DEPARTMENT OF MASS COMMUNICATION
School of Creative Art, Design and Media Studies

A (Film and Television Production)

Program and Course Structure

2019-2022

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: Department in 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 2018, 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: It expresses 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 subjects/Studios/ Projects/Dissertations	B3	C3	D: List of Project with description, studio work, dissertation topic with scope of work and precise deliverables (to be uploaded on LMS)

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

1.2 Vision and Mission of the School of Creative Art, Design and Media Studies

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

1.2.1 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)

Writing Programme Educational Objectives (PEO) – BA (FTP)

PEO1 Creating Innovative Resource Pools and Qualified Professionals with Social and Entrepreneurial Skills relating to the Film and Television Industry.

PEO2: Serve as a trained and qualified professional in the broadcast media industry. as a trained and qualified professional in the film industry.

PEO3: Serve as a trained and qualified professional in the film industry.

PEO4: Serve as a constrained and qualified professional on OTT platforms and related industries.

PEO5: Serve as a constrained and qualified professional in the fields of multimedia and audio-visual communication.

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

1.3.1 Programme Educational Objectives (PEO)

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

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

PEO3: Serve as trained and qualified professional in FilmIndustry.

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 relatedfields.

1.3.2 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)

1.3.3 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 ofCinema.

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 targetaudience.

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

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 sustainabledevelopment.

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.

1.3.4 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)*

1.3.5 Program Outcome Vs Courses MappingTable[1]:

<table>
<tr><td colspan="8" align="center">**Program Outcome Vs Courses Mapping :BA(Film & Television Production)**
Course Structure</td></tr>
<tr><td>Program Outcome Courses</td><td>Course Name</td><td>PO1</td><td>PO2</td><td>PO3</td><td>PO4</td><td>PO5</td><td>PO6</td></tr>
<tr><td>**Sem-1**</td><td>Communication English-I</td><td>1</td><td>3</td><td>2</td><td>2</td><td>2</td><td>3</td></tr>
<tr><td></td><td>Environmental Studies</td><td>1</td><td>1</td><td>2</td><td>2</td><td>3</td><td>1</td></tr>
<tr><td></td><td>Introduction to Film and Television</td><td>3</td><td>-</td><td>-</td><td>-</td><td>2</td><td>-</td></tr>
<tr><td></td><td>Writing for Visual Media</td><td>2</td><td>3</td><td>3</td><td>-</td><td>-</td><td>1</td></tr>
<tr><td></td><td>Introduction to Visual Communication</td><td>3</td><td>2</td><td>-</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Introduction to Audiography</td><td>3</td><td>-</td><td>3</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Visual Design and Graphics</td><td>3</td><td>-</td><td>3</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Open Elective</td><td>2</td><td>2</td><td>2</td><td>3</td><td>1</td><td>2</td></tr>
<tr><td>**Sem-2**</td><td>Communication English-II</td><td>1</td><td>3</td><td>2</td><td>2</td><td>2</td><td>3</td></tr>
<tr><td></td><td>History of Cinema</td><td>3</td><td>-</td><td>-</td><td>-</td><td>2</td><td>-</td></tr>
<tr><td></td><td>Writing for Television</td><td>2</td><td>3</td><td>3</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Acting for Cinema</td><td>2</td><td>3</td><td>-</td><td>-</td><td>-</td><td>2</td></tr>
<tr><td></td><td>Digital Photography and Basic Lighting Techniques</td><td>2</td><td>-</td><td>3</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Digital Video Editing I</td><td>2</td><td>-</td><td>2</td><td>-</td><td>-</td><td>1</td></tr>
<tr><td></td><td>Open Elective</td><td>2</td><td>2</td><td>2</td><td>3</td><td>1</td><td>2</td></tr>
<tr><td></td><td>Summer Project</td><td>2</td><td>3</td><td>-</td><td>-</td><td>-</td><td>3</td></tr>
<tr><td>**Sem-3**</td><td>Cinema Appreciation and Analysis</td><td>3</td><td>-</td><td>-</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Direction and Production Methodology I</td><td>3</td><td>2</td><td>-</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Motion Picture Photography and Lighting I</td><td>2</td><td>1</td><td>2</td><td>1</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Sound Design and Audiography</td><td>2</td><td>1</td><td>2</td><td>1</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Anchoring and Presentation Skills</td><td>2</td><td>3</td><td>2</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td></td><td>Digital Video Editing II</td><td>3</td><td>1</td><td>2</td><td>-</td><td>-</td><td>1</td></tr>
<tr><td></td><td>Study Tour to Motion Picture Industry</td><td>2</td><td>-</td><td>-</td><td>1</td><td>-</td><td>1</td></tr>
</table>

[1]Cel value will contain the correlation value of respective course with PO.

Sem-4	Media Laws and Ethics	3	-	-	-	3	-
	Direction and Production Methodology II	3	2	3	-	-	-
	Digital and Convergent Media Practices	3	2	3	-	-	-
	Basic Animation	3	-	3	-	-	-
	Motion Picture Photography and Lighting II	2	2	3	1	-	-
	Studio Sound Recording and Mixing	3	2	3	1	-	-
	Community Connect	1	2	1	1	3	3
	Summer Project (Any one): Internship | Continuity | Actuality | Mise-en-scene | Dialogue Exercise	3	2	-	2	-	3
Sem-5	Applied Research in Film Making	3	-	2	2	2	-
	Entrepreneurship and Marketing	1	3	-	2	-	3
	Documentary & Community Film Making	3	-	2	-	2	-
	Fiction Film Making	3	-	3	-	-	2
	Screenplay Writing	2	2	3	-	-	-
	Advanced Camera &Lighting Techniques	3	2	3	2	-	-
	Advertisement and Corporate Film making	2	1	2	-	-	-
	Community Connect	1	2	1	1	3	3
Sem-6	On Job Training/ Final Project based on specialisation	3	3	-	-	-	3
	Specialisation (Any ONE):						
	Screenplay Writing and Direction	3	2	3	-	-	-
	Motion Picture Photography	2	-	3	-	-	2
	Sound Design and Audiography	2	-	3	-	-	2
	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: 2019-2022
TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course²: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	APR101	Communication English-I	2	0	0	2	**Co Requisite**	AECC
2	EVS106	Environmental Studies	3	0	0	3	**Co Requisite**	AECC
3	BFT101	Introduction to Film and Television	2	1	0	3	**Core**	CC
4	BFT102	Writing for Visual Media	2	1	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
5	BFT103	Introduction to Visual Communication	2	0	4	4	**Core**	CC
6	BFT104	Introduction to Audiography	1	0	2	2	**Core**	CC
7	BFT105	Visual Design and Graphics	1	0	6	4	**Core**	CC
8		Open Elective (To be Chosen by Student)	2	0	0	2	**Elective**	SEC
TOTAL CREDITS						**23**		

²CC: 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: 2019-2022
TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[3]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	FEN102/ FEN104	Communication English-II	0	2	0	2	**Co Requisite**	AECC
2	BFT 106	History of Cinema	1	0	0	1	**Core**	CC
3	BFT 107	Writing for Television	2	1	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
4	BFT 108	Acting for Cinema	0	0	6	3	**Core**	CC
5	BFT 109	Digital Photography and Basic Lighting Techniques	2	0	8	6	**Core**	CC
6	BFT 110	Digital Video Editing I	1	1	6	5	**Core**	CC
7		Open Elective (To be Chosen by Student)	2	0	0	2	**Elective**	SEC
8	BFT 207	Summer Project	0	0	2	1	**Discipline Specific Course**	DSE
TOTAL CREDITS						**23**		

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 Thirdsemester.

[3]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: 2019-2022
TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[4]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFT 201	Cinema Appreciation and Analysis	2	0	0	2	**Core**	CC
2	BFT 202	Direction and Production Methodology I	1	2	0	3	**Core**	CC
Practical/Viva-Voce/Jury								
3	BFT 203	Motion Picture Photography and Lighting I	1	0	6	4	**Core**	CC
4	BFT 204	Sound Design and Audiography	1	0	6	4	**Core**	CC
5	BFT 205	Anchoring and Presentation Skills	1	0	4	3	**Core**	CC
6	BFT 206	Digital Video Editing II	0	1	8	5	**Core**	CC
7	BFT 111	Study tour to Motion Picture Industry	0	0	2	1	**Discipline Specific Course**	DSE
TOTAL CREDITS						**22**		

[4]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: 2019-2022
TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[5]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFT 208	Media Laws and Ethics	1	0	0	1	**Core**	CC
2	BFT 209	Direction and Production Methodology II	1	1	0	2	**Core**	CC
Practical/Viva-Voce/Jury								
3	BFT 210	Digital and Convergent Media Practices	1	0	2	2	**Core**	CC
4	BFT 211	Basic Animation	1	2	4	5	**Core**	CC
5	BFT 212	Motion Picture Photography and Lighting II	1	1	4	4	**Core**	CC
6	BFT 213	Studio Sound Recording and Mixing	1	1	4	4	**Core**	CC
7	CCU 301	Community Connect	0	0	4	2	**Co Requisite**	AECC
8	BFT 214	Summer Project (Any one): Internship | Continuity | Actuality | Mise-en-scene | Dialogue Exercise	0	1	4	3	**Discipline Specific Course**	DSE
		TOTAL CREDITS				**23**		

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

─────────────────────

[5]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: 2019-2022
TERM: V

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[6]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	BFT 301	Applied Research in Film Making	2	0	0	2	**Core**	CC
2	BFT 302	Entrepreneurship and Marketing	1	0	0	1	**Core**	CC
3	BFT 303	Documentary & Community Film Making	1	1	0	2	**Core**	CC
4	BFT 304	Fiction Film-making	1	1	0	2	**Core**	CC
Practical/Viva-Voce/Jury								
5	BFT 305	Screenplay Writing	2	0	6	5	**Core**	CC
6	BFT 306	Advanced Camera &Lighting Techniques	1	0	8	5	**Core**	CC
7	BFT 307	Advertisement and Corporate Film making	1	0	6	4	**Core**	CC
8	CCU 301	Community Connect	0	0	4	2	**Co Requisite**	AECC
TOTAL CREDITS						**23**		

[6]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: 2019-2022
TERM: VI

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[7]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	BFT 321	On Job Training/ Final Project based on specialization (Any ONE)	0	5	30	20	**Discipline Specific Course**	DSE
	BFT 308	Screenplay Writing and Direction						
	BFT 309	Motion Picture Photography						
	BFT 310	Sound Design and Audiography						
	BFT 326	Editing and Post Production						
TOTAL CREDITS						**20**		

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

Semester -1

School:	**SCADMS**	
Program:	**B.A(Film and Television Production)**	
Branch:	**Semester: I**	
1	Course Code	**APR 101**
2	Course Title	**Communication English-I**
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0 (L-T-P)
5	**Course Type**	**Ability Enhancement Compulsory Course**
6	Course Objective	1. To equip students to minimize the linguistic barriers emerging in a different environment. 2. Help students to understand different accents and standardize their existing English 3.Guide the students to hone the basic communication skills, listening, speaking reading and writing.
7	Course Outcomes	The student will be able to: CO1: Improve four basic skills of language- listening, speaking, reading and writing CO2: Learn to use correct sentence structure and punctuation, Learn the correct use of new words CO3: Write paragraphs and critically evaluate arguments in terms of the strength of evidence and reasoning CO4: Use English expressions for thought and action Learn to appreciate true human feelings and life events. Cultivate and develop reading habits
8	Course Description	This course aims to improve reading and writing skills of students.

9	Outline syllabus		CO Mapping
	Unit 1	Basic Language Skill	
	A	Comprehension, Reading Comprehension,	CO1
	B	Picture Interpretation	CO2
	C	Listening Comprehension	CO2
	Unit 2	Writing	
	A	Writing Effectively	CO3
	B	Writing Effective Sentences	CO2, CO3
	C	Articles, Prepositions, Tenses etc.	CO3
	Unit 3	Sentences	
	A	Simple, Complex Compound Sentences	CO4
	B	Vocabulary Enhancement	CO4
	C	Punctuation Practice	CO2
	Unit 4	Paragraph Writing	
	A	Argumentative Paragraphs	CO4
	B	Descriptive Paragraphs	CO4

	C	Explanatory Paragraphs			CO4
	Unit 5	Passage Reading			
	A	Reading Passage-1			CO2, CO3
	B	Reading Passage-2			CO2
	C	Reading Passage-3			CO2
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Textbooks	Murphy. Murphy's English Grammar with CD, Cambridge University Press. Workbook			
13	Other References	• Wren, P.C.&Martin H. High English Grammar and Composition, S. Chand & Company Ltd, NewDelhi • Blum, M. Rosen. How to Build Better Vocabulary.London: Bloomsbury Publication			

Course Articulation Matrix

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

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

School:	SCADMS	
Program:	BA (Film &Television Production)	
Branch:	Semester: I	
1	Course Code	**EVS106**
2	Course Title	**Environmental Studies**
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0 (L-T-P)
5	**Course Type**	**Ability Enhancement Compulsory Course**
6	Course Objective	
7	Course Outcomes	The student will be able to:
8	Course Description	
9	**Outline syllabus**		
	Unit 1	Natural Resources and Environment	
	A	Definition, Scope and importance of Environmental Studies, Need for public awareness	
	B	Land Resources: Land degradation, Man induced Landslides, Soil erosion and desertification and its control. Forest Resources: Use and over-exploitation, Deforestation and its impact on environment	
	C	Water Resources: Use and over-utilization of surface and ground water, Floods, Drought, Conflicts over water, Dams- benefits and problems Energy Resources: Renewable and non-renewable energy sources, use of alternate energy sources, Advantages and Disadvantages	
	Unit 2	Environmental Pollution	
	A	Air pollution – Source, Types of pollutants, Effects and its control	
	B	Water pollution- Source, Types of pollutants, Effects, control methods and purification of water	
	C	Soil pollution- Source, Effects and its control method Noise pollution - Causes, Effects and its control	
	Unit 3	Climate Change and its effect on environment	
	A	Concept of weather and climate	
	B	greenhouse gases and global warming; Ozone layer, Climate change and its effect	
	C	Protocols for climate change: Kyoto protocol, Montreal protocol	
	Unit 4	Water Conservation	
	A	Water conservation: Need of water conservation	
	B	Rainwater harvesting: Objectives, methodology and advantages	
	C	Watershed management: Objectives, different watershed techniques, recharging of groundwater	

	Unit 5	Social issues and Environment	
	A	Concepts of sustainable development: Key elements of sustainable developments, Agenda 21, Paris Climate Conference-2015 (COP21)	
	B	Resettlement and Rehabilitation: Problems and concerns explicitly with reference to dams and mining	
	C	Population explosion: Population growth, Effect of overpopulation on environment	
10	Mode of examination	Theory	Theory

11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	

12	Textbook/s*	1. Environmental Studies – Benny Joseph – Tata McgrawHill-2005 2. Environmental studies – R. Rajagopalan – Oxford Publication –2005	
13	Other References	1. Miller, G.T., "Introduction to Environmental Science", CengageLearning. 2. Rao, P.V., "Principles of Environmental Scienceand Engineering", Prentice Hall of India	

Course Articulation Matrix

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

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

School:		**SCADMS**	
Program:		**BA (Film &Television Production)**	
Branch:		**Semester: I**	
1	Course Code	**BFT101**	
2	Course Title	**INTRODUCTION TO FILM & TELEVISION**	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0 (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/BroadcastingIndustry 3. Discuss the emergence & need of thefilm	
7	Course Outcomes	The student will be able to : CO1: Determine the trajectory of TV Industry CO2: Explain the structure of TV industry and describe the responsibilities of the editorial, marketing & production staffers CO3: Assess the impact of TV & films on society and culture CO4: Evolution of films in India, and different film movements across the work CO5: Explain different stages 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
	B	Production process			CO5
	C	Post production Process			CO5
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*				
13	Other References				

Course Articulation Matrix

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

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

School:	**SCADMS**	
Program:	**BA (Film &Television Production)**	
Branch:	**Semester: I**	
1	Course Code	**BFT102**
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 ofscreenplay 2. To introduce to the basic skills for screenwriting
7	Course Outcomes	The student will be able to : CO1: Understand the visual language & write visual stories CO2: Write various nuances of Theatre work. CO3: Build characters and write for screen dialogues CO4: Understand the intricacies of screen writing & use of softwares
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
	B	Writing a short story	CO1
	C	Writing long format feature stories	CO1
	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
	B	Revising/Polishing	CO3, CO4
	C	Final Draft	CO4
10	Mode of examination	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 By DavidTrottier • 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 By LauraSchellhardt • 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 Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	1	1	1
CO2	3	3	1	1	2	2
CO3	2	3	2	1	1	1
CO4	2	3	3	1	1	1
CO5	2	2	2	1	1	1

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

School:		**SCADMS**	
Program:		**BA (Film &Television Production)**	
Branch:		**Semester: I**	
1	Course Code	**BFT103**	
2	Course Title	**Introduction to Visual Communication**	
3	Credits	4	
4	Contact Hours (L-T-P)	2-0-4 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	• The objective of the course is to make students aware about the basic elements and composition ofphotography. • To understand the growth trajectories & evolution ofphotography	
7	Course Outcomes	The student will be able to: CO1: Learn about aesthetics of design & photography CO2:Learn basic composition principles of photography CO3: Understand different types of shots CO4: Introduction to Photojournalism	
8	Course Description	The course makes students aware students about the basic composition technique used in photography.	
9	Outline syllabus		CO Mapping
	Unit 1	Fundamentals &Evolution of Photography	
	A	Basic Methods of image (re)generation and photographic capture	CO1
	B	Framing subjects, Rule of 1/3rd	CO1
	C	Varying Camera angles	CO3
	Unit 2	Basic Composition Principle	
	A	Lines and Pattern	CO1
	B	Changing proximity	CO1, CO2
	C	Shapes	CO1
	Unit 3	Depth of Field	
	A	High depth of field,	CO1
	B	Normal Depth of field	CO1
	C	Least Depth of Field	CO1
	Unit 4	Shots and its types	
	A	LS, MS, CUS	CO3
	B	ECUS, POV, OTS	CO3
	C	Making a story using all types of shot	CO3
	Unit 5	Introduction to Photojournalism	
	A	Beginnings; necessity and significance.	CO4
	B	Elements and principles of Photography	CO1
	C	Visual language and its significance.	CO4
10	Mode of	Jury	Jury

	examination					
11	Weightage Distribution	CA	MTE	ETE		
		60	N.A.	40		
12	Textbook/s					
13	Other References					

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	1	1	2
CO2	3	1	3	1	1	2
CO3	2	1	3	1	1	2
CO4	3	2	3	1	1	2
CO5	3	3	2	2	1	1

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

School:	SCADMS			
Program:	BA (Film and Television Production)			
Branch:	Semester: I			
1	Course Code	**BFT104**		
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: Develop basic concept ofsound CO2: understand voice modulation and Quality CO3: Learn about the principles of audio programme CO4: Recoding 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		CO3
	B	Online and offline sound		CO3,CO4
	C	Creating a programme mixing three tracks using basic mixer		CO4
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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	3	1	1	1
CO2	3	3	1	1	1	2
CO3	3	1	3	1	1	1
CO4	1	2	3	1	1	1
CO5	2	3	3	2	1	1

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

School:	SCADMS
Program:	BA (Film and Television Production)
Branch:	Semester: 1
1	Course Code	BFT105
2	Course Title	Visual Design and Graphics
3	Credits	4
4	Contact Hours (L-T-P)	1-0-6 (L-T-P)
5	Course Type	Core Course
6	Course Objective	1. Introduce the fundamental elements of Graphics and Animation. 2. Introduce Software for AV Editing. 3. Introduce the Fundamental Elements of Multimedia. 4. Emphasis on learning the representations, perceptions and applications of animation and multimedia.
7	Course Outcomes	The student will be able to: CO1: Develop an understanding of Key Graphics, Animation and Multimedia concepts. CO2: Apply basics of 2D/3D Animation on screen CO3: Demonstrate skills of Creating and editing 2D/3D Graphics CO4: Learn contemporary multimedia technologies .
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 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, Color 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
	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. Drachtenand DariushDerakhshaniSybex • 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

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

Semester -2

School:		**SCADMS**	
Program:		**BA (Film and Television Production)**	
Branch:		**Semester: II**	
1	Course Code	FEN102	
2	Course Title	**Communication English-II**	
3	Credits	2	
4	Contact Hours (L-T-P)	0-2-0 (L-T-P)	
5	Course Type	**Ability Enhancement Compulsory Course**	
6	Course Objective	To equip students to minimize the linguistic barriers emerging in a different environment. 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..	
7	Course Outcomes	The student will be able to : CO1: Improve four basic skills of language- listening, speaking, reading and writing CO2: Write essays and short stories to critically evaluate arguments in terms of the strength of evidence andreasoning. CO3: Learn English vocabulary throughexercises CO4:Use English expressions for thought and action. Learn to appreciate true human feelings and life events. Understand the relation of complexity of language with complexity of life. Cultivate and develop reading habits.	
8	Course Description		
9	Outline syllabus		CO Mapping
	Unit 1	Comprehension	
	A	Summarizing	CO1
	B	Paraphrasing	CO1, CO3
	C	Précis Writing	CO4
	Unit 2	Writing	
	A	Essays	CO1
	B	Short Stories	CO4
	C		CO4
	Unit 3	Vocabulary Enhancement	
	A	One word Substitution	CO1
	B	Antonyms	CO3
	C	Synonyms	CO4
	Unit 4	Writing	

	A	Eassy	CO2
	B	Short stories	CO2
	C	Comprehension	CO4
Unit 5		Reading	
	A	Reading Passage-4	CO2
	B	Reading Passage-5	CO2
	C	Reading Passage-6	CO3
10	Mode of examination	Theory	

11	Weightage Distribution	CA	MTE	ETE	
		60		40	

12	Text book/s*	- Work-Book Linkhttps://onedrive.live.com/redir?resid=90B5754AEBA35CCF%2 1143 - Murphy. *Murphy's English Grammar* with CD,Cambridge University Press.	
13	Other References	- Wren, P.C.& Martin H. *High English Grammar and Composition*, S. Chand & Company Ltd, NewDelhi. - Blum, M. Rosen. *How to Build Better Vocabulary*. London: BloomsburyPublication - Comfort, Jeremy(et.al). *Speaking Effectively*.Cambridge University Press.	

Course Articulation Matrix

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

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

School:	**SCADMS**		
Program:	**BA (Film &Television Production)**		
Branch:	**Semester: II**		
1	Course Code	BFT102	
2	Course Title	**History of Cinema**	
3	Credits	1	
4	Contact Hours (L-T-P)	1-0-0 (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 analyse 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 birthof Cinema technology tilldate. 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	
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
	C	Iranian Films	CO4
	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	MTE	ETE	
		30	20	50	
12	Text book/s*				
13	Other References				

Course Articulation Matrix

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

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

School:	SCADMS	
Program:	BA (Film &Television Production)	
Branch:	Semester: II	
1	Course Code	BFT107
2	Course Title	**WRITING FOR TELEVISION**
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	• To understand the dynamics of TV: Production, Distribution &Consumption, • To study the impact of niche programming on differentplatform • To learn about various genres of televisionprogramming
7	Course Outcomes	The student will be able to : CO1: Describe television programming working models CO2: Understand various genres of television programming: GEC/ Misc CO3: Describe the basic concepts of writing for television CO4: Write for different types of programming on TV
8	Course Description	

9	Outline syllabus		CO Mapping
	Unit 1	**Nature of television**	
	A	Various shows, formats and genres	CO1, CO2, CO3
	B	TRP Game: Numbers & Business	CO1, CO3
	C	Audience research: BARC & other parameters	CO4
	Unit 2	**Writing for television**	
	A	Conceptualizing TV Shows	CO3
	B	Designing and treatment of TV Shows	CO3
	C	TV Storytelling: Art & Science	CO3
	Unit 3	**Niche television programming**	
	A	Importance of niche TV content: Case study of NDTV Good Times, TVC, EPIC etc.	CO4
	B	Writing niche content for TV	CO3, CO4
	C	Production of niche television programming	CO4
	Unit 4	**New trends**	
	A	Specialty of different genres, popularity of genres	CO2, CO4
	B	Infotainment, edutainment, entertainment, lifestyle & genres	CO2, CO4
	C	Producing niche content in the time of OTT	CO4
	Unit 5	**Writing for web series**	
	A	Content on demand : Rise of DTH	CO2
	B	Business models of online series	CO2
	C	Content Analysis of Netflix, Amazon, Hotstar, VOOT ets.	CO3

10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*	• Fundamentals of Film Directing By David K. Irving • Writing, Directing, and Producing Documentary Films and Videos By AlanRosenthal • Breaking into Film by KennaMcHugh • Before You Shoot : A Guide to Low Budget Film and Video Production by HelenGarvey			
13	Other References	• Film Directing Cinematic Motion: A Workshop for Staging Scenes By Steven DouglasKatz • Film Directing Fundamentals: See Your Film Before Shooting By Nicholas T.Proferes			

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	3	1	1	1
CO2	2	1	1	1	2	1
CO3	3	1	3	1	1	1
CO4	2	1	3	1	1	1
CO5	2	1	2	2	3	3

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

School:	SCADMS			
Program:	BA (Film &Television Production)			
Branch:	Semester: II			
1	Course Code	BFT108		
2	Course Title	**Acting for Cinema**		
3	Credits	3		
4	Contact Hours (L-T-P)	0-0-6 (L-T-P)		
5	Course Type	**Core Course**		
6	Course Objective	The course aims to train students in different areas of performing arts.		
7	Course Outcomes	The student will be able to : CO1: Implement theories of art in a practical manner. CO2: Develop an understanding of Indian Theatre system CO3:Realise the importance of voice in theatre world CO4: Assess the difference between Film Acting & Theatre		
8	Course Description	The course aims to train students in different aspects of the discipline of acting.		
9	Outline syllabus			CO Mapping
	Unit 1	**Rasa and Natyashastra**		
	A	Rasa Theory and Natyashastra, explanation of rasa and exercise		CO1
	B	Sense awareness and sense memory, explanation and exercise		CO1,
	C	Imagination inanimate and animate exercise		CO2
	Unit 2	**Voice Culture and movement exercises**		
	A	Voice culture exercise		CO2,CO3
	B	Movement exercise 1st music		CO3
	C	Movement exercise 2nd Music		CO3
	Unit 3	**Theatre v/s Film Acting**		
	A	Monologue		CO2
	B	Play back, lip synch		CO2, CO3
	C	Improvisation		CO2,CO3
	Unit 4	**Handling of Actors**		
	A	For fiction film		CO4
	B	Working with non-actors		CO4
	C	Crowd management		CO4, CO2
	Unit 5	**Audition exercise**		
	A	Audition (spot speech)		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	PO5	PO6
CO1	3	2	2	1	1	1
CO2	3	1	1	1	2	1
CO3	2	3	1	1	1	1
CO4	2	1	1	1	2	1
CO5	2	2	1	1	3	3

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

School:	SCADMS	
Program:	BA (Film and Television Production)	
Branch:	Semester: II	
1	Course Code	**BFT 109**
2	Course Title	**Digital Photography and Basic Lighting Techniques**
3	Credits	6
4	Contact Hours (L-T-P)	2-0-8 (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: Shoot aesthetic photographs in different environments and situations with amateur and professional photography equipment CO2: Understand the requirements of various beats of photography and aesthetics of shooting for these beats CO3: Apply their understanding of basic lighting.techniques CO4: Apply their skills to edit their pictures with help of digital editing software.
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
	C	Evolution and development of Photography as a form	CO2
	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 and Lighting**	
	A	Exposure control with Aperture, Shutter and ISO, Metering, White Balance, EV etc.	CO1
	B	Composition essentials, Rule of 1/3	CO1
	C	3-point Lighting and handling background	CO3
	Unit 4	**Photo Editing**	
	A	Art of visual story telling through Photo-Editing	CO4
	B	Software for Photo Editing	CO4
	C	Tools used in popular image editing software like Adobe Photoshop, Lightroom etc.	CO4

	Unit 5	Shooting with Mobile Phones	
	A	Mobile Photography and Videos	CO4
	B	Developing Professional Portfolios	CO3
	C	Branding and marketing visual art for commercial use	CO4
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	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		

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	3	1	2	1
CO2	1	1 1	3	1	1	1
CO3	1	1	3	1	1	1
CO4	2	1	3	1	1	3
CO5	1	2	2	1	1	3

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

School:	SCADMS	
Program:	BA (Film and Television Production)	
Branch:	Semester: II	
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 ofediting 2. Introduction to different types of editingtechniques 3. To understand non-linear video editing 4. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuityetc.
7	Course Outcomes	The student will be able to : CO1: Demonstrate aesthetical element of editing CO2: Explain different types of editing CO3: Apply special effects in editing CO4: Perform various edit styles and patterns
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
	B	Concept of Online editing , Difference between online & offline editing,	CO3
	C	Editing of Non Fiction and Fiction programmes	CO4
	Unit 5	**Editing different types of programmes**	
	A	Editing of programmes of different genres	CO4
	B	Editing of short documentary	CO4

	C	Editing of Montage			CO4
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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	2	1
CO2	3	1	2	1	1	1
CO3	1	1	3	1	1	2
CO4	2	1	3	1	1	2
CO5	2	1	1	2	2	3

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

School:	SCADMS	
Program:	**B.A(Film and Television Production)**	
Branch:	**Semester: II**	
1	Course Code	BFT207
2	Course Title	**Summer Project**
3	Credits	1
4	Contact Hours (L-T-P)	(L-T-P) 0-0-2
5	Course Type	**Discipline Specific Course**
6	Course Objective	1. Provide students the opportunity to experience hands-on industry experience. 2. To provide students with an opportunity to implement their classroom knowledge in theindustry/field. 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.
7	Course Outcomes	The student will be able to : CO1: Understand the functioning of the media and communication (filmmaking/TV Production) industry. CO2 : Apply theoretical knowledge to solve practical problems in real time. CO3: To work under pressure and strict deadlines. CO4: To make a video project and present it to the group of experts or faculty
8	Course Description	1. Students will spend their entire day at the internshiplocation. 2. Students will have to write weekly reports to accomplish followingtasks: 3. Share their experience at theirworkplace 4. Share their learningoutcome 5. Discuss problems faced bythem 6. Students will write a final report/ portfolio for the jurysubmission 7. Oral presentation/VIVA-VOCE will be conducted based on the project report

9	**Outline syllabus**		CO Mapping
	Unit 1		
	A	Progress Report 1(fortnightly)	CO1
	B		
	C		
	Unit 2		
	A	Progress Report 1(fortnightly)	CO1 CO3
	B		
	C		
	Unit 3		
	A	Progress Report 1(fortnightly)	CO2 CO4
	B		
	C		
	Unit 4		

	A	Progress Report 1(fortnightly)			CO2 CO3 CO4
	B				
	C				
	Unit 5				
	A	Progress Report 1(fortnightly)			CO2 CO3 CO4
	B				
	C				
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	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	1	1	1	2	1	1
CO2	1	1	1	2	1	1
CO3	1	1	1	2	1	1
CO4	1	1	1	2	1	1
CO5	1	1	1	1	2	1

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

Semester -3

School:	**SCADMS**	
Program:	**BA (Film and Television Production)**	
Branch:	**Semester: III**	
1	Course Code	BFT201
2	Course Title	**Cinema Appreciation and Analysis**
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 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: Appreciate the nuances of different film genres from birthto contemporaryCinema. CO2:Criticallyanalyse the films on basis of their aestheticsand storytellingtechniques CO3:Study of contents and presentation of texts and subtexts in different genres of films CO4:Discuss the trends of Indian and International Cinema
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
	B	English Bollywood movies	CO4
	C	Impact of the multiplex system	CO4
	Unit 5	Overview of International Cinema	
	A	European Cinema (UK, Germany, France etc.)	CO4
	B	Cinema in Asian Countries (like Japan and China)	CO4
	C	Major turning points and trends in other international films	CO4
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA: 30 MTE: 20 ETE: 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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	-	-	-	3	-
CO2	3	-	3	-	3	-
CO3	3	1	3	-	2	-
CO4	3	1	2	-	3	1
CO5	3	1	2	-	3	2

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

School:	SCADMS	
Program:	BA(Film and Television Production)	
Branch:	Semester: III	
1	Course Code	BFT202
2	Course Title	**Direction and Production Methodology I**
3	Credits	3
4	Contact Hours (L-T-P)	1-2-0 (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: Write script and screenplay CO2: Apply their camera skills in shooting a film CO3: Analyse the aesthetics of editing CO4: Apply different marketing techniques
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
	B	SEO/SMO	CO4
	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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	-	-	-
CO2	3	3	3	-	-	-
CO3	3	3	3	-	-	-
CO4	3	2	3	-	-	-
, CO5	3	2	3	-	-	1

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

School:	**SCADMS**	
Program:	**BA (Film and Television Production)**	
Branch:	**Semester: III**	
1	Course Code	BFT203
2	Course Title	**Motion Picture Photography and Lighting I**
3	Credits	4
4	Contact Hours (L-T-P)	1-0-6 (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 differen 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:Shoot different types of shots CO2:Understand the basic technique used in video shooting CO3: Understand different parts of video camera and its uses CO4:Shoot the video under different lighting condition
8	Course Description	The courseis 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	**Basic of Visual language**	
	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 video	CO3
	C	• ISO • Focus Pulling • AEshift	CO2,CO3
	Unit 3	**Shots and their uses**	
	A	Camera Frames, Definition of shot	CO2
	B	Different types of shots and their relevance in video	CO2
	C	Scenes, Sequence	CO1
	Unit 4	**Lighting Technique used in video**	
	A	Basic lighting technique used in Cinematography	CO4
	B	Different types of lights used in cinematography	CO4
	C	Lighting contrast and lighting ratio	CO4
	Unit 5	**Principlesof Video shooting**	
	A	Line of Axis/ imaginary line in shooting	CO1
	B	Calibration of monitor and colour bars	CO3,CO4
	C	Final project	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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	-	-	-
CO2	3	3	3	-	-	-
CO3	3	3	3	-	-	1
CO4	3	3	3	-	-	-
CO5	3	3	3	-	-	1

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

School:		**SCADMS**	
Program:		**BA (Film and Television Production)**	
Branch:		**Semester: III**	
1	Course Code	BFT204	
2	Course Title	**SOUND DESIGN & AUDIOGRAPHY**	
3	Credits	4	
4	Contact Hours (L-T-P)	1-0-6 (L-T-P)	
5	Course Type	**Core Course**	
6	Course Objective	1. To learn about the basic features of sound design 2. To understand the nature of sound and recording devices 3. To make students understand the basic element of sound recording 4. To learn Sound perception and reproduction	
7	Course Outcomes	The student will be able to: CO1: Understand the basic concept of sound design CO2: Demonstrate Voice Modulation and Quality CO3: Learn about the scripting and making of Audio Programme CO4: Basic methods of audio (re)generation	
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

	B	News, Drama, Talks/Interviews			CO3
	C	Radio Features, PSAs etc.			
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 By MikeCollins • Pro Tools All-in-One Desk Reference ForDummies By JeffStrong • Sound for Film and Television ByTomlinson Holman			
13	Other References	• Sound For Digital Video By TomlinsonHolman • 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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	-	-	-
CO2	3	2	3	-	-	-
CO3	3	3	3	-	-	-
CO4	2	3	3	-	-	-
CO5	2	3	3	-	1	3

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

School:	SCADMS	
Program:	B.A(Film and Television Production)	
Branch:	Semester: III	
1	Course Code	BFT205
2	Course Title	**Anchoring and Presentation Skills**
3	Credits	3
4	Contact Hours (L-T-P)	1-0-4 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To familiarize the students with different aspects of Anchoring & News Presentation 2. To develop and understand how to handle different situation during Live News Presentation 3. To make them understand the roles and responsibility of an Anchor or a newsreader. 4. To make them learn do's and don'ts of being an anchor ora newsreader
7	Course Outcomes	The student will be able to : CO1: Develop essential writing & communication skills for radio &television CO2: Understand diction, voice modulation, grammar, phonetics, pitch, tone, breathing, rhythm of speech etc. CO3: Understand different kind of desk & live reporting style (political, sports, crime , entertainment etc). CO4: Apply their skills to anchor different programmes & interviewing and hosting a Talk show
8	Course Description	Through this course, students will be taught to face camera. The basic pronunciation skills will be taught along with effective communication skills, diction, voice modulation, script writing and importance of personality grooming. Legal Pitfalls will also be taught in the course.

9	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Anchoring and News Presentation**	
	A	Practical Anchoring Techniques for electronic media and events.	CO 4
	B	Technical and Practical techniques for News presentation	CO3, CO4
	C	Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO4
	Unit 2	**Voice Analysis and Improvement**	
	A	Importance of voice improvement	CO2
	B	Analyzing student's speech and Voice : Pitch, Volume, Tempo, Vitality	CO 2
	C	Voice quality : Resonance V/s thinness, Breathing, Nasality	CO 2

		and Huskiness	
	Unit 3	**Pronunciation and Articulation**	
	A	Understanding different causes of mispronunciation.	CO2
	B	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO2
	C	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO 1, CO2
	Unit 4	**Facing Camera and Writing Anchor Links**	
	A	Understanding of camera etiquettes, camera microphone, piece to camera	CO4
	B	Writing for Anchor Links & Headlines	CO 1, CO4
	C	Techniques and detailed understanding of how to develop stories for News and Anchoring scripts	CO 1, CO4
	Unit 5	**Hosting & Reporting**	
	A	Understanding different kind of reporting style	CO3
	B	Interviewing and hosting a talk show	CO 4
	C	Hosting a Paneldiscussions	CO 4
10	Mode of examination	Jury	Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	• Radio Jockeying And News Anchoring Hardcover – 2009 by ArunaZachariah • The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Editionby Richa JainKalra	
13	Other References	• Watching different NewsChannels • AIRNews	

Course Articulation Matrix

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

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

School:	SCADMS	
Program:	BA (Film and Television Production)	
Branch:	Semester: III	
1	Course Code	BFT206
2	Course Title	**Digital Video Editing II**
3	Credits	5
4	Contact Hours (L-T-P)	1-0-8 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To understand the aesthetics and techniques of advanced editing 2. To introduction student different types of advanced editing technique 3. To learn advanced features of final cut-prosoftware 4. To learn different genres of programmes
7	Course Outcomes	The student will be able to : CO1: Demonstrate aesthetics of advanced editing CO2: Explain different types of editing CO3: Apply advanced effect in editing CO4: Apply their post-production skills to edit different types of programmes on FCP.
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 and Management	CO2
	Unit 2	**Principle of editing techniques**	
	A	World of Visual: frame, Shot, Scene, Sequence. Types of Shot	CO1
	B	Insert and Overwriting Editing. Three point Editing, Split Edit,	CO2
	C	Working with Multi Layers. Key framing Image, Time Remapping	CO1,CO2
	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	CO4

		techniques, Color Correction. Use of Graphics, and titling	
	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	CO4
	B	Editing of short documentary	CO4
	C	Editing of Montage, Teaser, Trailer and Promo	CO4
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 By KenDancyger • Nonlinear Editing Basics: Electronic Filmand Video Editing By Steven E.Browne	

Course Articulation Matrix

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

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

School:	**SCADMS**	
Program:	**B.A(Film and Television Production)**	
Branch:	**Semester: III**	
1	Course Code	**BFT 111**
2	Course Title	**Study tour to Motion Picture Industry**
3	Credits	1
4	Contact Hours (L-T-P)	(L-T-P) 0-0-2
5	Course Type	**Discipline Specific Course**
6	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 theindustry.
7	Course Outcomes	The student will be able to : CO1: Understand the functioning of the media and communication (filmmaking/TV Production) industry. CO2 : Apply theoretical knowledge to solve practical problems in real life. CO3: To work under pressure and strict deadlines. CO4: To make a project report and present it to the group of experts or faculty
8	Course Description	1. Students will spend their allocated time in motion pictureindustry. 2. Students will have to write report to accomplish followingtasks: • Share their experience inindustry • Share their learningoutcome • Discuss problems faced bythem • Students will write a final report/ portfolio for the jurysubmission • Oral presentation/ viva-voce will be conducted based on the project report

9	Outline syllabus				CO Mapping
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	Not Applicable			
13	Other References	Not Applicable			

Course Articulation Matrix

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

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

Semester- 4

School:	SCADMS	
Program:	**BA(Film and Television Production)**	
Branch:	**Semester: IV**	
1	Course Code	BFT208
2	Course Title	**Media Law & Ethics**
3	Credits	1
4	Contact Hours (L-T-P)	1-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	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 ethicalstandards. 2. This class will deal with press laws and ethical issues and professional practices inmedia. 3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in theclass. 4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the globalcontexts.
7	Course Outcomes	The student will be able to : CO1: Define the polity system of India. CO2: Defining the use of Constitution of India. CO3: Describe the Rule and regulation related to media Profession. CO4: Understand the meaning and Use of Ethics.
	Course Description	1- knowledge about basic understanding of Indianpolity, 2- Informing about law, rights and restriction ofMedia.

9	Outline syllabus		CO Mapping
	Unit 1	Indian Constitution and Government Bodies	
	A	1.1 Indian constitution and Parliament, Lower and Upper House	CO1
	B	1.2 President of India, Prime Minister, Cabinet, Bill, Ordinance, Act.	CO1
	C	1.3 Fundamentals rights, fundamentals duties.	CO2
	Unit 2	Rights and Restriction for Media	
	A	2.1 Freedom of Expression article 19 1 A	CO3
	B	2.2 Reasonable Restriction, Law of Defamationand Exceptions	CO3
	C	2.3 Contempt of courtandDefences	CO3
	Unit 3	Freedom of Press	
	A	3.1 First press Regulation Act, Vernacular Act, Press and	CO5

		Regulation Book Act,		
B		3.2 Parliament Proceeding Act.		CO3
C		3.3 Right to Information Act-2005		CO3
Unit 4		Media Acts and official Documents		
A		4.1 Copy Right Act, Infringement of Copy Right, No Infringement		CO3
B		4.2 Official Secret Act		CO3
C		4.3 Press Council of India: Introduction ,structure and Function		CO3
Unit 5		New Media Law and Ethics		
A		Cyber law and crime		CO4
B		Drug and Remedies Act, Harmful Publication Act		CO4
C		Media ethics :Code of Conduct, NBA.INS, Industry Code of Ethics,		CO4
10	Mode of examination	Theory		Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
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	-
CO2	-	-	-	-	3	-
CO3	-	-	-	-	3	1
CO4	-	1	-	-	3	1
CO5	3	2			3	2

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

School:	SCADMS	
Program:	B.A(Film and Television Production)	
Branch:	Semester: IV	
1	Course Code	BFT209
2	Course Title	**Direction and Production Methodology II**
3	Credits	2
4	Contact Hours (L-T-P)	1-1-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Students will learn about the basic concept of Film and Television Production 2. Students will also learn the process of script to screen, planning to presentation and collecting to writing the news. 3. learn cinematic language and production skills through a variety of projects such as public service announcements, video commercials, film trailers and narrative short films. 4. They will also learn writing, editing and production of Film, TV and Entertainment programs.
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
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 30	MTE 20	ETE 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	PO1	PO2	PO3	PO4	PO5	PO6
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	2	1	-	1

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

School:	**SCADMS**		
Program:	**B.A(Film and Television Production)**		
Branch:	**Semester: IV**		
1	Course Code	BFT210	
2	Course Title	**Digital and Convergent Media Practices**	
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 with the various tools of digital media and its application 2.Develop the understanding towards highly interactive and participatory form of digital media 3.Impart knowledge of digital media to those who aspire to be employed in various media firms 4. Study the applications of various digital media tools 5. Strengthen the ethical values in digital media	
7	Course Outcomes	The student will be able to : CO1:Understand the growth and development of Digital Media as an area of study CO2:Identify the industry demands in this new wave of Information Age CO3:Understand the technological aspects of digital media CO4:Apply the ethical uses of new media tools in Digital Era CO5:Understand the application of digital tools in this information society	
8	Course Description	The course entitles to introduce the skeletons of digital media and its applications. The curriculum lays stress on both technological aspects and its application. The theoretical portion indicates the students to know how the technological aspects of New media. While as, the application will give the good use of new tools in this Digital Era and help shaping the students a responsible denizen in this information society.	
9	Outline syllabus		CO Mapping
	Unit 1	**Basics of digital media**	
	A	Definition, feature and characteristics	CO3
	B	Elements of digital media	CO3
	C	Distinguish from conventional media	CO3
	Unit 2	**Development of digital media**	
	A	Growth of digital media	CO1, CO2
	B	Mapping the internet	CO1
	C	Development of social media and social networking sites	CO1, CO2
	Unit 3	**Tools of digital media**	
	A	Internet, www and net neutrality	CO1, CO3
	B	Web 1.0 Vs Web 2.0	CO1, CO3
	C	Social media and Virtual reality, Introduction to Content Development for Web- Text, Images, inphographics, Graphics and short videos	CO1, CO3
	Unit 4	**Digital media and its application**	
	A	Digital media and Information Age, Overview of Digital Media , Content Marketing , Digital Marketing Strategy	CO4
	B	Citizen Journalism and Social change, Analyzing the	CO4, CO2

		campaign performance through Google Analytics platform, Online Advertising ,Social Media Marketing(including Facebook, Twitter, Google Plus, Instagram, Pinterest, YouTube ,Social Media Optimization, Email Marketing			
	C	Digital media and Popular culture, Blogging/Logging as a tool of digital marketing , Social Media Listening , Search Engine Optimization			CO4, CO2
	Unit 5	**Critical issues in digital media**			
	A	Influx and over flux of information			CO5
	B	Ethical issues and Plagiarism			CO4, CO5
	C	Indecency, Internet censorship and Cyber-crimes			CO5
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	MTE	ETE	
		60	N.A.	40	
12	Text book/s*	1. Christopher, Callahan, *A Journalist's Guide to the Internet: The Net as a Reporting Tool*. 2nd edition, Allyn Bacon.(2003). 2. Dewdney, Andrew& Ride, Peter, *The New Media Handbook* 3. Hansen, Mark B. N., *New Philosophy for NewMedia,* MIT Press. 4. Harries, Dan, *The New Media Book*(edited) 5. Huckerby, Martin, *The Net for Journalists*, UNESCO and The Thompson Foundation.(2005). 6. Lievrouw, Leah A. and Livingstone, Sonia, *Handbook of New Media*, Sage Publications.(2006). 7. Pavlik, John, *ConvergentMedia*			
13	Other References				

Course Articulation Matrix

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

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

School:	SCADMS	
Program:	BA (Film and Television Production)	
Branch:	Semester: IV	
1	Course Code	BFT211
2	Course Title	**Basic Animation**
3	Credits	5
4	Contact Hours (L-T-P)	1-2-4 (L-T-P)
5	Course Type	**Core Courses**
6	Course Objective	1. Introduce the fundamental elements of Animation. 2. Introduce Software for AV Editing. 3. Introduce the Fundamental Elements of Multimedia. 4. Emphasis on learning the representations, perceptions and applications of animation and multimedia.
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.
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
	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. Derakhshani and DariushDerakhshaniSybex • 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	1	1	3	1	-	-
CO2	2	-	3	1	-	-
CO3	3	1	3	-	-	-
CO4	3	1	3	1	-	2
CO5	3	1	3	1	-	3

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

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

1	Course Code	BFT212
2	Course Title	**Motion Picture Photography & Lighting II**
3	Credits	4
4	Contact Hours (L-T-P)	1-1-4 (L-T-P)
5	Course Type	Specialized Elective
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 professional industry standard video cameras 3. Introduce the learner to different types of takes and its uses in Motion Picture Photography 4. Introduce the students to lighting technique used in MPP
7	Course Outcomes	The student will be able to : CO1:Shoot and blend different types of shots in motion CO2:Understand the techniques used in video shooting CO3: Understand different parts of video camera and its uses CO4:Shoot the video under different lighting condition
8	Course Description	The course is designed to make students conversant with industry standard professional practices

9	**Outline syllabus**		CO Mapping
	Unit 1	**Sensors of Digital Cameras**	
	A	Sensor size, Pixels, Crop factors and Aspect ratios	CO1
	B	Latitude and Dynamic range	CO1
	C	Assessing sensitivity of Video camera	CO1
	Unit 2	**MPP Essentials**	
	A	Different industry standard video camera and lights	CO3
	B	Role of DoP and Hierarchy in Camera Dept.	CO3
	C	Introduction to Industry standard Lighting and Grip gear and safety procedures while handling those.	CO3,CO4
	Unit 3	**Takes**	
	A	Camera angles and dynamic shots	CO1, CO2
	B	Selection of viewpoint to heighten the drama	CO2
	C	Comparison of Film and Television cinematography. Aesthetics of camera operation	CO2
	Unit 4	**Applied Basics**	
	A	Colour Wheel and Colour temperatures	CO4
	B	Exposure (light) meter, Foot-candles and lux	CO4, CO2
	C	Exposure Triangle and Correct Exposure	CO4, CO2
	Unit 5	**Indoor Lighting in controlled Environment**	
	A	Lighting an Interview (for single cam and twin cam)	CO4
	B	Lighting a Panel Discussion	CO4

	C	Final project: To shoot a scene with shot breakdown from a Director's point of view			CO4
10	Mode of examination	Jury			
11	Weightage Distribution	CA	MTE	ETE	
		60		40	
12	Text book/s*				
13	Other References				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
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	3

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

School:	SCADMS	
Program:	BA (Film and Television Production)	
Branch:	Semester: IV	
1	Course Code	**BFT213**
2	Course Title	**Studio Sound Recording and Mixing**
3	Credits	4
4	Contact Hours (L-T-P)	1-1-4 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Familiarise students with the origin and use of sound in cinema. 2. Apprise students with recording techniques and track Lying. 3. Introduce Mixing console and Production process.
7	Course Outcomes	The student will be able to: CO1: Learn the evolution of sound in cinema CO2: Demonstrate the ability to record studio sound and use mixing console CO3: Demonstrate the ability to record different kinds of sound CO4: Demonstrate the ability to aesthetically mix different kinds of sound
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

	B	Sampling Frequency, Bit Rates. Problems in digital audio. Different digital media, Standard digital recording	CO4
	C	Audio file formats, storage mediums – optical, magnetic, Jitter etc.	CO2
	Unit 5	**Production Process**	
	A	Sync sound, dubbing, folly ambience sound, background score, using DAT	CO3
	B	Optical (negative and positive) and Magnetic Sound, Track Laying, and sound Editing	CO4
	C	Balancing of sound while Pre-mixing and Mixing, Mastering.	CO4
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	PO1	PO2	PO3	PO4	PO5	PO6
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			3

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

SCHOOL: School of Creative Art, Design & Media Studies (SCADMS)		TEACHING DEPARTMENT: Community Connect	ACADEMIC SESSION : 2018-19	FOR STUDENTS BATCH – MA(J&MC) (2017-19)
1	Course Number	CCU501		
2	Course Title	Community Connect		
3	Credits	2		
3.01	(L-T-P)	(00-00-04)		
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**	- After completing the course, student will be able to apply the knowledge and skills acquired during classroomteaching. - Student will be able to contribute to the society by bringing out the issues and the necessarysolutions. - Student will be more vigilant and aware about the issues in the community/society, one of the basic quality of a mediaperson. - With activities done in the course, student will develop sense of belonging, sympathy and responsibility towardssociety.		
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 forF aculty 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	<u>**Format:**</u>	**The report should be Spiral/ hardbound** The Design of the Cover page to report will be given by the Coordinator- CCC Cover page Acknowledgement 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	<u>**Important Notes:**</u>	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 Evaluation**	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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	1	-	1
CO2	-	-	-	1	3	1
CO3	-	-	-	-	3	-
CO4	-	-	-	-	3	1

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

School:	SCADMS			
Program:	**BA (Film and Television Production)**			
Branch:	**Semester: IV**			
1	Course Code	BFT214		
2	Course Title	**Summer Training / Project Report**		
3	Credits	3		
4	Contact Hours (L-T-P)	0-1-4 (L-T-P)		
5	Course Type	**Discipline Specific Course**		
6	Course Objective	1. Provide students the opportunity to experience hands-on industry interaction. 2. To provide students with an opportunity to implement their classroom knowledge in the industry/field. 3. Development of Media and Communication 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.		
7	Course Outcomes	The student will be able to : CO1:Understand the functioning of the media and communication (TV/Ad/Short filmmaking/Documentary filmmaking/filmmaking) 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		
8	Course Description	1. Students will spend their entire day at the internshiplocation. 2. Students will have to write weekly reports to accomplish followingtasks: 3. Share their experience at theirworkplace 4. Share their learningoutcome 5. Discuss problems faced bythem 6. Students will write a final report/ portfolio for the jurysubmission 7. Oral presentation/VIVA-VOCE will be conducted based on the projectreport		
9	Outline syllabus			CO Mapping
10	Mode of examination	Jury			Viva
11	Weightage Distribution	CA	MTE	ETE	
		60	0	40	
12	Text book/s*	Not Applicable			
13	Other References	Not Applicable			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
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
CO5	1	3	2			3

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

Semester -5

School:	**SCADMS**	
Program:	**B.A(Film and Television Production)**	
Branch:	**Semester: V**	
1	Course Code	BFT301
2	Course Title	**Applied Research in Film Making**
	Credits	2
4	Contact Hours (L-T-P)	2-0-0 (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 mass communication 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 in journalism study CO3: Apply various methods in communication research CO4: Differentiate communication research from ordinary research CO5: Demonstrate the excellence in media 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: Data collection and processing**	
	A	Definition and types of data	CO3

	B	Coding and basic statistical tools	CO3
	C	Tabulation, pie and bar diagrams	CO3
	Unit 5	**Unit 5: Analysis, Interpretation and Report Writing**	
	A	Test of significance, Chi square and student *t* test	CO3, CO4
	B	Statistical analysis and interpretation of data	CO3
	C	Steps and principles of report writing	CO3, CO4
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA 20 MTE 30 ETE 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	PO1	PO2	PO3	PO4	PO5	PO6
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:	**SCADMS**	
Program:	**BA (Film and Television Production)**	
Branch:	**Semester: V**	
1	Course Code	BFT302
2	Course Title	**Entrepreneurship & Marketing**
3	Credits	1
4	Contact Hours (L-T-P)	1-0-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. Learn basic management principles, as well as those that apply uniquely to media businesses. Acquaint students with the specialized terminology used in all kinds of businesses. 2. Exercise creative and analytical thinking and evaluation skills through research and critical evaluation of business issues 3. Build awareness and understanding of the social responsibilities and development obligations of media organizations towards developing an open and free society. 4. Help students to think entrepreneurially and prepare them about changing media technologies, usages, and ownership positions. 5. Learn basics of managing different news platforms from newspapers to web and social media portals
7	Course Outcomes	The student will be able to : C01: Developing the skill for starting the new ventures. CO2: To make them understand the market necessities. CO3: To make them capable to handle all kinds of business requirements. CO4: To make them confident to take balanced decision
8	Course Description	This course aims to make student professionally competent to start their own organization or enterprise.
9	Outline syllabus		CO Mapping
	Unit 1	Media Industry and Concept of Management	
	A	Media as an industry and a profession;: Operations and structure of news media company.	CO1
	B	Ownership patterns of mass media - Foreign equity in Indian electronic and print media and press commissions on Indian newspaper management structure	CO1, CO3
	C	Hierarchy functions and organizational theory: Delegation, decentralization, motivation, disintermediation, control and coordination	CO1
	Unit 2	**Media Company Planning**	
	A	Economics of print and electronic media: Financing and accounting, circulation and sales promotion	CO1
	B	Media regulation , policy formulation , planning and control and strategy and survival	CO4
	C	Apex bodies: DAVP, INS and ABC , TAM, INTAM, TRP, GRP and other media jargons	CO3
	Unit 3	**Media Management in the current**	

	A	The current media flux, including the disruptive aspects of new media technologies and social media practices	CO1
	B	New media marketing and audience research techniques	CO3
	C	Future media trends including digital media: Problems and opportunities, processes, disintermediation, and prospects of launching media ventures	CO4
	Unit 4	**Human resources development**	
	A	Motivation, leadership and management	CO2
	B	Marketing strategies and branding: Employee/employer and customer relations services	CO2
	C	Promotion (space/time, circulation), reach, and promotion	CO4
	Unit 5	Entrepreneurship and Marketing	
	A	Global marketing strategies and Social media branding	CO2
	B	PR for building and sustaining business and audience and Ad campaign on Facebook	CO2
	C	Advertising and Marketing ; Digital Marketing, Media planning and buying , Media budgeting and finance management, budget control.	CO3
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*		
13	Other References	• Hargie O, Dickson D, Communication Skills for EffectivTourish Denis Management, Palgrave Macmillan,India • Redmond, J, Trager R : Media Organisation Management, Biztantra,NewDelhi • Media and Market Forces: challenges and opportunities.-- New Delhi: Concept, 1998. • Albarran Alan B : Media Economics ,Surjeet Publication , New Delhi	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	-	-	-	3
CO2	3	-	-	2	-	-
CO3	3	-	-	2	-	3
CO4	2	-	-	2	1	2
CO5	2	-	-	2	1	2

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

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

1	Course Code	BFT303
2	Course Title	**Documentary and Community Film Making**
3	Credits	2
4	Contact Hours (L-T-P)	1-1-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	1. To introduce the concept of documentary film 2. Idea generation and scripting 3. Shooting techniques for documentary film 4. Editing and post production work for documentary film
7	Course Outcomes	CO1: Students will be able to conceptualize and shoot CO2: Scripting for documentary CO3: Will be aware about shooting technique involved in documentary film CO4: Editing and post production work
8	Course Description	The documentary film has become a very strong medium to highlight any issues/Conflict.

9	Outline syllabus		CO Mapping
	Unit 1	Introduction of Documentary films	
	A	Study of critical ethical and aesthetic concepts related to documentary	CO1
	B	Language and relevance of documentary film	CO1, CO3
	C	History of Indian documentary film	CO1
	Unit 2	Pre-production in documentary film	
	A	Idea development	CO1
	B	Primary and Secondary research	CO4
	C	. Conceptualizing the script	CO2
	Unit 3	Shooting Techniques for documentary film	
	A	Shooting interviews	CO1
	B	Camera Angle and Shot selection for real life location	CO3
	C	Editing technique used in documentary films	CO4
	Unit 4	Post production	
	A	How to view and relate to film rushes	CO2
	B	Learning to hear what the material is saying to you	CO2
	C	What are the possible structures that can emerge	CO4
	Unit 5	Edit Script	
	A	How to work on an edit script, and to modify/reject it if new insights occur. The value of abandoning pre conceived ideas.	CO2

	B	Screening award winning documentary films	CO2
	C	Final project- A documentary film by each students	CO3
10	Mode of examination	Theory	Theory
11	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
12	Text book/s*		
13	Other References		

Course Articulation Matrix

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

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

School:	SCADMS	
Program:	BA (Film and Television Production)	
Branch:	Semester: V	
1	Course Code	BFT304
2	Course Title	**Fiction Filmmaking**
3	Credits	2
4	Contact Hours (L-T-P)	1-1-0 (L-T-P)
5	Course Type	**Core Course**
6	Course Objective	• To understand various narrative theories and styles • To understand the importance of culture and societal change brought about by media • To understand the formats of fiction films • To master the art of fiction filmmaking
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 a crew for fiction films CO4: Demonstrate an ability to understand various stages of production
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	**Introduction to Fiction Films**	
	A	Different Genres of fiction films	CO1
	B	Classics and Work of masters	CO1,CO2
	C	Choosing a subject, its relevance	CO1
	Unit 2	**Pre-Production of a Fiction Film and Budgeting**	
	A	Research, recce involving subject experts	CO4
	B	Production design of a workable script	CO4
	C	Preparing budget, casting and shooting schedule	CO4
	Unit 3	**Production of a Fiction Film**	
	A	Screenplay and Shooting script	C01,CO3
	B	Selection of gear	CO2
	C	Roles and responsibilities of fiction crew	C03
	Unit 4	**Post-Production of a Fiction Film**	
	A	Logging footage, bin management, determining editing style	C01,CO2
	B	Managing sound, music, titling, supers, other text, etc.	CO1,CO2
	C	Preparing unmixed and telecastmasters	C04
	Unit 5	**Preparation for the final project**	

	A	Making a team for the production of fiction film	CO4,CO2
	B	Finalizing subject after discussions	CO4
	C	Final Assignment of roles and project	CO4
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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	-	-	-
CO2	3	-	2	-	-	-
CO3	-	-	2	-	-	2
CO4	3	-	2	-	-	2
CO5	3	-	2	-	-	2

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

School:	SCADMS	
Program:	BA (Film and Television Production)	
Branch:	Semester: V	
1	Course Code	BFT305
2	Course Title	**Screenplay Writing**
3	Credits	5
4	Contact Hours (L-T-P)	2-0-6 (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 by cinema - To master the art of screenplay writing for fiction films
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
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 and treatment	CO3
	Unit 3	**Synopsis &Story**	
	A	Writing synopsis notes	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
	C	Screenplay review techniques	CO2,CO4
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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	-	-	-
CO2	3	-	2	-	-	-
CO3	3	2	3	-	-	-
CO4	2	2	-	-	-	3
CO5	2	2	-	-	-	3

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

School:		SCADMS	
Program:		BA (Film and Television Production)	
Branch:		Semester: V	
1	Course Code	BFT306	
2	Course Title	**ADVANCED CAMERA and LIGHTING TECHNIQUES**	
3	Credits	5	
4	Contact Hours (L-T-P)	1-0-8 (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	
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**	
	A	Lighting in a Controlled Environment, Glamour and mood Lighting for dramatic situations	CO3
	B	Lighting Characters in Movement	CO3
	C	Use of Ambient Light	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:	SCADMS	
Program:	B.A(Film and Television Production)	
Branch:	Semester: V	
1	Course Code	BFT307
2	Course Title	**Advertisement and Corporate Filmmaking**
3	Credits	4
4	Contact Hours (L-T-P)	1-0-6 (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
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
	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	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	-	-	-	-
CO2	3	2	3	-	-	-
CO3	2	-	3	-	-	-
CO4	2	-	3	-	-	-
CO5	-	1	1	2	-	-

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

SCHOOL: School of Creative Art, Design & Media Studies (SCADMS)		TEACHING DEPARTMENT: Community Connect		ACADEMIC SESSION : 2021-22		FOR STUDENTS BATCH – BA(FTP) 2019-21
1	Course Number	CCU501				
2	Course Title	Community Connect				
3	Credits	2				
3.01	(L-T-P)	(00-00-04)				
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**	- After completing the course, student will be able to apply the knowledge and skills acquired during classroom teaching. - Student will be able to contribute to the society by bringing out the issues and the necessary solutions. - Student will be more vigilant and aware about the issues in the community/society, one of the basic qualities of a media person. - With activities done in the course, student will develop sense of belonging, sympathy and responsibility towards 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 forFaculty 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, economic 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 andassign				

		students to faculty members.
		• PG - MA (J&MC) – the students will be allocated to faculty member (mentors/faculty member) in eventerm.

8.3	**Layout of the Report**	Abstract(250 words)
		
		   m. Front Page (sample design will be provided by Community Connect Coordinator/Mentor)
		   n. Certificate of originality duly signed by the facultysupervisor
		   o. Acknowledgement
		   p. ContentPage
		   q. Abstract
		   r. Introduction
		   s. Objective of thereport
		   t. Methodology
		   u. Results, finding,conclusion
		   v. Recommendation/plan of action
		   w. References
		   x. 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 Acknowledgement 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	**Important Notes:**	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 thestudents. 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 Evaluation**	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%**

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

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

Semester – 6

School:		**SCADMS**		
Program:		**BA(Film and Television Production)**		
Branch:		**Semester:VI**		
1	Course Code	BFT321		
2	Course Title	**On Job Training**		
3	Credits	20		
4	Contact Hours (L-T-P)	0-5-30 (L-T-P)		
5	Course Type	**Value Addition 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.		
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**		
	A	Work in progress report		CO1
	B			
	C			
	Unit 2	**Bi-Weekly Report**		
	A	Work in progress report		CO1
	B			
	C			
	Unit 3	**Bi-Weekly Report**		
	A	Work in progress report		CO2
	B			
	C			
	Unit 4	**Bi-Weekly Report**		
	A	Work in progress report		CO1,CO2
	B			
	C			
	Unit 5	**Bi-Weekly Report**		
	A	Final report		CO2
	B			
	C			
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:	**SCADMS**	
Program:	**BA(Film and Television Production)**	
Branch:	**Semester: VI**	

1	Course Code	BFT308
2	Course Title	**Final Project Spl. Screenplay Writing & Direction**
3	Credits	20
4	Contact Hours (L-T-P)	0-5-30 (L-T-P)
5	Course Type	**Value Addition 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 the project. CO2: Get proper experience and will be able to lay ground for a better career with a showreel in hand.
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**	
	A	Work in progress report	CO1
	B		
	C		
	Unit 2	**Bi-Weekly Report**	
	A	Work in progress report	CO1
	B		
	C		
	Unit 3	**Bi-Weekly Report**	
	A	Work in progress report	CO2
	B		
	C		
	Unit 4	**Bi-Weekly Report**	
	A	Work in progress report	CO1,CO2
	B		
	C		
	Unit 5	**Bi-Weekly Report**	
	A	Final Report	CO2
	B		
	C		
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:		SCADMS			
Program:		BA(Film and Television Production)			
Branch:		Semester: VI			
1	Course Code	BFT309			
2	Course Title	**Final Project Spl. Motion Picture Photography**			
3	Credits	20			
4	Contact Hours (L-T-P)	0-5-30 (L-T-P)			
5	Course Type	**Value Addition 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 the project. CO2: Get proper experience and will be able to lay ground for a better career with a showreel in hand.			
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**			
	A	Work in progress report			CO1
	B				
	C				
	Unit 2	**Bi-Weekly Report**			
	A	Work in progress report			CO1
	B				
	C				
	Unit 3	**Bi-Weekly Report**			
	A	Work in progress report			CO2
	B				
	C				
	Unit 4	**Bi-Weekly Report**			
	A	Work in progress report			CO1,CO2
	B				
	C				
	Unit 5	**Bi-Weekly Report**			
	A	Final Report			CO2
	B				
	C				
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:	**SCADMS**	
	Program:	**BA(Film and Television Production)**	
	Branch:	**Semester: VI**	
1	Course Code	BFT310	
2	Course Title	**Final Project Spl. Sound Design and Audiography**	
3	Credits	20	
4	Contact Hours (L-T-P)	0-5-30 (L-T-P)	
5	Course Type	**Value Addition 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 the project. CO2: Get proper experience and will be able to lay ground for a better career with a showreel in hand.	
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**	
	A	Work in progress report	CO1
	B		
	C		
	Unit 2	**Bi-Weekly Report**	
	A	Work in progress report	CO1
	B		
	C		
	Unit 3	**Bi-Weekly Report**	
	A	Work in progress report	CO2
	B		
	C		
	Unit 4	**Bi-Weekly Report**	
	A	Work in progress report	CO1,CO2
	B		
	C		
	Unit 5	**Bi-Weekly Report**	
	A	Final Report	CO2
	B		
	C		
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:	SCADMS			
Program:	BA(Film and Television Production)			
Branch:	Semester: VI			
1	Course Code			
2	Course Title	**Final Project Spl. Editing and Post Production**		
3	Credits	20		
4	Contact Hours (L-T-P)	0-5-30 (L-T-P)		
5	Course Type	**Value Addition 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 the project. CO2: Get proper experience and will be able to lay ground for a better career with a showreel in hand.		
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 experienceof learning while working on the project.		
9	Outline syllabus			CO Mapping
	Unit 1	**Bi-Weekly Report**		
	A	Work in progress report		CO1
	B			
	C			
	Unit 2	**Bi-Weekly Report**		
	A	Work in progress report		CO1
	B			
	C			
	Unit 3	**Bi-Weekly Report**		
	A	Work in progress report		CO2
	B			
	C			
	Unit 4	**Bi-Weekly Report**		
	A	Work in progresss report		CO1,CO2
	B			
	C			
	Unit 5	**Bi-Weekly Report**		
	A	Final Report		CO2
	B			
	C			
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		

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

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