

# University of Mumbai



No. UG/27 of 2020-21

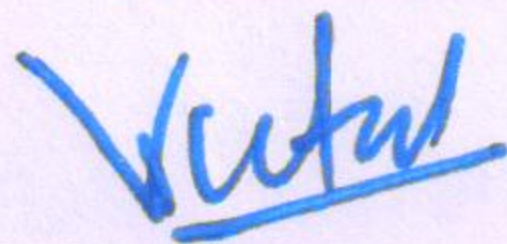
## CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Interdisciplinary Faculty is invited to the office circular No.UG/105 of 2015-16, dated 15<sup>th</sup> October, 2015 relating to the revised syllabus as per the (CBSGS) for the Bachelor Vocation program in faculties of Arts/Commerce/Science in the course of Media Production (Sem. I to VI).

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 29<sup>th</sup> January, 2020 vide item No.1 and subsequently made by the Board of Deans at its meeting held on 9<sup>th</sup> March, 2020 vide item No.48 have been accepted by the Academic Council at its meeting held on 23<sup>rd</sup> July, 2020 vide item No.4.4 and that in accordance therewith, the revised syllabus as per the (CBCS) of B.Voc. (Media Production) Sem. I - II (in progressive manner) has been brought into force with effect from the academic year 2020-21, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI - 400 032

11<sup>th</sup> November, 2020

  
(Dr. Vinod Patil)  
I/c REGISTRAR

A.C/4.4/23/07/2020

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To

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Interdisciplinary Faculty. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

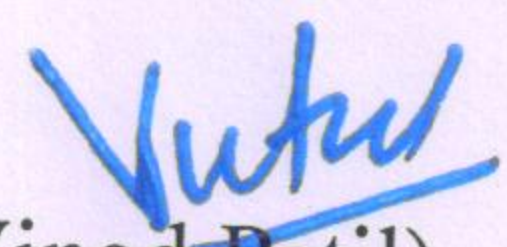
No. UG/27 -A of 2020-21

MUMBAI-400 032

11<sup>th</sup> November, 2020

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Interdisciplinary,
- 2) The Chairman, Ad-hoc Board of Studies in Mass Media,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

  
(Dr. Vinod Patil)  
I/c REGISTRAR

**Copy to :-**

1. The Director of Board of Student Development.,
2. The Deputy Registrar (Eligibility and Migration Section)
3. The Director of Students Welfare,
4. The Executive Secretary to the to the Vice-Chancellor,
5. The Pro-Vice-Chancellor
6. The Registrar and
- 7 The Assistant Registrar, Administrative sub-centers, Ratnagiri, Thane & Kalyan, for information.

1. The Director of Board of Examinations and Evaluation
2. The Finance and Accounts Officers
3. Record Section
4. Publications Section
5. The Deputy Registrar, Enrolment, Eligibility and Migration Section
6. The Deputy Registrar (Accounts Section), Vidyanagari
7. The Deputy Registrar, Affiliation Section
8. The Professor-cum- Director, Institute of Distance and Open Learning Education,
9. The Director University Computer Center (IDE Building), Vidyanagari,
10. The Deputy Registrar (Special Cell),
11. The Deputy Registrar, (PRO)
12. The Deputy Registrar, Academic Authorities Unit (1 copies) and
13. The Assistant Registrar, Executive Authorities Unit

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

1. The Assistant Registrar Constituent Colleges Unit
2. BUCTU
3. The Deputy Accountant, Unit V
4. The In-charge Director, Centralize Computing Facility
5. The Receptionist
6. The Telephone Operator
7. The Secretary MUASA
8. The Superintendent, Post-Graduate Section
9. The Superintendent, Thesis Section

for information.

# UNIVERSITY OF MUMBAI



| Sr. No. | Heading                              | Particulars                                                                                                     |
|---------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| 1       | Title of the Course                  | Bachelor of Vocation (Media Production)<br>(B.VOC.MP)                                                           |
| 2       | Eligibility for Admission            | 12 <sup>th</sup> pass                                                                                           |
| 3       | Passing Marks                        | 40%                                                                                                             |
| 4       | Ordinances / Regulations ( if any)   | --                                                                                                              |
| 5       | No. of Years / Semesters             | 03 years & 06 semesters                                                                                         |
| 6       | Level                                | P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate<br>( Strike out which is not applicable) |
| 7       | Pattern                              | Yearly / Semester <input checked="" type="checkbox"/><br>CBCS ( Strike out which is not applicable)             |
| 8       | Status                               | New / Revised <input checked="" type="checkbox"/><br>CBCS ( Strike out which is not applicable)                 |
| 9       | To be implemented from Academic Year | From Academic Year <u>2020-21</u> in <b>Progressive manner.</b>                                                 |

Date : January 29, 2020.

Signature :

Name of BOS Chairperson<sup>✓</sup> / Dean : Dr. Sunder Rajdeep

## **CHOICE BASED CREDIT SYSTEM**

Bachelor of Vocation (Media Production) (B.VOC.MP) (Choice based) Semester - I & II revised syllabus to be sanctioned & implemented from 2020-21.

### **PROGRAM OUTCOME**

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works.
2. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
3. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
4. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.
5. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
6. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
7. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.
8. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
9. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
10. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
11. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
12. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

13. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

## 1. General Guidelines

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. **According to UGC Guidelines for B. Voc. Scheme.**

**The value of One (01) Credit is equal to 15 Hours of learners load.**

The scheme of Examination shall be divided into two parts i.e. Internal Assessment includes Assignments, Seminars, Case Studies and Unit Tests which will be of 25 marks and the Semester End Examinations which will be of 75 marks. The semester wise Credit Points will be varied from program to program but the value of Credits for Under Graduate Programmes shall be of 180 Credits.

Out of 30 credits per semester, the general Education component shall have 40 % of the total credits (12 credit points per Semester) and balance 60 % credits (18 credit points) will be of skill component.

As per UGC Guidelines for B. Voc. Scheme, the suggested credits for each of the years are as follows:

| NSQF Level       | Skill Component Credits | General Education Credits | Normal calendar duration | Exit Points / Awards |
|------------------|-------------------------|---------------------------|--------------------------|----------------------|
| Year 3<br>TYBVoc | 36                      | 24                        | Six Semesters            | B.Voc.               |
| Year 2<br>SYBVoc | 36                      | 24                        | Four semesters           | Advanced Diploma     |
| Year 1<br>FYBVoc | 36                      | 24                        | Two semesters            | Diploma              |
| <b>TOTAL</b>     | <b>108</b>              | <b>72</b>                 |                          |                      |

## 2. Choice Based Credit System (CBCS)

### Scheme of Examination

**As per UGC Guidelines for B. Voc. Scheme, the assessment for the general education component should be done by the university as per their prevailing standards and**

**procedures. The university has to necessarily establish a credit based assessment and evaluation system for the B. Voc. Programme. The assessment of skill based components shall be done by the respective Sector Skill Council (SSC) as per their prevailing standard and procedure.**

For all 6 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 25% marks which will be an internal assessment while the second component shall carry 75% marks at semester end examination.

The allocation of marks for the Internal Assessment 25% and Semester End Examinations External Assessment 75% are as shown below:

**a) Structure of Internal Assessment = 25% =25marks**

**1. One class test held in the each semester (20 Marks)**

**2. Subject specific Term Work Module/assessment modes** –atleast two as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, lab practical, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc for which the assessment is to be based on class presentations wherever applicable) to be selflessly assessed by the teacher/s concerned Active participation in routine class instructional deliveries (and in practical work, tutorial, field work etc. as the case may be ) **(05 Marks)**

**b) Semester End External Examinations – 75% = 75 Marks**

i. Duration – These examinations shall be of 2 ½ Hours duration.

ii. Theory Question Paper Pattern:

1. There shall be Five questions each of 15 marks.
2. All questions shall be compulsory with internal choice within the questions.
3. Question may be subdivided into subquestions a, b, c...and the allocation of marks depends on the weightage of the topic.

**c) Skill Assessment Examination :-**

**According to UGC Guidelines for B.Voc. scheme, Skill component Assessment will be done by Sector Skill Council (SSC) under National Skill Development Corporation (NSDC). The SSC will map the curriculum as per Job Role / Qualification Pack (QP) and**

**National Occupational Standards (NOS) with University syllabus. The separate assessment examination (Theory & Practical) will be conducted by SSC through their authorised Assessment Agencies as per norms and assessment criteria of SSC – NSDC. This skill Examination result will be provided by SSC to the respective B.Voc. College.**

**The result of skill assessment examination should be included in the student marksheet as per assessment criteria of SSC. The passing standards will be as per SSC – NSDC rules.**

The assessment of Part ‘A’ i.e. Internal Assessment and Part ‘B’ i.e. Semester End Examination as mentioned above for the Semesters I to IV shall be processed by the Colleges- ‘Institutions of their learners’ and issue grade cards to them after the conversion of marks into grade as per the procedure mentioned below.

The assessment of Part ‘A’ i.e. Internal Assessment as mentioned above for the Semesters V & VI shall be processed by the colleges / Institutions of their learners’ admitted for the programme.

For part B that is semester end examination of the semesters V & VI, the University shall conduct the assessment.

The Internal Assessment marks of learners appearing for Semesters V & VI shall be submitted to the University by the respective colleges/ Institutions before the commencement of respective Semester End Examinations. The Semester End Examinations for Semesters V & VI shall be conducted by the University and the results shall be declared after processing the internal assessment and the marks awarded to the learners. The grade card shall be issued by the University after converting the marks into grades.

**For Part C, that is Skill Assessment Examination of Semester I, II, IV, VI, the Media & Entertainment Skills Council (MESC) will conduct the assessment through their Authorised Assessment Agencies. The assessment criteria will be finalised by SSC and the results provided by SSC is to be included in the student marksheet for 18 credit points. The passing standards of skill assessment will be as per SSC-NSDC rules. (Circular No.UG/ 11 of 2017-18, Dated 30<sup>th</sup> May 2017)**

**The College / Institution shall submit the assessment marks of skill component – IV, provided by Media & Entertainment Skills Council as per UGC guidelines for B.Voc. scheme to University to include the result in T.Y. B.Voc. (Media Production) Final results.**

**3. Eligibility for Admission:** (Circular No. UG/33 of 2014, Dated 11<sup>th</sup> September 2014)

12th Pass from any stream from any recognised state H.S.C. board or equivalent Candidates for being eligible for admission to the 3year integrated course leading to the Degree of B.Voc.( Media Production), shall be required to have passed the Higher Secondary School Certificate Examination (Academic or Vocational Stream) conducted by different Divisional Boards of Maharashtra State Board of Secondary and Higher Secondary Education or an Examinations of any another University or Body recognized as equivalent thereof by the Senate of the University of Mumbai.

#### **4. Course Duration and Level of Awards:-**

(Circular No. UG/16 of 2015, Dated 13<sup>th</sup> July 2015)

The course duration and certification levels will lead to Diploma / Advanced Diploma/ B.Voc. Degree in Media Production. Diploma (Sem I & II) and Advanced Diploma (Sem III & IV) to be awarded by respective colleges and the final semester V &VI examinations will be conducted by University of Mumbai for award of B.Voc. Degree.

Diploma (Media Production) :- 1 Year (Two Semesters ( I & II))

Advanced Diploma (Media Production) :- 2 Years (Four Semesters (I , II, III, IV))

B.Voc. (Media Production) :- 3 Years (Six Semesters(I, II, III,IV, V. VI))

#### **5. Student In- take capacity:**

One division of 50 seats each in Diploma, Advanced Diploma and B.Voc. Degree.

#### **6. Course Contents:-**

According to B.Voc. guidelines of UGC, The curriculum in each of the years of the B.Voc. programme would be a suitable mix of General Education and Skill Development Components. Out of 30 credits per semester, the general Education component shall have 40 % of the total credits (12 credit points per Semester) and balance 60 % credits ( 18 credit points) will be of skill component.

#### **7. PERFORMANCE GRADING:**

The Performance grading of the learners shall be on the 10 Point ranking system as under.

| Percentage of Marks Obtained | Grade Point | Grade | Performance   |
|------------------------------|-------------|-------|---------------|
| 80.00 and above              | 10          | O     | Outstanding   |
| 70-79.99                     | 9           | A+    | Excellent     |
| 60-69.99                     | 8           | A     | Very Good     |
| 55-59.99                     | 7           | B+    | Good          |
| 50-54.99                     | 6           | B     | Above Average |
| 45-49.99                     | 5           | C     | Average       |
| 40-44.99                     | 4           | D     | Pass          |
| Less than 40                 | 0           | F     | Fail          |

The Performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

## **8. PASSING STANDARD**

The Learners to pass course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consist of Internal Assessment and Semester End Examination. The Learners shall obtain minimum 40% marks (ie.10 Out of 25) in the internal assessment and 40% marks in Semester End Examination (ie.30 out of 75) separately, to pass the course and minimum of Grade D in each project wherever applicable, to pass the particular semester. A Learner will be said to have passed the course if the learner passes the internal assessment & Semester End Examination together.

**As per UGC Guidelines for B.Voc. Scheme, the Passing standard for skill component assessment by Sector Skill Council (SSC) under NSDC – UGC will be as per rule / criteria of assessment of SSC.**

**Choice Based Credit System (CBCS) (75:25) Pattern**

**SUMMARY OF COURSE CONTENTS (SYLLABUS)**

| <b>Year – I</b>                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SEMESTER I</b>                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>SEMESTER II</b>                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>General Education</b><br><br>1.1 Effective Communication Skills<br>1.2 Understanding Cinema, It's History And Growth<br>1.3 Creative Writing and Literature in Indian films<br>1.4 Introduction to Photography<br>1.5 Introduction to Film & Video Editing<br>1.6 Graphic Design Practical & Internship<br>1.7 Skill Component –I<br>(Selective Job Roles mapped to curriculum will be assessed by Sector skill council under NSDC – UGC ) | <b>General Education</b><br><br>2.1 Introduction To Writing For Visual Media<br>2.2 TV Programming types and Execution techniques<br>2.3 Art & Science Of Cinematography<br>2.4 New Digital Media<br>2.5 Art of Story Boarding<br>2.6 Film Making Post Production Practical & Internship<br>2.7 Skill Component – II<br>(Selective Job Roles mapped to curriculum will be assessed by Sector skill council under NSDC – UGC ) |

**Year 1 : SEMESTER - I (Certificate)**

| <b>Sr. No.</b> | <b>Course Code</b> | <b>Subject Name</b>                                    | <b>Component</b> | <b>Total Credits</b> | <b>Internal Assessment (Max. Marks)</b>                                                                                                                                                                                                                                                                                                                                                             | <b>Internal Passing Marks (Min. Marks)</b> | <b>Semester End Exam (Max. Marks)</b> | <b>Semester End Exam Passing Marks (Min. Marks)</b> | <b>Total Marks</b> |
|----------------|--------------------|--------------------------------------------------------|------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|---------------------------------------|-----------------------------------------------------|--------------------|
| 1.1            | BVOCMP 111         | <b>Effective Communication Skills</b>                  | G.E.             | 2                    | 25                                                                                                                                                                                                                                                                                                                                                                                                  | 10                                         | 75                                    | 30                                                  | 100                |
| 1.2            | BVOCMP 112         | <b>Understanding Cinema, It's History And Growth</b>   | G.E.             | 2                    | 25                                                                                                                                                                                                                                                                                                                                                                                                  | 10                                         | 75                                    | 30                                                  | 100                |
| 1.3            | BVOCMP 113         | <b>Creative Writing and Literature in Indian films</b> | G.E.             | 2                    | 25                                                                                                                                                                                                                                                                                                                                                                                                  | 10                                         | 75                                    | 30                                                  | 100                |
| 1.4            | BVOCMP 114         | <b>Introduction to Photography</b>                     | G.E.             | 2                    | 25                                                                                                                                                                                                                                                                                                                                                                                                  | 10                                         | 75                                    | 30                                                  | 100                |
| 1.5            | BVOCMP 115         | <b>Introduction To Film &amp; Video Editing</b>        | G.E.             | 2                    | 25                                                                                                                                                                                                                                                                                                                                                                                                  | 10                                         | 75                                    | 30                                                  | 100                |
| 1.6            | BVOCMP 116         | <b>Graphic Design Practical &amp; Internship</b>       | G.E.             | 2                    |                                                                                                                                                                                                                                                                                                                                                                                                     |                                            | 100                                   | 40                                                  | 100                |
| 1.7            | BVOCMP 117         | <b>Skill Component- I</b>                              | S.C.             | 18                   | Selective Job Roles mapped to curriculum will be assessed by sector skill council under NSDC – UGC. The passing standards are as per rule and assessment criteria of sector skill council. 10 point grading scale will be applicable. Results of skill assessment by sector skill council will be included in the final marksheet of student and will be considered for calculation of final grade. |                                            |                                       |                                                     |                    |
|                |                    | <b>Total Credits</b>                                   |                  | 30                   | <b>G.E- General Education/S.C.- Skill Component</b>                                                                                                                                                                                                                                                                                                                                                 |                                            |                                       |                                                     |                    |

**Year - I : SEMESTER II (Diploma)**

| Sr. No. | Course Code | Subject Name                                       | Component | Total Credits | Internal Assessment (Max. Marks)                                                                                                                                                                                                                                                                                                                                                                   | Internal Passing Marks (Min. Marks) | Semester End Exam (Max. Marks) | Semester End Exam Passing Marks (Min. Marks) | Total Marks |
|---------|-------------|----------------------------------------------------|-----------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|--------------------------------|----------------------------------------------|-------------|
| 2.1     | BVOCMP 121  | Introduction To Writing For Visual Media           | G.E.      | 2             | 25                                                                                                                                                                                                                                                                                                                                                                                                 | 10                                  | 75                             | 30                                           | 100         |
| 2.2     | BVOCMP 122  | TV Programming types and Execution techniques      | G.E.      | 2             | 25                                                                                                                                                                                                                                                                                                                                                                                                 | 10                                  | 75                             | 30                                           | 100         |
| 2.3     | BVOCMP 123  | Art & Science Of Cinematography                    | G.E.      | 2             | 25                                                                                                                                                                                                                                                                                                                                                                                                 | 10                                  | 75                             | 30                                           | 100         |
| 2.4     | BVOCMP 124  | New Digital Media                                  | G.E.      | 2             | 25                                                                                                                                                                                                                                                                                                                                                                                                 | 10                                  | 75                             | 30                                           | 100         |
| 2.5     | BVOCMP 125  | Art of Story Boarding                              | G.E.      | 2             | 25                                                                                                                                                                                                                                                                                                                                                                                                 | 10                                  | 75                             | 30                                           | 100         |
| 2.6     | BVOCMP 126  | Film Making Post Production Practical & Internship | G.E.      | 2             |                                                                                                                                                                                                                                                                                                                                                                                                    |                                     | 100                            | 40                                           | 100         |
| 2.7     | BVOCMP 127  | Skill Component- II                                | S.C.      | 18            | Selective Job Roles mapped to curriculum will be assessed by sector skill council under NSDC – UGC. The passing standards are as per rule and assessment criteria of sector skill council.10 point grading scale will be applicable. Results of skill assessment by sector skill council will be included in the final marksheet of student and will be considered for calculation of final grade. |                                     |                                |                                              |             |
|         |             | <b>Total Credits</b>                               |           | <b>30</b>     | <b>G.E- General Education/S.C.- Skill Component</b>                                                                                                                                                                                                                                                                                                                                                |                                     |                                |                                              |             |

## FYBVOC (M.P.) SEM I

### **BVOCMP 111:- EFFECTIVE COMMUNICATION SKILLS**

The paper shall focus on functional and operational use of language in media. With the specific aim of use in media, it will equip students with competence in language structure, abilities in reading and writing skills.

Our main aim would be train students on Communication Skill & Personality Development.

| <b>Section – I</b>                                                                                                                                                                                                                                                                                                             | <b>No. of Lectures</b> | <b>NOS</b>                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reading:</b><br>Skimming and Scanning, Newspaper / Magazine articles, Reports, Advertising , Feature and Documentary etc.                                                                                                                                                                                                   | <b>10</b>              | 1) MES / N 1304<br>(Communicate requirements to the team)                                                                                                   |
| <b>Writing :</b><br>Formal & Informal e.g. Script Writing, Letter Writing                                                                                                                                                                                                                                                      | <b>08</b>              | 1) MES / N 1301<br>(Evaluate production concepts and ideas)<br>2) MES / N 1303<br>(Conceptualize the creative vision)                                       |
| <b>Oral Communication:</b><br>Presentation Skills, Group Discussions, Persuasive speaking :<br>1. In Press conference<br>2. In sales and marketing,<br>Effective Mass Communicators:<br>1. Amitabh Bachchan<br>2. Rajdeep Sardesai<br>3. Sandeep Maheshwari<br>S.W.O.T Analysis ( Strength, Weakness, Opportunities, Threats ) | <b>12</b>              | 1) MES/ N 2812<br>(Manage Content Archival)<br>2)MES/ N 2809<br>(Coordinate Production Activities)                                                          |
| <b>Communication Skill Development:</b><br>Thinking and Listening Skills<br>Soft Skills                                                                                                                                                                                                                                        | <b>10</b>              | 1) MES/ N 1904<br>(Conduct an Interview)<br>2)MES / N 0805 ( content generated for production)<br>3) MES / N 0808<br>(Maintain workplace health and safety) |

| Section – II                                                                                                       | Practical – Assignments |
|--------------------------------------------------------------------------------------------------------------------|-------------------------|
| Persuasive Writing : Brochures, Handouts                                                                           | 10                      |
| Voice Training, Speech Clarity & Attitude Building                                                                 | 10                      |
| ( Non – Verbal Communication ) Body Language, Eye Contact, Expressions, Dressing, Understanding Personalities etc. | 10                      |
| Featuring AV's on Communication & Personality Development                                                          | 05                      |

#### Books for Reference:

1. On Writing: A Memoir of the Craft by Stephen King
2. Bird by Bird: Some Instructions on Writing and Life
3. The Art of Telling your Story by Jerry Weissman
4. Self-Editing for Fiction Writers: How to Edit Yourself Into Print by R.Brown
5. Writing for Corporate Success by Deborah Dumaine
6. The Complete Guide to Editing Your Fiction by Michael Seidman
7. Non-Verbal Communication in Human Interaction by Mark L. Knapp J.
8. The Secrets of Persuasive Speaking: Discover How to get your audience to believe by J. Fredric Thomas.

#### BVOCMP 112: UNDERSTANDING CINEMA, ITS HISTORY AND GROWTH

This subject is tends to acquaint the students with the various styles and schools of Cinema throughout the world and various movements in Cinema. Learning of Indian Cinema in association with World Cinema, understand Studio System is included in this subject.

| Section – I                                                                                                                                                                                                                                                                                                                                                                  | No. of Lectures | NOS                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------|
| <b>History of world cinema:</b><br>since its inception in 1897 when the first film was screened by Lumiere Brothers in France.<br><b>Genres of Films -</b><br>a) Understanding different narrative styles from classical, to realistic and contemporary developments in world cinema.<br>b) Understanding Drama, Comedy, Romance, Action, Thriller and other popular genres. | 10              | 1) MES / N 0501 (Conceptualise the creative style) |
| <b>Indian Cinema:</b><br>Indian (pre-Independence) cinema from Dadasaheb Phalke's films and Prabhat Talkies' Sant Tukaram, along with a discussion of early                                                                                                                                                                                                                  | 10              | 1) MES / N 0501 (Conceptualise the creative style) |

|                                                                                                                                                                                                                                                                                                                                                     |           |                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------|
| Indian cinema, and the development of the studio system in India.                                                                                                                                                                                                                                                                                   |           |                                                                                                                         |
| <b>Hollywood Films:</b><br>A discussion on Hollywood classical narrative films - My Fair Lady and Roman Holiday.                                                                                                                                                                                                                                    | <b>05</b> | 1) MES / N 0501 (Conceptualise the creative style)                                                                      |
| <b>Understanding story telling techniques of Cinema Masters:</b> <ol style="list-style-type: none"> <li>1. Shahid ( Biography Drama )</li> <li>2. Devdas ( Melodrama )</li> <li>3. Dev.D</li> <li>4. Fandri</li> <li>5. A Separation</li> <li>6. Katha</li> <li>7. Well Done Aabba</li> <li>8. Hera Pheri</li> <li>9. Gho Mala AsalaHawa</li> </ol> | <b>10</b> | 1)MES/ N 3002 (Develop a full length script)<br>2) MES/ N 3003 (Adapt the script to production requirements)            |
| <b>Hindi Films Superstars:</b><br>A discussion on the styles of Super Stars and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened).                                                                                                                                        | <b>05</b> | 1) MES / N 3003 (Adapt the script to production requirements)<br>2) MES / N 3004 (Maintain workplace health and safety) |
| <b>Hollywood Film Makers:</b><br>Screening of world cinema and discussion on films by great film makers like Akira Kurosawa, Alfred Hitchcock, Stanley Kubric and Charlie Chaplin and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.                                                             | <b>05</b> | 1)MES / N 3002 (Develop a full length script)<br>2) MES / N 3004 (Maintain workplace health and safety)                 |
| <b>Indian Regional Films:</b><br>Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray / Adoor Gopalkrishnan / Mani Ratnam                                                                                                                                                                                  | <b>05</b> | 1) MES / N 0501 (Conceptualise the creative style)                                                                      |
| Discussion on Directors & Award Winning Directors                                                                                                                                                                                                                                                                                                   | <b>05</b> | 1) MES / N 0501 (Conceptualise the creative style)                                                                      |

| Section – II                                                                                                                                                                                | Practical - Assignments |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Screening of Old & New films for the students                                                                                                                                               | 10                      |
| Assessment of the Cinema viewed by the students in a journal stating Filmographies, Genre/Style, Period, Relevant association with accolades/Awards, Emergence of trends Social, Technical, | 10                      |

**Books for Reference:**

1. Satyajit Ray's foreword in Gaston Roberge's "Chitrabani: A Book on Film Appreciation"
2. Understanding the Film: An Introduction to Film Appreciation, Student Edition by Jan Bone, Ron Johnson.
3. Screen Education: From Film Appreciation to Media Studies; By Terry Bolas.
4. My Autobiography by Charles Chaplin.
5. How Movies Work By Bruce F. Kawin.

**BVOCMP 113- Creative Writing and Literature in Indian films**

This topic focuses on writing as an art form and understanding Indian literature in regional languages as well as English. The curriculum is designed as a program that encourages students to develop a sense of critical appreciation and interpretation of various genres of literature & to develop creative ideas and express them through writing in a variety of forms and genres.

| Section – I                                                                                                                                                                                                                                                                                                                | No. of Lectures | NOS                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Introduction to Creative Writing:</b><br>Forms, Styles, How to build creative writing skills                                                                                                                                                                                                                            | 05              | 1) MES / N 0501<br>(Conceptualize the creative style)<br>2) MES / N 0508<br>(Maintain workplace health and safety)                                                                           |
| <b>Introduction to Indian Literature:</b><br>Introduction of Indian Writers in English Literature & their Important Work <ol style="list-style-type: none"> <li>1. Vikram Seth</li> <li>2. Chetan Bhagat</li> <li>3. Rashmi Bansal</li> <li>4. Jhumpa Lahiri</li> <li>5. R. K. Narayan</li> <li>6. Arwind Adiga</li> </ol> | 10              | 1) MES / N 1303<br>(Conceptualize the creative vision)                                                                                                                                       |
| <b>Introduction to Novella / Short Story :</b><br>Novella / Short Story as a Genre, Historical Background, Introduction to the short stories by <ol style="list-style-type: none"> <li>1. Sadat Hasan Manto</li> <li>2. Gangadhar Gadgil</li> <li>3. Khushwant Singh</li> <li>4. P.L. Deshpande</li> </ol>                 | 10              | 1) MES / N 1301<br>(Evaluate production concepts and ideas)<br>2) MES / N 1303<br>(Conceptualize the creative vision)<br>3) MES / N 3001<br>(Undertake research and develop script elements) |

|                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----------------------------------------------------------------------------------------------------------------------|
| <b>Understanding Characteristics of Poetry &amp; Drama</b><br><b>Poetry</b> <ol style="list-style-type: none"> <li>1. Rabindranath Tagore</li> <li>2. Keki N. Daruwala</li> <li>3. Harivansh Rai Bachchan</li> <li>4. Gulzhar</li> <li>5. Prasoon Joshi</li> </ol> <b>Drama</b> <ol style="list-style-type: none"> <li>6. Asghar Wajahat</li> <li>7. Dharmavir Bharati</li> <li>8. Salim Khan</li> <li>9. Javed Akhtar</li> </ol> | 12 | 1) MES / N 1303<br>(Conceptualize the creative vision)                                                                |
| <b>Media Conversion:</b> (Converting stories into Screen Play & Narrations)<br>A brief Introduction Analysis of the works like <ol style="list-style-type: none"> <li>1. Gandhi</li> <li>2. Black Friday</li> <li>3. Bandit Queen</li> <li>4. Bhag Milkha Bhag</li> </ol>                                                                                                                                                         | 10 | 1) MES / N 1301<br>(Evaluate production concepts and ideas)<br>2) MES / N 1303<br>(Conceptualize the creative vision) |

| Section – II                                                                                                                  | Practical - Assignments |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <b>Indian Literature (Movie adaptation from Novels)</b><br>Critical Appreciation of Any of the Genres                         | 03                      |
| Explanation on 2 contemporary short stories may be analyzed, which will enable the student to attempt to write short stories. | 03                      |
| <b>Story Writing As a Genre:</b><br>Theme, Plot, Character, Point of View, Setting, Tone & Symbolism.                         | 07                      |
| Scripting, Screenplay & Dialogue Writing                                                                                      | 09                      |
| Writing Internet content                                                                                                      | 03                      |
| Featuring 5 Short Film of different genres for students and giving them assignment related to the same.                       | 03                      |

#### **Books for Reference:**

1. Marden, Orison: Hints for young Writers, N.Y: Thomas & Crowell Co.
2. Burack, A.S. (Ed) Boston: The Written Handbook: The written INC, Boston
3. Geoffrey Ashe: The Art of Writing Made Simple
4. Hughes, Ted: Poetry in the Making
5. Bowles, Borden: Creative Writing

6. Boulton, Marjorie: The Anatomy of Drama
7. Burnett, Hallie: On Writing the Short Story Harper & Row
8. Dev, Anjana, Annadha Marwah, Swati Pal; Creative Writing a Beginner's Manual, New Delhi: Pearson Longman, 2009.
9. Ed. By Arvind Krishna Mehrotra: An Illustrated History of Indian Literature in English
10. Bono, Edward De: Serious Creativity
11. Bono, Edward De: Teaching Thinking
12. Harper, Graeme: Teaching Creative Writing

## **BVOCMP 114- INTRODUCTION TO PHOTOGRAPHY**

This module helps students to understand the principles and practice of photography enabling them to enjoy photography as an art and to develop basic photographic sense and knowledge.

| <b>Section – I</b>                                                                                                                                                          | <b>No. of Lectures</b> | <b>NOS</b>                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>History of Photography &amp; Basic Principles of Photography</b><br><br>Practical- Camera mounting and tripod handling.                                                  | <b>05</b>              | 1. MES / N 0601<br>(Determine Visual Style and Prepare Shoot Plan)                                                                                        |
| <b>Types of Cameras &amp; Output Formats</b><br><br>Practical- Changing of Lens<br>Basics of Lensing<br>(tele, wide, normal)                                                | <b>05</b>              | 1. MES / N 0606<br>(Prepare for Shoot) 2.<br>MES / N 0607 (Operate Camera during Shoot)                                                                   |
| <b>Color Photography&amp; Black &amp; White Photography</b><br><br>Practical- Types of Photography and its Implementations<br>Introduction to camera<br>Operating practical | <b>05</b>              | 1) MES / N 3502<br>(Manage equipment & material)<br>2) MES / N 3504 (Grade and adjust colour)<br>3)MES / N 3508<br>(Maintain workplace health and safety) |
| <b>Concepts of Compositions &amp; Camera Techniques</b>                                                                                                                     | <b>05</b>              | 1)MES / N 0605 (Set up Camera Equipment prior to Shoot)<br>2) MES / N 0606                                                                                |

|                                                                                                                                                                      |           |                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| White Balancing and Colour Temperature<br>Elements of Art<br>Principle of Design                                                                                     |           | (Prepare for Shoot)<br>3) MES / N 0607<br>(Operate Camera during Shoot)<br>4) MES / N 0608<br>(Dismantle and Pack Equipment after Shoot)                        |
| <b>Various aspects of Lighting</b><br><br>Practical- Setting light setup and keeping it ready for shoot<br>Light and use of lights<br>Three point lighting Practical | <b>05</b> | 1) MES / N 0506 (Create lighting for the production)<br>2) MES / N 0508<br>(Maintain workplace health and safety)                                               |
| <b>Movement in Art &amp; Photography</b><br><br>Practical- Framing and composition (shots and angles)                                                                | <b>05</b> | 1) MES / N 0703 (Add textures to models)<br>2) MES / N 0704<br>(Maintain workplace health and safety)                                                           |
| <b>Post Production</b><br><br>Safety measures in using studio and equipments.                                                                                        | <b>05</b> | 1) MES/ N 2812<br>(Manage Content Archival)<br>2)MES / N 3503 (Create visual effects during post production)<br>3) MES/ N 3502<br>(Manage equipment & material) |

| <b>Section – II</b>                       | <b>Practical - Assignments</b> |
|-------------------------------------------|--------------------------------|
| Camera Handling, Compositions & Lighting  | <b>15</b>                      |
| Digital Image Editing                     | <b>15</b>                      |
| Photo Shoot – Portrait, Still Photography | <b>05</b>                      |
| Assignment / Project Submission           | <b>05</b>                      |

**Books for Reference:**

1. Art as Witness by Parthiv Shah
2. The Art of Color Photography by Mitchell Beazley
3. Digital Photography by Steve Bavister
4. Coming of Photography in India by Christopher Penny
5. Basics of Photography by John Hedgecoe

**BVOCMP 115- INTRODUCTION TO FILM AND VIDEO EDITING.**

Introduction to the concept of editing in films and Video. Students will learn the connection between the production and post-production process with an emphasis on the film laboratory with basics of video editing and aesthetics. Individuals need to understand cut, re-cut, assemble and merge production raw material (such as footage, music, sound and images.) into sequential final output suitable for broadcasting. Students need to be well versed with editing conventions and techniques such as sorting, assembling, parallel editing, splicing and joining, merging and synchronizing picture and sound. Students must be able to prepare the final output using editing software's such as Avid, Final cut pro, after effects, Adobe Premiere and sound cleaning software and various edit styles and patterns of digital v/s analog editing.

| Section – I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | No. of Lectures | NOS                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Concept of Editing:</b><br>a) Understand the requirements for post production, i.e. Director's vision, creative and technical requirements & timelines.<br>b) Introduction to the world of images, effect and impact of moving images and concept of frame, shot, footage, cut and transition.<br>c) The craft of storytelling through images.<br>d) Importance of editing, understand the requirement and plan the workflow.                                                                                 | 10              | 1) MES / N 1401 (Understand requirements and plan workflow)<br>2) MES / N 1403 (Edit the production)<br>3) MES / N 1404 (Maintain workplace health and safety) |
| <b>Process of Editing in Post Production:</b><br>a) The basic process followed in industry for video, film and sound editing.<br>b) Concept of raw footage and sound, dumping, sorting, assembling, splicing and joining and aligning the footage.<br>c) Preparing materials and equipment for post production- Gather raw footage, material, graphics, special effects, dialogues, sound and sound effects, fols: Sound cleaning, sound matching, synchronizing sound and picture and producing rough cut. etc. | 10              | 1) MES / N 1402 (Manage equipment & material)<br>2) MES/N1403(Edit &Production)                                                                                |

|                                                                                                                                                                                                                                                                                                                                                                                            |    |                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------|
| d) Learn the process of rendering in editing<br>e) Manipulation of time in editing, Rhythm & Pace and Dramatic Continuity.                                                                                                                                                                                                                                                                 |    |                                                                                       |
| <b>Editing Softwares &amp; Various File Formats :</b><br>a) Various editing software's, editing machines etc like FCP, adobe premiere pro, final cut pro, Mac and Avid.<br>b) Understand the importance of sound cleaning and various software's used for sound cleaning.<br>c) Various file formats e.g.mp4,avi,wmv,mpg and mov. And appropriate medium e.g. DVD, Film, Tape and digital. | 05 | 1) MES / N 1403 (Edit the production)<br>2)MES / N 1402 (Manage equipment & material) |
| <b>Styles of Editing:</b><br>a) Various styles of editing, linear, nonlinear fiction, online and off line editing.<br>b) The process of organizing, cutting, and putting together audio, visual footage to prepare an accurate, condensed and consistent final output that communicates the expected content.<br>c) Understand Analog & Digital Recording                                  | 10 | MES / N 3403 (Select sound studios for recording)                                     |

| <b>Section – II</b>                                                                                                                                                                                                                                           | <b>Practical - Assignments</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| Practical lessons on operation of Avid, Mac and FCP. Learning the basic operation of editing machines.                                                                                                                                                        | 10                             |
| Practical lessons on Avid, Mac and FCP about grabbing, dumping, Digitizing , sorting and Bin management, Preparing a log sheet, Capturing. Sorting footage, creating timelines and aligning picture and sound ( Practical )                                   | 10                             |
| Preparing different editing patterns out of existing footage to create multiple videos.<br>Sound, sound cleaning, Sound effects, mixing sound and pictures. Preparing final cuts. Organizing Video Footage, Media Management, Insert and Overwriting Editing, | 10                             |

Reference books:-

- 1)Edward Dmytryk's On Film Editing. ISBN-13: 978-0240517384ISBN-10: 0240517385
- 2) IN THE BLINK OF AN EYE by Walter Murch.
- 3) The technique of Film and Video Editing: History, Theory and Practice By Ken Dancyger.

### **BVOCMP 116 : Graphic Design Practical**

Understanding the basic workflow in Photo Editing with Software's like Photoshop, Corel Draw.  
To gain exposure on various rudimentary cameras and basic software used for Photo Editing.

|                                                                                                                                                                                                                                            |                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| PRACTICAL & INTERNSHIP                                                                                                                                                                                                                     | Practical – Assignments |
| Project on making sample Logos, Banners, Ad Posters, Film Posters, Television Program Posters (web series Posters, Cartoon Posters etc) with the help of Adobe Photoshop, Corel Draw topics after pre discussion with the faculty members. | 90                      |

### **BVOCMP 117: SKILL COMPONENT –I**

Selective Job Roles mapped to curriculum will be assessed by Sector skill council under NSDC – UGC. The passing standards are as per rule and assessment criteria of sector skill council.

#### **SKILL COMPONENT ASSESSMENT MAPPING TO JOB ROLES:-**

| Sr. No. | Subjects                             | Semester | Qualification Packs (Job Roles) |
|---------|--------------------------------------|----------|---------------------------------|
| 1       | Introduction to Photography          | 1        | Assistant Cameraman (MES/Q0903) |
| 2       | Introduction to Film & Video Editing | 1        | Editor (MES / Q 1401)           |

## SECOND SEMESTER

### BVOCMP 121: - INTRODUCTION TO WRITING FOR VISUAL MEDIA

Understand the role of the writer on the production team and in the industry, Become familiar with the stages that lead to a finished script by having written. Also Creative concepts/ Film proposals, being familiar with different styles of scripts are included. Achieve proficiency in writing for the visual media by demonstrating visual story-telling skills. The Communicating ideas and emotions to the audience through the planned portrayal of events on a screen are also included in this paper.

| Section – I                                                                                                                                                                                                                                                                                                | No. of Lectures | Applicable NOS                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------|
| <b>Think &amp; Visualizes Story Telling</b><br>a) Understanding script writing as a craft for visual medium, from Short films, TV to feature length films.<br>b) Learning about the basic format of a film and visual script.                                                                              | <b>10</b>       | 1) MES / N 3002<br>(Develop a full length script)<br>2) MES / N 3004<br>(Maintain workplace health and safety) |
| <b>Understanding basic structure of the story:</b><br>a) Elements of a story and the process of creating a story.<br>b) Understanding the difference between creating a story for text and visual medium.<br>c) Dramatic Structure– Structure of Story & screenplay                                        | <b>10</b>       | 1) MES / N 3001<br>(Undertake research and develop script elements)                                            |
| <b>Structure of Screenplay:</b><br>a) To understand the process of creating a character, and to master the craft of creating characters, basic elements of a screenplay and its structure.<br>b) Learning the three act structure of a screenplay.<br>c) Characterization of Acts, Characters & Dialogues, | <b>10</b>       | 1) MES / N 0502<br>(Design Characters)                                                                         |
| <b>Production Formats:</b>                                                                                                                                                                                                                                                                                 | <b>20</b>       | 1) MES / N 0505 (Clean artwork)                                                                                |

|                                                                                                                                                                                                                                                                |           |                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| a) Understanding the art of writing dialogues and working on pre shoot and post shoot scripts.<br>b) Setting Production Values & Formats<br>c) Visual & Production Problem Solving<br>d) Learning to write scripts for Documentary and non-fiction programmes. |           | 2) MES / N 0508 (Maintain workplace health and safety)<br>3) MES / N 3503 (Create visual effects during post production)<br>4) MES / N 3508 (Maintain workplace health and safety)                                                |
| <b>Finalizing Script:</b><br>a) Understanding the process of improving the script through different drafts, a writer's journey for the finalization of script.<br>b) Script Narration:<br>Mastering the art of script narration.                               | <b>15</b> | 1) MES / N 3001 (Undertake research and develop script elements)<br>2) MES / N 3002 (Develop a full length script)<br>3) MES / N 3003 (Adapt the script to production requirements).<br>4) MES/ N 2808 (Produce a Radio Playlist) |
|                                                                                                                                                                                                                                                                |           |                                                                                                                                                                                                                                   |
| <b>Section – II</b>                                                                                                                                                                                                                                            |           | <b>Practical - Assignments</b>                                                                                                                                                                                                    |
| Adapting a short story to a screenplay Writing an original screenplay / script for radio or television.                                                                                                                                                        |           | <b>05</b>                                                                                                                                                                                                                         |
| Film Review                                                                                                                                                                                                                                                    |           | <b>05</b>                                                                                                                                                                                                                         |

**Reference Books:**

1. How to write a screenplay: 101 common mistakes most screenwriters make by Denny Martin Flinn.
2. Screen Adaptation: A Scripting Handbook by Kenneth Portnoy
3. Screenplay: The Foundations of Screenwriting By Syd Field
4. The Screenwriter's Bible By David Trottler
5. The Bare Bones Book of Screenwriting : By J.T. Clerk
6. Screenwriting For Dummies By Laura Schellhardt

**BVOCMP 122: TV Programming types and Execution techniques**

In completing this module, you will be able to understand different types of television programming and its working style, brief information about the TRPs along with drama creation. The module has significance on various genres of television programming.

| <b>Section – I</b>                                                                                                                                                                                                                                                                                 | <b>No. of Lectures</b> | <b>NOS</b>                                                                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nature of drama in television:</b><br>Various shows, formats and genres, telecast patterns, audience viewership performance in National & Regional Channels.                                                                                                                                    | <b>15</b>              | 1) MES / N 3001<br>(Undertake research and develop script elements)<br>2) MES / N 3004<br>(Maintain workplace health and safety)                                                                                                   |
| <b>Creating Drama for TRPs:</b><br>Writing concept note for new programs, Building the story, herd culture existing in current times, breaking the barriers.                                                                                                                                       | <b>10</b>              | 1) MES / N 1304<br>(Communicate requirements to the team)<br>2) MES / N 1306<br>(Direct the animation process)<br>3) MES / N 1309<br>(Maintain workplace health and safety)<br>Optional                                            |
| <b>Creating niche television programming:</b><br>Importance of niche content, niche content channels, producing niche content in wake of DTH connections.                                                                                                                                          | <b>15</b>              | 1)MES / N 3001<br>(Undertake research and develop script elements)                                                                                                                                                                 |
| <b>Differentiation of infotainment, edutainment, entertainment, lifestyle genres:</b><br>Differentiation of genres, Specialty of different genres, popularity of genres, content on demand, Study of BBC & Discovery, Study of GECs like :<br>1. Sony Network<br>2. ZEE Network<br>3. Star Network | <b>10</b>              | 1) MES / N 1301<br>(Evaluate production concepts and ideas)<br>2) MES / N 1303<br>(Conceptualize the creative vision)<br>3)MES / N 1305 (Direct the production process)<br>4) MES / N 1307<br>(Direct the post-production process) |

| <b>Section – II</b>                                                                       | <b>Practical - Assignments</b> |
|-------------------------------------------------------------------------------------------|--------------------------------|
| Research assignment on popular TV programs in nearby localities                           | <b>05</b>                      |
| Assignments on creating any television format ( Non-Fiction shows for 5-7 minutes)        | <b>08</b>                      |
| Assignments on TRP findings of television channels                                        | <b>05</b>                      |
| Assignments on any specific television channel (Content Analysis or Channel Visit Report) | <b>07</b>                      |

### **Books for References:**

1. Breaking into Film by Kenna McHugh
2. Before You Shoot: A Guide to Low Budget Film and Video Production by Helen Garvey
3. Film Directing Cinematic Motion: A Workshop for Staging Scenes by Steven Douglas Katz
4. Film Directing Fundamentals: See Your Film Before Shooting By Nicholas.
5. Problems of Film Direction by Sergei Eisenstein.

### **BVOCMP 123:– ART & SCIENCE OF CINEMATOGRAPHY**

This subject focuses on storytelling, and explores advanced digital video cinematography techniques for both studio and field. Students will operate HD video cameras, use light meters, determine set and lighting needs, operate a jib, block scenes, mount and use a matte box, and become familiar with topics including film space, continuity, lenses, color, filters, and camera control.

| <b>Section – I</b>                                                                                                                                                                  | <b>No. of Lectures</b> | <b>NOS</b>                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------------------------------------------------------------------|
| <b>Introduction to cinematography as an art and science:</b><br>Understanding basics, working of camera and lenses and image formation. Dramatic use of colours and black and white | <b>10</b>              | 1)MES/ N 0606 (Prepare for Shoots)<br><br>2)MES / N 0504 (Conceptualise colour keys) |
| <b>Lights &amp; lighting techniques with various type of lights:</b>                                                                                                                | <b>10</b>              | 1)MES / N 0506 (Create                                                               |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                       |    |                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Tungsten, HMI, LEDs lights.</p> <p>Three point &amp; five point lighting technique. Use of cutter stand, black cloth, diffusers and filters. Using available daylights with reflectors, studio lighting, lighting for interviews, talk shows.</p> <p>Type of light sources and lighting like high key or low key lighting.</p> <p>Ratio and source lighting.</p>                                                                                   |    | <p>lighting for the production)</p> <p>2)MES / N 0508 (Maintain workplace health and safety)</p>                                                                                                                                                                                                       |
| <p><b>Various type of lenses and its significance:</b></p> <p>Type of lenses, power of lenses, checking lenses.</p> <p>Understanding the shot requirement and usage of a lens. Block lenses, zoom lenses, tele lenses. Idea of perspective- steep or flat, depth of field, depth of focus, hyper focal distance.</p> <p>Focus pulling, 18% grey card, metering.</p>                                                                                   | 10 | <p>1) MES / N 1306 (Direct the animation process)</p> <p>2)MES / N 0605 (Set up Camera Equipment prior to Shoot)</p> <p>3) MES / N 0606 (Prepare for Shoot)</p> <p>4) MES / N 0607 (Operate Camera during Shoot)</p> <p>5) MES / N 0608 (Dismantle and Pack Equipment after Shoot)</p>                 |
| <p><b>Grammar of cinematography:</b></p> <p>Understanding aesthetics, rules of composition and framing.</p> <p>Basic grammar of shot length and image magnification.</p> <p>Camera angles and its significance.</p> <p>Camera placements and its importance.</p> <p>Camera movements-static and displacement and its necessity.</p> <p>Understanding sensors, ISO and colour temperature.</p> <p>Colour theory for grading and colour correction.</p> | 10 | <p>1) MES / N 0601 (Determine Visual Style and Prepare Shoot Plan)</p> <p>2) MES / N 0602 (Carry out Location Reconn and Finalise Locations)</p> <p>3) MES / N 0603 (Recruit Camera Team)</p> <p>4) MES / N 0604 (Estimate and Procure Camera Equipment)</p> <p>5)MES / N 0606 (Prepare for Shoot)</p> |

|                                                                                                                                                                                                                         |           |                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Understanding digital video recording:</b><br>Knowing digital recording and formats.<br>Choosing digital camera for shoot<br>Colour sampling and formats<br>Storage and DIT<br>Technical formats of video- PAL, NTSC | <b>10</b> | 1)MES / N 1402 (Manage equipment & material)<br>2) MES / N 1403 (Edit the production)<br>3) MES/ N 0605 (Set up Camera Equipment for Shoots) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------|

| <b>Section – II</b>                                                                                       | <b>Practical - Assignments</b> |
|-----------------------------------------------------------------------------------------------------------|--------------------------------|
| Mounting and dismounting camera on tripod, handling and operating camera, setting camera ready for shoot. | <b>04</b>                      |
| Continuity exercise, mis-e'n-scene, one shot, six shot, eight shot, ten shot exercise.                    | <b>06</b>                      |
| Camera angles, camera movements, camera placements, shot length exercise.                                 | <b>04</b>                      |
| Basic lighting, ratio lighting, source lighting, chroma lighting exercise.                                | <b>04</b>                      |

#### **Books for Reference:**

1. Every frame a Rembrandt by Andrew Laszalo
2. Practical cinematography by Paul Wheeler
3. High definition cinematography by Paul Wheeler
4. Guide to digital cinema production by Lasse Svanberg
5. Camera assistant by David Elkins
6. The five 'C's of cinematography by Joseph Mascelli

#### **BVOCMP 124:– NEW DIGITAL MEDIA**

Most technologies described as 'new media' are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. New media directly does not include television programs (only analog broadcast), feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital interactivity. Wikipedia, an online encyclopedia, is an example, combining Internet accessible digital text, images and

video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook, Twitter is an example of the social media model, in which most users are also participants.

| Section – I                                                                                                                                                                                                                                                         | No. of Lectures | NOS                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Basic concept of new media:</b><br>Difference between new and old media, Characteristics and limitations of new media, Convergence: Technologies, content, Users.                                                                                                | 10              | 1) MES/ N 2809 (Coordinate Production Activities)<br>2) MES/ N 2810 (Oversee the Post Production Process)<br>3) MES/ N 2811 (Produce Promotional Materials)<br>4) MES/ N 2812 (Manage Content Archival)<br>5) MES/ N 2815 (Maintain Workplace Health and Safety) |
| <b>Internet &amp; various New Medias:</b><br>Internet, Mobile Phones, Interactive Television, Video Games, I-pod, IPTV Blogs, Community Network Sites, Bulletin Boards, Chatting, Mailing, Searching E-Business, E-banking, E- Shopping, E-learning, E- Publishing. | 10              | 1) MES/ N 0702<br>(Conceptualise Creative Ideas for Production)                                                                                                                                                                                                  |
| <b>Intellectual Property Rights:</b><br>IPR and new media, Security Issues and New Media, Comparative analysis often websites.                                                                                                                                      | 10              | 1) MES/ N 0702<br>(Conceptualize Creative Ideas for Production)                                                                                                                                                                                                  |

| Section – II                                                                                                                                                                                                   | Practical - Assignments |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Introduction to major Indian news portals, New media and Indian democracy, New media and digital divide, creation of digital advertisement(s)<br>Making Use of Social Media Sites and Create Photos, GIF image | 15                      |
| Blogging and Twittering, Instagram, Mobile Short Films and Mobile                                                                                                                                              | 15                      |

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|--------------------------------------------------------------------------------------------------------|--|
| editing, Blog Page with Blogger/ wordpress & make Creative Contents and get more Viewers and Followers |  |
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## BVOCMP 125: – ART OF STORYBOARDING

Storyboarding is, in many respects, the most important stage of film/television production. It is where the script is transformed from words on a computer screen into a sequential, visual story. It is where concepts of cinematography, stage-setting, blocking and acting are first realized. It will explore the basic concepts of storyboarding and allow participants to create and review storyboards of their own. Concepts addressed will include: tools, methods and techniques, visual storytelling and narrative structure, shot composition, “acting,” and character development, among others.

| Section – I                                                                                                                                                                                                                                                                                         | No. of Lectures | NOS                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Techniques:-</b><br>Concept- what the story is about, Drawing the components of the story indicating motion in the boards, Increased reality- perspective and lighting and overall cinematic look                                                                                                | 10              | 1) MES / N 0501 (Conceptualize the creative style)<br><br>2) MES / N 0508 (Maintain workplace health and safety)   |
| <b>Introduction to Storyboarding:</b><br>Visual Story telling & Visual Interpretation                                                                                                                                                                                                               | 10              | 1) MES / N 0507 (Prepare storyboard)<br><br>2) MES / N 0508 (Maintain workplace health and safety)                 |
| <b>Composition, Perspective &amp; Lighting:</b><br>Compositional Elements, line shape contrast, creating meaning within image, Creation of depth through lens choice and linear, atmospheric and size perspective, High Key Lighting, Low key Lighting, 3point Lighting, Tonal quality of lighting. | 10              | 1) MES / N 0506 (Create lighting for the production)<br><br>2) MES / N 0508 (Maintain workplace health and safety) |
| <b>Continuity:</b><br>Basic Rules of continuity, 180 – Degree rule, screen direction, Cutaways & Cut- ins. Fade in-Outs                                                                                                                                                                             | 5               | 1) MES / N 0501 (Conceptualize the creative style)                                                                 |
| <b>Story Boards for Animations &amp; Special Effects Films:</b>                                                                                                                                                                                                                                     | 10              | 1) MES / N 1304 (Communicate requirements to the team)                                                             |

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| Structure of animation films, Special effects breakdown, creating the environment.<br>Animation Era Analysis – Walt Disney to Japanese Animation Market ( Tom & Jerry to Doremon )                             |           | 2) MES / N 1306 (Direct the animation process)<br><br>3) MES / N 1309 (Maintain workplace health and safety)<br>Optional                                                                                                        |
| <b>Story Boarding for Commercials and New Media:</b><br>Structure of commercials, elements of brand building to be implemented, special color scheme for brands and products Highlighting Quality of a Product | <b>10</b> | 1) MES / N 3501 (Understand requirements and plan workflow)<br><br>2) MES / N 3502 (Manage equipment & material)<br><br>3) MES / N 3504 (Grade and adjust colour)<br><br>4) MES / N 3508 (Maintain workplace health and safety) |
| <b>Section – II</b>                                                                                                                                                                                            |           | <b>Practical - Assignments</b>                                                                                                                                                                                                  |
| Create a Storyboard of any Film scene                                                                                                                                                                          |           | <b>05</b>                                                                                                                                                                                                                       |
| Create a Storyboard for a 2 minutes Music piece                                                                                                                                                                |           | <b>05</b>                                                                                                                                                                                                                       |
| Create a Storyboard for any Poem                                                                                                                                                                               |           | <b>05</b>                                                                                                                                                                                                                       |
| Create a Storyboard for any Novel / Short Story                                                                                                                                                                |           | <b>05</b>                                                                                                                                                                                                                       |

#### **Books for Reference:**

1. Begleiter, Marcie. From Word To Image, Storyboarding and the Filmmaking Process
2. Tumminello, Wendy. Exploring Storyboarding
3. Froug, William. The Screenwriter Looks at the Screenwriter
4. The Art of the Storyboard: Storyboarding for Film, Tv, and Animation By John Hart
5. Beginning Illustration And Storyboarding For Games By Les Pardew

#### **BVOCMP 126 :- Film Making Post Production Practical & Internship**

- With all the knowledge gained in present semester about film making now in the practical they will have to shoot video and create a Short Film / documentary / docudrama.
- Making use of 2characters single location fiction short film & in- depth documentary / docudrama and to understand the entire workflow in documentary / docudrama making process.
- To gain exposure on various cameras and software used for production of docudrama / documentary and short film making with video editing software tools like Adobe Premiere Pro.

| <b>PRACTICAL &amp; INTERNSHIP</b>                                                                                                                             | <b>Practical – Assignments</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| Project on making 5-7 minutes Short Film / Documentary / docudrama,<br><br>Documentaries which will showcase all the related modules learned for film making. | <b>90</b>                      |

### **BVOCMP 127 : SKILL COMPONENT -II**

Selective Job Roles mapped to curriculum will be assessed by sector skill council under NSDC – UGC. The passing standards are as per rule and assessment criteria of sector skill council. (Camera Operator- Job role).

#### **SKILL COMPONENT ASSESSMENT MAPPING TO JOB ROLES:-**

| <b>Sr. No.</b> | <b>Subjects</b>                            | <b>Semester</b> | <b>Qualification Packs (Job Roles)</b> |
|----------------|--------------------------------------------|-----------------|----------------------------------------|
| <b>1</b>       | <b>Art &amp; Science Of Cinematography</b> | <b>2</b>        | <b>Camera Operator(MES/ Q0902)</b>     |

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