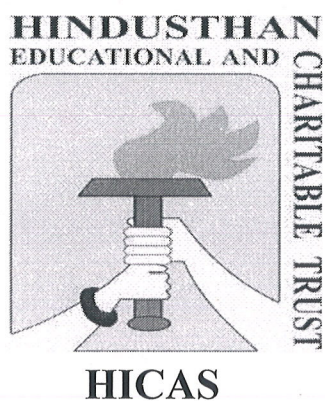


**LEARNING OUTCOMES–BASED CURRICULUM
FRAMEWORK (LOCF)**

in the

**POSTGRADUATE PROGRAMME
VISUAL COMMUNICATION**

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2021 - 2022 AND ONWARDS**



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/

PREAMBLE

The students of this program have been trained with uncompromising standards of excellence. To face the technological challenges the department, provides the aspirants with wide spectrum of latest well equipped digital studios at par with the industry. The Studios are designed to achieve parallel growth in theatrical and practical skills keeping in mind the current enlargements. These facilities help our students to avoid capsule-based learning and in turn encourages in depth analysis of courses.

VISION

To offer an experience in acquiring comprehensive knowledge to the learners to create avenues with global standards and to enhance technical and aesthetical challenges. To provide the essentials of moral values in their being to suites worthy personals and professionals.

MISSION

The Mission is to transform the attitude of practicing creative thinking and technological application through philosophical approach. Structuring an effective curriculum at par with the industrial requirements integrating modern developments of the media. To elicit the students to face the Industry and to apprehend and echo the social values in their creation.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Post Graduate of Visual Communication programme will

PEO 1: Prepare the students and tune them with newer societal aspirations in order to meet out the standards of excellence.

PEO 2: Offer a space for proficiency in skill development of various medium.

PEO 3 Engage in acquiring the profession and to acclimate rapid change in work environment

PEO 4: Altering the students to cater the needs of the entry level communication job markets.

PEO 5: Provide a platform to practice and reflect the professional ethics among the society.

PROGRAMME OUTCOME (PO)

PO1: Comprehended with ample hands on experience in various medium and techniques.

PO2: Prepared with an ability of rational thinking, logical thinking and creativity, based on the societal needs.

PO3: Fortified to meet out the parallel growth in theoretical and practical skills to face the current enlargement of the media industry.

PO4: Equipped with uncompromising standards to perceive the outside world and to understand the living environment and culture which will enhance their profession.

PO5: Progressed with a sense of commitment to fully meet the expectation of the media industry.

PO6: Exposed with adequate research experience in communication design, marketing, advertising, film, and other media.

PO7: Provided with appropriate experience to enhance their specialization by exploring various medium.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1: Will have adequate skills sets to work in media.

PSO2: Will gain industrial experience through workshops and internship programs

PSO3: Will be able to produce documentation and projects based on their career interest.

PSO4: Will have ample comprehension to set up their own firm based on specialization

PSO5: Will become an expert in creative production

PG/MCA Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2021-2022 and onwards)

1. Internal Marks

Components	Marks
Test	10
Model Exam	10
Internal Assessment components	20 #
TOTAL	40

List of components for Internal Assessment

S.No	Components
1	Multiple choice questions
2	Quiz
3	Video teach
4	UT – Unannounced test
5	Co-operative or Collaborative Learning
6	Mini Project/Assignment
7	Case study
8	Seminar

(Any four components from the above list with five marks each will be calculated .4x5=20 marks)

2. a) Components for Practical I.E.

Components	Marks
Test –I	20
Test - II	20
Application*	10
Total	50

b) Components for Practical E.E.

Components	Marks
Experiments	40
Record	5
Viva	5
Total	50

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

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

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

4. 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 is to be treated as 100% Internals and evaluation through online.
4. Item No.2: * - Application should be from the relevant practical subject other than the listed programme. It must be enclosed in the practical record.

For all PG/MBA/MCA Programmes (2021-2022 Regulations)

QUESTION PAPER PATTERN FOR CIA EXAM

Reg.No:-----

Q.P.CODE:

**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
PG/MBA/MCA DEGREE CIA EXAMINATIONS -----20-----**

(-----Semester)

BRANCH: -----

Subject Name: -----

Time: Two Hours

Maximum: 50 Marks

Section-A (3 x 4=12 Marks)

Answer **ALL** Questions

ALL questions carry **EQUAL** Marks

(Q.No: 1 to 3 Either Or type)

Section-B (2 x 12=24 Marks)

Answer any **TWO** Questions out of **THREE** Questions

ALL questions carry **EQUAL** Marks

(Q.No: 4 to 6)

Section-C (1 x 14=14 Marks)

**(Compulsory Question: It should be a Case study/Application oriented/Critical analysis
from any of the units)**

(Q.No: 7)

QUESTION PAPER PATTERN FOR MODEL / END SEMESTER EXAM

Reg.No:-----

Q.P.CODE:

**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
PG/MBA/MCA DEGREE MODEL EXAMINATIONS -----20-----**

(-----Semester)

BRANCH: -----

Subject Name: -----

Time: Three Hours

Maximum: 60 Marks

SECTION – A (5x4=20 marks)

Answer **ALL** Questions

ALL Questions carry **EQUAL** Marks

(Q.No 1 to 5 Either Or type)

(One question from each Unit)

SECTION – B (3x10=30 Marks)

Answer any **THREE** Questions Out of **FIVE** Questions

ALL Questions carry **EQUAL** Marks

(Q.No 6 to 10)

(One question from each Unit)

SECTION – C (1x10=10Marks)

**(Compulsory Question: It should be a Case study/Application oriented/Critical analysis
from any of the units)**

(Q.No: 11)

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

(For the students admitted during the academic year 2020-2021 and 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	50
Report	50	50	b)Review	30	
Viva-voce	25	50			
Total	100	100	E.E* a) Final report	120	150
			b)Viva-voce	30	
				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:

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

PG PATTERN
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)

**HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),
COIMBATORE-641028**

SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN

(For the Students admitted from the Academic year 2021-2022 and Onwards)

PG PROGRAMME

Programme: MSC

Branch: VISUAL COMMUNICATION

Course Code	Course Type	Course Title	Credit points	Lecture Hours/ Week		Exam Duration (hours)	MAX. MARKS		
				Theory	Practical		I.E.	E.E	Total
Semester - I									
21VCP01	DSC	CORE/ DSC-I Introduction to Communication and Theories	4	5	-	3	40	60	100
21VCP02	DSC	CORE/ DSC-II Media Writing	5	5	-	3	40	60	100
21VCP03	DSC	CORE/ DSC-III Advertising and Event Management	5	5	-	3	40	60	100
21VCP04	DSC	CORE/ DSC-IV Fundamentals of Photography	4	5	-	3	40	60	100
21VCP05	DSC	CORE/ Practical- I Photography	2	-	4	6	50	50	100
21VCP06	DSC	CORE/ Practical-II Graphic Production	3	-	5	6	50	50	100
21VCP07	SEC	Mini Project Outdoor Exploration	2	-	-	-	100	-	100
21VCPE01	AEE	Open Elective - I	2	3	-	-	100	-	100
21VCPV01	ACC	VAC-I	1*	2	-	-	50**	-	50**
21VCPJ01	SEC	Aptitude / Placement Training	Grade*	2	-	-	50**	-	50**
-	SEC	SDR – Student Development Record	Assessment will be done in the end of III – rd semester						
Total			27	36			560	340	800
Semester - II									
21VCP08	DSC	CORE / DSC-V Media Laws and Ethics	6	6	-	3	40	60	100
21VCP09	DSC	CORE / DSC-VI Citizen Journalism	5	5	-	3	40	60	100
21VCP10	DSC	CORE / DSC-VII Film studies	5	6	-	3	40	60	100
21VCP11	DSC	CORE / DSC- VIII Mini Project	3	-	6	6	100	-	100

		Design Thinking							
21VCP12	DSC	CORE /Practical Practical- III Television Program Production	3	-	6	6	50	50	100
21VCPE02	AEE	Open Elective - II	2	3			100		100
21VCPV02	ACC	VAC-II	1*	2			100*	-	100**
21VCPJ02	SEC	Online Courses	Grade*	-	-	-	-	-	-
21VCPJ03	SEC	Aptitude / Placement Training	Grade*	2	-	-	100*	-	100**
		Total	24	36			370	230	600
		Semester - III							
21VCP13	DSC	CORE / DSC-XI Philosophies of Communication	5	5	-	3	40	60	100
21VCP14	DSC	CORE / DSC-X Media Research	5	5	-	-	40	60	100
21VCP15 A 21VCP15 B 21VCP15 C 21VCP15 D	DSE	Electives / DSE-I	3	-	6	6	50	50	100
21VCP16 A 21VCP16 B 21VCP16 C 21VCP16 D	DSE	Electives / DSE-II	3	-	6	6	50	50	100
21VCP17	DSC	CORE /Practical Practical -IV Cinematography and Editing Techniques	3	-	5	6	50	50	100
21VCP18	DSC	Project Work - I Research Viva Voce	2	2	-	-	50	150	200
21VCP19	SEC	Internship / Institutional Training	2	-	-	-	100	-	100
21VCPE03	AEE	Open Elective-III	2	3	-	-	40	60	100
21VCPV03	ACC	VAC-III	1*	2	-	-	50*	-	50**
21VCPJ04	SEC	Aptitude / Placement Training	Grade*	2	-	-	50*	-	50**
21VCPJ05	SEC	Online Courses	Grade*	-	-	-	-	-	-
21VCPJ06	SEC	SDR – Student Development Record	2*	-	-	-	-	-	-
		Total	25	36			520	480	900
		Semester - IV							
21VCP20	DSC	Project Work - II / Production Specialization	6	-	-	-	50	150	200
21VCP21 A 21VCP21 B	DSE	Electives / DSE-III	5	6	-	-	40	60	100
21VCP22 A 21VCP22 B	DSE	Electives / DSE-IV	5	6	-	-	40	60	100
21VCP23	SEC	Self-Study Course	4*	-	-	-	-	100	100**
		Total	16	12			130	370	400
			92 credits + (9 Extra Credits)						2700

- * denotes Extra credits which are not added with total credits.
- ** denotes Extra marks which are not added with total marks.
- **VAC**-Value Added Course (Extra Credit Courses)
- * 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

- Part IV & V not included in total marks and CGPA calculation.
- **I.E**-Internal Exam
- **E.E**-External Exam
- **JOC**-Job Oriented Course

PASSING MINIMUM

- Passing Minimum for PG 50%

Abstract for Scheme of Examination

(For the students admitted during the academic year 2021 - 2022 and onwards)


Course	Papers	Credit	Total Credits	Marks	Total Marks
Core / DSC	12	6/5/4/3/2	2 X 6 c 12 6 X 5 c 30 2 X 4 c 8 1 X 3 c 3 1 X 2 c 4 57	100 X 10 200 X 2	1400
Electives/ DSE	4	5/3	2 X 3 c 6 2 X 5 c 10 16	100 X 4	400
Practical DSC	4	3/2	3 X 3 c 9 1 X 2 c 2 11	100 X 4	400
Project SEC	1	2	1 X 2 c 2 2	100 X 1	100
<i>Internship/ Institutional Training/ Mini-Project / Extension Activity</i>	1	2	1 X 2 c 2	100 X 1	100
Open Electives / AEE	3	2	3 X 2 c 6	100 X 3	300
<i>Self-Study Course /SEC</i>	1	4*	1 X 4* 4* 4*	100 X 1	100**
<i>Job Oriented Course / Value Added Course</i>	3	1*	1 X 3* 3*	100 * X 1 50* X 2	200**
Skill Based/ Placement/Aptitude SEC	3	Grade*	Grade*	50 X 2 100 X 1	200**
Online Courses/ SEC	2	Grade*	Grade*	-	-
SDR - SEC	2	2*	2*	-	-
Total			92 + (9 Extra Credits)		2700 + (500**)

List of Open Elective Papers & VAC / JOC	
Open Electives	Yoga for Human Excellence
	Human Health & Hygiene
	Indian Culture and Heritage
	Indian Constitution and Political System
	Consumer Awareness and Protection
	Professional Ethics and Human Values
	Human Rights, Women's Rights & Gender Equality
	Disaster Management
	Green Farming
	Campus to Corporate
	How to start a Business?
	Research Methodology and IPR
	General Studies for Competitive Examinations
	IIT JAM Examination (for Science only)
	CUCET Examination
Courses offered by the Departments to other Programmes	

Note: VAC / JOC courses can be added along with the above open electives

List of Elective Papers/ DSE
(Can choose any one of the paper as electives)

	Course Code	Title
Electives/ DSE-I	21VCP15 A	Environmental Studies in Communication Design
	21VCP15 B	Environmental Studies in Journalism
	21VCP15 C	Environmental Studies in Film Production
	21VCP15 D	Environmental Studies in Photography
Electives/ DSE-II	21VCP16 A	Critical Analysis in Communication Design
	21VCP16 B	Critical Analysis in Journalism
	21VCP16 C	Critical Analysis in Film Production
	21VCP16 D	Critical Analysis in Photography
Electives/ DSE-III	21VCP21 A	Visual Semiotics
	21VCP21 B	Visual Merchandising
Electives/ DSE-IV	21VCP22 A	Visual Anthropology
	21VCP22 B	Visual Ergonomics


Syllabus Coordinator


BOS-Chairman/Chairperson


Academic Council - Member Secretary


PRINCIPAL

Co-ordinator
Academic Audit Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

PRINCIPAL
Hindusthan College of Arts and Science
Hindusthan Gardens, Behind Nava India
Coimbatore - 641 028.

Regulations

1. Internship / Institutional Training / **Mini-Project** is related to the discipline can be permitted to complete during the end of I and III semesters for minimum seven days each and permitted to submit a report.

Internship / Institutional Training	Not more than seven days
Mini project	Depends on the departments

2. Project work is considered as a special course involving application of knowledge in problem solving / analyzing /exploring a real-life situation. A Project work may be given in lieu of a discipline specific elective paper.
3. To fix the practical marks for PG programme for Internal assessment and External assessment as 50 marks I.E. and 50 marks E.E and to modify the component for Internal assessment as Test-1 = 20, Test-2 = 20 and Observation and concept application = 10.
4. To modify the Internal and External Assessment marks FOR THEORY as 40 and 60 for all the post graduate programme for the Academic year 2021-2022 and onwards. Subsequently, the Internal component is to be modified as Test -1 = 10, Model = 10 and other component = 20. The Components for internal assessment can be of 5 marks for each 4 components out of 10 components (**10 Components can be fixed by the concern board chairman**) selected by the each subject in charges for their respective courses.
5. To incorporate Online courses as a non-credit skill enhancement course for the III and IV th semesters and Grades will be assessed based on the certificates produced by the students. It is compulsory to produce one Online course certificate for each semester to avail grades for the students. (2 certificates in any of the online platform is mandatory)
6. **Two Elective courses DSE- III & DSE- IV are the subjects which are to be related with NPTEL courses.**
7. **If the students who are all completed the NPTEL courses before semester -III, they can avail exemption from appearing exams of DSE- III & DSE- IV in Fast track scheme.**
8. SDR – Student Development Report to be received by the department from the students till end of the **Third** semester. (Evidences of Curriculum activities and Co-curriculum activities)

SCHEME OF EVALUATION FOR PG COURSES (INTERNAL & EXTERNAL COMPONENTS)
– Updated scheme of evaluation will be given by COE.

PG PATTERN - QUESTION PAPER FOR CIA & MODEL -- Updated
question paper pattern will be given by COE

Course Code:	21VCP01	Course Title						Batch:	2021-2022 and Onwards
		INTRODUCTION TO COMMUNICATION AND THEORIES						Semester:	I
Hrs/Week:	5	L	4	T	1	P	-	Credits:	4

COURSE OBJECTIVE:

1. Memorize the historical strengthen of media theories with relevant models.
2. Explore the applications of theories in media content and functions.
3. Analyze the four theories of the press to get acquainted with the mass communication domain.
4. Integrate the western and eastern perspectives of the communication theories.
5. Critically examine the psychological and sociological impact of communication towards development.

COURSE OUTCOMES (CO): Students will be able to understand and evaluate key theoretical approaches used in the field of mass communication.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Remember media theories and models of communication process and functions.	K1
CO2	Understand the functions and nature of the various types of communication	K1,K2
CO3	Examine the contemporary media theories in mass communication.	K1,K2,K3,K4
CO4	Evaluate the theories with real time case studies.	K1,K2,K3,K4,K5
CO5	Evaluate theories as applied to practical mass communication problems.	K1,K2,K3,K4,K5

SYLLABUS

21VCP01	INTRODUCTION TO COMMUNICATION AND THEORIES	Sem: I
Unit No.	Topics	Hours
I	Communication - Elements and Functions -Types of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication - Verbal and Non-verbal Communication-Human Communication: Characteristics, Contents, Language, Meanings, Talent, Manifest and Contextual Structural Meanings.	15
II	Defining Communication models; Marshal McLuhan - The medium is the message - Aristotle's model – Lasswell's model – Berlo's SMCR - Two-step flow Model - Shannon & Weaver's Mathematical model – Newcomb's model – Osgood Schramm model – Gerbner's model - Westley and Maclean's model of communication – Spiral of Silence.	15
III	Normative Theories – Uses and Gratifications theory – Media dependency theory - Media effects theory: Selective Processes, Gatekeeping, Agenda-Setting, Framing, Cultivation Theory, Third Person Effect Theory (TPE)	10
IV	Theories of Social Influence - Cognitive Dissonance Theory- Diffusion of innovation - Lerner's Modernization theory - Social Learning theory– Media Hegemony - Technological Determinism - Gestalt theory.	15
V	Globalization and media – Modernism - Post Modernism - Knowledge gap theory - Actor-Network Theory - Network Society and Social Capital - Discourse Analysis - Social Construction.	10

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

TEXT BOOKS

1. McQuail, D., & Windahl, S. (2015). Communication models: For the study of mass communications. Routledge.
2. McQuail, D. (1987). Mass communication theory: An introduction. Sage Publications, Inc.
3. Dominick, J. R. (2010). The dynamics of mass communication: Media in the digital age. Tata McGraw-Hill Education.
4. Severin, W. J., & Tankard, J. W. (1997). Communication theories: Origins, methods, and uses in the mass media (pp. 300-310). New York: Longman.

REFERENCE BOOKS

1. Baran, S. J., Davis, D. K., & Striby, K. (2012). Mass communication theory: Foundations, ferment, and future.
2. Baran, S. J. (2015). Introduction to mass communication.
3. Bennett, P., Kendall, A., & McDougall, J. (2011). After the media: Culture and identity in the 21st century. Routledge.
4. Stevenson, N. (2002). Understanding media cultures: Social theory and mass communication. Sage.

5. Essentials of Mass Communication” by Asa Berger, Sage, New Delhi, 2000.
6. Media Gratifications Research” by Rosengren et al., Sage, London, 1985.

WEB RESOURCES

- Sharma, Ashish (2018).Introduction to Mass Communication: Model and Theories, Evince pub Publishing: Chattisgarh.
https://www.google.co.in/books/edition/Introduction_to_Mass_Communication/ERFfDwAAQBAJ?hl=en&gbpv=1&dq=mass+communication&printsec=frontcover
- Betteke van Ruler (2018) Communication Theory: An Underrated Pillar on Which Strategic Communication Rests
<https://www.tandfonline.com/doi/pdf/10.1080/1553118X.2018.1452240?needAccess=true>
- Swayam Course By Prof. Narasimhamurthy, Bengaluru Central University, Communication Research.
https://onlinecourses.swayam2.ac.in/cec20_ge30/preview

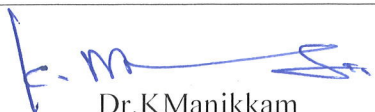
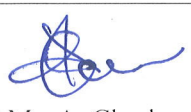
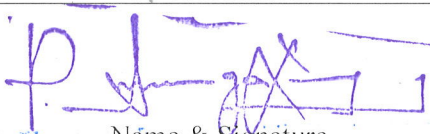
MAPPING WITH PROGRAM OUTCOMES

POCO \ PO1	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	M	M	M	S
CO2	S	M	S	M	S	S	S
CO3	S	S	M	S	S	S	M
CO4	S	S	S	S	S	S	S
CO5	S	S	M	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
 Dr.KManikkam 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:	21VCP02	Course Title						Batch:	2021-2022 and Onwards
		MEDIA WRITING						Semester:	I
Hrs/Week:	5	L	4	T	1	P	-	Credits:	5

COURSE OBJECTIVE:

1. Help the students to learn the similarities and differences among all forms of media writing.
2. Apply various writing styles to fit various media platforms.
3. Analyse effective information gathering skills and techniques in media.
4. Critically understand the laws, ethics, and responsibilities of media writing.
5. Apply Associated Press style and use it correctly when writing media messages.

COURSE OUTCOMES (CO): Students will equip with knowledge of reporting/Writing/News room functioning/Understanding media. students will learn the importance of writing skills and various styles for different mass media writing.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Demonstrate critical thinking skills when generating, consuming, and evaluating messages in relevant communication contexts.	K1,K2,K3
CO2	Develop writing skills to be a successful media professional.	K1
CO3	Distinguish the laws in media and can write the script on their own.	K1,K2,K3,K4
CO4	Apply the laws and ethics in print, television and new media in a pro way.	K1,K2,K3
CO5	Apply news writing and news story structure concepts and skills to writing for print, broadcast and online news media.	K1,K2,K3

SYLLABUS

20VCP02	MEDIA WRITING	Sem: I
Unit No.	Topics	Hours
I	Print Media: Nature and Characteristics –News Values - News story: Elements, deadline, Content – Reader’s perception – Inverted pyramid style – Headline, Lead and its types – Principles of News Writing – General and Specialized newspapers – vernacular newspaper and analysis.	15
II	Editorial policy and style – Editorial freedom vs. newspaper policies and objectives – Writing style and use of language – General and specialized magazines – vernacular magazines – Feature writing: types, characteristics and styles – Special articles – Editorial practice.	15
III	Radio: Characteristics of the medium – Broadcasting policies and codes – writing for radio: Principles and guidelines, programme formats for a general and special audience – Radio genres: News production – Interviews – features – Talk shows – Radio jockeying and commercial aspects.	10
IV	Television: Characteristics of the medium – Television for information, Education and entertainment – Writing television news – Language and style of presentation – pre-production – programme production – post-production – Television formats – Video jockeying – Live programme broadcasting.	15
V	New Media – Internet – Nature and characteristics – Contents online –Blogging – multimedia support – textual and visual impact – Online journalism – Problems of access – Uses and challenges in new media.	10

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

TEXT BOOKS

1. Stovall, J. G. (1985). *Writing for the mass media*. Prentice-Hall.
2. Arnold, G. T. (1996). *Media writer's handbook: a guide to common writing and editing problems*. Brown & Benchmark.
3. Kuehn, S. A., & Lingwall, A. (2016). *The Basics of Media Writing: A Strategic Approach*. CQ Press.

REFERENCE BOOKS

1. Filak, V. F. (2020). *Dynamics of news reporting and writing: foundational skills for a digital age*. SAGE Publications, Incorporated.
2. Papper, R. A. (2020). *Broadcast news and writing stylebook*. Routledge.
3. Gibbs, C. K., & Warhover, T. (2002). *Getting the whole story: Reporting and writing the news*. Guilford Press.
4. Andrew, B. (2001). *Broadcast Journalism Techniques of Radio and Television News*.
5. Quiller, Stephen, *Making Color Sense Out of Color Theory*, Watson Guptill

WEB RESOURCES

1. <https://india.oup.com/productPage/5591038/7421214/9780195699388>
2. <https://scottwesterman.com/Writing-for-Social-Media.pdf>

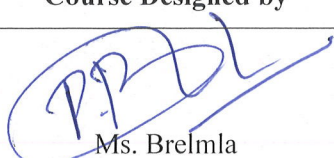
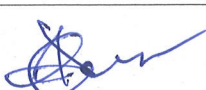
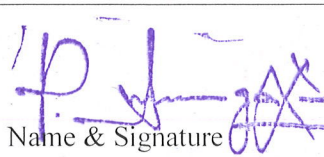
MAPPING WITH PROGRAM OUTCOMES

POCO \	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	S	S	S	S
CO2	S	M	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	M	S	S	S	S	S
CO5	S	S	S	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. Bremla 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:	21VCP03	Course Title						Batch:	2021-2024
		ADVERTISING AND EVENT MANAGEMENT						Semester:	I
Hrs/Week:	5	L	4	T	1	P	-	Credits:	5

COURSE OBJECTIVE:

1. Infer a fair knowledge about various Advertising process concepts and principles of advertising.
2. Disseminate basic knowledge on Advertising and Ad Agencies.
3. Change the insight to look deeper into various strategic approaches of advertising campaign planning.
4. Articulate knowledge on contemporary event management with an introduction to core public relation disciplines with practical skills.
5. Correlate trade promotion and event functioning strategies.

COURSE OUTCOMES (CO): Creative thinking is essential for students to read in to the mind of consumers and explore enormous marketing opportunities for brand building and event management.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the functionality of various media Advertisements.	K1,K2
CO2	Plan creative Advertising campaigns for brand promotion.	K1,K2,K3,K4,K5
CO3	Discover the essence of strategy and create successful media based Advertising Strategies.	K1,K2,K3
CO4	Take part in department events with the learned event management skills.	K1,K2,K3,K4
CO5	Relate the equipped knowledge to form functioning Advertisement Promotions.	K1,K2,K3,K4

21VCP03	ADVERTISING AND EVENT MANAGEMENT	Sem: I
Unit No.	Topics	Hours
I	Advertising: Definition, meaning and concept - Nature and Scope of Advertising in modern society - Socio and economic impact of advertising - Classification of Advertising – Organizational structure of an advertising agency - Types of advertising agencies - Advertising appeals - Branding.	14
II	Writing Advertisement Copy for print media: Elements of Print Advertisement – Scripting for radio advertisement (spot and jingle) – Two Column script writing for Television Commercial - Advertising Production and studio management.	11
III	Planning advertising campaigns – Advertising research - Media selection– Media planning strategies – Globalization of the media and worldwide advertising - Case studies.	10
IV	Introduction to event Management, Size & type of event - Principles of event management - Theories and functions of management in the context of media – Types of events: Personal, Organizational, Public funding, Exhibitions, Cultural and Sponsorship – Organizing Events: Objectives, Characteristics, Demands and Structure - Event Process: Budgets, Schedule of items and Media coverage of events.	15
V	FDI influences on media management - Media organizations and structures, - Ownership patterns of Indian media - India Trade Promotion Organization (ITPO): Main Activities and Services of ITPO - Safety & Risk Assessment: Ethical Considerations and the Economic Impact of Major Events.	15

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

TEXT BOOKS

1. Frost, W., & Laing, J. (Eds.). (2017). *Exhibitions, trade fairs and industrial events*. Routledge.
2. Kishore, D. (2012). *Event Management: A Blooming Industry and an Eventful Career. First Edition*. Har-Anand Publications Pvt. Ltd., New Delhi.
3. Belch, G. (2010). *Advertising and Promotion*, First Edition. Tata McGraw Hill company Ltd., New Delhi.
4. Moriarty, S., Mitchell, N. D., Wells, W. D., Crawford, R., Brennan, L., & Spence-Stone, R. (2014). *Advertising: Principles and practice*. Pearson Australia.
5. Stafford, M. R., & Faber, R. J. (2015). *Advertising, promotion, and new media*. Routledge.
6. Roman, K. (2010). *The king of Madison Avenue: David Ogilvy and the making of modern advertising*. St. Martin's Press.

REFERENCE BOOKS

1. Arens, W. F. (2002). *Contemporary advertising*. Tata McGraw-Hill Education.
2. Henry, T. (2013). *The accidental creative: How to be brilliant at a moment's notice*. Portfolio.
3. Vilanilam, J. V., & Varghese, A. K. (2004). *Advertising basics!: a resource guide for beginners*. SAGE.
4. Ogilvy, D. (2013). *Ogilvy on advertising*. Vintage.
5. Van der Wagen, L., & Carlos, B. (2008). *Event Management for Tourism, Cultural,*

- Business and Sporting Events (3rd edn). Frenchs Forest.
6. Berman, M., & Blakeman, R. (2009). The Brains Behind Great Ad Campaigns: Creative Collaboration Between Copywriters and Art Directors. Rowman & Littlefield Publishers.

WEB RESOURCES



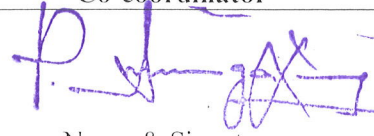
1. <https://www.udemy.com/share/104p22/>
2. <https://www.udemy.com/share/102012/>
3. <https://nios.ac.in/media/documents/srsec335new/ch17.pdf>
4. http://lib.unipune.ac.in:8080/jspui/bitstream/123456789/3260/8/08_chapter%202.pdf

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	S	S	M	S
CO2	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	M
CO4	M	S	S	S	S	S	S
CO5	M	S	S	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
 Dr. 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:	21VCP04	Course Title						Batch:	2021-2022 and Onwards
		FUNDAMENTALS OF PHOTOGRAPHY						Semester:	I
Hrs/Week:	5	L	4	T	1	P	-	Credits:	4

COURSE OBJECTIVE:

1. Introduce the field of Photography with the historical background.
2. The events of the history are to motivate the students to select the field as their profession.
3. Convert the aspects of photography into applied form.
4. Know the technical needs of digital dark room setup for startup.
5. Understand the application of photography in digital media.

COURSE OUTCOMES (CO): Students will learn the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Describe different periods and styles of works.	K1
CO2	Extract with technics and aesthetics styles of photography.	K1,K2
CO3	Understanding to select the branches photography for specialization.	K1,K2
CO4	The Contrast will help to create various art and commercial productions in media.	K1,K2,K3,K4
CO5	To Appraise digital imaging with the software and to understand the studio setup.	K1,K2,K3,K4,K5

SYLLABUS

21VCP04	Fundamentals of Photography	Sem: I
Unit No.	Topics	Hours
I	History of photography: Define photography: Brief history and development of photography – Evolution of photography– Important invention–Types of photography.	10
II	Introduction to photography: SLR – working of an SLR camera. Camera techniques: camera; types, usage – lens; types, usage aperture – usage – shutter speed – usage – depth of field – focal length Composition techniques: rule of third – golden ratio – angle of view – picture format. Lighting techniques: basic of lighting – three-point lighting – types of lighting, types of lighting equipment. Camera accessories: filters –tripod light meter – flash– electronic flash – selection of right flash mode – other useful accessories.	15
III	Introduction to digital photography: Digital still camera – digital SLR camera – types – working with a digital camera – major components and functions – camera operation – mode – differences between analogue and digital. Advance photography practices: Overview of advanced digital cameras introduced in market - advanced capturing techniques – exposure techniques – storage devices.	15
IV	Post production Techniques: Set up for digital imaging – data storage and management options. Data transferring options. Introduction to software: software for digital process (digital darkroom) – image editor – file formats – convertors –Photoshop& lightroom – rule of thumb – kerning – leading digital image on various media. Printing techniques: working with scanner – types – scanning techniques – film scanning – photo printers – how printer works – photo quality – printing paper – types.	15
V	Photography as profession: Marketing as photographer: photography project – assignments – photo ppt – method of creating photography website – connecting images via social media and other platforms – popular photography websites. Creating a start-up: how to start a studio or freelancing; types of studio and design – equipments and budget.	10

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

TEXT BOOKS

1. Tom Ang, Photography: history, art, technique, DK, London, 2019.
2. Avid D. Busch, Digital SLR Camera & Photography 3rd Edition, Wiley Publishing, USA, 2009.
3. John Hedgecoe, The Art of Digital Photography, DK publishing, New York, USA 2006.

REFERENCE BOOKS:

1. Tom & Mitchell Beazley, *Digital Photography, A step by step guide & manipulating great images*
2. O.P Sharma, *Practical Photography, Hind Pocket Books*
3. Richard Zakia, Leatie Stroebel, *The Focal encyclopedia of Photography 3rd edn. Focal Press, Boston, London (1993).*
4. Peter K. Burian, *Mastering Digital Photography & Imaging. Sybex Publisher, USA, 2001.*
5. Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray, *The Manual of Photography, 9th edn. Focal Press, 2000.*
6. John Hedgecoe's Alfred A, *The photographer's Handbook. Knopf Publisher, 1999.*
7. Roger Hicks and Frames Schultz, *Interior shots, Rotovision, Switzerland, 2002.*
8. Catherine Jamieson, Sean McCormick, *Digital Portrait Photography and Lighting: Take Memorable shots every time. Wiley Jamieson and McCormick Publisher. London, 2005.*
9. Quiller, Stephen, *Making Color Sense Out of Color Theory. Watson Guptill*

WEB RESOURCES

1. <http://www.amitchawla.com/downloads/ebooks/002%20Advanced.Photography.7th.Edition.Langfords.Jan.2008.pdf>
2. <https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presentation-20112.pdf>
3. <http://www.gactvd.in/Documents/Learning/Viscom/Basic%20Photography%20-PDF%201.pdf>

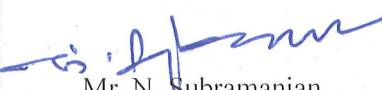

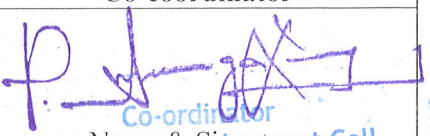
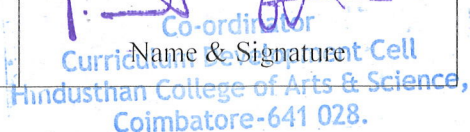
MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	S	S	S	M	S	M
CO2	S	S	S	S	S	S	M
CO3	S	S	S	M	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	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. N. Subramanian Name & Signature of the Staff	 Mr. A. Charles Name & Signature	 Co-ordinator Name & Signature 

Course Code:	21VCP05	Course Title						Batch:	2021-2022 and Onwards
		Practical- IPHOTOGRAPHY						Semester:	I
Hrs/Week:	4	L	-	T	1	P	3	Credits:	2

COURSE OBJECTIVE:

1. Learn the process of digital photography and its techniques.
2. Learn how a camera works and develop advanced techniques.
3. Demonstrate the ability to use photography as means of communication and creative expression.
4. Understand the techniques of studio lighting and the creative possibilities of working with artificial light sources.
5. Learn the different genres of Photography in the existing field.

COURSE OUTCOMES (CO): Students will learn the practical exposure to handle camera functions, lighting techniques and various aspects of photography.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Apply the theoretical knowledge into practical experience.	K1,K2,K3
CO2	Understand the practical exposure to handle camera functions and lighting techniques.	K1,K2
CO3	Explore the techniques and aesthetics in photography.	K1,K2,K3,K4
CO4	Study the image-making skills in indoor and outdoor conditions.	K1,K2,K3,K4
CO5	Evaluate the practical exposure to choose a profession in their field.	K1,K2,K3,K4,K5

SYLLABUS

21VCP05	PRACTICAL II - PHOTOGRAPHY	Sem: I
	Topics	Hours
	<p>1. <u>Photographic Aesthetics: Using Camera Techniques</u></p> <p>a. Shutter: High and low Shuttered Images. b. Aperture: Deep Depth of field and shallow depth of field images. c. ISO: High and low sensitive images.</p> <p>2. <u>Pictographic Aesthetics: Using Lighting Techniques (Indoor)</u></p> <p>a. Still life b. Product Photography (Caravaggio, Johannes Vermeer, Rembrandt styles) c. Portrait d. Fashion photography (Parmigianino, Caravaggio, Johannes Vermeer, Rembrandt Jacques David Louise, Margaret Julia Cameron, Nadar, styles)</p> <p>3. <u>Photojournalism</u></p> <p>a. Sports and Action Photography b. Architecture Photography c. Industrial Photography d. Travel Photography e. Environmental and Wildlife Photography f. Event Photography</p>	52

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

TEXT BOOKS

1. Understanding Digital Photography by Joseph A .Iippolito, Thomson Delmar Learning, 2003.USA
2. Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. By Catherine
3. Langford's Advanced Photography, Eighth Edition: The guide for Aspiring Photographers (The Langford EftimiaBilissi, Michael Langford.

REFERENCE BOOKS

1. Richard Zakia, Leatie Stroebel, *The Focal Encyclopedia of Photography 3rd edn.* Focal Press, Boston, London (1993).
2. Peter K. Burian, *Mastering Digital Photography & Imaging*, Sybex Publisher, USA, 2001.
3. Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray, *The Manual of Photography, 9th edn.* Focal Press, 2000.
4. John Hedgecoe's Alfred A, *The photographer's Handbook*, Knopf Publisher, 1999.
5. Roger Hicks and Frames Schultz, *Interior shots*, Rotovision, Switzerland, 2002.

WEB RESOURCES

1. <http://www.amitchawla.com/downloads/ebooks/002%20Advanced.Photography.7th.Edition.Langfords.Jan.2008.pdf>
2. <https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presentation-20112.pdf>
3. <http://www.gaetvd.in/Documents/Learning/Viscom/Basic%20Photography%20-PDF%201.pdf>



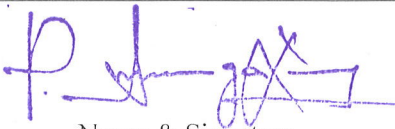
MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	S	S	M	S
CO2	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	M
CO4	M	S	S	S	S	S	S
CO5	M	S	S	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. Melwin Samuel 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:	21VCP06	Course Title						Batch:	2021-2022 and Onwards
		Practical-II GRAPHIC PRODUCTION						Semester:	I
Hrs/Week:	5	L	-	T	1	P	4	Credits:	3

COURSE OBJECTIVE:

1. Understand the visual elements and use them appropriately in their design.
2. Learn the concept of communication using the Graphic design elements.
3. Create effective designs and illustrations using software with their creative thinking.
4. Learn Graphics design for brochures, advertisements, News papers and Magazines.
5. Understand the possibility in digital medium and its influences on Print Media.

COURSE OUTCOMES (CO): Students will understand the need of the industry in graphic design and communication.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the elements and the principles of design.	K1,K2
CO2	Apply the concept of communication in graphics design.	K1,K2,K3
CO3	Explore creative thinking and software skills.	K1,K2,K3,K4
CO4	To understand the need of the industry in graphic design and communication.	K1,K2
CO5	Study various industry-based designing software's.	K1,K2,K3,K4

SYLLABUS

21VCP06	PRACTICAL I- Graphic Production	Sem: I
	Topics	Hours
Exercise	<ol style="list-style-type: none">1. Elements & principles of design.2. Colour and Composition3. Design process<ol style="list-style-type: none">a. Brainstormingb. Ideationc. Finding concepts4. Types of images5. Graphic design software's<ol style="list-style-type: none">a. In-designb. Photoshopc. Illustrator6. Graphic Production<ol style="list-style-type: none">a. Types of layout & Gridsb. Colour advertisement for a magazinec. B&W Advertisement for a newspaperd. Stationery designe. Logo designf. Album cover designg. Package designh. Poster design	65

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

TEXT BOOKS

1. Lisa Danae Dayley, *Adobe Photoshop CS6 bible*, Wiley.
2. Adobe Creative Team, *Adobe Indesign CC Classroom in a Book*, Adobe
3. Todd Perkins, *Adobe Flash Professional CS5 Bible*, Willey
4. Ted alspach, *Adobe illustrator CS 5 Bible*, Willey

REFERENCE BOOKS

1. Sessions.edu, "Graphic Design Portfolio-Builder Adobe Photoshop and Adobe Illustrator Projects," Peachpit Press (2005).
2. Jeremy Aynsley, "A Century of Graphic Design," Barron's Educational Series (2001).
3. Lisa Buchanan, "Graphically Speaking-A Visual Lexicon For Achieving Better Designer," Client Communication-David & Charles (2002).
4. Bob Gordon, Maggie Gordon, "The Complete Guide to Digital Graphic Design," Thames & Hudson Ltd (2005).
5. Gary David Bouton, *CorelDRAW X7; The official guide*, Corel Press

WEB RESOURCES

1. <https://opentextbc.ca/graphicdesign/chapter/introduction/>
2. <https://www.getfeedback.com/resources/ux/design-principles-elearning/>
3. <https://www.udemy.com/course/graphic-design-masterclass-everything-you-need-to-know/>
4. <https://www.udemy.com/course/graphic-design-theory-for-beginners-course/>



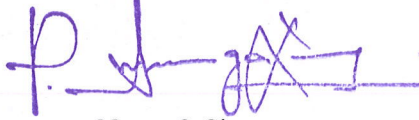
MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	S	S	M	S
CO2	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	M
CO4	M	S	S	S	S	S	S
CO5	M	S	S	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:	21VCP07	Course Title						Batch:	2021-2022 and Onwards
		Mini Project: Outdoor Exploration						Semester:	I
Hrs/Week:	-	L	-	T	1	P	5	Credits:	2

COURSE OBJECTIVE:

1. Recognize rural livelihood.
2. Understand the vitality of observing humans.
3. Explore the problems faced by different people in their day to day life.
4. Exemplify every observation through appropriate creativeness.
5. Investigate various cultures and traditions embedded in rural lives.

COURSE OUTCOMES (CO): Equie the skill of observing different people to document their lives in distinct aspect.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Compare various livelihoods to explore their day-to-day activities.	K1,K2,K3,K4
CO2	Implement the observation as a media document.	K1,K2,K3
CO3	Find a solution for the problems by sharing the issue through appropriate visual documentation.	K1,K2,K3,K4
CO4	Use documentary and any visual storytelling technique to convey the observations.	K1,K2,K3
CO5	Evaluate the reason behind their daily activities.	K1,K2,K3,K4,K5

SYLLABUS

21VCP07	Mini Project: Outdoor Exploration	Sem: I
	Topics	Hours
Exercise	<ol style="list-style-type: none">1. Studying / Exploring the village Understanding the form and structure of the Village – Physical form, Psychological form, Personal structure, Family structure and Social structure2. Discover the practices of the village3. Study of the village through the following:<ol style="list-style-type: none">a. Food culture – style & resourcesb. Water Resources – usage & availabilityc. Occupation - types & incomed. Women - practicese. Children – lifestyle & educationf. Elderly People - family & social aspectsg. Market places – shops, market & mobile vendersh. House structures – style, architecture & productsi. Communication influencej. Political Influencek. Transportationl. Traditional practices – music, performances, rituals & artistsm. Study of indigenous products <p>Submission: Documentation submission on a topic and viva for the production</p>	

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

TEXT BOOKS

1. Rees, M. (2003). *Drawing on difference: Art therapy with people who have learning difficulties*. Routledge.
2. Jenkins, H. (2009). *Confronting the challenges of participatory culture: Media education for the 21st century*. The MIT Press.
3. Sefton-Green, J. (2012). *Learning at not-school: A review of study, theory, and advocacy for education in non-formal settings*. The MIT Press.

REFERENCE BOOKS

1. Brookfield, H., Parsons, H., & Brookfield, M. (2003). *Agrodiversity: learning from farmers across the world*. United Nations University Press.
2. Horowitz, A. (2013). *On looking: Eleven walks with expert eyes*. Simon and Schuster.
3. Atkinson, W. W., & Beals, E. E. (2010). *Personal Power Books: Personal Power Or Your Master Self*. Cosimo, Inc..

- Peterson, B. (2016). *Understanding exposure: how to shoot great photographs with any camera*. AmPhoto books.

WEB RESOURCES

- <https://www.udemy.com/course/learn-how-to-draw-step-by-step/>
- <https://fs.blog/2013/04/the-art-of-observation/>
- https://www.youtube.com/watch?v=LFaJsZcrz_0&t=2s

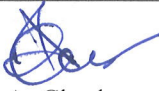

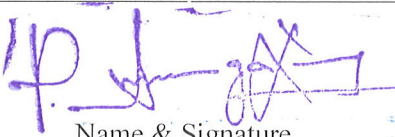
MAPPING WITH PROGRAM OUTCOMES

POCO \	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	M	M	M	S
CO2	S	S	S	S	S	M	S
CO3	S	S	S	S	S	S	S
CO4	S	S	S	M	S	M	S
CO5	S	S	S	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:	21VCP08	Course Title						Batch:	2021-2022 and Onwards
		Media Laws and Ethics						Semester:	II
Hrs/Week:	6	L	5	T	1	P	-	Credits:	6

COURSE OBJECTIVE:

1. Apprehend the basic laws and function of Indian Constitution.
2. Remember the way constitution and Judiciary system works.
3. Analyze the way parliament works and laws are amended and created from bill.
4. Fathom the theoretical aspects of the laws related to Media field.
5. Understand the functioning of media and laws related to it.

COURSE OUTCOMES (CO): Demonstrate an understanding of a range of specific ethical issues, perspectives and debates relevant to their chosen major within the B Communication.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recall the provisions of Indian Constitutional and the way it works.	K1
CO2	Analyse the various functioning of media and laws related to it.	K1,K2,K3,K4
CO3	Recall the basic knowledge of Laws in regular Media Functioning.	K1,K2
CO4	Apply the theoretical aspects into new media.	K1,K2,K3
CO5	Understand the judiciary provisions and concept of Cyber space	K1,K2
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

SYLLABUS

21VCP08	Media Laws and Ethics	Sem: II
Unit No	Topics	Hours
I	Constitutional Laws and Media - Salient features of Indian Constitution, Preamble, Directive Principles, Fundamental Rights, Reasonable restrictions, Freedom of Speech and Expression in India - Emergency Provisions.	14
II	Civil and Criminal Law of Defamation - IPC with special reference to Sedition, Laws dealing with obscenity, Working Journalists and other NP Employees (Conditions Of Service) Act 1955.	16
III	Press Council of India - Censorship - Press code and ethics – Broadcasting code and ethics; Prasar Bharti Act; The Broadcast Bill; cable television act 1995, Cinematograph Act 1952, ASCI, PRSI code of ethics - Mac Bride Report	18
IV	Right to Information Act, 2005; Right to Privacy; Intellectual Property Rights - The Patents Act, 1957 - Laws of Human Rights- Child labor Acts- Indecent Representation of woman (prohibition) Act, 1986.	15
V	Information Technology Act, 2000; Cyber laws: The need for cyber laws: Regulation of Social Media and other web platforms; Privacy and Cybercrime, TRAI regulations – Net neutrality.	15

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

TEXT BOOKS

1. *I. Winner & Dominic (2014) Mass media research, An introduction. Thomson publishing company.*
2. *A. Hansen et al (1998). Mass Communication research Methods London: Palgrave.*
3. *S.H. Priest (1996) Doing Media research: An Introduction. London: Sage Publications.*
4. *B. Gunther (2000). Media Research Methods London: Sage Publications.*
5. *Judith M. Buddenbaum, Katherine B. Novak, Applied Communication Research Surjeet Publications, New Delhi. 2005*

REFERENCE BOOKS

1. *Arthur Asa Berger, Media & Communication Research Methods, Sage Publications, 2011.*
2. *Denis Mc Quail, Audience Analysis, Sage Publications, New Delhi.*
3. *Mc Quails Mass Communication Theory (6th edn) by Denis Mc Quail, Sage South Asia Edn, 2010*
4. *Klaus Bruhn Jensen and Nicholas W. Jankowski, Qualitative methodologies for Mass Communication Research, Routledge, London (1991).*
5. *John Fiske, Introduction to Communication Studies 2nd Edn, Routledge (1990)*

WEB RESOURCES

1. <https://blog.forumias.com/draft-cinematograph-bill-2021-explained-pointwise-forumias-blog/>
2. https://blog.ipleaders-in.cdn.ampproject.org/v/s/blog.ipleaders.in/laws-related-child-labour-india/amp/?amp_js_v=a6&_gsa=1&usqp=mq331AQHKAFQArABIA%3D%3D#aoh=16226078389894&referrer=https%3A%2F%2Fwww.google.com&_tf=From%20%251%24s&share=https%3A%2F%2Fblog.ipleaders.in%2Flaws-related-child-labour-india%2F
3. <https://legislative.gov.in/sites/default/files/coi-4March2016.pdf>


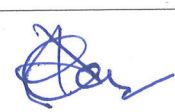
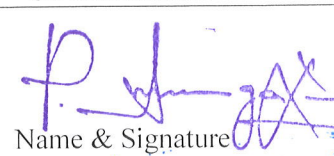
MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	S	S	S	M
CO2	S	S	S	M	S	S	S
CO3	S	S	M	S	S	S	S
CO4	M	S	S	S	S	M	S
CO5	S	M	S	S	S	S	M

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. Shyam Sharma 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:	21VCP09	Course Title						Batch:	2021-2022 and Onwards
		Citizen Journalism						Semester:	II
Hrs/Week:	5	L	4	T	1	P	-	Credits:	5

COURSE OBJECTIVE:

1. Provide information on basic digital content management to handle websites, social media platform.
2. Impact knowledge on various concepts around citizen Journalism
3. Enable the students to gain various interactive features of smartphones such as camera, audio recorder, images, etc.
4. Familiarize students in learning short-forms and high-quality content.
5. Learn to create digital news for digital generations with an emphasis on stories of special interest to audiences across the country.

COURSE OUTCOMES (CO): Able to understand various concepts around citizen journalism. Able to understand essential skills of citizen journalism. Able to understand the ethics of news & media . Able to understand the distribution & processing

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Apply the content management in all social media platforms.	K1,K2,K3
CO2	Analyse the concepts in conveying the content in a right way to the world.	K1,K2,K3,K4
CO3	Understand the interactive media used for citizen journalism & vice versa.	K1,K2
CO4	Understand various concepts around citizen journalism.	K1,K2
CO5	Apply essential skills of citizen journalism across the country.	K1,K2,K3
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

SYLLABUS

21VCP09	Citizen Journalism	Sem: II
	Topics	Hours
I	Citizen Journalism- Concept and definitions. Parameters of citizen journalism. Types of citizen journalism. Evolution of citizen journalism. Essential skills required for citizen journalism.	10
II	Social Media and Citizen Journalism, Social networking; Introduction to social profile management products Facebook, Twitter, LinkedIn, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing, WhatsApp, Snapchat, Skype.	10
III	Forms of interactive journalism - Tools for media distribution and processing Information – Mobile Journalism - Interactional tools- Video, audio and readable - Social publishing: Flickr, Instagram, YouTube, Sound cloud, Blogging Audio clips, podcasting and Citizen Journalism.	15
IV	Age of Information Journalism, Existential journalism, Regulatory challenges to media convergence in India, Broadcasting and Convergence, Rise of Citizen journalism, Podcasting, Non text media and credibility, issues of linking, attribution, verification and permissions in new age journalism, Ethics related to citizen journalism, Challenges of Citizen Journalism. Challenges of Citizen Journalism.	15
V	Citizen Journalism is a tool for social change - Case studies	15

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

TEXT BOOKS

1. Mair, J., & Keeble, R. L. (Eds.). (2011). *Investigative journalism: dead or alive?*. Abramis Academic Publishing.
2. Filotrani, L. J. (2018). *WordPress for Journalists: From Plugins to Commercialisation*. Routledge.
3. Pilger, J. (2011). *Tell me no lies: Investigative journalism and its triumphs*. Random House.
4. Tremayne, M. (Ed.). (2012). *Bloggging, citizenship, and the future of media*. Routledge.

REFERENCE BOOKS

1. Calcutt, A., & Hammond, P. (2011). *Journalism studies: A critical introduction*. Routledge.
2. Wall, M. (2018). *Citizen journalism: Practices, propaganda, pedagogy*. Routledge.
3. Zeng, X., Jain, S., Nguyen, A., & Allan, S. (2019). New perspectives on citizen journalism. *Global Media and China*, 4(1), 3-12.

WEB RESOURCES

1. https://www.researchgate.net/publication/332627049_Citizen_Journalism
2. http://thkjaincollege.ac.in/onlineStudy/journalism/2nd%20Sem-CC4-Belair-Gagnon_Anderson_CJ.pdf
3. <https://www.amity.edu/gwalior/jccc/pdf/jccc-12-19-08.pdf>

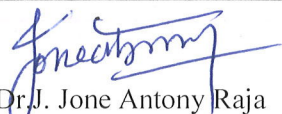
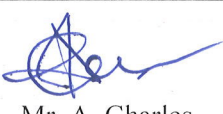

MAPPING WITH PROGRAM OUTCOMES

POCO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	S	S	M	S
CO2	S	M	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	S	M	S	S	S	S
CO5	S	S	S	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
 Dr. J. 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:	21VCP10	Course Title						Batch:	2021-2022 and Onwards
		Film studies						Semester:	II
Hrs/Week:	6	L	5	T	1	P	-	Credits:	5

COURSE OBJECTIVE:

1. Understand the history and the way Indian films were made in the past and present
2. Demonstrate skill 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
5. Understand the terms specifically related with cinema and the scholarly way of using it.

COURSE OUTCOMES (CO): Critically interpret films and clearly express those interpretations orally and in writing. Demonstrate knowledge of the historical development and cultural impact of film as an art form. Demonstrate a familiarity with the collaborative processes through which films are constructed.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Remember the impact of film and its role in society development	K1
CO2	Understanding of film and its role in society and to develop a broadly interdisciplinary approach	K1,K2
CO3	Analysis and assess the film and filmic images in employing competent theoretical tools	K1,K2,K3,K4
CO4	Remember a range of cinematic visual styles, narrative conventions, and generic trends.	K1
CO5	Apply specialized vocabularies and methodologies used by Film Studies scholars.	K1,K2,K3
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

SYLLABUS

21VCP10	Film studies	Sem: II
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.	16
III	Mis-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.	18
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.	15

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

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.*
3. *Paul Wheeler, Digital Cinematography, Focal Press 2001*
4. *Monoco, James. How to read a film, Routledge, London 2001*

REFERENCE BOOKS

1. *Thoraval, Yves. The Cinema of India (1896 -2000).*
2. *Jag Mohan, Documentary Films & Indian Awakening, Publications Division, New Delhi 1980.*
3. *Gaston Roberge, Another Cinema for Another society, Seagull Publications Calcutta 1985.*
4. *SanjitNarwekar, Spectrum India 1994, 3rd Bombay International Film Festival for Documentary, Short and Animation Films.*

WEB RESOURCES

1. <https://www.britannica.com/art/history-of-the-motion-picture>
2. <https://www.cinemaazi.com/feature/progress-of-tamil-cinema>
3. <http://afoiceomartelo.com.br/posfsa/Autores/Plantinga,%20Carl/Film%20Theory%20And%20Aesthetics.pdf>

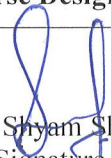
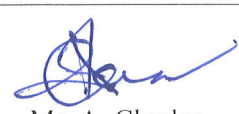
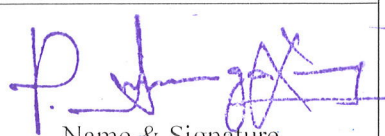
MAPPING WITH PROGRAM OUTCOMES

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	S	M	S	S	S
CO2	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S
CO4	S	S	S	S	M	S	S
CO5	S	S	S	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. Shyam Sharma 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:	21VCP11	Course Title						Batch:	2021-2022 and Onwards
		Mini Project - Design Thinking						Semester:	II
Hrs/Week:	6	L	-	T	1	P	5	Credits:	3

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 help them to recognize and comprehend.	K1
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	Will 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
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

SYLLABUS

21VCP11	Mini Project – Design Thinking	Sem: II
Unit No.	Topics	Hours
	<ol style="list-style-type: none">1. Need for Design Thinking2. Defining the Brief3. Brainstorming4. Research and Analysis5. Ideation and Conceptualization6. Prototyping / Execution & Production7. Feedback and Refinement <p>The student should do a full scale project on any product or service by covering all of the above stages.</p>	78

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

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 Design at 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=1547410573&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>



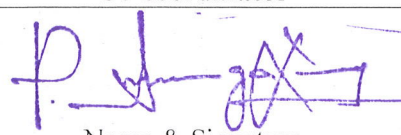
MAPPING WITH PROGRAM OUTCOMES

PO \ CO	CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		S	S	M	S	M	S	S
CO2		S	S	S	M	S	S	M
CO3		S	S	S	S	M	L	S
CO4		S	M	L	S	S	S	S
CO5		M	S	S	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:	21VCP12	Course Title						Batch:	2021-2022 and Onwards
		Practical III: Television Program Production						Semester:	II
Hrs/Week:	6	L	-	T	1	P	5	Credits:	3

COURSE OBJECTIVE:

1. Interpret the ideas to create interactive programs for Television.
2. Understand the types of scripts for Television Program Production.
3. Plan creatively for shoot according to the script.
4. Relate lighting and multi-camera setup for pre-production.
5. Articulate editing skills and techniques in post-production.

COURSE OUTCOMES (CO): Learn the art of Scripting and Producing for television

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Connect the ideas to create Television program concepts.	K1,K2,K3,K4
CO2	Appraise the type of script required for each program type.	K1,K2,K3,K4,K5
CO3	Execute any indoor or outdoor shoot successfully.	K1,K2,K3
CO4	Reframe contemporary Television program production technique through innovation.	K1,K2,K3,K4,K5
CO5	Discover various industry based post-production processes.	K1,K2,K3
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

SYLLABUS

21VCP12	Practical III: Television Program Production	Sem: II
	Topics	Hours
Exercise	<p>The Television Program Production Practical comprises the Script, Storyboard, Camera movements, Multi-camera setup, Editing techniques (Capturing, Rendering, Storage media, Transitions & Edit Decision List) and Basic Lighting techniques.</p> <ol style="list-style-type: none">1. Content Writing for program production2. Types of programmes<ol style="list-style-type: none">a. Talk show / Debate Showsb. 1 to 1 Interview and Groupc. Curtain raiserd. News Featuree. Vox popf. Reviewsg. Caller showsh. Montage/ Mashup Video Makingi. Compering with Songs (Special Occasion)j. New concept for reality shows <p>Product Advertisement and PSA.</p>	78

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

TEXT BOOKS

1. Adams, T. (2004). *Digital Television Production: A Handbook. Journalism and Mass Communication Quarterly*, 81(1), 200.
2. Hemmingway, E. (2007). *Into the newsroom: Exploring the digital production of regional television news*. Routledge.
3. Mitchell, L. (2009). *Production management for television*. Routledge.

REFERENCE BOOKS

1. Zhong, X. (2010). *Mainstream culture refocused: television drama, society, and the production of meaning in reform-era China*. University of Hawai'i Press.
2. Gunter, B. (2015). *The cognitive impact of television news: Production attributes and information reception*. Springer.
3. Bondebjerg, I., Redvall, E. N., Helles, R., Lai, S. S., Søndergaard, H., & Astrupgaard, C. (2017). *Transnational European television drama: Production, genres and*

- audiences. Springer.
4. Detarsio, J. (2017). *Television Field Production and Reporting-a Guide to Visual Storytelling*. Taylor & Francis Limited.
 5. McDonnell. C., & Sugar. R. (2020). *The Art of Invader Zim*. Abrams; Illustrated edition.
 6. Stradling, L. (2010). *Production Management for TV and Film: The professional's guide*. Bloomsbury Publishing.

WEB RESOURCES

1. https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L16.pdf
2. <http://www.nraismc.com/wp-content/uploads/2017/03/203-TELEVISION-PRODUCTION-IDEA-TO-SCREEN-backup.pdf>
3. <https://www.udemy.com/course/lighting-for-film-and-television/>
4. <https://www.udemy.com/course/screenwriting101/>
5. <https://www.udemy.com/course/sound-for-film-and-television/>



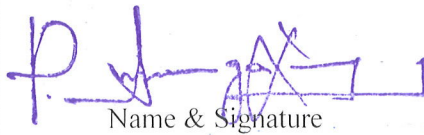
MAPPING WITH PROGRAM OUTCOMES

PO \ CO	CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		S	S	S	S	S	M	S
CO2		S	S	S	M	S	M	S
CO3		S	S	S	S	S	S	S
CO4		S	S	S	S	S	S	M
CO5		S	S	S	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.