

FACULTY OF HUMANITIES AND SCIENCE

LEARNING OUTCOME BASED CURRICULUM

Curriculum and Syllabus

M.Sc (Animation & Visual Communication)

REGULATION 2022

DEPARTMENT OF VISCOM & ANIMATION

VISION

To produce well knowledgeable media and animation professionals who will bring name and fame to the media industry through their culture conscious skills.

MISSION

M1: To impart quality training in accordance to the industry standards by providing robust curriculum.

M2: To motivate and enhance students creativity by providing real time practice which increases their creative-thinking skills.

M3: To promote leadership, entrepreneurship skills and cognizance about ethical values.

M4: To inculcate employability through industry collaboration and value added courses.

PROGRAMME EDUCATIONAL OBJECTIVES

PEO1 : Graduates can contribute to the reformation of the society by their socially responsible films

PEO2 : Graduates will adhere to theoretical and pragmatic skills to achieve professional standards.

PEO3 : Graduates can incorporate their technical skills on animation, visual effects and editing to translate their ideas.

PROGRAMME SPECIFIC OUTCOMES

PSO 1 : Demonstrate a practical and technical understanding of the tools and techniques used in the media & entertainment business..

PSO 2 : Have practical experience with the process of turning abstract or text-based ideas into visual, animated, or audio formats.

PSO 3 : Develop methods for effective deployment while creating/reading the content with in-depth understanding to provide culturally aware content and shows.

PROGRAMME OUTCOMES

PO1: Acquire in-depth knowledge related to the discipline.

PO2: Apply the recent advancement in the domain knowledge for solving real-life problems.

PO3: Demonstrate critical thinking skills by analyzing, synthesizing and evaluating various research problems.

PO4: Identify and use qualitative and quantitative methods of research in order to pursue a well-researched written work that makes use of wide range of disciplinary techniques and scientific methods applicable.

PO5: Conceive the ways and means to address various social, economic, environmental, human rights and other ethical issues faced by humanity at the local, national and global levels.

PO6: Demonstrate Professional, leadership and Management skills required for professional development and employability.

PO7: Demonstrate the ability for collaborative work and scientific communication through projects, internship and on-site training.

PO8: Use mathematical, analytical, statistical and information technology tools.

PO9: Ability to update knowledge and skills, participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development.

PEO WITH MISSION STATEMENT MAPPING

	M1	M2	M3	M4
PEO 1	2	2	3	2
PEO 2	3	3	3	3
PEO 3	3	3	3	3

PEO -PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
PEO 1	3	3	3	3	2	2	3	2	2
PEO 2	2	2	2	2	2	3	3	2	3
PEO 3	3	3	3	3	2	3	3	2	3

PEO - PSO MAPPING

	PSO 1	PSO 2	PSO 3
PEO 1	2	2	3
PEO 2	3	2	2
PEO 3	3	3	3

Strength of correlation
3-High, 2-Medium, 1-Low

I SEMESTER							
S.NO	Sub.Code	Title of the Subject					
THEORY			C	L	T/SLr	P/R	Ty/Lb/ETP/IE
1	HMAV22001	Media Culture and Society	3	3	0/0	0/0	Ty
2	HMAV22002	Writing for Media	3	3	0/0	0/0	Ty
3	HMAV22003	Art of Light	3	2	0/0	1/0	Ty
4	HMAV22EXX	Elective I	3	2	0/0	1/0	Ty
5	HMCC22001	Research Methodology	3	2	1/0	0/0	Ty
PRACTICAL							
6	HMAV22L01	Photography Lab	2	0	0/0	4/0	Lb
7	HMAV22L02	Paper Publishing Lab	2	0	0/0	4/0	Lb
8	HMAC22IXX	Audit Course	0	2	0/0	0/0	IE

Credits Sub Total:19

II SEMESTER							
S.NO	Sub.Code	Title of the Subject					
THEORY			C	L	T/SLr	P/R	Ty/Lb/ETP/IE
1	HMAV22004	Elements of Film	3	3	0/0	0/0	Ty
2	HMAV22005	Contemporary Advertising	3	3	0/0	0/0	Ty
3	HMAV22006	Television Production Indoor & Outdoor	3	2	0/0	1/0	Ty
4	HMCC22002	Intellectual Property rights and Patents	3	3	0/0	0/0	Ty
PRACTICAL							
5	HMAV22ET1	Non Linear Editing	3	2	0/0	2/0	ETP
6	HMAV22L03	Film Appreciation	2	0	0/0	4/0	Lb
7	HMAV22L04	PROJECT-TV Reality show	3	0	0/0	6/0	Lb

Credits Sub Total:20

III SEMESTER							
S.NO	Sub.Code	Title of the Subject					
THEORY			C	L	T/SLr	P/R	Ty/Lb/ETP/IE
1	HMAV22007	Film Direction	3	3	0/0	0/0	Ty
2	HMAV22008	Media Laws and Ethics	3	3	0/0	0/0	Ty
3	HMAV22009	Film Editing & Digital Effects	3	2	0/0	1/0	Ty
PRACTICAL							
4	HMAV22ET2	Magical Animation	3	2	0/0	2/0	ETP
5	HMAV22LO5	3D Animation - Lab	2	0	0/0	4/0	Lb
7	HMAV22L06	Project - Film Editing	3	0	0/0	6/0	Lb
6	HMAV22I02	Research Publication	2	0	0/0	0/4	IE

Credits Sub Total:19

IV SEMESTER							
S.NO	Sub.Code	Title of the Subject					
PRACTICAL			C	L	T/SLr	P/R	Ty/Lb/ETP/IE
1	HMAV22LXX	Internship-Elective	4	0	0/0	8/0	Lb
2	HMAV22LXX	Portfolio-Elective	10	0	0/0	20/0	Lb
3	HMOL22IE1	Open Elective Swayam/ NPTEL/Any MOOC/ONLINE COURSE	3	3	0/0	0/0	IE

Credits Sub Total:17

Summary Of Credits

1st Semester - 19

2nd Semester -20

3rd Semester -19

4th Semester -17

Total -75

LIST OF ELECTIVES:

1. Internship-Elective

S.NO	Sub.Code	Title of the Subject
1.	HMAV22L07	Feature Film &Direction Studies
2.	HMAV22L08	Maya Dynamics &Arnold

2. Portfolio-Elective

S.NO	Sub.Code	Title of the Subject
1.	HMAV22L09	Portfolio –Feature Film
2.	HMAV22L10	Portfolio –3D Animation Film

Note: Students should choose any one internship and portfolio

List of Elective:

S.No	Sub. Code	Subject Name
1	HMAV22E01	Designing Trends & Techniques
2	HMAV22E02	Contemporary trends in social media
3	HMAV22E03	Public Relations And Event Management

AUDIT COURSE

Sl.No	Course Code	Course Name	Ty/Lb	Teaching Scheme			
				L	T	P	C
1	HMAC22I01	English for Research paper Writing	Ty	2	0	0	0
2	HMAC22I02	Disaster Management	Ty	2	0	0	0
3	HMAC22I03	Sanskrit for Technical Knowledge	Ty	2	0	0	0
4	HMAC22I04	Value Education	Ty	2	0	0	0
5	HMAC22I05	Constitution of India	Ty	2	0	0	0
6	HMAC22I06	Pedagogy Studies	Ty	2	0	0	0
7	HMAC22I07	Stress Management by Yoga	Ty	2	0	0	0
8	HMAC22I08	Personality Development through Life Enlightenment Skills	Ty	2	0	0	0
9	HMAC22I09	Life skill	Ty	2	0	0	0

TABLE-1

Components of curriculum and credit distribution

S. No	CATEGORY	Description	No. of Courses	Credits	Total	Credit Weightage	Contact hours
1	CORE COURSES	Core Theory	9	27	35	27%	405
		Core Lab	4	8			240
2	ELECTIVE COURSES	Department Electives/ Skill enhancement electives	3	17	17	13%	465
3	OPEN ELECTIVES	Open Elective theory	-	-	3	2%	-
		Open Elective Lab	1	3			60
4	INTERDISCIPLINARY/ ALLIED COURSES	Theory	-	-	-	-	-
		Lab	-	-			-
5	HUMANITIES & SOCIAL SCIENCES , LIFE SKILLS &SOFT SKILLS	Language 1 & 2	-	-	3	2%	-
		English 1 & 2	-	-			-
		Soft Skills	-	-			-
		Life Skill	-	-			-
		Foreign Language	-	-			-
		Environmental Studies	-	-			-
		Management Papers	1	3			45
		Entrepreneurship Development	-	-			-
		Universal Human values	-	-			-
		Entrepreneurship	-	-			-
6	PROJECTS/INTERNSHIP/ CORE SKILL	Project	2	6	6	5%	180
		Core Skills	-	-			-
		Internship / NSS / NCC	-	-			-
7	Research Component	Research methodology,Publicati on,IPR and Patents etc.	2	5	5	4%	105
8	Any other	ETP	2	6	6	5%	120
Total			25 10	75	75		1413

TABLE-2

Revision / modification done in syllabus content:

S.No	Course code	Course Name	Concept/Topic if any removed in current curriculum	Concept/Topic added in the new curriculum	% of Revision/Modification done
1	HMAV22E01	Designing Trends and Techniques		Typography Bitmaps Beauty Theory Design Thinking	40%
2	HMAV22L02	Paper Publishing Lab		Social media branding	20%
3	HMAV22005	Contemporary Advertising		Account Management. Social Marketing and Advertising Ad Approaches—DAGMAR, AIDA. New Media & Brand Strategies.	30%

TABLE-3

List of New courses / value added courses / life skills / Electives / interdisciplinary / courses focusing on employability / entrepreneurship / skill development

S.No	New Course	Value Added Course	Life Sills	Electives	Interdisciplinary / Allied	Focus on employability/ Entrepreneurship/ Skill development
Sem 1	Media Culture and Society	Research Methodology	Audit Course	Elective - I		<ul style="list-style-type: none"> • Photography • Paper Publishing
Sem 2	Elements of Film	Intellectual Property rights and patents				<ul style="list-style-type: none"> • Non Linear Editing • TV Reality show
Sem 3	Media Laws and Ethics 3D Animation - Lab	Research Publication				<ul style="list-style-type: none"> • Film Editing • 3D Animation
Sem 4				Open Elective		<ul style="list-style-type: none"> • Internship • Portfolio

Subject Code	Subject Name : MEDIA CULTURE AND SOCIETY					Ty/ Lb/ ETL	L	T/SLr	P/R		C	
HMAV22001	Prerequisite : None					Ty	3	0/0	0/0		3	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div>➤ To familiarize the students with Concepts in media</div> <div>➤ To understand about the media messages for various audiences.</div> <div>➤ To get insights on psychological theories.</div> <div>➤ Students get exposed to the different approaches to media.</div> <div>➤ To create messages for global population.</div>												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Make the students remember about the basics of media and its characteristics.											
CO2	Understand about the behaviors of the audiences											
CO3	Analyze media as a text											
CO4	Critically evaluate the media stereotypes.											
CO5	Adapting to the roles of media in global market											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	2	-	1	2	-	1	1	3			
CO2	3	2	1	1	2	-	2	1	3			
CO3	3	1	1	1	1	-	2	2	2			
CO4	3	1	1	1	2	-	2	2	2			
CO5	3	1	-	1	2	1	1	3	3			
Cos/PSOs		PSO1			PSO2			PSO3				
CO1		3			1			1				
CO2		3			1			1				
CO3		3			2			1				
CO4		3			2			2				
CO5		3			1			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

MEDIA CULTURE AND SOCIETY

UNIT - I

9 Hrs

Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture. Media in Indian society. Definition, nature and scope. Function of mass media.

UNIT – II

9 Hrs

Media and Audience analysis (mass, segmentation, product, social uses). Audience making. Active and Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.

UNIT – III

9 Hrs

Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, and Psychoanalysis. Media and realism (class, gender, race, age, minorities, children, etc.)

UNIT – IV

9 Hrs

Social construction of reality by media. Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy

UNIT – V

9 Hrs

Media and Popular culture - commodities, culture and sub-culture, popular texts, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture.

Total No. of Hrs: 45 Hrs

REFERENCE BOOKS :

- Silverstone, Rogers (1999). Why Study Media? Sage Publications
- Potter, James W (1998). Media Literacy. Sage Publications
- Grossberg, Lawrence et al (1998). Media-Making: Mass Media in a Popular Culture. Sage Publications
- Evans, Lewis and hall, Stuart (2000). Visual Culture: The Reader. Sage Publications
- Berger, Asa (1998). Media Analysis Techniques. Sage Publications
- Book Design Made Simple – by Fiona Raven & Glenna Collett

Subject Code	Subject Name : WRITING FOR MEDIA				Ty/ Lb/ ETL	L	T/SLr	P/R		C		
HMAV22002	Prerequisite : None				Ty	3	0/0	0/0		3		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div>➤ To make the student understand about art of script writing</div> <div>➤ Makes them understand about History and processes of word making</div> <div>➤ To make the student understand about Fiction and nonfiction writing for radio</div> <div>➤ Makes them understand about writing for Television</div> <div>➤ Makes them understand about Script writing for Cinema</div>												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	Identifying the right content for the media .											
CO2	Understands and write about the thoughtful scripts for Radio .											
CO3	Applying the script writing concepts for creation of Television Script											
CO4	Analysing the sequence of scripts for cinema											
CO5	Creates Script for New Media and for Web sites											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	2	1	2	-	1	1	2			
CO2	3	3	2	1	2	-	1	2	2			
CO3	3	3	2	1	2	-	1	2	3			
CO4	3	3	1	-	1	-	1	1	3			
CO5	3	3	2	-	1	-	1	3	1			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		2			1			2				
CO2		3			1			2				
CO3		3			1			3				
CO4		3			1			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

WRITING FOR MEDIA

UNIT I :9 Hrs

History and processes of word making - The art of writing: Understanding the audience, context for writing, categories and characteristics of writing. – Conventional writing – script for large audience

Unit II :9 Hrs

Writing for Radio: about Incorporating Conversational, visual feel , concise – energetic – experimental – thoughtful scripts
- Understanding the medium for hearing, The Fiction and nonfiction writing for radio – about tips & tricks to make sure your listeners stay tuned in

Unit III :9 Hrs

Writing for Television - Writing for fiction and nonfiction in Television. Script Writing for -
Game shows - Reality shows VJ script - News writing-multi-angled stories - Script for serials

Unit IV :9 Hrs

Script writing for Cinema - Screen play writing Process Overview Premise – Synopsis ,Outline ,Character Notes , Pitch Document , Scene Breakdown ,treatment ,sample dialogue, screen play. Where to Start – Theme – Creative Process

Unit V :9 Hrs

Script for New Media – Scripts for Web sites – blogs – Script for social media platforms

Total No. of Hrs: 45

TEXT BOOKS :

1. The complete Book Of Script Writing – J.Michael Straczynski

REFERENCE BOOKS :

1. Writing Thrillers : The writers Guide to Crafting Tales of Suspense (Michael Newton)
Characters, Emotion & Viewpoint – Nancy Kress

Subject Code	Subject Name : ART OF LIGHT						Ty/ Lb/ ETL	L	T/SLr	P/R	C	
HMAV22003	Prerequisite : None						Ty	2	0/0	1/0	3	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div>➤ To make the student understand the importance of light</div> <div>➤ To make them understand about light used in different mediums</div> <div>➤ To make the student understand about different Lightings for Photography</div> <div>➤ Makes them understand about types of lighting instruments</div> <div>➤ Makes them understand about Lights in Televisions</div>												
COURSE OUTCOMES (Cos) Students completing this course will able to												
CO1	Knows about the different types of light .											
CO2	Understand the Language of lighting and its effect on moods.											
CO3	Applying Lighting techniques for Stage Setup and to handle the different types of lighting instruments.											
CO4	To assess the instruments required for Photography Studios .											
CO5	Managing the Lights required for Televisions, Studios & Film Industry.											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	2	1	-	-	1	-	1			
CO2	3	3	2	1	-	1	1	-	2			
CO3	3	3	3	1	2	2	1	-	2			
CO4	3	3	2	1	1	2	1	1	2			
CO5	3	3	3	1	1	2	1	1	2			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		1			1			1				
CO2		2			1			3				
CO3		3			1			3				
CO4		3			1			2				
CO5		3			3			2				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

ART OF LIGHT

Unit – I

9 Hrs

About Light – Sources of Light - Basic understanding of light.–Properties of light - Light is a medium - new technologies

Unit – II

9 Hrs

Language of lighting - Lighting and its effect on moods.Light and perception. Composition. –Color of Light – Primary Color – Light Color Primaries – Pigment Color Primaries

Unit – III

9 Hrs

Stage Setup – How to set Lighting for Stage - Different types of lighting instruments. – How to set Lighting for Play – Lighting for Stage shows.

Unit – IV

9 Hrs

Instruments for Photography Studios - Understanding Camera for Lights. Lighting &Composition - Lighting Techniques – about Indoor (Studio) Lighting Setups and Outdoor Lighting Setups for photography. Lighting in Post Processing.- Light Measuring Devices

Unit – V

9 Hrs

Lights in Televisions - Studios & Film Industry –Lighting Equipment for Video. Lighting Techniques for Television Studios and Outdoor Lighting. Visual Narration through lights. Lighting for Visual Effects.

Total No. of Hrs: 45

TEXT BOOKS :

Introduction to Light - Gary Waldman

Step by Step Lighting for Outdoor Portrait Photography – Jeff Smith

REFERENCE BOOKS :

Master lighting guide for portrait photographers – by Christopher Grey

Light Science and Magic: An Introduction to ...Book By Fil Huner, paul Fuqua &Steven Biver

Subject Code	Subject Name : ELECTIVE-I- DESIGNING TRENDS & TECHNIQUES					Ty/ Lb/ ETL	L	T/SLr	P/R		C	
HMAV22E01	Prerequisite : None					Ty	2	0/0	1/0		3	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To make the student know about Image Editing Software➤ To make the students understand about basics of Designing➤ Enable the student to know about Design Functions➤ To make the students understand about Design Thinking & Its Process➤ To gain knowledge about Usage of Updated Tools in Photoshop												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Identifies the tools and menus for designs											
CO2	Understand about the creation of documents and workspace.											
CO3	Implementing the effects to enhance the designs.											
CO4	Experimenting the filters for different outputs.											
CO5	Create layout designs brochures and pamphlets.											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	1	1	1	1	-	3	2	3			
CO2	3	2	2	1	3	1	3	2	3			
CO3	3	2	2	1	3	1	3	2	3			
CO4	3	1	2	1	3	-	3	2	3			
CO5	3	1	2	1	2	-	3	2	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			3			3				
CO4		3			3			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
					√							

ELECTIVE-I- DESIGNING TRENDS & TECHNIQUES

Unit I : 9 Hrs

Graphic Designing– Elements & Principles of Design - History, Objectives, Processes & Aesthetics. Aesthetic Theories for Graphic Designs – Beauty Theories- Colour Theories - Types of Graphic Designing

Unit II : 9 Hrs

Functional Principles – Colour, Typography, Layouts, Symbols & Information Graphics. Usage of Designs in different Mediums- Traditional Design to Digital Design – Shift & Updates.

Unit III : 9 Hrs

Introduction to Design Thinking – Definition, Features. Strategy of Innovation- Use of Design Thinking. Design Thinking – Applications — Solution-based Thinking – Analysis vs. Synthesis- Divergent Thinking- Convergent Thinking – Stages of Design Thinking

Unit IV : 9 Hrs

Introduction to Vector Shapes and Bitmaps, Exploring the Photoshop - Using the File Browser Basic Photo Corrections - Working with Selection Tools Layer- Basics, Masks & Channels Retouching and Repairing, Working with Brushes & Customizing Brushes.

Unit V : 9 Hrs

Using Colour Palette, Painting and Editing. Layers – Mask Layers – Effects & styles – Combine images with Auto blend layers – Filters and its effects. Exporting – Save as PDF – Print 3D Objects – Print with Color management

Total No. of Hrs: 45

TEXT BOOK :

Graphic Design – Revised 5th Edition – Rune Pettersen – Institute for Infology
Adobe Photoshop User Guide PDF Archive
Photoshop CC: Visual QuickStart Guide - Book by Elaine Weinmann and Peter Lourekas

REFERENCE BOOKS :

https://www.tutorialspoint.com/hi/design_thinking/design_thinking_tutorial.pdf

Subject Code	Subject Name : ELECTIVE-I- CONTEMPORARY TRENDS IN SOCIAL MEDIA					Ty/ Lb/ ETL	L	T/SLr	P/R		C	
HMAV22E02	Prerequisite : None					Ty	2	0/0	1/0		3	
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To make students understand the concepts of New Media➤ To make students to analyze the social media platforms➤ To make students to understand social media & Communication➤ To strengthen students to ideate on content making in social media➤ To create a social media marketing plan												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Identifying the elements New Media											
CO2	Understand about social media & Communication											
CO3	Analyze the social media platforms											
CO4	Ideating the concept of content making in social media & Challenges in Social Media											
CO5	Create a social media Strategy & Marketing plan											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	1	1	1	1	-	3	2	3			
CO2	3	2	2	1	3	1	3	2	3			
CO3	3	2	2	1	3	1	3	2	3			
CO4	3	1	2	1	3	-	3	2	3			
CO5	3	1	2	1	2	-	3	2	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			3			3				
CO4		3			3			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
					√							

ELECTIVE-I-CONTEMPORARY TRENDS IN SOCIAL MEDIA

Unit: I	9 Hrs
NEW MEDIA - Definition - Introduction – Characteristics – Visual Culture, New Media Technology, Communication Revolution, New Media vs Old Media, E-Governance Process, Social & Legal Frameworks	
Unit: II	9 Hrs
SOCIAL MEDIA - Definition – Concept – Why - Characteristics – Roles, Types of Social Media: Blog - Social Networks - Content Sharing Communities – Wikis – Tweeters - Book Marking - Podcasts, The evolution of Social Media, Attributes of Social Media and Impact of Social Media.	
Unit: III	9 Hrs
SOCIAL MEDIA & COMMUNICATION- Tools – Creating – Connecting - Managing Groups - Privacy and Security, Types of Blogs: Personal – Political – Business - Almost Media - Mainstream Media – Reading, Blogging Culture: Presence – Credibility – Identity – Reputation - Authority and Influence	
Unit: IV	9 Hrs
SOCIAL MEDIA AND SOCIETY - Performing Relationship – Community – Identity - Strategies and Planning, Technological Convergence, User Generated Content (UGC), Consumer Generated Media (CGM), Social Book Marking, Reaching Consumers, Ethical Issues, Privacy, Labour, Identity Regulations and Social Media Optimization	
Unit: V	9 Hrs
CHALLENGES IN SOCIAL MEDIA - Content – Advertising – Marketing – Limitations - Influence on individual & Society, Social Media Audience: Behavior – Trends – Users - Domains of application - Crowd Sourcing, Social Media & Organizations, Government & Diplomacy, Activism, Race, Class and Digital Divide	

Total No. of Hrs: 45

TEXT BOOK :

1. Emerging Trends In Social Media: Trends In New Media Paperback – 12 January 2019 by Nimesh.

REFERENCE BOOKS :

1. The New Rules of Marketing and PR by David Meerman Scott.

Subject Code	Subject Name : ELECTIVE-I- PUBLIC RELATIONS AND EVENT MANAGEMENT	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22E03	Prerequisite : None	Ty	2	0/0	1/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To give Exposure to the information and PR needs of the professionals in different sectors.➤ To educate about the rules while doing the campaign➤ To study the audio-video channel boom and the Internet revolution the dynamics and paradigm of controlled media.➤ To create the strategic planning for the public relation campaign➤ To provide in-depth knowledge of all aspects in this sphere of media activity.												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements											
CO2	Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline											
CO3	Produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives.											
CO4	Use research and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships											
CO5	Engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s).											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	1	1	1	1	-	3	2	3			
CO2	3	2	2	1	3	1	3	2	3			
CO3	3	2	2	1	3	1	3	2	3			
CO4	3	1	2	1	3	-	3	2	3			
CO5	3	1	2	1	2	-	3	2	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			3			3				
CO4		3			3			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
					√							

ELECTIVE-I-PUBLIC RELATIONS AND EVENT MANAGEMENT

UNIT I

INTRODUCTION TO PUBLIC RELATIONS - Historical Perspective-Industrial revolution-the beginnings of PR, PR role in the Indian Setting Developing economy, PR during First and Second World Wars – The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of PR in India, Defining Public Relations, Top 10 Foundational Principles of Public Relations.

UNIT II

STRATEGIC PUBLIC RELATIONS - Government public relations: concept and scope, Government and Public Affairs, Corporate Public relations: Internal communication, Theories and models, corporate identity, corporate social responsibility, Stakeholder Public Relations: Public sector public relations, Consumer public relations, Business to business public relations, Role of top management categories, PR ethics and values, PR ethics in judging an organization. Comparative Cultural Metrics. The State of public relation Profession globally.

UNIT III

PUBLICS & PUBLIC OPINION - Public Opinion – Meaning and Definition, Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation-persuasion, Government and Public Affairs, Social Media and PR, Crisis and credibility , Anticipating a crisis, characteristics of crisis, categories of crisis, crisis management, communication plan, crisis evaluating ,successful crisis handling.

UNIT IV

CAMPAIGN MANAGEMENT - Definition for campaign, types of PR campaigns, successful campaign models, planning a campaign, implementing the campaign, evaluating the campaign, changing behaviour with campaigns, government campaigns, global campaigns, Benefits of digital social media in public relations campaigns, Planning public relations campaigns in digital media : Goals and strategiesIdentifying target audiences - Rules of Engagement for social media.

UNIT V

EVENT MANAGEMENT - Introduction to event Management, Size & type of event, Principles of event Management, concept & designing, SWOT Analysis, Event Planning: Aim of event - Develop a mission - Establish Objectives- Preparing event proposal, Event Budget: cash flow analysis- Profit & loss statementbalance sheet, financial control system, Organization and Timing, Event location, Nature of Marketing, Process of marketing, Marketing mix, Sponsorship, Image, Branding, Event Safety and Security: Security Management and Risk Management

Total No. of Hrs: 45

TEXT BOOK :

1. Broom, G., & Dozier, D. ,Using research in public relations: Applications to program management, Englewood Cliffs, NJ: Prentice Hall, 1990.
2. Cutlip, S. H., Center, A. H. and Broom, G. M. Effective Public Relations, 9th Edition. Upper Saddle River: Pearson Education Inc, 2006.

REFERENCE BOOKS :

1. Goodpaster, K. E., *Conscience and corporate culture*. Malden, MA: Blackwell, 2007.
2. Grunig, J. E. ,*Two-way symmetrical public relations: Past, present, and future*. In R. L. Heath (Ed.), *Thousand Oaks, CA: Sage*,2007.
3. Hendrix, J. A*Public relations cases (7th ed.)*. Belmont, CA: Wadsworth, 2000.
4. Paine, K. D.. *Measuring public relationships: The data-driven communicator's guide to success*. Berlin, NH: KDPaine & Partners, 2007.

Subject Code :		Subject Name :					Ty/Lb/ETL	L	T/SLr	P/R	C	
HMCC22001		RESEARCH METHODOLOGY										
		Prerequisite : None					Ty	2	1/0	0/0	3	
L : Lecture T : Tutorial SLr : Supervised Learning P : Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES :												
<ul style="list-style-type: none">● Design and formulation of research problem.● Analyze research related information and statistical methods in research.● Carry out research problem individually in a perfect scientific method● Understand the filing patent applications processes, Patent search, and various tools of IPR, Copyright, and Trademarks.												
COURSE OUTCOMES (Cos) : (3 – 5)Students completing the course were able to												
CO1	Design and Formulation of research problem.											
CO2	Analyze research related information and statistical methods in research.											
CO3	Carry out research problem individually in a perfect scientific method											
CO4	Understand Patent Filing application Process.											
CO5	Patent Search and various tools used.											
Mapping of Course Outcomes with Program Outcomes (POs)												
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	2	2	3	3	3			
CO2	3	2	1	3	3	1	1	1	1			
CO3	3	3	2	1	2	2	3	3	3			
CO4	3	3	2	2	1	2	2	2	2			
CO5	3	3	3	3	3	2	3	3	3			
Category	Basic Sciences	Engg.Science	Humanities &social Science		Program Core	Program Elective	Open Elective		Practical/ Project	Internship/ Skill component		Inter disciplinary
			✓									

RESEARCH METHODOLOGY

Unit 1

Introduction to research, Definitions and characteristics of research, Types of Research, Research Process, Problem definition, Objectives of Research, Research Questions, Research design, Quantitative vs. Qualitative Approach, Building and Validating Theoretical Models, Exploratory vs. Confirmatory Research, Experimental vs. Theoretical Research, Importance of reasoning in research.

Unit 2

Problem Formulation, Understanding Modeling & Simulation, Literature Review, Referencing, Information Sources, Information Retrieval, Indexing and abstracting services, Citation indexes, Development of Hypothesis, Measurement Systems Analysis, Error Propagation, Validity of experiments, Statistical Design of Experiments, Data/Variable Types & Classification, Data collection, Numerical and Graphical Data Analysis: Sampling, Observation, Interpretation of Results.

Unit 3 (This Unit has to be handled by Mathematics Faculty)

Statistics: Probability & Sampling distribution, Estimation, Measures of central Tendency, Arithmetic mean, Median, Mode, Standard deviation, Co efficient of variation (Discrete serious and continuous serious), Hypothesis testing & application, Correlation & regression analysis, Orthogonal array, ANOVA, Standard error, Concept of point and interval estimation, Level of significance, Degree of freedom, Analysis of variance, One way and two way classified data, ‘F’ test.

Unit 4

Preparation of Dissertation and Research Papers, Tables and illustrations, Guidelines for writing the abstract, introduction, methodology, results and discussion, conclusion sections of a manuscript. References, Citation and listing system of documents.

Unit 5

Intellectual property rights (IPR) patents copyrights Trademarks Industrial design geographical indication. Ethics of Research Scientific Misconduct Forms of Scientific Misconduct. Plagiarism, Unscientific practices in thesis work, Ethics in science.

Total No. of Hrs: 45

Text Book:

1. K. S. Bordens, and B. B. Abbott, , “Research Design and Methods – A Process Approach”, 8th Edition, McGraw Hill, 2011.
2. C. R. Kothari, “Research Methodology – Methods and Techniques”, 2nd Edition, New Age International Publishers

Subject Code	Subject Name : PHOTOGRAPHY LAB				Ty/ Lb/ ETL	L	T/SLr	P/R	C			
HMAV22L01	Prerequisite : None				Lb	0	0/0	4/0	2			
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To make the student understand about operate the camera➤ Makes them understand about Using shutter speed to convey motion➤ To make the student understand about shutter, aperture➤ Makes them understand about lens of the camera➤ Makes them understand about light setting												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Identify the basic tools of a camera .											
CO2	Understand the different type of camera used for photography											
CO3	Analyze the types lights & the equipments that has be used according to the environment.											
CO4	Experimenting with the lens for photography											
CO5	Capturing photos in different fields											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	1	1	2	2	2	2	2	2	3			
CO2	2	3	3	3	3	3	3	3	3			
CO3	3	2	3	3	2	2	3	2	3			
CO4	3	3	2	2	2	3	2	1	2			
CO5	3	3	3	1	0	3	2	1	1			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			3			3				
CO4		3			3			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
							√					

PHOTOGRAPHY LAB

- Choose an object that you see or interact with every day.
- Using shutter speed to convey motion
- Choose a subject or series of subjects that will allow you to convey motion in your images blur out of the frame in the next.
- Shadows - Take a look around for shadows and record them with your camera.
- Find lakes, streams, puddles, even the glass on your kitchen table. - Pay attention to reflections and use them to your advantage in the photographs.
- Use this opportunity to get familiar with a polarizing filter (a very useful tool in your camera kit) so you can accentuate or eliminate reflections..
- Emotions -, convey emotion in photographs *without* a face.-(don'ttake a photo of a person smiling or scowling) Take photographs that express each of the basic emotions: happy, sad, and anger.

Total No. of Hrs needed to complete the Lab: 30

Reference Books:

Joe McNally, The Moment It Clicks: Photography Secrets from One of the World's Top Shooters, 2008New Riders Publication.

Bryan Peterson, Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera, 2016, Amphoto Books.

David Taylor, Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks, 2015, DK Publication.

Subject Code	Subject Name : PAPER PUBLISHING LAB					Ty/ Lb/ ETL	L	T/SLr	P/R	C		
HMAV22L02	Prerequisite : None					Lb	0	0/0	4/0	2		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To make the student understand about fonts style and design along with a logo➤ Makes them understand about Using images and design to make newspaper➤ To make the student understand about Introduction to the software➤ Makes them understand about Paper Layout➤ To make students to create a News Tabloid												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Identifying the different types of layouts required for the print industry											
CO2	Understanding the aligning techniques for the print media											
CO3	Applying the required software tools to create											
CO4	Incorporate images along with text , wrapped inbetween.											
CO5	Create a News Tabloid											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	2	-	2	-	3	2	3			
CO2	3	3	2	1	3	-	3	2	3			
CO3	3	3	1	1	3	-	3	2	3			
CO4	3	3	3	1	3	-	3	2	3			
CO5	3	3	3	1	3	-	3	3	3			
Cos/PSOs		PSO1			PSO2			PSO3				
CO1		1			3			2				
CO2		2			3			2				
CO3		2			3			2				
CO4		2			3			2				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
							√					

PAPER PUBLISHING LAB

1. Design the Following Stationary Kit for a Brand:

- a) Logo
- b) Letter Head
- c) Visiting Card
- d) Identity Card
- e) Dangler
- f) CD Cover
- g) Entire Stationary Kit Mockup
- h) Matte Printing
- i) Poster

2. Magazine Cover Design

3. Instagram Grid Design Template& Story Template for a Brand Advertising

4. Facebook Cover, Profile Picture Design

5. YouTube Thumbnail & Cover Design

Total No. of Hrs needed to complete the Lab: 30

Text Book:

Adobe Illustrator Bible-2021

Digital Matte Painting Concept-Ted Alspach

Subject Code: HMAC22I01	Subject Name ENGLISH FOR RESEARCH PAPER WRITING						Ty/Lb	L	T	P	C	
	Prerequisite: Nil						Ty	2	0	0	0	
L:LectureT:Tutorial P:Project ;R:ResearchC:CreditsT/L:Theory/Lab												
Objectives												
To know the art of writing the research paper and thesis .												
To Ensure the good quality of paper at very first-time submission.												
COURSEOUTCOMES(COs) :At the end of this course the students would be able to												
CO1	Understand that how to improve your writing skills and level of readability											
CO2	Learn about what to write in each section											
CO3	Understand the skills needed when writing a Title											
Mapping of Course Outcomes with Program Outcomes(POs)												
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	3	1	1	1	1	1	1
CO2	1	1	1	1	1	3	1	1	1	1	1	1
CO3	1	1	1	1	1	3	1	1	1	1	1	1
H/M/L indicates Strength of Correlation 3-High,2-Medium, 1-Low												
Category	Basic Sciences	Engineering Sciences	Humanities and Social Sciences	Program Core	Program Electives	Open Electives	Practical/Project	Internships /Technical Skill	Soft Skills	Audit Course		

HMAC22I01	ENGLISH FOR RESEARCH PAPER WRITING	2 0 0 0
Course objectives: To know the art of writing the research paper and thesis . To Ensure the good quality of paper at very first-time submission.		
Syllabus		
Units	CONTENTS	Hours
1	Planning and Preparation, Word Order, Breaking up long sentences, Structuring Paragraphs and Sentences, Being Concise and Removing Redundancy, Avoiding Ambiguity and Vagueness	5
2	Clarifying Who Did What, Highlighting Your Findings, Hedging and Criticising, Paraphrasing and Plagiarism, Sections of a Paper, Abstracts. Introduction	5
3	Review of the Literature, Methods, Results, Discussion, Conclusions, The Final Check.	5
4	key skills are needed when writing a Title, key skills are needed when writing an Abstract, key skills are needed when writing an Introduction, skills needed when writing a Review of the Literature,	5
5	skills are needed when writing the Methods, skills needed when writing the Results, skills are needed when writing the Discussion, skills are needed when writing the Conclusions	5
6	useful phrases, how to ensure paper is as good as it could possibly be the first- time submission	5

Suggested Studies:

1. Goldbort R (2006) Writing for Science, Yale University Press (available on Google Books)
2. Day R (2006) How to Write and Publish a Scientific Paper, Cambridge University Press
3. Highman N (1998), Handbook of Writing for the Mathematical Sciences, SIAM. Highman'sbook.
4. Adrian Wallwork, English for Writing Research Papers, Springer New York Dordrecht Heidelberg London, 20

Subject Code: HMAC22I02		Subject Name: DISASTER MANAGEMENT					Ty/Lb	L	T	P	C	
		Pre requisite: Nil					Ty	2	0	0	0	
L : Lecture T :Tutorial P:Project R:Research C:Credits T/L:Theory/Lab												
Objectives: Learn to demonstrate a critical understanding of key concepts in disaster risk reduction and humanitarian response.												
COURSEOUTCOMES(COs) :At the end of this course the students would be able to												
CO1	evaluate disaster risk reduction and humanitarian response policy and practice from Multiple perspectives.											
CO2	Develop an understanding of standards of humanitarian response and practical relevance in Specific types of disasters and conflict situations.											
CO3	Understand the strengths and weaknesses of disaster management approaches, planning and programming in different countries, particularly their home country or the countries they work in.											
Mapping of Course Outcomes with Program Outcomes(POs)												
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	3	1	1	1	1	1	1
CO2	1	1	1	1	1	3	1	1	1	1	1	1
CO3	1	1	1	1	1	3	1	1	1	1	1	1
H/M/L indicates Strength of Correlation 3- High,2-Medium, 1-Low												
Category	Basic Sciences	Engineering Sciences	Humanities and Social	Program Core	Program Electives	Open Electives	Practical/Project	Internships /Technical Skill	Soft Skills	Audit course		
										✓		

HMAC22I02	DISASTER MANAGEMENT	2 0 0 0
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Course Objectives: -Students will be able to:

Learn to demonstrate a critical understanding of key concepts in disaster risk reduction and humanitarian response.

Critically evaluate disaster risk reduction and humanitarian response policy and practice from multiple perspectives.

Develop an understanding of standards of humanitarian response and practical relevance in specific types of disasters and conflict situations.

critically understand the strengths and weaknesses of disaster management approaches, planning and programming in different countries, particularly their home country or the countries they work in.

Units	CONTENTS	Hours
1	Introduction Disaster: Definition, Factors And Significance; Difference Between Hazard And Disaster; Natural And Manmade Disasters: Difference, Nature, Types And Magnitude.	5
2	Repercussions Of Disasters And Hazards: Economic Damage, Loss Of Human And Animal Life, Destruction Of Ecosystem. Natural Disasters: Earthquakes, Volcanisms, Cyclones, Tsunamis, Floods, Droughts And Famines, Landslides And Avalanches, Man-made disaster: Nuclear Reactor Meltdown, Industrial Accidents, Oil Slicks And Spills, Outbreaks Of Disease And Epidemics, War And Conflicts.	5
3	Disaster Prone Areas In India Study Of Seismic Zones; Areas Prone To Floods And Droughts, Landslides And Avalanches; Areas Prone To Cyclonic And Coastal Hazards With Special Reference To Tsunami; Post-Disaster Diseases And Epidemics	5
4	Disaster Preparedness And Management Preparedness: Monitoring Of Phenomena Triggering A Disaster Or Hazard; Evaluation Of Risk: Application Of Remote Sensing, Data From Meteorological And Other Agencies, Media Reports: Governmental And Community Preparedness.	5
5	Risk Assessment Disaster Risk: Concept And Elements, Disaster Risk Reduction, Global And National Disaster Risk Situation. Techniques Of Risk Assessment, Global Co-Operation In Risk Assessment And Warning, People's Participation In Risk Assessment. Strategies for Survival.	5
6	Disaster Mitigation Meaning, Concept And Strategies Of Disaster Mitigation, Emerging Trends In Mitigation. Structural Mitigation And Non-Structural Mitigation, Programs Of Disaster Mitigation In India.	5

SUGGESTED READINGS:

1. R. Nishith, Singh AK, "Disaster Management in India: Perspectives, issues and strategies "New Royal book Company.
2. Sahni, Pardeep Et. Al. (Eds.), "Disaster Mitigation Experiences And Reflections", Prentice Hall Of India, New Delhi.
3. Goel S. L., Disaster Administration And Management Text And Case Studies", Deep & Deep Publication Pvt. Ltd., New Delhi.

Subject Code: HMAC22I03		Subject Name SANSKRIT FOR TECHNICAL KNOWLEDGE					Ty/Lb	L	T	P	C		
		Prerequisite: Nil					Ty	2	0	0	0		
L :Lecture T :Tutorial P:Project R:Research C:CreditsT/L:Theory/Lab													
Objectives To get a working knowledge in illustrious Sanskrit, the scientific language in the world Learning of Sanskrit to improve brain functioning, to develop the logic in mathematics, science & other subjects enhancing the Memory power. The engineering scholars equipped with Sanskrit will be able to explore the huge knowledge from ancient literature.													
COURSEOUTCOMES(COs):At the end of this course the students would be able to													
CO1		Understanding basic Sanskrit language											
CO2		Understanding ancient Sanskrit literature about science & technology											
CO3		Develop logic in students being a logical language.											
Mapping of Course Outcomes with Program Outcomes(POs)													
COs/POs		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1		1	1	1	1	1	3	1	1	1	1	1	1
CO2		1	1	1	1	1	3	1	1	1	1	1	1
CO3		1	1	1	1	1	3	1	1	1	1	1	1
H/M/L indicates Strength of Correlation 3-High,2-Medium, 1-Low													
Category		Basic Sciences	Engineering Sciences	Humanities and Social	Program Core	Program Electives	Open Electives	Practical/Project	Internships /Technical	Soft Skills	Audit course		
											✓		

HMAC22I03	SANSKRIT FOR TECHNICAL KNOWLEDGE	2 0 0 0
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Course Objectives

1. To get a working knowledge in illustrious Sanskrit, the scientific language in the world
2. Learning of Sanskrit to improve brain functioning
3. Learning of Sanskrit to develop the logic in mathematics, science & other subjects
4. enhancing the memory power
5. The engineering scholars equipped with Sanskrit will be able to explore the
6. huge knowledge from ancient literature

Syllabus

Unit	Content	Hours
1	<ul style="list-style-type: none"> • Alphabets in Sanskrit, • Past/Present/Future Tense, • Simple Sentences 	10
2	<ul style="list-style-type: none"> • Order • Introduction of roots • Technical information about Sanskrit Literature 	10
3	<ul style="list-style-type: none"> • Technical concepts of Engineering-Electrical, Mechanical, Architecture, Mathematics 	10

Suggested reading

1. “Abhyaspustakam” – Dr.Vishwas, Samskrita-Bharti Publication, New Delhi
2. “Teach Yourself Sanskrit” Prathama Deeksha-VempatiKutumbshastri, Rashtriya SanskritSansthanam, New Delhi Publication
3. “India’s Glorious Scientific Tradition” Suresh Soni, Ocean books (P) Ltd., New Delhi.

Subject Code: HMAC22I04		Subject Name VALUE EDUCATION					Ty/Lb	L	T	P	C		
		Prerequisite: Nil					Ty	2	0	0	0		
L:Lecture		T:Tutorial		P:Project		R:Research		C:Credits		T/L:Theory/Lab			
Objectives .Understand value of education and self- development, Imbibe good values in students. Let them should know about the importance of character													
COURSEOUTCOMES(COs):At the end of this course the students would be able to													
CO1		Knowledge of self-development											
CO2		Learn the importance of Human values											
CO3		Developing the overall personality											
Mapping of Course Outcomes with Program Outcomes(POs)													
COs/POs		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1		1	1	1	1	1	3	1	1	1	1	1	1
CO2		1	1	1	1	1	3	1	1	1	1	1	1
CO3		1	1	1	1	1	3	1	1	1	1	1	1
H/M/L indicates Strength of Correlation 3-High,2-Medium,1-Low													
Category													
	Basic Sciences	Engineering Sciences	Humanities and Social Sciences	Program Core	Program Electives	Open Electives	Practical/Project	Internships /Technical Skill	Soft Skills	Audit course			
										✓			

Course Objectives

Students will be able to

1. Understand value of education and self- development
2. Imbibe good values in students
3. Let the should know about the importance of character

Syllabus

Unit	Content	Hours
1	Values and self-development –Social values and individualattitudes. Work ethics, Indian vision of humanism.	6
	Moral and non- moral valuation. Standards and principles. Value judgements	
2	Importance of cultivation of values. Sense of duty. Devotion, Self-reliance. Confidence, Concentration. Truthfulness, Cleanliness. Honesty, Humanity. Power of faith, National Unity. Patriotism.Love for nature,Discipline	8
3	Personality and Behavior Development - Soul and Scientificattitude. Positive Thinking. Integrity and discipline. Punctuality, Love and Kindness. Avoid fault Thinking. Free from anger, Dignity of labour. Universal brotherhood and religious tolerance. True friendship. Happiness Vs suffering, love for truth. Aware of self-destructive habits. Association and Cooperation. Doing best for saving nature	8
4	Character and Competence –Holy books vs Blind faith. Self-management and Good health. Science of reincarnation. Equality, Nonviolence,Humility, Role of Women. All religions and same message. Mind your Mind, Self-control. Honesty, Studying effectively	8

Suggested reading

1. Chakroborty, S.K. “Values and Ethics for organizations Theory and practice”, Oxford UniversityPress, New Delhi

Course outcomes

Students will be able to

1. Knowledge of self-development
2. Learn the importance of Human values
3. Developing the overall personality

Subject Code: HMAC22I05		Subject Name: CONSTITUTION OF INDIA						Ty/Lb		L	T	P	C
		Prerequisite: Nil						Ty		2	0	0	0
L:LectureT:Tutorial P:ProjectR:ResearchC:CreditsT/L:Theory/Lab													
Objectives Understand the premises informing the twin themes of liberty and freedom from a civil rights perspective. To address the growth of Indian opinion regarding modern Indian intellectuals’ constitutional role and entitlement to civil and economic rights as well as the emergence of nationhood in the early years of Indian nationalism To address the role Of socialism in India after the commencement of the Bolshevik Revolution in 1917 and its impact on the initial drafting of the Indian Constitution.													
COURSE OUTCOMES(COs):At the end of this course the students would be able to													
CO1		Understand and explain the significance of Indian Constitution as the fundamental law of the land											
CO2		Exercise his fundamental rights in proper sense at the same time identifies his responsibilities in national building.											
CO3		Analyze the Indian political system, the powers and functions of the Union, State and Local Governments in detail											
CO4		Understand Electoral Process, Emergency provisions and Amendment procedure.											
Mapping of Course Outcomes with Program Outcomes(POs)													
COs/POs		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1		1	1	1	1	1	3	1	1	1	1	1	1
CO2		1	1	1	1	1	3	1	1	1	1	1	1
CO3		1	1	1	1	1	3	1	1	1	1	1	1
CO4		1	1	1	1	1	3	1	1	1	1	1	1
H/M/L indicates Strength of Correlation 3-High,2-Medium, 1-Low													
Category	Basic Sciences	Engineering Sciences	Humanities and Social	Program Core	Program Electives	Open Electives	Practical/Project	Internships /Technical	Soft Skills	Audit course			
										✓			

HMAC22I05	CONSTITUTION OF INDIA	2 0 0 0
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Course Objectives:

Students will be able to:

1. Understand the premises informing the twin themes of liberty and freedom from a civil rights perspective.
2. To address the growth of Indian opinion regarding modern Indian intellectuals' constitutional role and entitlement to civil and economic rights as well as the emergence of nationhood in the early years of Indian nationalism.
3. To address the role of socialism in India after the commencement of the Bolshevik Revolution in 1917 and its impact on the initial drafting of the Indian Constitution.

Syllabus

Units	Content	Hours
1	History of Making of the Indian Constitution: History, Drafting Committee, Composition & (Working)	3
2	Philosophy of the Indian Constitution: Preamble Salient Features	3
3	Contours of Constitutional Rights & Duties: <input type="checkbox"/> Fundamental Rights <input type="checkbox"/> Right to Equality <input type="checkbox"/> Right to Freedom <input type="checkbox"/> Right against Exploitation <input type="checkbox"/> Right to Freedom of Religion <input type="checkbox"/> Cultural and Educational Rights <input type="checkbox"/> Right to Constitutional Remedies <input type="checkbox"/> Directive Principles of State Policy <input type="checkbox"/> Fundamental Duties.	6
4	Organs of Governance: <input type="checkbox"/> Parliament <input type="checkbox"/> Composition <input type="checkbox"/> Qualifications and Disqualifications <input type="checkbox"/> Powers and Functions Executive: <input type="checkbox"/> President <input type="checkbox"/> Governor <input type="checkbox"/> Council of Ministers <input type="checkbox"/> Judiciary, Appointment and Transfer of Judges, Qualifications <input type="checkbox"/> Powers and Functions	6
5	Local Administration: <input type="checkbox"/> District's Administration head: Role and Importance, <input type="checkbox"/> Municipalities: Introduction, Mayor and role of Elected Representative CEO of Municipal Corporation.	6

	<input type="checkbox"/> Pachayati raj: Introduction, PRI: ZilaPachayat. <input type="checkbox"/> Elected officials and their roles, CEO Zila Pachayat: Position and role. <input type="checkbox"/> Block level: Organizational Hierarchy (Different departments), <input type="checkbox"/> Village level: Role of Elected and Appointed officials, <input type="checkbox"/> Importance of grass root democracy	
6	Election Commission: <input type="checkbox"/> Election Commission: Role and Functioning. <input type="checkbox"/> Chief Election Commissioner and Election Commissioners. <input type="checkbox"/> State Election Commission: Role and Functioning. <input type="checkbox"/> Institute and Bodies for the welfare of SC/ST/OBC and women.	6

Suggested reading

1. The Constitution of India, 1950 (Bare Act), Government Publication.
2. Dr. S. N. Busi, Dr. B. R. Ambedkar framing of Indian Constitution, 1st Edition, 2015
3. M. P. Jain, Indian Constitution Law, 7th Edn., Lexis Nexis, 2014.
4. D.D. Basu, Introduction to the Constitution of India, Lexis Nexis, 2015

Subject Code: HMAC22I06		Subject Name: PEDAGOGY STUDIES					Ty/Lb	L	T	P	C		
		Prerequisite: Nil					Ty	2	0	0	0		
L :Lecture T :Tutorial P:ProjectR:ResearchC:CreditsT/L:Theory/Lab													
Objectives Students will be able to:4.Review existing evidence on the review topic to inform programme design and Policy making undertaken by the Dfid, other agencies and researchers.5.Identify critical evidence gaps to guide the development.													
COURSE OUTCOMES (COs): At the end of this course the students would be able to know													
CO1		What pedagogical practices are being used by teachers in formal and informal classrooms in developing countries?											
CO2		What is the evidence on the effectiveness of the pedagogical practices, in what conditions, And with what population of learners?											
CO3		How can teacher education (curriculum and practicum) and the school curriculum and Guidance materials best support effective pedagogy?											
Mapping of Course Outcomes with Program Outcomes (POs)													
COs/POs		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1		1	1	1	1	1	3	1	1	1	1	1	1
CO2		1	1	1	1	1	3	1	1	1	1	1	1
CO3		1	1	1	1	1	3	1	1	1	1	1	1
H/M/L indicates Strength of Correlation 3- High,2-Medium, 1-Low													
Category	Basic Sciences	Engineering Sciences	Humanities and Social	Program Core	Program Electives	Open Electives	Practical/Project	Internships /Technical	Soft Skills	Audit course			
										✓			

HMAC22I06	PEDAGOGY STUDIES	2 0 0 0
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Course Objectives:

Students will be able to:

1. Review existing evidence on the review topic to inform programme design and policy making undertaken by the DfID, other agencies and researchers.
2. Identify critical evidence gaps to guide the development.

Syllabus		
Units	Content	Hours
1	<ul style="list-style-type: none"> • Introduction and Methodology: • Aims and rationale, Policy background, Conceptual framework and terminology • Theories of learning, Curriculum, Teacher education. • Conceptual framework, Research questions. • Overview of methodology and Searching. 	6
2	<ul style="list-style-type: none"> • Thematic overview: Pedagogical practices are being used by teachers in formal and informal classrooms in developing countries. • Curriculum, Teacher education. 	6
3	<ul style="list-style-type: none"> • Evidence on the effectiveness of pedagogical practices • Methodology for the in depth stage: quality assessment of included studies. • How can teacher education (curriculum and practicum) and the school curriculum and guidance materials best support effective pedagogy? • Theory of change. • Strength and nature of the body of evidence for effective pedagogical practices. • Pedagogic theory and pedagogical approaches. • Teachers' attitudes and beliefs and Pedagogic strategies. 	6
4	<ul style="list-style-type: none"> • Professional development: alignment with classroom practices and follow-up support • Peer support • Support from the head teacher and the community. • Curriculum and assessment • Barriers to learning: limited resources and large class sizes 	6
5	<ul style="list-style-type: none"> • Research gaps and future directions • Research design • Contexts 	6

	<ul style="list-style-type: none"> • Pedagogy • Teacher education • Curriculum and assessment • Dissemination and research impact. 	
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Suggested reading

1. Ackers J, Hardman F (2001) Classroom interaction in Kenyan primary schools, *Compare*, 31 (2): 245-261.
2. Agrawal M (2004) Curricular reform in schools: The importance of evaluation, *Journal of Curriculum Studies*, 36 (3): 361-379.
3. Akyeampong K (2003) Teacher training in Ghana - does it count? Multi-site teacher education research project (MUSTER) country report 1. London: DFID.
4. Akyeampong K, Lussier K, Pryor J, Westbrook J (2013) Improving teaching and learning of basic maths and reading in Africa: Does teacher preparation count? *International Journal Educational Development*, 33 (3): 272-282.
5. Alexander RJ (2001) *Culture and pedagogy: International comparisons in primary education*. Oxford and Boston: Blackwell.
6. Chavan M (2003) Read India: A mass scale, rapid, 'learning to read' campaign.
7. www.pratham.org/images/resource%20working%20paper%202.pdf.

Subject Code : HMAC22I07	Subject Name : STRESS MANAGEMENT BY YOGA						Ty/Lb /ETL	L	T/ SLr	P/R	C	
	Prerequisite : None						Ty	2	0	0	0	
L : Lecture T : Tutorial SLr : Supervised Learning P : Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES : To introduce health psychology and arrive at the introduction to the philosophy and practice of yoga.												
COURSE OUTCOMES (Cos) : (3 – 5) Students completing the course were able to												
CO1	Compile the models of health and the psychological component of health											
CO2	Classify healthy behavior and health compromising behavior											
CO3	Deduce the impact of stress on health and apply effective stress management strategies											
CO4	Extrapolate the role of yoga in health care											
Mapping of Course Outcomes with Program Outcomes (POs)												
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1	3	3						3	3			
CO2	3	3	2					3	3			
CO3	3	3	2				1	3	3			
CO4	3	3	2				1	3	3			
Category	Basic Sciences	Engineerin g Sciences	Humanitie s & Social Sciences	Program core	Program Electives	Open Electives	Practical / Project	Internships / Technical Skills	Soft Skills			Audit course
												✓

Subject Code : HMAC22I07	Subject Name : STRESS MANAGEMENT BY YOGA	Ty/Lb /ETL	L	T/ SLr	P/R	C
	Prerequisite : None	Ty	2	0	0	0

Unit 1

6

HOURS

Understanding Stress: Stress and lifestyle disorders: Meaning and definition, development of stress; nature of stressors: Frustration, pressure; Factors predisposing stress: life events and daily hassles; Burnout. Coping with stress: Problem oriented and emotion oriented. Stress management: Meaning and definition; Changing thoughts, behavior and physiological responses.

Unit 2

10

HOURS

Yoga Philosophy: Introduction to Yoga and Yogic Practices – Definition, History, Aim and Objectives, Four Paths of Yoga and Principles of Yoga, Hatha Yoga – Distinction between Yoga and Non Yogic Practices, Concept of Yogic diet, Purpose and Utility of Asanas in Hatha Yoga , Introduction to Patanjali,

Unit 3

14

HOURS

Yoga in Health Care: Yoga for specific lifestyle disorders: Asthma, Sleeplessness, Diabetes, Blood pressure and Heart Diseases. Research evidence on the impact of yoga intervention on lifestyle disorders. Halasana and Matsyasana for Thyroid, Dhanurasana and Bhujangasana for Polycystic Ovarian Syndrome Disease, Shishuasana and AdhoMukhaSvanasana for Arthritis, SuptaMatsyendrasana and Vrikshasana for Lower back pain, ArdhaMatsyendrasana and Chakrasana for Diabetes, Apanasana and Paschimottanasana for Indigestion and Stomach Disorder, Padmasana and Sirsasana for Migraine, BaddhaKonasana and Sukhasana for Depression, Balasana and Shavasana for Sleeplessness. Evaluation of the applications of psychological knowledge in the area of health and identification of gaps.

Total no. of periods: 30

REFERENCES

- Taylor, S.E (2006). Health Psychology. New Delhi: Tata McGraw Hill
- Serafini, E.P & Smith T.W. (2012). Health Psychology: Bio psychosocial Interventions. New Delhi: Wiley
- Hatha Yoga Pradipika by Swami Svatmarama.
- BKS Iyengar (2013). YOGA - The Path to Holistic Health

Subject Code: HMAC22I08	Subject Name PERSONALITY DEVELOPMENT THROUGH LIFE ENLIGHTENMENT SKILLS						Ty/Lb	L	T	P	C	
	Pre requisite :Nil						Ty	2	0	0	0	
L:LectureT:Tutorial P:ProjectR:ResearchC:CreditsT/L:Theory/Lab												
Objectives To learn to achieve the highest goal happily, To become a person with stable mind, pleasing Personality and determination. To awaken wisdom in student												
COURSEOUTCOMES(COs):Attheendofthiscoursethestudentswouldbeabletoknow												
CO1	StudyofShrimad-Bhagwad-Geetawillhelpthestudentindevelopinghispersonalityandachieve The highest goal in life											
CO2	The person who has studied Geeta will lead the nation and mankind to peace and prosperity											
CO3	Study of Neetishatakam will help in developing versatile personality of students.											
Mapping of Course Outcomes with Program Outcomes(POs)												
Os/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	3	1	1	1	1	1	1
CO2	1	1	1	1	1	3	1	1	1	1	1	1
CO3	1	1	1	1	1	3	1	1	1	1	1	1
H/M/L indicates Strength of Correlation H-High ,M-Medium, L-Low												
Category	Basic Sciences	Engineering Sciences	Humanities and Social Sciences	Program Core	Program Electives	Open Electives	Practical/Project	Internships /Technical Skill	Soft Skills	Audit course		
										✓		

HMAC22I08	PERSONALITY DEVELOPMENT THROUGH LIFE ENLIGHTENMENT SKILLS	2 0 0 0
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Course Objectives

- 1.To learn to achieve the highest goal happily
- 2.To become a person with stable mind, pleasing personality and determination
- 3.To awaken wisdom in students

Syllabus

Unit	Content	Hours
1	Neetisatakam-Holistic development of personality <ul style="list-style-type: none"> • Verses- 19,20,21,22 (wisdom) • Verses- 29,31,32 (pride & heroism) • Verses- 26,28,63,65 (virtue) • Verses- 52,53,59 (don't's) • Verses- 71,73,75,78 (do's) 	10
2	<ul style="list-style-type: none"> • Approach to day to day work and duties. • Shrimad BhagwadGeeta : Chapter 2-Verses 41, 47,48, • Chapter 3-Verses 13, 21, 27, 35, Chapter 6-Verses 5,13,17, 23, 35, • Chapter 18-Verses 45, 46, 48. 	10
3	<ul style="list-style-type: none"> • Statements of basic knowledge. • Shrimad BhagwadGeeta: Chapter2-Verses 56, 62, 68 • Chapter 12 -Verses 13, 14, 15, 16,17, 18 • Personality of Role model. Shrimad BhagwadGeeta: Chapter2-Verses 17, Chapter 3-Verses 36,37,42, • Chapter 4-Verses 18, 38,39 • Chapter18 – Verses 37,38,63 	10

Suggested reading

- 1.“Srimad Bhagavad Gita” by Swami SwarupanandaAdvaita Ashram (Publication 2.Department), Kolkata
- 3.Bhartrihari's Three Satakam (Niti-sringar-vairagya) by P.Gopinath,
- 4.Rashtriya Sanskrit Sansthanam, New Delhi.

Subject Code : HMAC22I09	Subject Name : LIFE SKILLS						Ty/Lb /ETL	L	T/ SLr	P/R	C	
	Prerequisite : None						Ty	2	0	0	0	
L : Lecture T : Tutorial SLr : Supervised Learning P : Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES : <ul style="list-style-type: none">➤ Understand the positive effect of being open to experiences➤ Be familiar with impulse control and pro social behaviour➤ Describe emotional intelligence, social intelligence, and integrative thinking for effective Leadership➤ Describe basic managerial skills. And self-management skills.												
COURSE OUTCOMES (Cos) : (3 – 5) Students completing the course were able to												
CO1	Develop the tendency to accept self and others unconditionally											
CO2	Regulate their emotional impulsivity and demonstrate pro social behaviour											
CO3	Inculcate emotional and social intelligence and integrative thinking for effective Leadership.											
CO4	Demonstrate a set of practical skills such as time management, self-management, handling conflicts, and team leadership.											
CO5	Create and maintain an effective and motivated team to work for the society											
Mapping of Course Outcomes with Program Outcomes (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1			1		3	2	2					
CO2			1		3	2	1		1			
CO3		2	1		3	3	1		2			
CO4	2	2	1		3	3	2		3			
CO5	1	2	1		3	3	2		2			
Category	Basic Sciences	Engg Sciences	Humanities & Social Sciences	Program core	Program Electives	Open Electives	Practical / Project	Internships / Technical Skills	Audit course	Soft Skills		
									✓			

Subject Code : HMAC22I09	Subject Name : LIFE SKILLS	Ty/Lb /ETL	L	T/ SLr	P/R	C
	Prerequisite : None	Ty	2	0	0	0

UNIT 1: **6**
Hours

Openness to experience: developing the tendency to accept and appreciate self and others, the Insights, ideas, values, feelings, and behaviors, cultivate willingness to try new things as well as engage in imaginative and intellectual activities, and creative thinking “thinking outside of the box.” Skills.

UNIT 2: **6**
Hours

Conscientiousness- developing the ability to regulate their impulse control in order to engage in goal-directed behaviors, managing negative emotions such as anger, worry, and sadness and Developing organized and structured approach

Unit 3: **6**
Hours

Pro social behavior:developing trust, altruism, kindness, affection, empathetic understanding, Sharing, comforting and cooperating, Assertiveness, emotional expressiveness and social interaction.

Unit 4: **6**
Hours

Innovative leadership Understanding: Concept of emotional and social intelligence, the persona of a leader for deriving holistic inspiration, Drawing insights for leadership, leadership qualities essential to sail through difficult situations, Importance of ethics, Ethical decision-making, Personal and professional moral codes of conduct, Creating a harmonious life.

Unit 5: **6**
Hours

Management Skills : Basic Managerial Skills - Planning for Effective Management, Organize Teams, Delegation of Tasks, Time Management, Conflict and Stress Management. Self-management Skills - Understanding Self-concept, Developing Self-awareness, Self-examination, Self-reflection and introspection, Self-regulation.

Total hours:30 Hours

REFERENCES AND SUGGESTED READINGS

- 1) A.Pervin& O. P. John (Eds.), Handbook of personality: Theory and research (Vol. 2, pp. 102–138). New York: Guilford Press.
- 2) Harry Beilin (1982) The Development of Prosocial Behavior, Academic Press
- 3) Ashokan, M. S. 2015. Karmayogi: A Biography of E. Sreedharan. London: Penguin.
- 4) O’Toole, J. 2019. The Enlightened Capitalists: Cautionary Tales of Business Pioneers Who Tried to Do Well by Doing Good. New York Harper Collins
- 5) Brown, T. 2012. Change by Design. Harper Business, New , New York
- 6) Lynn A.B. 2015. The Emotional Intelligence Activity Book: 50 Activities for Promoting EQ at Work, Gildan Media Corporation, New York
- 7) Kelly T., and Kelly D. 2014. Creative Confidence: Unleashing the Creative Potential Within Us All. William Collins Harper Collins Publishers India
- 8) Kurien, V., and Salve, G. 2012. I Too Had a Dream. Roli Books Private Limited New Delhi
- 9) Carnegie D. 2018. Overcoming Worry and Stress. New Delhi: Manjul Publishing House.
- 10) Collins Jim. 2001. Good to Great. New York: Harper Business, 136 Life Skills (JeevanKaushal) Facilitators’ Manual 2022
- 11) Covey, Stephen R. 2020. 30th ed. The 7 Habits of Highly Effective People. New Delhi: Simon & Schuster.
- 12) Dawkins E.R. 2016. 52 Weeks of Self Reflection—Your Guided Journal of Self Reflection. A B Johnson Publishing, United States
- 13) Drucker, Peter F. 2006. The Effective Executive. New York: Harper Business.
- 14) Goleman D. 1995. Emotional Intelligence. New Delhi: Bloomsbury Publishing India Private Limited.
- 15) Robbins S. P., Coulter M., and Fernandez A. 2019. Management. 14th edition. Noida, India: Pearson Education.

Subject Code	Subject Name : Elements of Film	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22004	Prerequisite : None	Ty	3	0/0	0/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To make the student understand about Film and Types➤ Makes them understand about Production Process➤ To make the student understand about Aesthetics of Movies➤ Makes them understand about Film Forms➤ To make students to understand a Film Style												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	Identifying the Film Generes											
CO2	Understand about the process in Film Production											
CO3	Applying the Aesthetics concepts in Movie scripts											
CO4	Evaluating the different forms in films											
CO5	Create different Film Styles											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	2	2	2	1	2	2	3			
CO2	3	2	2	3	2	1	2	2	3			
CO3	3	3	3	1	1	3	3	3	3			
CO4	2	3	3	2	3	2	3	2	3			
CO5	3	3	3	2	2	3	3	2	3			
Cos/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			2			3				
CO4		2			2			3				
CO5		2			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

Elements of Film

Unit I

9hrs

Film form and film History- Hollywood - German expressionism - French Impressionism -Surrealism -Soviet Montage- Italian neo-realism- The French New wave - Japanese cinema. Cinema in the third world - Contemporary trends.

Unit II

9hrs

Planning, Pre-production, Production, Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.

Unit III

9hrs

Mise-en-scene, space and time, narrative functions of mise-en-scene. Cinematographer properties- the photographic image, framing, duration of the image, montage and long take. Editing- Sound- fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit IV

9hrs

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

Unit V

9hrs

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology. Documentary: Comparison between films & Documentary. Importance of documentary making in contemporary society

Total Hours : 45 hrs

References

- Thoraval, Yves(2000) The Cinema of India(1896-2000)
- Roberge, Gaston: the Subject of Cinema
- Roberge, Gaston (1977): Films for an ecology of Mind
- Halliwell:The Filmgoers Companion 6th Edition
- Arora: Encyclopedia of Indian Cinema
- Baskar, Theodor: Eye of the Serpent

Subject Code	Subject Name : Contemporary Advertising	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22005	Prerequisite : None	Ty	3	0/0	0/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To make the student understand about advertising➤ Makes them understand about Role of Advertising➤ To make the student understand about Evaluation of Advertising Effectiveness➤ Makes them understand about Media Planning➤ Makes them understand about Ethical issues in advertising												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	Identify the types of advertisements											
CO2	Understand the Importance of Advertising in Modern Marketing											
CO3	Evaluating the Effectiveness of advertisement											
CO4	Predict the impact and its reach in the market and plan.											
CO5	Create a advertisement in line with the recent trends											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	2	2	2	2	3	2	3	2			
CO2	3	2	2	2	2	3	2	3	2			
CO3	3	2	1	2	3	3	1	1	3			
CO4	3	2	3	3	3	2	2	1	3			
CO5	3	3	2	3	3	2	2	1	3			
COs/PSOs	PSO1			PSO2			PSO3					
CO1	3			1			2					
CO2	3			1			2					
CO3	3			2			2					
CO4	3			2			1					
CO5	3			2			3					
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

Contemporary Advertising

UNIT I:

9 Hrs

Concept and definition; How advertising works; Place of Advertising in the Marketing Mix; Advertising viz-a-viz Mass Communication, Public Relation, Publicity and Sales Promotion; Product life cycle and classification of advertising; relevance of Advertising; Advertising for the rural marketing; Social Marketing and Advertising Ad Approaches– DAGMAR, AIDA.

UNIT II:

9 Hrs

Introduction to account management (AM) ; Scope, definition and implementation paths; Agency operations; Client related issues and the process; Business development; The pitching mechanism; Agency client interface: the parameters Creative and media briefing process; Agency media interface; AORs and independent media buying outfits; Agency audits

UNIT III:

9 Hrs

Evaluation of Advertising Effectiveness: Pre and Post Testing- Communication and Sales - Experiment and Survey. Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing. Brand management and building brand equity, developing brand personality

UNIT IV:

9 Hrs

Media Planning –Selection of Media Category – Their reach – frequency & impact – Cost - Strategy, and Planning. Brand Management-Sales Promotion. Product placement and celebrity endorsement– about Guerrilla Marketing. Social Media Marketing -Internet advertising

UNIT V:

9 Hrs

Ethical issues in advertising - Advertising Social Issues-Political Advertising- Legal and self - regulation of advertising -Recent trends in Television Advertising

Total No. of Hrs: 45

TEXT BOOKS :

Contemporary Advertising by CourtLand L Bovee

REFERENCE BOOKS :

Advertising and Promotion: An Integrated Marketing Communications Perspective Book by Michael A. Belch

Advertising procedure Book by Otto Kleppner

Subject Code	Subject Name : Television Production Indoor & Outdoor					Ty/ Lb/ ETL	L	T/SLr	P/R	C		
HMAV22006	Prerequisite : None					Ty	2	0/0	1/0	3		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
➤ To make the student understand about Television Studio Layout												
➤ Makes them understand about Preparation of script for the anchors for reality show												
➤ To make the student understand Preparation of script for the anchors for game show												
➤ Makes them understand about Preparation of backgrounds for the Shoot												
➤ Makes them understand about Arrange Lighting Equipment.												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Identifying the Video Shooting Equipment.											
CO2	Understand about Multi-Camera and production set-up.											
CO3	Preparing the script for documentaries											
CO4	Evaluate and review the skills for the reporters.											
CO5	Filming the video content											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	2	2	2	1	2	2	3			
CO2	3	2	2	3	2	1	2	2	3			
CO3	3	3	3	1	1	3	3	3	3			
CO4	2	3	3	2	3	2	3	2	3			
CO5	3	3	3	2	2	3	3	2	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			2			3				
CO4		2			2			3				
CO5		2			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science		Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project		Internships/Technical Skills		Soft Skills
					√							

Television Production Indoor & Outdoor

Unit I :9 Hrs

Theme Based Programme creation – Theme & appeal – theme definition – kind of theme– music – prestige – comfort – economy & health - beauty & parental - Fear- Patriotism & Curiosity - Is it time to change - Change the theme – Creation of theme based programme

Unit II :9 Hrs

Current affairs type programme – history of current affairs tv programs –about current film release - Quiz programme. – creation of current affairs program

Unit III :9 Hrs

About Documentary Films – Types of Documentary Films – examples –study About award winning documentaries - Documentary filming

Unit IV :9 Hrs

Effective verbal communication - quality of voice - good pronunciation - modulation -clarity and uniqueness of speech delivery -skills in the use of language Television reporting- qualities and attributes of a broadcast reporter - Reporting from field, PTC delivery- types and techniques. Live reporting - TV Interview, Interview techniques.

Unit –V:9 Hrs

Video formats - types of Videotapes - Analogue tape - Digital tape.-Video compression - Sampling, Intra and Inter frame compression - TBC - Camera cables - connectors - SMPTE Time Code -Control track -eyeballing- monitor setup. Audio , Lighting techniques for video production - Lighting demonstration and workshop

Total No. of Hrs: 45

TEXT BOOK :

Television Production Book by Gerald Millerson and Jim Owens

REFERENCE: BOOKS:

1. Television Production - Gerald Millerson, Jim Owens
2. Effective TV Production - Gerald Millerson
3. Television Production in Transition -Independence, Scale, Sustainability and the Digital Challenge - Gillian Doyle, Richard Paterson, Kenny Barr

Subject Code	Subject Name : Intellectual Property Rights And Patent.	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMCC22002	Prerequisite : None	Ty	3	0/0	0/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.➤ To develop expertise in the learners in IPR related issues and sensitize the learners with the emerging issues in IPR and the rationale for the protection of IPR.												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Imbibe the knowledge of Intellectual Property and its protection through various laws.											
CO2	apply the knowledge of IPR for professional development											
CO3	develop a platform for protection and compliance of Intellectual Property Rights & knowledge											
CO4	create awareness amidst academia and industry of IPR and Copyright compliance											
CO5	deliver the purpose and function of IPR and patenting											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	2	2	2	3	3	2	2			
CO2	3	3	1	2	3	2	2	2	3			
CO3	3	3	2	2	3	3	2	3	2			
CO4	3	3	2	3	2	2	2	1	2			
CO5	3	2	1	2	2	2	3	2	2			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			2			3				
CO4		2			2			3				
CO5		2			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project		Internships/Technical Skills		Soft Skills	
									√			

Intellectual Property Rights And Patent

UNIT – I: 9Hrs

Introduction to IPRs, Basic concepts and need for Intellectual Property – Meaning and practical aspects of Patents, Copyrights, Geographical Indications, IPR in India and Abroad. Nature of Intellectual Property, Industrial Property, technological Research, Inventions and Innovations – Important examples of IPR.

UNIT – II: 9Hrs

Intellectual Property Rights. The IPR tool kit, Patents, the patenting process, Patent cooperation treaties: International Treaties and conventions on IPRs: Trade Related Aspects of Intellectual Property Rights Agreement, Patent Cooperation Treaty, Patent Act of India, Patent Amendment Act, Design Act, Trademark Act, Geographical Indication Act.

UNIT – III: 9Hrs

Intellectual Property Protections IPR of Living Species, protecting inventions in biotechnology, protections of traditional knowledge, biopiracy and documenting traditional knowledge, Digital Innovations and Developments as Knowledge Assets – IP Laws, Cyber Law and Digital Content Protection. Case studies: The basmati rice issue, revocations of turmeric patent, revocation of neem patent.

UNIT – IV: 9Hrs

Exercising and Enforcing of Intellectual Property Rights Rights of an IPR owner, licensing agreements, criteria for patent infringement. Case studies of patent infringement, IPR – contract, unfair competitions and control, provisions in TRIPS,

UNIT- V: 9Hrs

Role of Patents in Product Development & Commercialization Recent changes in IPR laws impacting patents and copy rights, intellectual cooperation in the science and allied industry. Patentable and non-patentable research. Case studies .

Total hours:45 Hours

Text book:

1. Nithyananda, K.V. (2019). Intellectual Property Rights : Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

References:

- 1.P.B. Ganguli, Intellectual Property Rights: Unleashing the Knowledge Economy. Tata Mc Graw Hill, 2001. Steve Smith, The Quality Revolution.1st ed., Jaico Publishing House, 2002.
2. Kompal Bansal and Praishit Bansal. Fundamentals of IPR for Engineers, 1st Edition, BS Publications, 2012.
- 3.Prabhuddha Ganguli. Intellectual Property Rights. 1st Edition, TMH, 2012.
- 4.R Radha Krishnan & S Balasubramanian. Intellectual Property Rights. 1st Edition, Excel Books, 2012.
5. M Ashok Kumar & Mohd. Iqbal Ali. Intellectual Property Rights. 2nd Edition, Serial Publications, 2011. VinodV. Scople, Managing Intellectual Property. Prentice Hall of India PvtLtd, 2012.
- 6.Deborah E. Bouchoux. Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets. Cengage Learning, 3rd ed. Edition, 2012.
7. Prabuddha Ganguli. Intellectual Property Rights: Unleashing the Knowledge Economy. McGraw Hill Education, 2011. Edited by Derek Bosworth and Elizabeth Webster.The Management of Intellectual Property. Edward Elgar Publishing Ltd., 2013.
- 8.Wadhwa (2004), Intellectual Property Rights, Universal Law Publishing Co.
- 9.Ramappa (2010), Intellectual Property Rights Law in India, Asia Law House

E-resources:

- 1.Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
- 2.World Intellectual property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf

Reference Journal:

- 1.Journal of Intellectual Property Rights (JIPR): NISCAIR

Useful Websites:

- 1.Cell for IPR Promotion and Management (<http://cipam.gov.in/>)
- 2.World Intellectual Property Organisation (<https://www.wipo.int/about-ip/en/>)
- 3.Office of the Controller General of Patents, Designs & Trademarks (<http://www.ipindia.nic.in/>)

Subject Code	Subject Name : NON LINEAR EDITING	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22ET1	Prerequisite : None	ETP	2	0/0	2/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div>➤ To make the student understand about edit using non linear method</div> <div>➤ Makes them understand about create new videos.</div> <div>➤ To make the student understand editing terminologies</div> <div>➤ Makes them understand about recording audio</div> <div>➤ Makes them understand about working with key frames</div>												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Identify the different editing tools and styles											
CO2	Understand about workspace, panels and project windows											
CO3	Distinguish the audio files and unlink it from the video											
CO4	Apply effects and transitions											
CO5	Create animated effects through key frames											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	1	2	1	-	1	2	3	3			
CO2	3	1	2	1	-	1	2	2	3			
CO3	3	2	2	1	-	2	3	2	3			
CO4	3	2	2	1	1	2	3	1	3			
CO5	3	2	3	-	2	1	3	3	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			3			3				
CO4		3			3			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
								√				

NON LINEAR EDITING

Unit I :9 Hrs

About Editing – types of editing - Advantages & disadvantages of linear & non linear editing – most used nonlinear editing applications and their advantages - Video Broadcast Standards – Terminologies

Unit II :9 Hrs

About workspace – Working with Panels – Using Source Monitor and Program Monitor – Customizing the Project Panel – Basic Workflow – Creating and Changing projects – trim or copy the project

Unit IV :9 Hrs

Importing Footage – Importing assets from tapeless formats- importing still images , digital audio, sequences , clips , creating and changing sequences – creating playing clips – adding clip sequences – working with offline clips – trimming clips – rearranging clips – rendering and previewing sequences

Unit III :9 Hrs

Editing Audio in a timeline panel – recording audio – recording audio mixes, advanced mixing – creating and editing titles – drawing shapes in titles – add images to titles – fills, strokes & shadows in tiles ,rolling & crawling titles – Titler text styles

UNIT IV 9 Hrs

About effects – applying effects – removing effects – viewing & adjusting effects and keyframes – applying effects to audio – working with audio transitions – adjustment layers – duration & speed – eliminate flicker – Motion : position , scale and rotate clip

UNIT V :9 Hrs

Animation & key frames – Adding , navigating and setting key frames – compositing , alpha channels and adjusting clip opacity – blending modes – export formats & options

Total No. of Hrs: 45

TEXT BOOK

1. Premiere Pro CC: Visual QuickStart Guide

REFERENCE BOOKS:

1. Digital nonlinear editing – Thomas Ohanian
2. Video Production 101: by Antonio Manriquez

Subject Code	Subject Name : FILM APPRECIATION	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22L03	Prerequisite : None	Lb	0	0/0	4/0	2						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div>➤ To make the student analyze and understand the techniques of a movie</div> <div>➤ Makes them understand about Reviews of Silent Films and Epic films</div> <div>➤ To make the student understand Reviews for Oscar Award Winning Movies</div> <div>➤ Makes them understand about Appreciation for National Award Winning Movies</div> <div>➤ Makes them understand about Analyzing the film after viewing</div>												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	To make the student understand about analyze the film techniques											
CO2	Makes them understand about Reviews of Silent Films and Epic films											
CO3	To make the student understand Reviews for Oscar Award Winning Movies											
CO4	Makes them understand about Appreciation for National Award Winning Movies											
CO5	Makes them understand about directions											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	-	-	1	2	-	2	1	2			
CO2	3	-	2	1	2	-	1	-	2			
CO3	3	-	2	-	2	-	-	-	2			
CO4	3	1	2	-	2	-	1	-	2			
CO5	3	2	1	-	1	3	1	1	3			
COs/PSOs	PSO1			PSO2			PSO3					
CO1	3			1			3					
CO2	3			-			3					
CO3	3			-			3					
CO4	3			-			3					
CO5	3			2			3					
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
							√					

FILM APPRECIATION

- Reviews - Silent Films, Epic films, Social films, Historical films, Science fiction films, Biographical, Comedy films , Thriller films , Detective, Horror films.
- Reviews for Oscar Award Winning Movies 1940- 1980
- Appreciation for National Award Winning Movies 1985-2022 and World Classical Movies.
- Analyzing the film after viewing - From the point of view of story & Screen play - From the Direction point of view - From the cinematography point of view - From Editing point of view - From the aesthetics point of view - From the acting point of view - Final conclusion
- Direction : Brief Description of the story and screenplay used in the film - Cinematography: Count the number of Sequence, Scene and Shots.- Editing: Analyze the transition used in Any ten scenes of the film - Music: The song Placement, Composition and relevance to the film. - Art Direction: Usage of Semiotics in one song.

Total No. Of Hrs. : 60

TEXT BOOK :

1. **The Film Appreciation Book: The Film Course You Always Wanted to Take Paperback by Jim Piper**

REFERNCE BOOKS:

1. **Film Studies: An Introduction (Film and Culture Series) (English, Paperback, Ed Sikov)**
2. **Film Performance: From Achievement to Appreciation (English, Paperback, Professor Andrew Klevan)**

Subject Code	Subject Name : PROJECT-TV REALITY SHOW	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22L04	Prerequisite : None	Lb	0	0/0	6/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
➤ To make the student understand about Television Studio Layout												
➤ Makes them understand about Preparation of script for the anchors for reality show												
➤ To make the student understand Preparation of script for the anchors for game show												
➤ Makes them understand about Preparation of backgrounds for the Shoot												
➤ Makes them understand about Arrange Lighting Equipment.												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Identifying the layouts for the shoot.											
CO2	Understand the different types scripts for anchoring											
CO3	Preparing the script for documentaries											
CO4	Evaluate the type of lights in accordance to the environment											
CO5	Create a reality show for Television.											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	2	1	1	3	3	3	3	3			
CO2	3	2	1	1	3	3	3	3	3			
CO3	3	1	1	1	3	3	3	3	3			
CO4	3	1	-	-	3	3	3	3	3			
CO5	3	1	-	-	3	3	3	3	3			
Cos/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			3			3				
CO4		3			3			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
							√					

PROJECT-TV REALITY SHOW

1. Prepare a Television Studio Layout
- 2.. Preparation of script for the anchors for reality show or a game show
3. Preparation of backgrounds for the Shoot
4. Arrange Video Shooting Equipment.
5. Arrange Lighting Equipment.
6. Prepare a Multi-Camera and production set-up.

Using all the above Techniques, Prepare a 30 minutes NON FICTION TV Program, and create a set design .

Subject Code	Subject Name : FILM DIRECTION	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22007	Prerequisite : None	Ty	3	0/0	0/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
➤ To make the student understand about techniques in Directing a film ➤ Makes them understand about Writer’s script and Shooting script ➤ To make the student understand structure of a story ➤ Makes them understand about Role of assistant directors and apprentices Makes them understand about Film Finance – methods and procedures												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	Identify the theme .											
CO2	Understand the plots and subplots of the script											
CO3	Analyze media as a text											
CO4	Characterize the structure for the script											
CO5	To make the student understand about Film Finance											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	2	3	2	2	3	1	1	3			
CO2	3	2	2	1	2	3	2	1	3			
CO3	2	1	2	1	1	3	2	2	2			
CO4	3	3	1	3	2	2	2	2	2			
CO5	2	2	3	1	2	3	1	3	3			
COs/PSOs	PSO1			PSO2			PSO3					
CO1	3			1			3					
CO2	3			1			3					
CO3	3			2			2					
CO4	3			2			2					
CO5	3			1			1					
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

FILM DIRECTION

Unit I

9 Hrs

Idea, Theme, Outline – Deep structure of the story, Treatment, Writer's script – Shooting script – Developing the idea through brooding – Scenes & sequences– A simple sequence in terms of long, medium, and close shots

Unit II

9 Hrs

The sources of information – Combination – Co-ordination – Duplication – Scene types – place – Time – Exposition of time – Exposition of place – Plot and sub-plot – Plot patterns – Narrative structure – Theme – Ideas – Complex structure of a story – Causes and effect – Conflict – Development – Climax (Beginning, middle, end) – Synopsis – basic story – Exposition and preparation – Point of view

Unit III

9 Hrs

Characterization – Biography or Bone structure of a character – External and internal aspects of a character – Orchestration and unit of opposites – Dialectical approach – understandability - Probability – Identification

Unit IV

9 Hrs

Comparison between Film, Theatre and Novel – Director and the Actor – Professional Actors – Amateur actors – Non actors – Contribution of actors – Handling of actors by the directors – Role of assistant directors and apprentices –Director and technician.- Indian Film Industry and its organizations – FFI – South Indian Film Chamber – Associations and Unions of Film Technicians and Artistes – Batta – system – Technician Agreements – FEFSI – Registration of Title.

Unit V

9 Hrs

Film Finance – methods and procedures adopted for financing Feature Films – Advances from Distributors – Hundi Finance – Bank finance – NFDC – Corporate Finance – Lab letter – First copy basis – Outright and Royalty basis – Minimum guarantee – own Release – Classification of Exhibition centers – Distributors and Exhibitors – Overseas, Satellite and TV Rights – International Film Festivals – Government subsidies – Awards – Income Tax – CBFC-CERTIFICATION.

Total No. of Hrs: 45

TEXT BOOK :

1. The Film Maker's Book – A comprehensive Guide for the Digital Age Steven Ascher & Edward Pincus

REFERENCE BOOKS :

1. On Directing Film - by David Mamet
2. Directing - Film Techniques & Aesthetics by Michael Rablanger and Mick Hurbis – Cherrier

Subject Code	Subject Name : MEDIA LAWS AND ETHICS	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22008	Prerequisite : None	Ty	3	0/0	0/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To familiarize the students with Concepts in media➤ to learn them understand about creating messages for different audiences.➤ To get insights on psychological theories.➤ Students Understands the different approaches to media.➤ To create messages for global population.												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	To make the student understand about history of media related laws in India											
CO2	To make the student understand about the definition of media law and justice.											
CO3	To make the student understand about different types of law.											
CO4	To make the student understand about the various sources of media laws in India.											
CO5	To make the student understand about jurisprudence.											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	2	3	2	2	3	1	1	3			
CO2	3	2	2	1	2	3	2	1	3			
CO3	2	1	2	1	1	3	2	2	2			
CO4	3	3	1	3	2	2	2	2	2			
CO5	2	2	3	1	2	3	1	3	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			1			3				
CO2		3			1			3				
CO3		3			2			2				
CO4		3			2			2				
CO5		3			1			1				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

MEDIA LAWS AND ETHICS

Unit I : 9 Hrs

History of Media Laws – Historical Perspective of Mass Media Laws – what is media law – who regulates media, laws in India

Unit II : 9 Hrs

Print Media – The Press & Registration of Books Act – Objectionable Matters - Law of Libel & Defamation – The Newspaper Act – Defence of India Act – Delivery of Book & Newspapers Act – Civil Defence Act – Press Council Act

Unit III : 9 Hrs

Broadcast Media – Broadcasting code – about maintaining standards of decency & decorum -
Cable TV Network (Regulation) Act - Direct .to .Home Broadcasting Services

Unit IV : 9 Hrs

Advertising – About Advertising Standard Council of India – Drug & Magic Remedies Act (Objectionable Advertisement) – Monopolies and Restrictive Trade Practices Act ,

Unit V : 9 Hrs

Film – The Cinematography Act – Copyright Act – Cine Workers & Cinema Theatre Workers Act , Cine Workers Welfare Cess Act , Cine Workers Welfare Fund Act – The Bombay Police Act – Bombay Cinemas Act - The Bombay Entertainment Duty Act

Total No. Of Hrs. : 45 Hours

TEXT BOOK :

1. Media Law & ethics – M.Neelamalar

REFERENCE BOOKS :

1. Media Law :Its Ethics & Ethos – Devesh Kishore/g. S.Gard
2. Media Law & Ethics – Roy L . Moore. Michael D.Murray

Subject Code	Subject Name : FILM EDITING & DIGITAL EFFECTS	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22009	Prerequisite : None	Ty	2	0/0	1/0	3						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
➤ To make the student understand about techniques in Final Cut Pro												
➤ Makes them understand about Online & Offline Editing												
➤ To make the student understand on Digital Interface												
➤ Makes them understand about Visual Effects Techniques												
➤ Makes them understand about Digital Compositing & Rendering												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	To make the student understand about Basics of Editing											
CO2	To make the student understand about the Final Cut Pro Software											
CO3	To make the student understand about Adnaced Editing Skills											
CO4	To make the student understand about the Adobe After Effects Software											
CO5	To make the student to skill in Visual Effects Techniques											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	3	2	3	3	1	3	3			
CO2	3	2	2	1	2	3	2	2	3			
CO3	2	1	2	1	1	3	2	2	2			
CO4	3	3	1	3	2	2	2	2	2			
CO5	2	2	3	1	2	3	1	3	3			
COs/PSOs	PSO1			PSO2			PSO3					
CO1	3			2			3					
CO2	3			1			3					
CO3	3			2			2					
CO4	2			2			2					
CO5	2			1			2					
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

FILM EDITING & DIGITAL EFFECTS

UNIT – I

9 Hrs

Introduction to Film Editing-Basics of Film Editing - Intro of Final Cut Pro – Post Production Work flow – Interface – Preferences - Video formats and Time code – Set Projects and Clips – Define the Workspace – Viewer Opening a Clip, Play head Controls and Marking Controls – Source Mark in and Mark Out.

UNIT – II

9 Hrs

Offline and Online Editing - Basic Cut Editing – Changing duration clips – Split editing – Working with Multi clips- Creating Individual clip – Creating multi clip sequence – Apply Speed - Collapsing and Expanding a Multi clip -Working with Multi clip Master- Match Frame-Ripple Editing – Roll Tool to changing where a cut Occure- Slipping Clips in the timeline – Slide Clips in the Time line - Audio Editing –Audio control in the viewer.

UNIT – III

9 Hrs

What is Trimming – Selection edit and Clips – Trimming with the selection tool – Extending and Shortening Clip - Trimming Clips Using the Trim Edit Window - Adding Transitions - Sequence-to-Sequence Editing - Matching Frames and Playhead Synchronization - Reconnecting Clips and Offline Media - Working with Freeze Frames and Still Images- Compositing and Layering - Keying, Mattes - Creating Titles - Color Correction Features - Using RT Extreme - Rendering and Video Processing Settings - Exporting QuickTime Movies.

UNIT – IV

9 Hrs

Intro of visual effects and Nuke -Intro to node based compositing – Nuke and the UI and Viewers – How to connect the Node - Channal and Basic Merge – Retime and Reformat - Transforming and Animating an images – Curve Editor,Intro of Roto scoping – Roto scoping Technique – Creating Shape and Tracking – Stabilizing for Roto scope - Object roto – Character roto with Compositing – The Utilities of Roto – Masking Operations.

UNIT – V

9

Hrs Intro of Compositing – Creating 2D and 3D Matte Painting –3D Compositing, Scene Creation, Scaneline Render, Lighting – Camera - Read Geo – Export the FBX - Import the OBJ - Live Action Matte Painting and Compositing – Multi-pass CG compositing – Intro of Channels – Library Channels -Shuffle and Shuffle Copy – CG and Live Action For Production – Sky Replacement – Smart Vector - Growned Creation – Deep Compo, Deep Merge, Deepfrom image – Intro of Color Correction, Grade node– Rendering.

Total No. of Hrs: 45

TEXT BOOK :

The Foundry Nuke X7 for Compositors Paperback -
Professional Compositing & visual Effects – Ron Ganbar
Editing Techniques with Final Cut Pro – by Micahel Wohl

REFERENCE :

The Foundry Nuke X 7 for CompositorsPaperback
byProf. Sham Tickoo
Digital Composting with Nuke – Lanier Lee Lanier
The Art & science of Digital Compositing : Techniques for VisualEffects , Animation & MotionGraphics
– By Ron Brinkmann
The Focal Easy Guide to Final Cut Pro X by Rick Young
Final Cut Pro X : Making the Transition by Larry Jordan

Subject Code	Subject Name : MAGICAL ANIMATION				Ty/ Lb/ ETL	L	T/SLr	P/R	C			
HMAV22ET2	Prerequisite : None				ETP	2	0/0	2/0	3			
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ Ensures the student is confident in creating advanced object and rigging and animation.➤ Student will learn to create camera handling.➤ Student will learn how to create render in Arnold render.➤ Ensures the student will mental ray render and Arnold render.➤ Ensures the student will have confident in human rigging .												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	Students able to create basic Maya modelling with tools.											
CO2	Students able to create face modelling & car modelling											
CO3	Students able to create UV texturing and camera handling and 3d animation technique.											
CO4	Students able to create Render in Arnold , mental ray.											
CO5	Students able to create rigging and animation.											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	2	2	3	3	2	3	3	1	3			
CO2	3	2	2	1	2	3	2	1	3			
CO3	2	3	2	1	1	3	2	2	2			
CO4	3	3	1	3	2	2	2	2	2			
CO5	2	2	3	2	2	3	1	3	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			2			3				
CO2		2			1			3				
CO3		3			2			2				
CO4		3			2			2				
CO5		2			1			2				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
								√				

MAGICAL ANIMATION

UNIT I :

9 Hrs

About 3D Modelling – About 3d Animation – Views – Working with menus. – Using the Status Line buttons. - Access the Shelf - Explore the Channel Box and Layer Editor- Identify the animation controls, the Command Line, and the Help Line. - Use the Toolbox and Quick Layout buttons. - Discover the Secret menus – Time line – markers

UNIT II :

9 Hrs

Modelling using Object Components, Modifying object components, smooth modifier, duplicate special – Polygon , Surface , Spline Modelling - models using extrude – face extrusion - Boolean operations – Booleans union, Booleans difference, Boolean intersection - Lofting and revolving - Procedural Modelling

UNIT III :

9 Hrs

Texturing : Normal Mapping, UV unwrapping, Arnold, Substance Painter - Lighting – Advance Lighting - Camera - Types of camera, View Port Camera, Animation in Maya - Animation control menus

UNIT IV :

9 Hrs

Rendering – Render Setup – Rendering sequence - Rendering Techniques - Arnold Render - based batch render concepts - Maya Fields--Effects and Effects Assets-Dynamics Windows and Editors--Maya Classic Dynamics and physical animation. create boss, bifrost and mash.

UNIT V:

9 Hrs

Skeletons - Skinning the character -Human IK-Deformation effects-Constraints-Character Sets-Character Animation Reference- Animation play blast for rapid review of complex scenes - Path Animation - Set Driven Key -Dope sheet –Graph Editor - Rapid and intuitive global editing of key frame timing - Channel Box -Motion Blur

Total No. of Hrs: 45

TEXT BOOKS :

Mastering Autodesk Maya – Todd Palamar

REFERENCE BOOKS:

How to Cheat in Maya 2022: Tools and Techniques for Character Animation (English, Paperback, Kenny Roy Eric Luhta ROY Luhta)

1. The Complete Reference 1st Edition by Tom Meade , Shinsaku Arim

Subject Code	Subject Name : 3D ANIMATION - LAB				Ty/ Lb/ ETL	L	T/SLr	P/R		C		
HMAV22LO5	Prerequisite : None				Lb	0	0/0	4/0		2		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div><div></div><div><div>➤ Ensures the student is confident in creating advanced object and rigging and animation.</div><div>➤ Student will learn to create camera handling.</div><div>➤ Student will learn how to create render in Arnold render.</div><div>➤ Ensures the student will mental ray render and Arnold render.</div><div>➤ Ensures the student will have confident in human rigging .</div></div></div>												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	Learns to animate the 3D characters											
CO2	Ensures that the 3D characters get realistic effects											
CO3	Learns to render and produce the final output											
CO4	can confidently work in animation projects											
CO5	Learns to produce the final output as per company requirements											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	2	2	3	3	2	3	3	1	3			
CO2	3	2	2	1	2	3	2	1	3			
CO3	2	3	2	1	1	3	2	2	2			
CO4	3	3	1	3	2	2	2	2	2			
CO5	2	2	3	2	2	3	1	3	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			2			3				
CO2		2			1			3				
CO3		3			2			2				
CO4		3			2			2				
CO5		2			1			2				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
							√					

3D ANIMATION - LAB

- Create a dynamical and physical animation.
- Create a animation using mash, boss, bifrost.
- create a manual animation using key frames
- create a human ik and fk for manual animation

Total No. of Hrs needed to complete the Lab: 30

REFERENCE BOOKS:

Maya 2020 Guide-Author Name: Kelly.L.Murdock

Subject Code	Subject Name : PROJECT-FILM EDITING					Ty/ Lb/ ETL	L	T/SLr	P/R	C		
HMAV22L06	Prerequisite : None					Lb	0	0/0	6/0	3		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div>➤ To make the students understand various Rotos coping techniques.</div> <div>➤ Makes them understand various Integrated camera tracking and match moving tools.</div> <div>➤ To make the student understand various methods involved in Keying with Chroma Keyer.</div> <div>➤ Makes them understand about audio and video Editing.</div> <div>➤ Makes them understand various built-in editing tools involved in Editing</div>												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	Working with CG Render Passes											
CO2	Create the Rough cut with audio & video editing											
CO3	Create a teaser ad for a product											
CO4	can confidently work in multi camera set up											
CO5	Create the Multi cam Editing on the spot											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	2	3	1	2	1	3	2	3			
CO2	3	2	2	1	2	3	2	1	3			
CO3	3	3	2	1	1	3	2	2	2			
CO4	3	2	1	3	2	2	2	2	2			
CO5	2	2	3	2	3	3	1	3	1			
Cos/PSOs		PSO1			PSO2			PSO3				
CO1		2			2			3				
CO2		3			2			1				
CO3		3			2			2				
CO4		3			2			2				
CO5		2			1			2				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
				√								

PROJECT-FILM EDITING

1. Character Rotoscoping
2. 3D Tracking with Match move
3. Working with CG Render Passes
4. Create 3D Matte Painting
5. Advanced Compositing : Keying & Match move with Compositing
6. Create the Rough cut with audio & video editing
7. Create a teaser ad for a product
8. Create the Multicam Editing
9. Documentary Editing

REFERENCE BOOKS:

Editing Techniques with Final Cut Pro – by Micahel Wohl

Subject Code	Subject Name : RESEARCH PUBLICATION	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22I02	Prerequisite : None	IE	0	0/0	0/4	2						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ Apply foundational research skills to address a research question➤ Demonstrate planning, time and change management skills➤ Demonstrate leadership skills➤ Undertake research independently➤ Demonstrate a capacity to communicate research results clearly, comprehensively and persuasively.												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Carry out a substantial research-based project											
CO2	Demonstrate capacity to improve student achievement, engagement and retention											
CO3	Demonstrate capacity to lead and manage change through collaboration with others											
CO4	Analyse data and synthesize research findings											
CO5	Use research findings to advance education theory and practice											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	3	3	3	3	3	2	3			
CO2	2	2	3	3	3	3	2	1	3			
CO3	2	3	2	2	3	3	2	2	2			
CO4	3	3	2	3	2	2	2	2	2			
CO5	2	3	3	2	2	3	1	3	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		2			1			3				
CO3		2			2			1				
CO4		3			2			2				
CO5		2			2			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
							√					

RESEARCH PUBLICATION

Students have to submit thesis on a topic of their choice understanding the nature and purpose of research in media industry. Reviews will be conducted twice in a week and marks will be graded for internal evaluation. Final evaluation is based on submission of the thesis and viva voce.

INTERNSHIP

Subject Code	Subject Name : INTERNSHIP-FEATURE FILM & DIRECTION STUDIES					Ty/ Lb/ ETL	L	T/SLr		P/R		C
HMAV22L07	Prerequisite : None					Lb	0	0/0		8/0		4
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div><div>➤ To make the student learn about Direction and making a film</div><div>➤ Makes them understand about making a film</div><div>➤ To make the student understand Screen Grammar</div><div>➤ Makes them understand about Analyzing the scripted scene</div><div>➤ Makes them understand about Editing multiple camera movements</div></div>												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	To make the student understand about Role of a Contemporary Director											
CO2	To make the student understand about Analyzing the scripted scene											
CO3	To make the student understand about Subjective camera movement											
CO4	To make the student understand about movements in world cinema											
CO5	To make the student understand about Editing multiple camera movements											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	3	2	3	3	2	1	3			
CO2	3	3	3	2	3	3	1	2	3			
CO3	3	3	3	2	3	3	3	-	3			
CO4	3	3	3	1	3	3	3	1	3			
CO5	3	3	3	1	3	3	3	1	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			3			3				
CO4		3			3			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project		Internships/Technical Skills		Soft Skills	
									√			

INTERNSHIP-FEATURE FILM & DIRECTION STUDIES

- Students go to internship to hands on training and live experience from the industries and gain practical knowledge.
- Students will submit the daily activity report as project and viva will be conducted for final examination.

TEXT BOOK :

1. **The Independent Filmmaker's Guide: Make Your Feature Film - Glenn Berggoetz**

REFERENCE BOOKS :

1. **Directors Mind Hardcover – by Ujjal Chakraborty**
2. **Independent Film Producing: How to Produce a Low-Budget Feature Film by Paul Battista**

Subject Code	Subject Name : INTERNSHIP-MAYA DYNAMICS &ARNOLD	Ty/ Lb/ ETL	L	T/SLr	P/R	C
HMAV22L08	Prerequisite : None	Lb	0	0/0	8/0	4

L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits
Theory / Lab / Embedded Theory and Lab

T/L/ETL :

OBJECTIVES

- To understand the concepts behind 3 dimensional objects and also the different types of modeling.
- To Familiarize students with special effects and easy methods to create 3D model.
- To make the students to create 3d interior assets models.
- To make the students create exterior assets models.
- To make students familiarize different types of material and texture by applying.
- To Make students understand 3d render in dimensional software.

COURSE OUTCOMES (Cos)

Students completing this course were able to

CO1	Learns to how to create realistic particle systems
CO2	Learns to create realistic cloth effects
CO3	Learns to create advanced rendering
CO4	will be confident in making 3D character projects for the industry
CO5	Can create assets in 3D for industry usage.

Mapping of Course Outcome with Program Outcome (POs)

Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	-	2	2	2	3	3	3	3			
CO2	3	1	3	1	2	3	3	3	3			
CO3	3	1	2	3	-	2	3	2	3			
CO4	3	2	3	1	3	2	3	3	3			
CO5	3	1	3	1	1	3	3	2	3			

COs/PSOs	PSO1	PSO2	PSO3	
CO1	1	3	2	
CO2	2	3	2	
CO3	2	3	2	
CO4	2	3	2	
CO5	3	3	3	

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills
								√	

INTERNSHIP-MAYA DYNAMICS &ARNOLD

- Students go to internship to hands on training and live experience from the industries and gain practical knowledge.
- Students will submit the daily activity report as project and viva will be conducted for final examination.

TEXT BOOK :

Maya Studio Projects: Dynamics by Todd Palamar

REFERENCE BOOKS :

1. Arnold – Advanced Monte Carlo raytracing renderer – Subscribe – free trail
2. Arnold for Maya User Guide – Autodesk

PORTFOLIO

Subject Code	Subject Name : PORTFOLIO–FEATURE FILM					Ty/ Lb/ ETL	L	T/SLr	P/R	C		
HMAV22L09	Prerequisite : None					Lb	0	0/0	20/0	10		
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<div>➤ To make the student understand about direction a film</div> <div>➤ Makes them understand about making a film</div> <div>➤ To make the student understand Screen Grammar</div> <div>➤ Makes them understand about Analyzing the scripted scene</div> <div>➤ Makes them understand about Editing multiple camera movements</div>												
COURSE OUTCOMES (Cos) Students completing this course were able to												
CO1	To make the student understand about Role of a Contemporary Director											
CO2	To make the student understand about Analyzing the scripted scene											
CO3	To make the student understand about Subjective camera movement											
CO4	To make the student understand about movements in world cinema											
CO5	To make the student understand about Editing multiple camera movements											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	3	2	3	3	2	1	3			
CO2	3	3	3	2	3	3	1	2	3			
CO3	3	3	3	2	3	3	3	-	3			
CO4	3	3	3	1	3	3	3	1	3			
CO5	3	3	3	1	3	3	3	1	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		3			3			3				
CO2		3			3			3				
CO3		3			3			3				
CO4		3			3			3				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project		Internships/Technical Skills		Soft Skills	
							√					

PORTFOLIO–FEATURE FILM

Create a 45 minutes feature film – create a script – act and direct – shoot – edit and release the film in Youtube channel and submit the paper work as record.

Subject Code	Subject Name : PORTFOLIO –3D ANIMATION	Ty/ Lb/ ETL	L	T/SLr	P/R	C						
HMAV22L10	Prerequisite : None	Lb	0	0/0	20/0	10						
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
<ul style="list-style-type: none">➤ To make them create 3d animation using key frame track editor➤ To make them understand 2d animation and 3d animation using 3d rendering➤ To make them Familiarize with 3d animation rendering using any render software➤ To create and understand 3d animation and composition➤ To make them understand 3d physical animation and manual animation.												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Can confidently create 3D characters											
CO2	Knows to rig and animate the characters											
CO3	Knows to work in a team and integrate all the components together											
CO4	Ensures to work within time limits so that timely submission of projects can be done in work place.											
CO5	ensures that he create realistic effects											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	-	2	2	2	3	3	3	3			
CO2	3	1	3	1	2	3	3	3	3			
CO3	3	1	2	3	-	2	3	2	3			
CO4	3	2	3	1	3	2	3	3	3			
CO5	3	1	3	1	1	3	3	2	3			
COs/PSOs	PSO1			PSO2			PSO3					
CO1	1			3			2					
CO2	2			3			2					
CO3	2			3			2					
CO4	2			3			2					
CO5	3			3			3					
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
							√					

PORTFOLIO –3D ANIMATION

Create one minute 3D animation film with a title, background music and voice over along with a story, incorporate visual effects and animation and realistic features for the story and along with the submit the paper work as record.

Subject Code	Subject Name : OPEN ELECTIVE-SWAYAM			Ty/ Lb/ ETL	L	T/SLr	P/R	C				
HMOL22IE1	Prerequisite : None			IE	3	0/0	0/0	3				
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab												
OBJECTIVES												
The objective of this online courses is to take the best teaching learning resources to all the students, including the most disadvantaged. It seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.												
COURSE OUTCOMES (Cos)												
Students completing this course were able to												
CO1	Online learning Programme has helped students to become independent learners before they make their way into the real world.											
CO2	Students gets an opportunities to explore new learning applications and platforms during class.											
CO3	This will help the students to develop new skills and capabilities accelerating their growth trajectory.											
CO4	It will connect them to a global network of online learners, exposing them to new perspectives.											
CO5	The ideas that they receive will not be limited.											
Mapping of Course Outcome with Program Outcome (POs)												
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	-	2	2	2	3	3	3	3			
CO2	3	1	3	1	2	3	3	3	3			
CO3	3	1	2	3	-	2	3	2	3			
CO4	3	2	3	1	3	2	3	3	3			
CO5	3	1	3	1	1	3	3	2	3			
COs/PSOs		PSO1			PSO2			PSO3				
CO1		1			3			2				
CO2		2			3			2				
CO3		2			3			2				
CO4		2			3			2				
CO5		3			3			3				
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low												
Category	Basic Sciences	Engg.Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/Technical Skills	Soft Skills			
							√					

OPEN ELECTIVE-SWAYAM

The students will be attending online course like swayam Nptl or other online courses for 90 hrs. And finally they will submit the course completion certificate to get the credits