DEPARTMENT OF MASS COMMUNICATION

School of Media, Film & Entertainment

Bachelor's in Arts

(Film & Television Production)

Academic Year 2020-23

Programme Code: SDM0113

General Guidelines

and
Terminology of Various Academic Programmmes
under
Department of Mass Communication

General Guidelines:

These guidelines are framed to enable the various departments in SCADMSof Sharda University to run academic programmes in a structured manner. The main aim of these guidelines is to bring about a certain degree of uniformity in the programs running in various departments of the school. This would ultimately help in improving the quality of academic structure and delivery within the school. The guidelines would help all those who teach courses under various programmes to meet the basic requirements to teach the course. The guidelines also list the various templates required for this purpose.

Definition of Terms:

The following terminology would be used for the purpose of academic delivery within SCADMS. All departments have to follow these terminologies:

Department: Departmentin SCADMS refers to the unit that confers the professional qualification e.g.,Department of Mass Communication. It may have various departments under its umbrella. As of 2019, SCADMS has 02 operational departments. These two departments in SCADMS are units that refer to specific areas of knowledge that do not end up as a professional qualification.

Programme: An educational programme is an integrated, organized experience that culminates in the awarding of a degree. The programme will have programme educational objectives, student outcomes, a curriculum, faculty and facilities. For instance, Department of Mass Communication is offering 05 programmes, i.e., BA (Journalism & Mass Communication), MA (J&MC), MA (Advertising & Public Relations), MA (Digital Media and Multimedia Communication) and Ph.D (J&MC).

Programme Educational Objectives (PEOs): Every programme stipulates educational objectives along with

the curriculum. This is extremely essential for any running programme because a systematic process needs to be followed for stating PEOs which should also align with the mission of the school. It is based on the need analysis of the programme. It is also periodically reviewed to keep with changing trends.Objectives are focused on performances that all students are expected to demonstrate at the end of instruction.Objectives define the key elements that must be taught every time the course is delivered.

Programme Outcomes (POs): Programme outcomes of SCADMS provide general information about the focus of student learning and are broadly stated.Student Learning Outcomes are statements that specify what students will know, be able to do or be able to demonstrate when they have completed or participated in a programme. PO's specify an action by the student that is observable, measurable and able to be demonstrated. These are also synonymous with student learning outcomes.

Courses: Courses in SCADMS is a subject run for the purpose of conducting of any programme.

Course Code:SCADMS course code provided to subjects as entered in PeopleSoft for the purpose of identification of the subject as well as for the purpose of examinations. It is a unique identifying code. It generally represented as a "XYZ123" wherein XYZ is related to the programme and 123 is the serial no based on the year. In case there is a change of 20% or more in the syllabus, a new code has to be assigned to the course through proper approvals.

Course Title: It is the expanded full form of a subject against a given course code. No short forms are permitted in the course title. E.g., in the Department of Mass Communication, the course tile, Convergent Media in 2nd Semester of MA (J&MC) programme.

Contact Hour: It is equivalent to 55min-60mins for one lecture/studio hour.

Credit: It is the weightage offered against a course. The student will obtain the credit against the course when he successfully obtains the minimum passing marks. Further description may be obtained from Examinations cell, SHARDA UNIVERSITY.

Course Objectives: Course objectives are clear and concise statements that describe what SCADMS intend our students to learn by the end of the course. It describes an intended state on what we hope our students will learn.

Course Outcomes: Itexpresses a present and observed state (what our students will actually learn) through the course. These are synonymous with programme specific outcomes (PSOs), course outcomes and any other similar terms as desired for respective accreditation processes.

The purpose of Course Objectives and Learning Outcomes is to:

- Align objectives with course content and evaluation methods
- Clearly communicate our expectations of students
- Establish a logical sequence of learning milestones
- Provide an opportunity for students to make connections across courses and institutional goals

Unit: The syllabus is to be divided into five units 1,2,3,4 and 5 with each unit having 3 sub units-a, b and c. This is the method for recording attendance as well in v-Attendance app.

Structure:

There are three elements essential for running SCADMSprogramme:

1. Programme Structure (Required for the programme)

2. Course syllabus required for each course in one of the following formats:

Template A1– for Theory subjects

Template A2 – for Practical subjects

Template A3 – for Jury subjects/studios/projects/dissertations

3. Instructional Plan-

Template B1 -- for Theory subjects

Template B2 -- for Practical subjects

Template B3 -- for Jury subjects/studios/projects/dissertations

Template D provides additional in the case of Jury subjects/studios/projects/dissertations with a list of Project with description, studio work, and dissertation topic with scope of work and precise deliverables.

Accordingly, the following are formulated for each course:

Sr.No	Course	Syllabus Template	Instructional Plan template	Additional
1	Theory	B1	C1	PPTs, GDs, Seminars & Lecture series
2	Practical	B2	C2	Media Labs, Computer Labs & Assignments
3	Jury	B3	C3	D: List of Project with description,

subjects/Studios/ Projects/Dissertati ons			studio work, dissertation topic with scope of work and precise deliverables (to be uploaded on LMS)

Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

Transformative educational experience
Enrichment by educational initiatives that encourage global outlook
Develop research, support disruptive innovations and accelerate entrepreneurship
Seeking beyond boundaries

Core Values

Integrity

Leadership
Diversity
Community

Vision and Mission of the School of Media, Film & Entertainment

Vision of the School

To build the school as a hub of teaching, research and innovation in the field of art, design and media studies. Thus making it a truly world class centre for producing industry ready professionals at par with the best universities of the world.

Mission of the School

Creating a stimulating, flexible and application based learning environment for students as well as faculty.

To provide the necessary platform to impart skills and knowledge related to journalism and mass communication.

Creating brilliant professionals by imparting a blend of theory and more practical lessons through state-of-the-art infrastructure.

Leveraging research to form strong industry-academia linkages.

Core Values

Innovation
Awareness
Information
Ethics

Vision and Mission of the Department of Mass Communication

Vision of the Department of Mass Communication

To build a department that goes beyond regional & cultural barriers with educational model that is sustainable, replicable & scalable, and empowers students with a future that is driven by knowledge, practice, entrepreneurial skills, socially responsible principles and moral values.

To provide intensive and integrated education in the field of communication, that is at par with best global communication schools and that nurtures individual aspirations to lead, innovate and collaborate to effectively apply conceptual understandings vis-a-vis practical and complex communication phenomenon and technologies.

Mission of the Department of Mass Communication

Provide journalism, communication and media-education platform to impart skills and knowledge with strong industry-academic linkages, consultancies and strong research base.

Create global media professionals & leaders by imparting a blend of theory and practical lessons through state-of-art infrastructure.

Create stimulating, flexible and application based learning environment for students & for the faculty.

Core Values

Innovation
Awareness
Information
Ethics

Programme Educational Objectives (PEO)

Programme Educational Objectives (PEO) for BA(FTP) Program

PEO1: Creating Innovative resource pool and qualified professionals with Social and Entrepreneurial skills relating to Film and Television industry.

PEO2: Serve as trained and qualified professional in Broadcast Media industry.

PEO3: Serve as trained and qualified professional in Film Industry.

PEO4: Serve as trained and qualified professional on Over the Top (OTT) platforms and related industries.

PEO5: Serve as trained and qualified professional in Multimedia and Audio-Visual Communication fields.

PEO6: Serve as trained and qualified professional in Development Communication, Media Education, Communication Research and related fields.

1.3.1 Map PEOs with Mission Statements:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO1:	3	2	3	1
PEO2:	3	1	2	1
PEO3:	3	1	2	1
PEO4:	3	1	2	1
PEO5:	3	2	2	1
PEO6:	2	2	2	1

Enter correlation levels 1, 2, or 3 as defined below:

1. Slight(Low)   2.Moderate(Medium)   3. Substantial (High)

Program Outcomes(PO's)

PO1 : **Domain Knowledge in Film Making & TV Production:** Apply the knowledge to Digital Release, Telecast, Fiction, Non-fiction, Advertising and other disciplines of Cinema.

PO2 : **Communication Skills**: Exhibit high levels of verbal and non-verbal forms of contemporary communication skills.

PO3 : **Innovation &Modern Tool Usage**: Demonstrate skilled usage of modern tools and techniques to effectively communicate with target audience.

PO4 : **Problem Solving Skills:** Identify, formulate, research, and analyze the problems and reach logical conclusions and solutions to solve real life problems and challenges.

PO5 : **Values, Ethics & Contribution to Society:** Understand the importance of Values and Ethics in the field of Film making and Television Production and the morals of serving the society and community for sustainable development.

PO6 : **Leadership, Management and Entrepreneurial Traits**: Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of mediaprofessionals.

1.3.2 Mapping of Program Outcome viz. Program EducationalObjectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	3	3	3	3	3	2
PO2	2	2	2	3	3	1
PO3	3	3	3	3	3	1
PO4	3	2	3	3	3	2
PO5	2	2	2	2	2	2
PO6	3	3	3	3	2	3

1. Slight (Low)   *2.Moderate (Medium)*   *3. Substantial (High)*

Program Outcome Vs Courses MappingTable[1]:

Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6
**Program Outcome Vs Courses Mapping** :BA(Film & Television Production) Course Structure							
Sem-1	Communicative English-I	-	3	-	-	-	-
	Environmental Science	-	-	-	-	3	-
	Understanding Media	3	-	-	-	-	-
	Cultural and Art Forms	3	-	-	-	2	1
	Visual Communication	2	2	3	-	-	-
	Soft-Skill and Personality Development	-	3	-	-	2	-
	Computer and IT Skills	-	-	3	-	-	-
	Open Elective (To be Chosen by Student)	1	-	-	-	-	-
Sem-2	Communicative English-II	-	3	-	-	-	-
	Media Law and Ethics	3	1	1	3	3	1
	Development Communication	2	2	2	1	2	-
	Entrepreneurship	3	2	-	2	3	-
	Communication: Concepts & Principles	3	-	-	-	-	-
	Sound and Image	2	2	3	-	-	-
	Study Tour	2	-	-	-	-	-
	Open Elective (To be Chosen by Student)	1	-	-	-	-	-
	Value Added Course	-	-	-	-	2	2
Sem-3	Introduction to Film and Television	3	-	-	-	2	-
	History of Cinema and Film Theory	3	-	-	-	2	-
	Writing for Visual Media	2	3	3	-	-	1
	Introduction to Audiography	3	-	3	-	-	-
	Visual Design and Graphics	3	-	3	-	-	-
	Digital Photography and Basic Lighting Techniques	2	-	3	-	-	-
	Digital Video Editing I	2	-	2	-	-	1

Sem	Course						
Sem-4	Film Appreciation and Analysis	3	-	-	-	-	-
	Direction and Production Methodology I	3	2	-	-	-	-
	Motion Picture Photography and Lighting	2	1	2	1	-	-
	Sound Design and Audiography	2	1	2	1	-	-
	Digital Video Editing II	3	1	2	-	-	1
	Community Connect	1	2	1	1	3	3
	Minor Project (Any one): Continuity | Actuality | Mise-en-scene | Dialogue exercise	3	2	-	2	-	3
Sem-5	Direction and Production Methodology II	3	2	3	-	-	-
	Networking, Promotion and Marketing Techniques	1	3	-	2	-	3
	Advanced Studio Lighting Techniques	3	2	3	2	-	-
	Playback/ Studio Sound Recording and Mixing	3	2	3	1	-	-
	Animation and Compositing	3	-	3	-	-	-
	Handling Actors and Non-Actors	2	3	2	-	-	2
Sem-6	TWO months specialisation						
	(Any ONE)						
	Applied Research in Film Making (Non-fiction)	3	-	2	2	2	-
	Idea to Screenplay (Fiction)						
	Advertisement and Corporate Film making	2	1	2	-	-	-
	Multi Camera Shoot	2	-	3	-	-	2
Final Project based on specialization (Any ONE)							
	A. On Job Training	3	3	-	-	-	3
	B. Script Writing and Direction	3	2	3	-	-	-
	C. Motion Picture Photography	2	-	3	-	-	2
	D. Sound Design and Audiography	2	-	3	-	-	2
	E. Editing and Post Production	2	-	3	-	-	2

1. Slight (Low)   *2.Moderate (Medium)*   *3. Substantial(High)*

Program Structure Template

Name of School: School of Creative Art Design and Media Studies BA (Film and Television Production)
Batch: 2020-2023
TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[1]: 1. CC 2. AECC 3. SEC 4. DSE
			L	**T**	**P**			
THEORY SUBJECTS								
1	ARP101	Communicative English-I	1	0	2	2	**Co-Requisite**	AECC
2	EVS106	Environmental Science	3	0	0	3	**Co-Requisite**	AECC
3	BMS152	Understanding Media	3	0	0	3	**Core**	CC
4	BMS148	Cultural and Art Forms	3	0	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
5	BMS149	Visual Communication	0	2	2	3	**Core**	AECC
6	BMS150	Soft-Skill and Personality Development	0	1	4	3	**Core**	AECC
7	BMS151	Computer and IT Skills	0	1	4	3	**Core**	AECC
8		Open Elective (To be Chosen by Student)	0	2	0	2	**Elective**	SEC
TOTAL CREDITS						**22**		

Program Structure Template

---

[1] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Creative Art Design and Media Studies Program:
BA (Film and Television Production)
Batch: 2020-2023
TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BMC153	Media Law and Ethics	3	0	0	3	**Core**	CC
2	BMC154	Development Communication	1	2	0	3	**Core**	CC
3	BMC155	Entrepreneurship	3	0	0	3	**Core**	CC
4	BMC156	Communication: Concepts & Principles	3	0	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
5	ARP102	Communicative English-II	1	0	2	2	**Co-Requisite**	AECC
6	BMC157	Sound and Image	0	0	6	3	**Core**	AECC
7	BMC158	Study Tour	0	0	4	2	**Core**	DSE
8		Open Elective (To be Chosen by Student)	0	2	0	2	**Elective**	SEC
		TOTAL CREDITS				**21**		

Soon after the Second Semester End-Term Examination, students will undergo Summer Project and submit a comprehensive Summer Project Report along with a Power Point Presentation. The hard copy of this report (in duplicate) is to be submitted with a soft-copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure Template

Name of School: School of Creative Art Design and Media Studies Program:
BA (Film and Television Production)
Batch: 2020-2023
TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFT215	Introduction to Film and Television	2	0	0	2	**Core**	CC
2	BFT216	History of Cinema and Film Theory	2	0	0	2	**Core**	CC
3	BFT217	Writing for Visual Media	2	1	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
4	BFT218	Introduction to Audiography	1	0	2	2	**Core**	CC
5	BFT219	Visual Design and Graphics	1	0	2	2	**Core**	CC
6	BFT220	Digital Photography and Basic Lighting Techniques	2	1	6	6	**Core**	CC
7	BFT110	Digital Video Editing I	1	1	6	5	**Core**	CC
TOTAL CREDITS						**22**		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure Template

Name of School: School of Creative Art Design and Media Studies Program:
BA (Film and Television Production)
Batch: 2020-2023
TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFT221	Film Appreciation and Analysis	3	0	0	3	**Core**	CC
2	BFT222	Direction and Production Methodology I	3	0	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
3	BFT223	Motion Picture Photography and Lighting	0	2	4	4	**Core**	CC
4	BFT224	Sound Design and Audiography	0	2	4	4	**Core**	CC
5	BFT225	Digital Video Editing II	0	2	4	4	**Core**	CC
6	CCU501	Community Connect	0	2	0	2	**Co Requisite**	AECC
7	BFT226	Minor Project (Any one): Continuity | Actuality | Mise-en-scene | Dialogue exercise	0	0	4	2	**Discipline Specific Course**	DSE
TOTAL CREDITS						**22**		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Creative Art Design and Media Studies Program:
BA (Film and Television Production)
Batch: 2020-2023
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course^b: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFT311	Direction and Production Methodology II	3	1	0	4	**Core**	CC
2	BFT312	Networking, Promotion and Marketing Techniques	3	0	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
3	BFT313	Advanced Studio Lighting Techniques	0	2	4	4	**Core**	CC
4	BFT314	Playback/ Studio Sound Recording and Mixing	0	2	4	4	**Core**	CC
5	BFT315	Animation and Compositing	0	2	4	4	**Core**	CC
6	BFT316	Handling Actors and Non-Actors	0	1	4	3	**Core**	CC
TOTAL CREDITS						**22**		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Creative Art Design and Media Studies Program:
BA (Film and Television Production)
Batch: 2020-2023
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course': 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
TWO months specialization								
		(ANY ONE)					**Core**	CC
1	BFT317	Applied Research in Film Making (Non-fiction)	0	3	0	3		
2	BFT318	Idea to Screenplay (Fiction)						
3	BFT319	Advertisement and Corporate Film making	0	1	4	3	**Core**	CC
4	BFT320	Multi Camera Shoot	0	4	0	4	**Core**	CC
Final Project based on specialization (Any ONE)								
5	BFT321	A. On Job Training					**Discipline Specific Course**	DSE
6	BFT322	B.Script Writing and Direction						
7	BFT323	C. Motion Picture Photography	0	6	12	12		
8	BFT324	D. Sound Design and Audiography						
9	BFT325	E. Editing and Postproduction						
TOTAL CREDITS						**22**		

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

TERM 1

School: SMFE	Batch : 2020-2023	
Program: BA(FTP)		Current Academic Year: 2020-2021
Branch: NA	Semester: I	
1	Course Code	ARP101
2	Course Title	Communicative English-I
3	Credits	3
4	Contact Hours (L-T-P)	**1-0-2**
	Course Type	**Co-Requisite**/ Compulsory /Elective/Open Elective
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments through the use of English. Help students to understand different accents and standardise their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.
6	Course Outcomes	CO1 Learn to use correct sentence structure and punctuation as well as different parts of speech. Learning new words its application and usage in different contexts helpful in building meaning conversations and written drafts. Develop over all comprehension ability, interpret it and describe it in writing. Very useful in real life situations and scenarios CO2 A recognition of oneâ€™s self and abilities through language learning and personality development training leading up to greater employability chances. Learn to express oneself through writing while also developing positive perception of self. To be able to speak confidently in English CO3 To empower them to capitalise on strengths, overcome weaknesses, exploit opportunities, and counter threats. To ingrain the spirit of Positive attitude in students through a full length feature film followed by a storyboarding activity. Create a Self Brand, identity and self esteem through various interesting and engaging classroom activity CO4 Exposing students to simulataions and situations wherein students learn to describe people and situations and handle such situations effectively and with ease. Teaching students how to engage in meaningful dialogues and active conversational abilities to navigate through challenging situations in life and make effective conversations. Learn how to transform adverse beginnings into positive endings â€" through writing activities like story completion

		CO5 At this stage the Students will be exposed to take advantage of the digital literacy platforms and to use them to their merit. How to use effective social media and how to create and build successful and professional social media handles. Students will also be exposed to multiple Career Opportunities across different domains. How to engage in effective brainstorming to deduct meaningful solutions to problems, like Fishbone techniques etc CO6 The students will also learn profusely about Social and cultural etiquettes. Students will effectively learn the Art of Management & Leadership Skills. The Students will also gradually start learning about the Entrepreneurial skills at this stage along with internal communication techniques

	Outline syllabus		CO Mapping
Unit 1		**Sentence Structure**	CO1
	1	Subject Verb Agreement	CO1
	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
Unit 2		**Vocabulary Building & Punctuation**	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO1
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO1, CO1
	3	Conjunctions/Compound Sentences	CO1, CO2
Unit 3		**Writing Skills**	
	1	Picture Description – Student Group Activity	CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie | SWOT Analysis – Know yourself	CO3, CO2, CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO2, CO3, CO4
Unit 4		**Speaking Skill**	
	1	Self-introduction/Greeting/Meeting people – Self branding	CO2, CO3
	2	Describing people and situations - To Sir With Love (Watching a Full length Feature Film)	CO3, CO4
	3	Dialogues/conversations (Situation based Role Plays)	CO2, CO4, CO4
Unit 5		**Exercises**	*N/A*
	1	Exercises	*N/A*
	2	Exercises	*N/A*
	3	Exercises	*N/A*
	Evaluations	*Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE)*	*N/A*
	Text book/s*	●Blum, M. Rosen. *How to Build Better Vocabulary*. London: Bloomsbury Publication	
	Other References	Comfort, Jeremy(et.al). *Speaking Effectively*. Cambridge University Press	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	-	2	3	-	-	-
CO2	-	2	2	-	-	-
CO3	-	1	1	-	-	1
CO4	-	1	1	1	-	1
CO5						
CO6						

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE	Batch: 2020-2023	
Program: BA(FTP)		Current Academic Year: 2020-2021
Branch: NA	Semester: I	
1	Course Code	EVS106
2	Course Title	Environmental Science
3	Credits	3
4	Contact Hours (L-T-P)	**3-0-0**
	Course Type	**Co-Requisite**/ Compulsory /Elective/Open Elective
5	Course Objective	1. Enable students to learn the concepts, principles and importance of environmental science 2. Provide students an insight of various causes of natural resource depletion and its conservation 3. Provide detailed knowledge of causes, effects and control of different types of environmental pollution and its effect on climate change, global warming and ozone layer depletion. 4. Provide knowledge of different methods of water conservation 5. Provide and enrich the students about social issues such as R&R, population and sustainability.
6	Course Outcomes	CO1:- to Understand the principles and scope of environmental science CO2:- to Study about various pollution causes, effects and control and solid waste management CO3:- to know Effect of global warming and ozone layer depletion CO4:- to have Knowledge about various types of natural resources and its conservation CO5:- to Understand about sustainable development, resettlement and rehabilitation, impact of population explosion on environment the methods of water conservation CO6:- to have Overall understanding of various environmental components, its protection and management
7	Course Description	Environmental Science emphasises on various factors as 1. Importance and scope of environmental science 2. Natural resource conservation 3. Pollution causes, effects and control methods 4. Social issues associated with environment
8	Outline syllabus		CO Mapping
	Unit 1	**General Introduction**	
	1	Definition, principles and scope of environmental science	CO1/CO6
	2	Land resources, Forest Resources	CO1/CO6
	3	Water Resources ,Energy Resources	CO1/CO6
	Unit 2	**Environmental Pollution (Cause, effects and control measures) and solid waste management**	
	1	Air pollution ,Water Pollution	CO2/CO6

	2	Soil and Noise pollution	CO2/CO6
	3	Solid wastes and its management	CO2/CO6

Unit 3		**Climate Change and its impact**	
	1	Concept of Global Warming and greenhouse effect	CO3/CO6
	2	Ozone layer Depletion and its consequences	CO3/CO6
	3	Climate change and its effect on ecosystem, Kyoto protocol and IPCC concerns on changing climate	CO3/CO6
Unit 4		**Natural resource conservation**	
	1	Hot spots, threats to biodiversity, endemic species	CO4/CO6
	2	Conservation of biodiversity, ex-situ, in-situ conservation, biodiversity services.	CO4/CO6
	3	Need of Water Conservation, Rain Water Harvesting Watershed management	CO4/CO6
Unit 5		**Social Issues and the Environment**	
	1	Concept of sustainable development	CO4/CO6
	2	Resettlement and rehabilitation of people; its problems and concerns, Case studies	CO4/CO6
	3	Population explosion and its consequences	CO4/CO6
Mode of examination	Theory		
Weightage Distribution	CA	MTE	ETE
	30%	20%	50%
Text book/s*	**1.** Environmental Studies – Benny Joseph – Tata McgrawHill- 2005 **2.** Environmental studies – R. Rajagopalan – Oxford Publication – 2005		
Other References	1. Miller, G.T., "Introduction to Environmental Science", Cengage Learning. 2. Rao, P.V., "Principles of Environmental Science and Engineering", Prentice Hall of India		

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	-	-	2	3	-
CO2	3	-	-	2	3	-
CO3	3	-	-	2	3	-
CO4	3	-	-	2	3	-
CO5	3	-	-	2	3	-
CO6	3	-	-	2	3	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE	**Batch : 2020-2023**	
Program: BA(FTP)	**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: I**	

1	Course Code	BMC152
2	Course Title	Understanding Media
3	Credits	3
4	Contact Hours (L-T-P)	**3-0-0**
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1. To impart basic concepts meaning of media 2. To make students aware about historic development and evolution of different types of media.
6	Course Outcomes	The student will be able to CO1:-Understand the basic concept of media CO2:-Evaluate the development of different types of media. CO3:-Apply and evaluate the impact of media on people is lives and choices CO4:-Apply the knowledge of writing for different Media and incorporating the value of Media law and ethics CO5:-Integrate journalistic reporting, writing and editing. Also learn to use current technologies to reach, communicate with and increase your audience.
7	Course Description	The course focusses on the evolution and historical development of media. The course orients and enhances the theoretical knowledge of the students on the basics of media.

8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Media**	**CO1**
	1	Definition and Concept of Media	
	2	Functions and Characteristics of Media	
	3	Nature, Scope and types of Media	
	Unit 2	**Evolution of Media – Folk/Tradition & Print**	**CO2, CO3**
	1	Traditional/Folk Media	
	2	Print Media – Pre-Independence Era	
	3	Print Media – Post-Independence Era	
	Unit 3	**Evolution of Media – Electronic (Radio & TV)**	**CO2, CO3**
	1	Radio	
	2	Television	
	3	Contemporary scenario of Radio & TV	
	Unit 4	**Evolution of Media – Cinema**	**CO2, CO3**
	1	Silent Era in Cinema	
	2	Middle Era in Cinema	
	3	Contemporary Cinema	
	Unit 5	**Evolution of Media – New/Online/Digital**	**CO2, CO3,CO5**
	1	History & Evolution	
	2	ICT	

	3	Contemporary Digital Media	

	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Mass Communication in India by Keval J Kumar			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	-	-	2	-
CO2	3	3	-	2	2	2
CO3	3	3	2	-	2	2
CO4	3	2	2	-	-	2
CO5	3	2	-	-	-	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE	Batch : 2020-2023	
Program: BA(FTP)		Current Academic Year: 2020-2021
Branch: NA	Semester: I	

1	Course Code	BMC148
2	Course Title	Cultural and Art Forms
3	Credits	3
4	Contact Hours (L-T-P)	**3-0-0**
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of pursuing this course is: ☐ debate on various aspects of Indian history, art and culture ☐ critically engage on various socio-economic and political issues in India ☐ utilize knowledge gained to influence the social fabric of the country
6	Course Outcomes	After completing this course the student shall be able to CO1 Describe the various aspects of Indian history, art and culture CO2 Relate to the fundamentals of various socio-economic and political issues in India CO3 Apply and Demonstrate critical thinking abilities to analyse and suggest alternatives describe salient features of Indian culture CO4 Explain the concept of diversity and underlying unity in Indian culture CO5 Apply their knowledge in restructuring the system by developing positive, differentiative and analytical capabilities.
7	Course Description	The course is aimed to impart knowledge of Indian history, art and culture among students. The course will also help the student to critically examine the socio-economic and political aspects and issues of the country.
8	Outline syllabus		CO Mapping

	Unit 1	**Indian History : An Introduction**	
	1	Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India,	**CO1**
	2	Religion and Philosophy in India: Ancient Period, Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimansa School of Philosophy	CO2
	3	Indian Freedom Movement (1857-1947) Landmarks	CO1
	Unit 2	**Indian Culture: An Introduction**	
	1	Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism	CO2
	2	Art and Culture: Contemporary Issues and Debates	CO3
	3	Scientific Temper: Concept, Relevance and Practice	CO3

Unit 3	Indian Polity	
1	Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles	CO2
2	Presidential System and Parliamentary Democracy	CO4
3	General Elections and Electoral Reforms	CO2
Unit 4	Indian Art & Architecture:	
1	Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture	CO1,CO4
2	Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition	CO1,CO4
3	Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema 4. Contemporary Indian Art and Artists	CO1,CO4
Unit 5	Social Movements & Activism	
1	Marginalisation, Socio-Economic Equality and Reservation	CO4
2	Judicial Activism & Women Safety, Gender Equality and Activism	CO5
3	Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan	CO5
Mode of examination	Theory	
Weightage Distribution	CA	MTE	ETE	
	30%	20%	50%	
Text book/s*	1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press. 2. Ghosal, H. R. (1962). An Outline History of the Indian people. Delhi: Publications Division, Ministry of Information & Broadcasting, Govt. of India.	
Other References	1. Nehru, J. (1946). The Discovery of India. New York: The John Day Company. 2. Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin. 3. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons.	

	4. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications. 5. Verma, N., & Bhalla, A. (200 0). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	-	-	-	2	-
CO2	3	-	-	-	2	-
CO3	3	-	-	-	2	-
CO4	3	-	-	-	2	-
CO5	3	-	-	-	2	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE	Batch : 2020-2023	
Program: BA(FTP)		Current Academic Year: 2020-2021
Branch: NA	Semester: I	
1	Course Code	BMC149
2	Course Title	Visual Communication
3	Credits	3
4	Contact Hours (L-T-P)	**0-2-2**
	Course Type	**Compulsory** /Co Requisite/Pre Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1. Make the learner understand various forms of effective visual communication designs. 2. Make the learner understand the semiotics, Design elements and non-verbal language that is used for narrative representation 3. Help learners apply their understanding of visual communication basics in designing minor student projects
6	Course Outcomes	The student will be able to CO1:-Describe a design through visual communication CO2:-Understand the semiotics, Design elements, and non-verbal language that is used for narrative representation. CO3:-Apply conceptual and technical understanding of Graphics and Visual Design CO4:-Analyze an effective transference of ideas. CO5:-Create a Design based on principles of visual communication
7	Course Description	The programme aims to develop mature understanding of visual communications, their importance, forms and their aesthetic aspects. In addition to finding solutions to Visual communication needs, it also tries to generate methodologies for solving fundamental visual designing problems.

8	Outline syllabus		CO Mapping
	Unit 1	**Intro to Visual Communication**	
	1	Human and Visual Communication (physiology and psychology), Visual Communication - A expression, skill and process, The semiotic landscape: language and visual communication, narrative representation	CO1, CO2
	Unit 2	**Fundamentals of Design**	

	1	Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.), Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, implementation.	CO2
	Unit 3	**Basics of Graphic Design**	
	1	Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas- verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.	CO3
	Unit 4	**Visual Designing**	
	1	Understanding of the factors that influence the visual design problem. Study in the phases of process from analysis through synthesis and evaluation. Role of creativity, role playing brain storming, metamorphic thinking and other methods of idea generation. Visual Design methodology for various stages of design process – research, analysis, ideation, concepts, prototyping and evaluation. Presentation and documentation of the design task.	CO3
	Unit 5	**Minor Design Project**	
	1	Creating various projects involving the application of Visual Communication Modules Learnt so far. It can be anything from a business card, to a letterhead, a logo, or a stylesheet, or a website, mobile App, etc.	CO3
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	ETE	
		60%	40%	
	Text book/s*	Visual Communication: Images with Messages by Paul Martin Lester	
	Other References	● Visual Communication: From Theory to Practice by Jonathan Baldwin ● The Non-Designer's Design Book by Robin Williams. ● Essentials of Visual Communication by Bo Bergstrom	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	-	1	-	-
CO2	3	2	-	1	-	-
CO3	2	3	-	2	-	-
CO4	2	3	-	2	-	-
CO5	2	3	-	2	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE	**Batch : 2020-2023**	
Program: BA(FTP)	**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: I**	

1	Course Code	BMC150
2	Course Title	Soft-Skill and Personality Development
3	Credits	3
4	Contact Hours (L-T-P)	**0-1-4**
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1. Make students well versed in voice evaluation, to improve their vocabulary and vocal tools to make them ready for industry in terms of voice and speech. 2. To understand the importance of body language and right posture in terms of giving speech
6	Course Outcomes	The student will be able to: CO1: Gain confidence in terms of voice and speech. CO2: Practice perfect body language at events and scenarios. CO3:To understand voice analysis and improvement CO4:To understand the pronunciation and articulation CO5: To understand stress management and implement presentation skills.
7	Course Description	The course is developed to inculcate the soft-skills and pleasing personality among the student which will help in developing the overall personality of the students.

8	Outline syllabus		CO Mapping
	Unit 1	**Facial Expressions and Movements**	
	1	Sense of pace and timing	CO1, CO2
	2	Expressions and Dressing style in different scenarios	CO1
	3	Controlling emotions and techniques to use stage or delivery platform	CO1
	Unit 2	**Voice Analysis and Improvement**	
	1	Importance of voice improvement	CO2
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO1, CO3
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness	CO3
	Unit 3	**Pronunciation and Articulation**	
	1	Understanding different causes of mispronunciation.	CO1
	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO1

3		Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO2
Unit 4		**Management**	
1		Time and Stress management during presentation	CO2,CO6
2		Tools and resources to upgrade skills	CO2
3		Verbal/Non-verbal communication and how to Incorporate Honesty, leadership, Trust , courage and patience in speech and presentation.	CO1,CO2, CO4
Unit 5		**Exercise**	**NA**
1		Exercise	NA
2		Exercise	NA
3		Exercise	
Mode of examination		Jury/Practical/Viva	
Weightage Distribution	CA	ETE	
	60%	40%	
Text book/s*			
Other References		Online worksheets	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	1	3	-	-	2	2
CO2	1	3	-	-	2	2
CO3	1	3	-	-	2	2
CO4	1	3	-	-	2	2
CO5	1	3	-	-	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE	Batch : 2020-2023		
Program: BA(FTP)		**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: I**		
1	Course Code	BMC151	
2	Course Title	Computer & IT Skills	
3	Credits	3	
4	Contact Hours (L-T-P)	**0-1-4**	
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1. To impart knowledge with the basic fundamentals of computer application. 2. To ensure that the students undergo a survey of various basic computer applications that are available and frequently used in every professional's life	
6	Course Outcomes	The student will be able to: CO1: Have good knowledge and understanding of the basic computer skills for professional industries CO2: Have basic skills to work on MS Word, Publisher, Excel, Power Point, Outlook etc. CO3: Have an idea for the conversion of files in different formats. CO4: Have an ability to work on presentation along with using related tables, graphs and Pie chart. CO5: Create a promotional brochure using shapes, WordArt, Pictures, SmartArt and page backgrounds and borders	
7	Course Description	The course is designed to impart the basic fundamentals of computer application and IT among students. The course aims to enhance the technical competency among the students, foundation for the coming semesters.	
8	Outline syllabus		CO Mapping
	Unit 1	**WINDOWS and APPLICATION OF MS OFFICE USING MS WORD**	
	1	Knowing the MS Word Window Working on Business letters, knowledge of different fonts, styles and formats of professional documents	CO1, CO2
		Saving the files in different formats and working with print & print preview	
	2	FORMATTING THE TEXT Editing and Alignment of text, tabs, characters spacing Paragraph Indenting &spacing, Bullet and numbering, Changing cases	CO1
	3	TABLE MANIPULATIONS and DRAWING TOOLS Drawing tables, changing cell height and width Deleting and Inserting rows and columns, merging cells Using different drawing tools, borders and shading	CO1

Unit 2	MS EXCEL	
1	INTRODUCING EXCEL WORKSHEET Entering data and completing cell entries Adjusting column width and row heights, Formatting cells, Borders and fills Perform Worksheet Calculation and Print Preview	CO2
2	EDITING WORKSHEETS Inserting and deleting rows, columns and cells, Change the worksheet tab colour moving , renaming and creating copy of worksheets Using functions in formulas- Autosum, Sum, Average , Count	CO1, CO3
3	WORKING WITH CHARTS Create Chart to compare data Working with chart tools Edit chart data, Adding image to worksheet.	CO3
Unit 3	MS POWER POINT	
1	CREATING and DELIVERING OF PRESENTATION Navigating a power point window Choosing a theme and creating presentation Adding slides, Choosing Layout and aligning text	CO3
2	DESIGNING THE PRESENTATION Working on the aesthetics of slides Making your own slide format Printing handouts, handout masters, slide footers, slideshow	CO3
3	ADDING GRAPHICS, ANIMATION and SOUND Inserting Pictures, cliparts, graphics and other file formats Adding effects/animations to text and images Adding sounds and Videos in the presentation	CO2,CO3
Unit 4	USING MS PUBLISHER	
1	INTRODUCING MS PUBLISHER Introducing MS Publisher Interface Navigation and selection techniques	CO3
	Multipage layouts and selection techniques.	
2	CREATING A NEWSLETTER USING MS PUBLISHER Working on layout design and themes Inserting tables, graphs and images Conversion of file format and finalising publication	CO4
3	PUBLISHING A TRIFOLD BROCHURE Choosing a layout theme and design Placement of information and the Images Finalising publication and taking the print out.	CO3,CO4
Unit 5	INTERNET and WEB BROWSERS	
1	Basic HTML & Web designing (through programming languages & designing tools)	CO2,CO4

2	Search Engine Optimization			CO4
3	UNDERSTADING URL and SURFING THE WEB			CO4,CO5
Mode of examination	Jury/Practical/Viva			
Weightage Distribution	CA		ETE	
	60%		40%	
Text book/s*	Beginning Microsoft Office by Gay Hart Davis Websites and Internet material			

Course Articulation Matrix

POs COs	PO 1	PO 2		PO 3	PO 4	PO 5	PO 6
CO1	2	1		3	2	1	-
CO2	2	1		3	1	1	-
CO3	2	1		3	1	1	-
CO4	2	1		3	1	1	-
CO5	2	1		3	1	1	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

TERM 2

School: SMFE		**Batch : 2020-2023**	
Program: BA(FTP)		**Current Academic Year: 2020-2021**	
Branch: NA		**Semester: II**	
1	Course Code	ARP102	
2	Course Title	Communicative English-II	
3	Credits	3	
4	Contact Hours (L-T-P)	**3-0-0**	
	Course Type	~~Compulsory /~~**Co-Requisite**~~/Pre-Prerequisite/Elective/Open Elective~~	
5	Course Objective	To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays.	
6	Course Outcomes	**CO1** Move from primary self-assessment to larger goal and vision statement realisation with the help of feature length films as enablers and multimedia as language facilitators. **CO2** To develop a positive attitude through written expression of positive thought process and outlook with the help of writing activities like story completion et al. **CO3** Learn advanced writing skills in English like full length essays et al. **CO4** Master the science of speech and correct pronunciation through the accent-neutralisation program followed by reading sessions applying the lessons learnt. **CO5** At this stage students will learn about Innovative Leadership and Design Thinking skills and practices along with Ethics and Integrity **CO6** At this stage students will learn about Love & Compassion, Non-Violence & Truth, Righteousness, Peace, Service, Renunciation (Sacrifice) along with Introduction to Quant, Aptitude and Logical Reasoning	
7	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.	
8	Outline syllabus		CO Mapping
	Unit 1	Acquiring Vision, Goals and Strategies through Audio-visual Language Texts	CO1
	1	Pursuit of Happiness / Goal Setting & Value Proposition in life	

	2	12 Angry Men / Ethics & Principles	
	3	The King's Speech / Mission statement in life | strategies & Action Plans in Life	
	Unit 2	Creative Writing	CO2
	1	Story Reconstruction - Positive Thinking	
	2	Theme based Story Writing - Positive attitude	
	3	Learning Diary Learning Log – Self-introspection	
	Unit 3	Writing Skills 1	CO3
	1	Precis	
	2	Paraphrasing	
	3	Essays (Simple essays)	
	Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	CO4,CO5,CO6
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Dipthongs and Tripthongs	CO5
	2	Vowel Sound drills , Consonant Sound drills, Affricates and Fricative Sounds	CO6
	3	Speech Sounds | Speech Music| Tone | Volume| Diction |Syntax |Intonation | Syllable Stress |	
	Unit 5	Gauging MTI Reduction Effectiveness through Free Speech	NA
	1	Jam sessions	
	2	Extempore	
	3	Situation-based Role Play	
	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE	N/A
	Text book/s*	- Wren, P.C.&Martin H. High English Grammar and Composition, S.Chand& Company Ltd, New Delhi. - Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication - Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press. The Luncheon by W.Somerset Maugham -	

		http://mistera.co.nf/files/sm_luncheon.pdf	
	Other References		

Course Articulation Matrix

CO	P01	P02	P03	P04	P05	P06
CO1		1	1	1	1	1
CO2		1	1	1	1	1
CO3		1				
CO4		1	1			
CO5		1				
CO6		1	1			

1- Slight (Low)
2- Moderate (Medium)
3- Substantial (High)

School: SMFE	**Batch : 2020-2023**	
Program: BA(FTP)		**Current Academic Year: 2020-2021**
Branch: NA	**Semester: II**	
1	Course Code	**BMC153**
2	Course Title	**Media Laws & Ethics**
3	Credits	3
4	Contact Hours (L-T-P)	**3-0-0**
	Course Type	**Compulsory** ~~/Co-Requisite/Pre-Prerequisite/Elective/Open Elective~~
5	Course Objective	The objective of this course is to: 1. A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. This class will deal with press laws and ethical issues and professional practices in media. 3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.
6	Course Outcomes	The student will be able to CO1 Identify the moral dimensions of media ethics problems in various dilemmas faced by media. CO2 Interpret the Knowledge of media Laws and Ethics CO3 utilize knowledge gained in coverage related to media Profession CO4 Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity CO5 Apply the principles and understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7	Course Description	The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication
8	Outline syllabus		CO Mapping
	Unit 1		
	1	Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice	CO2
	2	Press Laws Before and After Independence; Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)	C01

	3	Bill to Act: Case Study of Lokpal	C01,C02
	Unit 2	**Press Commissions and Committees**	
	1	Press Commissions and Press Council of India	C02,C03
	2	Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee	C02, CO3
	3	The State: Sedition-incitement to violence (section 124A IPC) Defamation, Libel & Slander (Case studies) Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation),	C01,C02
	Unit 3	**Liberty and Restriction**	
	1	Press & Registration of Books Act 1867 and 1955, Copyright Act 1957 , Intellectual Property Right	C03
	2	Prasar Bharati Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956 Act 1990 and Cinematograph Act 1952 WTO agreement and intellectual property right legislations,	C01,CO2
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies) Obscenity; Indecent Representation of Women (Prohibition) Act, 1986;	C02,C01
	Unit 4	**Regulatory Bodies**	
	1	Advertising Council of India	C03
	2	Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning	C03
	3	Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code,	CO3
	Unit 5	**Media Ethics: Social Responsibility of Press**	
	1	Privacy and Publicity, Obscenity or Decency, Censorship & Plagiarism	CO4,CO5
	2	Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism,	CO4,CO5
	3	Cyber Laws and Ethics: Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking	CO4,CO5

Mode of examination	Theory		
Weightage Distribution	CA	MTE	ETE
	30%	20%	50%
Text book/s*	MEDIA LAW AND ETHICS - M. NEELAMALAR, PHI Learning Pvt. Ltd., 2009		
Other References	Books Recommended : 1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Credibility by Aggarwal, S.K. 3. Mass Media: Laws and Regulations by Rayudu, C.S. 4. History of Press, Press Laws and Communication by Ahuja, B.N. 5. Press and Pressure by Mankakar, D.R. 6. Freedom and Fraud of the Press by Ghosh, Kekar		

	7. Press and Press Laws in India by Ghosh, Hemendra Prasad 8. Media Ethics and Laws by Jan R. Hakeculdar 9. The Media in your life by Jean Folkerts.

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	-	-	2	-
CO 2	3	3	-	2	2	2
CO 3	3	3	2	-	2	2
CO 4	2	2	3	2	2	-
CO 5	2	2	3	2	2	-

1-Slight (Low)

2-Moderate (Medium)

3-3-Substantial (High)

School: SMFE	Batch : 2020-2023	
Program: BA(FTP)		Current Academic Year: 2020-2021
Branch: NA	Semester: II	

1	Course Code	BMC154	
2	Course Title	Development Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	**1-2-0**	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 3. To impart basic concepts meaning and models of development 4. To make students aware about problems and issues of the development. 5. Inculcate knowledge of development communication and relations with media and society. 6. Know the functioning of media in development coverage.	
6	Course Outcomes	The student will be able to	
		CO1	Appraise and evaluate contemporary development concerns, advocacy and communication for sustainable social change
		CO2	Analyse the process of Development Communication
		CO3	Recognise and apply aesthetic principles use of different media in development communication
		CO4	The student would be to analyse and evaluate gender issues & advocacy
		CO5	Write and Design message for Development Communication
7	Course Description	The courses offer focus on contemporary development concerns, advocacy and communication for sustainable social change . The other important areas of study are behaviour change communication. The course orients and enhances the capacity of the students in participatory methodologies.	
8	Outline syllabus		CO Mapping
	Unit 1	**Models and Paradigms of Development Communication**	
	1	Linear Models: Rostow's Demographic (Stages of Growth), Transmission Non-Linear: World System Theory, Neo-Marxist Theory	CO1, CO2
	2	Changing Paradigms of Development and Alternative Paradigms: Participatory, Think local/Act global -	CO1, CO2

		Think global/Act local	
	3	Economic and social indicators of development: GDP/GNP ,Human Development Index, Physical Quality of Life Index, Communication as an indicator, Democracy as an indicator, Human Rights as an indicator, Social Relations [inequality] Happiness Index	CO1,CO2
	Unit 2	**Communication and Social Change**	CO1
	1	Gandhian Perspective: Panchayati Raj	CO1
	2	Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy	CO1, CO2
	3	Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM, The Millennium Development Goals (MDGs) and Sustainable Development Goals	CO3,C02
	Unit 3	**Media and Development**	
	1	Role and performance of Mass Media in Development: Radio, Television, Cinema and Traditional media, Development of message design and communication	CO1
	2	Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting	CO1, CO3,C04 CO5
	3	ICTs: scope in development communication (SITE Experiment, e chaupal, e governance,)	CO3,CO2 ,C03,CO5
	Unit 4	**Behaviour Change Communication: Concept & Approaches**	CO3,C04
	1	Processes of Behaviour Change Communication	CO3,C04
	2	Strategic issues and BCC (Health/ Environment/ Consumption)	CO3,C04
	3	Case study of BCC campaigns for social mobilization and policy change	CO3,C04
	Unit 5	**Gender and Advocacy**	CO4
	1	Women and Human Rights	CO4
	2	Laws for protection of women's rights	CO3, CO4
	3	Media and gender mainstreaming	CO4,
	Mode of examination	Theory	
	Other References	1. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi	

| | | 2. Lerner Daniel and Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
3. Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi
Todaro, Michael P Economic Development in the Third World, Longman, New York | |
| | | 4. | |

Course Articulation Matrix

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	2	2	2	2
CO2	3	3	2	2	3	3
CO3	3	3	3	3	3	3
CO4	3	3	2	3	2	3
CO5	3	3	2	3	2	3

1-Slight (Low)

2- 2. Moderate (Medium)

3-Substantial (High

4-			
School: SMFE	**Batch : 2020-2023**		
Program: BA(FTP)		**Current Academic Year: 2020-2021**	
Branch:	**Semester: 2**		
1	Course Code	**BMC155**	
2	Course Title	**Entrepreneurship**	
3	Credits	3	
4	Contact Hours (L-T-P)		**3-0-0**
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	The objective of pursuing this course is: 1. To prepare students for starting their entrepreneurial journey and for launching start ups. 2. To upskill students with Basic Business Management, Branding and Marketing Skills 3. To help aspirants write their own business proposals and make budgets for their photography businesses. 4. To make students aware about legal and related issues.	
6	Course Outcomes	After completing this course the student shall be able to CO1 Identify basic business management and entrepreneurship. CO2 Interpret business plans and budgets to secure finances & seed funding CO3 Apply and Execute branding and marketing strategies to boost business CO4 Analyse legal and related issues. CO5 Plan and execute strategies in order to move faster & operate more efficiently.	
7	Course Description	The purpose of this course is to prepare students to start their entrepreneurial journey.	
8	Outline syllabus		CO Mapping
	Unit 1	**Entrepreneurship Basics**	
	A	Concept, Functions and Journey of being an Entrepreneur	CO1
	B	Innovation & Problem Solving as per Market Needs	CO1
	C	Teams & Resource Mobilization	CO1
	Unit 2	**Basic Business Management**	
	A	Types of Business organization	CO1
	B	Functional Areas of Management	CO1
	C	Client Servicing & Communication in Management	CO1
	Unit 3	**Budgeting and Finance**	
	A	Creating Impactful Business Proposals	CO 2
	B	Budgeting for a startup idea	CO 2
	C	Financing Entrepreneurial Ventures	CO 2
	Unit 4	**Branding & Marketing**	
	A	4 Ps of Marketing – Product, Price, Place & Promotion Additional Ps of Service Marketing – Process, People & Physical Evidence Budgeting	CO3,CO5

B	Branding	CO3,CO5
C	Traditional and Digital Marketing for SMEs	CO3,CO5
Unit 5	**Business, IPR and Taxation Laws**	
A	Overview of Company Laws in India	CO4
B	IPR and Copyrights	CO4
C	Taxation	CO4
Mode of examination	Theory/~~Jury/Practical/Viva~~	
Weightage Distribution	CA	MTE	ETE	
	30%	20%	50%	
Text book/s*	The Essence of Business & Management by Motilal Oswal	
Other References	● Entrepreneurship by William Bygrave & Andrew Zacharakis ● PRINCIPLES OF BUSINESS MANAGEMENT by Godfred Koi-Akrofi ● International Marketing by Philip R. Cateora, John Graham, Mary C. Gilly ● BASIC MARKETING by William Perreault, Joseph Cannon, E. Jerome McCarthy ● Introduction to Business Law by Jeffrey Beatty, Susan Samuelson	

Course Atriculation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	-	-	-	2	-	3
CO 2	-	-	-	2	-	3
CO 3	-	-	-	2	-	3
CO 4	-	-	-	2	-	3
CO 5	-	-	-	2	-	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE	**Batch: 2020-2023**	
Program: BA(FTP)	**Current Academic Year: 2020-2021**	
Branch: NA	**Semester: II**	

1	Course Code	BMC156
2	Course Title	Communications: Concepts & Principles
3	Credits	3
4	Contact Hours (L-T-P)	**3-0-0**
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: 1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication 3. To know the various channels of distributions of Mass Communication 4. Explain important theories of communication 5. Explain various models of communication
6	Course Outcomes	The student will be able to: CO1:-Develop a practical understanding of the various theories and models of communication CO2:-Understand the effects of mass communication on society, audiences and people CO3:-Apply Communication model and theories to critically analyse real-world issues CO4:-Illustrate and correlate models and theories of mass communication CO5:-Utilize knowledge to evaluate the effects of communication theory on society
7	Course Description	The course is designed to inculcate the knowledge of theorical aspects of Communication, by teaching a number of models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.

8	Outline syllabus		CO Mapping
	Unit 1	**Defining Communication**	
	1	Definition, Concept and Meaning of Communication	CO1, CO2
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.	CO1
	3	Stages and Types of Communication	CO1
	Unit 2	**Introduction to Communication Models**	
	1	Aristotle's model, Harold D Lasswell's model (1948),Claude Shannon and Warren Weaver's Model (1949).	CO3
	2	Theodore Newcomb's model (1953)	CO1, CO3
	3	Osgood's model (1954)	CO3
	Unit 3	**Theories of Communication**	

	1	Communication theory: Need and importance - Hypodermic or bullet theory	CO3
	2	Individual differences theory, Cognitive Dissonance Theory	CO3
	3	Personal Influence Theory	CO2,CO3
Unit 4		**Sociological theories of Mass Communication**	
	1	Cultivation Theory, Agenda Setting Theory	CO3
	2	Social Learning Theory, Spiral of Silence	CO4,CO5
	3	Uses and Gratification Theory, Dependency Theory	CO3,CO4
Unit 5		**Normative Theory of Communication**	
	1	Authoritarian Theory, Libertarian Theory	CO2,CO3
	2	Social Responsibility Theory, Soviet Media Theory	CO4,CO5
	3	Development Theory, Democratic-Participant Media Theory	CO3,CO3
	Mode of examination	Jury/Practical/Viva	

	Weightage Distribution	CA	MTE	Weightage Distribution	
		60%	00%	40%	
	Text book/s*	Mass Communication In India by Keval J Kumar			
	Other References	1. Handbook of Communication by Uma Narula 2. Handbook of Journalism and Mass Communication by VirBala Aggarwal and VS Gupta 3. Theories of Mass Communication: De Fleur and B. Rokeach 4. Mass Communication Theory: Denis McQuail 5. Perspectives in Mass Communication : Agee, Ault, Emery 6. Mass Communication: Whitney, Wartella and Windohl 7. Issues in Mass Communication: JS Yadav and Pradeep Mathur 8. Reading in Mass Communication: Emery Smithe 9. Mass Media Today: Subir Ghosh 10. Introduction to Mass Communication: William Francois 11. Studies in Communication: Asher Cashden and Martin Jordin 12. Mass Communication and Development Dr. BaldevRaj . 13. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	-	-	2	-
CO2	3	3	-	2	2	2
CO3	3	3	2	-	2	2
CO4	3	3	-	2	2	2
CO5	3	3	2	-	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE	Batch : 2020-2023	
Program: BA(FTP)		Current Academic Year: 2020-2021
Branch:	Semester: 2	
1	Course Code	**BMC157**
2	Course Title	Sound and Image
3	Credits	3
4	Contact Hours (L-T-P)	**0-0-6**
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective
5	Course Objective	The objective of this course is to: ● To explore basic principles relations to the (re) production of sound and image ● To understand the basic methods of audio recording and (re)generation ● To understand basic methods of image (re)generation and photographic capture ● To understand interactivity between sound, image and context
6	Course Outcomes	The student will be able to CO1:Define the basic principles relating to production and editing of different kinds of Sounds & images CO2:-Characterize fundamentals relating to digital image & sound production using various kind of equipment. CO3:-Apply their understanding of sound and imaging to create basic audio-visuals. CO4:-Compare, Contrast and Co-Relate the basic methods of audio recording and regeneration. CO5:-Generate Audio visual content independently
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of story-telling using audio visuals.
8	Outline syllabus		CO Mapping
	Unit 1	**Principles of Sound**	
	1	Nature of Sound, its Properties and Dimensions	CO1
	2	Microphones	CO1
	3	Audio Accessories for Sound Production	CO1
	Unit 2	**Sound Recording & Mixing**	
	1	Digital Audio Formats	CO1
	2	Sound Recording & Reproduction	CO1, CO3
	3	Audio Mixing and Editing	CO3
	Unit 3	**Digital Imaging**	
	1	Types of Graphics (Vector and Raster)	CO2
	2	Digital Imaging Formats	CO2
	3	Basic Software for Production of Vector & Raster Graphics	CO2
	Unit 4	**Basic Image Editing**	
	1	Practical Applications of Image Editing	CO2

	2	Mobile Applications for image editing	CO2
	3	Online Tools for Image Processing and Editing	CO2
Unit 5		**Audio Visual Production**	CO2
	1	Basics of Audio-Visual Mixing	CO3,CO4
	2	AV Creation using different Software	CO3,CO5
	3	Final AV production	CO3,CO5
	Mode of examination	Jury Examination	
	Weightage Distribution	CA	ETE	
		60%	40%	
	Text book/s*	Mastering Audio: The Art and the Science by Bob Katz	
	Other References	● Master Handbook of Acoustics by F. Alton Everest & Ken Pohlmann ● The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	3	1	-	-
CO2	3	2	3	1	-	-
CO3	3	2	3	2	-	-
CO4	3	2	3	1	-	-
CO5	3	2	3	2	-	-

1- **Slight (Low)**
2- **Moderate (Medium)**
3- **3-Substantial (High)**

School: SMFE		**Batch : 2020-2023**	
Program: BA(FTP)		**Current Academic Year: 2020-2021**	
Branch: NA		**Semester: I**	
1	Course Code	**BMC158**	
2	Course Title	**Study Tour**	
3	Credits	2	
4	Contact Hours (L-T-P)	**0-0-4**	
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	1. To provide students the opportunity to have hands-on industry experience/ interaction. 2. To provide students with an opportunity to assess their classroom knowledge vis-a-vis industry. 3. Development of film making skills in students, in the context of real world. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry.	
6	Course Outcomes	The student will be able to : CO1 Define the working style of the industry CO2 Understanding of problem dealing by the professional. CO3 Apply how to work under pressure and strict deadlines CO4 Structuring a project report and present it to a group of experts or faculty. CO5 Evaluating the management during the Film & Tv production	
7	Course Description	1. Students will spend their allocated time in motion picture industry. 2. Students will have to write report to accomplish following tasks: ● Share their experience in industry ● Share their learning outcome ● Discuss problems faced by them ● Students will write a final report/ portfolio for the jury submission ● Oral presentation/ viva-voce will be conducted based on the project report	
8	Outline syllabus		CO Mapping
	Unit 1 -5	**Report on the tour conducted by the department**	**CO1,CO2,CO3,CO4,CO5**
Mode of examination		Jury/Practical/Viva	
Weightage Distribution		CA	ETE	
		60%	40%	
Text book/s*	NA		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	-	2	3	-	2	-
CO2	-	2	3	-	2	-
CO3	-	2	3	-	2	-
CO4	-	2	3	-	2	-
CO5	-	2	3	-	2	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Semester -3

School:		**SMFE**
Program:		**BA (Film &Television Production)**
Branch:		**Semester: III**
1	Course Code	**BFT215**
2	Course Title	**INTRODUCTION TO FILM & TELEVISION**
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Familiarize the students with the origin and growth of television and films 2. Apprise students with the structure and composition of TV/Broadcasting Industry 3. Discuss the emergence & need of the Film
7	Course Outcomes	The student will be able to : CO1 Identify the trajectory of the TV Industry CO2 Summarise the structure of the TV industry and describe the responsibilities of the editorial, marketing & production staffers CO3 Articulate the impact of TV & films on society and culture CO4 Analyze films in India, and different film movements across the world CO5 Appraise the history of TV CO6 Evaluate different stages of production.
8	Course Description	This course is designed to have the understanding of the world of Film and Television. The class deals with various aspects and elements required for television & film production. The stages of production fromconceptualizationtilltheeditingandfinalproductwillbe discussed during the sessions.
9	**Outline syllabus**		
	Unit 1	**Television: History and its growth**	
	A	Origin and growth of Television in India	CO1
	B	Television from parallel experiments to way of life	CO3
	C	The age of Satellite channels and the news TV boom	CO1
	Unit 2	**TV Structure & Current Scenario**	
	A	Advantages and disadvantages of television as mass media platform	CO3
	B	Structure and composition of a TV channels	CO2
	C	Roles, responsibilities and hierarchy	CO2
	Unit 3	**Films, culture and communication**	
	A	150 years of films in India	CO4
	B	Films as a tool of mass communication	CO3

	C	Cinema as a cultural platform in India	CO3
	Unit 4	**Evolution of Films**	
	A	A brief: Early experiments in Indian and World Cinema	CO4
	B	Introduction to film movements in the world	CO4
	C	Contemporary Indian filmmakers	CO4
	Unit 5	**Stages of Production**	
	A	Pre-production process	CO5,CO6
	B	Production process	CO5,CO6
	C	Post production Process	CO5,CO6
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA 30 · MTE 20 · ETE 50	
12	Text book/s*		
13	Other References		

		CA	MTE	ETE	
11	Weightage Distribution	30	20	50	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3		2			
CO2	3		2			3
CO3	2	2		2	3	2
CO4	3					
CO5	3	1	3		2	2
CO6	3	1	3		2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA (Film &Television Production)	
Branch:	Semester: III	
1	Course Code	**BFT216**
2	Course Title	**History of Cinema and Film Theory**
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1.Familiarize the student with language and aesthetics offilms 2. Help the students to develop the understanding of basic techniques used in story telling incinema. 3.Offer a varied perspective of Mainstream, Parallel and regional cinemas inIndia 4 Discuss International Cinema & their film making styles. 5.Help the student critically analyze films with an intent of writing film reviews/ narratology
7	Course Outcomes	The student will be able to: CO1 Appreciate the nuances of different film genres from birth of Cinema technology till date. CO2 Critically analyze the films on basis of their arts, aesthetics and storytelling techniques CO3 Study contents and presentation of texts and subtexts in different genres of films CO4 Discuss the trends of Contemporary Indian and International Cinema CO5 : Evaluate the major turning points and trends in other international films
8	Course Description	This course is designed to enhance the students' understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyze and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of Film Industry.
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to Indian Cinema	
	A	Dada Saheb Phalke	CO1
	B	Bombay Talkies	CO1, CO3
	C	Mythological Films	CO1
	Unit 2	International Cinema	
	A	Japanese Cinema	CO1, CO4
	B	British Cinema	CO4,CO5
	C	Iranian Films	CO4,CO5
	Unit 3	Different film genres	

	A	Major Turning Points and trends in cinema	CO1
	B	Parallel Cinema in India	CO2
	C	Cinema and literature	CO2
	Unit 4	Regional and Offbeat Indian Cinema	
	A	Regional Indian Cinema	CO2
	B	English Bollywood movies	CO2
	C	Impact of the multiplex system	CO4
	Unit 5	Overview of International Cinema	
	A	European Cinema (UK, Germany, France etc.)	CO2
	B	Cinema in Asian Countries (like Japan and China)	CO2
	C	Major turning points and trends in other international films	CO3
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA 30	MTE 20	ETE 50	
12	Text book/s*		
13	Other References		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	-	-	-	1	-
CO2	2	-	3	-	-	-
CO3	3	-	1	-	-	-
CO4	3	-	-	-	2	
CO5	3	-	-	-	2	

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	**SMFE**	
Program:	**BA (Film &Television Production)**	
Branch:	**Semester: III**	
1	Course Code	**BFT217**
2	Course Title	**WRITING FOR VISUAL MEDIA**
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To understand the basic structure of Screenplay 2. To introduce to the basic skills for screenwriting
7	Course Outcomes	The student will be able to : CO1: Recognize the visual language and write visual stories. CO2: Characterize various nuances of story-telling. CO3: Sketch characters and write for screen dialogues. CO4: Analyze the intricacies of screenwriting and the use of Software. CO5: Critique a script and a screenplay. CO6: Develop fiction and non-fiction scripts
8	Course Description	This course is designed to enhance the creative writing skills for Film and Television. This class will develop an understanding of writing for the visuals.

9	**Outline syllabus**		
	Unit 1	**Visual Language**	
	A	Images for communication, Power of Image	CO1
	B	Research and reconnaissance.	CO1
	C	Storyboarding	CO1
	Unit 2	**Structure of a Story**	
	A	Beginning –introducing characters and subject	CO3
	B	Middle- growth of the plot	CO4
	C	Climax and ending	CO3
	Unit 3	**Non Fiction Script Writing**	
	A	Writing for TV news	CO1,CO5
	B	Writing a short story	CO1,CO5
	C	Writing long format feature stories	CO1,CO5
	Unit 4	**Script writing software**	
	A	learning to use script writing software	CO4
	B	Making shooting schedules using software	CO4
	C	Managing logistics and manpower using software	CO4
	Unit 5	**Fiction Script Writing**	
	A	Planning first draft	CO3, CO4,CO6
	B	Revising/Polishing	CO3, CO4,CO6

	C	Final Draft			CO4,CO6
10	Mode ofexamination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	● How not to write a screenplay: 101 common mistakes most screenwriters make by DennyMartin Flinn			
		● Screen Adaptation: A Scriptwriting Handbook by Kenneth Portnoy ● Screenplay: The Foundations Of Screenwriting By SydField			
13	Other References	● The Screenwriter's Bible ByDavidTrottier ● The Bare Bones Book of Screenwriting: The Definitive Beginner's Guide to ... By J. T.Clark ● Screenwriting for a Global Market: Selling Your Scripts from Hollywood to ... By AndrewHorton ● Screenwriting For Dummies ByLauraSchellhardt ● Screenwriting: The Sequence Approach By Paul Joseph Gulino ● The Tools of Screenwriting By David Howard, Edward Mabley ● The Art of Screenwriting: An A to Z Guide to Writing a Successful Screenplay By William Packard ● Writing the Character-Centered Screenplay By Andrew Horton			

Course Articulation Matrix

POs\nCOs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	-	-	-	-
CO2	3	3	-	-	2	2
CO3	2	3	2	-	-	-
CO4	2	3	3	-	-	-
CO5	2	3	2	-	-	-
CO6	2	3	3	-	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE
Program:	BA (Film and Television Production)
Branch:	Semester: III

1	Course Code	BFT218
2	Course Title	Introduction to Audiography
3	Credits	2
4	Contact Hours (L-T-P)	1-0--2 (L-T-P)
5	Course Type	Core Course
6	Course Objective	1. Familiarize the student with basic concepts ofsound 2. Students learn about different devices used in audioproductions 3. To learn Indoor & outdoorrecording 4. Audio programmeproduction
7	Course Outcomes	The student will be able to: CO1 Identify the basic concept of sound for cinema CO2 Compare voice modulation and quality of voice CO3 Summarize Microphone and different audio accessories CO4 Analyze the principles of audio programme production CO5 Prepare a script for an audio programme CO6 Record a basic sound project
8	Course Description	The course covers all the production and pre-production related to Audio

9	**Outline syllabus**		CO Mapping
	Unit 1	**Principles of Sound**	
	A	Importance of sound in Cinema	CO1
	B	Understanding different kinds and quality of Sound	CO1
	C	Understanding digital sound workstation	CO1, CO2
	Unit 2	**Types of microphones**	
	A	How microphone works and their polar patterns	CO1, CO2
	B	Unidirectional, bi directional and omni directional microphones. Condenser microphones, lapel/ leveler microphones, Boom mike, gun mike, etc.	CO2
	C	Placement of microphones and recording	CO2, CO4
	Unit 3	**Audio Connectors, Cables and recording**	
	A	Audio cables and connector	CO3
	B	Built-in and external microphone	CO3
	C	Direct in camera and through DAT	CO3
	Unit 4	**Introduction to Recording different genres of sound**	
	A	Narration, dialogues and speech	CO2, CO3
	B	Sound effects	CO3,CO4
	C	Music	CO2, CO3
	Unit 5	**Sound project**	

	A	Scripting a basic audio programme		CO5
	B	Online and offline sound		CO3,CO4
	C	Creating a programme mixing three tracks using basic mixer		CO6
10	Mode of examination	Jury		Jury
	Weightage	CA	MTE	ETE	
11	Distribution	60	N.A.	40	
12	Textbook/s	Understanding the Film: An Introduction to Film Appreciation, McGraw-Hill Education		
13	Other References	☐ Anatomy of Film by Bernard F.Dick ☐ Art of Watching Films by Joseph M. Boggs,Dennis W. Petrie		

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	-	3	-	-	-
CO2	3	3	-	-	-	2
CO3	3	-	3	-	-	-
CO4	-	2	3	-	-	-
CO5	3	-	3	-	-	-
CO6	-	2	3	-	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA (Film and Television Production)	
Branch:	Semester: III	
1	Course Code	BFT219
2	Course Title	Visual Design and Graphics
3	Credits	2
4	Contact Hours	1-0-2 (L-T-P)
5	Course Type	Core Course
6	Course Objective	1. Introduce the fundamental elements of Graphics and Animation. 2. Introduce Software for AVEditing. 3. Introduce the Fundamental Elements ofMultimedia. 4. Emphasis on learning the representations, perceptions and applications of animation andmultimedia.
7	Course Outcomes	The student will be able to: CO1 Define Key Graphics, Animation and Multimedia concepts. CO2 Apply skills of Creating and editing 2D/3D Graphics CO3 Relate contemporary multimedia technologies. CO4 Reframe Animation Principles with computer application. CO5 Develop the Particles Behavior & Concept of Physics in Computer Application
8	Course Description	With more and more use of digital audio video content and graphics in almost all forms of media understanding the basics of graphics and animation is vital. Further if anyone wishes to start a digital venture or wants to make a career in graphics and/or animation he/she should be tough with using the tools of animation and their application. This course is aimed to make students learn these skills and knowledge about animation and graphics.
9	Outline syllabus		CO Mapping
	Unit 1	Audio Visual fundamentals and representations	
	A	Color Science, Color, Color Models, Color palettes, Dithering, 2D Graphics.	CO1
	B	Image Compression and File Formats: GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Basic Image, Use of image editing software, Photo Retouching.	CO1, CO3
	C	Adding sound to your multimedia project, Audio software and hardware.	CO4
	Unit 2	Multimedia Skills	
	A	Introduction to Multimedia: What is multimedia, Components of multimedia, Web and Internet multimedia applications, Transition from conventional media to digital	CO1

		media?	
	B	Computer Fonts and Hypertext: Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts. International character sets and hypertext, Digital font's techniques.	CO4
	C	Multimedia Authoring Basics, Some Authoring Tools, Macromedia Director and Flash.	CO4
	Unit 3	Basics of Animation and Graphics	
	A	Animation: origin and growth, Basic principle of animation, elements and types, story board, Role of computers in animation, Computer language for animation, Layout and Designing	CO1
	B	Basic of sketching, still life and assignment of basic drawing, Composition of basic elements, Work in different media, such as drawing, collage, and painting	CO3
	C	Explore the relationship between elements and principal Pixel and resolution: Vector and Bitmap Graphics, Creating Digital Layout	CO4
	Unit 4	Basics of 2D Animation	
	A	Understanding the concept of 2 D Animation, Color theory and basics, incorporating sound into 2D animation, Create, Edit and working with Animation Graph, Rigging using Blender.	CO2
	B	Introduction to Fluid Effects, creating fluid simulation, basic Simulation and collusion using Rigid body, Cloth Simulation, Simulation of Brick wall collusion	CO2,CO5
	C	Shapes, Modifiers, Transforming and Grouping	CO4
	Unit 5	Basics of 3D Animation	
	A	Understanding tools of 3 D Animation	CO2
	B	Modeling Techniques, High and Low Poly Modeling, Creation of Morph Targets	CO2
	C	Compound objects, Modifying object.	CO3
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	

12	Textbook/s	● The Complete Animation course by Chris Patmore, By – Barons Educational Series NewYork ● Parekh Ranjan, "Principles of Multimedia",Tata McGraw-Hill, 2007	
13	Other References	● Autodesk 3Ds Max 2014 by Randi L. Drachten and Dariush DerakhshaniSybex ● Flash CS4 Professional Bible Published by Wiley Publishing (Robert R and SnowD.) ● Li and Drew, "Fundamentals of Multimedia",Pearson Education, 2009.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	3	-	-	2
CO2	3	2	3	-	-	2
CO3	1	2	3	-	2	2
CO4	3	-	3	-	-	2
CO5	3	-	3	-	-	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School:		**SMFE**	
Program:		**BA (Film and Television Production)**	
Branch:		**Semester: III**	
1	Course Code	BFT220	
2	Course Title	**Digital Photography and Basic Lighting Techniques**	
3	Credits	6	
4	Contact Hours (L-T-P)	2-1-6 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. Make the learner understand aesthetics and techniques of Visual Communication 2. Provide the students with a thorough understanding and application of achieving the right exposure with DSLRs and DigitalCameras 3. Introduce the learner to different types of photography accessories and theiruses. 4. Introduce the student to different commercial and non-commercial beats in photography	
7	Course Outcomes	The student will be able to : CO1 Identify different photography genres and define Photography as art form. CO2 Express the requirements of various beats of photography and aesthetics of shooting for these beats. CO3 Apply their understanding of composition principles CO4 Recommend an indoor / outdoor lighting setup for a specific genre of photoshoot. CO5 Evaluate a photograph on basis of its exposure and aesthetics. CO6 Create a portfolio of aesthetic photographs and images edited using any Adobe package taught in the class.	
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students will also learn to use different types of DSLR cameras and editing tools used in photography.	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Intro to Visual Communication and Photography**	
	A	Types and Genres of Photography	CO1
	B	Essence and Aesthetics of Photographs	CO1,CO5
	C	Evolution and development of Photography as an art form	CO2,CO5
	Unit 2	**Cameras, Lenses and Accessories**	
	A	Cameras, Their Types and their working	CO1
	B	Lenses, Types and their uses in Photography	CO1
	C	Accessories used in Photography	CO1,CO2
	Unit 3	**Exposure Control**	
	A	Exposure control with Aperture, Shutter and ISO,	CO1

		Metering, White Balance, EV etc.	
	B	Exposure Triangle and Correct Exposure	CO4, CO2,CO5
	C	Composition essentials, Rule of 1/3	CO1
Unit 4		**Sensors of Digital Cameras and Lighting**	
A		Sensor size, Pixels, Crop factors and Aspect ratios	CO1
B		Latitude and Dynamic range	CO1
C		3-point Lighting and handling background	CO3
Unit 5		**Applied Basics**	
A		Colour Wheel and Colour temperatures	CO4
B		Exposure (light) meter, Foot-candles and lux	CO4, CO2,CO5
C		Lighting contrast and lighting ratio	CO4
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA 60 / MTE N.A. / ETE 40	
12	Text book/s*	1. Michael Langford Basic Photography, Focal Press 2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsanlearning 3. Lee Frost Photography, HodderHeadline	
13	Other References		

Weightage Distribution table (row 11):

	CA	MTE	ETE	
Weightage Distribution	60	N.A.	40	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	2	-	3	-	2	-
CO2	1	--	3	-	-	-
CO3	1	-	3	-	-	-
CO4	2	-	3	-	-	
CO5	1	-	3	-	-	-
CO6	2	-	3	-	-	

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School:	SMFE	
Program:	BA (Film and Television Production)	
Branch:	Semester: III	
1	Course Code	**BFT110**
2	Course Title	**Digital Video Editing I**
3	Credits	5
4	Contact Hours (L-T-P)	1-1-6 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To understand aesthetics and techniques of editing 2. Introduction to different types of editing techniques 3. To understand non-linear video editing 4. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.
7	Course Outcomes	The student will be able to : CO1 Identify the aesthetical element of editing CO2 Define the basic principle of sound editing CO3 Summarize different types of editing CO4 Use various editing styles and patterns CO5 Categorize special effects in editing CO6 Edit a basic video project
8	Course Description	The course is designed to learn different types of editing techniques used in video. The students will also learn to use different types of editing tools.

9	**Outline syllabus**		CO Mapping
	Unit 1	**Introduction to Editing**	
	A	Necessity of Editing and Manipulation of time	CO1
	B	Rhythm & Pace and Dramatic Continuity	CO1
	C	Difference between Linear and Non-Linear editing	CO3
	Unit 2	**Principle of editing**	
	A	World of Visual: frame, Shot, Scene, Sequence. Types of Shot	CO2
	B	Principles & Grammar of Editing	CO1
	C	Different stages of editing	CO1,CO2
	Unit 3	**Editing Aesthetics**	
	A	Language of Editing, Editing aesthetics	CO2
	B	Use of Sound & Sound Editing, synchronization	CO3
	C	Final Cut Pro: An Introduction, FCP: logging video, capturing/ batch capturing , assembling shots	CO3, CO4
	Unit 4	**Editing Effects**	
	A	Various effects & editing techniques, Color Correction Use of Graphics, titling ,	CO3,CO5
	B	Concept of Online editing , Difference between online &	CO3,CO5

		offline editing,				
	C	Editing of Non Fiction and Fiction programmes				CO4
	Unit 5	**Editing different types of programmes**				
	A	Editing of programmes of different genres				CO4,CO6
	B	Editing of short documentary				CO4,CO6
	C	Editing of Montage				CO4,CO6
10	Mode of examination	Jury				Jury
11	Weightage Distribution	CA	MTE	ETE		
		60	N.A.	40		
12	Text book/s*	1.				
13	Other References					

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	-	-	-	2	-
CO2	3	-	2	-	-	-
CO3	-	-	3	-	-	2
CO4	2	-	3	-	-	2
CO5	-	-	3	-	-	2
CO6	2	-	3	-	-	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Semester -4

School:	**SMFE**	
Program:	**BA (Film and Television Production)**	
Branch:	**Semester: IV**	
1	Course Code	**BFT221**
2	Course Title	**Film Appreciation and Analysis**
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Familiarize the student with language and aesthetics offilms 2. Help the learner develop the understanding of basictechniques used in story telling incinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema inIndia 4. Open the doors to international cinema by showcasing thebest work of acclaimed film makers from US, Europe, andAsia. 5. Help the student critically analyse films with an intent of writing filmreviews
7	Course Outcomes	The student will be able to : CO1: Identify and recall the nuances of cinematic terms CO2: Classify films into genres and sub-themes CO3: Determine the semiotics used in films. CO4: Group the films that belong to a specific cinema movement CO5: Rate the films on basis on basis of various cinematic criteria CO6: Write reviews of Indian and International movies made under various genres
8	Course Description	This course is designed to enhance the students' understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyse and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.

9	**Outline syllabus**		CO Mapping
	Unit 1	Intro to Language of Cinema	
	A	Evolution of Cinema (Early Film, Color Films, Talkies)	CO1
	B	Film Genres and Types of Films: Narratives, Feature Films, Short Films, Documentaries etc	CO1
	C	Semiotics in Cinema	CO2, CO3
	Unit 2	Basic Film Techniques	

	A	Common Cinematic Terms (Distinguishing between Shot, Sequence, Scene, Plot, Theme, Story, Scripting, Screenplay and Story-Boarding)	CO2,CO3
	B	Cinematography	CO2, CO3
	C	Editing	CO2, CO3
Unit 3		Mainstream and Parallel Indian Cinema	
	A	Introduction to Indian Cinema and its development	CO1
	B	Important films and film makers of mainstream Indian Cinema	CO4
	C	Parallel Indian Cinema	CO4
Unit 4		Regional and Offbeat Indian Cinema	
	A	Regional Indian Cinema	CO4,CO5
	B	English Bollywood movies	CO4,CO5
	C	Impact of the multiplex system	CO4,CO5
Unit 5		Overview of International Cinema	
	A	European Cinema (UK, Germany, France etc.)	CO4,CO6
	B	Cinema in Asian Countries (like Japan and China)	CO4,CO6
	C	Major turning points and trends in other international films	CO4,CO6
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA | MTE | ETE 30 | 20 | 50	
12	Text book/s*	Understanding the Film: An Introduction to Film Appreciation, Mcgraw-Hill Education	
13	Other References	▢ Anatomy of Film by Bernard F.Dick ▢ Art of Watching Films by Joseph M. Boggs,Dennis W. Petrie	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	-	-	-	3	-
CO2	3	-	3	-	3	-
CO3	3	1	3	-	2	-
CO4	3	1	2	-	3	1
CO5	3	1	3	-	2	-
CO6	3	1	2	-	3	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA(Film and Television Production)	
Branch:	Semester: IV	
1	Course Code	**BFT222**
2	Course Title	**Direction and Production Methodology I**
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To understand the basics of filmdirection 2. To learn different pre-production technique involvedin filmmaking 3. To understand the process of filmproduction 4. To learn post production skills of filmproduction
7	Course Outcomes	The student will be able to : CO1 Define the basic concept of film and TV. CO2 Understand the scriptwriting for TV and film. CO3 Apply the cinematic language and production skills CO4 Explain the principal components of writing, editing, and production of TV programs and films CO5 Evaluate the effect of TRP and budgeting in Film & TV production.
8	Course Description	The course intends to train students in the film making both fiction and non-fiction.

9	Outline syllabus		CO Mapping
	Unit 1	How to read a film	
	A	Film plot and visuals	CO1
	B	Shots and camera Angles	CO2
	C	Sense of background music	CO1
	Unit 2	Pre- Production	
	A	Film Idea generation	CO1
	B	How to make act-1,act-2 and act-3	CO1
	C	Screen play writing and breakdowns	CO1
	Unit 3	Production	
	A	Visual aesthetics and cinematography	CO2
	B	Knowledge of equipments used in filmmaking	CO3
	C	How to shoot a film	CO2
	Unit 4	Post Production	
	A	Aesthetics of Editing	CO3
	B	Dubbing and Mixing	CO3
	C	Digital Intermediate/Basics of Visual effects	CO3
	Unit 5	How to market a film	

	A	Satellite rights/Digital rights/Music Rights	CO4, CO5
	B	SEO/SMO	CO4, CO5
	C	Film Distribution	CO4
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	● Film Direction by J.Thomson	
13	Other References		

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	3	-	-	-
CO2	3	3	3	-	-	-
CO3	3	3	3	-	-	-
CO4	3	2	3	-	-	-
CO5	3	2	3	-	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA (Film and Television Production)	
Branch:	Semester: IV	
1	Course Code	**BFT223**
2	Course Title	**Motion Picture Photography and Lighting**
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Make the learner understand aesthetics and techniques of video shooting 2. Provide the students with a thorough understanding and application of different parts of video camera 3. Introduce the learner to different types of shots and itsuses 4. Introduce the students to basic lighting technique used invideo
7	Course Outcomes	The student will be able to : CO1 Identify to blend different types of shots in motion CO2 Infer the techniques used in video shooting CO3 Discover different parts of video cameras and their uses CO4 Test to shoot the video under different lighting condition CO5 Film with different camera angles and dynamic shots in motion picture photography
8	Course Description	The course is designed to make students aware about the visual language. The students also learn to use different parts of videocamera.

9	**Outline syllabus**		CO Mapping
	Unit 1	**Basics of Motion Picture Camera**	
	A	Overview of Cinematic Processes	CO1
	B	Depth of Field and the factors influencing DoF	CO1
	C	How to manipulate background, Focus, Depth of field	CO2
	Unit 2	**Different video camera parts and their uses**	
	A	White balance and Manual focus, Camera Filters and types.	CO3
	B	Aperture, Shutter and its uses in motion picture camera	CO3
	C	• ISO • Focus Pulling • AEshift	CO2,CO3
	Unit 3	**Lighting Technique forCinematography**	
	A	Basic lighting technique used in Cinematography	CO4
	B	Different types of lights used in cinematography	CO4
	C	Lighting up different situations and subjects in motion	CO1, CO2, CO4
	Unit 4	**Principles of Cinematography**	
	A	Axis/ imaginary line in shooting	CO1, CO2
	B	Calibration of monitor and colour bars	CO3,CO4
	C	Role of DoP and Hierarchy in Camera Dept.	CO3

	Unit 5	Takes	
	A	Camera angles and dynamic shots	CO1, CO2,CO5
	B	Selection of viewpoint to heighten the drama	CO2
	C	Aesthetics of camera operation and shooting a scene with shot breakdown from a Director's POV	CO1, CO2
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*		
13	Other References		

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	3	-	-	-
CO2	3	3	3	-	-	-
CO3	3	3	3	-	-	1
CO4	3	3	3	-	-	-
CO5	3	3	3	-	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	**SMFE**	
Program:	**BA (Film and Television Production)**	
Branch:	**Semester: IV**	
1	Course Code	**BFT224**
2	Course Title	**SOUND DESIGN & AUDIOGRAPHY**
3	Credits	4
4	Contact Hours	0-2-4 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To learn about the basic features of sounddesign 2. To understand the nature of sound and recordingdevices 3. To make students understand the basic element of sound recording 4. To learn Sound perception andreproduction
7	Course Outcomes	The student will be able to: CO1 Define the evolution of sound in cinema CO2 Understanding of a studio sound and mixing console CO3 Experimenting in recording different kinds of sound CO4 Distinguish the aesthetically mix different kinds of sound CO5 Create sound program
8	Course Description	The course is designed to train the students in using different types of sounds and music in television and film production

9	Outline syllabus		CO Mapping
	Unit 1	**Sound Design**	
	A	Aesthetics of sound	CO1
	B	Nature of acoustical waves; concepts of amplitude and frequency - wavelength and harmonics. Psycho-acoustics: echo and reverb.	CO1
	C	Concepts of pitch, loudness, and timbre; the precedence effect; localization in rooms; equal loudness contours; and other mysteries of hearing.	CO2
	Unit 2	**Recording Sound**	
	A	Recording synch sound in noisy locations	CO4
	B	Sound perspective and practical applications	CO4
	C	Signal quality (SN ratio) and sound continuity	CO4
	Unit 3	**Scripting for Audio**	
	A	Scripting for Audio	CO3
	B	Indoor sound recording	CO3
	C	Outdoor sound recording	CO3
	Unit 4	**Sound Editing Software**	
	A	Understanding of sound editing software and how it works to enhance sound	CO4

	B	Voice quality & Modulation: Resonance V/s thinness, Breathing, Nasality, Huskiness	CO4
	C	Analysing speech; Voice: Pitch, Volume, Tempo, Vitality	CO2
	Unit 5	**Audio Programming**	
	A	Audio Productions-Jingles Spots, Commentaries, Announcements etc.	CO3,CO5
	B	News, Drama, Talks/Interviews	CO3,CO5
	C	Radio Features, PSAs etc.	CO3,CO5

10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	• Pro Tools 9: Music Production, Recording, Editing and Mixing ByMikeCollins • Pro Tools All-in-One Desk Reference For Dummies By JeffStrong • Sound for Film and Television ByTomlinson Holman			
13	Other References	• Sound For Digital Video ByTomlinsonHolman • Producing for TV And Video: A Real-world Approach ByCathrineKellison • Sound for picture: an inside look at audio production for film and television By Jeff Forlenza, TerriStone • Audio in Media By Stanley R.Alten • Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth,1994.			

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	3	-	-	-
CO2	3	2	3	-	-	-
CO3	3	3	3	-	-	-
CO4	2	3	3	-	-	-
CO5	2	3	3	-	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE
Program:	BA (Film and Television Production)
Branch:	Semester: IV

1	Course Code	BFT225
2	Course Title	**Digital Video Editing II**
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To understand the aesthetics and techniques of advancedediting 2. To introduction student different types of advanced editingtechnique 3. To learn advanced features of final cut-prosoftware 4. To learn different genres ofprogrammes
7	Course Outcomes	The student will be able to: CO1: Define aesthetics of advanced editing CO2: Interpret the different types of editing CO3: Execute skills of advanced sound editing CO4: Examine various principle of editing technique CO5: Devise different ways of editing a fiction programme CO6: Edit programme of different genres
8	Course Description	The course is designed to learn different types of editing techniques used in video. The students will also learn to use different types of editing tools.

9	**Outline syllabus**		CO Mapping
	Unit 1	**Introduction to Editing Software**	
	A	Arranging the Interface. Learning Custom Layout. Customizing the keyboard Layout	CO1
	B	Setting Scratch Disk. Bin management, Logging, Digitizing and Capturing. Saving Projects and Accessing the Auto save Vault	CO1
	C	Organizing Video Footage andManagement	CO2
	Unit 2	**Principle of editing techniques**	
	A	World of Visual: frame, Shot, Scene, Sequence. Types of Shot	CO4
	B	Insert and Overwriting Editing. Three-point Editing, Split Edit,	CO4
	C	Working with Multi Layers. Key framing Image, Time Remapping	CO4
	Unit 3	**Editing Audio**	
	A	Dubbing and syncing. Adjusting Audio Levels	CO3
	B	Track laying (Effects, Music, and Narration) and Mixing of Audio tracks	CO3

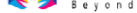|	C	FCP Compatible and Supporting Software. Print to Video	CO4
	Unit 4	**Editing Effects**	
	A	Applying Transitions, Compositing, Motion Tab. Render Setting, Titling, Various effects & editing techniques, Color Correction. Use of Graphics, and titling	CO4
	B	Concept of Online editing , Difference between offline & online editing,	CO3
	C	Editing of Fiction programmes	CO4
	Unit 5	**Editing different types of programmes**	
	A	Editing programmes of different genres	CO5, CO6
	B	Editing of short documentary	CO5, CO6
	C	Editing of Montage, Teaser, Trailer and Promo	CO5, CO6
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA MTE ETE 60 N.A. 40	
12	Text book/s*	● Editing Digital Video By Robert M.Goodman, Patrick J.McGrath ● Video Editing and Post-Production: A Professional Guide By Gary H.Anderson ● Digital Video For Dummies By KeithUnderdahl	
13	References	● The Technique of Film and Video Editing: History, Theory, and Practice ByKenDancyger ● Nonlinear Editing Basics: Electronic Filmand Video Editing By Steven E.Browne	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	3	-	-	-
CO2	3	1	3	-	1	-
CO3	3	3	3	-	-	-
CO4	3	2	3	-	1	-
CO5	3	3	3	-	-	-
CO6	3	2	3	3	1	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

SCHOOL: School of Media, Film and Entertainment (SMFE)	TEACHING DEPARTMENT: Community Connect	ACADEMIC SESSION : 2020-23	FOR STUDENTS BATCH –

1	Course Number	CCU501
2	Course Title	Community Connect
3	Credits	2
3.01	(L-T-P)	(00-02-00)
4	**Learning Hours**	Contact Hours — 20
		Project/Field Work — 20
		Assessment — 10
		Guided Study — 10
		Total hours — 60
5	**Course Objectives**	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community butwillanalysethedataandtrytofindsolutionstothelargerissuesaffectingthe community and the country at large.
6	**Course Outcomes**	**On completion of the course, the student will be able to** ● CO1: Apply the knowledge and skills acquired during classroom teaching. ● CO2: Contribute to the society by bringing out the issues and the necessary solutions. ● CO3: Identify the issues in the community/society ● CO4: Develop sense of belonging, sympathy and responsibility towards society. ● CO5: Evaluate the importance of community engagement in higher education. ● CO6: Create research plans for the betterment of the society.
7	**Theme**	**Major Sub-themes for research:** Major developmental issue (Socio-Economic, gender, environmental etc.) Media habits/ Media usage/Audience profiling Media perceptions

8.1	**Guidelines fo rFaculty Members**	It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). The topic of the research should be related to social, economical or environmental issues concerning the common man. The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. The student should **submit the report** to CCC-Coordinator signed by the faculty guide by 22 April 2019. The students have to send the hard copy of the **Report and PPT** to CCC coordinatorand then only they will be allowed for External Exam.
8.2	**Role of CCC-Coordinator**	The CCC Coordinator will supervise the whole process and assign students to faculty members.
		1. PG - MA (J&MC) – the students will be allocated to faculty member (mentors/faculty member) in even term.
8.3	**Layout of the Report**	Abstract(250 words) a. Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b. Certificate of originality duly signed by the facultysupervisor c. Acknowledgement d. ContentPage e. Abstract f. Introduction g. Objective of thereport h. Methodology i. Results, finding,conclusion j. Recommendation/plan of action k. References l. Appendices Note: Research report should base on primary data.

8.4	**Guideline for Report Writing**	**Title Page: The following elements must be included:**
		- Title of thearticle;
		- Name(s) and initial(s) of author(s), preferably with first names spelled out;
		- Affiliation(s) ofauthor(s);
		- Name of the faculty guide and Co-guide

Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.

Text: Manuscripts should be submitted in Word.

- Use a normal, plain font (e.g., 12-point Times Roman) fortext.
- Use italics for emphasis.
- *Use the automatic page numbering function to number thepages.*
- *Save your file in docx format* (Word 2007 or higher) or doc format (older Wordversions)

Reference list:

The list of references should only include works that are cited in the text and that have been published or accepted for publication.
The entries in the list should be in alphabetical
order. Journal article
Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995) Article by DOI
Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z Book
Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992)
Book chapter
Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002) Online document
Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007
Always use the standard abbreviation of a journal's name according to the ISSN

List of Title Word Abbreviations, see
www.issn.org/2-22661-LTWA-online.php
For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list.
End Note style (zip, 2 kB)
Tables: All tables are to be numbered using Arabic numerals.
Figure Numbering: All figures are to be numbered using Arabic numerals. The soft copy of final report should be submitted by email to Dr. Mukta Martolia (mukta.martolia@sharda.ac.in) **along with hard copy signed by faculty guide.**

8.5	**Format:**	**The report should be Spiral/ hardbound** The Design of the Cover page to report will be given by the Coordinator- CCC Cover page Acknowledgeme nt Content Project report Appendices Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.
8.6	**Importa ntDates:**	1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 29th April,2019. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. 3. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of theschool.
8.7	ETE	**The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.**
8.8	**Method of Evaluatio n**	Interpretative evaluation by Internal / external expert(s)

9	**Course Evaluation**	
9.01	**Continuous Assessment**	**60%**
	Questionnaire design	**20 Marks**
	Report Writing	**40 Marks**
9.02	**ETE(PPT presentation)**	**40%**

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	2	2	3	1	-	1
CO2	-	-	-	1	3	1
CO3	-	-	-	-	3	-
CO4	-	-	-	-	3	1
CO5	-	-	-	-	3	-
CO6	-	-	-	-	3	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	**SMFE**	
Program:	**BA (Film and Television Production)**	
Branch:	**Semester: IV**	
1	Course Code	BFT226
2	Course Title	**Minor Project**(any one) Continuity | Actuality | Mise-en-scene | Dialogue Exercise
3	Credits	2
4	Contact Hours	0-0-4 (L-T-P)
5	Course Type	**Discipline Specific Course**
6	Course Objective	1. Provide students the opportunity to experience hands-on on different genres 2. To provide students with an opportunity to implement their classroom knowledge in thefield. 3. Development of Media and Communication skills in students, in the context of realshooting situations. 4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome.
7	Course Outcomes	The student will be able to : CO1:Understand the media and communication skills used in industry. CO2 : Apply theoretical knowledge to solve practical problems in real time. CO3: To work under pressure and strict deadlines. CO4: To prepare detailed project reports and present their ideas through oral presentations CO5:- Collaborate on final project for submission to jury with viva voce
8	Course Description	1. Students will share their learningoutcome 2. Discuss problems faced bythem 3. Will write a final report of the project undertaken for the jurysubmission 4. Oral presentation/VIVA-VOCE will be conducted based on the projectreport and film made
9	Outline syllabus		CO Mapping
10	Mode of examination	Jury	Viva

	Weightage Distribution	CA	MTE	ETE	
11		60	0	40	
12	Text book/s*	Not Applicable			
13	Other References	Not Applicable			

Course Articulation Matrix

Pos/COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	3	3	1	3
CO2	1	2	3	3	2	3
CO3	1	2	1	3	2	3
CO4	1	3	2	3	1	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

Semester- 5

School:		SMFE	
Program:		B.A (Film and Television Production)	
Branch:		Semester: V	
1	Course Code	**BFT311**	
2	Course Title	**Direction and Production Methodology II**	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. Students will learn about the basic concept of Film and TelevisionProduction 2. Students will also learn the process of script to screen, planning to presentation and collecting to writing thenews. 3. learn cinematic language and production skills through a variety of projects such as public service announcements, video commercials, film trailers and narrative shortfilms. 4. They will also learn writing, editing and production of Film, TV and Entertainmentprograms.	
7	Course Outcomes	The student will be able to : CO1: The students will be able to learn the basic concept of film and TV. CO2: The students will be able to learn the process of script writing for TV and film. CO3:The students will be able to learn cinematic language and production skills CO4:They will also learn writing , editing and production of TV programmes and films CO5:- The students will learn Team Management & Financial Planning.	
8	Course Description	The course is designed to make students skilled and expert in film and TV production	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Film Language**	
	A	Defining narrative- diegetic and non-diegetic elements –	CO1
	B	Narrative structure – Alternatives to narrative	CO2
	C	Fiction film- documentary, ethnographic and experimental (avant-garde) films – Ethics and ethnography	CO2
	Unit 2	**States and elements of film production**	
	A	Pre-Production	CO2
	B	Production	CO2

	C	Post Production	CO1,CO2
	Unit 3	**Writing for films**	
	A	Basic concept involved in writing for cinema	CO2
	B	Script writing for different format: Fiction/documentary	CO2
	C	Screenplay writing Technique for fiction films	CO3
	Unit 4	**Camera Language**	
	A	Basics types of Shots	CO4
	B	Camera Movements	CO4
	C	Scene, Sequence and lighting Technique	CO4
	Unit 5	**Making Crew and Budgeting**	
	A	Assembling crew for production with their defined roles	CO4
	B	Budgeting for film and television production	CO4
	C	Tools to evaluate efficacy, TRP etc.	CO4
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA	MTE	ETE
		30	20	50
12	Text book/s*		
13	Other References	Rabiger, M. Directing : Film Techniques and Aesthetics, PP: 385*-400, 3rd edition, Boston: Focal Press, 2003.	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO3	PO 4	PO 5	PO 6
CO1	3	1	3	-	-	2
CO2	3	3	1	1	3	1
CO3	3	2	3	2	-	-
CO4	3	2	3	1	-	-
CO5	3	2	3	1	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA (Film and Television Production)	
Branch:	Semester: V	
1	Course Code	**BFT312**
2	Course Title	**Networking, Promotion& Marketing Techniques**
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	The objective of this course is to: 1.To educate about the basics involved in a media project management. 2. To introduce the basics of film marketing. 3. To help understand the various tools needed for marketing
7	Course Outcomes	The student will be able to CO1. Understand concepts of Film funding. CO2. Explain marketing involved in films. CO3. Handle packaging for film and television. CO4 Understand Crowd Funding &Social Media. CO5:-Creating Public Relation & Social Media Connect.
8	Course Description	The course aims to equip students with skills and capacity to meet the challenges and demands of the film industry. This course has been made specifically to cater the requirement of funding, networking and marketing of films.

9	Outline syllabus		CO Mapping
	Unit 1	**Film Funding**	**CO1**
	A	Meaning & concept of film funding	
	B	Revenue sharing model, Minimum guarantee model, Share in profits model	
	C	Negotiations and Bargaining : Role Play Exercise, Research Methodology for Business Planning	
	Unit 2	**Scouting for Business Opportunities**	**CO1**
	A	Investor Pitch Exercises	
	B	Business Plan Formulation and Redesign	
	C	Financial Projections for Businesses	
	Unit 3	**Introduction to Marketing for Films**	**CO2**
	A	Importance, definition, functions and scope of marketing for films. Key marketing terms	
	B	Marketing Mix, 4Ps, 7Ps and 4Cs	
	C	Designing film marketing strategy	CO4
	Unit 4	**Film Festivals, Marketing and PR**	**CO, CO3**
	A	Importance of film festivals to the industry	

	B	Marketing and public relations strategy at a festival.	
	C	Designing a dummy plan	CO5
	Unit 5	**Packaging for Film &Television**	**CO2, CO3**
	A	Art of Writing Copy, Designing for various mediums	
	B	Managing the internet and social Media.Vendor selection and management, Media Planning & Buying	CO2
	C	Role of distributor in marketing films	CO3
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	● Film Production Management 101 Management and Coordination by Deborah S Patz	
13	Other References	● Film Production Management by Bastian Cleve ● Production Management for Film and Video By Richard Gates ● The Independent Film Producer's Survival Guide: A Business and Legal Sourcebook By Gunnar Erickson, Harris Tulchin, Mark Halloran ● Film production: the complete uncensored guide to independent filmmaking By Greg Merritt	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	2	3	-	-	-	3
CO2	3	-	-	2	-	-
CO3	3	-	-	2	-	3
CO4	3	-	-	2	-	-
CO5	3	-	-	2	-	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

		SMFE
Program:		BA (Film and Television Production)
Branch:		Semester: V
1	Course Code	BFT313
2	Course Title	ADVANCED STUDIO LIGHTING TECHNIQUES
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4 (L-T-P)
5	Course Type	Core Course
6	Course Objective	1. The students will be able to learn about camera and the aesthetics of lighting 2. The students will be able to differentiate between different types of light 3. The students will learn the use of light in different types of shooting environment 4. The students will be able to use different types of lighting and backgrounds to create special effects.
7	Course Outcomes	The student will be able to: CO1: Learn about camera and the aesthetics of lighting CO2: Use different types of lighting equipments CO3: Application of different types of light in different shooting condition CO4: Learn to light up for Chroma Keying CO5: Compare Lighting Setup for Reflective surrounding.
8	Course Description	The course introduces students to techniques of lighting used in film and television production. Apart from this, the students also gets to learn how to use different lighting equipments in shooting film and television programmes.

9	Outline syllabus		CO Mapping
	Unit 1	Understanding Motion Picture Camera	
	A	F and T stops, Exposure for Motion Picture Camera	CO1
	B	Digital Camera (I) Lowlight, auto/manual Iris, auto/manual Focus, Zebra, ISO setting	CO1
	C	Digital Camera (II) Gain, Shutter, Pedestal, Details, Gamma, Bl Stretch, DCC, etc.	CO1
	Unit 2	Lighting Essentials	
	A	Lighting exercises for different situations with professional lighting equipment eg. Babies, Multies (open face), Soft Boxes Porta Lights, ARRIs, LEDs, Dedos, KINO FLOs, etc	CO2
	B	Source Lighting, Continuity of Lighting	CO2
	C	High-key and Low key Lighting	CO2,CO3
	Unit 3	Lighting Different Situations in Studio	
	A	Lighting in a Controlled Environment, Glamour and mood Lighting for dramatic situations	CO3,CO5
	B	Lighting Characters in complex movements	CO3
	C	Chroma keying	CO3

	Unit 4	**Location Lighting**	
	A	Time lapse Cinematography	CO2,CO3
	B	Supplementary Lighting in lit location with Ambient Light Mixing different kind of Lights and Colour Temperatures	CO2
	C	To balance Indoor & Outdoor Light	CO2
	Unit 5	**Outdoor lighting**	
	A	Outdoor lighting with Reflectors	CO4
	B	Outdoor lighting with Jokers, HMIs & Scrim How to maintain Lighting Continuity outdoors?	CO3,CO4
	C	Day for Night Cinematography	CO3
10	Mode of examination	Jury	Jury

11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	

12	Text book/s*		
13	Other References	Bresson, R. Notes on the cinematographer, London: Quarter, 1986	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	-	2	-	2	-
CO2	3	-	-	-	-	-
CO3	3	-	3	-	-	-
CO4	2	-	2	-	-	-
CO5	2	-	2	-	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE
Program:	**BA (Film and Television Production)**
Branch:	**Semester: V**

1	Course Code	**BFT314**
2	Course Title	**Playback/ Studio Sound Recording and Mixing**
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Familiarize students with the origin and use of sound incinema. 2. Apprise students with recording techniques and trackLying. 3. Introduce Mixing console and Productionprocess.
7	Course Outcomes	The student will be able to: CO1: Define the evolution of recorded sound in film production CO2: Classify studio Microphones and their usage to record studio sound CO3: Demonstrate the recording of different sounds and track laying CO4: Explore the Mixing console and Digital Audio CO5: Explain different track of sound CO6: Create an audio program/or film a playback exercise with a prerecorded soundtrack
8	Course Description	The course is designed to make students to learn skills of studio sound recording, editing and mixing

9	Outline syllabus		CO Mapping
	Unit 1	**Sound in Cinema- a historical perspective**	
	A	History of sound in Cinema	CO1
	B	Evolution of songs and music in Indian cinema	CO2
	C	Types of Music, Concepts of Melody, Harmony and Rhythm counter melodyetc.	CO3
	Unit 2	**Microphone & Recording Techniques**	
	A	Applications, Proximity effects etc. Studio Microphones and placement techniques for mono and stereo recording. Studio acoustics	CO3
	B	Online and offline recording, Monitoring Systems: Active & Passive types	CO3
	C	Domestic and professional listening environment, Stereo and surround monitoring	CO2
	Unit 3	**Track Laying**	
	A	Voice, speech, and narration track	CO2
	B	Sound effects, creating and recording different sound effects	CO3

	C	Choice of music and transition of music	CO3
	Unit 4	**Mixing Console**	
	A	Signal flow and various auxiliary systems. Digital Audio: Analog to Digital to Analog conversion.	CO4,CO5
	B	Sampling Frequency, Bit Rates. Problems in digital audio. Different digital media, Standard digital recording	CO4,CO5
	C	Audio file formats, storage mediums – optical, magnetic, Jitter etc.	CO2
	Unit 5	**Production Process**	
	A	Sync sound, dubbing, playback, folly, ambience sound, backgroundscore, using DAT	CO3,CO6
	B	Optical (negative and positive) and Magnetic Sound, Track Laying, and sound Editing	CO4,CO6
	C	Balancing of sound while Pre-mixing and Mixing, Mastering.	CO4,CO6
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA MTE ETE 60 N.A. 40	
12	Text book/s*		
13	Other References	Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth, 1994.	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	1	1	1	2	2	1
CO2	3	1	3	1	-	2
CO3	3	1	3	-	-	1
CO4	3	-	3	-	-	1
CO5	3	1	3	-	-	1
CO6	3	-	3	-	-	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA (Film and Television Production)	
Branch:	Semester: V	
1	Course Code	**BFT315**
2	Course Title	**Animation and Compositing**
3	Credits	4
4	Contact Hours (L-T-P)	0-2-4 (L-T-P)
5	Course Type	**Core Courses**
6	Course Objective	1. Introduce the fundamental elements ofAnimation. 2. Introduce Software for AVEditing. 3. Introduce the Fundamental Elements ofMultimedia. 4. Emphasis on learning the representations, perceptions and applications of animation andmultimedia.
7	Course Outcomes	The student will be able to: CO1: Explain the Key Animation and Multimedia concepts. CO2: Apply basics of 2D/3D Animation CO3: Demonstrate skills of Creating and editing 2D/3D Graphics CO4: Learn Current multimedia technology to create quality multimedia. CO5: Understand the CG Effects & Uses.
8	Course Description	With more and more use of digital audio video content and graphics in almost all forms of media understanding the basics of graphics and animation is vital. Further if anyone wishes to start a digital venture or wants to make a career in graphics and/or animation he/she should be tough with using the tools of animation and their application. This course is aimed to make students learn these skills andknowledge about animation and graphics.

9	Outline syllabus		CO Mapping
	Unit 1	**Audio Visual fundamentals and representations**	
	A	Color Science, Color, Color Models, Color palettes, Dithering, 2D Graphics.	CO1
	B	Image Compression and File Formats: GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Basic Image, Use of image editing software, Photo Retouching.	CO1, CO3
	C	Adding sound to your multimedia project, Audio software and hardware.	CO4
	Unit 2	**Multimedia Skills**	
	A	Introduction to Multimedia: What is multimedia, Components of multimedia, Web and Internet multimedia applications, Transition from conventional media to digital media?	CO1

	B	Computer Fonts and Hypertext: Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts. International character sets and hypertext, Digital font's techniques.	CO4
	C	Multimedia Authoring Basics, Some Authoring Tools, Macromedia Director and Flash.	CO4
	Unit 3	**Basics of Animation and Graphics**	
	A	Animation: origin and growth, Basic principle of animation, elements and types, story board, Role of computers in animation, Computer language for animation, Layout and Designing	CO1
	B	Basic of sketching, still life and assignment of basic drawing, Composition of basic elements, Work in different media, such as drawing, collage, and painting	CO3
	C	Explore the relationship between elements and principal Pixel and resolution: Vector and Bitmap Graphics, Creating Digital Layout	CO4
	Unit 4	**Basics of 2D Animation**	
	A	Understanding the concept of 2 D Animation, Colour theory and basics, incorporating sound into 2D animation, Create, Edit and working with Animation Graph, Rigging using Blender, Creating	CO2
	B	Introduction to Fluid Effects, creating fluid simulation, basic Simulation and collusion using Rigid body, Cloth Simulation, Simulation of Brick wall collusion	CO2,CO5
	C	Shapes, Modifiers, Transforming and Grouping	CO4,CO5
	Unit 5	**Basics of 3D Animation**	
	A	Understanding tools of 3 D Animation	CO2
	B	Modeling Techniques, High and Low Poly Modeling, Creation of Morph Targets	CO2
	C	Compound objects, Modifying object.	CO3
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Textbook/s*	● The Complete Animation course by Chris Patmore, By – Barons Educational Series NewYork ● Parekh Ranjan, "Principles of Multimedia",Tata McGraw-Hill, 2007	

| 13 | Other References | ● Autodesk 3Ds Max 2014 by Randi L. Derakhshani and Dariush DerakhshaniSybex
● Flash CS4 Professional Bible Published by Wiley Publishing (Robert R and SnowD.)
● Li and Drew, "Fundamentals of Multimedia",Pearson Education, 2009. | |

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	1	3	1	-	-
CO 2	2	-	3	1	-	-
CO 3	3	1	3	-	-	-
CO 4	3	1	3	1	-	2
CO 5	3	1	3	1	-	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA (Film &Television Production)	
Branch:	Semester: V	
1	Course Code	**BFT316**
2	Course Title	**Handling Actors and Non-actors**
3	Credits	3
4	Contact Hours (L-T-P)	0-1-4 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To familiarize the students with different aspects of Acting 2. To develop and understand how to handle different situation with actors and non-actors 3. To make them understand how it feels to be on the other side of the camera, the roles and responsibilities 4. To make them learn do's and don'ts to get the best out of a performer
7	Course Outcomes	The student will be able to: CO1: Understand the world and limitations of actors and non-actors CO2: Assess the difference between Film& TheatreActing and treatment thereof CO3: Understand rhythm and movement to synchronize camera, sound and editing with choreography CO4: Apply their skills to get the best out of performers CO5 Understand different Approaches of Acting.
8	Course Description	The course aims to train students of technical disciplines towards better understanding of the world on the other side of the camera. Through this coursestudentswill be taught skills of effective communication and how to handlemovements, diction, voice modulation etc. to enhance filming experience for all in the unit.

9	Outline syllabus		CO Mapping
	Unit 1	**Actor vs.Camera, Sound and Director**	
	A	Key to perfect communication	CO1
	B	Role of 'business' to get the best out of an actor	CO1,
	C	Practice with role reversals	CO2
	Unit 2	**Choreography and movements**	
	A	Orchestrated rhythmic movement of camera and the actors	CO2,CO3
	B	Movement exercise 1st with pre-recorded music	CO3
	C	Movement exercise 2nd with live sound	CO3
	Unit 3	**Theatre v/s Film Acting**	
	A	Performance: to understand how tohandle different situations during live and staged performance	CO2,CO5
	B	Play back, lip synch	CO2,

			CO3,CO5		
	C	Understanding of camera and sound etiquettes	CO2,CO3		
Unit 4		**Handling of Actors and Non-actors**			
	A	For fiction film	CO4		
	B	Working with non-actors	CO4		
	C	Crowd management	CO4, CO2		
Unit 5		**Audition exercise**			
	A	Audition	CO3		
	B	Master workshop (with Actor)	CO/CO3		
	C	Master Workshop (With Director)	CO2,CO3		
10	Mode of examination	Jury		Jury	

11	Weightage Distribution	CA	MTE	ETE			
		60	N.A.	40			

12	Text book/s*			
13	Other References	• Mackdrick, A., On filmmaking: An Introduction to The Craft of The Director. PP: 179-194. London; Faber & Faber,2004.		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO 5	PO6
CO1	3	2	2	-	-	-
CO2	3	-	-	-	2	-
CO3	2	3	1	-	-	-
CO4	2	-	-	-	2	-
CO5	2	-	-	-	2	-

1   **Slight (Low)**
2   **Moderate (Medium)**
3   **Substantial(High)**

School:	SMFE	
Program:	B.A (Film and Television Production)	
Branch:	Semester: VI	
1	Course Code	BFT317
2	Course Title	**Applied Research in Film Making (Non-fiction)**
	Credits	3
4	Contact Hours (L-T-P)	0-3-0 (L-T-P)
5	Course Type	**Core Course**
6	**Course Objective**	1. Introduce the basics of communication research 2. Impart knowledge on conducting various types of communication research 3. Familiarize with the types of methodology in communication research 4. Study the applications of academic research in documentary film making 5. understand the steps involve in communication research
7	Course Outcomes	The student will be able to : CO1: Familiarize students with the demands in this highly professional driven media industry CO2: Understand the application of various research steps for non-fiction study CO3: Apply various methods in communication research CO4: Differentiate communication research from ordinary research CO5: Demonstrate the excellence in documentary research
8	Course Description	This course is introducing the elements of research and its application on communication research. This will honk and develop skills of different kinds of research methodologies and to make the students conversant with the tools and techniques of research

9	Outline syllabus		CO Mapping
	Unit 1	**Unit 1: Introduction to communication research**	
	A	Definition and Types of scientific research	CO3
	B	Distinguish between ordinary and scientific research	CO3
	C	Types of media research	CO1, CO5
	Unit 2	**Unit 2: Steps involve in communication research**	
	A	Choosing research topic	CO1, CO2
	B	Review of literature	CO4, CO2
	C	Research objectives, problem and questions	CO4, CO1
	Unit 3	**Unit 3: Research methodology**	
	A	Qualitative and quantitative methods	CO3
	B	Quantitative: Survey method and Content Analysis	CO3

	C	Qualitative: Case studies, Interviews and discourse analysis	CO3
	Unit 4	**Unit 4: Edit Script**	
	A	How to work on an edit script, and to modify/reject it ifnew insights occur. The value of abandoning preconceivedideas.	CO2 CO3
	B	Study of critical ethical and aesthetic concepts related to documentary	CO1 CO4
	C	Screening award winning documentary films	CO5
	Unit 5	**Unit 5: Analysis, Interpretation and Final Draft**	
	A	Test of significance, Chi square and student t test	CO3, CO4
	B	Statistical analysis and interpretation of data	CO3
	C	Language and relevance of documentary film	CO1, CO4
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA MTE ETE 20 30 50	
12	Text book/s*	1. Arthur Asa Berger, Media Research Techniques. Sage.(1998) 2. Arthur Asa Berger, Media Analysis Techniques. Sage.(1998) 3. Klaus Krippendorff, Content Analysis,Sage.(1980) 4. Klaus Bruhn Jensen, A Handbook of Media and CommunicationResearch.Routledge.(2002) 5. Robert K.Yin, Applications of Case Study Research.Sage.(2012) 6. Anders Hansen, Mass Communication Research Methods.Sage.(2009) 7. Jonathan Bignell, Media Semotics-An Inroduction.Manchester University Press.(2002) 8. Thomas R Lindlof, Qualitative Communication Research Methods, Sage.(1995)	
13	Other References		

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	2	3	-	-	-	-
CO2	3	-	2	-	-	-
CO3	3	-	2	-	-	-
CO4	2	-	2	2	1	-
CO5	2	-	3	2	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial(High)

School:	**SMFE**	
Program:	**BA (Film and Television Production)**	
Branch:	**Semester: VI**	

1	Course Code	**BFT318**
2	Course Title	**Idea to Screenplay (Fiction)**
3	Credits	3
4	Contact Hours (L-T-P)	0-3-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	- To understand various Forms of storytelling, narratives and styles - To understand the importance of culture and societal change brought about bycinema - To master the art of screenplay writing for fictionfilms
7	Course Outcomes	The student will be able to: CO1: Demonstrate a proficiency in reading, writing, and speaking about fiction films CO2: Demonstrate an ability to write about fiction film in a variety of formal and informal formats using textual evidence to support CO3: Demonstrate proficiency in developing an idea to screenplay CO4: Demonstrate proficiency to adhere to team spirit and budgetary constrains CO5: Understand the use of Computer Application for Script Writing.
8	Course Description	The course is designed to make students skilled and expert in film and TV production

9	Outline syllabus		CO Mapping
	Unit 1	**Structure of a screenplay**	
	A	Narrative structures - participant or close observation, oral history, field and archival research and literary interpretation of fiction subjects	CO1
	B	Narrator and narration writing techniques	CO1
	C	Idea to screen	CO1
	Unit 2	**Idea to Treatment**	
	A	Genesis of an idea	CO3
	B	Researching for the subject and project	CO2,CO3
	C	Selection of Viewpoint to heighten the drama to write a concept andtreatment	CO3
	Unit 3	**Synopsis &Story**	
	A	Writing synopsisnotes	CO1,CO2

	B	Art of storytelling.	CO2
	C	Different forms of story telling	CO2
	Unit 4	**Script and Screenplay**	
	A	Developing a script to a full-fledged screenplay	CO2,CO4
	B	Containing screenplay within budget	CO4
	C	Dialogue writing	CO4
	Unit 5	**Preparation for the final project**	
	A	Brainstorming with others handling different disciplines of the project	CO4,CO1
	B	Balance in the screenplay	CO4,CO5
	C	Screenplay review techniques	CO2,CO4 CO5
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*		
13	Other References	Mackendrick, A. On film-making: an introduction to the craft of the director, London: Faber and Faber, 2004	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	2	3	2	-	-	-
CO2	3	-	2	-	-	-
CO3	3	2	3	-	-	-
CO4	2	2	-	-	-	3
CO4	2	2	-	-	-	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE		
Program:	B.A (Film and Television Production)		
Branch:	Semester: VI		
1	Course Code	**BFT319**	
2	Course Title	**Advertisement and Corporate Filmmaking**	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. Students will learn about the basic concept corporate offilm direction. 2. Students will also learn the process of script to screen, planning to presentation. 3. learn cinematic language and production skills through a variety of projects such as video commercials, film trailers and narrative short films. 4. They will also learn writing, editing and production of Corporate film.	
7	Course Outcomes	The student will be able to : CO1:The students will be able to learn the basic concept of Corporate film direction CO2:The students will be able to learn the process of script writing for corporate CO3:The students will be able to learn cinematic language and production skills CO4:They will also learn writing , editing and production for corporate film CO5:-They will learn the Visual representation of Script in form of Stoyboard.	
8	Course Description	The course is designed to make students skilled and expert in film and TV production	
9	**Outline syllabus**		CO Mapping
	Unit 1	**Writing for corporate and advertisement film**	
	A	Basic concept involved in writing for corporate and ad film	CO2
	B	Script writing for different format: corporate and ad film	CO2
	C	Screenplay writing Technique and Story Board for corporate and advertisement film	CO3
	Unit 2	**Film Language**	
	A	Defining narrative- diegetic and non-diegetic elements –	CO1
	B	Narrative structure – Alternatives to narrative	CO2
	C	Fiction film v/s corporate and ad film	CO2

	Unit 3	States and elements of production	
	A	Pre-Production	CO2
	B	Production	CO2
	C	Post Production	CO1,CO2
	Unit 4	**Editing Technique for Corporate and ad films**	
	A	Capturing and editing	CO4
	B	Sound effects and music	CO4
	C	Presentation with graphics, animation and text	CO4
	Unit 5	**Final Project**	
	A	Scripting and Story Board	CO4, CO5
	B	Short Corporate film	CO4
	C	Advertisement film	CO4
10	Mode of examination	Jury	Jury

11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*				
13	Other References				

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	-	-	-	-
CO2	3	2	3	-	-	-
CO3	2	-	3	-	-	-
CO4	2	-	3	-	-	-
CO5	2	-	3	-	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE
Program:	BA (Film and Television Production)
Branch:	Semester: VI

1	Course Code	BFT320
2	Course Title	Multi Camera Shoot
3	Credits	4
4	Contact Hours (L-T-P)	0-4-0 (L-T-P)
5	Course Type	Core Course
6	Course Objective	1. Make the learner understand aesthetics and techniques of multi camera shooting 2. Provide the students with a thorough understanding and application of different parts of professional industry standard videocameras 3. Introduce the learner to different types of takes and production methodology 4. Introduce the students to lighting technique used inMulti Camera Setup
7	Course Outcomes	The student will be able to : CO1:Shoot and blend different types of shots in multi cam setup CO2:Understand the techniques used in multi cam shooting CO3: Understand different parts of video camera and calibration CO4:Shoot the video under different lightingcondition CO5:-Dos & Don'ts of Live Performances.
8	Course Description	The course is designed to make students conversant with industry standard professional practices

9	Outline syllabus		CO Mapping
	Unit 1	Multi cam Set up	
	A	Assessing sensitivity of different cameras and calibration	CO2, CO3
	B	Cables, Connectors, Patch Bays and Gen Lock	CO3
	C	Introduction to Industry standard Lighting and Grip gear and safety procedures while handling those.	CO1, CO3
	Unit 2	Multi cam Essentials	
	A	Industry standard video cameras and CCUs	CO3
	B	Wave form monitor and vector scope	CO2
	C	Floor plans and Lighting for Multi cam	CO1, CO2, CO4
	Unit 3	Floor co-ordination and PCR	
	A	Job responsibilities of those on floor	CO2
	B	Job responsibilities of those in PCR	CO2
	C	Co-ordination between Studio and PCR, cues & commands	CO2
	Unit 4	Multi cam setup - outdoors	

	A	Logistics of Multi Cam setup on location, ENG and EFP	CO1,
	B	Operation and co-ordination with OB van	CO2
	C	Broadcast technology and live transmission	CO1, CO2, CO4
Unit 5		**Final Production**	
	A	To tie-up with acting students to shoot their live performances	CO1, CO4, CO5
	B	Simulating Chat shows, panel discussion and recording with invited audience	CO1, CO4,CO5
	C	Final project	CO1,CO4
10	Mode of examination	Jury	
11	Weightage Distribution	CA	MTE	ETE	
		60		40	
12	Text book/s*		
13	Other References	Video Production, Oxford Press, Vasuki Belavadi	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	1	3	-	-	-
CO2	3	-	3	-	-	2
CO3	3	-	3	1	1	1
CO4	3	-	3	1	1	2
CO5	3	-	3	1	1	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE
Program:	BA(Film and Television Production)
Branch:	Semester:VI

1	Course Code	BFT321
2	Course Title	Final Project- On Job Training
3	Credits	12
4	Contact Hours (L-T-P)	0-6-12 (L-T-P)
5	Course Type	Discipline Specific Course
6	Course Objective	1. On Job training in the preferred media industry as per the area of interest. 2. Hands on working experience in the professional media industry.
7	Course Outcomes	**The student will be able to:** CO1: Apply inputs received in preceding five semesters. Understand and overcome the issues and problems encountered during on job training. CO2: Get proper experience and will be able to lay ground for a better career with a certificate of on job training in hand. CO3:-Understand the Professional Work Flow. CO4:-Get Insight of Work culture & Professional Ethics. CO5:-Understand the Time Management & Project Deadline.
8	Course Description	Soon after the Fifth Semester End Term Examination, a student will undergo On Job Training (OJT). The students will submit a detailed report on their OJT and final report for period of sixteen weeks in Television/ Motion Picture Industry / Film Production House along with the Power point Presentation containing the actual learning experience.

9	Outline syllabus		CO Mapping
	Unit 1	**Bi-Weekly Report**	
		Work in progress report	CO1
	Unit 2	**Bi-Weekly Report**	
		Work in progress report	CO2
	Unit 3	**Bi-Weekly Report**	
		Work in progress report	CO3
	Unit 4	**Bi-Weekly Report**	
		Work in progress report	CO4
	Unit 5	**Bi-Weekly Report**	
		Final report	CO5
10	Mode of examinatio	Jury	Jury

	n				
11	Weightage Distributio n	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	NA			
13	Other References	NA			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	-	1	1	2	-	-
CO2	-	1	1	2	-	-
CO3	-	1	1	2	-	-
CO4	-	1	1	2	-	-
CO5	-	1	1	2	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	**SMFE**	
Program:	**BA(Film and Television Production)**	
Branch:	**Semester: VI**	
1	Course Code	**BFT322**
2	Course Title	**Final Project Spl. Script Writing & Direction**
3	Credits	12
4	Contact Hours (L-T-P)	0-6-12 (L-T-P)
5	Course Type	**Discipline Specific Course**
6	Course Objective	1. To work on the Final project as per the area of interest. 2. Hands on working experience on an in-house project
7	Course Outcomes	**The student will be able to:** CO1: Apply inputs received in preceding five semesters. Understand and overcome the issues and problems encountered during on job training. CO2: Get proper experience and will be able to lay ground for a better career with a certificate of on job training in hand. CO3:-Understand the Professional Work Flow. CO4:-Get Insight of Work culture & Professional Ethics. CO5:-Understand the Time Management & Project Deadline.
8	Course Description	Soon after the Fifth Semester End Term Examination, a student will undergo Final Project related to their area of preference in a minimum group of four. The students will submit a detailed final report along with the Power point Presentation containing the actual experience of learning while working on the project.

9	Outline syllabus		CO Mapping
	Unit 1	**Bi-Weekly Report**	
		Work in progress report	CO1
	Unit 2	**Bi-Weekly Report**	
		Work in progress report	CO1
	Unit 3	**Bi-Weekly Report**	
		Work in progress report	CO2
	Unit 4	**Bi-Weekly Report**	
		Work in progress report	CO2
	Unit 5	**Bi-Weekly Report**	
		Final report	CO2
10	Mode of examination	Jury	Jury
	Weightage Distribution	CA	MTE	ETE	
11		60	N.A.	40	
12	Text book/s*	NA	
13	Other References	NA	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	-	1	1	2	-	-
CO2	-	1	1	2	-	-
CO3	-	1	1	2	-	-
CO4	-	1	1	2	-	-
CO5	-	1	1	2	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA(Film and Television Production)	
Branch:	Semester: VI	
1	Course Code	BFT323
2	Course Title	Final Project Spl. Motion Picture Photography
3	Credits	12
4	Contact Hours (L-T-P)	0-6-12 (L-T-P)
5	Course Type	Discipline Specific Course
6	Course Objective	1. To work on the Final project as per the area ofinterest. 2. Hands on working experience on an in-houseproject
7	Course Outcomes	**The student will be able to:** CO1: Apply inputs received in preceding five semesters. Understand and overcome the issues and problems encountered during on job training. CO2: Get proper experience and will be able to lay ground for a better career with a certificate of on job training in hand. CO3:-Understand the Professional Work Flow. CO4:-Get Insight of Work culture & Professional Ethics. CO5:-Understand the Time Management & Project Deadline..
8	Course Description	Soon after the Fifth Semester End Term Examination, a student will undergo Final Project related to their area of preference in a minimum group of four. The students will submit a detailed final report along with the Power pointPresentation containing the actual experienceof learning while working on the project.

9	Outline syllabus		CO Mapping
	Unit 1	**Bi-Weekly Report**	
		Work in progress report	CO1
	Unit 2	**Bi-Weekly Report**	
		Work in progress report	CO2
	Unit 3	**Bi-Weekly Report**	
		Work in progress report	CO3
	Unit 4	**Bi-Weekly Report**	
		Work in progress report	CO4
	Unit 5	**Bi-Weekly Report**	
		Final report	CO5
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	NA	
13	Other References	NA	

Course Articulation Matrix

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	-	1	1	2	-	-
CO2	-	1	1	2	-	-
CO3	-	1	1	2	-	-
CO4	-	1	1	2	-	-
CO5	-	1	1	2	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:	SMFE	
Program:	BA(Film and Television Production)	
Branch:	Semester: VI	
1	Course Code	**BFT324**
2	Course Title	**Final Project Spl. Sound Design and Audiography**
3	Credits	12
4	Contact Hours (L-T-P)	0-6-12 (L-T-P)
5	Course Type	**Discipline Specific Course**
6	Course Objective	1. To work on the Final project as per the area of interest. 2. Hands on working experience on an in-house project
7	Course Outcomes	**The student will be able to:** CO1: Apply inputs received in preceding five semesters. Understand and overcome the issues and problems encountered during on job training. CO2: Get proper experience and will be able to lay ground for a better career with a certificate of on job training in hand. CO3:-Understand the Professional Work Flow. CO4:-Get Insight of Work culture & Professional Ethics. CO5:-Understand the Time Management & Project Deadline..
8	Course Description	Soon after the Fifth Semester End Term Examination, a student will undergo Final Project related to their area of preference in a minimum group of four. The students will submit a detailed final report along with the Power point Presentation containing the actual experience of learning while working on the project.

9	Outline syllabus		CO Mapping
	Unit 1	**Bi-Weekly Report**	
		Work in progress report	CO1
	Unit 2	**Bi-Weekly Report**	
		Work in progress report	CO2
	Unit 3	**Bi-Weekly Report**	
		Work in progress report	CO3
	Unit 4	**Bi-Weekly Report**	
		Work in progress report	CO4
	Unit 5	**Bi-Weekly Report**	
		Final report	CO5
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	NA	

| 13 | Other References | NA | |

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	-	1	1	2	-	-
CO2	-	1	1	2	-	-
CO3	-	1	1	2	-	-
CO4	-	1	1	2	-	-
CO5	-	1	1	2	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)

School:		SMFE			
Program:		**BA(Film and Television Production)**			
Branch:		**Semester: VI**			
1	Course Code	**BFT325**			
2	Course Title	**Final Project Spl. Editing and Post Production**			
3	Credits	12			
4	Contact Hours (L-T-P)	0-6-12 (L-T-P)			
5	Course Type	**Discipline Specific Course**			
6	Course Objective	1. To work on the Final project as per the area of interest. 2. Hands on working experience on an in-house project			
7	Course Outcomes	**The student will be able to:** CO1: Apply inputs received in preceding five semesters. Understand and overcome the issues and problems encountered during on job training. CO2: Get proper experience and will be able to lay ground for a better career with a certificate of on job training in hand. CO3:-Understand the Professional Work Flow. CO4:-Get Insight of Work culture & Professional Ethics. CO5:-Understand the Time Management & Project Deadline..			
8	Course Description	Soon after the Fifth Semester End Term Examination, a student will undergo Final Project related to their area of preference in a minimum group of four. The students will submit a detailed final report along with the Power point Presentation containing the actual experience of learning while working on the project.			
9	Outline syllabus				CO Mapping
	Unit 1	**Bi-Weekly Report**			
		Work in progress report			CO1
	Unit 2	**Bi-Weekly Report**			
		Work in progress report			CO2
	Unit 3	**Bi-Weekly Report**			
		Work in progress report			CO3
	Unit 4	**Bi-Weekly Report**			
		Work in progress report			CO4
	Unit 5	**Bi-Weekly Report**			
		Final report			CO5
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	NA			
13	Other References	NA			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	-	1	1	2	-	-
CO2	-	1	1	2	-	-
CO3	-	1	1	2	-	-
CO4	-	1	1	2	-	-
CO5	-	1	1	2	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial(High)