

DEPARTMENT OF MULTIMEDIA
FAROOK COLLEGE (Autonomous)



UNDERGRADUATE PROGRAMME IN MULTIMEDIA
(BA MULTIMEDIA)

Revised Syllabi
as per CBCSS UG Regulations 2022

(2022 Admission Onwards)

CERTIFICATE

I hereby certify that the documents attached are bonafide copies of the syllabus of B.A.Multimedia Programme to be effective from the academic year 2022-23 onwards.

Date:

Place:

PRINCIPAL

Scheme & Syllabus

Graduate Attributes (GAs)

Graduate Attributes (GAs) are the qualities and skills expected to be acquired by the students while they pursue a graduate program in Farook College. Graduate Attributes include disciplinary knowledge, communication skills and understanding of the interdisciplinary nature of knowledge and societal goals one shall achieve collectively and individually in terms of academic competence and practical experiences. They are achieved by a graduate through productive curricular experiences facilitated by various resources of the college.

1. Disciplinary Knowledge and Competency

The graduates acquire comprehensive knowledge in the subject and competence to demonstrate the same, identify the foundations of the respective discipline and develop essential interdisciplinary awareness.

2. Communication Skills and Digital Literacy

Graduates acquire sufficient communication skills in speech and writing to disseminate knowledge and critically analyze various discourses with the assistance of advanced communication technology in order to prepare themselves for learning, working and living in a digital society.

3. Research and Analytical Skills

Graduates develop a sense of inquiry and capacity to question and problematize different aspects of knowledge and life experiences and cultivate a research aptitude to effect impressive research output

4. Critical Thinking and Problem-Solving Skills

Graduates maintain the practical experience of critical thinking both in academia and in real-life situations, master appropriate skills to analyze various issues and formulate coherent arguments using a scientific approach and develop the individual capacity to solve problems in real and anticipated life.

5. Team Work, Leadership Skills and Professionalism

Graduates can live and work in diverse conditions with members hailing from diverse backgrounds towards the fulfilment of the institutional and societal goals, keeping up the spirit of teamwork and maintaining dynamism and professional behaviour based on positive leadership qualities, constructive feedback system and productive corrective measures.

6. Scientific Temper and Reflective Thinking

Graduates are expected to nurture a scientific temper to ensure objective and reasoned treatment of problems and experiences and practice reflective thinking for individual and social development.

7. Moral and Ethical Awareness

Graduates are able to embrace moral and ethical values specific to society and culture and uphold them consistently as responsible members of society.

8. Employability and Entrepreneurship

Graduates are trained to achieve the professional skills required to be employed in their career globally and have the potential to formulate innovative ideas and start up new enterprises.

9. Multicultural Competence

Graduates gain knowledge of values and beliefs of multiple cultures, hold a global perspective and become competent to effectively engage in a multicultural and secular society and interact respectfully with diverse groups.

10. Lifelong Learning

Graduates acquire knowledge and skills for continuous learning in a personalised and self-directed manner, aiming at personal development, meeting social, economic and cultural objectives and adapting to changing trade trends and work culture.

BA Program Outcome

The programs in Arts, Language, Literature, Humanities and Social Science are designed to equip the undergraduates with a broad understanding of human life experiences in its varied contexts in order to help them improve living conditions and become learned individuals of society and responsible citizens of the country.

The learning experiences include the critical reading of texts and analyzing social issues from an interdisciplinary perspective, applying scientific methods, acknowledging the socio-cultural diversity, analysing the discursive foundations of respective disciplines and disclosing the ideological and philosophical nuances of interpretations inherent in them.

On completion of the B.A. programme, a student is expected to:

- Acquire competent knowledge of the fundamental concepts, theories and methods in the respective discipline and demonstrate it impressively.
- Understand the interdisciplinary nature of knowledge systems and incorporate principles and methods from Science, Social Science, Arts and Language Studies in reading and analyzing texts and problems.
- Gain a wider understanding of the diversity in languages, cultures, religions and social ethos of the country and the world in order to understand the other.
- Acquire proficiency in communication in multiple languages for advanced reading, writing and speaking and equip with interpretive and composition skills.
- Develop social, political, historical, literary and aesthetic sense and economic, religious and commercial perspectives in order to comprehend and interpret various texts in the respective discipline and allied fields.
- Develop a research orientation and be familiar with research fundamentals in various areas of Humanities, Social Science, Arts and Language Studies.
- Practice and promote knowledge sharing with the help of digital technology and multilingual translation.
- Pursue higher studies in the specialized area of respective field and qualify for a productive career.
- Ensure productive involvement in the process of socialization and engage with relevant issues holding an informed opinion and acknowledging multiple perspectives.

- Respond creatively to issues of regional, national and international significance in order to bring about desirable changes in social systems, government policies and individual opinions.
- Understand one's duties and rights as a responsible citizen and act accordingly in all realms of personal and social life.
- Qualify to work independently and with a team spirit following basic ethical principles in all their pursuits without compromising the quality.
- Uphold socio-cultural, constitutional and ethnic values both in academia and everyday life to ensure human dignity, equality and democratic values.
- Update knowledge and skills in (ICT) Information Communication Technology to meet the career assignments and expedite everyday activities.

Programme Specific Outcomes (PSOs)

- The learner will be able to evaluate the significance and scope of new media critically.
- The students will compose various elements of multimedia aesthetically and ethically considering the social responsibility.
- After completing this programme, students will produce high-quality animated 2d and 3d visual narratives.
- The students will appraise contemporary society through the latest digital tools.

Ability Enhancement Courses/Audit Courses

These are mandatory for the successful completion of the programme but are 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 need to attain only a pass (Grade P) for these courses. The students can attain these credits through online courses like SWAYAM, MOOC etc.

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 Farook College Social Service Programme (FCSSP). Extra credits are not counted for SGPA or CGPA

Credit & Mark Distribution In Each Semester

SEMESTER-1	Credit	Marks
Common course: English	3	75
Common course: English	3	75
Common course: Additional Language	4	100
Core Course - 1: Digital Media and Photography	2	75
Core Course - 2: Digital Photography (Practical)	2	75
Complementary course – 1 Introduction to Communication	3	75
Complementary course – 2 Introduction to Electronic Media	3	75

Total	20	550
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SEMESTER-2	Credit	Marks
Common course: English	4	100
Common course: English	4	100
Common course: Additional Language	4	100
Core Course - 3: Fundamentals of Creative Designing	2	75
Core Course – 4 : Computer Graphics (Practical)	2	75
Complementary course - 3 Media Laws and Ethics	3	75
Complementary course – 4 Radio & Television	3	75
Total	22	600

SEMESTER-3	Credit	Marks
General Course -1	4	100
General Course- 2	4	100
Core Course - 5: Media Publishing	2	75
Core Course - 6: Techniques of Post Production- Sound Recording and Editing	2	75
Core Course - 7: Media Publishing (Practical)	2	75
Core Course - 8: Techniques of Post Production- Sound Recording and Editing (Practical)	2	75
Complementary course – 5 Reporting & Editing	3	75
Complementary course – 6 Introduction to Cinema	3	75
Total	22	650

SEMESTER-4	Credit	Marks
General Course - 3	4	100
General Course - 4	4	100
Core Course - 9: Introduction to Cinematography	2	75
Core Course - 10: Fundamentals of Web & UI/UX Designing	2	75
Core Course - 11: Introduction to Cinematography (Practical)	2	75
Core Course - 12: Fundamentals of Web & UI/UX 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 - 13: Introduction to 3D Modeling and Texturing	2	75
Core Course - 14: Advanced Web Designing	2	75
Core Course - 15: Techniques of Post Production – Visual Editing	2	75
Core Course - 16: Introduction to 3D Modeling and texturing (Practical)	3	75
Core Course - 17: 2D/3D Designing and Modeling for Multimedia (Practical)	2	75
Core Course - 18: Techniques of Post Production – Visual Editing (Practical)	2	75
Core Course - 19 : Website Project	2	75
Open Course - 1: Fundamentals of Multimedia	3	75
Total	18	600

SEMESTER-6	Credit	Marks
Core Course - 20: Advanced 3D Animation, Vfx and Compositing	2	75

Core Course - 21: Introduction to Motion Graphics	2	75
Core Course - 22: Television & Multi-Camera Production	2	75
Elective Course – 01: Multimedia Designing & Authoring (Elective)	2	75
Elective Course – 02: Fundamentals of Media Research (Elective)		
Core Course - 23: Advanced 3D Animation, Vfx and Compositing (Practical)	2	75
Core Course - 24: Introduction to Motion Graphics (Practical)	2	75
Core Course - 25: Television & Multi Camera Production(Practical)	2	75
Core Course - 26: Multimedia Project	2	75
Total	16	600

General Scheme of The Programme (BA LRP)

Sl. No	Course	No Courses	Credits
1	Common Courses (English)	4	14
2	Common Courses (Additional Language)	2	8
3	General Course	4	16
4	Core Courses	28	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
BMM1B01 Core Course 1	Digital Media and Photography	3	-	3	2	15	60	-	75
BMM1B02L Core Course 2	Digital Photography (Practical)		2	2	2	15		60	75

BMM1C01 Complementary Course 1	Introduction to Communication	3	-	3	3	15	60	-	75
BMM1C02 Complementary Course 2	Introduction to Electronic Media	3	-	3	3	15	60	-	75
Total		25			20	550			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
SEMESTER - 2		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
A03 Common Course	Common English Course III	4	-	4	4	20	80	-	100
A04 Common Course	Common English Course IV	5	-	5	4	20	80	-	100
A08 Common Course	Additional Language Course II	5	-	5	4	20	80	-	100
BMM2B03 Core Course 2	Fundamentals of Creative Designing	3	-	2	2	15	60	-	75
BMM2B04L Core Course 2	Computer Graphics (Practical)		2	2	2	15	-	60	75
BMM2C03 Complementary Course 3	Media Laws & Ethics	3	-	3	3	15	60	-	75
BMM2C04 Complementary Course 4	Radio & Television	3	-	3	3	15	60	-	75
Total		25			22	600			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
SEMESTER - 3		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
BMM3A11 General Course - 1	General Course - 1	4	-	4	4	20	80	-	100
BMM3A12 General Course - 2	General Course - 2	4	-	4	4	20	80	-	100
BMM3B05 Core Course 5	Media Publishing	2	-	2	2	15	60	-	75
BMM3B06 Core Course 6	Techniques of Post Production- Sound Recording and Editing	2	-		2	15	60	-	75

BMM3B07L Core Course 7	Media Publishing (Practical)		3	3	2	15		60	75
BMM3B08L Core Course 8	Techniques of Post Production- Sound Recording and Editing (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			22	650			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
SEMESTER - 4									
BMM4A13 General Course - 3	General Course - 3	4	-	4	4	20	80	-	100
BMM4A14 General Course - 4	General Course - 4	4	-	4	4	20	80	-	100
BMM4 B09 Core Course 9	Introduction to Cinematography	2	-	2	2	15	60	-	75
BMM4 B010 Core Course 10	Fundamentals of Web & UI/UX Designing	2	-	2	2	15	60	-	75
BMM4 B11L Core Course 11	Introduction to Cinematography (Practical)	-	2	2	2	15	-	60	75
BMM4 B12L Core Course 12	Fundamentals of Web & UI/UX Designing (Practical)	-	3	3	2	15	-	60	75
BMM4 C07 Complementary Course 7	Advertising	4	-	4	3	15	60	-	75
BMM4C08 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									
BMM5B13 Core Course 13	Introduction to 3D Modelling and Texturing	4	-	3	2	15	60	-	75
BMM5B14 Core Course 14	Advanced Web designing	3	-	3	2	15	60	-	75
BMM5B15 Core Course 15	Techniques of Post-Production- Visual Editing	3	-		2	15	60	-	75
BMM5B16L Core Course 16	Introduction to 3D Modeling and Texturing (Practical)	-	3	3	3	15	-	60	75
BMM5B17L Core Course 17	2D/3D Designing and Modeling for Multimedia (Practical)		4	4	2	15		60	75
BMM5B18L Core Course 18	Techniques of Post-Production- Visual Editing (Practical)	-	3	4	2	15	-	60	75
BMM5B19P Core Course 19	Website Project		2	2	2	15		60	75
BMM5D01 Open Course 01	Fundamentals of Multimedia (For other Students)	3	-	3	3	15	60	-	75
Total		25			18	600			

Course	Course Title	Hours per Week			Credit	Mark Distribution			
		Theory	Pr.	Total		Internal	Theory (SEE)	Pr.	Total
SEMESTER - 6									
BMM6B20 Core Course 20	Advanced 3D Animation, Vfx and Compositing	4	-	4	2	15	60	-	75
BMM6B21 Core Course 21	Introduction to Motion Graphics	3	-	3	2	15	60	-	75
BMM6B22 Core Course 22	Television & Multi Camera Production	3		3	2	15	60		75
BMM6E01 (Elective)	Multimedia Designing & Authoring (Elective)	3	2	5	2	15	60	-	75
BMM6E02 (Elective)	Fundamentals of Media Research (Elective)								

BMM6B23L Core Course 23	Advanced 3D Animation, Vfx and Compositing (Practical)	-	3	3	2	15		60	75
BMM6B24L Core Course 24	Introduction to Motion Graphics (Practical)	-	3	3	2	15	-	60	75
BMM6B25L Core Course 25	Television & Multi Camera Production (Practical)		2	2	2	15		60	75
BMM6B26P Core Course 26	Multimedia Project	-	2	2	2	15	-	60	75
	Total		25		16	600			

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
Digital Media and Photography

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. To Identify and Explain the emerging technologies of digital media.
2. To demonstrate the use of technology in the Media Industry.
3. To Identify the basic features and functionality of the internet.
4. To examine the concepts like a convergence of media, digital divide, virtual reality etc.
5. To inculcate the art and science of photography which is the foundation of visual communication practices

Module 1

Multimedia- Definition, Elements of Multimedia, Features of Multimedia, Applications of Multimedia. Multimedia file formats. Multimedia systems: configurations, architecture. Types of computers, Computer basics- Hardware- Processor, Memory, Input/output devices and Storage devices. Software- Applications software, PC Operating systems – Types of operating systems- DOS, Windows, MAC, Linux, Unix. Computer networks Network topologies. Basics of Internet- Browser, Search Engines, Server, Cloud Computing, Email.

Module 2

Media and Digital Technologies- Digital Environment, Communication revolution and new media, Analogue and digital information, characteristics of digital media, Forms of digital media, Networked society, Emerging Technologies- Virtual reality, augmented reality, mixed reality. Digital Audio Technology: IBOC, DAB, ISDB, TSB, DRM; Internet Radio. Digital Video Technology: Interactive television, IPTV. Streaming Media Services- Youtube, Netflix, Amazon Instant Video, Vudu, Hulu, Hotstar, Xfinity

Module 3

Digital Image Technology. History of Photography; role of Photography in communication; nature, scope and functions of Photography; Types of photography- portrait, candid shot, news photo, photo feature, landscape, nature, wildlife and sports. Analogue and digital photography. Photojournalism, Captions and cut lines; legal and ethical aspects of Photography. Rules of Composition- Rule of Thirds, Balancing elements, Leading lines, Symmetry and Patterns, Viewpoint, Background, Depth, Framing, Cropping, Focusing. Frozen picture; movement in the picture; shallow and deep depth of field; Low Pan effect.

Module 4

Camera, Basics of a camera; lens, Sensors, and filters. Types of camera. Holding the camera- using tripods and monopods. Digital Camera modes. Camera file formats, Common camera controls- white balance, shift, bracketing, Colour temperature, light, shutter speed, aperture, ISO. Exposure Triangle. Lighting

sources – ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting. Artificial light. High key and low key lighting. 3 Point Lighting, Portrait Lighting.

Continuous assessment (internal): Two class tests and assignments

Reference Books:

1. Vic Costello, Multimedia Foundations; Core Concepts for Digital Design, 2016, ISBN 9780415740036, Routledge
2. Tony Feldman, An Introduction to Digital Media, 1997, ISBN 9780415154239, 1996, by Routledge, 192 Pages
3. Julia V. Griffey, Introduction to Interactive Digital Media; Concept and Practice, 2020, ISBN 9780367148638, Routledge
4. Gabriele Balbi, A History of Digital Media; An Intermedia and Global Perspective, Paolo Magaudda, 2018, ISBN 9781138630222, Routledge
5. Tony Feldman -An Introduction to Digital Med
6. Scott Kelby- Digital Photography Book, Rocky Nook, Inc.
7. Terry Michael Savage, Karla E. Vogel -An Introduction to Digital Multimedia

**5. Core Course 2 – BMM1B02L
Digital Photography (Practical)**

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

Learning Outcome:

After the completion of the course, the learner will be able

To appraise and devise expertise in photography meeting the criteria stipulated by the media industry.

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

Credit	Hours per week		Marks out of 75		
(3)	Theory (3)	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

7. 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-

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

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 - 3
BMM2B03 – Fundamentals of Creative Designing

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Interpret the history of art to understand the concepts of creativity and design skills
2. Illustrate their ideas using basic drawing techniques (elements of art and shading techniques)
3. Explain Colour theory and its applications
4. Develop a systematic, critical approach to problem-solving at all levels of the design process.
5. Articulate photo manipulation and digital image correction techniques.

Module 1

History of Art; Rock Art, Classical Art, Renaissance, Medieval Art, Modern Art, Contemporary Art, Folk Art. Creativity: Creative skills; Creativity factors-imagination and visualization; Tools of creativity; art and science of creativity. Design skills: concept of design; elements and principles of design; traditional and modern designs. Design methods: Ideation, concepts, prototyping and evolution.

Module 2

Fundamentals of Art. Drawing, Geometrical drawing. Application of visual elements. Basic drawing skills; adding depth and perspective. Colour theory -RGB-RYB-CMYK-primary colours-secondary colours, tertiary colours. Tones, tint & shades, Colour wheel, cool Colours, Warm Colour, Colour sense, Colour psychology in graphic designing.

Module 3

Graphic Design; Applications, Basic skills of a Graphic designer, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. corporate design, editorial design, environmental design, advertising, web design, communication design, product packaging and signage; Design page Sizes. Page Layout- Working of a Grid System, Basics of composition. Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds

Module 4

Photoshop-Raster graphics; Image correction. Working with text and vector shapes in PSD, File formats, Digital imaging- scanning, resizing and resembing, saving. Image correction- working with Layers and the Adjustments Panel, Masking, vibrance and saturation, using curves and levels, colour correction. Image manipulation-Smart objects, Non- Destructive Transformations

with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition. Stationary designs- Letterheads, business cards, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments.

Continuous assessment (internal): Two class tests and assignments

Reference Books:

1. Bruno Munari, Design as Art, Penguin Classics, 2008, ISBN: 9780141035819
2. Eleanor C. Munro, The Encyclopedia Of Art; Painting, Sculpture, Architecture, And Ornament, From Prehistoric Times To The Twentieth Century, Golden Press New York.
3. Colin Ware, Visual Thinking for Design, 2008, eBook ISBN: 9780080558417
4. Holtzschue, L. (2017). Understanding Color: An Introduction for Designers. United Kingdom: Wiley.
5. Meggs' History of Graphic Design , 2016, by Philip B. Meggs, Alston W. Purvis

4. Core Course - 4
BMM2B04L – Computer Graphics (Practical)

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

Learning Outcome:

After the completion of the course, the learner will be able

To use basic vector and raster applications in the creation of digital art and communication designs.

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-

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

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-

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER - 3

1. General Course – 1

BMM3A11 - Basic Mathematics for Media Arts

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Recognize basic geometrical shapes with accurate calculations
2. Describe the basic statistical methods

Module 1: Area and parameter: Triangles and types of triangles, rectangle, square, parallelogram, circle and polygon.

Module 2: Volume and surface area: Cube, cylinder, sphere, semi-sphere, cone and pyramid

Module 3: Introduction to statistics: Meaning and definition of statistics, scope and limitations, statistical enquires, the scope of the problem, the method to be employed, types of enquires, presentation of data by diagrammatic and graphical method, formation of frequency distribution.

Module 4: Measures of central tendencies, variation and standard: Measures of central tendencies, Arithmetic Mean, Median, Mode, Geometric and Harmonic Mean- Measures of Variation and standard, man and quartile deviation.

2. General Course – 2

BMM3A12 - General Informatics & Instrumentation

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Describe the basics of information technology and its applications
2. Evaluate the domain of ICT and knowledge management
3. Identify the components of computer hardware

Module 1

Basics of Information technology- Information- IT and its Components- IT and Internet- IT Applications- E-Governance- Emerging Trends in IT- EDI- Mobile Computing SMS, MMS- Wireless Applications- Blue Tooth- GPS- Infra Red Communication- Smart Card- DNA Computing- Cloud Computing

Module 2

Knowledge Skills for Higher Education- Data, Information and Knowledge- Knowledge Management- Internet as a Knowledge Repository- Academic search Techniques- Academic Websites- Basic Concepts of IPR- Use of IT in Teaching and Learning- Academic Service- INFLIBNET-NICENET-BRNET

Module 3

Social Informatics- IT and Society- Issues and concerns- Digital Divide- Free Software Movement- IT and Industry- Opportunities and Threats- Cyber Ethics- Security, Privacy Issues- Cyber Laws- Cyber Addictions- Information overload- Guidelines for Proper Usage of Computers and Internet- E-Waste & Green Computing- Unicode-IT & Regional Languages

Module 4

Major Components of Computer Hardware- Different Types of Computer Cases- Desktop Case and Tower Case- Common Motherboard form factors- AT, ATX, Mini ATX, Micro ATX- SMPS, RAM- SRAM, DRAM- Types of Hard Disks- PATA, SATA, SCSI,SSD- Types of Adapter Cards- Video, Ethernet, Wireless Network, Sound, TV tuner, Video Capture- Common External Ports/Slots- Cable System- PATA, SATA, MOLEX Connector, BIOS of a Computer- Connecting and installing printer, camera, scanner, and other gadgets.

3. Core Course - 5
BMM3B05 – Media Publishing

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Differentiate between the major printing technologies and publishing methods.
2. Demonstrate the process of typography designing.
3. Design a magazine/brochure/poster using page design principles

Module 1

Introduction to Printing Technology: Printing Industry. Introduction to major printing process: Letter Press - Relief Printing, Intaglio prints, Screen Printing. Types of Printers, Pre-press Production, Printing Production, Colour separation procedures, Colour Processing.

Module 2

Typography –Typestyle, Usage, Bit Mapped Fonts, PostScript 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; data merger;

Module 3

Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

Module 4

DTP Software; features and applications, Pages, web documents, Master page Settings, spreads, pasteboards. Layout designing- Principles of page makeup, mechanics of dummies, positioning, vertical and horizontal makeup and flexibility, text and graphics management, , Creating books; printing chapters; library; indices; table of contents; form and form controls; meta tags. Exporting PDF and Other Production Formats.

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.

Reference Books:

1. Designing with Type, 5th Edition; THE ESSENTIAL GUIDE TO TYPOGRAPHY, James Craig and Irene Korol Scala, 2006
2. Lundberg, P., Ryberg, R., Johansson, K. (2011). A Guide to Graphic Print Production. United Kingdom: Wiley.
3. Handbook of Print Media: Technologies and Production Methods. (2001). Germany: Springer.

4. Core Course - 6

BMM3B06 – Techniques of Post Production – Sound Recording and Editing

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

Learning Outcome:

After the completion of the course, the learner will be able to

Test and compose soundtracks using the digital audio workstations.

Module 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, Loud Speaker and crossovers, various sound file extensions.

Module 2

Audio studio fundamentals: introduction to Pro Tools, installing Pro Tools and the textbooks, DVD contents, the Pro Tools interface, signal flow, gain stages, I/O 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.

Module 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; copyright issues.

Module 4

Recording: busses, playlists, use of sound effects, dialogue, music. Equalization. balancing of levels panning, mixing, creative use of soundtrack, 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

Reference Books:

1. Samuel J. Sauls , Craig A. Stark- Audio Production Worktext: Concepts, Techniques, and Equipment Paperback, Routledge.
2. Jay Rose- Producing Great Sound for Film and Video, Routledge
3. Mike Senior -Recording Secrets, mitp Verlags GmbH & Co. KG
4. David Miles Huber and Robert E. Runstein - Modern Recording Techniques (Audio Engineering Society Presents), Routledge
5. Robert McLeish Jeff Link- Radio Production, Routledge
6. Simran Kohli- The Radio Jockey Hand Book, Fusion Books
7. Jose Valenzuela- he Complete Pro Tools Handbook, Backbeat Books
8. Jeremy Krug- Mastering Pro Tools Effects, Cengage Learning, Inc

5. Core Course - 7 BMM3B07L – Media Publishing (Practical)

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Create posters, brochures, and newsletters using appropriate software
2. Create digital magazines with Interactive elements

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

5. Core Course - 8

BMM3B08L – Techniques of Post Production – Sound Recording and Editing (Practical)

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Assemble and produce audio contents using advanced softsoftware equipments.

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

8. Complementary Course - 5

BMM3C05 – Reporting and Editing

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

Detailed syllabi and objectives are to be provided by the concerned boards

9. Complementary Course-6

BMM3C06 – Introduction to Cinema

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

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER - 4

1. General Course - 3

BMM4A13 - Media Management

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

Learning Outcome: Students will be able to define the media management concepts and distinguish the features of TV broadcasting and radio production management

Module 1

Management-definition and functions, groups and teams, leadership quality, managing and leading for high performance, personality and attitudes, communication skills and Decision Making. Management Concepts: Meaning - Nature and characteristics of management - Management as science, art and profession - Levels of management –Henry Fayal’s Principles of management. Functions of Management: Planning - Steps in planning – Organizing - Types of organization – Line, Staff and Functional- Centralization Vs decentralization - Authority Vs responsibility - Staffing – Elements of Staffing - Directing - Leadership - Leadership styles - Controlling- Steps in controlling

Module 2

Entrepreneurship: Concept of entrepreneur - Characteristics of entrepreneur - Functions of an entrepreneur - Difference between entrepreneur and manager – Micro, Small and Medium Enterprises, Definition, Registration procedure of Sole proprietorship and partnership units

Module 3:

What is Media Management? Four functions of media management: Plan, organize, direct, control, public relations, tools for PR, goal of public relations, difference between PR and Advertisement

Module 4:

Techniques of television and radio production and broadcasting management, film Production, distribution and exhibition management, nature and scope of PR, public opinion, private and public company, duties and responsibilities of PRO, community service. CSR (Corporate Source Responsibility).

2. General Course – 4

BMM4A14 - Evolution of Media Technology

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

Learning Outcome: Students will be able to appraise and devise expertise in photography meeting the criteria stipulated by media industry.

Module 1:

History of Communication: The Age of Signs and signals- The Age of Speech and Languages- The Age of Writing- Pictography- Phonetic and Alphabetical writings- Cuneiform Scripts- The Age of Print

Module 2:

The Development of Printing Technology: Movable Types- Types of Printing: Offset Lithography- Engraving-Thermograph- Reprographics- Digital Printing- Flexography- Gravure. Printing Processes: - Relief Printing- Letter Press Printing- Planography- Screen Printing- Digital/Desktop Printing- Typography- Characteristics of Paper

Unit 3:

The Development of Broadcast Technology: Major inventions towards the development of Sound Recording and Radio Broadcasting- Major inventions towards the development of Television Broadcasting- Evolution of various recording formats: Films, Cassettes, CDs, Digital storage devices- Terrestrial and Satellite Broadcasting Technologies- Current technologies of Radio and Television Broadcasting: DAB- Podcasts- IPTV- DTH- Live streaming

Unit 4:

Digital Media Technologies- Audio and Video Content in websites and Social Media- MoJo- AV content sharing digital platforms in internet- Instant Messaging Services- From Desktop AV editing to Smart Phone friendly Editing Tools- Influence of Communication Technology on the process of Communication

3. Core Course - 9 BMM4B09 - Introduction to Cinematography

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Design cinematography using modern gadgets and techniques.

Module 1

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

Module 2

Shot types, Shot composition; Proportion; Rule of thirds; Framing; Pictorial balance; Continuity; Triple take, 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.

Module 3

Camera Lenses- aperture, focal length, lens angle and image size; Video gain; Exposure, Colour balance; DV Cam, HD, 2K, 4K, Analog and digital 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.

Module 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

Reference Books:

1. Blain Brown - Cinematography: Theory and Practice, Routledge
2. Joseph V. Mascelli- The Five C's of Cinematography, Silman-James Press
3. Kelly Gordon Brine- The Art of Cinematic Storytelling, OUP USA
4. Daniel Arijon - Grammar of the Film Language Kindle Edition, Silman-James Press
5. Tania Hoser- Introduction to Cinematography Learning Through Practice, Taylor & Francis

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4. Core Course - 10

BMM4B010 – Fundamentals of Web & UI/UX Designing

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Apply their knowledge of HTML and CSS in creating basic web pages.

Module 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, How to Format Text In HTML 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.

Module 2

HTML Forms: Form Tag, Attributes of Form, POST and GET Method, Field set 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

Module 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?

Module 4

UI Designing and UX Designing; UI Design process: Application brand strategy, Application wire framing and planning, Navigation system, User centered navigation, Design and color principles, Visual design elements, Visual design strategy, Visual design fundamentals for the web and mobile app, Typography hierarchy, Font selection & Text presentation, Image selection, Concept Presentation to client; Introduction to industry's leading applications used in UI designing

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

Reference Books:

1. Thomas Powell, HTML & CSS: The Complete Reference, McGraw Hill Education, 2017
2. HTML5 & CSS3 For Beginners: Your Guide To Easily Learn HTML5 & CSS3 Programming in 7 Days, Icode Academy, 2017
3. Fabio Staiano, Designing and Prototyping Interfaces with Figma: Learn essential UX/UI design principles by creating interactive prototypes for mobile, tablet, and desktop, Packt Publishing Limited, 2022
4. Prof. Satish Jain, Web Designing and Publishing, BPB Publications, 2020

5. Core Course - 11

BMM4B11L - Introduction to Cinematography (Practical)

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Interpret and organize the skills in cinematography and prepare them ready for industries.

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

6. Core Course - 12

BMM4B12L – Fundamentals of Web & UI/UX Designing (Practical)

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

Learning Outcome:

After the completion of the course, the learner will be able to

1. Design web user interfaces and convert them to HTML and CSS

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

7. Complementary Course -7

BMM4C07 – Advertising

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

Detailed syllabi and objectives are to be provided by the concerned boards

8. Complementary Course - 8

BMM4C08 – Online Journalism

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

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 5

1. Core Course - 13

BMM5B13 - Introduction to 3D Modeling and Texturing

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

Learning Outcome:

After Completing this course, students will be able to

1. Explain basic modelling techniques for 3D objects
2. Create various 3d models and texture them appropriately
3. Create a 3D environment featuring texturing and lighting

Module 1

Introduction to 3D Modeling- Concept of dimensions of objects/images: Introduction to 3D software; basics of modeling; polygon, curves, surfaces, Basic modelling tools, primitives, Creating/editing Spline shapes; 3D transformation. Props Modeling –Interior Modeling–Basics of Character Modeling, Modeling simple models/objects, Use of Reference Images

Module 2

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. Basic lighting setup: Directional light, Spot light, Point light; Casting shadows

Module 3

What is Unwrapping - concepts - purpose of unwrapping -, application of maps, how to create and layout UVs for objects using different projection methods. Its attributes Utilizing the UV texture editor. Interactive editing its positions in viewport & its main attributes to control mapping areas over objects. Rendering.

Module 4

Basics of Texturing. How to generate UV map in UV Texture. Using UV layout tools like unfold for flattening UV's over mesh to create flat 2D map using commands. Tools available in uv editor like sew for merging 2 or more edge's into single, relax for maintaining uniformity between uv's, cut for detaching uv map, Stretching UVs to fit in grid, aligning uv's in grid.

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

Reference Books:

1. Chopine, A. (2011). 3D Art Essentials: The Fundamentals of 3D Modeling, Texturing, and Animation. Netherlands: Focal Press.
2. Chandramouli, M. (2021). 3D Modeling & Animation: A Primer. United States: CRC Press.
3. Flavell, L. (2010). Beginning Blender: Open Source 3D Modeling, Animation, and Game Design. United States: press.

2. Core Course - 14
BMM5B14 – Advanced Web Designing

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

Learning Outcome:

After Completing this course, students will be able to

1. Develop professional websites according to industry standards with the help of CMS applications like WordPress.

Module 1

Types of web sites, Domain Names and Web Hosting, Web standards and W3C recommendations,

Basics of SEO, Importance of SEO, Social Media Marketing, Social Media activism.

Module 2

Basics of jQuery: How to download and use jQuery in your website. Basic syntacs: jQuery selectors,

jQuery Events, jQuery Effects. Working with jQuery Selectors and Events, JQuery basic animation and effects.

Module 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.

Module 4

Web Hosting Basics, Types of Hosting Packages, Registering domains, Defining Name Servers, Using Control Panel, Wire framing Layout, How to submit proposal for client, Maintaining a Website, Security Measures.

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

Reference Books:

1. Dr. Ritesh Kumar, Learn WordPress in Easy Way, Ganpati Book Centre, 2019
2. Darryl Bartlett, WordPress in easy steps, In Easy Steps Limited, 2019

3. Andy Sylvester, Set Up Your Own Platform: How to create and own your website, newsletter, and social media presence, Easy Tech Press, 2021
4. Lynda Felder, Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound, Que Publishing, 2011
5. Lev Manovich, The Language of New Media (Leonardo Books) , MIT Press,2002

4. Core Course - 15
BMM5B15 – Techniques of Post Production – Visual Editing

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

Learning Outcome:

After Completing this course, students will be able to

1. Explain the history of film editing
2. Demonstrate different types of editing
3. Explain basic video terminologies

Module 1

Introduction to the history of film editing. Lumiere Brothers, Thomas Edison, Edwin Porter, DW Griffith); the manipulation of editing; Lev Kuleshov’s experiment; the language of cinema; 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.

Module 2

Basics of video signals; signal-noise ratio; video standards; analogue 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

Module 3

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

Module 4

Introduction Final Cut Pro /Adobe Premiere- 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 keyframes 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

Reference Books:

1. Dancyger, K. (2007). The technique of film and video editing: history, theory, and practice. Boston: Focal Press.
2. Pearlman, K. (2012). Cutting Rhythms: Shaping the Film Edit. Netherlands: Taylor & Francis.
3. Bowen, C. J., Thompson, R. (2009). Grammar of the Edit. Netherlands: Focal Press.

5. Core Course - 16

BMM5B16L – Introduction to 3D Modeling and Texturing (Practical)

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

Learning Outcome:

After Completing this course, students will be able to

1. Use basic techniques and tools in Blender software to create 3D Models and textures.

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

7. Core Course - 17

BMM5B17L – 2D/3D Designing and Modeling for Multimedia (Practical)

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

Learning Outcome:

After Completing this course, students will be able to

1. Use 2D/3D modeling and designing tools to generate graphics and animations to use in multimedia projects

Continuous assessment (Internal): Two lab tests/assignments and two Practice

8. Core Course - 18
BMM5B18L – Techniques of Post Production – Visual Editing (Practical)

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

Learning Outcome:

After Completing this course, students will be able to

1. Practice Nonlinear video editing applications

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

9. Core Course - 19
BMM5B19P – 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 Outcome:

After Completing this course, students will be able to

1. Demonstrate an understanding of the different stages of developing a website and produce a complete website as an example/model

Each of the students should independently conceive and build a Website for a non-profit organization or company of his/her choice under the guidance of a faculty member of the Department. The Website should be complete with required pages, links, hyperlinks, pictures, logos, illustrations, text and other features that are essential in a professionally build website. The project should be submitted online. A project record with wire frame layouts and home page design, should also be submitted along with the website in soft and hard format. The project work will be evaluated by an external examiner.

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

10. 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 Outcome:

After Completing this course, students will be able to

1. Examine the multimedia applications in several areas

Module 1

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

Module 2

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

Module 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.

Module 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 - 20

BMM6B20– Advanced 3D Animation, Vfx and Compositing

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

Learning Outcome:

After Completing this course, students will be able to

1. Apply their knowledge of basic Principles and Techniques of Animation in 3D Animation and VFX projects.

Module 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.

Module 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.

Module 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

Module 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.

Reference Books;

1. Oscar Baechler, Blender 3D By Example: A project-based guide to learning the latest Blender 3D, EEVEE rendering engine, and Grease Pencil, Packt Publishing, 2020
 2. Oliver Villar, Learning Blender: A Hands-On Guide to Creating 3D Animated Characters, Addison-Wesley, 2017
 6. Ami Chopine, 3D Art Essentials: The Fundamentals of 3D Modeling and Animation, Elsevier Science, 2011
 7. George Maestri, Digital Character Animation 2, Essential Techniques, New Riders, 2001
 8. Peter Ratner, 3-D Human Modeling and Animation, John Wiley& Sons, 2012
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2. Core Course - 21

BMM6B21 – Introduction to Motion Graphics

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

Learning Outcome:

After completing the course, the students will be

1. To describe the basic tools and techniques of motion graphics.
2. To illustrate the techniques of creating 2D/3D text animations and visual effects using motion graphics software.

Module 1

Introduction to Motion graphics- History of motion graphics footage- Animation-Keyframes- Nodes- Flow Chart-Visual compositing- keying (Green and Blue)- Alpha compositing- Matte painting- wire removal- 3D cameras- Lighting.

Module 2

Introduction to Adobe After effects- Layers- Compositions- Video standards- camera movements- titling- Particle emitters- Advanced Colour corrections- import video and PSD files- Masking- Motion Tracking- Advanced transformation- 3D Layer- Key frame assistant-Effects- Third Party Plug-in- Use Clone Stamp Tool- Advanced Animation – Null Object- Rendering (RAM).Building and Animating a 3D Object- Using 3D Features- Distorting objects with the puppet tools- stop motion animation-cinematic terminology- Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between key frames.

Module 3

Introduction to Colour Correction; Colour Correction Features and applications, Colour Correction with FCP; Colour Correction Filters; Colour Correction Examples; RT Extreme; Rendering and Video Processing; Mixed- Format Sequences; Backing Up and Restoring, Advanced Colour correction with Adobe After effects. Introduction to DI colouring Technology

Module 4

Develop the skills to make original animations with text and objects. Create and import masks, layer masks, and backgrounds from Photoshop and combine video and still images with Photoshop artwork. Use blending modes to correct Colour, lighting, and sharpness in video footage and still images. Implement the basics of rotoscoping to composite a video. Slow down and speed up movie clips through time remapping. Utilize painting and erasing tools to add or remove elements from a movie. Gain techniques for introducing audio into After Effects projects.

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

Reference Books

1. Crook, I., Beare, P. (2015). Motion Graphics: Principles and Practices from the Ground Up. India: Bloomsbury Publishing.

2. Sponsler, C. (2005). The Focal Easy Guide to After Effects: For New Users and Professionals. Netherlands: Focal Press.
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3. Core Course – 22
BMM6B22 – Television & Multi-Camera Production

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

Learning Outcome:

After completing the course, the students will be

1. Manage pre-production and production activities of television broadcasting.

Module 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.

Module 2

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.

Module 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.

Module 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

Reference Books;

1. Jim Owens- Television Production, Routledge
2. Colin Hart- Television Program Making: Everything you need to know to get started, Routledge
3. Linda Stradling- Production Management for TV and Film: The professional's guide (Professional Media Practice), Methuen Drama India
4. Keith Kyker, Christopher Curchy- Television Production: A Classroom Approach, Student Edition, 2nd Edition
5. Television Production: A Classroom Approach, Student Edition, Libraries Unlimited Inc.
6. Ivan Cury- Directing and Producing for Television: A Format Approach, Routledge.

4. Elective Course – 01
BMM6E01 – Multimedia Designing & Authoring (Elective)

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

Learning Outcome:

After completing the course, the students will be able to

1. Create multimedia authoring products which is usable for computer based training or communication process.

Module 1

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

Module 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.

Module 3

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

Module 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

Reference Books;

1. Authoring Tools for Advanced Technology Learning Environments: Toward Cost-Effective Adaptive, Interactive and Intelligent Educational Software. (2003). Netherlands: Springer Netherlands.
 2. Fisher. (1997). Multimedia Authoring. United States: Elsevier Science & Technology Books.
 3. Vaughan, T. (1996). Multimedia: Making it Work. United Kingdom: Osborne McGraw-Hill.
-

5. Elective Course – 02

BMM6E02 – Fundamentals of Media Research (Elective)

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

Learning Outcome:

After completing the course, the students will be able to

1. Recognize the concept of research and its various stages.
2. Compare various research design
3. Analyse the significance of various data collection techniques

Module 1

Meaning, Definition, Characteristics and Importance of Research. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis. Types of research-qualitative, quantitative. Area of Media Research. Problems of objectivity in research.

Module 2

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings.

Module 3

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Telephone and personal interviews. Questionnaire construction methods.

Module 4

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design. Data analysis and report writing.

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

Reference Books;

1. Anderson, J. A. (2011). Media Research Methods: Understanding Metric and Interpretive Approaches. United States: SAGE Publications.
 2. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies. (2013). United Kingdom: Taylor & Francis.
-

6. Core Course - 23

BMM6B23L– Advanced 3D Animation, VFX and Compositing (Practical)

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

Learning Outcome:

After completing the course, the students will be able to

1. Use different techniques available in Blender in 3D animation and VFX projects.
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7. Core Course – 24
BMM6B24L – Introduction to Motion Graphics (Practical)

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

Learning Outcome:

After completing the course, the students will be able to

1. Recognize the key concepts of motion graphics
2. Practice the basic features of colour correction
3. Create text animations and logo designs

8. Core Course – 25
BMM6B25L – Television & Multi-Camera Production (Practical)

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

Learning Outcome:

After completing the course, the students will be able to

1. Manage a Multi-camera shoot
2. Demonstrate the grammar of studio production and the key roles of the production team.
3. Analyze the Production & Post-production process in detail.
4. Identify Research approaches and equip them with tools to carry on research
5. Practical Experience in handling Video Camera and Video Lights, Multi Camera setup and console operation and non-linear editing system.

9. Core Course 26
BMM6B26P – Multimedia Project

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

Learning Outcome:

After completing the course, the students will be able to

1. Assess the 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 DVD format. 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 evaluator.

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
- TayVayghan : 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 Butter worth, 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 Peachpi,t 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,KumarArvind, 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-Guptill
- 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'.

Draft – Copy

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

Core Course 1- BMM1B01
Digital Media and 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. Fonts
2. Image Authoring
3. Hyper Media
4. 4. JPEG
5. AVI
6. E-learning
7. MIDI
8. E- Content
9. WWW
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 hypermedia? Explain its usage and applications?
17. Explain the functions of Adobe Photoshop?
18. Explain the basic structure of a multimedia computer?
19. What are the major characteristics of sound?

PART C

**Answer any two questions not exceeding 400 words.
Each 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?

**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.**

0. Group Communication
0. Agenda setting theory
0. Interpersonal Communication
0. Media 'Effects'
0. UGT

- 0. Individual difference Theory
- 0. Channel

PART C

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

- 0. Make an essay about types of Communication
- 0. 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.**

- 0. DD
- 0. Feed back
- 0. Cable TV
- 0. DTH
- 0. FM
- 0. Differentiate between new media and television.
- 0. AIR

PART C

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

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

**Core Course 1- BMM2B02
Fundamentals of Creative Designing
Time: 2 Hours/Maximum marks: 60**

PART A

**Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. The 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.**

0. What are the elements of Design?
0. What do you mean by Rule of Third?
0. Explain the history of Art?
0. Explain the elements of Brochure Designing?
0. Write a detail note on Colour Theory?
0. What are the applications of Digital Illustration?
0. Write about RGB, CMYK, RYB.
0. Explain Digital Art.

PART C

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

- 0. Make an essay about Principles and elements of designing
- 0. Explain the various steps of a Magazine Designing with the help of any computer Application
- 0. Explain in detail about perspective drawing
- 0. 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.**

- 0. Contempt of Court Ac
- 0. POCSO
- 0. Directive principles
- 0. IPR Act
- 0. Fundamental rights
- 0. Reasonable restrictions
- 0. Self-regulation

PART C

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

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

**Complementary Course 4- BMM2C04
Radio & 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.**

- 0. Video jockeying
- 0. TV Interview
- 0. BBC
- 0. Vividh Bharathi
- 0. ViCTRERS
- 0. OB
- 0. PTC

PART C

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

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

Core Course 5- BMM3B05
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 6– BMM3B06
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
2. Sampling Rate
3. Shotgun Microphone
4. Panning
5. DAW
6. Modulation
7. Pitch
8. XLR Connector
9. Sound Synthesizer
10. Roomtone
11. Phantom Power
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.

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

PART C

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

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

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
0. Inverted pyramid story
0. Elements of news
0. Sub editor
0. UNI

PART C

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

0. Analyze the various sources of news.
0. 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.

0. Film language
0. Auteur theory
0. Montage
0. Charles Chaplin
0. Hollywood
1. New Wave
0. CBFC

PART C

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

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

Core Course 9 - BMM4B09
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.**

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

PART C

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

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

**Core Course 10 - BMM4B10
Fundamentals of Web & UI/UX 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. CSS
6. HTML Attribute
7. HTML Forms
8. CSS Selector
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.**

0. What is HTML?
1. Heading Tags
2. What is meant by User Interface design? Describe its features?
3. Uses of an HTML form
4. What are the major features of HTML?
5. HTML Table
6. and

PART C

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

0. Differentiate between UX and UI designing
1. 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.**

0. Institutional advertising
0. Product research
0. Copy writer
0. Slogan
0. Advertorials
0. PSA
0. Edward Bernays

PART C

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

0. What is an advertising campaign? Discuss how campaign is planned in various stages and executed?
1. 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.**

0. Wikipedia
0. Phishing
0. Interactive media
0. Crowd sourcing
0. Hybrid news paper
0. Article 61(A)
0. Annotative reporting

PART C

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

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

**Core Course 13 – BMM5B13
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. Polygons

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.**

0. What is 3D Modelling
1. Major components of Polygon modelling
0. Explain the characteristics and features of NURBS modelling
0. Describe a short Paragraph about Polygon Modelling?
0. What is the usage channel box?
0. Options of Lighting and Camera available in 3D modelling applications
0. What you mean by bump mapping

PART C

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

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

**Core Course 14 – BMM5B14
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. WordPress
2. Plugins
3. Premium Themes

4. CMS
5. Blogging
6. Posts
7. Links
8. Elementor
9. Dashboard
10. HTTP
11. Slide Show
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.**

0. Frond End and Back End of Websites
1. Web Designing vs Web Development
2. What are the features of WordPress
3. Security features of Websites
4. Make a short paragraph about web designing without coding
5. Hosting
6. Domain Name Registration

PART C

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

0. What are the elements of web designing? Explain the advanced options of WordPress
1. Describe the various steps of Web Designing using WordPress?

**Core Course 15 – BMM5B15
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
2. Video effects
3. Sequence

4. Titling
5. AVID
6. Compressed Video Format
7. Transition
8. Signal Noise Ratio
9. VTR
10. NLE
11. NTSC/PAL
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.**

0. What are the elements of Visual Editing?
0. Explain the difference between LE and NLE?
0. Explain the different types of cuts in editing?
0. Explain the features of Final Cut Pro?
0. What is mean by EDL?
1. Single Camera and Multi camera Production
0. What are the difference between transition and effects.

PART C

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

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

**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 20 – BMM6B20
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. Key Frame
2. IK

3. Rendering
4. Time line
5. Stop Motion
6. Flip Book
7. Zoetrope
8. Frame by Frame Animation
9. Claymation
10. Motion Capturing
11. Graph Editor
12. Blender

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. Stretch and Squash
14. Explain the Role of computers in Animation and VFX
15. What do you mean by Rigging?
16. What is FK
17. Different types of Lighting
18. Preproduction stages of an animation film.
19. What is VFX

PART C

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

20. Applications of 3D Animation in education and entertainment industry.
21. What you mean by Animation Production Pipe Line?

**Core Course 21 – BMM6B21
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. Graph Editor
4. Third Party plug-in
5. Mask
6. Timeline
7. Motion tracking
8. AEP Formats
9. After Effects
10. Avid
11. Keyframe
12. Composition

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 – BMM6E01
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 – BMM6E02
Fundamentals of Media Research
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. Literature review
2. Hypothesis
3. Qualitative Research
4. Interview
5. Data Structure
6. Non-Probability
7. Media Library
8. Survey Data
9. Cluster
10. Data Analysis
11. Judgment
12. Ethnography

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 Research?
14. Explain the Scope of Media Research?
15. Explain the difference between Scientific and Non-Scientific Method?
16. What is hypothesis?
17. Make a short about the scope of Telephonic Interview?
18. What are the Quantitative and Qualitative Research?
19. How to write Data Analysis Report?

PART C

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

20. Explain the scope of Media Research?
21. Explain the various steps of Data Collection Methods in Media?

**Core Course 22 – BMM6B22
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.

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