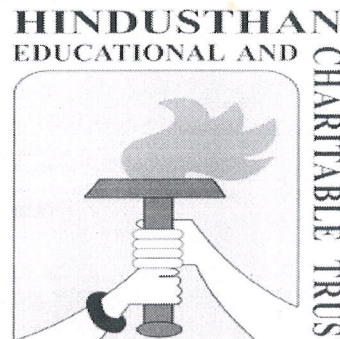# LEARNING OUTCOMES–BASED CURRICULUM FRAMEWORK (LOCF)

in the

POSTGRADUATE PROGRAMME VISUAL COMMUNICATION

FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2020 - 2021 AND ONWARDS

HINDUSTHAN
EDUCATIONAL AND CHARITABLE TRUST

HICAS

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
(Affiliated to Bharathiar University and Accredited by NAAC)
COIMBATORE-641028
TAMILNADU, INDIA.
Phone: 0422-4440555
Website: www.hindusthan.net/hicas/

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF VISUAL COMMUNICATION

PREAMBLE

Learning Outcome Based Curriculum Framework for Post Graduated education in Visual Communication Degree Program

VISION

To provide world class education to the students to face global challenges and to inculcate the latest trends in technological advancement. To cater the needs of the environmental and ethical values in the mind of students to become good citizens and entrepreneurs.

MISSION

The Mission of the college is to pursue a philosophy of perceptual acquisition of knowledge. The important policy is to provide value based education and to bring out the hidden potentials in students that equip them to approach life with optimism.

Programme Educational Objectives (PEO)

Post Graduate of Visual Communication program will be able

PEO1: To Prepare the students for ever growing demands of the media world and to cater the needs of the entry level communication job markets.

PEO2: Increase the standards of excellence and performance of students by offering a modern curriculum by offering a need based education keeping in tune with the newer societal aspirations.

PROGRAM OUTCOME(PO) :

PO1: The student will gain adequate knowledge in Visual Communication

PO2: The student will become a media professional with societal concerns and responsibilities

PO3: The student will become socially responsible, conscious citizen of our nation and will upheld the human values.

PO4: The student will be able to present themselves to the media industry.

PROGRAM SPECIFIC OUTCOME (PSO):

PSO1: Will become a specialist in the required field

PSO2: Will have adequate skills sets to work in the industry

PSO3: Will be able to prepare a portfolio for their future.

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
COIMBATORE-641028
SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN

(For the students admitted from the Academic year 2020-2021 and onwards)

PG PROGRAMME

Programme: MSc Visual Communication

Course code	Course Type	Course Title	Lecture Hours/ Week	Exam Duration (Hours)	I.E	E.E	Total	Credit points
Semester – I							
20VCP01	DSC	Introduction to Communication and Theories	6	3	30	70	100	4
20VCP02	DSC	Media Writing	6	3	30	70	100	4
20VCP03	DSC	Advertising and Event Management	6	3	30	70	100	4
20VCP04	GE	**Practical– I** Graphic Production	6	6	40	60	100	4
20VCP05	SEC	**Mini Project -** Outdoor Exploration	6	6	100	-	100	4
20VAP01	ACC	**VAC-I**	2	1	50	-	50	1
20JCP01	AEE	**Aptitude / Placement Training**	2	1	50	-	50	Grade*
20JCP02	SEC	**Online Classes**	2	1	-	-	-	Grade*
Semester – II							
20VCP06	DSC	Media Laws and Ethics	5	3	30	70	100	4
20VCP07	SEC	Fundamentals of Photography	5	3	30	70	100	4
20VCP08	DSC	Citizen Journalism	5	3	30	70	100	4
20VCP09	SEC	**Practical– II** Photography	7	6	40	60	100	4
20VCP10	GE	**Practical– III** Television Program Production	6	6	40	60	100	4
20GSP01	AECC	Skill based subject: Cyber security	2	2	100	--	100	2
20VAP02	ACC	**VAC-II**	2	1	50	-	50	1
20JCP03	AEE	**Aptitude / Placement Training**	2	1	50	-	50	Grade*
20JCP04	SEC	**Online Classes**	2	1	-	-	-	Grade*
Semester – III							
20VCP11	DSC	Film studies	6	3	30	70	100	4
20VCP12	DSC	Media Research	5	3	30	70	100	4
20VCP13	DSC	Mini Project – Design Thinking	5	6	100	-	100	4
20VCP14	SEC	**Practical –IV** Cinematography and Editing Techniques	6	6	40	60	100	4
20VCP15	DSC	**Major Project Work I –** VIVA VOCE	2	-	50	150	200	5

Code	Category	Course			I.E	E.E	Total	Credits
20VCP16	DSC	Industrial Training	6	-	100	-	100	2
20VAP03	ACC	**VAC-III**	2	1	50	-	50	1
20JCP05	SEC	**Aptitude / Placement Training**	2	1	50	-	-	Grade*
20JCP06	SEC	**Online Classes**	2	1	-	-	-	Grade*
Semester – IV								
20VCP17	DSC	Philosophies of Communication	6	3	30	70	100	4
20VCP18 - A 20VCP18 - B 20VCP18 - C 20VCP18 - D	DSE	**Elective Practical I -** Environmental Studies in A) Communication Design B) Journalism C) Film Production D) Photography	6	6	100	-	100	6
20VCP19 - A 20VCP19 - B 20VCP19 - C 20VCP19 - D	DSE	**Elective Practical –II** Critical Analysis in A) Communication Design B) Journalism C) Film Production D) Photography	6	6	40	60	100	6
20VCP20	DSC	**Major Project Work II VIVA VOCE**	12	-	50	150	200	9
20VAP04	ACC	**VAC-IV**	2	1	50	-	50	1
20JCP07	SEC	**Aptitude / Placement Training**	2	1	50	-	-	Grade*
20JCP08	SEC	**Online Classes**	2	1	-	-	-	Grade*
TOTAL CREDITS								94

- **VAC**-Value Added Course (Extra Credit Courses)
- **JOC**- Job Oriented course
- **I.E**-Internal Exam
- **E.E**-External Exam
- * Grades depends on the marks obtained

Range of marks	Equivalent remarks
80 and above	Exemplary
70 – 79	Very good
60 – 69	Good
50 – 59	Fair
40 – 49	Satisfactory
Below 39	Not Satisfactory = Not completed

PASSING MINIMUM
- Passing Minimum for UG 40% and for PG 50 %
- For UG : 35 % (25 marks) in EE and 40 % in Total Marks
- For PG 50 % (35 marks) in EE and 50 in Total Marks
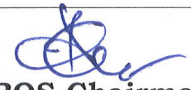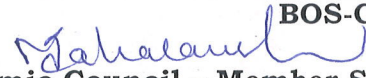
ABSTRACT FOR SCHEME OF EXAMINATIONS

(For the Candidates admitted during the academic year 2020 - 2021 and onwards)

S.No.	Course (AEE/DSC/DSE/GE/ACC/SEC)	Papers	Credit	Total Credits	Marks	Total Marks
1	DSC	12	4 Credits = 9 5 Credits = 1 2 credits =1 9 credits = 1	52	10 X 100 2 X 200	1400
2	DSE	2	6 credits = 2	12	2 X 100	200
3	GE	2	4 Credits = 2	8	2 X 100	200
4	ACC	4	1 Credit = 4	4	4 X 50	200
5	SEC	10	4 Credits = 4 Grade = 6	16	4 X 100	500
6	AECC	1	2 credits =1	2	1 X 100	100
	AEE	2	Grade = 2	-	2 X 50	100
	Total	**33**		**94**		**2600**

List of Open Elective Papers	
Open Electives	Courses offered by the Departments (Additional Credit Courses)
	a) Miniature set modelling
	b) Print making
	c) Stop motion animation
	d) Matte Painting
	e) Visual research
	f) Z Brush

List of Elective Papers/ DSE (Can choose any one of the paper as electives)		
	Course Code	Title
Electives/ DSE-I	20VCP18 - A	**Elective Practical I** - Environmental Studies in Communication Design
	20VCP18 - B	**Elective Practical I** - Environmental Studies in Journalism
	20VCP18 - C	**Elective Practical I** - Environmental Studies in Film Production
	20VCP18 - D	**Elective Practical I** - Environmental Studies in Photography
Electives/ DSE-II	20VCP19 - A	**Elective Practical –II** Critical Analysis in Communication Design
	20VCP19 - B	**Elective Practical –II** Critical Analysis in Journalism
	20VCP19 - C	**Elective Practical –II** Critical Analysis in Film Production
	20VCP19 - D	**Elective Practical –II** Critical Analysis in Photography

BOS-Chairman

Academic Council – Member Secretary

PG Courses- Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2020-2021and onwards)

1. Internal Marks for all PG

Components	Marks
Test	5
Model Exam	10
Assignment	5
Attendance*	5
Seminar	5#
TOTAL	**30**

*Split-up of Attendance Marks for UG

- ♣ 75-79 - 1 marks
- ♣ 80-84 - 2 marks
- ♣ 85-89 - 3 marks
- ♣ 90-94 - 4 marks
- ♣ 95-100 - 5 marks

(# (3+2)-3 for External & 2 for (Internal paper presentation or poster design)

2. a) Components for Practical I.E.

Components	Marks
Test –I	20
Test - II	20
Total	**40**

b) Components for Practical E.E.

Components	Marks
Experiments	50
Record	5
Viva	5
Total	**60**

3. Institutional/ Industrial Training, Mini Project and Major Project Work

Institutional /Industrial Training (I.E)		Mini Project (I.E)	Major Project Work		
Component	Marks	Marks	Component	Marks	Total Marks
Work diary	25	-	I.E a)Attendance	20	
Report	50	50	b)Review	30	50
Viva-voce	25	50			
Total	**100**	**100**	E.E* a) Final report	120	
			b)Viva-voce	30	150
			Total		**200**

*Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Components for Cyber Security Paper

Components	Marks
Two Tests (each 2 hours) of 40marks each [4 out of 7 descriptive type questions 4 x 10 = 40 Marks]	80
Two assignments (2 x 10)	20

5. Value Added Courses and Aptitude/Placement courses:

Components	Marks
Two Test (each 1 hour) of 25 marks each QP is objective pattern (25x1=25)	50
Total	**50**

Guidelines:
1. The passing minimum for these items should be 50%
2. If the candidate fails to secure 50% passing minimum, he / she may have to reappear for the same in the subsequent semesters
3. Item No's:4,5, are to be treated as 100% Internal papers.
4. For item No.5, Tests conducted through online modules (Google Form/any other)

QUESTION PAPER PATTERN FOR CIA EXAM

Reg.No:----------------------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
------------ DEGREE CIA EXAMINATIONS ----------------------20----------
(------------Semester)
BRANCH: -----------------
Subject Name: ------------------

Time: Two Hours   Maximum: 50 Marks

Section-A (3 x 6=18 Marks)
Answer **ALL** Questions
ALL questions carry **EQUAL** Marks
(Q.No: 1 to 3 Either Or type)

Section-B (4 x 8=32 Marks)
Answer **ALL** Questions
ALL questions carry **EQUAL** Marks
(Q.No: 4 to 7 Either Or type)

QUESTION PAPER PATTERN FOR MODEL/ END SEMESTER EXAM

Reg.No:-----------------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
------------------------------------DEGREE MODEL EXAMINATIONS ----------------------20----------
(------------Semester)
BRANCH: -----------------
Subject Name: -----------------

Time: Three Hours   Maximum: 70 Marks

SECTION – A (5x6=30 marks)
Answer **ALL** Questions
ALL Questions carry **EQUAL** Marks
(Q.No 1 to 5 Either Or type)
(One question from each Unit)

SECTION – B (5x8=40 Marks)
Answer **ALL** Questions
ALL Questions carry **EQUAL** Marks
(Q.No 6 to 10 Either Or type)
(One question from each Unit)

Course Code:	20VCP11		Course Title					Batch:	2020-2023
			FILM STUDIES					Semester:	III
Hrs/Week:	6	L	4	T	2	P	-	Credits:	4

COURSE OBJECTIVE:
1. Understand the history and the way Indian films were made in the past and in the present
2. Demonstrate skills in production technique and aesthetics of film
3. Understand documentary films and the ways to produce documentary will be implanted theoretically
4. Understand the camera moments and construction of shot for every type of film

COURSE OUTCOMES (CO) : The Learner will be competent in applying the techniques and aesthetics of Film in making

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understanding of film and its role in society and to develop a broadly interdisciplinary approach	K1,K2
CO2	Analysis and assess the film and filmic images in employing competent theoretical tools	K1,K2,K3,K4
CO3	Remember a range of cinematic visual styles, narrative conventions, and generic trends.	K1
CO4	Apply specialized vocabularies and methodologies used by Film Study scholars.	K1,K2,K3

20VCP11	FILM STUDIES	Sem: III
Unit No.	Topics	Hours
I	History of Indian cinema – Film as a medium of communication and Social change – Growth of Tamil Cinema – contributions of Tamil cinema to social and political awareness – Film Industry status – contemporary trends - Trends of foreign cinema	14
II	Planning, Pre-production: Concept / story development – Scripting, Screen play writing – Budgeting – casting – locations – financing. Production: Shooting – Problems of artists – direction, cinematography. Post-Production: Editing - sound recording – dubbing – special effects – graphics and final mixing – distribution and exhibition.	14
III	Mise-en-scene – space and time – framing – Film culture – Film genres – dividing a feature film into parts and genres (language, style, grammar, syntax), Role of cinematography, Montage -dimensions of film editing – The power of sound, Foley sound, theatrical sound formats. Film deconstruction – Film Analysis- Case studies of Award winning films.	15
IV	Camera Production: the shot, scene, sequence, story board, types of script, location shooting. Single camera Vs. Multi camera production – rehearsal – digital Intermediate – video format.	15
V	Documentary genres – Indian documentary forms - World union of documentary film makers – cinema of reality – real life characters – real issues – short film making – story writing – propaganda films and corporate films – films of expression – National film policy.	14

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. *David Bordwell & Kristin Thomson "FILM ART an introduction" , McGraw Hill, New Delhi, Eighth edition*
2. *Zack Price, Beginners Guide to Computer Based Music Production, Cherry Lane Music Company, 2004*

REFERENCE BOOKS

1. *Pudovkin, "Film Techniques and Film Acting", Vision Press Limited, London.*
2. *Michael rabiger, "Directing - film techniques and aesthetics", Focal press, elsevier, 200 wheeler road, burlington, ma 01803, Third & Fourth edition.*
3. *Andrea Pejrolo, Creative sequencing techniques for music production, Focal Press, London, 2006*
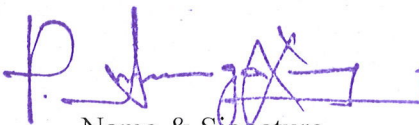
WEB RESOURCES

1. https://www.bloopanimation.com/animation-books/
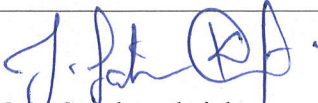
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	L	S	S
CO2	S	L	S	S
CO3	S	M	S	S
CO4	M	M	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. Santhanakrishnana Name & Signature of the Staff	Mr. A.Charles Name & Signature	Name & Signature

Course Code:	20VCP12		Course Title				Batch:	2020-2023
			MEDIA RESEARCH				Semester:	III
Hrs/Week:	5	L	3	T	2	P	-	Credits:	4

COURSE OBJECTIVE:

1. Memorize the historical strengthen of media research with relevant methodologies.
2. Interpret the scientific approach of research methodology.
3. Articulate about data collection process and analysis of data using statistical tools.
4. Relate the cause and effect of mass media research in current scenario.

COURSE OUTCOMES (CO): To decipher the distinction between various types of research to connect with the existing societal framework.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Remembering mass media research and methodologies.	K1
CO2	Understand the scientific approaches of research methods in social and cultural aspects.	K1,K2
CO3	Apply the theoretical knowledge to discover the analyzed data.	K1,K2,K3
CO4	Analyze the cause-effect observations and contribute to the society through research process.	K1,K2,K3,K4

SYLLABUS

20VCP12	MEDIA RESEARCH	Sem: III
Unit No.	Topics	Hours
I	Introduction to mass communication research – Steps in research identification and formulation of research problem in communication research – Phases of media research – Mass communication research in India - Present media context – Evolution of new media and audiences – Need for media analysis – Concepts and theories in media studies.	12
II	Basic elements of research: concepts, variables, hypothesis – types; hypothesis testing –Approaches: Survey research, Content analysis and historical method. Measurement: meaning - Levels and types of measurement– Sampling procedures – Probability and Non-probability sampling techniques – Determinants of sample size – Sampling error.	10
III	Data Collection Methods &Tools: Primary data – Secondary data: Types of data– Tools: Questionnaire – types; construction of questionnaire – Interview; Schedules and techniques – Focus groups – Observation techniques; Measurement of variables: Scales – Attitude scales; Procedure and applications of Thurstone, Likert, Semantic differential scales – Methods of testing; Validity and Reliability of measurements.	14
IV	Research Design: Experimental and Non-experimental research methods and procedures – Qualitative and Quantitative studies – Descriptive and Analytical research – Cross sectional and longitudinal research designs – Factorial design – Content analysis procedures and methods – Case study approach.	12
V	Data analysis: Data classification , coding and tabulation – graphic presentation of data – Basic elements of statistics – Applications of parametric and non-parametric statistics in hypothesis testing : chi-square, student 't' test, correlation techniques, ANOVA, Thesis writing methods – use of SPSS – Thesis writing formats and styles – ethics in conducting research.	12

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Wimmer, R. D., & Dominick, J. R. (2013). Mass media research. Cengage learning.
2. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). Mass communication research methods. NYU Press.
3. Priest, S. H. (2010). Doing media research: An introduction. Sage.
4. Williams, F., Rice, R. E., & Rogers, E. M. (1988). Research methods and the new media. Simon and Schuster.
5. Berger, A. A. (2017). Media analysis techniques. Sage Publications.

REFERENCE BOOKS

1. Berger, A. A. (2018). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage Publications.
2. McQuail, D. (1997). Audience analysis. Sage publications.
3. McQuail, D. (1987). Mass communication theory: An introduction. Sage Publications, Inc.
4. Jankowski, N. W., & Jensen, K. B. (Eds.). (2002). A handbook of qualitative methodologies for mass communication research. Routledge.
5. Cresswel, J. W. (1994). Research design: Qualitative and quantitative approaches. Amerika: SAGE Publications.

WEB RESOURCES

1. Williams, Frederick; Rice, Ronald E.and Rogers, Everett M. (1988).Research Methods and the New Media, The Free Press: New York.
   https://www.google.co.in/books/edition/Research_Methods_and_the_New_Media/rhZO_kjNeyMC?hl=en&gbpv=1&dq=research+methods+in+mass+communication&printsec=frontcover
2. Roger D. Wimmer and Joseph R. Dominick, Mass Media Research: An Introduction, Ninth Edition,
   https://saleemabbas2008.files.wordpress.com/2013/02/1353087914-wimmer_dominick_mass_media_research_2011.pdf
3. https://www.sjsu.edu/ajeep/docs/IntroToMassMediaResearch.pdf
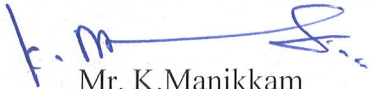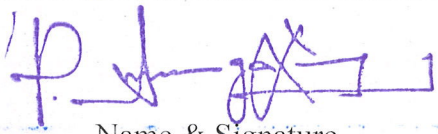
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	M	S	S
CO3	S	S	M	S
CO4	M	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. K.Manikkam Name & Signature of the Staff	Mr. A.Charles Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20VCP13	Course Title					Batch:	2020-2023
		MINI PROJECT – DESIGN THINKING					Semester:	III
Hrs/Week:	5	L	-	T	1	P	4	Credits:	4

COURSE OBJECTIVE:
1. Know the design process for a production.
2. Develop the aspects of design thinking
3. Apply the concepts of design process for final production.
4. Exploring new concepts based on design values.
5. Defining the problems in design process

COURSE OUTCOMES (CO): Explore the design thinking and apply in designing.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Exposure to design process helps them to recognize and comprehend.	KI
CO2	Understand how to solve the problems through design process	K1,K2
CO3	Apply the principles of design thinking and process in designing.	K1,K2,K3
CO4	Gain adequate knowledge in developing a concept based on design process.	K1,K2,K3
CO5	Evaluating a good design through the stages of design thinking	K1,K2,K3,K4,K5

SYLLABUS

20VCP13	MINI PROJECT – DESIGN THINKING	Sem: III
	Topics	**Hours**
	1. Need for Design Thinking 2. Defining the Brief 3. Brainstorming 4. Research and Analysis 5. Ideation and Conceptualization 6. Prototyping / Execution & Production 7. Feedback and Refinement The student should do a full scale project on any product or service by covering all of the above stages.	60

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and activity

TEXT BOOKS

1. *Christian Mueller-Roterberg, Handbook of Design Thinking -Tips & Tools for how to design thinking, 2018 Christian Mueller-Roterberg*
2. *Hasso Plattner, Institute of Designat Stanford, An Introduction to Design Thinking – Process Guide*

REFERENCE BOOKS

1. **Brown, Tim** *(2009): Change by Design – How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins, New York/USA.*
2. **De Bono, Edward** *(1972): PO: A Device for Successful Thinking, Simon & Schuster, New York/USA.*
3. **De Bono, Edward** *(2016): Six Thinking Hats, Penguin Books, London/UK.*
4. **Design Council UK** *(2005): The Design Process, https://www.designcouncil.org.uk/news-opinion/design- process-what-double-diamond, Zugriffsdatum: 11.06.2018.*
5. **Liedtka, Jeanne / Oglivie, Tim** *(2011): Designing for Growth: A Design Thinking Tool Kit for Managers, Columbia Univers. Press, New York/USA.*
6. **Michalko, Michael** *(2006): Thinkertoys: A Handbook of Creative-Thinking Techniques, 2. Auflage, Ten Speed Press, Berkeley/USA.*
7. **Young, Indi** *(2008): Mental Models: Aligning Design Strategy with Human Behavior, Rosenfeld Media, New York/USA.*

WEB RESOURCES

1. https://www.amazon.com/Handbook-Design-Thinking-design- thinking-ebook/dp/B07KYM631Q/ref=sr_1_2?s=books&ie=UTF8&qid=1547 410573&sr=1-2
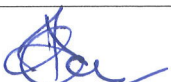2. Design Council UK (2005): The Design Process, https://www.designcouncil.org.uk/news-opinion/design- process-what-double-diamond, Zugriffsdatum: 11.06.2018.
3. https://www.researchgate.net/publication/329310644
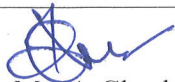
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. A.Charles Name & Signature of the Staff	Mr. A.Charles Name & Signature	Name & Signature

Course Code:	20VCP14		Course Title		Batch:	2020-2023
			PRACTICAL –V Cinematography and Editing Techniques		Semester:	III
Hrs/Week:	6	L	-	T	2	P	4	Credits:	4

COURSE OBJECTIVE:

1. Develop the knowledge & skill of editing techniques in various platforms
2. Know the techniques of handling the different types of edit setup.
3. Knowledge on how to achieve the film language using cinematography
4. Understand the possibilities of creating a cinematic world using visuals and sound.

COURSE OUTCOMES (CO) :Develop Cinematic Knowledge in Film Production and editing techniques

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the concept and technique of cinematographic properties	K1,K2
CO2	Remember the different types of operations and movements.	K1
CO3	Apply the basic principles of video and audio recording.	K1,K2,K3
CO4	Students will be filming more confidently and get hold of skill in different situations individually.	K1,K2,K3,K4

SYLLABUS

20VCP14	PRACTICAL –V Cinematography and Editing Techniques	Sem: III
Unit No.	Topics	Hours

	1. The Shot
	2. Types of Camera
	3. Camera Accessories
	4. Types of shots
	5. Language of shots
	6. Properties of Cinematography
	    a. Framing
	    b. Composition
	    c. Duration of the shot
	7. Continuity
	8. Lighting the subject
	9. Editing techniques & types
	10. Working with editing software
	11. Sound design
	12. Titling
	
	Production:
	1. Students should produce a short film or documentary as a group.
	2. Using existing footage and editing exercise to be assigned.
		72

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Nicholas T. Proferes. (2005). *Film Directing Fundamentals: see your film before shooting*. Taylor & Francis.

REFERENCE BOOKS

1. Joseph V . Mascelli, *"The 5Cs of Cinematography"*, Silman – James Press, California
2. Diana Weynand, *"Apple Pro Training Series"*
3. Evan Cury, *Directing and Producing for Television*, Focal Press, London.

WEB RESOURCES

1. https://bit.ly/camera-shot-sizes
2. https://www.youtube.com/playlist?list=PLEzQZpmbzckWaFEvqma1sAppW8sF1OVjo
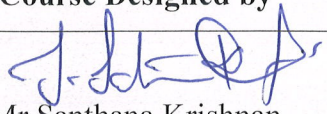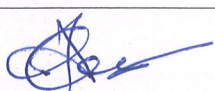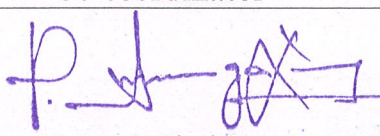
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	L	S	S
CO3	S	L	S	S
CO4	S	M	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr.Santhana Krishnan Name & Signature of the Staff	A.Charles Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20VCP15	Course Title					Batch:	2020-2023
		MAJOR PROJECT WORK I – VIVA VOCE					Semester:	III
Hrs/Week:	2	L	2	T	-	P	-	Credits:	5

COURSE OBJECTIVE:

1. Explore the concepts of Research.
2. Practice and use the various research methods.
3. Understand the outcome and purpose of each methodology.
4. Practice research field study.

COURSE OUTCOMES (CO): Prepare them to take up research projects.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the knowledge Research.	K1,K2
CO2	Analyze the various methods of research problems.	K1,K2,K3,K4
CO3	Apply the theoretical aspects into contemporary media.	K1,K2,K3
CO4	Remember the concepts of Research and its application	K1

SYLLABUS

20VCP15	MAJOR PROJECT WORK I – VIVA VOCE	Sem: III
	Topics	**Hours**

	i) Conceptualization of Subject and Research Problem (20marks)
	ii) Analytical Presentation of Review of Literature (30 marks)
	iii) Presentation of Methodology (30 marks)
	iv) Data Analysis and Discussion (30 marks)
	v) Final Draft and Presentation) (10 marks)
	--------------- 	
	                 Total 120 marks
	Chapters
	1. Introduction
	2. Review of Literature
	3. Research Methodology
	4. Analysis and interpretation
	5. Discussion and Conclusion
	Bibliography
	          Viva-voce 30 Marks
	
	--------------- 	
	                150 Marks
	--------------- 	
		24
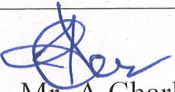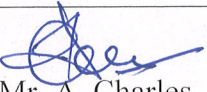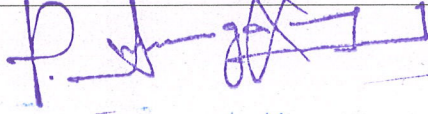
MAPPING WITH PROGRAM OUTCOMES

PO CO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. A.Charles Name & Signature of the Staff	Mr. A. Charles Name & Signature	Name & Signature

Course Code:	20VCP16		Course Title				Batch:	2020-2023
			INDUSTRIAL TRANING				Semester:	III
Hrs/Week:	6	L	1	T	1	P	4	Credits:	2

COURSE OBJECTIVE:
1. Provide the student required hands on experience in Advertising / Public Relations/ Visual Design /Electronic production
2. Provide the students an experience in live production process.
3. Understand the theoretical aspects and application of the field
4. Understand how media functions in real time.

COURSE OUTCOMES (CO): Acquire trained for Industrial meet and to give real time experience from the media industry

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the real time functioning of media industry.	K1,K2
CO2	Understand the work culture of media industry	K1,K2
CO3	Apply the theoretical aspects in the field	K1,K2,K3
CO4	Analyze the career options and prepare regarding it	K1,K2,K3,K4

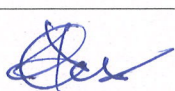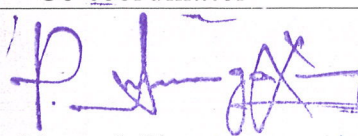| 20VCP16	INDUSTRIAL TRANING	Sem: III
Unit No.	Topics	Hours
	The student is required to undertake an internship of 25 days at the end of the Second semester in any specialization and submit the reports within 25 working days from the class commencement of the subsequent semesters. Moreover, the reports are to be evaluated internally, and marks awarded at the end of the fourth semester. Internship - Report Evaluation and Viva-Voce 100 Marks Total 100 Marks	72
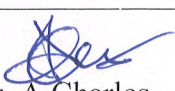
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. A.Charles Name & Signature of the Staff	Mr. A.Charles Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20VCP17		Course Title				Batch:	2020-2023
			Philosophies of Communication				Semester:	IV
Hrs/Week:	6	L	5	T	1	P	-	Credits:	4

COURSE OBJECTIVE:

1. Explore and understand the philosophical aspects of communication
2. Practice the concepts of Indian and postmodern philosophical communication
3. Enabling students to analyse the phenomena's of media and processes of communication
4. Inspire the students to confront the philosophical problems implicit in the experience of self, others and

COURSE OUTCOMES (CO): The course focuses on explaining the content of the communication as an important social activity for the individual and society. In this subject will be taking place symbolism, meaning of auspice, communicating ways, socializing processes, oversight, entertainment and influencing human behavior.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Acquire basic knowledge on philosophy of communication	K1
CO2	Discuss and defend various topics related to the philosophy of communication	K1,K2
CO3	Apply and analyze and synthesize philosophical ideas of communication	K1,K2,K3
CO4	Choose their carrier opportunities in communication.	K1,K2,K3

SYLLABUS

20VCP17	Philosophies of Communication	Sem: IV
Unit No.	Topics	Hours
I	**Ancient Philosophy** – Plato: Knowledge and Opinion – Aristotle - Descartes: Cogito Ergo Sum, Mind body Dualism – Immanuel Kant: - Possibility of synthetic a priori.	15
II	**Modern Philosophy:** Friedrich Nietzsche; Nihilism, -.Sigmund Freud; The Unconscious Mind, - David Hume, Empiricism, and scepticism – Jean Paul Satre, Existentialism.	15
III	**Post Modern Philosophy:** Definition – Deconstruction – Criticism - Michel Foucault – Jacques Derida- Sri Aurobindo	15
IV	**Indian Philosophy**: General Characteristics of Indian Philosophy -Theory of Knowledge (Nyāya–Vaiśeṣika) - Theories of Causation – Tamil Philosophy – Thiruvalluvar – Sankara.	15
V	**Philosophical Thought of B.R. Ambedkar**: Socio- Political Context - Human Dignity and Social Justice, Periyar – Suyamariyadai.	12

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

Fontana Press, Part-1, Sections 1-24.
2. Descartes, R. (1647), Meditations Concerning First Philosophy, Meditation II, Harper Torch Books.

REFERENCE BOOKS

2. Moore, B. (2011) Philosophy: The Power of Ideas, New Delhi: TMH.
3. O'Conor, D. J. (1964) A Critical History of Western Philosophy, New York: Macmillan. 6. Plato: Republic (tr) Lee, penguin England Book VI, 502-501.

WEB RESOURCES

1. https://pantheon.world/profile/occupation/philosopher/country/india
2. https://roundtableindia.co.in/index.php?option=com_content&view=article&id=1729:political-philosophy-of-periyar&catid=115&Itemid=127
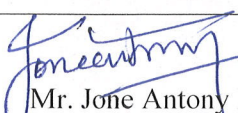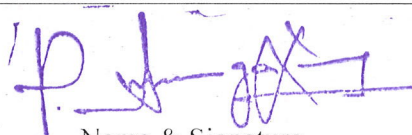3. https://www.ancienthistorylists.com/greek-history/top-10-ancient-greek-philosophers/
4. https://thebestschools.org/features/most-influential-living-philosophers/
5. https://plato.stanford.edu/entries/postmodernism/

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	M	S	M	S
CO2	S	M	S	-
CO3	S	S	M	S
CO4	-	S	S	L

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. Jone Antony Raja Name & Signature of the Staff	Mr. A.Charles Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20VCP18 - A	Course Title					Batch:	2020-2023
		ELECTIVE PRACTICAL I : **ENVIRONMENTAL STUDIES IN** **COMMUNICATION DESIGN (A)**					Semester:	IV
Hrs/Week:	6	L	-	T	1	P	5	Credits:	6

COURSE OBJECTIVE:

1. Apprehend the fundamentals of whole design process
2. Explore the concept of communication design.
3. Practice the design concepts of Visual Design.
4. Pertain communication design in various aspects.

COURSE OUTCOMES (CO) : The learner of this course will be trained to execute a design logically and creatively based on the usability.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the role of design as the foundation of visual communication.	K1,K2
CO2	Combine type and images to communicate a message to a specific audience.	K1,K2,K3,K4
CO3	Can apply the practical aspects of various kinds of design methods used for communication.	K1,K2,K3
CO4	Employ the skills in producing a design	K1,K2,K3

SYLLABUS

20VCP18 - A	ELECTIVE PRACTICAL I : ENVIRONMENTAL STUDIES IN COMMUNICATION DESIGN (A)	Sem: III
Exercise No.	Topics	Hours
	Student should create a design in the following topic as Communication Design Project	
1	Children's book Illustration or magazine design pages	
2	Branding for a Product or a Service	
3	Signage System and Environmental Graphics	72
4	UI / UX Design	

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Brown, Tim(2009): Change by Design – How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins, New York/USA.
2. Christian Mueller-Roterberg, Handbook of Design Thinking -Tips & Tools for how to design thinking, 2018 Christian Mueller-Roterberg
3. Hasso Plattner, Institute of Designat Stanford, An Introduction to Design Thinking – Process Guide

REFERENCE BOOKS

1. **De Bono, Edward** (1972): PO: A Device for Successful Thinking, Simon & Schuster, New York/USA.
2. **De Bono, Edward** (2016): Six Thinking Hats, Penguin Books, London/UK.
3. **Design Council UK** (2005): The Design Process, https://www.designcouncil.org.uk/news-opinion/design- process-what-double-diamond, Zugriffsdatum: 11.06.2018.
4. **Liedtka, Jeanne / Oglivie, Tim** (2011): Designing for Growth: A Design Thinking Tool Kit for Managers, Columbia Univers. Press, New York/USA.
5. **Michalko, Michael** (2006): Thinkertoys: A Handbook of Creative-Thinking Techniques, 2. Auflage, Ten Speed Press, Berkeley/USA.
6. **Young, Indi** (2008): Mental Models: Aligning Design Strategy with Human Behavior, Rosenfeld Media, New York/USA.
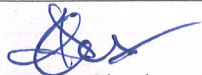
WEB RESOURCES

1. *https://www.amazon.com/Handbook-Design-Thinking-design- thinking-ebook/dp/B07KYM631Q/ref=sr_1_2?s=books&ie=UTF8&qid=1547 410573&sr=1-2*
2. *Design Council UK (2005): The Design Process, https://www.designcouncil.org.uk/news-opinion/design- process-what-double-diamond, Zugriffsdatum: 11.06.2018.*
3. *https://www.researchgate.net/publication/329310644*

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	M	M
CO2	M	M	L	S
CO3	S	S	S	S
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. A.Charles Name & Signature of the Staff	Mr. A.Charles Name & Signature	Name & Signature

Course Code:	20VCP18 - B		Course Title			Batch:	2020-2023
			ELECTIVE PRACTICAL I: ENVIRONMENTAL STUDIES IN JOURNALISM (B)			Semester:	IV
Hrs/Week:	6	L	-	T	1	P	5	Credits:	6

COURSE OBJECTIVE:

1. Understand the characteristics of print and electronic media.
2. Explore the concept of Journalism and writing skills.
3. Practice the concepts of skills in writing, page layout and designing.
4. Understand the various functions of the news making process.

COURSE OUTCOMES (CO) :Enhance the knowledge about the role of writing in society and understanding its critical role in various aspects.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the nature and characteristics of print media.	K1,K2
CO2	Analyse the various types and concepts of broadcasting media writing and its functions.	K1,K2,K3,K4
CO3	Apply and evaluate the overall functions of printing technologies.	K1,K2,K3
CO4	Understand the process and techniques in Writing.	K1,K2

SYLLABUS

20VCP18 - B	ELECTIVE PRACTICAL I : ENVIRONMENTAL STUDIES IN JOURNALISM(B)	Sem: IV
Exercise No.	**Topics**	**Hours**
1 2 3 4	Sample lab journal based on environmental issues TV News production based on environmental issues News Documentary based on environmental issues News feature based on environmental issues	72

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Acharya, K., & Noronha, F. (Eds.). (2010). *The green pen: Environmental journalism in India and South Asia*. SAGE Publications India.
2. Bødker, H., & Neverla, I. (2012). Introduction: environmental journalism. *Journalism Studies, 13*(2), 152-156.
3. Wyss, B. (2018). *Covering the environment: How journalists work the green beat*. Routledge.

REFERENCE BOOKS

1. West, B., Lewis, M. J., Sachsman, D. B., & Greenberg, M. R. (2003). *The reporter's environmental handbook. Rutgers University Press.*
2. Zint, M. (2000). Green Ink: An Introduction to Environmental Journalism. *The Journal of Environmental Education, 32(1), 59.*
3. Allan, S. (Ed.). (2017). *Photojournalism and citizen journalism: co-operation, collaboration and connectivity. Taylor & Francis.*
4. Rich, C. (2015). *Writing and reporting news: A coaching method. Cengage Learning.*
5. Edge, M. (2020). *Book review: Alan Rusbridger, Breaking News: The Remaking of Journalism and Why It Matters Now.*

WEB RESOURCES

1. https://www.researchgate.net/publication/325974479_Environmental_journalism_revisited
2. https://us.sagepub.com/sites/default/files/upm-assets/90202_book_item_90202.pdf
3. https://core.ac.uk/download/pdf/9714048.pdf

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	S	S	S
CO3	S	S	S	M
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Ms.Alfazeena Name & Signature of the Staff	Mr.A.Charles Name & Signature	Name & Signature

Course Code:	20VCP18 - C		Course Title				Batch:	2020-2023
			ELECTIVE PRACTICAL I : ENVIRONMENTAL STUDIES IN FILM PRODUCTION(C)				Semester:	IV
Hrs/Week:	6	L	-	T	1	P	5	Credits:	6

COURSE OBJECTIVE:

1. Explore the concept and process of film production
2. Practice the concepts of the film production process.
3. Apply the theoretical aspects of film production
4. Analyse the basic knowledge and application of film language.

COURSE OUTCOMES (CO) :The Learner will be competent in applying the techniques and aesthetics of Cinematography and Editing in visual story telling.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Comprehend the basic knowledge film language.	K1,K2
CO2	Examine the various functions of film making.	K1,K2,K3,K4
CO3	Relate the theoretical aspects into film production.	K1,K2,K3
CO4	Evaluate the carrier opportunities in film industries.	K1,K2,K3,K4,K5

20VCP18 C	ELECTIVE PRACTICAL I : ENVIRONMENTAL STUDIES IN FILM PRODUCTION(C)	Sem: IV
Exercise No	**Topics**	**Hours**
	a. Concept b. Budgeting / Location c. Scripting / Storyboarding d. Casting / Schedule e. Shooting procedure f. Production g. Post production h. Editing techniques i. Sound design j. Titling and effects k. Mastering Submission in the following topic: 1. One minute short film based on environmental issue 2. Documentary film for a duration of two minutes on a social issue. 3. Web series for a duration of three to five minutes depicting social issue 4. Experimental movie on environment 5. Public service advertisement on a social cause for a product.	72

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

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TEXT BOOKS

1. AshishRajadhyasha, Paul Wileman, Encyclopedia of Indian Cinema, Oxford University Press,New Delhi 2005.
2. Proferes, Nicholas, Film Directing Fundamentals, Oxford University Press, 2001.

REFERENCE BOOKS

1.Paul Wheeler, Digital Cinematography, Focal Press 2001
2. Monoco, James. How to read a film, Routledge, London 2001

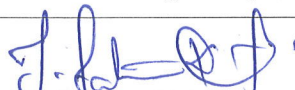*3.. Thoraval, Yves. The Cinema of India (1896 -2000).*

WEB RESOURCES

https://www.monash.edu/arts/media-film-journalism/environment-and-media
https://curnblog.com/2019/10/07/what-is-the…

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	M	S
CO3	S	S	S	S
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr.Santhna Krishnan Name & Signature of the Staff	Mr. A. Charles Name & Signature	Name & Signature

Course Code:	20VCP18 - D	Course Title					Batch:	2020-2023
		ELECTIVE PRACTICAL 1 : ENVIRONMENTAL STUDIES IN PHOTOGRAPHY (D)					Semester:	IV
Hrs/Week:	6	L	-	T	1	P	5	Credits:	6

COURSE OBJECTIVE:

1. Explore the concept of photography.
2. Practice the concepts of various photography methods and process
3. Specialise the techniques in a particular field of photography
4. Explore the core value of aesthetics in photography

COURSE OUTCOMES (CO) :

This course creates opportunity to apply the techniques and aesthetics in producing a photographic image.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Comprehend the development and usage of cameras and equipment's.	K1,K2
CO2	Expose the various functions and process of photography.	K1,K2,K3
CO3	Can apply the practical aspects into photography.	K1,K2,K3
CO4	Conversion of the skills in to a carrier in the field of photography.	K1,K2,K3,K4,K5

20VCP18D	ELECTIVE PRACTICAL I : ENVIRONMENTAL STUDIES IN PHOTOGRAPHY (D)	Sem: IV
Exercise No	**Topics**	**Hours**
	Students should produce two photographs on the following topics. 1. Portrait Photography 2. Photo-Journalism 3. Wild Life Photography 4. Fashion Photography 5. Advertising Photography 6. Travel Photography 7. Event and Wedding Photography 8. Architectural and Industrial Photography	72

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. John and Barbara Gerlach, Digital Nature Photography: The Art and the Science, Focal Press is an imprint of Elsevier USA, 2007, Elsevier Inc.

REFERENCE BOOKS

1. Angela Faris Belt, The Elements of Photography: *Understanding and Creating Sophisticated Images, Focal Press* Elsevier Inc, 2008.
2. John and Barbara Gerlach, Digital Landscape Photography, Focal Press, Elsevier UK, 2010.

WEB RESOURCES

1. https://photography.tutsplus.com/articles/a-history-of-photography-part-1-the-beginning--photo-1908
2. *https://www.outdoorphotographer.com/tips-techniques/nature-landscapes/*
3. *https://www.adobe.com/in/creativecloud/photography/discover/nature-photography.html*

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	M	S
CO2	S	M	S	S
CO3	L	S	S	M
CO4	S	S	L	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr.N.Subramanian Name & Signature of the Staff	Mr.A.Charles Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20VCP19 - A		Course Title		Batch:	2020-2023
			ELECTIVE PRACTICAL II CRITICAL ANALYSIS IN COMMUNICATION DESIGN (A)		Semester:	IV
Hrs/Week:	6	L	5	T	1	P	-	Credits:	6

COURSE OBJECTIVE:

1. Analyse the concept of communication design.
2. Identify and analyse the problems behind Design thinking.
3. Explore the core value of Design thinking
4. Evaluate the aesthetics in design.

COURSE OUTCOMES (CO): This course provides analytical knowledge in identifying the problems of design and to analyse the core value design thinking and aesthetics.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Students can explore the role of communication design	K1,K2,K3
CO2	Apprehend the design problems and exploit for designing.	K1,K2
CO3	Can apply the practical aspects of various kinds of design methods used for communication.	K1,K2,K3
CO4	Can employ design aesthetics to obtain a good design.	K1,K2,K3

20VCP18 - A	ELECTIVE PRACTICAL II : CRITICAL ANALYSIS IN COMMUNICATION DESIGN (A)	Sem: III
Unit No.	Topics	Hours
	Students should do a detailed analysis in the following topics	
1	**Analysis in Design Process.** a. Product Analysis b. Task Analysis c. User Analysis d. Environment Analysis	36
2	**Systems Analysis** a. Systems Mapping b. Interaction Mapping c. Systems Terminologies	36

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. Brown, Tim(2009): Change by Design – How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins, New York/USA.
2. Christian Mueller-Roterberg, Handbook of Design Thinking -Tips & Tools for how to design thinking, 2018 Christian Mueller-Roterberg
3. Hasso Plattner, Institute of Designat Stanford, An Introduction to Design Thinking – Process Guide

REFERENCE BOOKS

1. **De Bono, Edward** (1972): PO: A Device for Successful Thinking, Simon & Schuster, New York/USA.
2. **De Bono, Edward** (2016): Six Thinking Hats, Penguin Books, London/UK.
3. **Design Council UK** (2005): The Design Process, https://www.designcouncil.org.uk/news-opinion/design- process-what-double-diamond, Zugriffsdatum: 11.06.2018.
4. **Liedtka, Jeanne / Oglivie, Tim** (2011): Designing for Growth: A Design Thinking Tool Kit for Managers, Columbia Univers. Press, New York/USA.
5. **Michalko, Michael** (2006): Thinkertoys: A Handbook of Creative-Thinking Techniques, 2. Auflage, Ten Speed Press, Berkeley/USA.
6. **Young, Indi** (2008): Mental Models: Aligning Design Strategy with Human Behavior, Rosenfeld Media, New York/USA.

WEB RESOURCES

1. https://www.amazon.com/Handbook-Design-Thinking-design-thinking-ebook/dp/B07KYM631Q/ref=sr_1_2?s=books&ie=UTF8&qid=1547410573&sr=1-
2. Design Council UK (2005): The Design Process, https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond, Zugriffsdatum: 11.06.2018.
3. https://www.researchgate.net/publication/329310644
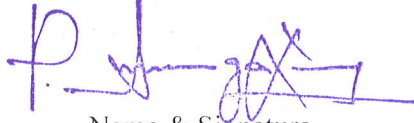
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	M	S
CO2	S	M	S	S
CO3	L	S	S	M
CO4	S	S	L	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. A.Charles Name & Signature of the Staff	Mr. A.Charles Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20VCP19 - B	Course Title					Batch:	2020-2023
		ELECTIVE PRACTICAL II : CRITICAL ANALYSIS IN JOURNALISM (B)					Semester:	IV
Hrs/Week:	6	L	-	T	1	P	5	Credits:	6

COURSE OBJECTIVE:

1. Explore the concept of Journalism and writing skills.
2. Practice the concepts of skills in writing, page layout and designing..
3. Practice the concepts of skills in writing, page layout and designing.
4. Understand the various functions of the news making process.

COURSE OUTCOMES (CO): Classifying newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, promoter of democracy. The impact of newspaper on society, socioeconomic and cultural development

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Students can understand the basic knowledge of reporting and editing.	K1,K2
CO2	Students can expose the various functions of news making process.	K1
CO3	Can apply the theoretical aspects into design and pagination.	K1,K2,K3
CO4	Students can choose their carrier opportunities in media.	K1,K2,K3

SYLLABUS

20VCP19 - B	ELECTIVE PRACTICAL II : CRITICAL ANALYSIS IN JOURNALISM(B)	Sem: IV
Unit No.	**Topics**	**Hours**
1	Case study analysis on the following topics	
2	Investigative Journalism	
3	Political Communication	72
4	New media Communication	

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS:

       Hanitzsch, by Routledge 270 Madison Ave, New York, NY 10016

2.   Broadcast Journalism: A Critical Introduction Paperback – 28 October 2008 BY Jane Chapma and Marie Kinsley

3.   Journalism Studies A Critical Introduction *by, Andrew Calcutt, Philip Ammonno,* ISBN 9780367475123 Published January 27, 2011 by Routledge

REFERENCE BOOKS

1. Journalism Critical Concepts in Media and Cultural Studies by Harward Tumbor, ISBN 9780415380874 Published December 21, 2007 by Routledge
2. Journalism: Critical Issues: Critical Issues (UK Higher Education OUP Humanities & Social Sciences Media, Film & Cultural Studies) Paperback – Import, 16 January 2005
3. Understanding Journalism by Lynette Sheridan Burns, Sage Publications

WEB RESOURCES

1. http://keralamediaacademy.org/wp-content/uploads/2015/02/Handbook-of-Journalism-Studies.pdf
2. https://www.routledge.com/Journalism-Studies-A-Critical-Introduction/Calcutt-Hammond/p/book/9780415554312
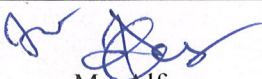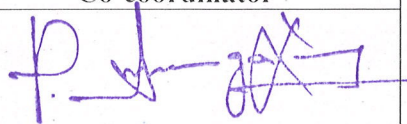3. https://www.routledge.com/Journalism-Critical-Concepts-in-Media-and-Cultural-Studies/Tumber/p/book/9780415380874

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	M	S
CO2	S	M	S	S
CO3	M	S	S	M
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Ms. Alfazeena Name & Signature of the Staff	Mr.A.Charles Name & Signature	Name & Signature

Course Code:	20VCP19 - C	Course Title						Batch:	2020-2023
		ELECTIVE PRACTICAL II : CRITICAL ANALYSIS IN FILM PRODUCTION(C)						Semester:	IV
Hrs/Week:	6	L	-	T	1	P	5	Credits:	6

COURSE OBJECTIVE:

    1. To explore the concept of film making process.
    2. To practice the concepts of scheduling, budgeting, and production process.
    3. Apprehend the theoretical aspects in film production
    4. To give a perception about the carrier opportunities in electronic media.

COURSE OUTCOMES (CO) : The Learner will be competent in applying the techniques and aesthetics of film making and pertain in film production.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Distinguish the working of film making during pre-production and post production .	K1,K2
CO2	Analyze the various fields of film making process.	K1,K2,K3,K4
CO3	Explore the theoretical aspects into film production.	K1,K2,K3
CO4	Analyze the film structure, techniques and aesthetics.	K1,K2,K3,K4

20VCP19 C	ELECTIVE PRACTICAL II : CRITICAL ANALYSIS IN FILM PRODUCTION(C)	Sem: IV
Unit No.	**Topics**	**Hours**
	1. Analysis of contemporary characterisation of a protagonist. 2. Analysis of projection of the society in contemporary cinema 3. Analysis of the influence of semiotics in cinema. 4. Analysis of contemporary story trend south Indian films. 5. Analysis of the usage of colour and elements in film 6. Analysis of the content focused on OTT 7. Analysis of the technical aspects of contemporary cinema	72

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. jadhyasha, Paul Wileman, *Encyclopedia of Indian Cinema*, Oxford University Press,New Delhi 2005.
2. Proferes, Nicholas, *Film Directing Fundamentals*, Oxford University Press, 2001.

WEB RESOURCES

1. Paul Wheeler, *Digital Cinematography*, Focal Press 2001
2. Monoco, James. *How to read a film*, Routledge, London 2001
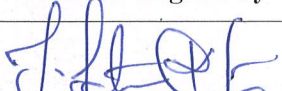3.. Thoraval, Yves. *The Cinema of India (1896 -2000)*.

REFERENCE BOOKS

1. https://writingcenter.unc.edu/tips-and-tools/film-analysis
2. https://studydriver.com/film
3. https://sdfilmfest.com/how-to-analyze-a-movie-step…

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	M	S
CO3	S	S	S	S
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr. Santhana Krishanan Name & Signature of the Staff	Mr.A.Charles Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20VCP19 - D	Course Title		Batch:	2020-2023
		ELECTIVE PRACTICAL II : CRITICAL ANALYSIS IN PHOTOGRAPHY (D)		Semester:	IV
Hrs/Week:	6	L	- T	1 P	5 Credits: 6

COURSE OBJECTIVE:

1. Analyse the concept of light and image making process.
2. Analyse the concepts of various photography genres.
3. Experience the critical analysis in photography.
4. Explore the opportunities in the field of photography.

COURSE OUTCOMES (CO) :This course helps in in-depth analysis of photography image, its technique and aesthetics.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the basic knowledge of lighting techniques.	K1,K2
CO2	Students can expose the various functions of photography medium.	K1,K2
CO3	Can apply the practical aspects into various kinds of techniques in photography.	K1,K2,K3
CO4	Students can choose their carrier opportunities in photography medium.	K1,K2,K3,K4, K5

20VCP19 D	ELECTIVE PRACTICAL II : CRITICAL ANALYSIS IN PHOTOGRAPHY (D)	Sem: IV
Unit No.	**Topics**	**Hours**
	1. Analysis of the usage of colours in a photographic image 2. Analysis of framing and composition in a photographic image. 3. Analysis of special effects photography and its technological development. 4. Analysis of the importance of photo journalism.	

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

TEXT BOOKS

1. *Terence* Wright *The* Photography Hand Book, first published 1999 by Routledge
2. London This edition published in the Taylor & Francis e-Library, 2003.
3. Digital Photo Projects for Dummies® Published by Wiley Publishing, Inc.111 River Street Hoboken, NJ 07030-5774 www.wiley.com

REFERENCE BOOKS

1. The Concise Focal Encyclopedia of Photography: From the First Photo on Paper to the Digital Revolution Focal Press USA 2008, Else vier Inc.
2. David Präkel, basic photography Composition, AVA Publishing SA 2006.
3. Barbara A. Lynch-Johnt and Michelle Perkins (2008). Illustrated dictionary of Photography, Published by: Amherst Media, Inc., N.Y.

WEB RESOURCES

1. https://www.history.com/topics/american-civil-war/mathew-brady

2. https://boundarystones.weta.org/2020/04/17/tale-two-photographers-mathew-brady-and-alexander-gardner

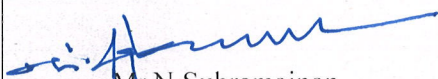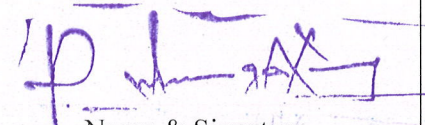3. https://time.com/3806764/magnificent-obsession-how-queen-victoria-influenced-photography/

4. https://www.meisterdrucke.com/k%C3%BCnstler/Alexander-Gardner.html

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	M	S	M	S
CO3	S	M	S	S
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr.N.Subramainan Name & Signature of the Staff	Mr.A. Charles Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20VCP20	Course Title					Batch:	2020-2023
		Major Project Work II – VIVA VOCE					Semester:	IV
Hrs/Week:	12	L	2	T	-	P	-	Credits:	9

COURSE OBJECTIVE:

1. Understand the concept of production
2. Explore the concept of analysis and production.
3. Practice and use the various production methods
4. Create a platform for specialisation.

COURSE OUTCOMES (CO) : This course provides opportunities to specialize, practice and apply techniques and aesthetics on a particular subject.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Comprehend the knowledge in production	K1
CO2	Can expose the various methods of production process	K1,K2,K3
CO3	Can apply the theoretical aspects into media.	K1,K2,K3
CO4	Students can choose their carrier opportunities in appropriate media industry.	K1,K2,K3,K4,K5

SYLLABUS

20VCP20	Major Project Work II – VIVA VOCE	Sem: III
Unit No.	Topics	Hours
	A project depicting in-depth analysis, process and production from scratch to final work in any of the following topics. A. Book Illustration / Branding for a product or service / Signage or Environmental graphics / UI/ UX design. B. News production / Documentary / Journal/ Magazine / News paper C. Short film / Documentary film / Experimental Movie / Web series. D. Portrait Photography / News Photography / Advertising photography / Event photography / Wild life and nature. Submission: • **A written document with brief and concept for the project chosen.** • **Final production to be submitted through appropriate medium.** • **Viva- Voce will be conducted for the same.**	144

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr.A. Charles Name & Signature of the Staff	Mr.A. Charles Name & Signature	Name & Signature