

ANNEXURE - IV

BA MULTIMEDIA

FAROOK COLLEGE (AUTONOMOUS)

**Restructured Curriculum and Syllabi
as per CBCSS UG Regulations 2019**

(2019 Admission Onwards)

Rules, Regulations, Scheme & Syllabus

The Need

Information technology has brought about phenomenal changes in human communication systems. Today, messages are produced differently to be delivered through a host of newer media that are far richer than their traditional cousins in their formats, domains, access mode and information-carrying capacity. Generally referred to as "Multimedia products", these have become the most valued communication vehicles for sectors such as social services, commerce, industry, health care, education, governance and entertainment. Thereby, the demand for trained personnel to produce Multimedia products has increased several folds. To cater to this demand Scheme and Syllabus of BA Multimedia Programme has been restructured, in accordance with CBCSS UG Regulations 2019 of University of Calicut with effect from 2019 Admission onwards,

Objective

The restructured undergraduate programme called as BA Multimedia is designed to equip students in the art and craft of Multimedia production so as to enable them to emerge as thoroughbred professionals matching the manpower needs of the fast growing multimedia industry. Towards this end, the Programme besides providing for a good grounding in the theory of the core as well as complementary areas, enhances the scope for practical training in the core areas of multimedia productions.

Course Duration

The Programmes shall be of six semesters spread across three years.

Eligibility for Admission

Candidates who have passed Pre-degree/ Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the BA Multimedia programme. Relaxation of 5% marks will be allowed to candidates belonging to socially and educationally backward communities as referred to by Govt. of Kerala. SC/ST candidates need have only a pass in their qualifying degree examinations. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the marks sheets of the qualifying examination on or before the date prescribed for admission. Admission to the programme shall be based on the marks secured by candidates in the qualifying examinations.

Admission Criteria

Candidates who have diploma/certificate courses in multimedia/computer/IT/fine arts will be given weightage as indicated below provided they produce relevant certificates.

1. Diploma in computer/IT/Fine arts subjects of 10 months duration or more 5 marks
2. Certificate/short term courses in IT/computer/Fine arts subjects 3 marks

Candidates will be given weightage in only one of the categories above, whichever is highest. To earn weightage candidates should produce relevant certificates.

Course Requirements

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-end examinations. The University can however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

Courses of Study and Scheme of Examinations

The Programme is structured to provide a sound grounding in theoretical and practical areas of Multimedia communication. The courses and the scheme of assessment are as follows. Common Courses (Code A), Core Courses (Code B), Complementary Courses (Code C) and Open Courses (Code D). The first part of the alpha numerical code represents the name of the course (BVC), second part (n) represents semester and the last part (A/B/C/D) represents whether it is a common course, Core course, Complementary course or Open course.

Ability Enhancement Courses/Audit Courses

These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for classroom study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank). The students can also attain these credits through online courses like SWAYAM, MOOC etc.(optional).The list of courses in each semester with credits are given below.

Courses with credits	Semester
Environment Studies – 4	1
Disaster Management - 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

*Colleges can opt any one of the courses.

Evaluation of Audit courses: The examination shall be conducted by the college itself from the Question Bank prepared. The Question paper shall be of 100 marks of 3-hour duration.

Extra Credit Activities

Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

Calicut University Social Service Programme (CUSSP)

In this programme, a student has to complete 12 days of social service. This has to be completed in the first four semesters; 3 days in each semester. For the regular programme the student has to work in a Panchayath or local body or in a hospital/poor home or old age home or in a pain & palliative centre or any social work assigned by the college authorities. Students who engaged in college union activities and participate in sports and cultural activities in zonal level have to undergo only 6 days of CUSSP during the entire programme. A college level coordinator and a department level coordinator shall be appointed for the smooth conduct of the programme.

Credits

A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 14 credits for common courses (English), 8 credits for additional language courses and 16 credits for general courses. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more extra credit activities are done by a student, that may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA or CGPA.

Evaluation and Grading

Mark system is followed instead of direct grading for each question. For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system

Revaluation

In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG 2019.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results..

Indirect Grading System

Indirect grading system based on a 10-point scale is used to evaluate the performance of students.

Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I or Ab) to that course by the method of indirect grading. (See Annexure I in the CBCSS UG Regulations 2019).

An aggregate of P grade (after external and internal put together) is required in each course for a pass and also for awarding a degree (A minimum of 20% marks in external evaluation is needed for a pass in a course. But no separate pass minimum is needed for internal evaluation). No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed. Also the aggregate mark of internal and external are not displayed in the grade card.

A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula

$$\text{SGPA} = \frac{\text{Sum of the credit points of all courses in a semester}}{\text{Total credits in that semester}}$$

The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Total credit points obtained in six semesters}}{\text{Total credits acquired (120)}}$$

SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (cumulative grade) for the entire programme shall be awarded to a student depending on her/his CGPA (See Annexure I in the CBCSS UG Regulations 2019).

CBCSS UG Regulations 2019

In all other matters regarding the regulations of the BA Visual Communication programme which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CBCSS (CBCSS UG Regulations 2019) will be applicable.

Evaluation Strategy

The evaluation scheme for each course shall contain two parts:

1) Internal evaluation

2) External evaluation.

20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

The internal evaluation shall be based on a predetermined transparent system involving written tests, classroom participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of practical courses. Internal evaluation of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. Components with percentage of marks of internal evaluation of theory courses are- Test paper

40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken) For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken. To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split Up of Marks for Test paper

Range of Marks in Test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35% - 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% - 85%	6	5
85% - 100%	8	6

Split Up of Marks for Class Room Participation

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
$50\% \leq \text{CRP} < 75\%$	1	1
$75\% \leq \text{CRP} < 85\%$	2	2
85 % and above	4	3

External Evaluation

External evaluation carries 80% of marks. The external question papers may be of uniform pattern with 80/60 marks. The courses with 2/3 credits will have an external examination of 2 hours duration with 60 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks. The external examination in theory courses is to be conducted by the college with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the college. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the college. The project evaluation with viva also shall be conducted by two examiners – one internal and an external, the latter appointed by the college,

THEORY COURSES

Theory Course: Type 1 (80: 20 Pattern) Internal Evaluation

Sl. No	Components	Marks
1	Test Papers (I & II)	8
2	Assignment	4
3	Seminar	4
4	Class Room Participation based on Attendance	4
	Total	20

External Evaluation:

Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Pattern of Question Paper

Duration: 2.5 hours / Total Marks: 80

Section A - Short Answer type questions. (Answers should not exceed 50 words).			
Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
15	15	2	25
Section B - Paragraph type questions. (Answers should not exceed 100 words).			
Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
8	8	5	35
Section C Essay type questions. (Answers should not exceed 400 words).			
Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
4	2	10	20
Total Marks (Section A + B + C)			80

Theory Course: Type 2 (60: 15 Marks)

Internal Evaluation

Sl. No	Components	Marks
1	Test Papers (I & II)	6
2	Assignment	3
3	Seminar	3
4	Class Room Participation based on Attendance	3
	Total	15

External Evaluation

Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Pattern of Question Paper

Duration: 2 hours

Total Marks: 60

Section A - Short Answer type questions. (Answers should not exceed 50 words)			
Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
12	12	2	20
Section B - Paragraph type questions. (Answers should not exceed 100 words)			
Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
7	7	5	30
Section C Essay type questions. (Answers should not exceed 400 words)			
Total number of questions	Number of questions to be answered	Marks for each question	Ceiling of marks
2	1	10	10
Total Marks (Section A + B + C)			60

PRACTICAL COURSES

Internal Evaluation of Practical Courses

Internal Evaluation

Sl. No	Components	Marks
1	Lab involvement/skills	6
2	Attendance	3
3	Records/Viva	6
	Total	15

External Evaluation of Practical Courses

Duration	Pattern	Marks
3 hours	To prepare sample works with the help of prescribed Multimedia applications	60

**Internal Evaluation (BMM6B24 -
Multimedia Project, BMM6B25 - Web Site Project)**

Sl. No	Components	Marks
1	Lab/Project involvement	6
2	Attendance	3
3	Records/Viva	6
	Total	15

**External Evaluation (BMM6B24 -
Multimedia Project, BMM6B25 - Web Site Project)**

Sl.No	Criteria	Marks
1	Originality	10
2	BMM6B24 - Methodology (Pre-production, production, and postproduction aspects) BMM6B26 - Presentation, Use of Technical tools, Designs, Colour combinations, Animation, Site structure, Perceptiveness.	10
3	Scheme/Organization of Report	10
4	Viva-Voce	30
	Total	60

- Submission of the Project Report (DVD & Record) and presence of the student for viva are compulsory for internal evaluation.
- No marks shall be awarded to a candidate if she/ he fail to submit the Project Report (DVD & Record) for external evaluation.
- The student should get a minimum P Grade in aggregate of External and Internal.
- There shall be no improvement chance for the Marks obtained in the Project Report.
- In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new internal mark may be submitted by the Parent Department.
- External examination may be conducted along with the subsequent batch.

Credit & Mark Distribution In Each Semesters

SEMESTER-1	Credit	Marks
Common course: English	3	75
Common course: English	3	75
Common course: Additional Language	4	100
Core Course - 1: Introduction to Digital Media	4	100
Complementary course – 1 Introduction to Communication	3	75
Complementary course – 2 Introduction to Electronic Media	3	75
Total	20	500

SEMESTER-2	Credit	Marks
Common course: English	4	100
Common course: English	4	100
Common course: Additional Language	4	100
Core Course - 2: Creativity and Design Skills	4	100
Complementary course - 3 Media Laws and Ethics	3	75
Complementary course – 4 Radio & Television	3	75
Total	22	550

SEMESTER-3	Credit	Marks
General Course - 1	4	100
General Course- 2	4	100
Core Course - 3: Media Publishing	2	75
Core Course - 4: Computer Graphics	2	75
Core Course - 5: Digital Photography	2	75
Core Course - 6: Media Publishing & Computer Graphics (Practical)	2	75
Core Course - 7: Digital Photography (Practical)	2	75
Complementary course – 5 Reporting & Editing	3	75
Complementary course – 6 Introduction to Cinema	3	75
Total	24	725

SEMESTER-4	Credit	Marks
General Course - 3	4	100
General Course - 4	4	100
Core Course - 8: Introduction to Cinematography	2	75
Core Course - 9: Fundamentals of Web Designing	2	75
Core Course - 10: Introduction to Cinematography (Practical)	2	75
Core Course - 11: Fundamentals of Web Designing (Practical)	2	75
Complementary course – 7 Advertising	3	75
Complementary course – 8 Online Journalism	3	75
Total	22	650

SEMESTER-5	Credit	Marks
Core Course - 12: Techniques of Post Production – Visual Editing	3	75
Core Course - 13: Techniques of Post Production –Sound Recording, Editing and Mastering	2	75
Core Course - 14: Introduction to 3D Modeling and Texturing	2	75
Core Course - 15: Advanced Web Designing	2	75
Core Course - 16: Techniques of Post Production – Visual Editing & Techniques of Post Production –Sound Recording, Editing and Mastering (Practical)	2	75
Core Course - 17: Introduction to 3D Modeling and Texturing (Practical)	2	75
Open Course - 1: Fundamentals of Multimedia	3	75
Total	16	525

SEMESTER-6	Credit	Marks
Core Course - 18: Advanced 3D Animation, Vfx and	3	75
Core Course - 19: Introduction to Motion Graphics	3	75
Core Course - 20: Television & Multi Camera Production	2	75
Core Course - 21: Multimedia Designing & Authoring		
Core Course - 22: Advanced 3D Animation, Vfx and	2	75
Core Course - 23: Introduction to Motion Graphics (Practical)	2	75
Core Course - 24: Multimedia Project	2	75
Core Course - 18: Web Site Project	2	75
Total	16	525

General Scheme Of The Programme (BA LRP)

Sl. No	Course	No	Credits
1	Common Courses (English)	4	14
2	Common Courses (Additional Language)	2	8
3	General Course	4	16
4	Core Courses	24	55
5	Complementary Courses	8	24
6	Open Courses	1	3
	Total		120
7	Audit course	4	16
8	Extra Credit Course	1	4
	Total		140

Course of Study and Scheme of Examination

Course	Course Title	Hours per Week			Credit	Mark Distribution			
		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
SEMESTER - 1									
A01 Common Course		4	-	4	3	15	60	-	75
A02 Common Course		5	-	5	3	15	60	-	75
A07 Common Course		5	-	5	4	20	80	-	100
BMM1 B01 Core Course 1	Introduction to Digital Media	5	-	5	4	20	80	-	100
BMM1 C01 Complementary Course 1	Introduction to Communication	3	-	3	3	15	60	-	75
BMM1 C02 Complementary Course 2	Introduction to Electronic Media	3	-	3	3	15	60	-	75
	Total	25			20	500			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
SEMESTER - 2									
A03 Common Course		4	-	4	4	20	80	-	100
A04 Common Course		5	-	5	4	20	80	-	100
A08 Common Course		5	-	5	4	20	80	-	100
BMM2 B02 Core Course 2	Creativity and Design Skills	5	-	5	4	20	80	-	100
BMM2 C03 Complementary Course 3	Media Laws & Ethics	3	-	3	3	15	60	-	75
BMM2 C04 Complementary Course 4	Radio & Television	3	-	3	3	15	60	-	75
	Total	25			22	550			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
SEMESTER - 3									
A11 General Course - 1		4	-	4	4	20	80	-	100
A12 General Course - 2		4	-	4	4	20	80	-	100
BMM3 B03 Core Course 3	Media Publishing	2	-	2	2	15	60	-	75
BMM3 B04 Core Course 4	Computer Graphics	1	-	1	2	15	60	-	75
BMM3 B05 Core Course 5	Digital Photography	1	-	1	2	15	60	-	75
BMM3 B06 Core Course 6	Media Publishing & Computer Graphics (Practical)	-	3	3	2	15		60	75
BMM3 B07 Core Course 7	Digital Photography (Practical)	-	2	2	2	15		60	75
BMM3 C05 Complementary Course 5	Reporting and Editing	4	-	4	3	15	60	-	75
BMM3C06 Complementary Course 6	Introduction to Cinema	4	-	4	3	15	60	-	75
Total		25			24	725			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
SEMESTER - 4									
A13 General Course - 3		4	-	4	4	20	80	-	100
A14 General Course - 4		4	-	4	4	20	80	-	100
BMM4 B08 Core Course 8	Introduction to Cinematography	2	-	2	2	15	60	-	75
BMM4 B09 Core Course 9	Fundamentals of Web Designing	2	-	2	2	15	60	-	75
BMM4 B10 Core Course 10	Introduction to Cinematography (Practical)	-	2	2	2	15	-	60	75
BMM4 B11 Core Course 11	Fundamentals of Web Designing (Practical)	-	3	3	2	15	-	60	75
BMM4 C07 Complementary Course 7	Advertising	4	-	4	3	15	60	-	75
BMM4 C08 Complementary Course 8	Online Journalism	4	-	4	3	15	60	-	75
Total		25			22	650			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
SEMESTER - 5									
BMM5 B12 Core Course 12	Techniques of Post Production – Visual Editing	3	-	3	3	15	60	-	75
BMM5 B13 Core Course 13	Techniques of Post Production – Sound Recording, Editing and Mastering	3	-	3	2	15	60	-	75
BMM5 B14 Core Course 14	Introduction to 3D Modeling and Texturing	2	-	2	2	15	60	-	75
BMM5 B15 Core Course 15	Advanced Web Designing	3	-	3	2	15	60	-	75
BMM5 B16 Core Course 16	Techniques of Post Production – Visual Editing & Techniques of Sound Recording, Editing and Mastering (Practical)	-	4	4	2	15	-	60	75
BMM5 B17 Core Course 17	Introduction to 3D Modeling and Texturing (Practical)	-	7	7	2	15	-	60	75
BMM5 D01 Open Course 01	Fundamentals of Multimedia (For other Students)	3	-	3	3	15	60	-	75
Total		25			16	525			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
SEMESTER - 6									
BMM6 B18 Core Course 18	Advanced 3D Animation, Vfx and Compositing	5	-	5	3	15	60	-	75
BMM6 B19 Core Course 19	Introduction to Motion Graphics	4	-	4	3	15	60	-	75
BMM6 B20 Core Course 20 (Elective)	Multimedia Designing & Authoring	5	1	6	2	15	60	-	75
BMM6 B21 Core Course 21 (Elective)	Television & Multi Camera Production								
BMM6 B22 Core Course 22	Advanced 3D Animation, Vfx and Compositing (Practical)	-	3	3	2	15	-	60	75
BMM6 B23 Core Course 23	Introduction to Motion Graphics (Practical)	-	3	3	2	15	-	60	75
BMM6 B24 Core Course 24	Multimedia Project	-	2	2	2	15	-	60	75
BMM6 B25 Core Course 25	Web Site Project	-	2	2	2	15	-	60	75
Total		25			16	525			

Detailed Syllabus of BA Multimedia

Semester - 1

1. Common Course – A01

Credit	Hours per week		Marks out of 75		
(3)	Theory (4)	Practical-	Theory (60)	CAT (15)	Practical-

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. Common Course – A02

Credit	Hours per week		Marks out of 75		
(3)	Theory (5)	Practical-	Theory (60)	CAT (15)	Practical-

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Common Course – A07

Credit	Hours per week		Marks out of 100		
(4)	Theory (5)	Practical-	Theory (80)	CAT (20)	Practical-

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

4. Core Course 1 – BMM1B01 Introduction to Digital Media

Credit	Hours per week		Marks out of 100		
(4)	Theory (5)	Practical-	Theory (80)	CAT (20)	Practical-

Learning Objective: To understand the basic concepts, types, technologies, and practices of Digital Media.

Learning Outcome: Enable students to practice basic computer fundamentals, digital formats, applications, which are the foundation of Multimedia.

Unit 1

History of Computers, Input and Output Devices, Computer and digital network - Hardware and Operating systems (including Mobile OS), Application Software -

Mobile Apps: Basics of App development, Propriety and open source solutions, Digital Files: All types of formats and extensions, Office Package: MS Office (Word, Excel, PowerPoint), Photo Editing (Adobe Photoshop),

Unit 2

Basics of Internet - Browser, Server, Cloud Computing, email, e Governance - search engines- Internet as mass medium – its potential and limitations – Characteristics: hyper textually – interactivity – internet and culture – convergence. As Media forms: blogs – news portals – social networking sites. Digital Divide

Unit 3

Journalism and digital media – internet editions of newspapers and TV channels – open source journalism –participatory journalism – scope of online journalism in India. Citizen journalism - Convergence of traditional and digital (internet) media

Unit 4

Web portals- Content Management System, page design basics. Data Journalism, Digital Next, content aggregator, Page make up and software ; Broadcasting solutions ; Video Editing, Communication revolution and new media – networked society – new media and public sphere, 'Mobile first'

Continuous assessment (internal): Two class tests and assignments

**5. Complementary Course - 1
BMM1C01 – Introduction to Communication**

Credit	Hours per week		Marks out of 75		
(3)	Theory (3)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand the concept of communication and to introduce them in basic communication models

Learning outcome: Students will get a general sense of how communication models relates to the practice of communication, and it helps them to communicate effectively.

Unit 1

Evolution of human communication, definition and elements of communication, context, source, message, channels, receiver, noise, feedback.

Unit 2

Communication process; forms of communication – Intrapersonal, Interpersonal, Group, Mass communication, verbal and non-verbal communication.

Unit 3

Communication process; models of communication – Aristotle model, SMCR model, Shannon and Weaver model; Frank Dance model, Schramm model, Gate keeping model.

Unit 4

Functions and effects of communication, Agenda setting theories. Uses and gratifications theory; selectivity in communication.

Continuous assessment (internal): Two class tests and assignments

Books for Reference

1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail : McQuail's Mass Communication Theory, Vistaar Publications, New Delhi, 2005
4. Melvin L. Defleur : Fundamentals of Human Communication
5. Denis McQuail and Ven Windall : Communication Models

6. Complementary Course - 2 BMM1C02 – Introduction to Electronic Media

Credit	Hours per week		Marks out of 75		
(3)	Theory (3)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To trace the evolution of electronic media and understand the characteristics of each media

Learning outcome: Students will be able to understand the progress of electronic media and its importance in the society

Unit 1

Mass communication - nature, characteristics, functions and dysfunctions of mass communication, mass media - types of media: print, radio, TV, film and new media

Unit 2

Radio: characteristics, scope and limitations - brief history of radio, Types of radio stations: AM, FM.

Unit 3

Television: characteristics, scope and limitations - origin and development of television, Cable TV, Satellite TV, DTH

Unit 4

AIR, DD, Private FM stations and News Channels. Broadcast code and Prasar Bharati.

Continuous assessment (internal): Two class tests and assignments

Books for Reference

1. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
2. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
3. Mean Rumo : International Encyclopedia of Communications, Oxford.
4. Oxford: International Encyclopedia of Communications

5. John Vivian: the media of Mass communication, Allyn and Bacon

Semester - 2

1. Common Course – A03

Credit	Hours per week		Marks out of 100		
(4)	Theory (4)	Practical-	Theory (80)	CAT (20)	Practical-

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. Common Course – A04

Credit	Hours per week		Marks out of 100		
(4)	Theory (5)	Practical-	Theory (80)	CAT (20)	Practical-

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Common Course – A08

Credit	Hours per week		Marks out of 100		
(4)	Theory (5)	Practical-	Theory (80)	CAT (20)	Practical-

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

4. Core Course - 2 BMM2B02 – Creativity and Design Skills

Credit	Hours per week		Marks out of 100		
(4)	Theory (5)	Practical-	Theory (80)	CAT (20)	Practical-

Learning Objective: To understand the basic concepts of creativity along with Design skills.

Learning Outcome: Enable students to practice basic drawing, color theories, which are the foundation of Designing. Also help students to develop creative ideas for media production.

Unit 1

Fundamentals of Art, Brief history of Arts, classical Art, Modern Art, contemporary Art, Folk Art and Renaissance.

Unit 2

Creativity: Creative skills; Creativity factors-imagination and visualization; Tools of creativity; art and science of creativity. Design skills: concept of design; design principles; traditional and modern designs; Basics of layout.

Unit 3

Drawing skills; basic drawing skills; drawing living and non-living objects; drawing backgrounds; adding depth and perspective; use of Colors and tones; Colour sense.

Unit 4

Colour theory -RGB-RYB-CMYK-primary colours-secondary colours-tertiary colours -Ink colours-tint-shades- Practical Colour mixing-Colour making-applying Colours- Colour wheel - cool Colours-Warm Colour-making tints-making shades about black and white.

Continuous assessment (internal): Two class tests and assignments

5. Complementary Course - 3 BMM2C03 – Media Laws & Ethics

Credit	Hours per week		Marks out of 75		
(3)	Theory (3)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: Enable the students to understand a range of specific ethical issues, perspectives and laws relevant to the media professionals

Learning outcome: Students will be able to recognize key ethical and legal issues facing journalists and practitioners

Unit 1

Basic Legal concepts - fundamental rights; directive principles. Freedom of the press - freedom of speech and expression in Indian Constitution: article 19 (1) (a) and reasonable restrictions

Unit 2

Defamation – libel, slander and defenses of media professional

Unit 3

Press Laws: Official Secrets Act, Press & Registration of Books Act, Copyright Act, Contempt of Court Act, Young Person’s Harmful Publication Act, Indecent Representation of Women’s Act, Drug & Magic Remedies Act, Film Certification Rules, Intellectual Property Rights, Right to Information Act. POCSO act (2012) and its implications. Child rights acts in the context of journalistic activities

Unit 4

Media Ethics and Issues - code of ethics for media personnel; Press Council of India; censorship versus self-regulation

Continuous assessment (internal): Two class tests and assignments

Books for Reference

1. Naresh Rao & Suparna Naresh, 'Media Laws, an appraisal', Premier Publishing Company, Bangalore.
2. Kundra.S, 'Media Laws & Indian Constitution', Anmol Publications Ltd, New Delhi.
3. Nalinin Rajan, 'Practising Journalism', Sage Publications,
4. Karen Sandars, 'Ethics & Journalism', Sage Publications
5. Neelamalar, 'Media law and Ethics', PHI Learning pvt. Ld

6. Complementary Course - 4 BMM2C04 – Radio and Television

Credit	Hours per week		Marks out of 100		
(3)	Theory (3)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective : Introduce different types of radio and television programmes and the use of writing and storytelling elements for creative content for electronic media

Learning outcome: Students will be able to develop their creative voices and apply media writing techniques to create original projects.

Unit 1

Radio programmes- news bulletin, radio newsreel, radio documentaries, current affairs programme, talks, discussions, musical programmes, radio drama, docudrama, phone-in programmes, radio bridge, jingles, radio magazine programmes

Unit 2

Role of radio broadcaster -announcer, disc jockey, radio host; 'on-air' techniques - performance, art of interviewing, speed, breathing, emphasis and pitch, writing for the ear. Writing News for Radio.

Unit 3

TV programmes – features, talks and magazine programmes; TV interviewing; structure of TV news; TV newsgathering; news anchoring; video jockeying, reality TV, soap operas.

Unit 4

Writing News for Television. Broadcast Language- Clarity, Brevity,& Simplicity, Gate keeping & Credibility. Writing for visuals.

Continuous assessment (internal): Two class tests and assignments

Books for Reference

1. Basic Radio Journalism – Paul Chantler and Peter Stewart (Focal Press).
2. This is All India Radio – U. L. Baruah.
3. Broadcast Journalism, Techniques of Radio and Television News, 5th Edition –

1. Andrew Boyd.
4. Television news , Cremer, Krierstrad & Yoaknam ,
5. Broadcast, cable, the internet and beyond; Dominick, Sherman & Messere

Semester - 3

1. General Course – 1 - A11

Credit	Hours per week		Marks out of 100		
(4)	Theory (4)	Practical-	Theory (80)	CAT (20)	Practical-

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. General Course – 2 - A12

Credit	Hours per week		Marks out of 100		
(4)	Theory (4)	Practical-	Theory (80)	CAT (20)	Practical-

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

3. Core Course - 3 BMM3B03 – Media Publishing

Credit	Hours per week		Marks out of 75		
(2)	Theory (2)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To learn about designing principles of News papers and magazines.

Learning Outcome: Enable students to practice Printing technologies, Lay outing, which are the essential part of Publishing.

Unit 1

Introduction to Printing Technology: Printing Industry- Organization. Introduction to major printing process: Letter Press - Relief Printing, Intaglio prints, Screen Printing. Printing technologies and trends.

Unit 2

Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Text; symbols and icons; mapping text across platforms. Print page features and applications; creating text, editing and formatting text; Text as objects text wraps .Illustrations and Images, using and transforming graphics; creating PDF documents; data merger;

Unit 3

DTP Software: features and applications, Pages, web documents, Colour Processing, Master page Settings, spreads , paste boards. Layout designing-Principles of page makeup, mechanics of dummies, positioning, vertical and horizontal makeup and flexibility, Pre-press Production, text and graphics management, Exporting PDF and Other Production Formats.

Unit 4

Printing Production: Colour separation procedures. Types of Printers, Creating books; printing chapters; library; indices; table of contents; form and form controls; meta tags.

Continuous assessment (Internal): Two class tests/assignments and two Practical

Note: An academic visit to a print media office and press is compulsory for the fulfillment of this course.

4. Core Course - 4 BMM3B04 – Computer Graphics

Credit	Hours per week		Marks out of 75		
(2)	Theory (1)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand the concepts and techniques of Graphic Designing

Learning Outcome: Prepare students to apply the skills and techniques of visualization, illustration, and image reproduction. Develop their expertise in 2D image making.

Unit 1

Introduction to image types: Vector vs Raster; Advantages and disadvantages of vector & Raster graphics; Types and characteristics of common image file formats: PSD, JPEG, TIFF, PNG, GIF, RAW etc.; Resolution: PPI & DPI, Image size and quality factors; Image compressions: Lossy compression & Lossless Compression.

Unit 2

Colour depth: 8 Bits, 16 Bits, 32 Bits etc., Concept of channels; Colour modes: Bitmap, Grayscale, Duotone, Indexed, RGB, CMYK, Lab Colour, Multichannel; Common colour modes used in Image Editing applications: Characteristics of CMYK & RGB colour modes

Unit 3

Basic image editing concepts: Features and applications of layers in image editing applications; Colour selection tools; Techniques of colour correction: Brightness/Contrast, Levels, Curves, Colour Balance, Hue and Saturation.

Unit 4

What is Computer Graphics; What are the applications of graphics in print and electronic media; Roles, responsibilities and qualities of a graphics designer; Principles and strategies of producing designs (Posters, advertisements, logos, banners, book covers etc.) that communicate effectively to the audience; How to build up a career in Graphic Designing.

Note: An academic visit to a Graphics Designing Department of a Print media, TV channel or an advertising agency is compulsory for the fulfilment of this course.

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Core Course - 5 BMM3B05 – Digital Photography

Credit	Hours per week		Marks out of 75		
(2)	Theory (1)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: Build capacity to theoretically and practically understand the evolution, concepts, technologies and practices of photography.

Learning Outcome: Enable students to inculcate the art of photography which is the foundation of visual communication practices.

Unit 1

History of Photography; Role of Photography in communication and journalism; nature, scope and functions of Digital Photography; Types of photography – portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports. Difference between analogue and digital photography. Qualifications and responsibilities of photojournalists- sources, covering issues, writing captions and cut lines for photo; legal and ethical aspects of Digital Photography.

Unit 2

Understanding the camera – types of camera, Mobile camera, point and shoot, SLR, built in- digital and digital backs. Lens, films, sensors and filters. Holding the camera- using tripods and monopods. Common camera controls- white balance, shift, bracketing, Colour temperature, light, shutter speed, aperture, ISO, ASA, DIN, Relationship between light, shutter speed, aperture and ISO. Camera file formats, storing and archiving data.

Unit 3

Rules of Composition- Rule of Thirds, Golden ratio, Balancing elements, Leading lines, Headroom, Symmetry and Patterns, Background, Foreground, Shooting Vertical vs. Horizontal, Adjusting your angle of view, Perspective, Depth, Framing, Focusing, Choosing a point of interest, Placing subjects off center, Selection of shots, Cropping, Photo Corrections.

Unit 4

Lighting sources – ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting. Artificial light. Choosing the right

Colour, moving camera and subject; high shutter speed and low shutter speed; high key and low key lighting. Portrait photography Lighting. Frozen picture; movement in picture; control of lighting conditions. Colour difference in relation to shutter speed; shallow depth of field and deep depth of field; varying ISO for getting more depth.

Continuous assessment (Internal): Two class tests/assignments and two Practical

Note: An academic field visit or training camp is compulsory for the fulfillment of this course.

6. Core Course - 6

BMM3B06 - Media Publishing & Computer Graphics (Practical)

Credit	Hours per week		Marks out of 75		
	Theory-	Practical (3)	Theory-	CAT (15)	Practical (60)
(2)					

Learning Objective: To give hands on training and test the skills in designing, visualization, illustration techniques, image processing & editing.

Learning Outcome: Enable learners to practice the skills in computer graphics, cinematography, visualisation & illustration techniques, image processing & editing and prepare them ready for industries.

7. Core Course - 7

BMM3B07 – Digital Photography (Practical)

Credit	Hours per week		Marks out of 75		
	Theory-	Practical (2)	Theory-	CAT (15)	Practical (60)
(2)					

Learning Objective: To integrate the art and techniques of photography through studio based practices.

Learning Outcome: Enable students to practice and obtain expertise in photography meeting the criteria stipulated by media industry.

8. Complementary Course - 5

BMM3C05 – Reporting and Editing

Credit	Hours per week		Marks out of 75		
	Theory (4)	Practical-	Theory (60)	CAT (15)	Practical-
(3)					

Learning Objective: To understand the nature and significance of reporting and editing process. To discuss various forms of journalistic writing and to understand the organizational structure of newsroom.

Learning outcome: Students will demonstrate the ability to find out and evaluate sources and background materials for a news story. Upon completion of the course, students will be able to write different types of news story.

Unit 1

Organizational structure of a newspaper – business, Mechanical and editorial departmental chart responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: Bureau chief- chief reporter – reporters, stringers and freelancers.

Unit 2

Content of a newspaper- news – definitions – types of news – news determinants(values) – features – types of features – articles – middles – advertorials – editorials – interviews – reviews – profiles – columns – travelogues – cartoons.

Unit 3

News story structure – lead -types of lead - body –inverted pyramid and hour glass, principles of news writing.

Unit 4 (a)

Reporting practices – basics of reporting – on the spot, arm chair reporting – beats, Principles of reporting – news sources – news agencies – interviews.

Unit 4 (b)

Editing for newspapers – general rules of editing – headlines – writing Headlines – layout principles

Continuous assessment (internal): Two class tests and assignments

Books for Reference

1. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
2. Harold Evans, Newsman's English, Handling Newspaper Text, News Headlines,
 1. Pictures on a Page, Newspaper Design (*A Five-Volume Manual of English,*
 2. *Typography and Layout*) London: National Council for the Training of Journalists, 1984.
3. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986
4. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York:
5. Oxford University Press, 2008
6. Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
7. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka
8. Publishers, 2007
6. Smith, John Essential Reporting
7. Spark, David, Practical Newspaper Reporting

9. Complementary Course-6 BMM3C06 – Introduction to Cinema

Credit	Hours per week		Marks out of 75		
	Theory (4)	Practical-	Theory (60)	CAT (15)	Practical-
(3)					

Learning Objective: Identify and describe key terms and concepts of cinema and demonstrate a general knowledge of the history of cinema from its beginning to the present including major international films, artists, and movement

Learning outcome: Students learn to explain how film has changed over time as an aesthetic form and as an influential mass media

Unit 1

A brief history - Lumiere Brothers, the era of silent movies, evolution of sound films

Unit 2

The major cinema movements – German expressionism, Soviet montage, Italian neo-realism, French new wave, Hollywood cinema, and Indian cinema.

Unit 3

Film terminology; characteristics, potentials and limitations of cinema; types of films feature films, documentaries, short films, animations and others; cinema today-Hollywood, Bollywood and south India. Defining film and film language – shot, scene, sequence, screenplay; cuts and transitions, mis-en-scene and montage.

Unit 4

Films – Brief history of Malayalam cinema and great masters of Indian cinema – Dadasaheb Phalke, Satyajith Ray, Ghatak, Adoor Gopalakrishnan, Mani Kaul, Shyam Benegal.

Continuous assessment (internal): Two class tests and assignments

Books for Reference

1. Producing and Directing the Short Film and Video, 3rd Edition – David K. Irving and
1. Peter W. Rea.
2. Studying Film – Nathan Abrams, Ian Bell and Jan Udris.
3. Short Films 101, How to Make a Short Film and Launch Your Filmmaking Career –
4. Frederick Levy.
5. Major Film Theories, An Introduction – J. Dudley Andrew.
6. Beginning Film Studies, Andrew Dix
7. Companion to film theory , Miller

Semester - 4

1. General Course - 3 - A13

Credit	Hours per week		Marks out of 100		
(4)	Theory (4)	Practical-	Theory (80)	CAT (20)	Practical-

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. General Course – 4 - A14

Credit	Hours per week		Marks out of 100		
(4)	Theory (4)	Practical-	Theory (80)	CAT (20)	Practical-

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

3. Core Course - 8

BMM4B08 - Introduction to Cinematography

Credit	Hours per week		Marks out of 75		
(2)	Theory (2)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand and evaluate the different aspects of cinematography such as composition, lighting, and handling equipment and accessories.

Learning Outcome: Prepare students to practice cinematography using modern gadgets and techniques.

Unit 1

History of Motion Video Recording. Evolution of Video Recording systems. Fundamentals of handling video camera systems – lenses, recorders, tripods/pedestals, dollies, cranes, cables. Balancing camera in mounting Devices, hands and on shoulders; Shallow focus and deep focus; camera movements – pan; tilt; zoom; track; crab. 5 C's of cinematography (camera angles, continuity, cutting, close - ups & composition).

Unit 2

Shot types, Shot composition; Proportion; Rule of thirds; Framing; Pictorial balance; Continuity; 3 Point Continuity, Light positions; Taking different shots to convey idea(s), meaning and relationships; Master shots/establishing shot; subjective, objective and Point of view shots; Regressive and Progressive shots, Cut-away and cut in shots; Retakes,

Unit 3

Camera Lenses- aperture, focal length, lens angle and image size; Video gain; Exposure, Colour balance; DV Cam, HD, 2K, 4K, Video signals – composite, component, S- Video – DVI, VGA, HDMI, SDI; Video recorders; Choosing the correct focal length - Zoom lenses; Camera Control Units (CCU); Camcorders, DSLR and Mobile Video Recording.

Unit 4

Lighting: natural light and artificial light; Basic light sources: key light, fill light and back light. Shading devices; Filters: Reflectors; Diffusers; Umbrellas; Light meters; matching outdoor- and indoor-light. Lighting techniques to create mood, time period and special effects.

Continuous assessment (Internal): Two class tests/assignments and two Practical

4. Core Course - 9

BMM4B09 – Fundamentals of Web Designing

Credit	Hours per week		Marks out of 75		
(2)	Theory (2)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: – To understand and get familiar with facts and terminologies related to web designing/UI Designing and have glimpse of web designing languages like HTML and CSS.

Learning Outcome: This course attempts to include in students a solid understanding of HTML and CSS, UI designing and their applications in web designing.

Unit 1

What is Markup Language, Basic Structure of HTML, How to Use Head & Body Section In HTML, How To Create Heading Tags & Paragraph Tags In HTML, How To Insert Images In HTML, ow to Highlight Text In HTML Web Page, How To Create Links In HTML, How To Create Tables in HTML, Properties Of Tables, How To Create Lists in HTML?, How To Use Title & Meta Tags?

Unit 2

HTML Forms: Form Tag, Attributes of Form, POST and GET Method, Fieldset and Legend, Text input, Text area, Checkbox and Radio Button, Dropdown, List and Optgroup, File Upload and Hidden Fields, Submit, Image, Normal, Reset Button, Creating a Live Website Form, HTML Validators

Unit 3

What is CSS?, Line Height Property in CSS, Body Background In CSS, How to Use Class & IDs in CSS, How to Create DIVs in CSS, How to Manage Positioning in CSS?, How to Decorate Links in CSS?, How to Manage External, Internal & Inline CSS?

Unit 4

UI Designing and UX Designing; UI Design process: Application brand strategy, Application wire framing and planning, Navigation system, User centred

navigation, Design and colour principles, Visual design elements, Visual design strategy, Visual design fundamentals for the web and mobile app, Typography hierarchy, Font selection & Text presentation, Image selection, Icon Creation, Concept Presentation to client; Introduction to industry's leading applications used in UI designing

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Core Course - 10

BMM4B10 - Introduction to Cinematography (Practical)

Credit	Hours per week		Marks out of 75		
(2)	Theory-	Practical (2)	Theory-	CAT (15)	Practical (60)

Learning Objective: To give hands on training and test the skills in photography, cinematography, visualisation & illustration techniques, and image processing & editing.

Learning Outcome: Enable learners to practice and improve the skills in cinematography and prepare them ready for industries.

6. Core Course - 11

BMM4B11 – Fundamentals of Web Designing (Practical)

Credit	Hours per week		Marks out of 75		
(2)	Theory-	Practical (3)	Theory-	CAT (15)	Practical (60)

Learning Objective: To familiarize with HTML and CSS coding to create engaging web pages.

Learning Outcome: Students will learn how to design web user interfaces and convert them to HTML and CSS

7. Complementary Course -7

BMM4C07 – Advertising

Credit	Hours per week		Marks out of 75		
(3)	Theory (4)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To provide the students basic understanding on various advertisements and its role in society and introduce the basics of ad campaign designing and copy writing.

Learning outcome: Students can identify the ways by which ads are distributed and will able to employ their writing skills to create advertisements.

Unit 1

Definition, features, evolution and functions of advertising – kinds of advertising-structure and functions of advertising agencies.

Unit 2

Media planning – market analysis, product research, media reach and frequency, scheduling, segmentation, positioning, media mix and support media planning. Ad campaign

Unit 3

Copy writing practices – ad copy – elements of copy: Principles of illustration, slogan, display, text, logo and caption. Internet ads.

Unit 4

Effects of advertising – ethical issues of advertising – professional organizations and code of ethics.

Continuous assessment (internal): Two class tests and assignments

Books for reference

1. S.A. Chunnawalla, Advertising: An Introductory Text. Mumbai, Himalaya Publishing House.
2. Subrata Banerjee, Advertising as a Career, New Delhi: National Book Trust.
3. J.V. Vilnilam and A.K. Varghese, Advertising Basics: A Resource Guide for Beginners, NewDelhi: Sage Publications.
4. Frank Jefkins Advertising Prentice Hall
5. Gerald J Tellis Effective advertising: understanding when, how and why advertising wakes 2004. Response Books New Delhi.

8. Complementary Course - 8 BMM4C08 – Online Journalism

Credit	Hours per week		Marks out of 75		
(3)	Theory (4)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: Trace the evolution of the technological and societal maturation of new media. To understand the trends and threats of online journalism.

Learning outcome: Students will be able to analyze critically the changes that the internet has introduced to journalism and to identify and offend cyber crimes and security issues

Unit 1

Introduction to World Wide Web, Origin and development of the Web. Online Journalism– definition, origin, development, and contemporary relevance

Unit 2

Web broadcasting- user generated content, blogs, social media, facebook, twitter, youtube, Wikipedia. Features of online journalism- differences from traditional

journalistic practices-interactivity, hypertextuality, multimediality, personalization, digitization and convergence.

Unit 3

Online reporting- Trends in online reporting- participatory journalism, crowd sourcing, open source reporting, annotative reporting. Writing for the Web – principles, limitations and new trends, Mobile journalism, Citizen Journalism, Social media and journalism

Unit 4

Security issues on the Internet- social, political, legal and ethical issues- Cyber crimes. Future of online journalism.

Continuous assessment (internal): Two class tests and assignments

Books for Reference

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook – Andrew Dewdney and Peter Ride
3. The Cyberspace Handbook – Jason Whittaker
4. Breaking News, Sunil Saxena, Tata McGraw-Hil
5. Vakul Sharma, 'Handbook of Cyber Laws', Macmillan, 2002.]
6. The Online Journalism Handbook, Paul Bradsha and Liisa Rohuma

SEMESTER 5

1. Core Course - 12

BMM5B12- Techniques of Post Production – Visual Editing

Credit	Hours per week		Marks out of 75		
(3)	Theory (3)	Practical-	Theory (60)	CAT (15)	Practical-
Learning Objective: To understand the principles, practices and equipment used for visual editing.					
Learning Outcome: Students shall be able to practice visual editing with advanced editing software.					

Unit 1

Introduction to the editor as storyteller and understanding the narrative structure. Editing is an Instrument of Impression (Rational Editing). Various principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leit-motif (Reiteration of theme). Several more principles like Continuity, Making an edit invisible, Motivation for every edit, Delivering a message, Bearing audio in mind, editing is creating, Control of Overuse technique or Visual effects.

Unit 2

Basics of video signals; signal-noise ratio; video standards; analog and digital video; video for TV and Web Video in multimedia;. Editing in Digital era:'

Standardization in formats and aspect ratio in Television; Action cutting; Sequence cutting; Parallel cutting; Editing styles in advertising; Editing dramatic scenes; Dramatic continuity

Unit 3

Basics of Video editing – linear and non-linear, non-linear editing equipment and software. Shot logging; meta data, re-shoot; EDL; importing and organizing, video clips; time line tools; trimming clips.

Unit 4

Introduction to Non – Linear editing Softwares : features and characteristics; importing and organizing video clips; timeline tools; clips trimming; batch capturing; capturing with and without device controls. timing; ordering of shots; manipulating time through editing continuity; structuring a scene; structuring a film/programme; mixing under tracks; editing and organizing audio effects; monitoring and adjusting audio levels; applying transitions to fade volume; setting key frames to change volume; using the audio mixer; recording a narration track; applying filters; viewing and modifying filter parameters; applying audio filters; using a Colour correction filter; animating filters.

Continuous assessment (Internal): Two class tests/assignments and two Practical

2. Core Course - 13

BMM5B13 – Techniques of Post Production –Sound Recording, Editing and Mastering

Credit	Hours per week		Marks out of 75		
(2)	Theory (3)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand and deduce the audio studio fundamentals, recording techniques, software based audio production and creative use of sound tracks.

Learning Outcome: After completion of this course, students shall be able to record and edit using the advanced software like Pro Tools and Nuendo.

Unit 1

Introduction to Sound, Sound characteristics, midi and digital sounds, psychoacoustics; audio recording techniques; sound mixers/synthesizers; audio recording devices; signal ratio. Perception of sound, hearing sensitivity, frequency, range-sound wave length-measuring sound-basic setup of recording system-analog/digital cables, connectors, analogue to digital conversion. Microphone types unidirectional, bidirectional, Omni directional, cardioids-direction and pickup pattern, noise, choosing the right mike, technique-sound reproduction devices, input devices, various sound file extensions.

Unit 2

Audio studio fundamentals: introduction to Pro Tools, installing Pro Tools and the textbooks, DVD contents, the Pro Tools interface, signal flow, gain stages, IIO setup, types of tracks, creating a new session in Pro Tools, keyboard shortcuts. Pro Tools recording techniques: setting recording levels, sample rate and bit depth,

sound wave fundamentals, deeper into sampling, sampling and anti aliasing, quantizing and coding, hard drive space requirements, disk allocation, session parameters, buffer settings and latency times, the basics of microphones and microphone techniques, Pro Tools preferences, importing audio and session data, keyboard shortcuts, assignment : the ultimate recording.

Unit 3

Introduction to Daws; file formats; data selection; recording audio; recording modes and media; audio mixing; audio formats; MP3s Location sound recording, Separate Audio vs In Camera Audio, Leads and Adapters, Microphone Accessories, Lavelier Tie Clip Placement, Boom Mic Placement, Recording Gigs & Amplified Performances, Wild track & Room tone, Syncing Audio. Basic of audio editing and Mastering; conversion of files from one format to another; mono-stereo conversions; spectrum analysis. Techniques of Mastering, Surround Sound Creation , Audio special effects; audio plug-ins; pre-recorded audio editing; copy right issues.

Unit 4

Recording: busses, playlists, use of sound effects, dialogue, music. Equalization. balancing of levels- panning, mixing, creative use of sound track, the art of producing and recording Your Own Music, memory locations and markers, window configurations and arrangements, using inserts, the basics of effects loops, headphones and headphone mixers.

Continuous assessment (Internal): Two class tests/assignments and two Practical

3. Core Course - 14

BMM5B14 – Introduction to 3D Modeling and Texturing

Credit	Hours per week		Marks out of 75		
(2)	Theory (2)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand the basic tools and techniques of creating 3D models using advanced 3d modeling softwares.

Learning Outcome: Students will be able to prepare and realistically texture basic 3D models using different techniques available in 3D modeling softwares.

Unit 1

What is dimension; What is 2D and 3D; Introduction to 3D Modelling; Types of Modelling: Polygon modelling, NURBS modelling and Subdivision Surfaces/NURMS Modeling; Advantages and disadvantages of Polygon, NURBS and NURMS modelling techniques; NURBS, polygons, and volume primitives; Components of Polygon geometry, NURBS surfaces and Subdivision surfaces.

Unit 2

Navigation in 3D Software; Transformations of Geometry; UI of 3D Modelling application: Menu sets, Window; Hot box, Marking menu, Perspective and Orthographic panels, View cube; Wireframe/Shaded /Texture/Lighted Modes; 3D Manipulators; The Channel Box/Attribute Editor, Hypershade window, Layer

editor, Outliner window, Shelf, Time Slider/Range Slider, Command Line/Help Line; Basic tools of modelling in a 3D software.

Unit 3

Surfacing the model; Hypershade window, Basic shader types: Lambert, Blinn, Phong, Cook-Torrance etc.; Texture maps: Colour maps, Bump maps, Specular maps, Transparency maps, Reflection maps, Displacement maps, Normal maps.

Unit 4

Laying out UVs, Understanding UV space, Basic UV lay outing; Basic lighting setup: Directional light, Spot light, Point light; Casting shadows, Rendering and outputting.

Continuous assessment (Internal): Two class tests/assignments and two Practical

**4. Core Course - 15
BMM5B15 – Advanced Web Designing**

Credit	Hours per week		Marks out of 75		
(2)	Theory (3)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand advanced level web designing methods using Wordpress and Bootstrap. To teach them how to prepare websites according to client needs.

Learning Outcome: Students will be able to prepare professional websites according to industry standards with the help of Bootstrap, Wordpress etc.

Unit 1

Types of web sites, Client and Server scripting languages, Web standards and W3C recommendations, Basics of SEO, Importance of SEO, Web standards and W3C recommendations, Importance of SEO, Ecommerce and M-Commerce, Social Media activism.

Unit 2

Basics of jQuery: How to download and use jQuery in your website. Basic syntax: jQuery selectors, jQuery Events, jQuery Effects. Working with jQuery Selectors and Events, JQuery basic animation and effects.

Unit 3

What is CMS?, Advantages of CMS platforms, Introduction to Wordpress, Installing Wordpress locally, Installing Wordpress on a webhost, Wordpress settings, Plugins & Themes, Website content with Posts and Pages, The Home page, Website navigation, Wordpress security.

Unit 4

Web Hosting Basics, Types of Hosting Packages, Registering domains, Defining Name Servers, Using Control Panel, Creating Emails in Cpanel, Using FTP Client, Maintaining a Website

Practical: Introduction to Bootstrap, Installation of Bootstrap, Grid System, Forms, Buttons, Icons Integration, designing a website using bootstrap,

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Core Course - 16

BMM5B16 – Techniques of Post Production – Visual Editing & Techniques of Sound Recording, Editing and Mastering (Practical)

Credit	Hours per week		Marks out of 75		
(2)	Theory-	Practical (4)	Theory-	CAT (15)	Practical (60)
Learning Objective: To understand and deduce the audio/video studio fundamentals, recording techniques, software based audio and video production and creative use of sound tracks. Learning Outcome: After completion of this course, students shall be able to record and edit audio and video elements using the advanced softwares and equipments.					

6. Core Course - 17

BMM5B17 – Introduction to 3D Modeling and Texturing (Practical)

Credit	Hours per week		Marks out of 75		
(2)	Theory-	Practical (7)	Theory	CAT (15)	Practical (60)
Learning Objective: To understand the basic tools and techniques of creating 3D models using advanced 3d modeling softwares. Learning Outcome: Students will be able to prepare and realistically texture basic 3D models using different techniques available in 3D modeling softwares					

7. Open Course - 01

BMM5D01 – Fundamentals of Multimedia (for other students)

Credit	Hours per week		Marks out of 75		
(3)	Theory (3)	Practical -	Theory (60)	CAT (15)	Practical -
Learning Objective: To understand the basic elements of Multimedia and its applications. Learning Outcome: Students will get an over view on the different elements of Multimedia like Graphics, Audio, Video, Text and Animation. They will also learn different tools and techniques used in Multimedia production.					

Unit 1

Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. Stages of Multimedia Production. Digital media and hyper media.

Unit 2

Multimedia file formats, standards, communication protocols, Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.

Unit 3

Image authoring and editing tools, image file formats, JPEG, TIFF, GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale filters, blending tools, Image enhancing designing technique.

Unit 4

Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques and mixing.

Continuous assessment (Internal): One class tests/assignments.

Semester - 6

1. Core Course - 18

BMM6B18 – Advanced 3D Animation, Vfx and Compositing

Credit	Hours per week		Marks out of 75		
(3)	Theory (5)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand the basic tools and techniques of creating 3D Animation and Vfx using advanced 3d Animation and Vfx softwares.

Learning Outcome: Students will be able to take up simple 3D animation and Vfx works using different techniques available in 3d Animation and Vfx softwares.

Unit 1

History of Animation; Different types of animation techniques, Principles of animation; Applications of 3D Animation in Entertainment (Film, Television, Video Games, Advertising), Scientific (Medicine, Law, Architecture, Product Visualization) and other fields.

Unit 2

Introduction to 3D Animation Production Pipeline:

Preproduction- Idea/Story, Script/Screenplay, Storyboard, Animatic/Pre-visualization, Design; **Production-**Layout, Research and Development, Modeling, Texturing, Rigging/Setup, Animation, 3D Visual Effects, Lighting/Rendering; **Postproduction:** Compositing, 2D Visual Effects/Motion Graphics, Colour Correction, Final Output.

Unit 3

The basic rigging workflow- Parenting, Pivot Positions, Skelton System, FK and IK, Deformers, Constraints; The basic animation workflow- Keyframe, Graph Editor, Timeline, Dope Sheet, Workspace, Tracking Marks and Ghosting

Unit 4

Lighting-Light Types, Light Attributes, Lighting Techniques: ThreePoint Lighting, Two-Point Lighting, One-Point Lighting, Natural lighting; Visual Effects, Vfx vs Special Effects, Common types of Visual Effects techniques used in Films, Roles and responsibilities of a visual effects artists.

2. Core Course - 19

BMM6B19 – Introduction to Motion Graphics

Credit	Hours per week		Marks out of 75		
(3)	Theory (4)	Practical-	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand the basic tools and techniques of creating motion graphics using computer.

Learning Outcome: Students will be able to prepare 2D animations and special effects using different techniques available in motion graphics applications.

Unit1

Introduction to Motion Graphics software; The basics of creating projects, compositions, and layers, Importing footage, including video, audio, and still images, Creating special effects using the Effects menu, Creating animation for shapes, objects, and layers, Drawing shapes Animating shapes, preview and render setup.

Unit 2

Text layers: Text animation preset, adding and animating text, Animating imported text from external applications; Keyframe assistant; Masking: creating mask with the Pen tool, editing a mask, feathering the edges of a mask, replacing the content of the mask; Applying and controlling effects;

Unit 3

3D layers and its features; Null object; 3D text; Animating 3D objects; Adding camera: Properties of camera, Animating a camera; 3D lights- Properties of light; animating using puppet tool

Unit 4

Camera Tracker effect; Motion Tracking; Rotoscoping; Green Screen; Matte Painting; Time remapping; Particle systems; Exporting to different output media.

Continuous assessment (Internal): Two class tests/assignments and two Practical

3. Core Course – 20
BMM6B20 (Elective) – Multimedia Designing & Authoring

Credit	Hours per week		Marks out of 75		
(2)	Theory (5)	Practical (1)	Theory (60)	CAT (15)	Practical-

Learning Objective: To understand and deduce the elements of multimedia in detail and integrate multiple contents together for advanced learning/communication purpose using authoring tools.

Learning Outcome: After completion of this course, students shall be able to create multimedia authoring products which is usable for computer based training or communication process.

Unit 1

Multimedia applications in business, education and entertainment; multimedia team project manager, designers, writers, video/audio specialists, multimedia programmers.

Unit 2

Multimedia production – idea/concept, outline, script, storyboard, templates; user interface; production and delivery strategies; design and navigation structures linear, hierarchical, nonlinear and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and postproduction problems and solutions.

Unit 3

Multimedia authoring tools – page based, icon based, time based and object oriented tools; structured programming and techniques.

Unit 4

Characteristic and features of Authoring tools ; production tools and applications; interfaces; working with scores and cast members; importing text/images; working with action scripts and OOPs, Extras, assembling a multimedia project; CD Rom delivery.

Continuous assessment (Internal): Two class tests/assignments and two Practical

4. Core Course – 21
BMM6B21 (Elective) – Television & Multi Camera Production

Credit	Hours per week		Marks out of 75		
(2)	Theory (5)	Practical (1)	Theory (60)	CAT (15)	Practical-

Learning Objective: To learn the production techniques of television and Multi camera production

Learning Outcome: Students shall be able to practice pre-production and production activities of television broadcasting.

Unit 1

Concepts creation; Programme selection; Programme formats documentaries, docu-drama; fiction; sit cams; soap opera; quiz; news and news based program me, program me treatment; program me briefs objectives, content, duration, selection of crew, cast and properties; floor management.

Unit 2

Media Research; Importance of research; types of research-qualitative, quantitative, kinds of research-historical, ex-post-facto, survey, content analysis; program me research literature/document research, interviews; collection of material, authenticating information; statistical data analysis and interpretation. Production planning, pre-production planning-duties and responsibilities of producer/director. Anchoring and safety measures: role and responsibilities of anchor person; qualities and qualification of an anchor; anchoring techniques and styles.

Unit 3

Introduction to multi-camera production and Mobile Journalism:switcher, Chyron,intercom system,teleprompter, Production techniques, planning and management of live shows, single and multi, camera productions, camera controls unit, preview monitors, line monitor, VTR, optical disc, hard drives. studio floor, treatments, properties, set backgrounds, platforms. Mobile Journalism : Concept, equipments, editing styles, MoJo programmes, Mojo story assignments.

Unit 4

Covering events, location sketch and remote setups, OB vans, camera lighting, audio, inter-communication, signal transmission. multi camera production practical's. Post-production editing for commercials; for news reporting; for live programmes. Narrative editing and non-narrative editing, sound for television, digital audio workstation. Effective shots, File shots, Footages, Special effects. graphics and animation, Chroma key usage and Economy shooting methods.

Continuous assessment (Internal): Two class tests/assignments and two Practical

Note: *An academic visit to a Visual media production house / Studio is compulsory for the fulfillment of this course.*

5. Core Course - 22
BMM6B22 (Practical) – Advanced 3D Animation, Vfx and Compositing

Credit	Hours per week		Marks out of 75		
	(2)	Theory-	Practical (3)	Theory-	CAT (15)

Learning Objective: To understand the basic tools and techniques of creating 3D Animation and Vfx using advanced 3d Animation and Vfx softwares.

Learning Outcome: Students will be able to take up simple 3D animation and Vfx works using different techniques available in 3d Animation and Vfx softwares.

6. Core Course – 23
BMM6B23 (Practical) – Introduction to Motion Graphics

Credit	Hours per week		Marks out of 75		
	(2)	Theory-	Practical (3)	Theory-	CAT (15)

Learning Objective: To understand the basic tools and techniques of creating motion graphics using computer: Title Animations, Motion Graphics presentations, 3D camera tracking etc.

Learning Outcome: Students will be able to prepare 2D animations and special effects using different techniques available in motion graphics applications: Title Animations, Motion Graphics presentations, 3D camera tracking etc.

7. Core Course – 24
BMM6B24 - Multimedia Project

Credit	Hours per week		Marks out of 75		
	(2)	Theory -	Practical (2)	Project Evaluation(30)	CAT (15)

Learning Objective: To design and procure real-time experiences of group production.

Learning Outcome: Students shall be able to get confidence of working in a group for a Multimedia project/production.

The students should submit a Multimedia Project (Group) at the end of Sixth semester. They have to do a project work in a group under the guidance of a faculty member of the Department. Maximum number of students in a group is four. Each of the group should conceive and execute a multimedia project of at least 10 minutes duration on any topic/theme. The project must encompass all building blocks (text, pictures, graphics, video, sound) and these should be assembled using appropriate authoring software. The project should be submitted in DVDformat. A

project record should be submitted along with the DVD. It is a group project and all students in the group must have a role in the project. The project work will be evaluated by an external examiner.

8. Core Course 25 – BMM6B25 – Website Project

Credit	Hours per week		Marks out of 75		
(2)	Theory -	Practical (2)	Project Evaluation(30)	CAT (15)	Record (10) + Viva Voce (20)

Learning Objective: To prepare students ready for the industry requirements as a front end developer in web designing companies.

Learning Outcome: Students will get confidence of working in a web designing project which fulfills client requirements.

Each of the students should independently conceive and build a Website of an organization of his/her choice under the guidance of a faculty member of the Department. The Website should be complete with home pages, links, hyperlink, spictures, logos, illustrations, text and other features that are essential in a professionally build website. Bootstrap templates developed by the student himself from the scratch will also be accepted. The project should be submitted in a DVD format. A project record with wire frame layouts and home page design, should also be submitted along with the DVD .The project work will be evaluated by an external examiner.

CORE COURSES SUGGESTED READINGS

- Joseph A. Devito : Human Communication: The Basic Course. Harper and Row.
- J.V. Vilanilam : More Effective Communication, Sage India.
- Nicholas A and Brain L : Audiences, Sage, India
- Gay Julier : The Culture of Design, Sage, India
- Rao et al : Multimedia Communication Systems, Prentice-Hall, India
- Tay Vayghan : Multimedia: Making it Work, Tata McGraw- Hill, India
- John F. Koege Buford : Multimedia Systems, Pearson Education, Asia, 2002
- G. Millerson : Television Production, Focal press, 1999
- R. Steinmetz and K.Nahrstedt: Multimedia Computing, Communication and Applications, Prentice Hall, 1985.
- S. Heath : Multimedia and Communication Technology Butterworth, Heinemann
- D.Stillman : Multimedia Technology and Application, New Jersey
- J. Jeffcoate : Multimedia in Practice, Prentice-Hall, New York
- Foley J.D. Van Dam A, et al : Computer Graphics Principles & Practice, Addison Wesley
- Hearn D & Baker P.M : Computer Graphics, Prentice Hall
- William M. Newmann, R.F. Sproull : Principle of interactive Computer Graphics, McGraw Hill International Book Company, 1989.
- Rod Salmman, Mel Slaster : Computer Graphics: Systems and concepts, Addison Wesley
- John Villamil & Louis Molina : Multimedia: An Introduction, Prentice Hall
- Comer Douglas E : The Internet Book, Prentice Hall of India Private Limited 2003, New Delhi.
- Underdahl Bran & U Keith : Internet With Web Page, Web Site Design Bible, idg Books India
- Galgotia : Webmasters handbook, Prima Publishing, New Delhi.
- Rosenthal, Alan : Writing, Directing and Producing Documentary Films. Southern Illinois University Press, 1990.
- Michael Rabiger : Directing the Documentary, Focal Press, 1998.
- Des Lyver and Graham Swainson: Basic of Video Lighting, Focal press, 1995.
- Simplified Dtp Course Book/Singh Vishnu.PCompuTech Publications Limited, 2008
- PageMaker In Easy Steps, Scott Basham, Dreamtech Press, 2000
- QuarkXPress 8: Essential Skills for Page Layout and Web Design Kelly Kordes Anton, John Cruise Peachpit Press, 2009
- Dtp Course Book Singh Meenakshi, Singh Vishnu Priya, Computech Publication Ltd new Asia n, 2011
- Multimedia Journalism: A Practical Guide, Bull Andey, Routledge, 2010
- The Multimedia Journalist, George Jennifer, Oxford University Press, 2012
- Video Journalism for the Web, Lancaster Kurt, Routledge, 2012
- Multimedia Journalism, Kumar Arvind, Anmol Publications, 2011

- Story boarding the Simpsons way - Chris roman
- How to Draw Anime & Game Characters - Tadashi Ozawa
- Perspective - A Guide for Artists, Architects and Designers - Gwen White
- How to draw Portrait Drawing A Step-By-Step Art Instruction Book (2005) - Watson-Guption
- Perspective Drawing Handbook - Joseph D'Amelio
- The Animator's Workbook - Antony white
- Water colour Landscape - David Bellamy
- Stop Staring: Facial Modeling and Animation Done Right - Jason Osipa
- Texturing and Modeling : A Procedural Approach - David S. Ebert
- Advanced Maya Texturing and Lighting with CDROM - Lee Lanier, Wiley
- Publishing Texturing and Modeling : A Procedural Approach - David S. Ebert
- Rendering with Mental Ray - Thomas Driemeyer
- Essential CG Lighting Techniques - Darren Brooker
- Animation The Mechanics of Motion - Chris Webster
- Understanding Animation - Paul Wells
- Timing for Animation - Harold Whitaker, John Halas
- The Art of 3-D Computer Animation and Effects, Third Edition - Isaac Victor Kerlow
- Maya Studio Projects: Dynamics - Todd Palaman
- MalcomLeGrice, Art and Cinematography
- Ian Christie, French Avant-garde Film in the Twenties: from Specificity to Surrealism
- Writing for TV and Radio Hillard Robert, New York
- An Introduction to Writing for Electronic Media Scriptwriting Essentials Across the Genres - Robert B. Musburger
- Course_material_on_script_writing
- Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
- Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007
- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- Ruth C. Clark & Richard E. Mayere, e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning, Pfeiffer, 2011.
- Julie Dirksen, Design For How People Learn, New Riders Publishing, 2011.
- William Horton, e-Learning by Design, Pfeiffer, 2011.
- Tapas Ray, 'Online Journalism – A Basic Text', Foundation Delhi, 2006.
- Jason Whittaker, The New Media Handbook –The Cyberspace Handbook
- .Sunil Saxena , 'Broadcasting News: The craft and technology of online_Journalism'.
- Jason Whittaker, 'Web Production for writers and journalists'.



**Scheme & Model Question Papers for
Core, Complementary, Elective and &
Open Courses**

Core Course 1- BMM1B01 Introduction to Digital Media

Time: 2.5 Hours/Maximum marks: 80

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 25.**

1. Fonts
2. News portals
3. Hyper Media
4. JPEG
5. Digital divide
6. E-learning
7. MIDI
8. E- Content
9. WWW
10. RAW Format
11. Web Browsers
12. Citizen Journalism
13. Multimedia
14. Pdf
15. Compression

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 35.**

16. Explain about E-governance?
17. Explain the use of Multimedia for Education?
18. Explain about Input and Output devices?
19. What you mean by hypermedia? Explain its usage and applications?
20. Explain the features of Web portal?
21. Explain the basic structure of a multimedia computer?
22. What is mean by cloud computing?
23. Features of Multimedia?

PART C

**Answer any two questions not exceeding 400 words.
Each question carries 10 marks.**

24. Make an essay about the various file formats used in Multimedia Platform?
25. Write an essay about the Scope of Online Journalism?
26. Write a short note on Features of Photoshop?
27. Make an essay about internet & culture change?

Complementary Course 1- BMM1C01 Introduction to Communication

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Intrapersonal Communication
2. Noise
3. Encoder
4. Cognitive effects
5. Rhetoric
6. David Berlo
7. Medium
8. Kinesics
9. Haptics
10. Proxemics
11. Feedback
12. Wilbur Shramm

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Group Communication
14. Agenda setting theory
15. Interpersonal Communication
16. Media 'Effects'
17. UGT
18. Individual difference Theory
19. Channel

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Make an essay about types of Communication
21. What are the characteristics of verbal and Non-verbal Communication?

Complementary Course 2- BMM1C02 Introduction to Electronic Media

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Malayala Manorama
2. SITE
3. John Logie Baird
4. Mass culture
5. Red FM
6. Prasar Bharathi
7. Satyajith ray
8. Guglielmo Marconi
9. HDTV
10. Mass Communication
11. STAR
12. Wilbur Schramm

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. DD
14. Feed back
15. Cable TV
16. DTH
17. FM
18. Differentiate between new media and television.
19. AIR

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Explain the Mass Media from the Technological Perspectives.
21. Explain the nature, scope, and limitations of different electronic media.

Core Course 1- BMM2B02 Creativity & Design Skills

Time: 2.5 Hours/Maximum marks: 80

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 25.**

1. Additive Colour
2. Shape
3. Balance
4. Shades
5. Vector Graphics
6. Colour Harmony
7. Adobe Illustrator
8. RYB
9. Contrast
10. Primitive Colour
11. TIFF
12. Digital drawing
13. CorelDraw
14. Art
15. RGB

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 35.**

16. What are the elements of Design ?
17. What do you mean by Rule of Third ?
18. Explain the history of Art ?
19. Explain the elements of Brochure Designing ?
20. Write a detail note on Colour Theory ?
21. What are the applications of Digital Illustration ?
22. Write about RGB, CMYK, RYB.
23. Explain Digital Art.

PART C

**Answer any two questions not exceeding 400 words.
Each question carries 10 marks.**

24. Make an essay about Principles and elements of designing
25. Explain the various steps of a Magazine Designing with the help of any computer Application
26. Explain in detail about perspective drawing
27. Application of Modern Art

Complementary Course 3- BMM2C03 Media Laws & Ethics

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Right to Information act
2. Supreme court
3. Press Council Act
4. Libel
5. Slanders
6. Article 19(1)(a),
7. S Certificate
8. Official Secrets Act
9. PCI
10. Invasion of privacy
11. Drug & Magic Remedies Act
12. PRB Act

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Contempt of Court Ac
14. POCSO
15. Directive principles
16. IPR Act
17. Fundamental rights
18. Reasonable restrictions
19. Self-regulation

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. What is defamation? What are its exceptions? Explain.
21. Critically examine the relevance of Right to Information Act?

Complementary Course 4- BMM2C04 Radion & Television

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Nere Chovve'
2. Radio drama
3. Documentary
4. Community radio
5. Reality TV
6. Theatre of mind
7. Vox pop
8. Hum log
9. Cover story
10. Magazine programme
11. Radio magazine programmes
12. Radio bridge

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Video jockeying
14. TV Interview
15. BBC
16. Vividh Bharathi
17. ViCTRERS
18. OB
19. PTC

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Critically evaluate the reality shows telecast in Malayalam private channels.
21. Describe the important principles of writing for radio with examples

Core Course 3- BMM3B03 Media Publishing

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Text formatting tools in Indesign
2. Interactive Page
3. Text Warping
4. Facing Page
5. DPI
6. Post Script
7. Master Page.
8. PDF
9. Publishing
10. Dot matrix printer
11. Bitmap
12. Dummy Page

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. History of Printing
14. What are the tools in InDesign
15. Explain about Typography
16. What do you mean by Colour separation Process
17. What are the text transformation options in InDesign
18. What are the elements of page designing
19. Explain about the steps involved in Newspaper Designing

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Make an essay about Types of printing.
21. Explain the Features and Options of Adobe InDesign

Core Course 4- BMM3B04 Computer Graphics

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Adobe Illustrator
2. Layer
3. Selection tools in Photoshop
4. Vector graphics
5. Resolution
6. JPEG
7. Bit rate
8. Adobe Light room
9. Photoshop
10. Image Editing
11. Image file formats
12. CorelDraw

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. What are the advantages of PSD
14. Explain the various steps of image Editing?
15. What is mean by RAW? Explain the functions and features of RAW?
16. What are the major difference between Vector graphics and raster Graphics?
17. What you mean by Lossy and Loseless image compression?
18. Who is a graphic designer
19. Various image file formats

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Visual designing is a nonverbal communication. Explain.
21. What are the qualities of a good advertisement design

Core Course 5 - BMM3B05

Digital Photography

Time: 2 Hours/Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20

1. Rule of third
2. CMOS
3. Framing
4. Long Exposure
5. MFD
6. Lens hood
7. Three point lighting
8. White balance
9. Exposure
10. Prime lens
11. Camera Obscura
12. ND Filter

PART B

Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Explain the use of Soft Boxes
14. Butterfly lighting
15. Depth of Field photography
16. Explain the Manual White Balancing in DSLR Cameras
17. Shutter Speed priority Photography
18. Differentiate optical and digital zooming
19. List out the main drawbacks of view finder camera.

PART C

Answer any one questions not exceeding 400 words.
Question carries 10 marks.

20. Explain the Role and responsibilities of a Photo Journalist?
21. Explain about DSLR Photography and their camera accessories.

Complementary Course 5- BMM3C05 Reporting & Editing

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Beat
2. Embargo
3. Prime time
4. The Hindu
5. Off beat
6. Prasar Bharathi
7. Deadline
8. Scoop
9. Attribute
10. Kicker
11. Bureau chief
12. Ghost Writer

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Feature story
14. Sting operation
15. Press Conference and Meet-the –Press
16. Inverted pyramid story
17. Elements of news
18. Sub editor
19. UNI

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. . Analyze the various sources of news.
21. Explain the general principles of news editing.

Complementary Course 6- BMM3C06 Introduction to Cinema

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Elippathayam
2. Lumier brothers
3. Sur-realism
4. Aravindan
5. Mise en scene
6. Akira Kurasowa
7. Vittorio Desica
8. German Expressionism
9. Documentary
10. French new wave
11. Cabinet of Dr. Caligari
12. Silent Film

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Film language
14. Auteur theory
15. Montage
16. Charles Chaplin
17. Hollywood
18. New Wave
19. CBFC

PART C

Answer any one questions not exceeding 400 words.

Question carries 10 marks.

20. Ethics and censoring of films are often controversial in India. Give your views with some examples.
21. Explain montage theory propounded by the Soviet filmmakers.

Core Course 8- BMM4B08 Introduction to Cinematography

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Zebra Lines
2. Iris
3. Dolly
4. Golden Ratio
5. Frame Rate
6. VTR
7. Jib Arm
8. Video Gain
9. Action Continuity
10. CCU
11. Camera mounting
12. Chroma key

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. List the steps for manual white balance
14. Differentiate High Angle and Dutch angle
15. List out and brief the basic shots for composition
16. Subjective, Objective and Point of view shots
17. Explain the basic composition steps.
18. Write about the challenges of lighting for video
19. write about Analog video Signals and digital video formats

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Make an essay about Lenses and filters?
21. Explain the stages of evolution of video camcorders.

Core Course 9 - BMM4B09 Fundamentals of Web Designing

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. HTML
2. WWW
3. H6
4. Tags
5. XHTML
6. HTML Attribute
7. HTML Forms
8. CSS
9. Table
10. HTML Lists
11. Metatag
12. Responsive Site

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Elements of Web Designing?
14. Explain the various types of Web Sites?
15. What is mean by User interface design? Describe its features?
16. Explain the various steps of a web page designing in Photoshop?
17. What are the major features of HTML?
18. Explain responsive sites
19. Differentiate between UX and UI designing

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Make an essay about the features and applications of Web designing?
21. Make an essay about the principles of web designing

Complementary Course 7- BMM4C07 Advertising

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. DAVP
2. PRSI
3. Publicity
4. Puffery
5. Transit advertisement
6. Skyscrapers
7. Slogan
8. Frequency
9. Schedule
10. ABC
11. Media scheduling
12. AIDA Model

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Institutional advertising
14. Product research
15. Copy writer
16. Slogan
17. Advertorials
18. PSA
19. Edward Bernays

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. What is an advertising campaign? Discuss how campaign is planned in various stages and executed?
21. Analyze the social and economic impact of advertisement in this globalization era?

Complementary Course 8- BMM4C08 Online Journalism

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. WWW
2. Search engine
3. Dogpile
4. News aggregator
5. "street" journalism
6. 'Cyberspace'
7. Browsers
8. Cyber Bullying
9. Spamming
10. URL
11. UGI
12. Web 1.0

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Wikipedia
14. Phishing
15. Interactive media
16. Crowd sourcing
17. Hybrid news paper
18. Article 61(A)
19. Annotative reporting

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Explain hypertextuality and the concept of hypermedia
21. Trace the history of internet as a medium of communication and its impact on journalism

Core Course 12 – BMM5B12
Techniques of Post Production – Visual Editing

Time: 2 Hours/Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|-------------------------------|-----------------------|
| 1. Logging | 7. Transition |
| 2. Video effects | 8. Signal Noise Ratio |
| 3. Sequence | 9. VTR |
| 4. Titling | 10. NLE |
| 5. AVID | 11. NTSC/PAL |
| 6. Compressed Video
Format | 12. Noise |

PART B

Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the elements of Visual Editing?
14. Explain the difference between LE and NLE?
15. Explain the different types of cuts in editing?
16. Explain the features of Final Cut Pro?
17. What is mean by EDL?
18. Single Camera and Multi camera Production
19. What are the difference between transition and effects.

PART C

Answer any one questions not exceeding 400 words.
Question carries 10 marks.

20. Explain the steps involved in digital editing
21. Describe the various qualities of a good visual editor.

Core Course 13 – BMM5B13
**Techniques of Post Production –Sound Recording,
Editing and Mastering**

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

- | | |
|-----------------------|----------------------|
| 1. Noise Signal Ratio | 7. Pitch |
| 2. Sampling Rate | 8. XLR Connector |
| 3. Shotgun Microphone | 9. Sound Synthesizer |
| 4. Panning | 10. Roomtone |
| 5. DAW | 11. Phantom Power |
| 6. Modulation | 12. Boom Pole |

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Explain the Process of Multi track recording in Nuendo?
14. What you mean by Lip synchronization? What are the features of Dubbing?
15. Write about analog cables and connectors for audio.
16. Explain the properties of a sound wave.
17. Explain the relevance of equalization in audio editing.
18. What is mean by Acoustics? What are the major functions of Acoustics?
19. List out the accessories of a sound recording device.

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. (i) Explain about Digital and analogue mixer (ii) Elaborate the steps of audio Mixing.
21. Explain about the types of Microphones, Based on different classifications.

Core Course 14 – BMM5B14 Introduction to 3D Modeling and Texturing

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Nurbs
2. Poligons
3. Planner Mapping
4. Face
5. Surface Modelling
6. Object Mode
7. Texturing
8. Hotbox
9. Vertex editing mode
10. UV mapping
11. Boolean Operations
12. 3D Camera

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. What is 3D Modelling
14. Major components of Polygon modeling
15. Explain the characteristics and features of NURBS modelling
16. Describe a short Paragraph about Polygon Modelling?
17. What is the usage channel box
18. Options of Lighting and Camera available in 3D modeling applications
19. What you mean by bump mapping

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Explain the steps involved in modeling and texturing a chair using a 3D modeling software.
21. Explain the common UI elements in a 3D modeling application

Core Course 15 – BMM5B15 Advanced Web Designing

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

- | | |
|---------------------------|---------------|
| 1. Tags | 7. Links |
| 2. HTML 5 | 8. SWF |
| 3. CSS 3 | 9. JQuery |
| 4. Interactive Web Design | 10. HTTP |
| 5. Tables | 11. Bootstrap |
| 6. DTHML | 12. PHP |

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Explain the features of Adobe Dreamweaver?
14. What are the major elements of Web Designing?
15. What are the advanced features of JQuery?
16. What you mean by Web user face interface?
17. Make a short paragraph about 2D Authoring tool?
18. XML
19. Explain the advanced options of JQuery?

PART C

Answer any one questions not exceeding 400 words.

Question carries 10 marks.

20. What are the elements of web designing? Explain the advanced options of CSS?
21. Describe the various steps of Web Designing?

Open Course 01 – BMM5D01 Fundamentals of Multimedia

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Key Frame Animation
2. Image Authoring
3. Hyper Media
4. JPEG
5. AVI
6. SWF
7. Hue
8. Slicing
9. Action script
10. RAW Format
11. Interactive Page
12. Graphics

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. What you mean by image authoring?
14. Explain the use of Multimedia for Education?
15. What are the major types of audio and video file formats used in Multimedia industry?
16. What you mean by multimedia? Explain its usage and applications?
17. Explain the functions of Adobe Photoshop?
18. Explain the methods of compression and decompression?
19. What are the multimedia standards?

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Make an essay about the various file formats used in Multimedia Platform?
21. Explain the uses of Multimedia in the commercial entertainment industry?

Core Course 18 – BMM6B18
Advanced 3D Animation, Vfx and Compositing

Time: 2 Hours/Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words.

Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|---------------------|------------------|
| 1. UV Editor | 7. Ghosting |
| 2. IK tool | 8. Blend Shape |
| 3. Texturing | 9. 2D Animation |
| 4. Mirror Deformer | 10. Keyframe |
| 5. Attribute Editor | 11. Graph Editor |
| 6. Extrude | 12. Maya |

PART B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the Basic principles of animation
14. Explain the Role of computers in animation
15. What you mean by UV editor?
16. What are the main features of Autodesk Maya?
17. What are the major differences between Mental Ray rendering and Maya Hardware Rendering?
18. Functions of Graph editor in Maya
19. What are the major types of dynamic effects in maya

PART C

Answer any one questions not exceeding 400 words.

Question carries 10 marks.

20. Describe the different types of Texturing and Rendering methods in Maya?
21. What you mean by Animation Production Pipe Line?

Core Course 19 – BMM6B19 Introduction to Motion Graphics

Time: 2 Hours/Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words.

Each question carries 2 marks. Ceiling of marks for Part A is 20

1. Footage
2. 3D Camera
3. Nodes
4. Third Party plug-in
5. Mask
6. Motion tracking
7. Cinematic terminology
8. AEP Formats
9. After Effects
10. Avid
11. Keyframe
12. Compositin

PART B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Make a short paragraph about Stop motion Animation?
14. What you mean by Motion Graphics? What are the major elements of Motion Graphics?
15. Explain the features and options of Adobe After effects?
16. What you mean by Masking, Rotoscoping and Wire Removal?
17. What is mean by Screen Compositing?
18. Make an essay about the role of Motion graphics in entertainment and film industry?
19. Explain the advanced features of FCP for Colour grading

PART C

Answer any one questions not exceeding 400 words.

Question carries 10 marks.

20. Explain the various options of Adobe after effects?
21. Make an essay about Visual effects?

**Core Course 20 – BMM6B20 (Elective)
Multimedia Designing & Authoring**

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Onion Skin
2. Action Script
3. Composite navigation
4. Buttons
5. SWF
6. Vector graphics
7. Key frame Animation
8. Tween Animation
9. ImageQ
10. Time based
Authoring
11. Storyboard
12. Instances

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. Explain the role of crew members of a multimedia production
14. Make a Short Paragraph about Image Authoring Tool?
15. Explain the symbols in Adobe Flash?
16. What are the elements of Multimedia?
17. Make a short paragraph about 2D Authoring tool?
18. Storyboard
19. What are the various steps of Multimedia Production?

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. Explain the use of Multimedia in education and entertainment Industry?
21. Explain the various types of Multimedia Authoring tools?

Core Course 21 – BMM6B21 (Elective) Television & Multi Camera Production

Time: 2 Hours/Maximum marks: 60

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 20**

1. Anchoring Floor Manager
2. Feature Film
3. Budgeting
4. Soap Opera
5. Vision Switch
6. Docudrama
7. Multi Cam Management
8. PCR
9. VTR
10. ENG
11. Floor Manager
12. EFP

PART B

**Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for Part B is 30.**

13. What are the major elements of Soap Opera?
14. What are the major differences between video production and television production?
15. What are the essential qualities required for a television anchor?
16. What are the main features of video camera and their specific usages?
17. What are the major differences between single camera and multi-camera shoot? Explain with suitable examples.
18. Explain floor management.
19. Functions of DSNG

PART C

**Answer any one questions not exceeding 400 words.
Question carries 10 marks.**

20. What are the roles played by a Television producer? How does it differ from that of a film director?
21. Describe the term Mobile Journalism. What are the advantages of Mobile journalism from conventional methods.