>
IV	<p>AI in Audience Analysis and Personalization</p> <p>AI-driven audience analytics- Recommendation systems in digital platforms - Personalization of content in streaming and social media- Predictive analytics and targeted media strategies -Data privacy, bias, and limitations of AI systems</p>
V	<p>Ethical Considerations and Future Trends</p> <p>Ethical implications of AI in media - Misinformation, deepfakes, and synthetic media - Copyright, intellectual property, and ownership issues- Accountability and transparency in AI systems - Emerging trends in AI-driven media -Future prospects and industry challenges</p>

Extended Professional component (is a part of internal component only, not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	<i>The Handbook of Artificial Intelligence and Journalism</i> — Edited by Aynur Sarisakaloglu & Martin Löffelholz
Reference Books	<ol style="list-style-type: none"> 1. <i>Exploring the Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm</i> — Santosh Kumar Biswal & Anand J. Kulkarni 2. <i>Handbook of AI-based Media Disruption: Emerging Technologies and Multidisciplinary Perspectives Across Sectors (Forthcoming 2026)</i> — Edited by Stephan Böhm & others 3. <i>Artificial Intelligence and the Media: Reconsidering Rights and Responsibilities</i> — Edited by Taina Pihlajarinne & Anette Alén-Savikko

Course outcomes: CO	On completion of this course, students will be able to:
C01	To Use AI tools and software effectively in media production and content creation.
C02	To Analyze audience behavior and media data using AI-driven techniques.
C03	To Apply AI for creative content generation, including graphics, videos, and interactive media.
C04	To Evaluate ethical, legal, and social issues in AI-generated media content.
C05	To Design and execute innovative AI-integrated media projects

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Constitution and Media Laws (Theory)

Title of the Course	Constitution and Media Laws (Theory)				
Course Type	CORE - VI				
Course Code	25UMVC52				
Year	III	Semester	V	Credits	4
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total
		4	1	-	5
Learning Objectives					
L01	To Understand constitutional provisions related to media				
L02	To Analyze media laws				
L03	To Evaluate ethical and legal responsibilities				
L04	To Apply media regulations in practice				
L05	To Research media law cases				

UNIT	CONTENTS
I	INDIAN CONSTITUTION: Introduction to Indian Constitution –Preamble, Salient features, Fundamental Rights, concept of PIL, Directive Principles of state policy, Freedom of Speech and Expression: Scope and Importance of article 19 A & B – Social Responsibility and Press
II	PRESS ACTS: Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Constitutional Amendment and Article 361 A (Protecting the publication of Parliament and Legislature) Parliamentary Proceedings Protection of Publication Act 1956, Censorship Act, Whistle blower Protection Act (2011)
III	Contempt of Court Act: Indecent Representation of Women Prohibition Act, Drugs and Magic Remedies Act, Children’s Act, Law of Defamation, IPC sections-relevant to media, Intellectual Property Rights and Copyright Act. Right to Privacy, Official Secrets Act, Right to Know - Right to Information Act, 2005. Cyber Laws.
IV	Media and Ethics: Introduction to Media Ethics - values and Ethics of Journalism, Yellow Journalism, Press Council of India Act—structure and codes, Role, functions and impact of Press Council, Media and Human Rights and Civil Rights
V	Role of SHRC and NHRC in Protecting Human Rights- Introduction to Human Rights Commissions-Definition of Human Rights-Overview of State Human Rights Commission (SHRC)-National Human Rights Commission (NHRC)-SHRC and NHRC Collaboration with Other Bodies Partnership with NGOs and Civil Society-International Human Rights Framework

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill.
Recommended Texts	Introduction To Media Laws And Ethics by Juhi P. Pathak 2017
Reference Books	M. Neelamalar, Phi Learning Pvt. Ltd., 2009 An Grover, Press and the Law – Vikas Pub. House, 2000 Zamir Naizi, Press in Chains ,OUP Pakistan, 2010

Course outcomes: CO	On completion of this course, students will be able to:
CO1	To Demonstrate understanding of constitutional rights and media freedoms
CO2	To Identify and explain key media laws governing print, digital, and broadcast media
CO3	To Analyze legal and ethical challenges in media practices
CO4	To Apply legal knowledge to ensure compliant and responsible media content
CO5	To Evaluate and interpret landmark media law cases for professional decision-making.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Anchoring and News Presentation (Practical)

Title of the Course	Anchoring and News Presentation (Practical)				
Course Type	CORE - V - Practical - 5				
Course Code	25UMVCL5				
Year	III	Semester	V	Credits	3
Instructional Hours per week		Lecture	Tutorial		Lab Practice
		1	-		3
Learning Objectives					
L01	To Develop clear and confident verbal communication skills suitable for news delivery.				
L02	To Demonstrate effective body language, gestures, and on-camera presence.				
L03	To Apply voice modulation, pronunciation, and diction for engaging presentations.				
L04	To Interpret and present news stories accurately and objectively.				
L05	To Utilize multimedia and visual elements to enhance audience understanding and engagement.				
UNIT	CONTENTS				
I	Anchoring Skills for Radio and TV Studio Studio Equipment Handling-On-Air Presence-Confidence & Emotional Expression-Communication Skills-Voice Modulation-Improvisation Skills - Content Knowledge & Awareness - Media Ethics- Interviewing Skills-Script Writing & Timing				
II	Art of Interviewing, Reporting and Anchoring - Fundamentals of Interviewing-Advanced Interviewing Skills- Prominent Anchors: Case Studies- Debates & Panel Anchoring-Field Reporting & On-Location Anchoring-Research & Current Affairs Awareness- Personality & Background Study- Understanding Ground Realities- Interview Handling Techniques- Professional Ethics in Anchoring				
III	News reading & Voice Over (VO) - News Reading-Pronunciation and Diction-Voice Modulation-News Reader Responsibilities-Current Affairs Awareness-Broadcast Styles-Voice Over Techniques-Commercial and Documentary VO-Media Ethics and Law-Fake News Verification				
IV	Anchoring and News Presenting styles Anchoring Skills-Diction Techniques-Event Sensitivity-Anchor Styling-Body Language-Dialogue Delivery-Performance Skills-Voice Control-Creative Radio Expression-Understanding Media Medium				
V	Presentation Skill - Understanding Live Programme -TV Show hosting - Talk show host and moderating an event for TV channels.-corporate events and studying the current VJ's and their style - different kind of live shows				

	<p>Project: Based on Assignments: Each Assignments – 1 -2 mins</p> <ol style="list-style-type: none"> 1. Anchoring a Recorded Radio Programme and art of sound bite. 2. News Presenter and art of Interview with celebrities or Single camera live show 3. Host a live TV show demonstrating confidence and audience engagement. 4. Conduct a talk show interview with effective questioning and moderation skills. 5. Anchor a corporate or award event for a television channel. 6. Present an on-camera segment in the style of a current VJ. 7. Deliver a breaking news presentation maintaining clarity and composure.. 8. Perform on-location hosting adapting to outdoor conditions. 9. Present a topic in both scripted and impromptu formats. 10. Introduce yourself as a TV anchor highlighting personal presentation style.
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Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Communication and Transferrable Skill
Recommended Texts	Barry Hampe (2007). <i>Making documentary films and videos: A practical guide to planning, filming, and editing documentaries</i> (2nd ed.).
Reference Books	Directing the Documentary, 2020 by Michael Rabiger (Author), Courtney Hermann (Author)

Course outcomes: CO	On completion of this course, students will be able to:
C01	To Write and structure news scripts for broadcast and digital platforms
C02	To Conduct interviews and live reporting with professionalism.
C03	To Deliver news and anchored segments confidently on camera
C04	To Integrate visuals, graphics, and other media elements into news presentations.
C05	To Produce and present professional news reports and anchored segments suitable for various media channels.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Digital Storytelling Practical

Title of the Course	Digital Storytelling Practical				
Course Type	CORE - IV – Practical - 6				
Course Code	25UMVCL6				
Year	III	Semester	V	Credits	3
Instructional Hours per week	Lecture	Tutorial		Lab Practice	Total
	1	-		2	4
Learning Objectives					
L01	To Create multimedia narratives integrating text, audio, images, and video.				
L02	To Apply storytelling techniques like structure, pacing, and character development				
L03	Use digital tools proficiently for editing and content creation				
L04	Collaborate effectively in story production teams				
L05	Collaborate effectively in story production teams				

UNIT	CONTENTS
I	INTRODUCTION TO STORY Terminology of story design-Principles of story design-Story structures: Three-Act Structure, Freytag’s Pyramid, Hero’s Journey, Dan Harmon’s Story Circle.
II	ELEMENTS OF SCRIPT Definition and meaning of a script, Script preparation process, Basics of script writing, Generating script and story ideas, Screenplay formatting and conventions.
III	DEVELOPMENT OF SCRIPT Process of script development, Strategies for effective script writing, Structure of scripts, Storytelling techniques and narrative devices.
IV	TYPES OF SCRIPT Writing for fiction and non-fiction, Documentary script format, Scripts for commercials, PSAs, news, and radio, Scriptwriting for videogames, Standalone scripts and spec scripts.

v	<p>ANALYSIS OF STORY AND SCRIPT</p> <p>Elements of story analysis, Cultural practices in storytelling, McKee’s Story Analysis approach, Narrative Paradigm, Photo voice: storytelling through slideshows, photographs, and sound</p>
	<p>Practical</p> <ol style="list-style-type: none"> 1. Create a short story outline using the Three-Act Structure. 2. Analyze a popular film or short video using Freytag’s Pyramid. 3. Develop a character journey based on The Hero’s Journey model. 4. Write a 2–3 page screenplay following standard screenplay formatting. 5. Generate and pitch an original story idea for a short digital film. 6. Write a documentary script on a social or cultural issue. 7. Prepare a 30-second commercial or PSA script for digital media. 8. Design a branching narrative script for a simple video game concept. 9. Analyze a selected story using McKee’s Story Analysis approach. 10. Create a photo-voice digital story using images, sound, and narration.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	1. Digital Storytelling (by Carolyn Handler Miller)
Reference Books	<ol style="list-style-type: none"> 1. Telling Stories Differently: Engaging 21st Century Students Through Digital Storytelling (by Janet Condy) 2. The Digital Storytelling Handbook - Jordan Schugar, Chris Penny & Hannah Glatt). 3. Multimedia Storytelling for Digital Communicators (by Seth Gitner) 4. Digital Storytelling: Form and Content (edited by Mark Dunford & Tricia Jenkins)

Course outcomes: CO	On completion of this course, students will be able to:
C01	To Understand principles and theories of digital storytelling
C02	To Design compelling digital narratives for specific audiences.
C03	To Produce high-quality original digital stories.
C04	To Integrate multimedia elements seamlessly to enhance storytelling.
C05	To Analyse digital storytelling projects with ethical, cultural, and social considerations

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

3D Animation (Practical)

Title of the Course	3D Animation (Practical)				
Course Type	CORE - VII - Practical - 7				
Course Code	25UMVCL7				
Year	III	Semester	V	Credits	3
Instructional Hours per week	Lecture		Tutorial		Lab Practice
	2		-		3
Learning Objectives					
L01	Understand the fundamental aspects of 3D animation, including editing tools and project management.				
L02	Gain proficiency in using 3D animation software (3Ds Max and Maya) for importing, exporting, and managing assets.				
L03	Develop the ability to navigate 3D animation interfaces (3Ds Max and Maya) and use their tools effectively.				
L04	Master basic animation controls, time management, and techniques for creating smooth transitions in 3D animation.				
L05	Learn to create and integrate 3D animated logos, walkthroughs, and character/model animations with appropriate sound effects and music.				

UNIT	CONTENTS
I	Basic Editing Tools and Project Management: Creating folders, setting formats.
II	Importing and Exporting Files: Working with assets between software applications.
III	3ds Max Interface: Tools, panels, and navigation within the 3ds Max software.
IV	Maya Interface: Tools, attributes, and layers within Maya.

V	<p>Animation Controls and Basic Time Management: Learning time management for animation and controlling animation settings.</p> <p>Exercises:</p> <ol style="list-style-type: none"> 1. Animated Logo (15 seconds). 2. Walkthrough/Character Animation: <ul style="list-style-type: none"> ○ Option i) A walkthrough with perfect background (30-40 seconds), or ○ Option ii) Character or model animation with environment as background (30-45 seconds). ○ Include appropriate music/SFX if necessary. <p>Submission: Students must submit two exercises as Record Work in digital form and paper format, including:</p> <ul style="list-style-type: none"> • Title • Concept • Synopsis • Two-column script with photo board for practical exam. <p>Additional Requirement: Record note and two 3D output DVDs for submission.</p>
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Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Communication and Transferrable Skill.
Recommended Texts	3D Animation Essentials: New Directions for Evaluation by Andy Beane.
Reference Books	Essential Skills for 3D Modeling Rendering and Animation by Nicholas Bernhardt Zeman.

Course outcomes: CO	On completion of this course, students will be able to:
CO1	To understand and create 3D animated logos with basic animation techniques.
CO2	To create a 3D walkthrough animation, understanding environmental design and animation flow.
CO3	To write scripts and screenplays for 3D animation projects, including character and environmental storytelling.
CO4	To develop and animate 3D characters and models, integrating them into realistic environments.
CO5	To incorporate appropriate music, sound effects, and audio synchronization into 3D animations for a polished final output.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	3	3	2	3	3
CO2	2	3	3	3	2	3	3	2
CO3	3	3	3	2	3	3	3	2
CO4	3	3	3	3	3	3	3	3
CO5	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Media Culture and Society

Title of the Course	Media Culture and Society				
Course Type	Elective - V				
Course Code	25UEVC51				
Year	III	Semester	V	Credits	3
Instructional Hours per week	Lecture	Tutorial		Lab Practice	Total
	4	1		-	4
Learning Objectives					
L01	Understand the definition, nature, scope, and historical development of mass media across various platforms.				
L02	Analyze the impact of mass media on individuals, society, and culture using theoretical frameworks.				
L03	Assess audience behavior and engagement with media through the application of audience analysis theories.				
L04	Evaluate the relationship between media, popular culture, and social constructs such as celebrity culture and media literacy.				
L05	Apply psychoanalytic and sociological theories (e.g., feminism, modernism, Marxism) to the analysis of media content and its effects.				
UNIT	CONTENTS				
I	MASS MEDIA: Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society, and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.				
II	MEDIA AUDIENCE: Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making-Active Vs Passive audience; Theories of audience-Uses and Gratification Theory- Uses & Effects Theory.				
III	MEDIA AND POPULAR CULTURE: Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization.				

IV	PSYCHOANALYSIS: Definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernism- definition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx’s theory; Criticisms of Marx’s Theory; Marx’s Understanding of Globalization.
V	AUDIENCE ANALYSIS: Ratings in Advertising, Ratings in Programming & Ratings Services; Audience Rating- Rating Points- GRPs & TRPs; Reach Vs GRP; Types of Audience Rating- Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Ratings Data Collection Methods; Audience & Marketing Trends; Selling Space & Time.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Grossberg, L., Wartella, E., Whitney, D. C., & Wise, J. M. Media making: Mass media in a popular culture. SAGE Publications.
Reference Books	<ol style="list-style-type: none"> 1. Silverstone, R. (1999). Why study media? SAGE Publications. Potter, J. W. (1998). Media literacy. SAGE Publications. 2. Evans, J., & Hall, S. (Eds.). (2000). Visual culture: The reader. SAGE Publications. 3. Berger, A. A. (1998). Media analysis techniques. SAGE Publications.

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Understand the concepts of Mass Media
CO2	Familiarize students with the concept of Media Audience Analysis
CO3	Understand Media as Text
CO4	Introduce the concept of Media as a Consciousness Industry
CO5	Demonstrate an understanding of Media and Popular Culture

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	3	3	2	3	3
CO2	2	3	3	3	2	3	3	2
CO3	3	3	3	2	3	3	3	2
CO4	3	3	3	3	3	3	3	3
CO5	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Visual Media Research

Title of the Course	Visual Media Research				
Course Type	Elective Course - VI				
Course Code	25UEVC52				
Year	III	Semester	V	Credits	3
Instructional Hours per week		Lecture	Tutorial		Lab Practice
		3	-		-
Learning Objectives					
L01	Understand the need and relevance of media research.				
L02	Learn the different types of research design (Exploratory, Descriptive, Experimentation).				
L03	Understand the methods for collecting data and how to construct questionnaires.				
L04	Learn about different sampling methods (Random, Stratified, Probability, etc.).				
L05	Learn how to analyze and evaluate the collected data and write research reports.				

UNIT	CONTENTS
I	Introduction to Research- Concept of research: meaning, definition, nature and scope-Purpose of research-Communication research and media research-Importance of research in visual communication-Areas of visual media research: film, advertising film and documentary-Objectivity and subjectivity in research-Identification of research problems-Planning and organization of research work
II	Research Design and Methodology- Methods and techniques of research-Hypothesis: meaning, formulation and types-Variables in research-Research design: meaning and types-Qualitative and quantitative research methods-Research in film studies-Research in advertising and mass communication-Reliability, validity and objectivity in media research
III	Sampling and Research Methods-Census and sampling: meaning, types and problems-Sampling techniques in visual media research-Survey research and audience studies-Experimental research-Field research-Panel research-Application of research methods in film, advertising and documentary studies

IV	Tools, Data Collection and Ethics-Sources of data: primary and secondary- Questionnaire and schedules-Observation method: participatory and non-participatory-Interview method-Case study approach-Content analysis of audio and video-Ethical issues in visual media and documentary research
V	Data Analysis and Research Output- Tabulation and classification of data-Data analysis and interpretation-Software for data analysis-Elementary statistics: mean, median and mode-Inferential statistics: correlation, regression and tests of significance (basic concepts)-Graphic and diagrammatic representation of data-Indexing, citation and bibliography-Research report writing-Application of research in film, advertising film and documentary production

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill.
Recommended Texts	Visual Methodologies: An Introduction to Researching with Visual Materials – Gillian Rose(2011)
Reference Books	<ol style="list-style-type: none"> 1. Visual Communication Theory and Research: A Mass Communication Perspective – Fahmy, Bock & Wanta (2014) 2. Handbook of Visual Communication: Theory, Methods, and Media – Edited by Sheree Josephson, James Kelly, Ken Smith(2020) 3. Development and Communication Morphosis – Gaurav Sharma(2014)

Course outcomes: CO	On completion of this course, students will be able to:
C01	Understand the need and relevance of media research.
C02	Understand different types of research design.
C03	Know how to collect data and use questionnaire methods.
C04	Understand sampling methods and their applications in media research.
C05	Know how to analyze and evaluate the collected data and write research reports.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

*Internship

Title of the Course	*Internship				
Course Type	Training				
Course Code	25UINT51				
Year	III	Semester	V	Credits	2
Instructional Hours per week	Lecture	Tutorial		Lab Practice	Total
	-	-		-	-
Learning Objectives					
L01	Apply theoretical knowledge gained in media studies courses to practical work situations.				
L02	Conduct research and analysis on media organizations and industry trends to determine suitable internship placements.				
L03	Develop professional communication skills through interaction with company staff and completion of workplace tasks.				
L04	Demonstrate competency with media-specific tools and programs used in the internship organization.				
L05	Evaluate the effectiveness of the internship/field experience in developing workplace skills and prepare a comprehensive report.				

UNIT	CONTENTS
Internship	<ul style="list-style-type: none"> • Minimum 100 hours attachment to any Media House/Print Media/Advertising Agency/Media Professional/Film Industry or a well-known Media Firm at Regional Level. • Flexible scheduling for completing 100 hours. • Internship starts after the first semester theory exam. • Close monitoring by department faculty in coordination with media industry guide. Report and viva-voce for evaluation.
Industrial and Field Visit	<ul style="list-style-type: none"> • Minimum of 8 visits before the fifth-semester practical exam. • Starts from the first semester. • Visits can include Media Institutes, Industries, Exhibitions, Film Festivals, Field Trips, etc. • A mix of industrial and field visits. • Report and viva-voce for evaluation.
Knowledge Updating Activity	<ul style="list-style-type: none"> • Minimum of 6 original media projects to be done for any client. • Projects must span from the first to the fifth semester. • Two video assignments included. • Report and viva-voce for evaluation.

Extended Professional Component (is a part of component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Module Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books	<p>Barkatsas, T., & McLaughlin, P. (2021). <i>Authentic assessment and evaluation approaches and practices in a digital era: A kaleidoscope of perspectives</i>. Brill.</p> <p>Burke, J., & Dempsey, M. (2021). <i>Undertaking capstone projects in education: A practical guide for students</i>. Routledge.</p> <p>Christ, W. G. (2020a). <i>Media education assessment handbook</i>. Routledge.</p> <p>Christ, W. G. (2020b). <i>Assessing media education: A resource handbook for educators and administrators: Component 3: Developing an assessment plan</i>. Routledge.</p> <p>David, M. E., & Amey, M. J. (2020). <i>The SAGE encyclopedia of higher education</i>. SAGE.</p> <p>Msw, J. P. P., Kauffman, S., & Msw, T. S. I. (2021). <i>Social work capstone projects: Demonstrating professional competencies through applied research</i>. Springer Publishing Company.</p>

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Apply theoretical knowledge gained in the classroom to a practical work environment.
CO2	Demonstrate employability skills required for entry-level roles in chosen media fields.
CO3	Produce a comprehensive report evaluating an internship experience from a professional development perspective.
CO4	Develop a broader understanding of the media industry and specific occupations through direct participation.
CO5	Build a professional network to support future career opportunities in the media.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Personality Development

Title of the Course		Personality Development			
Course Type		Indian Knowledge System (IKS)			
Course Code		25UPDT51			
Year	III	Semester	V	Credits	2
Instructional Hours Per week		Lecture	Tutorial	Lab Practices	Total
		1	1	--	2

UNIT - I

Personality - Definition – Determinants – Personality Traits –Theories of Personality – Importance of Personality Development. Self-Awareness – Meaning – Benefits of Self – Awareness – Developing Self – Awareness. Swot – Meaning – Importance- Application – Components. Goal Setting Meaning- Importance – Effective goal setting – Principles of goal setting – Goal setting at the Right level.

UNIT - II

Self-Monitoring – Meaning – High self – monitor versus low self-monitor – Advantages and Disadvantages self-monitor- Self –monitoring and job performance. Perception- Definition- Factor influencing perception- Perception process –Errors in perception – Avoiding perceptual errors. Attitude – Meaning- Formation of attitude – Types of attitude - Measurement of Attitudes – Barriers to attitude change – Methods to attitude change. Assertiveness - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.

UNIT - III

Team Building – Meaning – Types of teams – Importance of Team building- Creating Effective Team. Leadership – Definition – Leadership style- Theories of leadership – Qualities of an Effect leader. Negotiation Skills – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process – Common mistakes in Negotiation process. Conflict Management – Definition- Types of Conflict- Levels of Conflict – Conflict Resolution – Conflict management.

UNIT -IV

Communication – Definition – Importance of communication – Process of communication – Communication Symbols – Communication network – Barriers in communication – Overcoming Communication Barriers. Transactional Analysis – Meaning – Ego States – Types of Transactions – Johari Window- Life Positions. Emotional Intelligence- Meaning – Components of Emotional Intelligence- Significance of managing Emotional intelligence – How to develop Emotional Quotient. Stress Management – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress

UNIT – V

Social Graces – Meaning – Social Grace at Work – Acquiring Social Graces. Table Manners – Meaning – Table Etiquettes in Multicultural Environment- Do's and Don'ts of Table Etiquettes. Dress Code – Meaning- Dress Code for selected Occasions – Dress Code for an Interview. Group Discussion – Meaning – Personality traits required for Group Discussion- Process of Group Discussion- Group Discussion Topics. Interview – Definition- Types of skills – Employer Expectations –Planning for the Interview – Interview Questions- Critical Interview Questions.

References:

1. Dr.S. Narayana Rajan, Dr. B. Rajasekaran, G. Venkadasalaphi, V. Vijuresh Nayaham and Herald M.Dhas, **Personality Development**, Publication Division, Manonmaniam Sundaranar University, Tirunelveli
2. Stephan P.Robbins, **Organisational Behaviour**, Tenth Edition, Prentice Hall of India Private Limited, New Delhi,2008
3. Jit S. Chandan, **Oragnisational Behaviour**, Third Edition, Vikas Publishing House Private Limited, 2008
4. Dr.K.K. Ramachandran and Dr.K.K. Karthick, **From Campus to Corporate**, Macmillan Publishers India Limited, New Delhi, 2010.

Semester - VI
Mediated Communication

Title of the Course	Mediated Communication					
Course Type	CORE - VII					
Course Code	25UMVC61					
Year	III	Semester	VI	Credits	4	
Instructional Hours per week	Lecture		Tutorial		Lab Practice	Total
	4		1		-	5
Learning Objectives						
L01	To orient learners to classical and emerging theories of mediated communication.					
L02	To distinguish between various effects of mediated communication.					
L03	To help learners track and appraise emerging trends in communication theories and research.					
L04	To help learners understand theories of persuasion and persuasive technologies.					
L05	Study communication systems, diffusion of ideas, and viral media.					

UNIT	CONTENTS
I	Media And CMC Effects Tradition - Functions of Mass and Mediated Communication- Brief History of Computer Mediated Communication (CMC). An Overview of Psychological Effects of Social and Mobile Media.
II	Communication Ecology Perspectives - Marshall McLuhan's Medium Theory- Media and Communication Ecology Perspective- Media and Socialization.
III	Cognitive, Memory and Emotional Effects of Media - Communication and Cognition- Social Information Processing Theory (Walther) - Cognitive Approach to Mass Communication- Social Cognitive Theory -Memory and Emotional Effects of Mediated Communication - Emergence of Media Neuroscience.
IV	(Re) Emerging Theoretical Perspective - Digital Play and Media Transference. Media Transformations (Mark Poster) - Theory of Interactive Media Effects. Social Expectations Theory- Persuasive Technology Design Attention, Dependencies and Distraction.
V	Communication Systems and Networks - Social Systems Approach to Communication- Cybernetics and Self-organization - Media- Influence Diffusion of Innovation How ideas Spread- Contagion, Jenkins 'Spreadable Media Theory Mimetic- Memes, Virality and Infodemiology.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill.
Recommended Texts	Text Book Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books	<ol style="list-style-type: none"> 1. Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (2019). An integrated approach to communication theory and research. Routledge. 2. Sparks, G. G. (2015). Media effects research: A basic overview. Cengage Learning. 3. Siapera, E. (2017). Understanding new media. SAGE. 4. Blumberg, F. C., & Brooks, P. J. (2017). Cognitive development in digital contexts. Academic Press. 5. Donsbach, W. (2015). The concise encyclopaedia of communication. John Wiley & Sons.

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Analyze and interpret systems of mediated communication.
CO2	Critically evaluate public opinion surveys and polls.
CO3	Outline and write a reflective essay on the effects of media on self and others.
CO4	Analyze and interpret developments in mediated communication using multiple theoretical lenses.
CO5	Identify key factors driving the spread of information and virality.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Media Entrepreneurship

Title of the Course	Media Entrepreneurship				
Course Type	CORE - VIII				
Course Code	25UMVC62				
Year	III	Semester	VI	Credits	4
Instructional Hours per week	Lecture		Tutorial		Lab Practice
	4		1		-
Learning Objectives					
L01	Understand the fundamental principles of media entrepreneurship and how to apply them to real-world situations.				
L02	Develop a clear understanding of the media landscape, including current trends and opportunities for innovation.				
L03	Learn how to identify and evaluate potential business ideas, including market research and financial forecasting.				
L04	Develop the skills necessary to pitch and present media business and start-up ideas to potential investors.				
L05	Learn how to navigate the legal and regulatory landscape of media entrepreneurship				
UNIT	CONTENTS				
I	Introduction to Media Entrepreneurship: What are the Creative Industries? Defining the Creative Industries. Entertainment and Media Industry in India. Convergence in Media industry. User innovation in creative industries. Characteristics of successful media entrepreneurs- Case studies on Successful Media Start-ups				
II	Media Project Management: Planning and executing media projects Budgeting, resource allocation and scheduling - Managing teams and stakeholders-Monitoring and evaluating project progress				
III	Social Media Business: Understanding social media platforms and their audiences-Developing social media strategy - Creating and managing content - Measuring and analysing social media metrics				
IV	Digital Entrepreneurship - Overview of digital entrepreneurship-Building digital products and services-E-commerce and online marketing-Monetizing digital content				

V	Media Innovation and Future Trends - F Emerging media technologies and their impact on entrepreneurship - Identifying and evaluating new business opportunities - Understanding the future of media and its impact on society - Developing a media innovation strategy
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Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Reference Books	<ol style="list-style-type: none"> 1. Sarstedt, M., Diamantopoulos, A., & Wilczynski, P. (2018). Entrepreneurship in the media industry: A review and research agenda. <i>Journal of Media Business Studies</i>, 15(1), 1-29. 2. Tonnjes, R., & Schroder, J. (2015). The economics of media entrepreneurship: A review and research agenda. <i>International Journal of Entrepreneurial Venturing</i>, 7(2), 156-174. 3. Chan-Olmsted, S. M., & Park, J. (2016). <i>Media entrepreneurship: A global perspective</i>. Routledge. 4. Mollick, E. (2018). <i>The dynamics of digital entrepreneurship</i>. MIT Press. 5. Osterwalder, A., & Pigneur, Y. (2018). <i>Business model generation: A handbook for visionaries, game changers, and challengers</i>. John Wiley & Sons
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Course outcomes: CO	On completion of this course, students will be able to:
CO1	Analyze the media landscape and identify opportunities for a media start-up.
CO2	Evaluate the potential viability of a media start-up idea and business model.
CO3	Create a business plan, marketing plan and budget for a media start-up.
CO4	Implement strategies to launch and promote a media start-up
CO5	Analyze and evaluate financial and marketing strategies for managing and growing a media start-up.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
CO1	3	3	2	3	3	2	3	3
CO2	2	3	3	3	2	3	3	2
CO3	3	3	3	2	3	3	3	2
CO4	3	3	3	3	3	3	3	3
CO5	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Compositing and VFX (Practical)

Title of the Course	Compositing and VFX (Practical)				
Course Type	Core - VIII - Lab				
Course Code	25UMVCL8				
Year	III	Semester	VI	Credits	3
Instructional Hours per week	Lecture		Tutorial		Lab Practice
	2		-		3
Learning Objectives					
L01	To study the basics of Motion Graphics Animation				
L02	To use design tool and software to create Motion Graphics Animation				
L03	To create Animation video with Visual effects.				
L04	Add effects to a photo element				
L05	To study the basics of Motion Graphics Animation				

UNIT	CONTENTS
I	Intro to After Effects: Intro to After Effects -The Project, Composition, & Timeline panels, Effects Control Panel, Flow Chart Panel, Footage Panel & Layer Panels, Importing & Exporting, Animating with Keyframes Panels/Windows Menu/Sub Menu Bars & Tool Bars. Creating Project Folders, Setting Project Format
II	Introduction to Motion Graphics - Early titles, matte titling, - Introduction to Interface - Layer based application and basic process - Masking tools - Steps for good rotoscoping - Rotoscope management and quality check techniques - Rendering tools and techniques-Video montage, Video Titling - Logo Animation
III	Introduction to Visual Effects - The Creation of Visual Effects-Breaking Down a Script—Budgeting- Production Departments- Designing Visual Effects Shots-Visual Effects Techniques- The Future of Previsualisation: Advanced Techniques-Camera Angle Projection
IV	Title Creation -Title sequence positioning, Text as character, Opening and closing titles, Main Movie Title - Introduces various design elements (logos, text, illustration, photography, and video) Colour Correction – Hue, Saturation, Value-Shadows, Midtones, Highlights - Gamma, Gain, Offset - Setting Black and white

	<p>points - Colour remapping and colour suppression - Colour matching and day to night - Colour matching.</p>
<p>V</p>	<p>Activity: Handling Software's, Shortcut Keys & Practicing with Software</p> <p>Assignments can be any of the following (After Effects/Combustion/Nuke or any open source)</p> <p>Motion Graphics Exercises:</p> <ol style="list-style-type: none"> 1. Recording Camera data. 2. Creating Camera Trackers. 3. Production Shot with any digital camera. 4. Animating with Keyframes 5. Removing the blue/green screen using different keyers 6. Adding Easing & Motion Blur 7. Creating movement with Motion Blur 8. Layers masking technique 9. Working with Timeline / Timecode 10. Colour correction & animating colours 11. Working with text & animating 12. Rendering techniques 13. Compositing 14. Using blend Mode <p>Visual Effects Exercises</p> <ol style="list-style-type: none"> 1. Creating Effects a. Smoke Effects b. Fire Effects c. Cloud Effects d. Snow Effects 2. Fluid Effects a. Designing Clouds Background b. Designing Fog Effects c. Explosion Effects d. Fire Effects with flames e. Space Effects and designs f. Designing Thick Smoke 3. Working with particles 4. Designing Paint Effects a. Colouring & Colouring paints b. Designing Trees and green effects c. Designing Weather and seasons d. Effects on seasons

Course outcomes: CO	On completion of this course, students will be able to:	
C01	Ability to create basic Motion Graphics	
C02	Learn to Animate with Key frames	
C03	Ability to develop matte titling, colour correction, compositing etc.	
C04	Enhancement in text animation	
C05	Improvisation in detailing features of the objects	
Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)	
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill	
Recommended Texts	Module Prepared By Department of Visual Communication Kamaraj College (Autonomous), Thoothukudi.	
Reference Books	<p>1. Brinkmann, R. (2008). The art and science of digital compositing: Techniques for visual effects, animation and motion graphics (2nd ed.). Morgan Kaufmann.</p> <p>2. Dinur, E. (2017). The filmmaker's guide to visual effects: The art and techniques of VFX for directors, producers, editors and cinematographers (1st ed.). Focal Press.</p> <p>3. Quiller, S. (1989). Making color sense out of color theory. Watson-Guption</p>	

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

**Digital Film Making (Fiction/Non-Fiction- Short film, Documentary)
Capstone Project with Viva-Voce Practical)**

Title of the Course	Digital Film Making (Fiction/Non-Fiction- Short film, Documentary) Capstone Project with Viva-Voce Practical)				
Course Type	Project				
Course Code	25UMVCP1				
Year	III	Semester	VI	Credits	3
Instructional Hours per week	Lecture	Tutorial		Lab Practice	Total
	1	-		4	5
Learning Objectives					
L01	Providing an understanding of the art of cinematography.				
L02	Implementing the nuances of filmmaking.				
L03	Gaining comprehensive knowledge of the digital filmmaking process				
L04	Plan, shoot, edit, and present a short film or documentary				
L05	Defend creative and technical choices effectively during viva-voce				

UNIT	CONTENTS
I	Video Cameras & Accessories : Types of Video Cameras, Focus, Shutter, White Balance, Exposure, Zoom, Tripods, Microphones, Lighting Equipment
II	Composition: Framing, Rule of Thirds, Shot Types, Continuity Shots, Camera Movements (Tracking, Crane, Aerial, etc.)
III	Lighting Techniques : Day Effect, Night Effect, Three-Point Lighting, Light Meters, Hard & Creative Lighting
IV	Visual Effects & Animation - Camera setting, shooting with green screens, Background plates, Tracking techniques, 360-degree video capturing, Video formats for different purposes, Title Sequence, Logo Animation ACTIVITY1: Students must be made to expose original short films of different genres

	<p>to identify and learn story elements, Narrative structure, and Mise-en-scene.</p> <p>ACTIVITY2: Students must be made to expose original Television Commercials of different Products to identify and learn AD elements, AD Appeals, AD Formats, AD Structure, AD Copy, and Mise-en-scene.</p> <p>ACTIVITY3: Students must be made to expose original Documentary films of different tropical issues to identify and learn Story elements, Visual elements, and Sound Elements.</p>
V	<p>PRACTICAL Note: The Project Digital Film Making (Practical) can be made by Individual or Group (1 – 4 maximum)</p> <p>Exercises (Any One):</p> <p>Student/Students must produce two AD Films as Original Output of duration 15/30/60 Seconds with proper Dialogue, Music & SFX must be Included. (Note – one AD Film must be done original for a Local Client. A detailed report has to be submitted in the record note.)</p> <p>Student/Students must produce one Short Film as Original Output of duration 03/05/10 minutes with proper Dialogue, Music & SFX must be Included.</p> <p>Student/Students must produce one documentary film as Original Output of duration 10 – 20 mins with proper Narration, Music & SFX must be Included.</p> <p>The Record note must contain:</p> <p>Title, Concept, Synopsis, Treatment, One column Script Shooting Script, Editing Script, Sound Script Production schedule Budgeting for Practical exam, which will be evaluated by the External Examiner.</p> <p>In addition, the student has to submit Production Photographs of Digital Film Making.</p> <p>For External Examination, students must submit a Record Note along with a Television Commercial or a Short Film or a Documentary Film output in a DVD.</p>

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination n question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency Professional Communication and Transferrable Skill
Recommended Texts	Text Book Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books	<ol style="list-style-type: none"> 1. Rabiger, M., &Hurbis-Cherrier, M. (2017). Directing: Film techniques and aesthetics. Focal Press. 2. Bettman, G. (2014). Directing the camera: How professional directors use a moving camera to energize their films. Michael Wiese Productions. 3. Rosenthal, A., & Eckhardt, N. (2016). Writing, directing, and producing documentary films and digital videos (5th ed.). Southern Illinois University Press. 4. Zettl, H. (2014). Television production handbook (12th ed.). Cengage Learning. 5. Levy, E. (2014). Making a winning short: How to write, direct, edit, and produce a short film. Henry Holt and Co.

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Use technical and creative techniques to operate different video cameras.
CO2	Produce, direct and edit narrative, documentary and advertisement videos.
CO3	Handle different camera accessories.
CO4	Participate in a team-oriented environment.
CO5	Provide and receive constructive criticism and engage in creative production.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Climate Change Communication

Title of the Course	Climate Change Communication				
Course Type	Elective - 7				
Course Code	25UEVC61				
Year	III	Semester	VI	Credits	2
Instructional Hours per week	Lecture		Tutorial		Lab Practice
	2		-		-
Learning Objectives					
L01	Understand the science of climate change.				
L02	Identify diverse audiences and tailor messages.				
L03	Use effective communication tools and channels.				
L04	Promote solutions and collective action.				
L05	Evaluate the impact of climate change messages.				
UNIT	CONTENTS				
I	CLIMATE CHANGE AND MEDIA Responsibilities and Objectives of the Media in Communicating Climate Change— History of Climate Change Coverage by the National and International Media—Change in stands of Journalists in the media of different countries—Use of language in climate change coverage and its change over the years.				
II	SCIENCE TO MEDIA The Occurrence of Climate Change- Science to Media - Scientific Education of Climate Science - Science for Journalists- Journalism for Scientists of Meteorology. Coverage of Climate change issues in major disasters in India.				
III	IMPACTS OF CLIMATE CHANGE Impacts of Climate Change, Mitigation and Adaptation, IPCC, UNFCCC, TNSCCC, Vulnerability and resilience. Global Warming, Climate Change and Human Health, Agriculture, food security, migration, Costs of adapting climate change.				
IV	REDUCING EMISSIONS AND MEDIA Reducing Emissions and Responsibility of Media. Energy Efficiency, Adapting in Towns and Cities. Natural disasters and preparedness and climate change. Climate Change policies of India.				
V	CLIMATE CHANGE JOURNALISM Climate change journalism – online media for climate change – Seeing Science Information in daily life. Social Issues from Scientific angle. Science inputs in everyday news items. Understanding our local eco system and its importance				

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination n question paper)	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Text Book Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books	<ol style="list-style-type: none"> 1. Gibson, T. A., Craig, R. T., Harper, A. C., & Alpert, J. M. (2015). Covering global warming in dubious times: Environmental reporters in the new media eco system. Journalism. 2. Feldman, L. (2016). The Effects of Network and Cable TV News Viewing on 3. Climate Change Opinion, Knowledge, and Behaviour. ORE Climate Science. 4. Rayner, S. (2016, Aug. 31). A Climate Movement at War. The Breakthrough

Course outcomes: CO	On completion of this course, students will be able to:
CO1	Students will understand the media's responsibility in conveying climate change information.
CO2	students will learn to simplify complex climate science for the public and understand the challenges journalists face in accurately reporting on scientific topics.
CO3	how climate change affects health, agriculture, migration, and food security, and learn about global strategies for mitigation and adaptation.
CO4	Students will explore how media can drive action on emission reduction and energy efficiency, and how it shapes climate policies, especially in India.
CO5	Students will develop skills in climate change journalism, using online platforms to report on scientific issues, local ecosystems, and the social dimensions of climate change.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Cyber security Training for Media Professionals (Theory)

Title of the Course	Cyber security Training for Media Professionals (Theory)				
Course Type	Elective Course - VIII				
Course Code	25UEVC62				
Year	III	Semester	VI	Credits	2
Instructional Hours per week	Lecture	Tutorial		Lab Practice	Total
	2	1		1	4
Learning Objectives					
L01	To Understand Core Cyber security Concepts				
L02	To Identify Digital Risks in Media Workflows				
L03	To Apply Safe Digital Practices				
L04	To Protect Digital Content and Sources				
L05	To Respond to Cyber Incidents Effectively				

UNIT	CONTENTS
I	Introduction to Cyber security Understanding the Importance of Cyber security in the Media Industry- Essential Components of Cyber security-Overview of the Cyber security Threat Landscape-Types of Cybercrime-Remedial and Mitigation Measures.
II	Understanding Cybercrime Overview of Cybercrime- Common Types of Cybercrime- Understanding Data Privacy and Security- Overview of E-Commerce and Digital Payments Security- Cybercrime Reporting and Cyber Law
III	Cyber security in the Digital Age Overview of Social Media and its Security-Cyber security of Digital Devices-Tools and Technology for Cyber security-Cyber security Plans and Crisis Management- Security Controls.
IV	Risk-Based Assessment and Compliance Risk-Based Assessment and Audit-Overview of Cyber security Compliance-Best Practices for Cyber security-Do's and Don'ts for Cyber security-Platforms for Reporting and Combating Cybercrime.
V	Practical Hands-On Exercises Installing and Configuring Cyber security Tools-Implementing Security Controls-Conducting a Risk-Based Assessment-Responding to a Cyber security Incident-Developing a Cyber security Plan and Crisis Management Strategy.

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination n question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Principles of Information Security(2017) — Michael E. Whitman & Herbert J. Mattord

Reference Books	<p>Cybersecurity: The Beginner's Guide(2019) — Deepayan Chanda & Erdal Ozkaya</p> <p>Cybersecurity for Information Professionals: Concepts and Applications (2020)— Edited by Hsia-Ching Chang & Suliman Hawamdeh</p> <p>Cyber Security in Intelligent Computing and Communications (2022) — Edited by Rajeev Agrawal et al.</p>
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Course outcomes: CO	On completion of this course, students will be able to:
C01	To understand the basics of the Indian Constitution
C02	To understand the Official Secrets Act
C03	Apply the procedures of the Press Council of India
C04	To examine various aspects of Freedom of the Press
C05	To understand Censorship Law & Internet

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Social Media Marketing

Title of the Course	Social Media Marketing				
Course Type	Skill Enhancement Course - VI				
Course Code	25USVC61				
Year	III	Semester	VI	Credits	2
Instructional Hours per week	Lecture		Tutorial	Lab Practice	Total
	2		-	-	2
Learning Objectives					
L01	Identify core concepts of social media marketing and the role of marketing in business and society.				
L02	Develop knowledge of social, legal, ethical, and technological forces on digital marketing decision-making.				
L03	Create and Manage Content for Social Media skills in creating engaging and relevant content (text, images, videos, etc.) for various social media platforms.				
L04	Measure and Analyze Social Media Campaigns using tools like Google Analytics, platform insights, and third-party analytics tools to optimize campaigns.				
L05	Understand Advertising on Social Media how to use paid advertising on social media platforms (e.g., Facebook Ads, Instagram Ads)				
UNIT	CONTENTS				
I	Introduction to Social Media - What is Social Media? Understanding the existing Social Media paradigms & psychology, How social media marketing is different than others? Forms of Internet marketing, Facebook marketing - Understanding Facebook marketing.				
II	Facebook Advertising - Creating Facebook page -Uploading contacts for invitation-Exercise on fan page wall posting - Increasing fans on fan page - How to do marketing on fan page? Fan engagement Important apps to do fan page marketing- Facebook advertising- Types of Facebook advertising -Best practices for Facebook advertising -Understanding edge rank and of engagement, Creating Facebook advertising campaign, Targeting in ad campaign, Payment module- CPC vs CPM vs CPA, Setting up conversion tracking, Using power editor tool for adv. Advanced Facebook advertising using tools like Qwaya				

III	LinkedIn Marketing - LinkedIn Marketing- What is LinkedIn? - Understanding LinkedIn -Company profile vs Individual profiles- Understanding, LinkedIn groups -How to do marketing on LinkedIn groups, LinkedIn advertising & it's best practices - Increasing ROI from LinkedIn ads, LinkedIn publishing, Company pages- Adv on LinkedIn, Display vs text
IV	Twitter Marketing - Twitter Marketing, Understanding Twitter Tools to listen & measure, Influence on Twitter: Tweet Deck, Klout, Peer Index, how to do marketing on Twitter? Black hat techniques of twitter marketing, Advertising on Twitter, Creating campaigns, Types of ads Tools for twitter marketing, Twitter Advertising, Twitter Cards, Video Marketing
V	Video Campaign Creation - Understanding Video Campaign - Creating Video Campaign -Importance of video marketing - Benefits of video marketing - Uploading videos on video marketing websites, Using you tube for business - Developing you tube video marketing Strategy- Bringing visitors from you tube videos to your website- Creating Video AD groups- Targeting Options - Understanding Bid Strategy

Extended Professional Component (is a part of internal component only, Not to be included in the External Examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/ TRB / NET / UGC – CSIR / GATE / TNPSC /others to be solved (To be discussed during the Tutorial hour)
Skills acquired from this Course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
Recommended Texts	Text Book Prepared By Department Of Visual Communication Kamaraj College (Autonomous), Thoothukudi.
Reference Books	<ol style="list-style-type: none"> 1. Gupta, S. (n.d.). Digital marketing. 2. Qualman, E. (n.d.). Social nomics: How social media transforms the way we live and do business. 3. Zimmerman, J., & Ng, D. (2017). Social media marketing all-in- one for dummies.

Course outcomes: CO	On completion of this course, students will be able to:
C01	Ability to develop marketing strategies based on product, price, place, and promotion objectives.
C02	Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
C03	Understand the importance of audience area of interest.
C04	Selection of different platforms for specified outcomes.
C05	Learn to produce trending media formats like shorts, vlogs, etc.

Mapping with Programme Outcomes and Programme Specific Outcomes

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08
C01	3	3	2	3	3	2	3	3
C02	2	3	3	3	2	3	3	2
C03	3	3	3	2	3	3	3	2
C04	3	3	3	3	3	3	3	3
C05	3	2	3	3	2	3	3	2

S-Strong (3) M-Medium (2) L-Low (1)

CO/PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Blue Print – End Semester Examinations Semester – I to VI

Class: U.G.

Time: 3 Hours

Max. Marks: 75

Section A

(10 x 1 = 10)

Answer all questions.

Choose the correct answer. (With four options)

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10

Section B

(5 x 5 = 25)

Answer all questions choosing either (a) or (b).

Answer should not exceed 250 words

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	11 (a) & 11 (b)	12 (a) & 12 (b)	13 (a) & 13 (b)	14 (a) & 14 (b)	15 (a) & 15 (b)

Section C

(5 x 8 = 40)

Answer all questions choosing either (a) or (b).

Answer should not exceed 500 words

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	16 (a) & 16 (b)	17 (a) & 17 (b)	18 (a) & 18 (b)	19 (a) & 19 (b)	20 (a) & 20 (b)