University of Mumbai

UG/ 188 of 2019-20

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to the syllabus uploaded by the Academic Council at its meeting held on 25th May, 2011 vide item No. 4.28 relating to the revised syllabus as per (CBSGS) for the Bachelor of Mass Media and to this office Circular No.UG/142 dated 19th November, 2019 regarding the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (M.M.C.) and also the revised syllabus as per the (CBCS) for B.A. in Multimedia and Mass Communication B.A. (M.M.C.) in Sem. I and II.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 25th July, 2019 and subsequently approved by the Board of Deans at its meeting held on 1st October, 2019 vide item No.70 & 71 have been accepted by the Academic Council at its meeting held on 3rd October, 2019 vide item No. 4.8 and 4.9 and that in accordance therewith, the revised syllabus as per the (CBCS) for the B.A. in Multimedia and Mass Communication Course (Sem. III & IV) and (Sem. V & VI) has been brought into force with effect from the academic year 2020-21 and 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
30th December, 2019

To

(Dr. Ajay Deshmukh)
REGISTRAR

The Principals of the affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.8 & 4.9/ 03/10/2019

No. UG/ 188-A of 2019

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MUMBAI-400 032

30th December, 2019

Copy forwarded with Compliments for information to:-

1) The Chairman, Board of Deans,
2) The Dean, Faculty of Humanities,
3) The Chairman, Board of Studies in Mass Media,
4) The Director, Board of Examinations and Evaluation,
5) The Director, Board of Students Development,
6) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)
REGISTRAR

Program	BAMMC

	Semester III				
Title	**Credit**	**Paper**	**Name of the Course**		**Course Code**
		Learner should choose **any one** out of following elective courses			
AEEC	02	01	Electronic Media-I		BAMMC EM-3011
			Theatre and Mass Communication-I		BAMMC TMC-3012
			Radio Program Production-I		BAMMC RPP-3013
			Motion Graphics and Visual Effects –I		BAMMC MGV-3014
DSC	(4×3)= 12	02	Corporate Communication and Public Relations	DSC-C1	BAMMC CCPR-302
DSC		03	Media Studies	DSC-C2	BAMMC MS-303
DSC		04	Introduction to Photography	DSC-C3	BAMMC IP-304
DSE	04	05	Film Communication-I		BAMMC FCO-305
Practical	02	06	Computers and Multimedia-I		BAMMC CMM-306
	20				

SY BAMMC Semester III and IV Syllabus	
Year	**SY BAMMC**
Semester	**III**
Course:	**Electronic Media-01**
Paper	**Elective 01 (AEEC-1)**
Course Code	**BAMMC EM-3011**
Total Marks	**100 (75:25)**
Number of Lectures	**48**
Course Outcome	
To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.	
COURSE CODE	**COURSE NAME**
BAMMC EM-3011	**ELECTRONIC MEDIA-01**
Syllabus	

Sr. No.	Modules	Details	Lectures
1	**Introduction**		**10**
		A. A Short History of Radio and TV in India and abroad	
		B. Introduction to Prasar Bharti	
		C. FM radio and community radio	
		D. Convergence trends	

2	Introduction to Sound for both TV and Radio		10
	A. Introduction to sound	1. Types of Sound: Natural, Ambient, Recorded 2. The Studio Setup 3. Types of recording- Tape Recording, Digital Recording 4. Outdoor Recording 5. Types of Microphones	
	B. Introduction to Visuals	1. The Power and Influence of Visuals 2. The Video-camera: types of shots, camera positions, shot sequences, shot length 3. Lighting: The importance of lighting 4. Television setup: The TV studio 5. difference between Studio and on-location shoots	
	C. Electronic News Gathering (ENG)	1. Single camera 2. Two men crew	
	D. Electronic Field Production (EFP)	1. Single camera set up 2. Multi-camera set up 3. Live show production	
3	Introduction to Formats (Fiction and non-fiction)		10
	1. Introduction to Radio Formats	News - Documentary - Feature - Talk Show - Music shows - Radio Drama Radio interviews - Sports broadcasting	
	2. Introduction to Television formats	News - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series	
4	Different Roles and contributions in the society		08
	A. **Community Radio-role and importance**		
	B. **Contribution of All India Radio**		
	C. **The Satellite and Direct to Home challenge**		
5	Introduction to Production process		10

	1. **Pre-Production**	Script Storyboard Camera plot Lighting plot	
	2. **Production**	Camera angles Sequence Scene Shot Log keeping	
	3. **Post-Production**	Linear editing Non-linear editing Library shots Library sounds Dubbing	
	Total		**48**

Internal: Any two assignments compulsory

- A visit to a Radio or Television station
- Listening and recording news for TV and Radio
- Shooting an interview for a Television channel
- Recording a chat show for a radio channel

Reference Reading:

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio **:** Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
12. Community radio in India : R Sreedher, Puja O Murada

BOS Syllabus Sub-Committee Members

1. Prof. Dr. Navita Kulkarni **(Convener)**
2. Prof. Neena Sharma (Subject Expert)
3. Ms. Priyanka Khanvilkar (Industry Expert)

301-2	
Program	**BAMMC**
Year	**SYBAMMC**
Semester	**III**
Course:	**Theatre and Mass Communication-I**
Paper	**ELECTIVE 02 (AEEC-2)**
Course Code	**BAMMC TMC-3012**
Total Marks	**100 (75 : 25)**

Number of Lectures	48

COURSE OUTCOME:	
1. Individual and team understanding on theatrical Arts
2. Taking ownership of space, time, story-telling, characterization and kinesthetic
3. Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities	

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC TMC-3012	THEATRE AND MASS COMMUNICATION-I

Syllabus

Module	Topic	Details	Lectures
		History	
I	**Dramatic literature and theatre history**:	1. **Study of the origin of theatre, history and growth**
2. **Theatre as a medium of mass communication**
3. **Theatre as a benefit to improving language skills**
4. **Study of traditions and forms:**
(a) Indian:
Natya Shastra and Classical Indian Theatre
Navarasa, Nayaka-NayikaBhed, VidushakaNatya – DrishyaKavya
Trilogy –Natya – Nritta - Sangeet
Study of some of the important Sanskrit playwrights i.e. Kalidasa, Bhasa, Shudraka, Kootiyattam and Folk (Jatra, Pandavani, Tamasha, Ram Lila,Yakshagana, Swang, Therukoothu, Bhawai, Dashavatar, etc)
(b) Growth of Indian Regional and Modern (Experimental) Theatre
(c) **Asian Theatre** (Japanese Noh, Spiritual and Trance of Bali and Korea, Chinese Kunqu Opera)
(d) **Ancient Greek:** Aristotle's *Poetics* Comedy, Tragedy, Satyr Chorus
(e) **European**: Commedia D'elle Arte and Renaissance. French Baroque theatre, Shakespeare, Brecht, Ibsen etc Naturalism – Emile Zola
(f) American Musicals	14
	Activity:	Presentations by students on different folk/traditional theatre forms from across the world through videos and images to study the salient features	
		Design	
2	**Stage craft and theatre techniques**	• Theatre architecture and set design (Detailed study of Amphitheatre, Natyamandapam etc. Types of stages e.g.	10

		proscenium, arena, thrust, end etc.) • Costume design: study of elements of color, textures, shapes and lines • Lighting and special effects: light sources, use of modern light equipment, planning and designing light Make up	
	Activity:	Mask making, prop making experimenting with sound and live music and recorded music	
		PREPARATION	
3	**Preparing the mind, body and voice:**	**Mind:** • Recalling experiences, talking about daily observations, collecting news clips, stories, poems etc which may inspire theatre and enactment, increasing concentration, activities to enable ideation and improvisation **Body:** • Simple rhythmic steps to instill grace and agility, Mime etc **Voice**: • Narration of poems, understanding meter and tempo, weaving stories, using intonation and modulation	10
	Activity:	Mirror games	
		READING	
4	**Reading plays and analyzing the characteristics:**	**Western:** **Select any 2** 1. Romeo and Juliet / Hamlet – William Shakespeare 2. Long Day's Journey Into Night –Eugene O'Neil 3. Death of a Salesman – Arthur Miller 4. Oedipus Rex - Sophocles 5. Angels in America - Tony Kushner 6. The Glass Menagerie – Tennessee Williams 7. Look Back in Anger – John Osborne **Indian:** **Select any 2** 1. Yayati – Girish Karnad 2. Taj Mahal Ka Tender –Ajay Shukla 3. Ashad ka ek Din– Mohan Rakesh 4. *Shantata! Court Chalu Ahe* (1967; "Silence! The Court Is in Session") /*Sakharam Binder* (1971).Vijay Tendulkar	14
		Activity: Understand the salient features: Plot Theme Characterization Narrative Genre	

BOS Syllabus Sub-Committee Members	
1. Prof. Rani D'Souza (Convener)	
2. Prof. Shamali Gupta (Course Expert)	
3. Mr. Abhijit Khade (Industry Expert)	

Projects for Internal Evaluation	25 MARKS

1. Individual: Enact a character (epic, historical, national or social leader through speech, poetry). Essential a mono act not more than 2 minutes
2. Group: improvise on a current affairs topic and create a street play. Enact it within the college campus or outside the college gate. Not more than 5 minutes per team. Team should essentially be small. 5-6 members.
3. Class: Watch a live performance of a play and write a review consisting of its special features.

301-3

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	Radio Programme Production-I
Paper	ELECTIVE 01 (AEEC-2)
Course Code	BAMMC RPP-3013
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC RPP 401	RADIO PROGRAM PRODUCTION -I

COURSE OUTCOME:
The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats. To provide them with the basic knowledge and understanding of radio business and production.

MODULE	DETAILS		LECTURES
1	**UNIT 1**		**10**
	1.	Introduction of Radio	
	2.	History of Radio: Growth and development. Radio as a Mass- Medium: Uses and characteristics of radio.	
	3.	Writing for the radio-.Who you are talking to? What do you want to say?	
	4.	Structure and Signposting	
	5.	The Script	
2	**The work of producer**		**08**
	1.	Ideas	
	2.	The Audience, Resource Planning , preparation of material	
	3.	The studio session	
	4.	Post- production	
	5.	Technician, Editor, Administrator and Manager	

3		The Radio Studio		10
	1.	Studio Layout		
	2.	The studio desk, mixer, control panel console or board.		
	3.	Digital Mixers		
	4.	Studio Software		
	5.	Digital Compression and Digital		
4		News – Policy and Practice		10
	1.	'Interesting'		
	2.	News Values-Accuracy, Realism, and Truth		
	3.	The Newsroom Operation		
	4.	The News Conference and Press Release		
	5.	News reading and Presentation- The Seven Ps, News reading, Pronunciation, Vocal Stressing, Errors and Emergencies		
5		Interviewing		10
	4.	Types of Interview		
	5.	What the Interviewee Should Know		
	6.	Preparation Before the Interview and The Pre-interview Discussion		
	7.	Devil's Advocate		
	8.	Question Technique-Multiple Questions and Leading Questions		

Syllabus Sub-committee
Prof. Gajendra Deoda (Convener)
Mr. Ganesh Achwal (Industry Expert)
Dr. Navita Kulkarni (Subject Expert)
References:
Chatarjee P.C. : The Adventures of Indian Broadcasting, Konark
Luthra H.R. : Indian Broadcasting Publication Division.
McLiesh Robert: Radio Production, Focal Press
Saxena Ambrish: Radio in New Avtar-AMTO FM, Kanishka Publishers, New Delhi.

301-4

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MOTION GRAPHICS and VISUAL EFFECTS
Paper	ELECTIVE 01 (AEEC-4)
Course Code	BAMMC MGV-3014
Total Marks	100 (75 : 25)
Number of Lectures	48

Brief:
The new generation is energetic and seeks energy in every experience. We see animation and visual effects in almost every television program including news and financial market channels. Sports channels are foremost in using various visual effects for updates as well as keeping energy intact. The future is around new experience of video viewing and the media learners will be part of future shape of media.

Course Outcome;
This course is designed to introduce the student to the art and science of visual effects for broadcast and digital filmmaking. Topics covered include the visual effects workflow, video technology, image processing, creating mattes, tracking, and compositing.   1. Understand the difference between a visual effect and a special effect.   2. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together.   3. Understand basic image processing techniques.   4. Pull mattes using various image processing techniques including Chroma-keying   5. Track motion data using various techniques.   6. Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.

COURSE CODE	COURSE NAME and DETAILES SYLLABUS	
BAMMC MGV-3014	MOTION GRAPHICS and VISUAL EFFECTS	

Modules		Details	Lectures
01	Introduction to Adobe After Effects		10
	1. The interface	How to interact with interface and location of tools and panels. How to set up a project file and import media.	02
	2. Timeline	Understanding the timeline and its channels. Using channel settings to control media on timeline.	02
	3. Tools	Understanding tools and how they are used and applied.	01
	4. Panels	Understanding each individual panel and how they are used.	01
	5. Effects	Understanding the various effects, their usage and attributes. Introducing color correction. Understanding particle effects. Using sound Audio Effects.	04
02	Introduction to Adobe Premiere		08
	1. Files	Understanding files and formats. Importing files (video/audio/image).	01
	2. Timeline	Working on the time and layers.	02
	3. Editing	Tools required for editing the video. Working with audio layers separately.	02
	4. Key-frames and effects	Adding key-frames and using effects on layers.	02

	5. **Rendering**	Exporting files in various formats.	*01*
03	**Understanding VFX Elements**		**10**
	1. **Layers**	Understanding usage of layers.	*02*
	2. **Masks**	Understanding the importance of elements used to create masked effects.	*02*
	3. **Render**	Understanding render queue and setting up batch rendering while going through all render setups and outputs (formats) available.	*02*
	4. **Composing**	Working with media sequences. Understanding scene technique. One shot technique and cuts and transition techniques.	*02*
	5. **Blend Modes**	Working with various blend modes.	*02*
04	**Motion graphics and Colours**		**10**
	1. **Kinematic Typography**	Understanding usage of Kinematics in Typography.	*01*
	2. **Content creation**	Usage with simple characters to words or lines of content.	*02*
	3. **Key framing**	Importance of Key Frames. Understanding Tilting.	*02*
	4. **Logo animation**	Animating logos for visual impact and simulate still icons to communicate better.	*03*
	5. **Colour**	color Grading and color correction using after effects.	*02*
05	**Camera and Lights**		**10**
	1. **Camera types**	Types of camera and their usages.	*02*
	2. **Shutter and aperture**	Understanding shutter and aperture with lights.	*02*
	3. **Lights**	Types of lights and their usages.	*02*
	4. **Effects of lights**	Using camera and lights to simulate a 3D experience.	*02*
	5. **Objects**	Creating Objects and their usage with camera and lights.	*02*
Total			**48**

BOS Syllabus Sub-Committee Members:

1. Mr. Arvind Parulekar: (Convener)
    2. Mr. Neil Maheshwari: (Subject Expert)
    3. Prof. Izaz Ansari (Subject Expert)
    4. Mr. Ashish Gandhre: (Industry Expert)

Internal Exercise:
The objective of internal exercise is to help the learners identify opportunities in visual effects in the broadcast and film making industries.

Sr. No.	Project Assignment	Reason/Justification
01	Animated Logos and Kinematic Typography	Creating Indents for Television, Movies or Online Videos. This project creates understanding of animation and how kinematics works with the elements. Allows deeper understanding of communication with simple objects. (Logos and Text)

302

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	CORPORATE COMMUNICATION and PUBLIC RELATIONS
Paper	02 (DSC-C1) CORE V
Course Code	BAMMC CCPR-302
Total Marks	100 (75 : 25)
Number of Lectures	48
Course Outcome:	

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.
2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.
3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

COUESE CODE	COURSE NAME		
BAMMC CCPR-302	CORPORATE COMMUNICATION and PUBLIC RELATIONS		
Syllabus			
Module		Details	Lectures
1	Foundation of Corporate Communication		14
	1. Introduction to Corporate Communication	Meaning , Need and Scope of Corporate Communication towards Indian Media Scenario	02
	2. Keys concept in Corporate Communication	*Corporate Identity:* Meaning and Features, *Corporate Image:* Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) *Corporate Reputation and Management:* Meaning, Advantages of Good Corporate Reputation.	06
	3. Ethics and Law in Corporate Communication	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.	06

2	Understanding Public Relations			16
	1.Introduction and Growth of Public Relations- Indian Scenario		Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations.	*06*
	2.Role of Public Relations in various sectors		Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.	*04*
	3.Theories and Tools of Public Relations		Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.	*06*
3	Corporate Communication and Public Relation's range of functions			10
		1.Media Relations	Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation	*03*
		2.Employee Communication	Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications	*03*
		3.Crisis Communication	Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc	*04*
4	Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations			08
	1.Emerging trends, tools and technology		Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	*02*
	2.New Media Tools		Website, Online press release, Article marketing, Online newsletters, Blogs	*02*
	3.Role of Social Media		Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance.	*04*
Total Lectures				**48**

BOS Syllabus Sub- Committee Members	
1. Prof. Shobha Venkatesh (Convener) 2. Dr. Hanif Lakdawala (Course Expert) 3. Dr. Rinkesh Chheda (Course Expert) 4. Ms. Amrita Chohan (Industry Expert)	
Internal evaluation methodology	**25 Marks**
Sr no. **Project/Assignment**	
1. Presentation various topics learned	
2. Writing Press release	
3. Mock Press conference	
References:	
1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations-C.S Rayudu and K.R. Balan 4. Public Relations -Diwakar Sharma 5. Public Relations Practices- Center and Jackson 6. The Art of Public Relations by CEO of leading PR firms	

303

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MEDIA STUDIES
Paper	03 (DSC-C2) CORE VI
Course Code	BAMMC MS-303
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME
1. **To provide an understanding of media theories** 2. **To understand the relationship of media with culture and society** 3. **To understand Media Studies in the context of trends in Global Media**

COURSE CODE	COURSE NAME		
BAMMC MS-303	MEDIA STUDIES		
Syllabus			
Module	Topics	Details	Lectures
		Introduction	
1	**Eras, relevance, connection to culture, literature**	• Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory	10

			Media Theories	
2	**Propaganda and propaganda theory-**		• Origin and meaning of Propaganda • Hypodermic Needle/Magic bullet • Harold Lasswell	**14**
	Scientific perspectives to limited perspectives		• Paul Lazarsfeld-Two step flow • Carl Hovland and Attitude Change theory	
			Cultural Perspectives	
3	**Various schools**		• Toronto school (McLuhan) • Schools- Birmingham(Stuart Hall) • Frankfurt- Theodor Adorno and Max Horkheimer • Raymond Williams- Technological Determinism • Harold Innis- Bias of Communication	**12**
	Media and Identity		Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
			Media Effects	
4	**Theories on media effects**		• Media effects and behavior • Media effect theories and the argument against media effect theories • Agenda Setting Theory • Cultivation Theory • Politics and Media studies-media bias, media decency, media consolidation.	**06**
			New Media and The Age Of Internet	
5	**Meaning making perspectives**		• New media • Henry Jenkins-Participatory culture • Internet as Public sphere-Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet	**06**

BOS Syllabus Committee Members

1. Prof. Rani D'souza (Convener)
2. Prof. Neena Sharma
3. Prof. Bincy Koshy
4. Prof. Mithun Pillai

Internal Evaluation Methodology	**25 MARKS**

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:

1. Mass communication theory- Dennis quail
2. Mass communication theory: foundations, ferment and future-Stanley j BaranandDennis k Davis
3. Introduction to mass communication: media literacy and culture updated edition 8th edition
4. Introduction to mass communication – Stanley J. Baran
5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6. Social media: a critical introduction- Christian Fuchs

304

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	Introduction To Photography
Paper	04 (DSC-C3) CORE VII
Course Code	BAMMC IP-304
Total Marks	100 (75:25)
Number of Lectures	48

Brief:

The world cannot be imagined without images. Image is inseparable part of media. "Picture speaks thousand words." The course is designed to explore "how to make picture speak thousand words.

Learning Outcome:	Lectures: 48

1. To introduce to media learner the ability of image into effective communication.
2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.
3. To practice how picture speaks thousand words by enlightening the learner on how.
4. To develop the base of visualisation among learners in using pictures in practical projects.
5. To help learner work on given theme or the subject into making a relevant picture or photo feature.

COURSE CODE	COURSE NAME
BAMMC IP-304	INTRODUCTION TO PHOTOGRAPHY

Syllabus			
Module		**Details**	**Lectures**
1	**Camera: The Story teller**		**12**
	1. The Body: The faithful middleman	The heart of the system How camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame Types of camera: DSLR; View; Rangefinder; Mirror-less	*02*

	2. **Aperture:** The iris of the camera	Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F'-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.		*03*
	3. **Shutter:** The Click magic	Blind between Lens and Image sensor Controls duration of light Major factor in Exposure calculation Main player in controlling action Motion blur, Motion freeze and Long exposure effects Application of motion blur/freeze in Advertising and journalism. Synchronization with Flash, Creative Slow sync		*05*
	4. **Image sensor:** The retina that sees	The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)		*01*
	5. **Viewfinder:** The interactive monitor	The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc		*01*
2	**Lens: Imaging device**		**08**	
	6. **The eye of camera:** Learning to see	Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc		*02*
	7. **Focal length:** Which lens is suitable	The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focal length		*01*
	8. **Image size:** See close	The magnification ratio of a lens Longer focal length = Bigger image size		*01*
	9. **Coverage angle:** Crop out unwanted	Prime concern in Composition How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pin-cuision		*01*
	10. **Types of lenses:** The right one for the task at hand	Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift		*03*

3	Light: Parameters of Light- The essential raw material		16	
	6. **Intensity and Exposure:** Perfect tone	How much light: consideration for exposure Exposure triangle (A,S,ISO) The model of exposure		03
	7. **Direction and Lighting:** Lighting for Cinema, Television and Advertising	From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama		06
	8. **Quality and Ambience:** Why there are umbrellas and reflectors	How soft or how hard: Effective size of light source Small: Hard, Contrast, Sharp Medium: Mid soft, moderate contrast, soft shadow Large: Extra soft, low contrast, shadowless Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos		02
	9. **Colour and Mood:** What tells Cozy or Cool	Colour of light concept: Main distinguishing factor Kelvin: Colour temperature *Pure light>True colours* White balance: Neutralizing Preset white balance and AWB Colour and Mood (warm/cool)		02
	10. **Measure** The Director in you is the King	Light meter: Main input of exposure Incident v/s Reflective (advantage / disadvantage) In built meter and Metering modes: Average, Center weighted, Spot, Matrix, Focus priority Exposure Modes: M, A, S, P, and Smart program modes Errors in inbuilt metering>Exposure compensation		03
4	Composition: Art of Seeing> Way of portraying a subject		06	
	6. **Frame and Aspect ratio**	Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)		01
	7. **Visual indicators**	Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects		01
	8. **Rules of composition**	Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking...		02
	9. **Breaking the rules**	Cropping, Panorama, Flattening		01

	10. **Viewpoint and Perspective:** What Pros do	1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed: Feeling of distance taken away Forced: Unrealism Aligned: Back projection and green screen application	*03*
5	**Digital Imaging: Electronic format**		**06**
	9. **Image sensor**	Format, 135mm/ APS-C, Medium format, Large format	*01*
	10. **Megapixel**	Pixel and its values, Total number of pixels, File size	*01*
	11. **Resolution**	Pixel Per Inch: Quality of Image, Magnification ratio	*01*
	12. **Image magnification**	Viewing distance, Image size and Pixilation How large an image can be for given megapixel	*02*
	13. **File Formats**	RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format	*01*
Total Lectures			**48**

BOS Syllabus Committee Members

1. Prof. Arvind Parulekar: (**Convener)**
2. Prof. Izaz Ansari (Subject Expert)
3. Mr. Atul Bagayatkar (Industry Expert)

Suggested Methods

Sr. no.	Project/Assignment	Reason/Justification
01 **Print Media**	Scrap book with collection of Photographs cropped from newspaper and Magazine (40+20)	The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in scrap book. **Points:** Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama
02 **Electronic Media**	Screen shots captured of a movie (36)	Movie is a 2-3 hrs ongoing continuous event. Capturing real key frames is as if photographing in a small 2-3 hrs event, This should help them to look for the right story telling frame, anticipate and stay alert as if required on actual photographic assignment.
03 **Field work**	Shooting, i.e. actual working on given topics or themes.	This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation rom above two projects.

Reference Books:

Collins Books series: Pentax Inc.
1. Taking successful pictures,
2. Making most of colour,
3. Expanding SLR system,
4. Lighting techniques

Minolta Photographer's handbook
- Indoor Photography,
- Outdoor photography:

Life Book series:

- Colour,
- Camera,
- Light
- Portrait

Photography course:
  - Volume 1: Understanding Camera
  - Volume 2: Secrets behind successful pictures
  - Volume 3: Practicing Photography
  - Volume 4: Handling Professional assignments

Me and My Camera
  - Portrait photography
  - Glamour photography
  - Do it in Dark (Darkroom Techniques)

Pro-technique (Pro-photo)
  - Night Photography
  - Beauty and Glamour
  - Product Photography

305

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	Film Communication-I
Paper	06 DRG
Course Code	BAMMC FCO-305
Total Marks	100 (75:25)
Number of Lectures	48

Brief:

The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it.

Course Outcome:	Lectures: 48
1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics.	

COURSE CODE	COURSE NAME		
BAMMC FCO-305	**FILM COMMUNICATION-I**		
	Syllabus		
Module	**Details**		**Lectures**
	Art of Story telling		
1.	**History:** Still pictures to moving images.	**1.1** History of Cinema. **1.2** Birth of Visual Art. **1.3** Understanding the Language of Cinema. **1.4** Transition from Documentary to Feature Film	*04*
2.	**Understanding aspects of film appreciation.**	**2.1** Grammar, Technology and Art. Director - the captain Writer – the back bone. **2.2** Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing **2.3** Aspects of Film-1: Film Sound Three components of Film Sound The relationship between Sound and Image	*08*
3.	**The Early Cinema:** 1895 to 1950	3.1 Early Years (1895-1919) World and India. The Silent Era (1920-1931) 3.2 Early Sound Era (1930-1939) 3.3 The developmental stage (1940-1950)	*8*
4.	**Major film movements and its impact.**	4.1 The major cinema movements and their film makers 4.2 Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema 4.3 Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica 4.4 Japanese cinema- Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc. 4.5 Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.	*12*
5.	**Mainstream Indian Cinema and parallel Indian cinema**	5.1 Art v/s Commercial 5.2 Indian Meaningful cinema(Commercial) • The Angry Young Man • The Indian Diaspora and Bollywood • Contemporary Bollywood Cinema • Globalisation and Indian Cinema, The multiplex Era 5.3 Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram 5.4 Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu 5.5 Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul,	*16*

		Said Mirza etc.	
Total Lectures			**48**

BOS Syllabus Committee Members
1. Prof. Gajendra Deoda (Convener) 2. Prof. Chetan Mathur (Subject Expert) 3. Mr. Abhijit Deshpande (Industry Expert)

Internal exercise:
The objective of internal exercise is to help the students identify good cinema and how to write film review including all points of view. Also develop their vision to higher aesthetic level.

Suggested Methods		
Sr. no	**Project/Assignment**	**Reason/Justification**
1.Print Media **2.Electronic Media**	Write reviews of film seen by them during lectures/film festivals Making documentary on any of the prominent film personalities/ genre/film theories	To inculcate understanding of cinema and writing skills needed for film review To make them understand the depth of cinema and its different aspects

Suggested Screenings:
• Documentaries on World and Indian Cinema (100 years of Cinema). • Films of Dada Saheb Phalke • Citizen Kane, • The Battle over Citizen Kane • Bicycle Thief • Roshomon • Do Bigha Zamin/Bandini • Sahab, Bibi aur Ghulam/Pyaasa, • Awara/Shri 420 • Lajwanti/Ek ke Baad Ek

306

Program	**BAMMC**
Year	**SY BAMMC**
Semester	**III**
Course:	**COMPUTERS MULTIMEDIA -01**
Paper	**06 DRG**
Course Code	**BAMMC CMM-306**
Total Marks	**100 (75:25)**
Number of Lectures	**48**

Brief: Digital workflow:
Since the introduction of computers in media every process of image editing and film editing is computerized. Various softwares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

Course Outcome:
1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry. 2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream. 3. To prepare learners skilled enough for independency during project papers in TY sem VI. 4. To help learners work on small scale projects during the academic period.

COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC CMM-306	COMPUTERS MULTIMEDIA -01	
	Syllabus	
Modules	Details	Lectures
1	**Photoshop: Pixel based Image editing Software**	**12**
	1. Introduction to Photoshop	Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools	*02*
	2. Photoshop Workspace	The tools, Toolbox controls Property bar, Options bar, Floating palates	*03*
	3. Working with images	Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling	*05*
	4. Image Editing	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters	*01*
	5. Working with Text	Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design	*01*
2	**CorelDraw: Vector based Drawing software**	**06**
	1. Introduction to CorelDraw	Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats	*01*

	2. **Using text**	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:	*01*
	3. **Exploring tools**	Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos	*01*
	4. **Applying effects**	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	*02*
	5. **Exporting in CorelDraw**	Exporting, Types of export, Exporting for other software	*01*
3	**Quark Xpress / InDesign: Layout Software**		**08**
	1. **Introduction to Quark Xpress**	List the menus, List the tools, Benefits of using Quark, Application of Quark	*02*
	2. **Text Edits in Quark**	Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	*02*
	3. **Using palettes**	Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark,	*01*
	4. **Colour correction in quark**	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,	*02*
	5. **Exporting files**	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	*01*
4	**Premiere Pro: Audio-visual: Video editing software**		**10**
	1. **Introduction to editing**	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	*02*
	2. **Introduction to premiere**	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	*02*

	3. **Understanding file formats**	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing	*02*
	4. **Using colour grading**	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	*02*
	5. **Exporting and rendering**	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	*02*
5	**Sound Forge/Sound Booth: Sound Editing Software**		**12**
	1. **Introduction to Digital Audio**	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	*02*
	2. **Concept of Dolby Digital**	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	*02*
	3. **Sound Recording**	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	*03*
	4. **Working with Sound**	Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	*03*
	5. **Advanced Sound Processing**	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	*02*
	Total		**48**

BOS Syllabus Committee Members

1. Prof. Arvind Parulekar: **Convener**
2. Prof. Izaz Ansari: (Subject Expert)
3. Mr. Ashish Gandhre: (Industry Expert)

Internal exercise:

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark of PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)

References:

- Photoshop Bible   McLeland   Willey Publication
- Corel Draw Practical Learning: BPB Publication
- Quark Express-9 : Prepress Know-How   Noble Desktop Teachers
- Desktop Publishing with Quark 10   Kindle version
- Digital Music and Sound Forge Debasis Sen   BPB Publications

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the software preferred in industry
03	Quark Express	Adobe InDesign	Both the software preferred in industry
04	Premiere Pro Basic	Premiere Pro Advance	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

1. The learner is learning Photography in Semester-III as well as Project papers in Semester - VI. Photoshop training shall make learner self-sufficient as well as employable in industry.
2. The learner is learning Film Communication in Semester -III. The knowledge of video editing shall help student to create short films and participate in competitions. Also learner can create his portfolio.
3. Dreamweaver is web designing software. Training in this can help learner to run his website and upload his work in photography and videography.
4. The learner is learning Radio and Television Production in Semester -IV. The audio is inevitable part and effective sound is the sole of audio and audio-video production. The training in sound processing shall help learner to use professional sound in his projects of Radio and Television as well as Film Communication.

401-1

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Electronic Media-II
Paper	Elective01 (AEEC-1)
Course Code	BAMMC EM-4011
Total Marks	100 (75:25)

Number of Lectures	48

Course Outcome:

To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

COURSE CODE	COURSE NAME	
BAMMC EM-4011	ELECTRONIC MEDIA-II	

<table>
<tr><td colspan="4" align="center">Syllabus</td></tr>
<tr><td colspan="2">Modules</td><td>Details</td><td>Lectures</td></tr>
<tr><td>1</td><td colspan="2">Evolution and growth of Radio and Television:</td><td>08</td></tr>
<tr>
<td></td>
<td>A. Evolution and growth of Radio:</td>
<td>

Satellite Radio – The Evolution and Growth
AIR and Community Radio- Developmental and Educational Role
Internet Radio and Private FM Channels broadcast on Internet.

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<td></td>
<td>B. Evolution and growth of Television</td>
<td>

Evolution and growth of Private and Satellite channels:
Growth of Private International, National and Regional TV Networks and fierce.
Competition for ratings.
Satellite television broadcast- Television channels for niche audiences —entertainment, news, sports, science, health and life style. HDTV telecast
Proliferation of DTH services:

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<tr><td>2</td><td colspan="2">Regional channels:</td><td>10</td></tr>
<tr><td></td><td colspan="2">A. Rise of regional channels and Importance of Regional Channels in India and Globally</td><td></td></tr>
<tr><td></td><td colspan="2">B. Trends in regional radio and Television channels.</td><td></td></tr>
<tr><td>3</td><td colspan="2">News and other nonfictional formats.</td><td>10</td></tr>
<tr><td></td><td>1. TRP</td><td>Breaking news on television and the TRP race:</td><td></td></tr>
<tr><td></td><td>2. Panel discussions:</td><td>How panel discussions can make the public opinion</td><td></td></tr>
<tr><td></td><td>3. Interviews:</td><td>Radio and Television Interview techniques</td><td></td></tr>
<tr><td></td><td>4. Anchoring:</td><td>Qualities of a good anchor
Voice modulation</td><td></td></tr>
<tr><td></td><td>5. Radio Jockey:</td><td>Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation</td><td></td></tr>
</table>

4	Writing for Broadcast Media-(Radio and Television)		10
	11. Preparation of Audio and Video briefs:	Idea generation, Scripting, Story board	
	12. Scripting:	Scripting for: Interviews/Documentary/Feature/Drama/Skits on Radio and TV.	
	13. Ethics:	Ethics including Censorship in presentation of News. Code of conduct Fact checking	
5	Current and Emerging Trends in Electronic media		10
	5. '24/7 news broadcast:	Features, Audience effectiveness, advertisements and Dumbing down of News	
	6. Convergence and Multi-media:	1. Use of Facebook and Twitter handles by Radio and TV channels 2. Internet TV/ Radio 3. Mobile TV/Radio	
	7. Emerging Trends:	Mobile Technology, Social Media and Web: eg. • Hotstar • Voot • Sony Live	
	8. Digital storytelling /Features :	• Story idea • Development and Presentation • Web series	
	Total		48

Internals	Marks 25
Presenting, shooting and editing of news bulletin. Scripting and shooting for any fictional programme. Making a docudrama Writing and recording of radio talk show	
BOS Syllabus Committee Members	
1. Dr. Navita Kulkarni (Convener) 2. Prof. Neena Sharma (Subject Expert) 3. Prof. Gajendra Deoda (Subject Expert)	

401-2

Program	BAMMC
Year	SYBMMC
Semester	IV
Course:	Theatre and Mass Communication-II
Paper	ELECTIVE
Course Code	BAMMC TMC-4012

Total Marks	100 (75 : 25)
Number of Lectures	**48**

COURSE OUTCOME :
1. Direction and the works, developing an eye for details 2. Deeper understanding of theatre and how it has evolved to create human connections **3.** Understanding the role theatre plays as a medium of mass communication in development of society

COURSE CODE	COURSE NAME
BAMMC TMC-4012	THEATRE AND MASS COMMUNICATION-II

Syllabus				
Module	**Topic**	**Details**		**Lectures**
		Indian Theatre Icons		
I	**Play Writing:**	1. Role of a playwright in theatre 2. Structure: Plot, Act, Scene, Character Setting 3. Basic types of playwriting, Script format 4. Role of IPTA and National School of Drama in the flourishing of theatre in India 5. Theatre and its contribution to cinema and television in India		10
	Contribution of Indian Dramatists who revolutionized Indian Theatre:			
		• Vijay Tendulkar • Girish Karnad • Bijon Bhattacharya • Prithviraj Kapoor • Utpal Dutt • Shambhu Mitra • Mahesh Dattani • Badal Sarkar • Ebrahim Alkazi • Satyadev Dubey • B.V. Karanth • Ratan Thiyam • Mohan Rakesh		
		Role Of Theatre		
II	**Theatre: Role As A Medium Of Mass Communication**	1. In India theatre emphasizes on the social problems and themes such as agriculture, literacy campaign, social and national harmony, human trafficking, child labor, gender discrimination, religious tolerance, women empowerment, prevention of HIV-AIDS, family planning, pulse polio, nutrition, environment pollution 2. Theatre for education and entertainment: Command or instructive function		**10**

		3. Theatre for development communication and social change: Persuasive function 4. Theatre for development (T4D): Building peace in Sierra Leone, Wise Up in Botswana (awareness of HIV/AIDS) – UNICEF 5. Development function: MacBride Commission report 'Many Voices One World' 6. Use of folk theatre, puppet theatre and mime for the above purpose to reach out to the rural masses.	
	Activity:	Get newspaper clips dealing with socio-political issues and prepare scripts for short skit.	
		Director And Producer	
III	**Direction and Production:**	1. What is direction, Qualities of a good director, Major responsibilities of a director, Principles of direction, Difference between creative director and interpretative director 2. Considerations for selection of a production, 3 producing formats, 5 departments of technical production 3. Who is a producer and what is his job 4. Types of rehearsals, Determining the number of performances, Theatre Angel 5. 10 top running Broadway shows	**10**
		Management And Marketing	
4	**Theatre management, marketing and event organization:**	1. Business aspects of theatre, a career in arts administration and management. 2. Budgetary planning, Costs Strategy 3. Performing Arts System and audience relations, Marketing and Communication strategies, Bookings and ticketing, Reviews and previews – press and publicity 4. Institutional relations and protocol, Infrastructure management 5. Supplier and provider management	**10**
		Scripting, designing and promotions	
	Theatre As self-expression:	1. Devising the message 2. Writing the script and finalising it 3. Designing the set 4. Rehearsals, Staging the performance, Curtains 5. Marketing and promotions	**08**
BOS Syllabus Committee Members			
1. Prof. Rani D'Souza (Convener) 2. Prof. Shamali Gupta (Subject expert) 3. Mr. Abhijit Khade (Industry expert)			

Internal evaluation through projects:
The class puts up a grand one act play

401-3

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Radio Program Production-II
Paper	ELECTIVE
Course Code	BAMMC RPP-4013
Total Marks	100 (75 : 25)

Number of Lectures		48

COURSE OUTCOME:	

To give learner basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques.

COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC RPP 310	RADIO PRODUCTION-II	

Syllabus		

MODULE		DETAILS	LECTURES
1	**The Discussion**		10
	1.	Format	
	2.	Selection of participants	
	3.	Preparation	
	4.	Speaker Control, Subject Control and Technical Control	
	5.	Ending the Programme	
2	**Commentary**		08
	1.	Preparation work with the Base Studio	
	2.	Different Sports	
	3.	Communicating Mood and Coordinating the images	
	4.	Content and style	
	5.	News Action and Sports Action	
3	**Using the internet and social media**		10
	1.	An online presence	
	2.	Internet radio	
	3.	Radio Podcasts	
	4.	Internet Research	
	5.	Making the best use of Social Media	
4	**Phone-Ins**		10
	1.	Technical Facilities, Programme Classification	
	2.	The Open Line And Choosing The Calls	
	3.	The Role Of The Host And The Host Style	
	4.	Reference Material, Use Of 'Delay'	

	5.	Linking Programmes Together, Personal Counseling The Presenter As Listener	
5	**Making Commercials**		**10**
	1.	Copy Policy	
	2.	The Target Audience	
	3.	The Product Or Service 'Premise'	
	4.	Voicing And Treatment	
	5.	Music And Effects	
	Total		**48**

Syllabus Sub-Committee:
Prof. Gajendra Deoda (Convener)
Mr. Jaidevee Pujari Swami (Industry expert)
Dr. Navita Kulkarni (Subject expert)

References:
1. Lost Sound: The Forgotten Art of Radio Storytelling by Jeff Porter.
2. On the Air: The Encyclopaedia of Old-Time Radio by John Dunning.
3. The radio station by Michael C. Keith.
4. Radio Theory Handbook: Beginner to Advance by Ronald Bertrand
5. Out on the Wire: The Storytelling Secrets of the New Masters of Radio

401-4

Program	**BAMMC**
Year	**SYBAMMC**
Semester	**IV**
Course:	**Motion Graphics and Visual Effects-II**
Paper	**ELECTIVE**
Course Code	**BAMMC MGV-4014**
Total Marks	**100 (75 : 25)**
Number of Lectures	**48**

COURSE CODE	**COURSE NAME and DETAILED SYLLABUS**	
BAMMC MGV-4014	**MOTION GRAPHICS and VISUAL EFFECTS-II**	
Syllabus		
	Modules	**Details**	**Lectures**
01	**Compositing**		**08**
	1. Pass Compositing	Multi Pass Compositing.	*01*
	2. Pre Compositions	Creating a composition with original composition (Nesting)	*01*
	3. Tracking-I	Application and usage of Tracking Elements. Understanding Match Moving.	*02*
	4. Tracking-II	Object and Camera Tracking.	*01*
	5. Layer and Node composition	Layer-based compositing. Node-based compositing.	*03*
02	**Rotoscopy**		**10**

	1. **Rotoscopy**	Understanding rotoscoping and its application and usage. Rig Removal and its importance.	*02*
	2. **Matting**	Understanding Alpha and Luma mattes. Use of Garbage mattes.	*03*
	3. **Footage Clean-up**	Removing faults/wires in live action footage.	*01*
	4. **VFX and Colour Grading**	Creating mattes for visual effects. Colour grading for specific objects/frames	*03*
	5. **Exporting files**	Understanding computability for rendering. Exporting in various file formats.	*01*
03	**Blender: Working with 3D**		**10**
	1. **Introduction to 3D**	Making and Rendering Your First Scenes.	*02*
	2. **Tools**	Basic Principle: Data blocks. Introduction to Edit Mode.	*02*
	3. **3D Objects**	Separating and Joining Objects.	*02*
	4. **Curves**	Object Modifiers. Converting to Mesh from Curve.	*02*
	5. **Textures**	Materials, Textures, and How They Get onto Surfaces.	*02*
04	**Scripting and Workflow**		**10**
	1. **Script Editor**	Accessing Script Editor and its usage.	*02*
	2. **Overlaying**	Use and Importance of Overlaying.	*01*
	3. **Expressions**	Importance of Expressions. Understanding different expressions used and how they function.	*02*
	4. **Workflows**	The importance of workflows for a VFX Project.	*03*
	5. **Industry application**	How workflows are used in industry.	*02*
05	**Chroma Keying**		**10**
	1. **Keying**	What is Chroma Keying?	*02*
	2. **Green and Blue screens**	What is Blue/Green Screen Imaging? Why Blue/Green color be used.	*01*
	3. **Chroma Screen**	Application of Chroma (Green and Blue screen effect).	*02*
	4. **Application**	Using Chroma to work on simple shoots. Wire removals and cleaning up footage.	*03*
	5. **Exporting to Premiere**	Using visual effects into Premiere Pro timeline videos.	*02*
Total Lectures			**48**
Syllabus Sub-Committee			
1. Prof. Arvind Parulekar: (Convener) 2. Prof. Izaz Ansari: (Subject Expert) 3. Mr. Ashish Gandhre (Industry Expert)			
Internal Exercise:			
The objective of internal exercise is to help them identify job opportunities in visual effects in the broadcast and film-making industries.			

Sr. No.	Project/Assignment	Reason/Justification
01	Montage	Creating a Television News Broadcast with all its elements. This project helps with working with multiples elements and layers simultaneously. Shows the importance of audio elements and uses various techniques and effects.
02	Show Reel	Creating a project with all the tools, techniques and methods learnt in **Multimedia 1**. This project can be used as portfolio for aspiring VFX artists.

Note:

The course Motion Graphics and VFX is associated with Film Communication as well as Television Production of Radio and TV. Also, it is associated with Web designing and shall help learner create eye catching after effects in his own website.

402

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	**Writing and Editing for Media**
Paper	**CORE VIII DSC D1**
Course Code	**BAMMC WEM-402**
Total Marks	**100 (75 : 25)**
Number of Lectures	**48**

COURSE OUTCOME

1. Provide the ability to understand writing styles that fit various media platforms.
2. It would help the learner acquire information gathering skills and techniques.
3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.
4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences
6. Provide acquire basic proficiency in proof-reading and editing.

COURSE CODE		COURSE NAME	
BAMMC WEM-402		WRITING and EDITING FOR MEDIA	
Syllabus			
Modules	Topics	Details	Lectures
PRINT MEDIA			
I	WRITING FOR PRINT MEDIA	1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing- various forms 9. Writing for Advertisements	12
RADIO AND TELEVISION			
II	WRITING FOR BROADCAST MEDIA	1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends Storyboarding for Television commercials	10
DIGITAL MEDIA			
III	DIGITAL MEDIA: A sunrise opportunity	1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS 7. Writing Blogs	14

			EDITING	
IV	**EVALUATION OF CONTENT**	1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. 4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. 5. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design		**12**

BOS Syllabus Committee members

1. Prof. Rani D'souza (Convener)
2. Mr. Adith Charlie (Industry Expert)
3. **Ms. Shreya Bhandary (Industry Expert)**

Internal Evaluation Methodology	**25 MARKS**

1. Written assignments for print media
2. Digital /online written assignment
3. Writing blogs
4. Open book tests
5. Oral and practical presentations
6. Projects

Group interactions,/discussions

Reference Books/Journals/Manuals

1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India)
2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
3. The associated press stylebook. . Associated press (current edition)
4. Chicago guide to fact–checking (Chicago Guides To Writing, Editing And Publishing)By Brooke Borel
5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima | 10 April 2013
6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill
7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger
8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications
9. Writing for journalists (media skills) by Wynford Hicks
10. Feature writing for Journalists (Media Skills) by Sharon Wheeler
11. Writing for News Media: The Storyteller's Craft by Ian Pickering | 27 November 2017

12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B.

403

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	**Media Laws and Ethics**
Paper	(DSC D2) CORE IX
Course Code	BAMMC MLE-403
Total Marks	100 (75:25)
Number of Lectures	48

Brief: In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so. - Immanuel Kant

Course Outcome:
1. To provide the learners with an understanding of laws those impact the media.
2. To sensitize them towards social and ethical responsibility of media.

COURSE CODE	COURSE NAME		
BAMMC MLE-403	MEDIA LAWS and ETHICS		
Syllabus			
Module	**Details**		**Lectures**
1	**Constitution and Media**		**09**
	1. **Core values of the Constitution**	Refreshing Preamble, unique features of the Indian Constitution	01
	3. **Freedom of Expression**	Article 19 (1) (a), Article 19(2)	02
	4. **Judicial Infrastructure**	Hierarchy of the courts Independency of the judiciary Legal terminologies	2
	5. **Social responsibility of the media**	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era	2
	5. Social Media	Threat of Fake News and facts verification Social media decorum	2
2	**Regulatory bodies**		**10**
	1. **Press Council of India**	2. Brief history: Statutory status 3. Structure 4. Powers and limitations	02

	6. TRAI	Role of Telecom Regulatory Authority of India		02
	5. IBF	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council		02
	4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council		02
	5. NBA	1. News Broadcasters Association : 2. Structure 3. Mission 4. Role		02
3	Media Laws			10
	1. Copyright and IPR	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies		02
	2. Defamation	1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies		02
	3. IT Act	1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies		02
	4. Contempt	1. Contempt of Court 2. Contempt of Parliament		02
	5. More acts	1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act		02
4	Media Laws			10
	1. Right to Privacy	2. Evolution 3. Right to Privacy a Fundamental Right		02
	3. Morality and Obscenity	1. Indecent Representation of Women's Act 2. 19.2, IPC 292 , 293 3. Change in perception with time		02
	4. Unfair Practices	Unfair Trade Practices and the Competition Act 2002		02
	5. OSA	1. Official Secrets Act 2. Controversies 3. Case Studies		02
	4. RTI	1. Right To Information Act 2005 2. Brief History 3. Importance and current status		02

5	Media Ethics and Social Responsibility		09
	1. **Why Ethics**	What is ethics? And why do we need ethics?	01
	2. **Ethical responsibility of journalist**	1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value	02
	3. **Fake News**	1. Post -truth and challenges of fighting fake news 2. Techniques of fact verification	02
	3. **Ethical responsibility of advertisers**	4. Violation of ethical norms by advertisers 5. Case Studies	02
	6. **Stereotyping**	Stereotyping of minorities, women, senior citizens, regions, LGBT	02
Total Lectures			**48**

Syllabus Sub-Committee	
1. Prof. Renu Nauriyal (Convener) 2. Prof. Mithun M Pillai (Subject Expert) 3. Prof. Bhushan M Shinde (Subject Expert)	

Internal exercise:	25 Marks

The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility

Sr. no.	Project/Assignment	Reason/Justification
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work
2.Group discussion	On current issues relating to media law	This would demand clarity of perception and expression
3.Test	Based on the syllabus	To test the knowledge about the topics covered.

References:

1. Basu, D.D. (2005). Press Laws, Prentice Hall.
2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press.
4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications
5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co
6. Media Laws: By Dr S R Myneni, Asian Law

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	**MASS MEDIA RESEARCH**
Paper	**(DSC-D3) CORE X**
Course Code	**BAMMC MMR-404**
Total Marks	**100 (75:25)**
Number of Lectures	**48**

Course outcome

- To introduce students to debates in Research approaches and equip them with tools to carry on research
- To understand the scope and techniques of media research, their utility and limitations

COURSE CODE	COURSE NAME
BAMMC MMR-404	MASS MEDIA RESEARCH

Syllabus			
Module	Topic	Details	Lectures
		Research In Media	
I	**Introduction to mass media research**	• Relevance, Scope of Mass Media Research and • Role of research in the media • Steps involved in the Research Process • Qualitative and Quantitative Research • Discovery of research problem, identifying dependent and independent variables, developing hypothesis	**12**
		Design	

II	**Research designs**	• Concept, types and uses
		• Research Designs:
		   a) Exploratory
		   b) Descriptive and
		   c) Causal.
			04

		Data Collection	

III	**Data – collection methodology**	a. Primary Data – Collection Methods
		   I. Depth interviews
		   II. Focus group
		   III. Surveys
		   IV. Observations
		   V. Experimentations
		b. Secondary Data Collection Methods
		c. Literature review
		d. **Designing Questionnaire and measurement techniques**
		   a. Types and basics of questionnaire
		   b. Projective techniques
		   c. Attitude measurement scales
		e. Sampling process
		f. Data Tabulation and Research report format
			18

		Analysis	
IV	**Content analysis**	a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis	**05**
		Application Of Research	
V	**Application of research in mass media**	a. Readership and Circulation survey b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research	**05**
		The Semiotics	
VI	The **Semiotics** of the **Mass Media**.	a. What is semiotics in media? b. Why is semiotics important? c. What are codes in semiotics? d. Semiotics and media	**04**
Total Lectures			**48**

BOS Syllabus Committee Members
1. Dr. Navita Kulkarni (Convener)
2. Dr. Hanif Lakdawala (Course Expert)
3. Prof. Rani D'Souza (Course Expert)

Internal Assessment: Methodology	**25 MARKS**

Reference Books:

1. Research Methodology; Kothari: Wiley Eastern Ltd.
2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP
3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates.
4. Media Research Methods: Gunter, Brrie; (2000); Sage
5. Mass Media Research: Wimmer And Dominick
6. Milestones In Mass Communication: Research De Fleur

405

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	**Film Communication II**
Paper	(DSC-D4) DRG
Course Code	BAMMC FCO-405
Total Marks	100 (75:25)
Number of Lectures	48

Brief:
The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it. To give media better film makers.

Course Outcome:	**Lectures: 48**
1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films.	

COURSE CODE	**COURSE NAME**	
BAMMC FCO-405	**FILM COMMUNICATION II**	

Syllabus		
Module	**Details**	**Lectures**
Understanding Cinema		
1. **Regional Cinema**	Regional Films and Film makers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	12
2. **Hindi Cinema**	2.1 Popular Hindi Commercial Films(Bollywood) 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)	12
3. **Cinema now**	Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture	08
4. **Film Making**	***Film Production to Film Exhibition*** 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making -1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet	08

	5. Film Culture	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad	*08*
Total Lecture			**48**

BOS Syllabus Sub-Committee Members	
1. Prof. Gajendra Deoda (Convener) 2. Prof. Chetan Mathur (Subject Expert) **3.** Prof. Abhijit Deshpande (Industry Expert)	

Internal Exercise:	**25 Marks**

To make students put in practical use the outcome of Film Communication.

Suggested Methods		
Sr. no.	**Project/Assignment**	**Reason/Justification**
Electronic Media	Group project of Short film making	To understand the understanding of cinema grasped by the students.

Suggested Screenings:

Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc.
Pinjra
Apur Sansar/Megha Dhake Tara
Sholay/Amar Akbar Anthony
Hum Aapke Hai Kaun / Dilwale Dulhaniya Le Jayenge
Bajirao Mastani/Manikarnika/Bahubali
URI Film

406

Program	**BAMMC**
Year	**SY BAMMC**
Semester	**IV**
Course:	**Computer Multimedia II**
Paper	**(Practical) DRG**
Course Code	**BAMMC CMM-406**
Total Marks	**100 (75:25)**
Number of Lectures	**48**

Brief: Digital workflow:
Since the introduction of computers in media every process of image editing and film editing is computerized. Various soft wares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

Course Outcome:
1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry. 2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. 3. To prepare learner skilled enough for independency during project papers in TY sem.VI. 4. To help learners work on small scale projects during the academic period.

COURSE CODE		COURSE NAME	
BAMMC CMM-406		Computer Multimedia II	
Syllabus			
Modules		**Details**	**Lectures**
1	**Photoshop: Advanced Image Editing**		**12**
	1. **Working with multiple images**	**Mixing** Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	*02*
	2. **Image Effects**	**Editing** Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	*03*
	3. **Working with Layers**	**Layer basics** Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers	*05*
	4. **Wonders of Blend Modes**	Blend modes Advanced blending options Layer blends	*01*
	5. **Fully Editable Text**	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	*01*

2	Adobe Illustrator: Vector based Drawing software		07
	1. **Introduction to Adobe Illustrator**	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	*02*
	2. **Using text**	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	*02*
	3. **Creating Simple designs**	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	4. **Applying effects**	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	*02*
	5. **Exporting in Illustrator**	Exporting, Types of export, Exporting for other soft wares	*01*
3	InDesign: Layout Software		08
	1. **Introduction to Adobe In Design**	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design	*02*
	2. **Text Edits in InDesign**	Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	*02*
	3. **Using palettes**	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	*01*
	4. **Colour correction in InDesign**	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	*02*
	5. **Exporting files**	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	*01*
4	Premiere Pro: Audio-visual: Advanced application		10
	1. **Introduction to editing**	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	*02*

	2. **Exploring Premiere Pro**	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	*02*
	3. **Right application of various file formats**	Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions,	*02*
	4. **Using colour grading**	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	*02*
	5. **Exporting and rendering**	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	*02*
5	**Adobe Dreamweaver: Web designing software**		**11**
	1. **Introduction to Dreamweaver**	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver	*02*
	2. **Working with DW**	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW	*02*
	3. **Linking pages**	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links	*03*
	4. **Using Tables**	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link	*02*
	5. **Typo in DW**	Changing Font typefaces, size, style, colours Text to hyperlink	*02*
	Total		**48**

BOS Syllabus Committee Members

1. Prof. Arvind Parulekar (Convener)
2. Pro. Izaz Ansari (Subject Expert)
3. Mr. Ashish Gandhre (Industry Expert)

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either InDesign of PS or Illustrator	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere	Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

Bibliography:

- Photoshop Bible, McLeland ,Willey Publication
- Adobe Illustrator Classroom in a book: Adobe House
- InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
- Adobe Premiere Pro: Practical Video Editing
- Dreamweaver: Web designing made easy: Todd Palamar

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the soft wares preferred in industry
03	Quark Express	Adobe InDesign	Both the soft wares preferred in industry
04	Premiere Pro Basic	Premiere Pro Ad	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

Note: Please refer the reasons for this multimedia course in continuing soft wares like Photoshop and Premiere Pro from Sem-II to Sem-IV. The Course outcome shall be met during this course.