



Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215



NAAC Criterion-I

Key Indicator – 1.1.3

Syllabus copies of the courses highlighting the focus on employability/ entrepreneurship/ skill development along with their course outcomes

1.1.3 Evidences



**Central University of Himachal Pradesh, Dharamshala,
Kangra**



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Dharamshala, Himachal Pradesh-176215



DEPARTMENT OF NEW MEDIA

INDEX

S. No.	Description
1	Syllabus copies of the courses highlighting the focus on employability/ entrepreneurship/ skill development along with their course outcomes.

Central University of Himachal Pradesh

Dharamshala Parisar-1

Department of New Media

Program Specific Outcomes,

Program Outcomes,

Course Outcomes & Course Contents

of

MA New Media

School of Journalism Mass Communication and New Media



Programme Specific Outcomes

PSO¹- To provide students' an immersive milieu to understand applied theories

PSO²- To make 'voice of the society ready' communicator

PSO³- To prepare convergent as well as divergent thinker

Programme Outcomes

PO¹ - Facilitate to prepare future ready professionals

PO²- To enhance knowledge and skill level of the students

PO³- To augment the analytical and interpretative abilities of the students

PO⁴- To develop a zeal to understand world information and political order

PO⁵ -To inculcate the human and civic values



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**Department of New Media Course Objectives and Focus Area for the Course MCE 418 proposed for M.A.
Programme in New Media Communication**

Course Code: MCE 418 Course, Name: Exposures to New Media

Faculty: Dr. R. P. Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course objective:

To introduce new media concept

To conceptualise the new media and social change

To increase the knowledge level about latest new media technology

Course out comes:

CO¹- To make students familiar with new media

CO²-To impart the skills of new media technology

CO³-To inculcate the idea of new media and social change

CO⁴-Students would learn the pros and cons of new media

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination. Evaluation Criteria:

1. Mid Term Examination: 20%

2. End Term Examination: 60%

3. Continuous Internal Assessment : 20%

- Class Participation: 5%
- Group Discussion: 10%
- Home Assignments: 5%

Unit-1 (8hrs)

Introduction to new media

Types and trends of new media

Uses of new media- a theoretical framework

Unit-2 (8hrs)

New media in everyday life

New media Applications

Social networking

2.0 concepts

Unit-3 (8hrs)

Ar, VR and Mixed reality

IoT

AI

5G

Unit-4 (8hrs)

Democracy 2.0 (opinion leaders ,influencers and voters)

New media and markets

Changing education through new media

New media and entertainment

Communication in the age of new media

Unit-5 (8hrs)

Effect of new media

Pros and cons of new media

Ethical aspect of new media

Upcoming new media technologies

Knowledge in addendum:

Education without Borders (2013), New media and mobile learning: Enabling and educating learners. Dr. A.W.

Bates, Tony (1999), Impact of New Media on Academic Knowledge, University of British Columbia.

We media: How audiences are shaping the future of news and information. The Media Centre. The American Press Institute

R. Fletcher, R. K. Nielsen, Are people incidentally exposed to news on social media? A comparative analysis. *New Media Soc.* **20**, 2450–2468 (2018).

H. Taneja, A. X. Wu, S. Edgerly, Rethinking the generational gap in online news use: An infrastructural perspective. *New Media Soc.* **20**, 1792–1812 (2018).

A. S. Cardenal, C. Aguilar-Paredes, C. Galais, M. Pérez-Montoro, Digital technologies and selective exposure: How choice and filter bubbles shape news media exposure. *Int. J. Press Politi.* **24**, 465–486 (2019).

Course Articulation Matrix of MCE418- Exposures to New Media

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO1	PSO2	PSO 3
CO	1	2	4	1	3	7	1	3	
CO	2		1			4	3	4	
CO	3					1			
CO	4					1			
CO									
CO									



Department of New Media School of Journalism, Mass Communication & New Media Central University of Himachal Pradesh

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DHARAMSHALA, DISTRICT KANGRA – 176215
HIMACHAL PRADESH

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Course Name: Indian Knowledge System and Communication

Course Code: MCE-IKSC

Level: 02

Credits: 02

Credits Equivalent: Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 5 hours of other workload such as independent individual/ group

work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Outcomes:

1. Students will identify the concept of Traditional knowledge and its importance.
2. Explain the need for and importance of protecting traditional knowledge.
3. Illustrate the various enactments related to the protection of traditional knowledge.
4. Interpret the concepts of Intellectual property to protect the traditional knowledge.
5. Students will know about Traditional culture.

Learning Outcomes:

1. To facilitate the students with the concepts of Indian traditional knowledge and to make them understand the Importance of roots of knowledge system.
2. To make the students understand the traditional knowledge and analyse it and apply it to their day to day life

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment : 20%
 - Class Participation: 5%
 - Group Discussion: 10%
 - Home Assignments: 5%

Course Contents:

UNIT 1- Indian Knowledge System:

- Concept and Characteristic of Indian Knowledge System
- Process of Indian Knowledge System
- Bharat Bodh and Communication
- Role of Indian Knowledge System in present times

UNIT 2- Indian Knowledge System and Communication

- Element of Indian knowledge system
- Communication in Vedic text
- Communication in Upanishad and Puraan
- Mode of Communication during ancient time

UNIT 3- Indian Epics, Culture and Communication

- Ramayan
- Mahabarat
- Language, Culture and Communication
- Indian Culture

UNIT 4- Indian Knowledge System and Communicator

- Maharishi Aurobindo
- Swami Vivekanand
- Veer Savarkar
- Dr KB Hedgewar
- Pandit Deendayal Upadhyay
- Mahatma Gandhi

UNIT 5- Indian Knowledge System and New Media Technologies

- Electronic Media & IKS
- Blogs & IKS
- Social Media Platforms & IKS
- YouTube & IKS

Essential Readings:

- Ramdhari Singh Dinkar (2009), Sanskriti Ke Chaar Adhyaya, Lok Bharti Prakashan, Allahabad , ISBN 81-85341-05-2.
- Rajiv Malhotra (2011) Being Different, Harper Collins Publishers, New Delhi, ISBN: 978-93-5029-190-0..
- Balmiki P. Singh (2009), Bahudha, Rajkamal Prakashan , New Delhi, ISBN 978-81-267-1674-6.
- Jawaharlal Nehru (1934) Glimpses of World History , [Penguin Random House India Private Limited](#) , Gurugram, ISBN: 9789385990069
- Sunil Ambekar (2019), The RSS: Roadmaps for the 21st Century, **Rupa Publications India, ISBN: 9353336856**
- Indian Tradition & Communication, Dr Nirmala Mani Adhikary, MCNUJ&C, Bhopal.
- संचार : अवधारणा एवं प्रक्रिया स्वामी विवेकानंद, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल.
- भारतीयता की पहचान, विद्यानिवास मिश्र.
- वैदिक संपत्ति, पं .रघुनंदन शर्मा
- देश, धर्म और साहित्य, विद्यानिवास मिश्र.
- संचार : अवधारणा एवं प्रक्रिया महर्षि पाणिनि, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- भारतीय ज्ञान परंपरा, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय
- आदि पत्रकार नारद का संचार दर्शन, डॉ .ओमप्रकाश सिंह, अर्चना प्रकाशन, भोपाल
- संचार अवधारणा एवं प्रक्रिया : महर्षि अरविंद, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल.

Course Articulation Matrix of MCE-IKSC

Course Outcome s		Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	Programme Outcomes 5	Al l	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1		1	2	3	-	2		1	3	2
CO2		2	3	1	-	1		1	1	3
CO3		1	2	1	-	3		3	3	2
CO4		2	1	3	-	3		2	1	3
CO5		1	2	3	-	5		2	2	3



Department of New Media

School of Journalism, Mass Communication & New Media

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DHARAMSHALA, DISTRICT KANGRA – 176215

HIMACHAL PRADESH

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Course Name: Introduction to Radio and Television Production

Course Code: MCE501

Level: 04

Credits: 04

(One credit is equivalent to 10 hours of lectures /organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Outcomes: The course is designed to

1. Students learn basic concept of sound production for radio and video production for television.
2. To make students understand basic techniques used for sound and video acquisition, production, recording and aesthetics.
3. The students to be trained on operation and maintenance of sound and video (camera and lights) equipment used in studio & outdoor shooting/ recordings.
4. To make students technically skilled - operating a camera and using sound recording and post-production editing equipment and software.

Learning Outcomes:

1. Students understand various stages of broadcast production Techniques.
2. Use skills at different levels of responsibilities associated with production

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment: 25%
 - Class test: 5%
 - Assignments: 10%
 - Class Participation: 5%
 - Presentation: 5%

COURSE CONTENTS:

UNIT – I: Introduction to radio production

- Radio production basics
- Understanding of equipment used in radio studio and outdoor production
- Microphone principles, classification, polar pattern, placement of microphones, stereo, RF microphones, microphone parameters and accessories

UNIT – II: Audio Production

- Analog audio production basics
- Digital audio production, Audio work station, advantages of digital production
- Digital audio formats
- Audio mixing principles

UNIT – III: Television Production: Processes and people (8 hours)

- Production process: introduction
- Pre-production: generating idea, idea to script, and script to production.
- Production team: Who Does What When?
- Introduction to television news production.
- Functioning of News channel.
- Television News formats.

UNIT-IV: Production Environment and Control: Studio

- Production environment: studio-
- Video production studio.
- Studio control room, Master control.
- Electronic news gathering (ENG).
- Electronic field production (EFP).
- Talent, clothing and makeup.
- Script formats, Visualization.
- Preparing for multi camera studio production: Single-camera directing, control room directing.

UNIT-V: Audio and Video editing,

- Audio tape editing basics, digital audio editing, audio effects, and multi-track recording
- Protocol and Nuendo editing system features
- Basic recording principles, Tape, CD, Hard disk based recording, audio archiving
- Video editing basics
- Nonlinear editing: phase1- capture, 2- editing, 3-export to video tape or disc.

Prescribed Text Books:

1. Radio Handbook by Orr, William I., Howard W. Sams & Company (1987).
2. Radio Production Worktext: Studio and Equipment by David E. Reese, Lynne S. Gross and Brian Gross, Taylor and Francis (2006).
3. Audio in Media by Stanley R. Alten, Cengage Learning. 9th Edition, (2010).
4. Video Basics by Herbert Zettl, Wordsworth 2011
5. Television Production by Gerald Millerson, Focal Press, 2010

Suggested Additional Reading:

- Master Handbook of Audio Production by Jerry C. Whitaker, McGraw Hill (2001).
- Acoustic Design and Practice by R.L. Suri, Asia Publishing House (1966).
- Principals of Digital Audio by Ken C. Pohlmann, McGraw Hill (2010).
- Fundamentals of Digital Television Transmission by Gerald W Collins, John Willey, Artech House 2008

Course Articulation Matrix of MCE501 Introduction to Radio & TV Production



Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	Programme Outcomes 5	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	3	-	2		1	3	2
CO2	2	3	1	-	1		1	1	3
CO3	2	2	1	-	3		3	3	2
CO4	1	1	3	-	3		2	1	3



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Department of New Media

Course Objectives and Focus Area for the Course MCE 528 (Media Product IV) proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 528

Course Name: Media Product IV (Web Content Production)

Faculty: Dr. Yogesh Kumar Gupta

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Outcomes: The course is designed to:

1. To create a niche in the area of web content production.
2. To help students to learn how to write news, features & articles for the web and how to create YouTube channel and blog.
3. To help the students to understand the technicalities and production phases involved in the production of content for web.
4. To help students to have firsthand experience of web production.

Learning Outcomes:

1. Students learn about creating web page and other web production activities.
2. Students get to learn how to write news, features & articles for the web.

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria: The assignments will be given in groups. These end products will have an overall weightage of 100 marks; the production itself will have a weightage of 70 marks, followed by a weightage of 30 marks as viva-voce to assess the individual roles in the production process. The final products will be evaluated by an expert committee having an external expert from the concerned field/industry, concerned course teacher and a faculty nominated by the Head of the concerned department. The same committee will conduct the viva-voce to assess the individual roles of the students in the production process. There will be no mid-term and end-term theory examination in this course as the course is a practice based course and is a supplement to the theory course offered in the same stream. The aim of this practical course is to develop professional competence among the students who are willing to make a career in media production industry especially mobile content production.

Course Articulation Matrix of MCE528 Media Product IV (Web Content Production)

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	Programme Outcomes 5	All	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	2	2	1	-	1		2	3	2
CO2	1	3	1	-	2		2	2	3
CO3	1	2	1	-	3		3	3	2
CO4	2	1	1	-	2		2	2	3



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School of Journalism, Mass Communication & New Media
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HIMACHAL PRADESH

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Course Name: Social Networking

Course Code: MCE410

Level: 04

Credits: 04

(One credit is equivalent to 10 hours of lectures /organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Outcomes: The course is designed to

5. Students learned about use of Social networks for business and personal use.
6. Students learn the use of social networks for conducting social network analysis.
7. Students learn the use and process of digital story telling in contemporary world.
8. Students also learn the use of social network concepts for solving real-world issues.

Learning Outcomes:

- Identify the major social media platforms that can be used to promote a company, brand, product, service or person.
- Create a social media campaign plan and track progress in achieving goals with a variety of measurement tools and services.
- Demonstrate proficiency in the use of social network analysis concepts and techniques.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Term Examination: 50%
 3. Continuous Internal Assessment : 25%
 - Class Participation: 5%
 - Group Discussion: 10%
 - Home Assignments: 5%
 - Role Play: 5%
-

Course Contents:

Unit -I: Social Network

(8 Hours)

- Introduction to Social Network
- Social Network and Knowledge Management System
- Social Network Analysis
- Application of Social Network Analysis
- Social Media Technology – Web 2.0, Cloud Computing, Smart phones

UNIT- II: Social Networking

(8 Hours)

- Social Networking
- Social Media
- Social Networking Platforms
- Pros and Cons of Social Networking
- Future of Social Networking

UNIT - III: Policy and Strategic Framework

(8Hours)

- Social Media Policy
- Communication Strategies for Social Media
- Social Media Measurement
- Return on Investment (ROI)
- Blogging, Facebook, LinkedIn, Twitter

UNIT - IV: Story Telling for the Web

(8 Hours)

- Technique
- Style and Presentation
- Layering of Information
- Impact and Context
- Human Dimension

UNIT - V: Social Media Practices

(8 Hours)

- Communication
- Advocacy
- Health
- Business
- Crisis Management

ESSENTIAL READINGS:

S.No.	Name of the Book	Author	Year of Publication	Publisher
1	The New Community Rules	Tamar Weinberg	2009	O'Reilly Media
2	Social Media Strategist	Christopher Barger	2011	Pinterest
3	Six Pixels of Separation: Everyone is Connected	Mitch Joel	2009	Business Plus

SUGGESTED READINGS:

S.No.	Title of the Book/ Research Manuscript	Author	Year of Publication	Publisher/Journal & Volume, Page No.
1	The Facebook Effect	David Kirkpatrick	2010	Simon & Schuster
2	Connected: The Surprising Power of our Social Networks and How They Shape our Lives	Christakis and James H. Flower	2009	Little Brown & Co.
3	Socialnomics: How Social Media transforms the way we live and do business	Erik Qualman	2009	John Wiley & Sons

Course Articulation Matrix of MCE 410- Social Networking

Course Outcomes	Programme Outcomes 1	Programme Outcomes 2	Programme Outcomes 3	Programme Outcomes 4	Programme Outcomes 5	AI	Programme Specific Outcomes 1	Programme Specific Outcomes 2	Programme Specific Outcomes 3
CO1	1	1	2	-	2		1	3	2
CO2	2	2	3	-	1		1	1	3
CO3	1	2	1	-	3		3	3	2

CO4	2	1	2	-	5		2	1	3
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Television Production

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

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Course Code: MCE 514

Course Name: Television Production

Faculty: Dr. Yogesh Kr. Gupta

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

1. The focus of this course is to expose students to different production techniques of television that will allow them to work in the field of high definition broadcasting and digital media.
2. The emphasis here is on exploring the ways in which television production technology and television industry is co-related.
3. Sensitize students to the development of concepts for documentaries and television programmes, scripting, directing, camera handling, programming, editing etc.

Course Outcomes:

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1. Exposure to the development of television as a technology and as a medium
2. Analysis of TV program formats, news formats
3. Concept of television news room structure & Function
4. Practical training elements of television writing

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Class test: 5%
 - Assignments: 10%
 - Class Participation: 5%
 - Presentation: 5%

COURSE CONTENTS:

UNIT I: Television Production: Processes and people**(8 hours)**

- Production process: introduction
- Pre-production: generating idea, idea to script, and script to production.
- Production team: Who Does What When?
- Introduction to television news production.
- Functioning of News channel.
- Television News formats.

UNIT II: Image Creation: Digital Video and Camera**(8 hours)**

- Basic image formation.
- Digital process: analog and digital signals, digital system, downloading and streaming.
- Video camera: Basic camera function and elements.
- Types of camera.
- Operating the camera: Movements, Mounts and Operational Features.
- Looking through the viewfinder: framing a shot, controlling camera and object motion.

UNIT III: Image Creation: Sound, Light, Graphics, and Effects.**(8 hours)**

- Audio and sound control: Sound pickup principle.
- Microphones and types, sound control, sound recording and aesthetics.
- Light: types, intensity, Lighting instruments and Techniques.
- Shadows, Color and Contrast.
- Graphics and effects: Principles of graphics, standard electronic video effects, digital effects.

UNIT IV: Image Control: Switching, Recording and Editing.**(8 hours)**

- Switcher and Switching: Switcher layout, operation, automated production control.
- Video recording: systems, process and use of video recording.
- Non linear editing: phase1- capture, 2- editing, 3-export to video tape or disc.
- Linear editing.
- Offline and Online editing.
- Editing principles: purpose, functions, continuity editing, complexity editing.

UNIT V: Production Environment and Control: Studio, Field, Talent and Directing.**(8 hours)**

- Production environment: studio-
- Video production studio.
- Studio control room, Master control.
- Electronic news gathering (ENG).
- Electronic field production (EFP).
- Talent, clothing and makeup.
- Script formats, Visualization.
- Preparing for multi camera studio production: Single-camera directing, control room directing.

Prescribed Text Books:

- Gerald millerson, jim owens. TV production 15th edition. focal press
- Video basics. Herbert zettl.
- Chatterji,P.C. , (1991), *Broadcasting in India*. SAGE, New Delhi.

Suggested Additional Reading:

- Fulding, Ken, (1990), *Introduction to Television Production*, Longman, New York
- Carrel fleming, Radio handbook, 2002, Routledge (London new York)
- Machin, David & Niblock, Sarah, (2006), *News production: Theory and Practice*, Routledge, New York.

4. Course Articulation Matrix of MCE 514- Television Production

Course Outcomes	Program me Outcome s 1	Program me Outcome s 2	Program me Outcome s 3	Program me Outcome s 4	Program me Outcome s 5	Al l	Program me Specific Outcome s 1	Program me Specific Outcome s 2	Program me Specific Outcome s 3
CO1	1	1	3	-	2		1	3	2
CO2	2	3	2	-	1		2	1	3
CO3	1	2	1	-	3		3	3	2
CO4	2	1	3	-	5		2	1	3



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Course Objectives and Focus Area for the Course MCE 502 proposed for the M.A. Programme in New Media

Course Code: MCE 502

Course Name: Video Editing/Online Editing

Faculty: Deepak Kumar Vaishnav

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course objective:

- To create a theoretical understanding of still and motion graphics
- To train students about vector graphic softwares and their industry application
- To train students about raster graphics softwares and their industry application

Course out comes:

- **CO¹**- Student should have a comprehensive understanding of graphic theory
- **CO²** – Student should be able to capable of using vector graphic softwares
- **CO³**- Student should be able to capable of using raster graphic softwares
- **CO⁴**- Student should be capable of adding still and motion graphics to different types of video content

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination. Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment : 20%
 - a. Class Participation: 5%
 - b. Group Discussion: 10%
 - c. Home Assignments: 5%

Course Contents

Unit I Introduction

(4 Hours)

- Graphics – Vector, Raster
- Motion Graphics – After Effects
- Video Editing – Online/Offline/Adobe Premiere/FCP
- Dealing images with various methods

Unit II Graphics

(8 Hours)

- Graphics
- Vector – Adobe Photoshop
- Raster - Adobe Illustrator
- Motion Graphics – After Effects
- Graphic file formats and applications

Unit III Video Editing

(8 Hours)

- Linear/Non-linear; online/offline
- Multi-camera editing
- Adobe Premiere/FCP, interface, tools
- Functioning effects, timeline and rendering
- Video file formats and applications

Unit IV Value Edition

(8 Hours)

- Making of promos, teasers and stings
- Graphics, Music and Ambience
- Astons, headers and lower bands

Unit V Job of Precision

(12 Hours)

- On-line editing
- Editing of multi-cam interviews
- Making of documentary
- Project: Making of news package, documentary and editing of interview

Essential Readings

1. Ohanian, Thomas. (1998). Digital Non-linear Editing: Editing Film and Video on the Desktop. Oxford: Focal Press.
2. Shufflebottom, Roger. (2011). Video Editing with Avid: Media Composer, symphony, Xpress. Oxford: Focal Press
3. Dancyger, Ken. (2011). The Technique of Film and Video Editing: History, Theory and Practice. Oxford: Focal Press.

Suggested Readings

1. Morris, Patrick. (1999). Nonlinear Editing (Media Manuals). Oxford: Focal Press.
2. Browne, S.E. (1998). Nonlinear Editing Basics: Electronic Film and Video Editing. Oxford: Focal Press.
3. Shalat, Andrew. (2012). How to Do Everything with Online Video. McGraw-Hill Osborne Media

Course Articulation Matrix of MCE418- Exposures to New Media

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO 1	PSO2	PSO3
CO ¹	2	3	2	1	2	10	4	2	2
CO ²	3	3	2	2	1	12	2	2	2
CO ³	3	3	2	2	1	11	2	2	2
CO ⁴	4	4	2	2	2	14	2	4	3



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Course Objectives and Focus Area for the Course MCE 437 proposed for the M.A. Programme in New Media

Course Code: MCE 437

Course Name: Basics of videography

Faculty: Deepak Kumar Vaishnav

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized

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classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course objective:

- To create a theoretical understanding of videography
- To train students about concept of light and how to use it in videography
- To train students in video pre production, production & post production process

Course out comes:

- CO¹- Student should have a comprehensive understanding of video theory
- CO² – Student should be able to capable of shooting quality videos
- CO³- Student should have an understanding of light and how to use it in videography
- CO⁴- Student should be capable of video editing

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination. Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment : 20%
 - a. Class Participation: 5%
 - b. Group Discussion: 10%
 - c. Home Assignments: 5%

Course Contents

Unit I

VIDEO CAMERA

- Camera – History and evolution of camera (include video camera separately);
- How does a camera work?
- Lens: focal length, zoom range, lens speed and Iris or aperture
- F-stop settings, Shutter Speed, Depth of field
- Imaging device and viewfinder

Unit II

USE OF LIGHT

- Natural Light
- Artificial Light
- Three point light
- White Balance and color temperature
- Types of lenses

Unit III

RECORDING OF SOUND

- Different types of mics – direction - usage
- Benefits of acoustics
- Ambience sound

Unit IV

RECORDING OF VIDEO, CAMERA MOVEMENT AND MOUNTS

- Different types of shots and importance
- Basic camera movements - Panning, tilting, zoom-in and out, Pedestal, Dolly, Truck, Arc, Crane and Tongue
- Unipod, Tripod, Tripod Dolly, Field Dolly, Stunt Bar, Body Mounted Stabilizer, Jib Arm and Studio Pedestal

Unit V

EDITING OF VIDEO FILES

- Linear Video Editing
- Non Linear Video Editing
- Online Video Editing
- Sound Editing
- Exporting of Video and rendering

Course Articulation Matrix of MCE418- Exposures to New Media

Course Outcomes	PO 1	PO2	PO 3	PO 4	PO5	All	PSO 1	PSO2	PSO3
CO ¹	3	2	2	1	2	10	4	4	2
CO ²	4	4	3	1	1	13	2	3	2
CO ³	3	3	2	1	1	10	3	3	2
CO ⁴	4	4	2	1	1	12	3	2	2



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Course Objectives and Focus Area for the Course MCE 527 proposed for the M.A. Programme in New Media

Course Code: MCE 527

Course Name: Media product III (Documentary / short film)

Faculty: Deepak Kumar Vaishnav

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course objective:

- To enable students to produce long form products i.e. documentary and short films
- To provide students with practical experience of all forms of video production

- To train students for working in long form group projects

Course out comes:

- **CO¹**- Student should have a comprehensive understanding of pre production process
- **CO²** – Student should become capable of shooting and producing long form products
- **CO³**- Student should become skilled in editing and post producing long form products
- **CO⁴**- Student should become capable of working as a part of production team

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination. Evaluation Criteria:

1. Mid Term Examination: 20%
2. End Term Examination: 60%
3. Continuous Internal Assessment : 20%
 - a. Class Participation: 5%
 - b. Group Discussion: 10%
 - c. Home Assignments: 5%

Evaluation Criteria:

- The assignments will be given in groups.
- These end products will have an overall weightage of 200 marks; the production itself will have a weightage of 140 marks, followed by a weightage of 60 marks as viva-voce to assess the individual roles in the production process.
- The final products will be evaluated by an expert committee having an external expert from the concerned field/industry, concerned course teacher and a faculty nominated by the Head of the concerned department.
- The same committee will conduct the viva-voce to assess the individual roles of the students in the production process.
- There will be no mid-term and end-term theory examination in this course as the course is a practice based course and is a supplement to the theory course offered in the same stream.
- The aim of this practical course is to develop professional competence among the students who are willing to make a career in the media production industry, especially documentary and short film production.

Course Articulation Matrix of MCE418- Exposures to New Media

Course Outcome s	PO 1	PO2	PO 3	PO 4	PO5	All	PSO 1	PSO2	PSO3
CO ¹	3	3	2	1	2	11	2	2	2
CO ²	3	3	2	1	2	11	2	2	2
CO ³	3	3	2	2	1	11	2	2	2
CO ⁴	4	4	2	2	4	16	2	4	2

Course out comes:

- CO¹- Student should have a comprehensive understanding of pre production process
- CO² – Student should become capable of shooting and producing long form products
- CO³- Student should become skilled in editing and post producing long form products
- CO⁴- Student should become capable of working as a part of production team

