SIES

College of Arts, Science &

R I S E   W I T H   E D U C A T I O N
Sion (West), Mumbai – 400022.
(Autonomous)

Faculty: Humanities
Program: B.A.M.M.C.
B.A. in Multimedia and Mass Communication
Academic Year: 2020-2021-2022

S.Y.B.A.M.M.C.

Credit Based Semester and Grading Syllabi approved
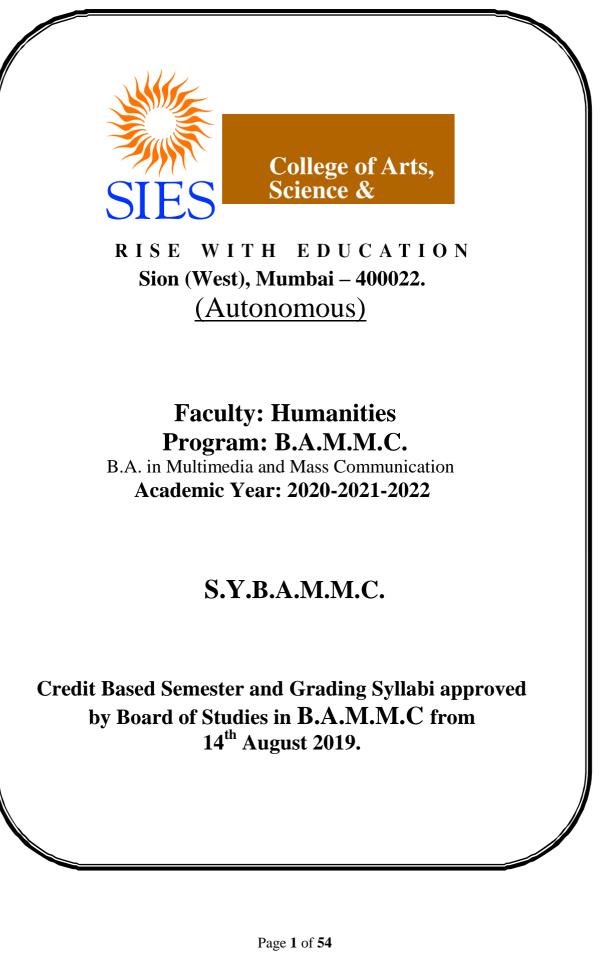**by Board of Studies in B.A.M.M.C from**
14th August 2019.

SIES College of Arts, Science & Commerce, Sion-West
(Autonomous)
Program Code: ASCSU1 – B.A. in Multimedia and Mass Communication (B.A.M.M.C.) & B. Mass Media (B.M.M.)
Choice Based Credit System (CBCS)
List Of Course Names with Codes and Credit

Second Year B.A.M.M.C. Semester III

Title	Course Code	Name of the Course	No. of Credits
AEEC	SIUBAMMC311	Electronic Media-I (EM-I)	02
	SIUBAMMC312	Theatre And Mass Communication- I (TMC-I)	02
	SIUBAMMC313	Radio Program Production- I (RPP-I)	02
	SIUBAMMC314	Motion Graphics And Visual Effects-I (MGVE-I)	02
DSC	SIUBAMMC32	Corporate Communication and Public Relations (CCPR)	04
DSC	SIUBAMMC33	Media Studies (MS)	04
DSC	SIUBAMMC34	Introduction to Photography (ITP)	04
DSE	SIUBAMMC35	Film Communication- I (FCO-I)	04
DRG	SIUBAMMC36	Computers and Multimedia-I (CM-I)	02
		Total Credits	**20**

Department of Mass Media

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021

Course Code: SIUBAMMC311
Course Name: ELECTRONIC MEDIA- l
Alias: EM-I

Objectives of the Course:
The course will develop the students' ability to:
1. Express and summarize the history of radio to convergence trends.
2. Compare and justify sound, visuals for both TV and Radio production.
3. Explain and illustrate conceptual framework on radio formats, fiction and non-fiction.
4. Describe and relate different roles of radio and its contribution in the society.
5. Demonstrate, assess and compose production process from pre-production, production and post-production.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline
 1. Introduction   **(10 Lectures)**
        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 Lectures)**
     a) Introduction to sound
        Types of Sound: Natural, Ambient, Recorded, The Studio Setup, Types of recording-Tape Recording, Digital Recording, Outdoor Recording, Types of Microphones

     b) Introduction to Visuals
        The Power and Influence of Visuals, The Video-camera: types of shots, camera positions, shot sequences, shot length, Lighting: The importance of lighting, Television setup: The TV studio, difference between Studio and on-location shoots

     c) Electronic News Gathering (ENG)
        Single camera, two men crew

     d) Electronic Field Production
        Single camera set up, Multi-camera set up, Live show production

3. Introduction to Formats (Fiction and non-fiction)   **(10 Lectures)**
     a) Introduction to Radio Formats
        News – Documentary, Feature, Talk Show, Music shows, Radio Drama, Radio interviews, Sports broadcasting

b) Introduction to television format
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 **(8 Lectures)**
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 Lectures)**
a) Pre- Production
Script, Story Board, Camera plot, Lightning plot

b) Production
Camera angle, Scene, Shot, Sequence, Log keeping

c) Post Production
Linear editing, Non -linear editing, Library shot, Library sound, Dubbing

Suggested Internal Evaluation Methodology:
1. A visit to a Radio or Television station
2. Listening and recording news for TV and Radio
3. Shooting an interview for a Television channel
4. Recording a chat show for a radio channel

Reference Books:
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
7. Practice) : Peter Stewart, by Paul Chantler
8. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News', Focal Press London.
9. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
10. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
11. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
12. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
13. Community radio in India : R Sreedher, Puja O Murada

Learning Outcome:
After the completion of this course the learner will be able to:
1. Write and discuss the history of Radio and television with Prasar Bharti and other Convergence trends.
2. Categorize the types of sound recording, visuals, shots, lightings and compare studio and on location shoots.
3. Investigate electronic news gathering with camera and crew.

4. Demonstrate and debate on fiction and non-fiction radio formats of news, shows, documentary, drama, interviews and sports broadcasting.
5. Classify various television formats ranging from documentary, serials, web series, sports, reality and animation.
6. Compare and discuss the roles and contribution of community radio, AIR, DTC.
7. Compose and synthesize script, sequence, sounds, under pre-production, production and post-production process.

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Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021
Course Code: SIUBAMMC312
Course Name: THEATRE AND MASS COMMUNICATION- l
Alias: TMC-I

Objectives of the Course:
The student will develop an ability to:
1. Describe and express dramatic literature and theatre history.
2. Design stage craft and examine the theatre techniques.
3. Preparing the mind, body and voice through recalling and narration of experiences.
4. Discussing plays by reading and analyzing the characteristics.
5. Explain plot, theme, characterization narrative, genre feature under Theatre and Mass Communication.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline

1. Dramatic literature and theatre history   (14 Lectures)
   a) Study of the origin of theatre, history and growth
   b) Theatre as a medium of mass communication
   c) Theatre as a benefit to improving language skills
   d) Study of traditions and forms:
   - Indian: Natya Shastra and Classical Indian Theatre Navarasa,NayakaNayikaBheda 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)
   - Growth of Indian Regional and Modern (Experimental) Theatre
   - Asian Theatre (Japanese Noh, Spiritual and Trance of Bali and Korea, Chinese Kunqu Opera)
   - Ancient Greek: Aristotle's Poetics Comedy, Tragedy, Satyr Chorus
   - European: Commedia D'elle Arte and Renaissance. French Baroque theatre,Shakespeare, Brecht, Ibsen etc Naturalism – Emile Zola
   - American Musicals

2. Stage craft and theatre techniques   (10 Lectures)
   - Theatre architecture and set design (Detailed study of Amphitheatre, Natyamandapam etc. Types of stages e.g. 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

3. Preparing the mind, body and voice   (10 Lectures)

- 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

4. Reading plays and analyzing the characteristics   (14 Lectures)
  a) Western:(Any 2)
- Romeo and Juliet / Hamlet – William Shakespeare
- Long Day's Journey Into Night –Eugene O'Neil
- Death of a Salesman – Arthur Miller
- Oedipus Rex – Sophocles
- Angels in America - Tony Kushner
- The Glass Menagerie – Tennessee Williams
- Look Back in Anger – John Osborne
  b) Indian:(Any 2)
- Yayati – Girish Karnad
- Taj Mahal Ka Tender –Ajay Shukla
- Ashad ka ek Din– Mohan Rakesh
- Shantata! Court Chalu Ahe (1967; "Silence! The Court Is in Session") /Sakharam Binder (1971).Vijay Tendulkar

Suggested Internal evaluation methodology:
 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.
 4. Presentations by students on different folk/traditional theatre forms from across the world through videos and images to study the salient features
 5. Mask making, prop making experimenting with sound and live music and recorded music

Learning outcome:
On the completion of the course the student will be able to:
1. Discuss and write the study of the origin of theatre, history and growth of the theatre as a medium of mass communication
2. Describe the traditional forms from classical Indian theatre, Asian theatre, Ancient Greek, European and American musical.
3. Discuss theatre architecture and set design, costume design, lighting, makeup and special effects.
4. Relate the mind, body and voice through recalling experiences, narration of poems, weaving stories.

5. Expressing plays by reading the plays and analyzing the characteristics from Western to Indian plays.

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Program: B.A.in Multimedia and Mass Communication (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021
Course Code: SIUBAMMC313
Course Name: RADIO PROGRAM PRODUCTION- l
Alias: RPP-I

Objectives of the Course:
This course will develop the students' ability to:
1. Describe growth and development of Radio.
2. Identify the role and functions of a producer.
3. Demonstrate the radio studio from studio layout to digital compression
4. Illustrate the newsroom operation with the reading and news values.
5. Discuss and review the interview with the preparation, pre and during the discussion.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline

1) **UNIT 1**   **(10 Lectures)**
    a. Introduction of Radio
    b. History of Radio:
        • Growth and development. Radio as a Mass- Medium: Uses and characteristics of radio.
    c. Writing for the radio-.
        • Who you are talking to? What do you want to say?
    d. Structure and Signposting
    e. The Script

2) **The work of Producer**   **(8 Lectures)**
    a. Ideas
    b. The Audience, Resource Planning , preparation of material
    c. The studio session
    d. Post- production
    e. Technician, Editor, Administrator and Manager

3) **The Radio Studio**   **(10 Lectures)**
    a. Studio Layout
    b. The studio desk, mixer, control panel console or board.
    c. Digital Mixers
    d. Studio Software
    e. Digital Compression and Digital

4) **News-Policy and Practice**   **(10 Lectures)**

a. Interesting
b. News Values-Accuracy ,Realism and Truth
c. The newsroom operation
d. The news conference and press release
e. News Reading and Presentation-
   The seven P's, News reading, Pronunciation, Vocal stressing, Errors and Emergencies

5) Interviewing **(10 lectures)**
a. Types of interview
b. What the interviewee should know
   - Preparation before the interview and the pre-interview discussion
c. Devil's advocate
d. Question Technique-
   - Multiple questions and Leading questions

Suggested Internal Evaluation Methodology:
Present Newsroom discussions, Interviews, Visit a radio station.

Reference Books:
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.

Learning Outcome:
On the completion of the course, the students will be able to:
1. Reproduce the history and uses of radio as a mass medium.
2. Compose the structure, signpost and the script.
3. Examine the studio session, technician and managers under the work of producer.
4. Inspecting and illustrating the studio layout, mixes, software and digital compression from studio desk to digital journey.
5. Summarizing the news value, and illustrate the newsroom operations and conference with the drafting of press release.
6. Demonstrating the news reading and presentation dealing with errors and emergencies.
7. Practice the interview discussion and structure a question and devil's advocate with the recall of types of interviews in radio.

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Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021
Course Code: SIUBAMMC314
Course Name: MOTION GRAPHICS AND VISUAL EFFECTS-I
Alias: MGVE-I

Objectives of the Course:
This course will develop the students' ability to:
1. Explain the working of Adobe After Effects with reference to visual effects workflow.
2. Illustrate the operations of Adobe Premiere from files and format to rendering in format.
3. Describing and composing scenes techniques, modes under VFX elements.
4. Relate and Examine use of motion graphics and colours and typography, content logo animation.
5. Discuss and demonstrate the usage of types of camera, shutter, aperture, types of lights with its effect.
6. Synthesize and create an object and usage with camera and lights.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline

1. Introduction to Adobe after effects   **(10 Lectures)**
  a. The interface
      How to interact with interface and location of tools and panels. How to set up a project file and import media.
  b. Timeline
      Understanding the timeline and its channels. Using channel settings to control media on timeline
  c. Tools
      Understanding tools and how they are used and applied.
  d.   Panels
      Understanding each individual panel and how they are used.
  e. Effects
      Understanding the various effects, their usage and attributes. Introducing color correction. Understanding particle effects. Using sound Audio Effects.

2. Introduction to Adobe Premiere   **(8 lectures)**
  b. Files: Understanding files and formats. Importing files (video/audio/image).
  b. Timeline: Working on the time and layers.
  c. Editing: Tools required for editing the video. Working with audio layers separately.
  d. Key-frames and effects: Adding key-frames and using effects on layers.
  e. Rendering: Exporting files in various formats.

3. Understanding VFX Elements   **(10 lectures)**
  a. Layers: Understanding usage of layers.
  b. Masks: Understanding the importance of elements used to create masked effects.

c. Render: Understanding render queue and setting up batch rendering while going through all render setups and outputs (formats) available.
d. Composing: Working with media sequences. Understanding scene technique. One shot technique and cuts and transition techniques.
e. Blend Modes: Working with various blend modes.

4. Motion graphics and Colours   (10 lectures)
a. Kinematic Typography: Understanding usage of Kinematics in Typography.
b. Content creation: Usage with simple characters to words or lines of creation content.
c. Key framing: Importance of Key Frames. Understanding Tilting.
d. Logo: Animating logos for visual impact and simulate still icons to communicate better
e. Color: Color Grading and color correction using after effects.

5. Camera and Lights   (10 lectures)
a. Camera types: Types of camera and their usages.
b. Shutter and aperture: Understanding shutter and aperture with lights
c. Lights: Types of lights and their usages.
d. Effects of lights: Using camera and lights to simulate a 3D lights experience.
e. Objects: Creating Objects and their usage with camera and lights.

Suggested Internal Evaluation Methodology:
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)

Learning Outcome:
On completion of the course the student will be able to:
1. Identify and Interact with interface, define the channels and timeline under Adobe After Effects.
2. Use of tools, individual panels and effects with attributes using sound audio effects under Adobe After Effects.
3. Perform and modify the import and export of files in various formats with editing tools under Adobe Premiere.
4. Use effect on layers with key frames under Adobe Premiere.
5. Discuss the layers, mask, and render formats under VFX.
6. Identify, illustrate and apply the usage of kinematic typography, content creation, key framing, and logo animation and colour grading using After Effects.
7. Describing camera types, aperture with lights and its effects.
8. Create objects and their usage with camera and lights to stimulate a 3D experience

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SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021

Course Code: SIUBAMMC32
Course Name: CORPORATE COMMUNICATION and PUBLIC RELATIONS
Alias: CCPR

Objectives of the Course:
This course will develop the students' ability to:
1. Describe the concept, scope of corporate communication and importance of ethics law in corporate communication.
2. Explain the growth and identify the role of Public Relations in various sectors with the classification of PR tools.
3. Outline the media relations, discuss employee communication and illustrate crisis communication.
4. Explain and apply the emerging media tools and use of social media tools in Corporate Communication and Public Relations.

Total Credits Allocated: 04   **Total number of Lectures: 48 Lectures**

Course Outline

1. Foundation of Corporate Communication   **(14 Lectures)**
   a. Introduction to corporate communication
      Meaning, Need and Scope of Corporate Communication towards Indian Media Scenario

   b. 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.

   c. Ethics and laws 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

2. Understanding Public Relations   **(16 lectures)**
   a. 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

   b. Role of Public Relations in various sectors

Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.

c. 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.

3. Corporate Communication and Public Relation's range of functions   (10 Lectures)
   a. Media Relations
Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and Evaluation.

   b. 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

   c. 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.

4. Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations   (8 lectures)
   a. 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.

   b. New Media Tools
Website, Online press release, Article marketing, Online newsletters, Blogs

   c. 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.

Suggested Internal evaluation methodology
 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

Learning Outcomes:
At the end of the completion of this course the learner will be able to:
1. Define key concepts in corporate communication.
2. Identify mass media laws and ethics on defamation, invasion of privacy, Copyright Act, cyber-crime, RTI.
3. Examining the growth of PR and identifying reasons for emerging IPR, collaborations between Indian and IPR agencies.
4. Comparing the advantages and disadvantages of PR with the role of PR in healthcare to service industry.
5. Interpret theories and tools of PR to review the PR functions.
6. Demonstrating and Designing Media Relations and crisis communication plan.
7. Utilize new media tools to develop writing skills.

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(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021
Course Code: SIUBAMMC33
Course Name: MEDIA STUDIES
Alias: MS

Objectives of the Course:
The course will develop the students' ability to:
1. Describe and relate the eras, relevance, connection to culture and literature.
2. Discuss and examine Propaganda theories and scientific perspective under media theories.
3. Analyze the schools of culture perspectives.
4. Determine the media effects and arguments against media effects theories.
5. Demonstrate the new media and the age of internet under global village.

Total Credits Allocated: 04   **Total number of Lectures: 48 Lectures**

Course Outline

1. Introduction   **(10 lectures)**
  a. Eras, relevance, connection to culture ,Literature
      • Era of Mass Society and culture – till 1965
      • Normative theories-Social, Responsibility Theory
      • Development media theory

2. Media Theories   **(14 lectures)**
  a. Propaganda and propaganda theory
      • Origin and meaning of Propaganda
      • Hypodermic Needle/Magic bullet
      • Harold Lasswell

  b. Scientific perspectives to limited perspectives
      • Paul Lazarsfeld-Two step flow
      • Carl Hovland and Attitude Change theory

3. Cultural Perspective   **(12 lectures)**
  a. Various schools
      • Toronto school (McLuhan)
      • Schools- Birmingham (Stuart Hall)
      • Frankfurt- Theodor Adorno and Max Horkheimer
      • Raymond Williams- Technological Determinism
      • Harold Innis- Bias of Communication

  b. Media and Identity
      • Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations(India-ex)

4. Media Effects   **(6 lectures)**
  a. 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.

5. New Media and The Age of Internet   **(6 lectures)**
  a. 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

Suggested Internal Evaluation Methodology:
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 Baranand Dennis 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

Learning Outcome:
On the successful completion of this course the learners will be able to:
1. Explain and summarize the mass society culture and normative theories.
2. Compare and contrast propaganda and attitude change theory under media theories.
3. Review school of thoughts with cultural perspective and media and identity.
4. Investigate the media effects and behavior through the media theories.
5. Outline and justify politics and media studies: media bias, media decency, media consolidation.
6. Recognize and illustrate new media perspectives from Habermas to twitter
7. Classify the uses and gratification in the age of internet.

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(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021
Course Code: SIUBAMMC34
Course Name: INTRODUCTION TO PHOTOGRAPHY
Alias: ITP

Objectives of the Course:
The course will develop the students' ability to:
1. Describe and demonstrate the Camera and storyteller with its parts and processes.
2. Restate and identify lens: the imaging device with its types and composition.
3. Illustrate and use the parameters of light from intensity to mood with appropriate exposure.
4. Determine and plan the composition of frame to portraying a subject with viewpoint and perspectives.
5. Recognizing and assessing various digital imaging and electronic format with size and resolution.

Total Credits Allocated: 04   **Total number of Lectures: 48 Lectures**

Course Outline

1. Camera: The Story teller   **(12 lectures)**
   a. 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

   b. 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.

   c. 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

d. 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)

e. Viewfinder: The interactive monitor
  - The control room cum monitor
  - The Displays camera setting
  - Aperture, Shutter and ISO
  - Metering modes, Focusing modes, Exposure modes, Frame count, File format etc.

2. Lens: Imaging device **(8 lectures)**
  a. 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.

  b. 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

  c. Image size: See close
  - The magnification ratio of a lens
    Longer focal length = Bigger image size

  d. 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

  e. 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

3. Light: Parameters of Light- The essential raw material **(16 Lectures)**
  a. Intensity and Exposure: Perfect tone
  - How much light: consideration for exposure
  - Exposure triangle (A,S,ISO) The model of exposure

b. <u>Direction and Lighting: Lighting for Cinema, Television and Advertising</u>
- 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

c. <u>Quality and Ambience: Why there are umbrellas and reflectors</u>
- 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

d. <u>Colour and Mood: What tells Cozy or Cool</u>
- 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)

e. <u>Measure :The Director in you is the King</u>
- 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

4. Composition: Art of Seeing> Way of portraying a subject **(6 Lectures)**
a. <u>Frame and Aspect ratio</u>
Dimensions of sensor and proportion, Aspect ratio: 2:3/ 4:5/ 16:9 (HD)

b. <u>Visual indicators</u>
Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest;
Subject= Aesthetic Assembly of objects

c. <u>Rules of composition</u>
Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing
depth/Unusual viewpoint/ Shadow/ Pattern breaking.

d. <u>Breaking the rules</u>
Cropping, Panorama, Flattening

e. Viewpoint and Perspective: What Pros do
1, 2 and 3 point perspective: Vanishing points and perspective viewpoint
- Normal: The way we see
- Enhanced: Exaggerated depth
- Compressed: Feeling of distance taken away
- Forced: Unrealism
- Aligned: Back projection and green screen application

5. Digital Imaging: Electronic format   **(6 Lectures)**
   a. Image sensor
      Format, 135mm/ APS-C, Medium format, Large format

   b. Megapixel
      Pixel and its values, Total number of pixels, File size

   c. Resolution
      Pixel Per Inch: Quality of Image, Magnification ratio

   d. Image magnification
      Viewing distance, Image size and Pixilation
      How large an image can be for given megapixel?

   e. File Formats
      RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw
      format

Suggested Internal Evaluation Methodology:
   1. 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.

   2. 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.

   3. Field work
      Shooting, i.e. 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.

References:

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

Learning Outcome:
At the end of the course the learners will be able to:
1. Explain and demonstrate the camera, aperture, shutter, image senor and viewfinder.
2. Examine, illustrate the lens, focal length, image size, coverage angle.
3. Operate and justify light parameters of lights with intensity and exposure, quality, ambience, colour and measure.
4. Evaluate and inspect the composition: art of portraying with frames, indicators, composition.
5. Discuss and demonstrate digital imaging, mega pixel, resolution and file formats.

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021
Course Code: SIUBAMMC35
Course Name: FILM COMMUNICATION -I
Alias: FCO-I

Objectives of the Course:
By the end of this course students will develop the ability to:
1. Describe and relate with history of cinema from still pictures to moving images.
2. Discuss and illustrate aspects of film appreciation.
3. Restate the early cinema from 1895 to 1950.
4. Examine major film movements and its impact.
5. Compare and evaluate mainstream Indian Cinema and Parallel Indian Cinema

Total Credits Allocated: 04   Total number of Lectures: 48 Lectures

Course Outline

Art of Story telling

1. History: Still pictures to moving images.   **(4 Lectures)**
  a. History of Cinema.
  b. Birth of Visual Art.
  c. Understanding the Language of Cinema.
  d. Transition from Documentary to Feature Film

2. Understanding aspects of film appreciation   **(8 Lectures)**
  a. Grammar, Technology and Art.
      Director - the captain, Writer – the back bone.

  b. Aspects of Film-1:
      Visual Aspects and Editing. Mise-en-Scene (Art, Costume, Camera placement), Cinematography, Creating Meaning through editing

  c. Aspects of Film-1: Film Sound
      Three components of Film Sound. The relationship between Sound and Image

3. The Early Cinema: 1895 to 1950   **(8 Lectures)**
  a. Early Years (1895-1919) World and India. The Silent Era (1920-1931)
  b. Early Sound Era (1930-1939)
  c. The developmental stage (1940-1950)

4. Major film movements and its impact.   **(12 Lectures)**
  a. The major cinema movements and their film makers

  b. Hollywood Cinema-

Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema

c. Italian neo-realism-
Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de Sica

d. Japanese cinema-
Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc.

e. Irani cinema-
Contribution of Abbas Kiarostami, Majid Majidi etc.

5. Mainstream Indian Cinema and parallel Indian cinema   (16 Lectures)
1. Art v/s Commercial

2. Indian Meaningful cinema(Commercial)
   - The Angry Young Man
   - The Indian Diaspora and Bollywood
   - Contemporary Bollywood Cinema
   - Globalisation and Indian Cinema, The multiplex Era

3. Golden era of Indian Cinema –
   Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram

4. Indian New Wave cinema –
   Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu

5. Parallel cinema:
   Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza etc.

Suggested Intenal Evaluation Methodology
1. Print Media
   Write reviews of film seen by them during lectures/film festivals
   To inculcate understanding of cinema and writing skills needed for film review.

2. Electronic Media
   Making documentary on any prominent film personalities/genre/film theories
   To make them understand the depth of cinema and it's of the different aspects.

Learning Outcome:
After the completion of this course the learner will be able to:
1. List and write about the history, language of cinema from documentary to feature film.
2. Classify and categorize grammar, technology, art, cinematography and editing.
3. Compare the relationship between sound and image under components of sound.
4. Review and analyze the early years, sound era, silent era and developmental stage of world and Indian Cinema.
5. Investigate the impact of cinema movements and their film makers of Hollywood, Italian, Japanese, Irani Cinema in particular.

6. Differentiate between art v/s commercial and expressing Indian meaningful cinema.
7. Recommending the work of Golden Era of Indian Cinema, Indian new wave cinema and Parallel Cinema for thoughtful reflection.

SIES COLLEGE OF ARTS SCIENCE and COMMERCE

(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester - lll revised SYLLABUS Academic Year 2020-2021
Course Code: SIUBAMMC36
Course Name: COMPUTERS MULTIMEDIA -1
Alias: CM-I

Objectives of the Course:
This course will develop the students' ability to:
1. Examine and use pixel based image editing software in Photoshop and InDesign layout software.
2. Demonstrate the vector based software in Coreldraw.
3. Illustrate and apply the tools for audio-visual, sound editing and processing in Premiere Pro and Sound Booth.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline

1. Photoshop: Pixel based Image editing Software   **(12 Lectures)**
   a. Introduction to Photoshop
      - Image editing theory, Bitmaps v/s Vectors. When to use Photoshop and when to use drawing tools

   b. Photoshop Workspace
      - The tools, Toolbox controls ,Property bar, Options bar, Floating palates

   c. 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 image

   d. Image Editing
      - Levels, Curves, Contrast adjustment, Colour adjustment. Photo filters

   e. Working with Text
      - Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes. Working on simple project/ one page design

2. CorelDraw: Vector based Drawing software   **(6 Lectures)**
   a. Introduction to CorelDraw
      - Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats

   b. Using text
      - Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Object .Text C2C

c. Exploring tools
- Basic shapes: Cut, Erase, Combine,
- Shaping tool: Nodes, Handles, Corners
- Convert to Curves: Reshaping, Creating figures, Logos

d. Applying effects
- Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips

e. Exporting in CorelDraw
- Exporting, Types of export, Exporting for other software

3. Quark Xpress/ InDesign: Layout Software   (8 Lectures)
a. Introduction to Quark Xpress
List the menus, List the tools, Benefits of using Quark, Application of Quark

b. Text Edits in Quark
Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images

c. Using palettes
Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark

d. Colour correction in quark
Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication.

e. Exporting files
Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.

4. Premiere Pro: Audio-visual: Video editing software   (10 Lectures)
a. Introduction to editing
Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)

b. 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.)

c. Understanding file formats
Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing.

d. Using colour grading

What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing.

e. 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

5. Sound Forge/Sound Booth: Sound Editing Software   (12 Lectures)
a. Introduction to Digital audio
Sound basics, Audio band pitch volume, Understanding digital audio Sampling bit rate

b. 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

c. 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

d. 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

e. 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

Suggested Internal Evaluation Methodology:
1. Print
Preparing a magazine or a series of posters of different size (type of a campaign 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.

2. Electronic
 Making a short clip with the use of premiere and 3D Maya Maya
Making a short video clip with the fusion of 3D (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

Learning Outcome:
Upon the completion of this course the learners will be able to:
1. Relate and compare bitmaps v/s vector
2. Use of tools, controls, bars in workspace
3. Explain the Corel draw interface and exploring tools and applying effects in software.
4. List the menus, benefits, text edits in Quark express layout software.
5. Use palettes, color correction and exporting files.
6. Describing editing importance, formats, colour grading, exporting and rendering techniques under video editing software Premiere Pro.
7. Examining and comparing digital audio, Dolby digital, advanced sound processing and recording.

SIES College of Arts, Science & Commerce, Sion-West (Autonomous)
Program Code: ASCSU1 – B.A. in Multimedia and Mass Communication (B.A.M.M.C.) & B. Mass Media (B.M.M.)
Choice Based Credit System (CBCS)
List Of Course Names with Codes and Credit

Second Year B.A.M.M.C. Semester IV

Title	Course Code	Name of the Course	No. of Credits
AEEC (any one elective)	SIUBAMMC411	Electronic Media-II (EM-II)	02
	SIUBAMMC412	Theatre and Mass Communication- II (TMC-II)	02
	SIUBAMMC413	Radio Program Production- II (RPP-II)	02
	SIUBAMMC414	Motion Graphics and Visual Effects–II (MGVE-II)	02
DSC	SIUBAMMC42	Writing and Editing for Media (WEM)	04
DSC	SIUBAMMC43	Media Laws and Ethics (MLE)	04
DSC	SIUBAMMC44	Mass Media Research (MMR)	04
DSE	SIUBAMMC45	Film Communication-II (FCO-II)	04
DRG	SIUBAMMC46	Computer and Multimedia-II (CM-II)	02
		Total Credits	**20**

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021

Course Code: SIUBAMMC411
Course Name: ELECTRONIC MEDIA II
Alias: EM-II

Objectives of the Course:
This course will develop the learner/ students' ability to:
1. Describe the evolution and growth of Radio and Television and DTH services.
2. Discuss the rise of regional channels globally with the trends in regional Radio and TV channels.
3. Identify the news and other non-fictional formats.
4. Write for Broadcast media and compose audio-video briefs and script with ethical consideration.
5. Outline the current and emerging trends in electronic media through social networking sites.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline

1. Evolution and growth of Radio and Television   **(8 Lectures)**
   a. Evolution and growth of Radio:
      • Satellite Radio – The Evolution and Growth
      • AIR and Community Radio- Developmental and Educational Role
      • Internet Radio and Private FM Channels broadcast on Internet.

   b. Evolution and growth of Television
      • 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:

2. Regional channels   **(10 Lectures)**
   a. Rise of regional channels and Importance of Regional Channels in India and Globally
   b. Trends in regional radio and Television channels.

3. News and other nonfictional formats   **(10 Lectures)**
   a. TRP: Breaking news on television and the TRP race:
   b. Panel discussions: How panel discussions can make the public opinion

   c. <u>Interviews</u>: Radio and Television Interview techniques
   d. <u>Anchoring</u>: Qualities of a good anchor,Voice modulation
   e. <u>Radio Jockey</u>: Understanding your audience first, Voice modulation, Clear Diction, Accurate, Pronunciation

4. Writing for Broadcast Media-(Radio and Television)   **(10 Lectures)**
   a. <u>Preparation of Audio and Video briefs:</u> Idea generation, Scripting, Story board
   b. <u>Scripting</u>: Scripting for: Interviews/Documentary/Feature/Drama/Skits on Radio and TV.
   c. <u>Ethics</u>: Ethics including Censorship in presentation of News. Code of conduct, Fact checking

5. Current and Emerging Trends in Electronic media   **(10 Lectures)**
   a. <u>'24/7 news broadcast</u>: Features, Audience effectiveness, advertisements and Dumbing down of News.
   b. <u>Convergence and Multi- media</u>: Use of Facebook and Twitter handles by Radio and TV channels, Internet TV/ Radio, Mobile TV/Radio.
   c. <u>Emerging Trends</u>: Mobile Technology, Social Media and Web: e.g.-Hotstar, Voot, Sony Live.
   d. <u>Digital storytelling/Features:</u> Story idea, Development and Presentation ,Web series

Suggested Internal Evaluation Methodology:
1. Presenting, shooting and editing of news bulletin.
2. Scripting and shooting for any fictional programme.
3. Making a docudrama
4. Writing and recording of radio talk show

Learning Outcomes:
On the successful completion of this course the learner will be able to:
1. Discuss the evolution of Satellite Radio and Television Network, AIR, Community Radio to Private channels on Internet.
2. Identify competition for ratings and T.V. channels for the niche audience and proliferation of DTH services.
3. Outline the rise of regional channels and trends in regional radio and T.V. channels.
4. Illustrate TRP, panel discussions, interviews, anchoring, Radio Jockey in Radio and Television.
5. Compose and synthesize scripting, storyboard and following ethics in code of conduct and fact checking.
6. Create ideas for scripting in interviews, documentary, feature, drama, skits on Radio and T.V.
7. Use of Facebook, Twitter handles, mobile technology and digital storytelling and 24/7 news broadcast media.

<u>**SIES COLLEGE OF ARTS SCIENCE and COMMERCE**</u>
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021

Course Code: <u>SIUBAMMC412</u>
Course Name: <u>THEATRE AND MASS COMMUNICATION II</u>
Alias: TMC -II

<u>Objectives of the Course:</u>
At the end of the semester the learner/students will develop an ability to:
1. Outline the role of a playwright in theatre and the contribution of Theatre to Cinema and Television in India.
2. Illustrate the role of theatre as a medium of Mass Communication and development.
3. Describe direction and production jobs with the types of rehearsals.
4. Outline theatre management, marketing and event organization, business aspects of theatre.
5. Devise the message, script writing, designing of the set, rehearsals, staging the performance and marketing promotion as theatre is an art of self-expression.

Total Credits Allocated: 02   Total number of Lectures: 48 Lectures

Course Outline

1. Indian Theatre Icons   (10 Lectures)
    a. <u>Play Writing</u>:
        Role of a playwright in theatre, Structure: Plot, Act, Scene, Character Setting, Basic types of playwriting, Script format, Role of IPTA and National School of Drama in the flourishing of theatre in India, Theatre and its contribution to cinema and television in India
    b. <u>Contribution of Indian Dramatists who revolutionized Indian Theatre:</u>
        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

2. Role of Theatre   (10 Lectures)
    a. <u>Theatre: Role As A Medium Of Mass Communication</u>
        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.
      • Theatre for education and entertainment: Command or instructive function
      • Theatre for development communication and social change:Persuasive function
      • Theatre for development (T4D):Building peace in Sierra Leone , Wise Up in Botswana (awareness of HIV/AIDS) – UNICEF
      • Development function: MacBride Commission report 'Many Voices One World'

- Use of folk theatre, puppet theatre and mime for the above purpose to reach out to the rural masses.

3. Director and Producer   (10 Lectures)

   a. Direction and Production:
   - What is direction, Qualities of a good director, Major responsibilities of a director,
   - Principles of direction, Difference between creative director and interpretative director
   - Considerations for selection of a production, 3 producing formats, 5 departments of technical production
   - Who is a producer and what is his job
   - Types of rehearsals, Determining the number of performances, Theatre Angel
   - 10 top running Broadway shows

4. Management and Marketing   (10 Lectures)

   a. Theatre management, marketing and event organization:
   - Business aspects of theatre, a career in arts administration and management.
   - Budgetary planning, Costs Strategy
   - Performing Arts System and audience relations, Marketing and Communication
   - Strategies, Bookings and ticketing, Reviews and previews – press and publicity
   - Institutional relations and protocol ,Infrastructure management
   - Supplier and provider management

5. Scripting, designing and promotions   (8 Lectures)

   a. Theatre As self-expression :
   - Devising the message
   - Writing the script and finalizing it
   - Designing the set
   - Rehearsals, Staging the performance, Curtains
   - Marketing and promotions

Suggested Internal Evaluation Methodology:
   o The class organizes and enacts a grand one act play
   o Get newspaper clips dealing with socio-political issues and prepare script for short skits

Learning Outcomes:
After the completion of the course the learner will be able to:
1. Summarize the role of playwright in theatre, structure Plot, Act, and Scene, Character setting.
2. Describe the basic types of playwriting and script format.

3. Identify the role of IPTA, NSD and the contribution of Indian Dramatists who revolutionized Indian Theatre, Vijay Tendulkar to Mohan Rakesh.
4. Justify the role of Theatre as a medium emphasizing social problems, education, entertainment, development, peace and purpose to reach out the rural masses.
5. Discuss the duties, responsibility of director and producer with its principles and rehearsals undertaken.
6. Illustrate the structure and department of technical production with formats.
7. Describe the business aspects of theatre, career in arts administration and management budgetary planning, cost strategy.
8. Examining reviews, previews, press, publicity and infrastructure management with provider management.
9. Composing a message, script, performing rehearsals, performances, marketing promotions for the own composition.

Department of Mass Media

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021

Course Code: SIUBAMMC413
Course Name: RADIO PROGRAM PRODUCTION -II
Alias: RPP-II

Objectives of the Course:
This course will develop the learners/students' ability to:
1. Discuss the format of the programme from the start to end.
2. Plan commentary with the Base Studio on communicating mood and coordinating the images in sports field.
3. Identify the usage of internet radio, podcast and research through social media.
4. Explain technical facilities, programming classification and linking programmes in phone-ins.
5. Illustrate the process of making commercial with music and effects.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline

1. The Discussion   **(10 Lectures)**
   a. Format
   b. Selection of participants
   c. Preparation
   d. Speaker Control, Subject Control and Technical Control
   e. Ending the Programme

2. Commentary   **(8 Lectures)**
   a. Preparation work with the Base Studio
   b. Different
   c. Communicating Mood and coordinating the images
   d. Content and style
   e. News Action and Sports Action

3. Using the internet and social media   **(10 Lectures)**
   a. An online presence
   b. Internet radio
   c. Radio Podcasts
   d. Internet Research
   e. Making the best use of Social Media

4. Phone-Ins   **(10 Lectures)**
   a. Technical Facilities, Programme Classification
   b. The Open Line And Choosing The Calls

    c. The Role Of The Host And The Host Style
    d. Reference Material, Use Of 'Delay'
    e. Linking Programmes Together, Personal Counseling The Presenter As Listener

5. Making Commercials   **(10 Lectures)**
    a. Copy Policy
    b. The Target Audience
    c. The Product or Service 'Premise'
    d. Voicing and Treatment
    e. Music and Effects

Suggested Internal Evaluation Methodology:
Composing Radio commercials with all the applications

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

Learning Outcome:
At the end of the course the learner will be able to:
1. Describe the format, selection of participant's preparation, preparation of speaker control, subject control and technical control.
2. Demonstrate and compose content and style for news action and sports action with communicating mood and coordinating the images in Base Studio.
3. Illustrate the outline presence of radio with podcast, internet research on social media.
4. Outline the programme classification, host style, reference material, use of delay and counselling the presenters and listeners.
5. Discuss open line and choosing calls under phone-ins.
6. Discuss copy policy and target audience with service promise.
7. Demonstrate different voicing treatment and music and effects in making a commercial.

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021

Course Code: SIUBAMMC414
Course Name: MOTION GRAPHICS AND VISUAL EFFECTS II
Alias: MGVE-II

Objectives of the Course:
The students will develop an ability to:
1. Describe pass, pre-compositions and tracking with layer and node composition.
2. Outline the rotoscoping, matting, footage clean-up and usage of VFX, color grading and exporting files.
3. Explain and illustrate blender, 3D tools and objects with curves and textures.
4. Demonstrate scripting, overlaying, expressions workflow and its uses.
5. Discuss Chroma keying, green screen imaging and uses of Chroma with exporting to Premiere.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline

1. Compositing   **(8 Lectures)**
  a. Pass Compositing: Multi Pass Compositing.
  b. Pre Compositions: Creating a composition with original composition (Nesting)
  c. Tracking-I: Application and usage of Tracking Elements. Understanding Match Moving.
  d. Tracking-II: Object and Camera Tracking.
  e. Layer and Node composition: Layer-based compositing. Node-based compositing.

2. Rotoscopy   **(10 lectures)**
  a. Rotoscopy Understanding rotoscoping and its application and usage. Rig Removal and its importance.
  b. Matting: Understanding Alpha and Luma mattes. Use of Garbage mattes.
  c. Footage Clean-up: Removing faults/wires in live action footage.
  d. VFX and Colour Grading: Creating mattes for visual effects. Colour grading for specific objects/frames
  e. Exporting files: Understanding computability for rendering. Exporting in various file formats.

3. Blender: Working with 3D   **(10 Lectures)**
  a. Introduction to 3D: Making and Rendering Your First Scenes.
  b. Tools: Basic Principle: Data blocks. Introduction to Edit Mode.
  c. 3D Objects: Separating and Joining Objects.
  d. Curves: Object Modifiers. Converting to Mesh from Curve.
  e. Textures: Materials, Textures, and How They Get onto Surfaces.

4. Scripting and Workflow **(10 Lectures)**
   a. <u>Script Editor</u>: Accessing Script Editor and its usage.
   b. <u>Overlaying</u>: Use and Importance of Overlaying.
   c. <u>Expressions</u>: Importance of Expressions. Understanding different expressions used and how they function.
   d. <u>Workflows</u>: The importance of workflows for a VFX Project.
   e. <u>Industry application</u>: How workflows are used in industry.

5. Chroma Keying **(10 Lectures)**
   a. <u>Keying</u>: What is Chroma Keying?
   b. <u>Green and Blue screens</u>: What is Blue/Green Screen Imaging? Why Blue/Green color be used.
   c. <u>Chroma Screen</u>: Application of Chroma (Green and Blue screen effect).
   d. <u>Application</u>: Using Chroma to work on simple shoots. Wire removals and cleaning up footage.
   e. <u>Exporting to Premiere</u>: Using visual effects into Premiere Pro timeline videos.

Suggested Internal Evaluation Methodology:

The objective of internal exercise is to help them identify job opportunities in visual effects in the broadcast and film-making industries.
   a) <u>Montage</u>
      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

   b) <u>Show Reel</u>
      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.

Learning Outcome:
The course at the end will enable the students to:
1. Write multi pass compositing and create composition and usage of tracking elements with layer based and node based compositing.
2. Summarize rotoscoping and alpha luma mattes and plan mattes for visual effects and colour grading for specific objects.
3. Justify wires in live action footage and computability for rendering.
4. Examine data blocks, joining objects, materials, textures and rendering first scenes.
5. Illustrate the script editor, overlaying functions of expression and workflow for a VFX project and its industrial applications.
6. Recall Chroma keying and justify why blue/green screen imaging can be used.
7. Use of Chroma to work as simple shoots wire removals and cleaning up footage and visual effects into Premiere Pro timeline videos.

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021

Course Code: <u>SIUBAMMC42</u>
Course Name: <u>Writing and Editing for Media</u>
Alias: WEM

<u>Objectives of the Course:</u>
The students will develop an ability to:
1. Explain and illustrate Print media with basic tools for writing in.
2. Compose writing for Broadcast Media through script writing, interviews, commercials, story board in Radio and Television.
3. Identify the difference between newspaper writing, web headline on the basis of decks list writing.
4. Synthesize specific style guides, convergence of text and video on digital with blogging.
5. Investigate to deal with breaking news and fake news in real time and evaluation of content.

Total Credits Allocated: 04   **Total number of Lectures: 48 Lectures**

Course Outline

1. Print Media   **(12 Lectures)**
   a. <u>Writing for Print Media</u>
- What makes news? (determinants of news)
- Art and basic tools of writing
- Steps and elements of writing-editorial, features and review
- Writing for Newspapers and Magazines
- Writing a News story/feature stories/Article/Editorials(differences)
- Leads, nut shelling and story structure
- Writing style and the stylebook
- Public Relations and corporate writing- various forms
- Writing for Advertisements

2. Radio And Television   **(10 Lectures)**
   a. <u>Writing for Broadcast Media</u>
- Radio and Television: Challenges, strengths and weaknesses
- Writing for Television and Radio programs
- Script writing formats
- Writing for interviews, live news and daily news
- Radio jockeying / online radio and new trends. Storyboarding for Television commercials

3. Digital Media   (14 Lectures)
   a. <u>Digital Media: A sunrise and opportunity</u>
   - Difference between newspaper writing, writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content
   - How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media.
   - Development of web-specific style guides, convergence of text and video on digital.
   - Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn).
   - Dealing with breaking news and fake news in real time.
   - Writing for Advertisements through Email and SMS
   - Writing Blogs

4. Editing   (12 Lectures)
   a. <u>Evaluation Of Content</u>
   - 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.
   - Rewriting leads
   - Achieving fitment with spacing requirements at any newspaper, magazine or webpage.
   - Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy.
   - Online editing: editing requirements; content, layout, clarity, style, conciseness, online
   - headlining –website design

Suggested Internal Evaluation Methodology:
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

Learning Outcome:
On the completion of this course the student will be able to:
1. Write editorials, features and review for newspaper, magazines and corporate writing.
2. Plan and compose writing for Radio and Television programs for interviews, news, storyboarding for TV commercials.
3. Compare the difference between newspaper writing and writing on the web.
4. Predict web specific style guides and develop converge of text and video on digital.
5. Write blogs, advertisements, emails and SMS.
6. Assess the content, rewrite leads, check copies and online editing requirements.
7. Design a website layout and identify fake news in real time and deal with breaking news.

Department of Mass Media

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021

Course Code: <u>SIUBAMMC43</u>
Course Name: <u>Media Laws and Ethics</u>
Alias: MLE

<u>Objectives of the Course:</u>
At the end of the semester the students will develop an ability to:
1. Describe the constitution values, freedom of expression and social responsibility of the media.
2. Explain the regulatory bodies monitoring, advertising, journalism and information broadcasting in India.
3. Express copyright and IPR, defamation, IT Acts, and other media laws.
4. Express right to privacy, morality and obscenity, unfair trait practices, OSA (Official Secret Act), RTI.
5. Discuss media ethics importance, fake news, ethical responsibility of advertisers, stereotyping.

Total Credits Allocated: 04   **Total number of Lectures: 48 Lectures**

Course Outline

1. Constitution and Media   **(9 Lectures)**
   a. <u>Core values of the Constitution</u>: Refreshing Preamble, unique features of the Indian Constitution
   b. <u>Freedom of Expression</u>: Article 19 (1) (a), Article 19(2)
   c. <u>Judicial Infrastructure</u>: Hierarchy of the courts .Independency of the judiciary. Legal terminologies
   d. <u>Social responsibility of the media</u>: Social Responsibility Theory .Emerging Issues in Social Responsibility. Theory in today's era
   e. <u>Social Media</u>: Threat of Fake News and facts verification .Social media decorum

2. Regulatory bodies   **(10 Lectures)**
   a. <u>Press Council of India</u>
      * Brief history: Statutory status
      * Structure
      * Powers and limitations
   b. <u>TRAI</u>
      * Role of Telecom Regulatory Authority of India
   c. <u>IBF</u>
      * Indian Broadcasting Foundation
      * Broadcasting Content Complain Council,
      * Broadcasting Audience Research Council

  d. <u>ASCI</u>
- Advertising Standard Council of India
- Mission
- Structure
- Consumer Complaint Council

  e. <u>NBA</u>
- News Broadcasters Association :
- Structure
- Mission
- Role

3. Media Laws -1   **(10 Lectures)**
  a. <u>Copyright and IPR</u>: What is copyright, Intellectual Property Rights ,Exceptions, Major Amendments, Recent Case studies

  b. <u>Defamation</u>
- Definition.
- Civil, Criminal
- Exceptions
- Recent case studies

  c. <u>IT Act</u>
- Information Technology Act 2000
- Amendment 2008
- Section 66A
- Section 67
- Case Studies

  d. <u>Contempt</u>
- Contempt of Court
- Contempt of Parliament

  e. <u>More acts</u>
- Drugs and Magic Remedies (Objectionable Advertisements) Act,
- Emblems and Names (Prevention of Improper Use) Act

4. Media Laws-2   **(10 Lectures)**
  a. <u>Right to Privacy</u>
- Evolution
- Right to Privacy a Fundamental Right

  b. <u>Morality and Obscenity</u>
- Indecent Representation of Women's Act
- 19.2, IPC 292 , 293
- Change in perception with time

  c. <u>Unfair Practices</u>
- Unfair Trade Practices and the Competition Act 2002

  d. <u>OSA</u>
- Official Secrets Act
- Controversies
- Case Studies

  e. <u>RTI</u>

- Right To Information Act 2005
- Brief History
- Importance and current status

5. Media Ethics and Social Responsibility **(9 Lectures)**
  a. <u>Why Ethics</u>
     - What is ethics? And why do we need ethics?

  b. <u>Ethical responsibility of journalist</u>
     - Code of conduct for journalist
     - Conflict of interest
     - Misrepresentation
     - Shock Value
  c. <u>Fake News</u>
     - Post -truth and challenges of fighting fake news
     - Techniques of fact verification
  d. <u>Ethical responsibility of advertisers</u>
     - Violation of ethical norms by advertisers
     - Case Studies
  e. <u>Stereotyping</u>
     - Stereotyping of minorities, women, senior citizens, regions, LGBT

Suggested Internal Evaluation Methodology:
The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility:
  1. Field work
     <u>Group presentation based on field visit e.g. Visit to court</u>
     Exposure to the real world of law and challenges of team work

  2. Group discussion
     <u>On current issues relating to media law</u>
     This would demand clarity of perception and expression

  3. Test
     <u>Based on the syllabus</u>
     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

Learning outcome:

This course will enable students to:

1. Write the core values, freedom of expression, judicial infrastructures and social responsibility of the media.
2. Outline the role and working of PCI, TRAI, IBF, ASCI and NBA regulatory bodies.
3. Examine the media laws in the field of copyright defamation, IT Act, Contempt, DMRA through case studies.
4. Examine Right to Privacy, Indecent Representation of Women's Act, Unfair Trade Practices, Official Secret Act and RTI through case studies.
5. Apply media ethics, code of conduct for journalist, challenges of fighting fake news and stereotyping minorities.
6. Identifying the techniques of fact verification and violation of ethical norms by advertisers through case studies.

Department of Mass Media

<p align="center"><u>**SIES COLLEGE OF ARTS SCIENCE and COMMERCE**</u>
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021</p>

Course Code: <u>SIUBAMMC44</u>
Course Name: <u>MASS MEDIA RESEARCH</u>
Alias: MMR

<u>**Objectives of the Course:**</u>
This course will develop the students ability to:
1. Describe the scope of Mass Media Research with the process of Research in media.
2. Discuss the research design concepts and application.
3. Categorize data collection methods and tabulation of data and designing of questionnaires
4. Outline the content analysis process and its limitations and the semiotics in media.
5. Restate the application of research in mass media.

Total Credits Allocated: 04   **Total number of Lectures: 48 Lectures**

<p align="center">**Course Outline**</p>

1. Research In Media   **(12 lectures)**
  a. <u>Introduction to mass media research</u>
   - Relevance, Scope of Mass Media Research
   - 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

2. Design   **(4 Lectures)**
  a. <u>Research designs</u>
   - Designs: Exploratory, Descriptive and Causal.

3. Data Collection Data Collection   **(18 Lectures)**
  a. <u>Data – collection methodology</u>
   - Primary Data – Collection Methods (Depth interview ,Focus group, Surveys,
   - Observations, Experimentations)
   - Secondary Data Collection Methods
   - Literature review
   - Designing Questionnaire and measurement techniques
     (Types and basics of questionnaire, Projective technique, Attitude measurement scales)
   - Sampling process
   - Data Tabulation and Research report format

4. Content analysis   **(5 lectures)**
  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

5. Application of research in mass media   **(5 lectures)**
    a. Readership and Circulation survey
    b. TRP
    c. RRP
    d. Audience Research
    e. Exit Polls
    f. Advertising Consumer Research

6. The Semiotics of the Mass Media.   **(4 Lectures)**
    a. What is semiotics in media?
    b. Why is semiotics important?
    c. What are codes in semiotics?
    d. Semiotics and media

Suggested Internal Evaluation Methodology:

Conduct a study with the mass media research incorporating all the applications of research areas.

References:
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

Learning Outcome:
The student will be able to:
1. Write the relevance, scope and role of mass media research.
2. Describe the steps involved in the research process.
3. Summarize the types and uses of research design.
4. Classify the data collection methodology and data tabulation with research report formats.
5. Design questionnaires and examine measurement technique.
6. Describe the steps in content analysis with limitations and codes in semiotics.
7. Discuss the RCS, TRP, RRP, AR, EP, ACR as the application of research in Mass Media.

Department of Mass Media

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021

Course Code: SIUBAMMC45
Course Name: FILM COMMUNICATION-II
Alias: FCO-II

Objectives of the Course:
The students will develop an ability to:
1. Identify and list the regional films and film makers in regional cinema.
2. Discuss the economic contribution of cinema, Hindi cinema from past to present with genre in present.
3. Examine the cinema now from contemporary era to digital.
4. Discuss and demonstrate film production to film exhibition under stages of film making.
5. Describe film institute, bodies, associations and relevance of film awards in India and Abroad.

Total Credits Allocated: 04   **Total number of Lectures: 48 Lectures**

Course Outline

1. **Regional Cinema**   **(12 Lectures)**
    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.

2. **Hindi Cinema**   **(12 Lectures)**
    a. Popular Hindi Commercial Films(Bollywood)
    b. Past to Present
    c. Economic contribution of cinema
    d. Convergence of Art and Commercial
    e.   Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)

3. **Cinema now**   **(8 Lectures)**
    Contemporary Era , Celluloid to Digital (1990-1999) ,Digital Explosion (2000 onwards), Media Convergence and Film Viewing Culture

4. **Film Making**   **(8 Lectures)**
    Film Production to Film Exhibition
    *   Aspects of Production Systems: Financial, Administrative and Creative.
    *   Stages of Film Making -1: Pre-Production
    *   Stages of Film Making -2: Actual Production
    *   Stages of Film Making -2: Post-Production
    *   Film and Censorship.

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- ROI Systems in Film Industry (Distribution, Promotion, Marketing, Branding, Internet)

5. Film Culture   (8 Lectures)
  a. Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc.
  b. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad
  c. Film Awards: Nature and Types of Film Awards. Major Film Awards in India and Abroad.

Suggested Internal Evaluation Methodology:
Making of short films/documentaries/commercial shots
Visit to film festival/award functions
Writing of movie reviews
.

Suggestive 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

Learning Outcome:
At the end of the course the student will be able to:
1. Summarize Marathi, Bengali, Malayalam, Tamil, Telugu regional films of Shantaram, Satyajit Ray, Balachandra, etc. film makers.
2. Outline the economic contribution of popular Hindi commercial films, Bollywood with genre in Romcom, Thriller, Biographic, Action and Musical.
3. Compare Contemporary Era, Celluloid to Digital (1990-1999), Digital explosion (2000 onwards), Media Convergence and Film Viewing Culture.
4. Demonstrate aspects of production system from pre-production, actual production and post-production.
5. Outline film and censorship system on the basis of distribution, promotion, marketing in film making.
6. Describe the role of FTI, NFAI, FD, IFFI, CBFC, IFTDA, SGI and WICA.
7. Classify the nature and types of Film Awards in India and Abroad.

Department of Mass Media

SIES COLLEGE OF ARTS SCIENCE and COMMERCE
(AUTONOMOUS) SION WEST
Program: B.A.in Multimedia and Mass Communication   (BAMMC)
(Choice based) Semester – IV revised SYLLABUS Academic Year 2020-2021

Course Code: SIUBAMMC46
Course Name: Computer Multimedia II
Alias: CM-II

Objectives of the Course:
At the end of the semester the students will develop an ability to:
1. Explain demonstrate working with multiple images, effects, layers, blend modes under advanced image editing Photoshop software.
2. Explain the working of Adobe Illustrator using text creating simple design, applying effects and exporting in illustrator.
3. Identify the benefits of using InDesign layout software for formatting, using palettes, colour correction and exporting files.
4. Use of Premiere Pro: Audio-Visual Advanced application for editing in file formats and colour grading, exporting and rendering as in editing.
5. Illustrate Adobe Dreamweaver web designing software: For working, linking pages, using tables, typo in Dreamweaver to hyperlink.

Total Credits Allocated: 02   **Total number of Lectures: 48 Lectures**

Course Outline

1. Photoshop: Advanced Image Editing   **(12 Lectures)**
   a. Working with multiple images
      Mixing: Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing. Clone tool, Stamp tool
   b. Image Effects Editing : Burning, Dodging, Smudge, Sharpen, Blur ,Eyedropper, Choosing
      colour, Swatches, Colour pick. Filters
   c. Working with Layers
      Layer basics: Changing background, Gradient, Moving linking aligning layers, Applying Transformations, Masking layers, Masts and extractions, Layer effects, Adjustment layers
   d. Wonders of Blend Modes
      Blend modes, Advanced blending options, Layer blends
   e. 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

2. Adobe Illustrator: Vector based Drawing software   **(7 Lectures)**
    a. <u>Introduction to Adobe Illustrator</u>
       Illustrator Interface, Tool Box, Panels and Bars, Importing files in illustrator, Different file formats
    b. <u>Using text</u>
       Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects
    c. <u>Creating Simple designs</u>
       Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity
    d. <u>Applying effects</u>
       Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips
    e. <u>Exporting in Illustrator</u>
       Exporting, Types of export, Exporting for other soft wares

3. InDesign: Layout Software   **(8 Lectures)**
    a. <u>Introduction to Adobe in Design</u>
       List the menus, List the tools, Palates. Benefits of using In Design, Application of In Design
    b. <u>Text Edits in InDesign</u>
       Format of text, Character and Paragraph Bars. Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images
    c. <u>Using palettes</u>
       Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles .Newspaper in InDesign, Paragraphs type palate, Text wrap palate
    d. <u>Colour correction in InDesign</u>
       Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication
    e. <u>Exporting files</u>
       Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.

4. Premiere Pro: Audio-visual: Advanced application   **(10 Lectures)**
    a. <u>Introduction to editing</u>
       Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)
    b. <u>Exploring Premiere Pro</u>
       How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)
    c. <u>Right application of various file formats</u>
       Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing,Using inbuilt transitions,
    d. <u>Using colour grading</u>
       What is color grading, Examples of color grading,Using filters and presents in color mixing, Applying presents on layers for editing
    e. <u>Exporting and rendering</u>

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

5. Adobe Dreamweaver: Web designing software   **(11 Lectures)**

    a. <u>Introduction to Dreamweaver</u>
        Workspace overview .Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector. Defining website in Dreamweaver

    b. <u>Working with DW</u>
        Creating Dreamweaver template, Page layout in DW, CSS layouts: advantages and disadvantages. Creating HTML pages, Insert content and form, Creating Forms in DW

    c. <u>Linking pages</u>
        Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links

    d. <u>Using Tables</u>
        Cell padding, cell spacing, Border .Table basics: Colour BG in cell, Invisible tables, Changing span. Making image into clickable link

    e. <u>Typo in DW</u>
        Changing Font typefaces, size, style, colours .Text to hyperlink

Suggested Internal Evaluation Methodology:

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.

1. Print
    <u>Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either InDesign of PS or Illustrator</u>
    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**.**
2. Electronic
    <u>Making a short clip with the use of premiere</u>
    Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

References:
- 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

Learning Outcome:
After the completion of this course students shall be able to:
1. Demonstrate mixing, editing, linking of layers, blending and edit text using tools under Photoshop.

2. Demonstrate the Illustrator interface, formatting text and embedding objects, create designs, power clips, exporting for other software.
3. Demonstrate the InDesign layout software for format, text edits, Palettes for types of publication, paragraph styles in newspaper and magazines.
4. Apply Premiere Pro: Audio-Visuals, Advanced application for editing in different file formats in different file formats in films/ads/news and tools with exploring to cut and experiment with layers.
5. Apply the right file format, import and perform checks in editing using transitions with colour grading and exporting with rendering techniques.
6. Defining Dreamweaver web designing software, creating DW template, page layout and CSS layout.
7. Use Adobe Dreamweaver to link pages, cell padding to making image links and changing font typeface to hyperlink.