

University of Mumbai



No. AAMS(UG)/ **95** of 2021-22

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the Recognized Institutions in Faculty of Interdisciplinary Studies.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its online meeting held on 23rd June, 2021 vide Item No. 2 and subsequently passed by the Board of Deans at its online meeting held on 28th June, 2021 vide item No. 5.41 (R) have been accepted by the Academic Council at its meeting held on 29th June, 2021 vide item No. 5.41 (R) and that in accordance therewith, regarding approval for modification in the credit points of S.Y.B.Voc. (Media Production) to include Skill Component for 18 credit points to be assessed by Media & Entertainment Skill Council into University results at Sem – IV and approval to implement CBCS pattern with 10 points performance grading system at Sem – III and IV has been brought into force with effect from the academic year 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032

8th October, 2021

(Dr. B.N.Gaikwad)
I/c REGISTRAR

To

The Principals of the Affiliated Colleges and Directors of the Recognized Institutions in Faculty of Interdisciplinary Studies.

A.C/5.41 (R) 29/06/2021

No. AAMS(UG)/ **95** -A of 2021-22

MUMBAI-400 032

8th October, 2021

Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Interdisciplinary Studies,
- 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. B.N.Gaikwad)
I/c REGISTRAR

Copy to :-

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

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. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

for information.

UNIVERSITY OF MUMBAI



Revised Syllabus for S.Y.B.Voc. (Media Production)

Semester: III and IV

(As per the Choice Based Credit System with effect from the academic year
2021-22)

S.Y.B.Voc. (Media Production)

CBCS (75:25) Pattern

SUMMARY OF COURSE CONTENTS (SYLLABUS)

Year – II	
SEMESTER III	SEMESTER IV
<p>General Education</p> <p>3.1 Current Affairs of World Cinema</p> <p>3.2 Media Theory</p> <p>3.3 Significance of Cinematography in Films</p> <p>3.4 Trends & Technology in Films & Television</p> <p>3.5 Direction for Films</p> <p>3.6 Practical – III & Internship</p> <p>Practical based on film direction, cinematography.</p> <p>(Skill Component will be assessed by respective college)</p>	<p>General Education</p> <p>4.1 Media Laws</p> <p>4.2 Concepts of Advertisement Film Making</p> <p>4.3 Understanding Concept of Direction for Television</p> <p>4.4 Visual Special Effects & Compositing</p> <p>4.5 Post Production & Computer Graphics – I</p> <p>4.6 Practical Film Making IV & Internship</p> <p>Practical based on VFX, television study.</p> <p>4.7 Skill Component –III</p> <p>(Skill Component will be assessed by Sector skill council under NSDC – UGC)</p>

S.Y.B.Voc. (Media Production)

CBCS (75:25) Pattern

Year 2 (Advanced Diploma)

SEMESTER III

Sr. No	Course Code	Subject Name	Component	Total Credits	Internal Assessment (Max. Marks)	Internal Assessment (Min. Marks)	Semester End Exam (Max. Marks)	Semester End Exam Passing Marks (Min. Marks)	Total Marks
3.1	BMP 301	Current Affairs of World Cinema	G.E.	4	25	10	75	30	100
3.2	BMP 302	Media Theory	G.E.	4	25	10	75	30	100
3.3	BMP 303	Significance of Cinematography in Films	G.E.	4	25	10	75	30	100
3.4	BMP 304	Trends & technology in Films & Television	S.C.	6	25	10	75	30	100
3.5	BMP 305	Direction for Films	S.C.	6	25	10	75	30	100
3.6	BMP 306	Practical – III & Internship	S.C.	6	25	10	75	30	100
		Total Credits		30				Total Marks	600

G.E. - General Education/S.C. –Skill Component

B. Voc. (Media Production)**CBCS (75:25) Pattern****SEMESTER IV**

Sr. No.	Course Code	Subject Name	Component	Total Credits	Internal Assessment Max.Marks	Internal Assessment (Min. Marks)	Semester End Exam (Max. Marks)	Semester End Exam Passing Marks (Min. Marks)	Total Marks
4.1	BMP 401	Media Laws	G.E.	2	25	10	75	30	100
4.2	BMP 402	Concepts of Advertisement Film Making	G.E.	2	25	10	75	30	100
4.3	BMP 403	Understanding Concept of Direction for Television	G.E.	2	25	10	75	30	100
4.4	BMP 404	Visual Special Effects & Compositing	G.E.	2	25	10	75	30	100
4.5	BMP 405	Post Production & Computer Graphics – I	G.E.	2	25	10	75	30	100
4.6	BMP 406	Practical Film Making IV & Internship	G.E.	2	25	10	75	30	100
4.7	BMP 407	Skill Component-III	S.C.	18	Skill Component of the course will be assessed by Media & Entertainment Skills 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.				
		Total Credits		30					

G.E. - General Education/S.C. –Skill Component

S.Y.B.Voc. (Media Production)
THIRD SEMESTER

PAPER 3.1 CURRENT AFFAIRS OF WORLD CINEMA:

It makes you understand about the current happening in towards world and various environmental issues besides human rights and various concepts pertaining to it. It preaches you the political system and its related concepts. Very importantly it briefs you the Indian constitution and Indian political system and understand various political ideologies.

Section – I	No. of Lectures	NOS
Environmental issues: World without borders, Resource use and sustainability, Environmental degradation– ozone depletion pollution 9	10	MES/N 2801(Contribute Creative Ideas for Production)
Universal human rights – universal declaration (1949); declaration of the right to development (1986); examining the concept of universal human rights and the individual context: Self-determination–issues of secession ; issues and anti-state violence, Population, consumption and sustainability, Emancipator movements, Trade union, Peasants movements (with global vision), Environment movements –chipko movement, Rachel Carson silent spring ; 72- UN summit on environment, Women’s movement, Homosexual rights , The development debate – anti large movements, rehabilitation , development choices, people’s involvement, Tribal movements.	10	MES/ N 1301(Evaluate production concepts and ideas)
Governance and related issues: Decline of law, Corruption, Nexus between crime and politics, Political apathy, Secularism, Issues of accountability. Concept: State, Society, Nation.	10	MES/N 2801(Contribute Creative Ideas for Production)
Political ideologies: Liberalism, Fascism, Socialism, Communism, Democracy.	10	MES/ N 1301(Evaluate production concepts and ideas)
Indian Constitution: Brief history of Indian constitution, Salient features, Preamble,	10	

Fundamental rights and duties, Indian federalism.		
Indian Political System: Features of Indian political system, Nature of Indian political system - Political parties, features of Indian political parties, significant political parties, Identity politics : caste, reservation, politics parties, Regionalism and secessionism, Elections in India: understanding election process, opinion and exit polls, landmarks in electoral process – 52, 77, 89 elections.	10	

Section – II	Practical – Assignments
Assignments on Current Affairs of India	15

Books for Reference:

1. State of India's Environment; CSE ;(2000);
2. D'Souza ,Dilip; Branded by Law; (2001); Penguin
3. Banerjee, Ruben; the Orissa tragedy (2001) India Today Group.
4. Mander , Harsh ; Unheard Voices (2001); Penguin
5. Goyal; Indian Political Sym (Mcmillan)

PAPER 3.2 MEDIA THEORY

This module will brief you well regarding the four eras of Media theory, to understand the various normative theories and various effects theories. Finally understanding the importance of Culture and societal change brought about by media

Section – I	No. of Lectures	NOS
Media & Four Eras of Media Theory: Definition and need, Society and mass culture, Emergence of scientific perspective Normative theories: Social responsibility,	25	1) MES / N 3001 (Undertake research and develop script elements) 2) MES / N 3004

Technocratic control Vs libertarianism, Radical libertarianism – laissez faire, Civic journalism, developmental theory – schramm, Democratic participant theory – Paolo Frieire Effects theories: Magic bullet, Limited effects paradigm – clapper, Attitude change, Selective exposure and cognitive dissonance, Moderate effects model, Lazars feld 2- step flow theory		(Maintain workplace health and safety)
Media and society: Innis – oral societies, literate societies electronic society, Media and technological determination, McLuhan –“the medium is the message” - “the medium is the message” - Hot and cool medium - Concept of the global village - Raymond Williams critique of technological determination, Cultural criticism, Marxist, Psychoanalytic perspective on the media	20	1) MES / N 3001 (Undertake research and develop script elements

Section – II	Practical Assignments –
Assignments on Media Theory	30

Books for Reference:

1. Infant, rancer and Womack; building communication theory; 2nd edition;
2. Berger; media analysis techniques

PAPER 3.3- SIGNIFICANCE OF CINEMATOGRAPHY IN FILMS

This segment importantly coaches you in the basics of special effects cinematography along with understanding various equipments required for various form of mood lighting with usage of various digital cameras, lenses and digital cinematography.

Section – I	No. of Lectures	NOS
Structure of Film and Digital Camera: Understanding the internal structure of camera, Perforation Loop, Pressure Plate, Pull down claw, Magazine: Types of magazine, Threading of film, Intermittent Movement, Analysis of Claw motion, Registration pin, Sprocket wheel, Frames per sec, Camera Motors, Slow motion and Fast motion, Reverse Movement, Lens Mount Flange Depth, Magazine Cover/rain cover, Digital Process of Image capturing, Latitude of film Camera format, Latitude of digital format, Shooting Format-16-mm/35-mm/70-mm/super.16/I-ma x/3-D, Convenience of Digital format, The Future of Film Formats.	10	<i>MES / N 0502</i> (Design Characters). <i>MES / N 0607</i> (Operate <i>Camera</i> during Shoot) <i>MES / N 0605</i> (Set up <i>Camera</i> Equipment prior to Shoot)
Special Effects and Cinematography: Chrome key Concept, Preparation for chrome key, Compositing a digital Picture, Digital matte painting.	10	<i>MES / N 0701</i> (Understand <i>Animation</i> Requirements) <i>MES/ N 3503</i> (Create visual effects during post production)
Mood Lighting & Colour Lighting Theory & Practice: Red, Blue, Green, Purple & Orange lights and Treatments for Various Scenes, Colour and Cultural.	10	<i>MES / N 3504</i> (Grade and adjust colour) <i>MES / N 0504</i> (Conceptualise colour keys).
Image formation (Understanding requirements of a director): Understanding a Screenplay writing, Writing for visuals- Story Boarding, Capturing the drama on the camera, How to create packets of emotional experience-Scene, Creation of Drama-Ingredients of a Drama.	10	<i>MES / N 0504</i> (Conceptualise colour keys). <i>MES / N 0507</i> (Prepare storyboard) <i>MES / N 0508</i> (Maintain workplace health and safety)

Understanding the needs of Co- creators (Director, Editor, Sound Recorder) Working in team, Team Building, Conflict formation, Conflict Resolution.	5	<i>MES / N 3002</i> (Develop a full length script) <i>MES / N 3001</i> (Undertake research and develop script elements) <i>MES / N 3004</i> (Maintain workplace health and safety)
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Section – II	Practical Assignments -
Camera Arrangements (Practical)	10
Lighting Methods (Practical)	10
Assignment on Mood Lightings	5
Assignment on 2 minute video with special effects	5

Books for Reference:

1. The Hands On Manual for Cinematographers by David Samuelson
 2. The Filmmakers Pocket Reference by Blain Brown
 3. The 16mm Camera Book by Douglas Underdahl
 4. Motion Picture Camera Techniques by David Samuelson
 5. The Professional Lighting Handbook by Verne Carlson
- Celebrity Cinematographer will visit students and will showcase his work and will guide students.

PAPER 3.4- TRENDS & TECHNOLOGY IN FILM & TELEVISION:

Elements of a detail technology in the film and television industry are explored revealing various formats and current trends in motion picture and television industry. Briefing the Media and Entertainment history, business and its future is included in this subject.

Section – I	No. of Lectures	NOS
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Film & Entertainment-an Overview: Growth of film international and national perspective i.e. Hollywood, World Cinema, Bollywood, Indian regional cinema, Opportunities globally need to tap these opportunities, Business of cinema, genres in cinema, Emergence of additional content monetizing avenues like merchandising, gaming, theme parks etc . Case study Disney, Hanuman, Krish, 3 idiots, Ghajini, Ra – one.	20	MES/N 3001(Undertake research and develop script elements). MES/N 3002(Develop a full length script)
Evolving Technology: Changes in technology (and reverse); digital revolution -, Content dictating form, Technologies related to film Distribution & Exhibition -an overview, Understanding formats: 35mm / 16mm / HD / Super 16 /, Stock &Processing, Crewing & Technology - an overview, VFX and Sound - an overview, technological requirements.	15	MES / N 3501 (Understand requirements and plan workflow) MES / N 3502 (Manage equipment & material) MES / N 3502 (Manage equipment & material) MES / N 3508 (Maintain workplace health and safety)
The Animation Industry — An overview: The trends in animation industry, Prospects and markets, Production planning for animation, Problems and cost implications, Development of animation in India, Animation-success stories.	15	MES / N 0701 (Understand Animation Requirements). MES / N 0702 (Rig models for movements) MES / N 1302 (Sourcing financiers).
Television Entertainment: Emergence new genres of programs viz; lifestyle, reality shows game shows etc, Success of niche channels with specialized content like shopping, travel& leisure, nature. quick news, etc, Adoption of International formats of reality shows, remakes of films and old mythological serials, Concept of TRP, reach and viewership	20	MES / N 3003 (Adapt the script to production requirements) MES / N 3002 (Develop a full length script) MES / N 3001 (Undertake research and develop script elements)

Section – II	Practical – Assignments
Film Review and Case Study Assignments	10
Project on Film Distribution & Exhibition	10
Assignments on Film Formats	5

Workshop - Production Planning for Animation Film	5
Assignment on International & Indian Television	5

Books for Reference:

1. Movie Magic; by Screenplay Systems (Whole manual)
2. Digital Storytelling - Carolyn Handler Miller
3. Restoration of Motion Picture Film By Paul Read
4. Salaam Bollywood- Bhawana Somaaya
5. Inspired 3D short film production By Jeremy Cantor

PAPER 3.5- DIRECTION FOR FILMS

Component of this segment will make you understand need for Direction in films as a film director is a person who directs the making of a film. Generally, a film director controls a film's artistic and dramatic aspects, and visualizes the script while guiding the technical crew and actors in the fulfillment of that vision. The director has a key role in choosing the cast members, production design, and the creative aspects of filmmaking.

Section – I	No. of Lectures	NOS
Introduction to Direction of Films and Work of famous Film Directors in the World.	05	MES / N 0501 (Conceptualise the creative style) 2. MES / N 0508 (Maintain workplace health and safety)
Visualizing & Scripting a Story and Identifying Themes, Screen Equations, Viewing the story from a moviemaker's eye, Shooting Projects.	10	MES/ N 2809 (Coordinate Production Activities) N 1309 (Maintain workplace health and safety) MES / N 1301 (Evaluate production concepts and ideas) MES / N 1303 (Conceptualise the creative vision)
Identifying the best Story & Screenplay, Ability		

of creating a drama from screenplay, Analyzing the screenplay, Alternate story sources, Directors development strategies, Setting creative limitations.	10	<i>MES / N 1305</i> (Direct the production process) <i>MES / N 0501</i> (Conceptualise the creative style)
Point of View, Subtext, Genre, and Archetypes, Time, Structure, and Plot, Space, Stylized Environments, and Performances, Form and Style	5	<i>MES / N 1301</i> (Evaluate production concepts and ideas) <i>MES / N 1305</i> (Direct the production process)
Production :Developing a Crew, Producing a Shooting Script, Before the Camera Rolls, Roll Camera, Location Sound, Continuity, Directing the Actors, Directing the Crew, Monitoring Progress	5	<i>MES/ N 2807</i> (Manage Live Programme Production) <i>MES/ N 2809</i> (Coordinate Production Activities) <i>MES/N 2815</i> (Manage Workplace Health and Safety) <i>MES / N 1307</i> (Direct the post-production process)
Director's preparation for directing Action scene, Staging and Camera for <i>Over Easy</i> Action Scene, Development of Screenplay, <i>Over Easy</i> Action Scene/Staging and Camera Angles for - Storyboard Artist.	5	<i>MES / N 1305</i> (Direct the production process) <i>MES / N 0607</i> (Operate <i>Camera</i> during Shoot) <i>MES / N 0605</i> (Set up <i>Camera</i> Equipment prior to Shoot)
Staging and Camera for Narrative Scene, Choosing a Location, Staging, Camera Style, Narrative, Dramatic, and Poetic Visual Styles, The Variety of Dramatic Structures,	5	<i>MES / N 0604</i> (Estimate and Procure <i>Camera</i> Equipment)

Section – II	Practical Assignments -

Film Direction (Practical)	30
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Books for Reference:

1. Directing: Film Techniques and Aesthetics by Michael Rabiger
2. on directing film By David Mamet
3. Art Direction for Film and Video by Robert L. Olson
4. The film director's team By Alain Silver, Elizabeth Ward
5. Notes of a film director By Sergei Eisenstein

PAPER 3.6-PRACTICAL III & INTERNSHIP

To understand the production pipeline of film making process for multiple locations in short films. To introduce the process of 2 Character multiple location in which Fiction Short film making and In-depth Multiple Characters Single Location Short Film is included. Also to understand the entire workflow in 2 Character multiple location - Fiction Short filmmaking and In-depth Multiple Characters Single Location Short Film making process is involved in this particular syllabus.

PRACTICAL	Practical Assignments —
Project on making multiple actors 30 minutes Short Film / Documentary OR making a 2 Music Video of different genre which will showcase all the related modules learned for film making.	90

S.Y.B.Voc. (Media Production)
Advanced Diploma

FOURTH SEMESTER

PAPER 4.1 - MEDIA LAWS

Syllabus	lectures	NOS
Indian Contract Act, 1872: Essentials of valid contract discharge of contract, remedies for breach of contract. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.	10	1) MES/ N 1901 Generate Ideas for Journalism Projects 2)MES/ N 1903 Work on the Assignment Desk 3) MES/ N 1907 Understand Audio Visual Aids 4) MES/ N 1908 Computer Skills for Journalism and Media 5) MES/ N 1912 Maintain Workplace Health and Safety
The Negotiable Instruments Act 1881: Essentials of Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.	5	
Media Law, Copyright and Intellectual Property: IPR& copyright laws, Copyright Agreements: Short-Term vs. Long-Term Agreements, Media Law and Infringements: Case Studies, Menace of piracy and remedies to counter piracy, Statutory and non-statutory bodies formed to fight piracy.	10	1) MES/ N 1902 Undertake Research for Journalism Projects 2) MES/ N 1911 Comply with Applicable Law and Regulation
Role and importance of Business Ethics and Values in Business -Definition of Business, Ethics Impact on Business Policy and Business Strategy - Role of CEO - Impact on the Business Culture.	5	
Types of Ethical issues-Bribes - Coercion -		1) MES/ N 1911 Comply

Deception - Theft - Unfair Discrimination. Vendors, Government, & Social Audit. CSR-Definition and Importance, examples of various initiatives taken by various business groups like TATAs, Infosys, Birla and others.	10	with Applicable Law and Regulation
Difference between Cause Related Marketing (CRM) and CSR Case Studies: Reliance WLL license, 2G Scam, Satyam Scam and PWC's role in the scam. Role of bodies like Competition Commission of India, SEC, SEBI, TRAI, etc in curbing unethical practices.	5	1) MES/ N 1902 Undertake Research for Journalism Projects 2) MES/ N 1903 Work on the Assignment Desk 3). MES/ N 1911 Comply with Applicable Law and Regulation

Section – II	Practical - Assignments
Assignment Challenges faced by Television & Radio Industry	10
Visits to TV Channels & Radio Stations	10
Case Study – Media Business	10

Books for Reference:

1. Business Law including Company Law Gulshan S.S. and Kapoor G.K.,
2. Elements of Company Law, Sultan Chand & Sons

PAPER 4.2- CONCEPTS OF ADVERTISEMENT FILM MAKING:

To get a clear picture about the production of Ad films is included. Every aspect of Ad-production including Concept, Story Board, Script, Production and Post Production understand the art – science of ad-film making comes under the purview of this phase.

Section – I	No. of Lectures	NOS
The film pipe line an overview-Creative		1)MES / N 0507 (Prepare

<p>Process: Concept- Research- ideation, Structuring a Story-Story. Boarding-Characters-screen play- Dialogues-Casting, Shoot-Edit-Re- Recording- Final Print/DVD.</p>	5	<p>storyboard)</p> <p>2)MES/ N 1806 (Create and apply prosthetics)</p> <p>3)MES/ N 1808 (Maintain workplace health and safety)</p>
<p>Understanding the needs of cinematographer/ Sound designer/ editor/ client servicing executive. Contribution by Lighting-Lenses-VFX-RR-Compositing The film pipe line an overview-Production Process: Formation of Team- Location Survey.</p>	5	<p>1)MES / N 0607 (Operate Camera during Shoot) 2)MES / N 3501 (Understand requirements and plan workflow) 3)MES / N 3502 (Manage equipment & material) 4)MES / N 3505 (Render productions)</p>
<p>Auditions-Planning the shoot-Production Management. Hiring of facilities-Cost Control, Managing crew & artists. Art of Film Making: Importance and power of Audio visual communication, Strength of a still picture-Requisites of good still-How to shoot a good still.</p>	5	<p>1) MES/ N 2809 (Coordinate Production Activities) 2) MES/ N 2812 (Manage Content Archival) 3) MES/ N 2815 (Manage Workplace Health and Safety) 4)MES/N 1302 (Source Financiers)</p>
<p>Basics of a good still picture-Observation by Leonardo Da Vinci, Appreciation of Still picture-B&W- Color Theory, Understanding Audio Visuals psychologically, Understanding the life around us- Creation of Drama-Role of Characters, Creating the final mix-The final Ambiance-The crescendo</p>	5	<p>1)MES / N 3502 (Manage equipment & material) 2) MES / N 3504 (Grade and adjust color)</p>
<p>Sound: Nature & Role of Sound-Noise: Sound-Basic Notes- Harmony-Symphony-Rhythm, Various types of</p>	5	<p>1) MES / N 3404 (Set-up, maintain and disassemble sound equipment)</p>

Rhythm-Indian and Western Concepts, Permutations & Combinations of Notes & Rhythm, The formation of Music-Glimpses of World Music, Combo of Music & Effects-Background score.		2) MES / N 3406 (Capture Sound)
The Word-Spoken & Written: Writing for visuals-How to use words effectively, Study of some significant literary works, Balance between words and visuals, Power of silence.	5	1) MES / N 3001 (Undertake research and develop script elements) 2) MES / N 3002 (Develop a full length script).
Art & Science of Advertising: The need for advertising-Social Scenario, Too many Products chasing divergent Customers, Understanding the customer/consumer behavior, Understanding the client behavior- Art of persuasion, Principles of copy writing and Advertising design, Basics of Graphics-Basics of Marketing and sales, Hierarchy of ad films in marketing collaterals, Creation of collaterals-Loud Messages-Covert Messages, Study of great Global AV campaigns.	5	1) MES / N 3002 (Develop a full length script). 2) MES/N 1308 (Manage the Production Marketing and Release)

Being an Advertising Film maker: The advertising mind frame-Achieving the impossible, Various genres of films like corporate-viral-marketing videos, Films in general vs. ad film making the key differentiators, Studying proven ad films campaign, Creating 3 ad/social message films-Production Management of ad/film making, Understanding the specific needs of TV/Film/Web/Mobile audiences, Optimizing resources, Deciding on the right pitch- Thinking out of the box. Intrapersonal communication skills.	5	1)MES / N 0204 (Acquire and maintain advertising sales clients) 2)MES / N 0211 (Managing preparation of advertisement end-products) 3)MES / N 0209 (Implement online advertisement campaigns)
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Section – II	Practical - Assignments
Storyboard & Screenplay (Practical)	

	4
Shoot – Re – Recording, Lighting Lenses – VFX – RR – Composting (Practical)	8
Workshops on Film Making process Story, Casting, Acting and Play (Practical)	4
Background Music (Practical)	4
Workshop on Words Spoken & Written	2
Advertising Workshop (Design, Copywriting) (Practical)	4
Assignment on Advertising Campaign	4
Shooting Advertisements 1 minute AV (Practical)	5

Books for Reference:

1. How to Write an Inspired Creative Brief by Howard Ibach
2. My Life in Advertising and Scientific Advertising – Claude Hopkins
3. Truth, Lies & Advertising: The Art of Account Planning by Jon Steel
4. A Technique for Producing Ideas by James Webb Young
5. Positioning: The Battle For Your Mind by Al Ries and Jack Trout

PAPER 4.3 - UNDERSTANDING CONCEPTS OF DIRECTION FOR TELEVISION:

In which, understanding the significance of Direction in Television, analysis of directing styles to formulate a personal directing style is included. It also includes directing a film or video production. Skills of Directing and lead a production team is also the part of this study. Modules make you understand the role and qualities of a Director by analyzing the work of classic and contemporary directors, the class investigates the art and language of filmmaking. Topics include framing and composition, camera angles, camera movement, blocking of actors, visualizing action, and creating a sequence, script breakdown, and techniques for establishing mood, character, and conflict finally learning the ability to manage creative team.

Section – I	No. of Lectures	NOS
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Importance & Role of a Director for Television	5	1. MES / N 0501 (Conceptualize the creative style) 2. MES / N 0508 (Maintain workplace health and safety)
Still Pictures to Motion Movies: Impact of a still picture, Analyzing a picture, Critical Ingredients-Leonardo Da Vinci, Composition-Framing, Function and proper use of lenses, Understanding & Use of color, Aesthetics of Painting and Spatial Arts, Moving Image-Motion Picture, Impact of collective moving Images, Motion Picture Dynamics, Primary Movement-Secondary Movements, Managing Movements, Tonal Value-Depth of Field, Aesthetics and Psychological Impact of Moving Images.	10	1) MES / N 3501 (Understand requirements and plan workflow) 2) MES / N 3502 (Manage equipment & material) 3) MES / N 3504 (Grade and adjust color) 4) MES / N 3508 (Maintain workplace health and safety)
Role of Sound & Music in making a Motion Picture : Association of sound, Listening to Sound, Contribution and impact of sound, Understanding rhythm, melody, drama, Knowing various instruments, Impact of Sound-Moods, Role of notes and beats, Tonal Quality, Pitch-Volume-Perspective, The concept of Music, Glimpses of World Music, Voice culture- for speech, Acoustics, Harmony-Symphony, Rhythm-various Types of Rhythm-Indian and Western Concepts-Permutations & Combinations of Notes & Rhythm, The formation of Music-Glimpses of World Music-Combo of Music & Effects-Background score	5	1) MES / N 3404 (Set-up, maintain and disassemble sound equipment) 2) MES / N 3406 (Capture Sound) 3) MES / N 3409 (Maintain workplace health and safety) 4) MES / N 3401 (Conceptualize sound concepts) 5) MES / N 3402 (Select sound equipment) 6) MES / N 3403 (Select sound studios for recording)

		<p>7)MES / N 3409 (Maintain workplace health and safety)</p> <p>8) MES / N 3405 (Prepare sound equipment)</p> <p>9)MES / N 3407 (Record/mix sound)</p> <p>10) MES / N 3409 (Maintain workplace health and safety) Optional</p>
<p>Implication of Lights :What makes a good picture parts played by composition, light, contrast and drama, Lightcontrast-Volume-Foreground-Midground-Background-Propinquity-Distance-Colour-Angle, Dynamism involved in motion/action-Setting dynamism in action-Creating action</p>	5	<p>1) MES / N 0506 (Create lighting for the production)</p> <p>2) MES / N 0508 (Maintain workplace health and safety)</p>
<p>Film Making An ART :Understanding the Importance and power of audiovisual communication, Picture Compositions, Qualities of motion picture: Sense of Tension and Surprise, Intensity of Drama, Facility to travel with viewers from one location to another; How to store a still and a movie, Importance of listing, makeup, properties, set contract, Genres of films – Action, Horror, Romantic, Social, Sci-Fi, Futuristic, War, The film pipe line -Creative Process: Concept-Research- ideation- Structuring a Story-Story Boarding- Characters-screen play- Dialogues- Casting-Shoot-Edit-Re-Recording- Final Print/DVD. Understanding the needs of cinematographer/Sound designer/editor/client servicing executive, The film pipe line-Production Process, Formation of Team-Location Survey-Auditions-Planning the shoot-Production Management Hiring of facilities-Cost</p>	10	<p>1) MES / N 1301 (Evaluate production concepts and ideas)</p> <p>2) MES / N 1303 (Conceptualize the creative vision)</p> <p>3) MES / N 1305 (Direct the production process)</p> <p>4) MES / N 1307 (Direct the post-production process)</p> <p>5) MES / N 1302 (Sourcing financiers) (where there Director is also the Producer)</p> <p>6) MES/N1308 (Manage the production's marketing)</p>

Control-Managing crew & artists		<p>and release)</p> <p>7) MES / N 1309 (Maintain workplace health and safety)</p> <p>8) MES / N 1304 (Communicate requirements to the team)</p> <p>9)MES / N 0501 (Conceptualize the creative style)</p> <p>10)MES/N 1302 (sourcing financiers)</p>
<p>“Director” -Conductor of an Audio Visual orchestra: What it means to be a Director , Managing creativity of colleagues and managing a creative team, Understanding of roles & responsibilities of the crew, Understanding the Emotional Aspect & Technological Aspects of-Actors, Cinematographer, Editor, Music Director, Sound Engineer, Makeup Man, How to bring the effects of Music &Picture together.</p>	5	<p>1) MES / N 0501 (Conceptualize the creative style)</p> <p>2) MES / N 0508 (Maintain workplace health and safety)</p> <p>3) MES / N 1304 (Communicate requirements to the team)</p> <p>4). MES / N 1306 (Direct the animation process)</p> <p>5) MES / N 1305 (Direct the production process)</p> <p>6) MES / N 1307 (Direct the post-production process)</p>
<p>Hands on tools for a Director, A Perspective On :How to be creative, what does creativity mean, The language of cinema, The art of episodes, History of Indian& World Cinema, Ad film Making, Documentaries.</p>	5	<p>1) MES / N 1301 (Evaluate production concepts and ideas)</p> <p>2)MES / N 1303 (Conceptualize the creative vision)</p>

Section – II	Practical - Assignments
Compose effective treatments and scripts for use in common video and film genres including documentaries, dramas, commercials, news, and public service announcements.	8
Demonstrate the preparation needed for film and video production, management (including budgeting, supervision of personnel, permitting, and scheduling and guild/union relations) and post-production supervision.	8
Applications of cinematographic concepts to film/video projects including camera setup, lighting, and scene design.	8
On location shoots	6

Books for Reference:

1. Film Directing Fundamentals (3rd Edition), Nicholas Proferes.
 2. The Directors Idea, Ken Dancyer.
 3. Film Directing Shot by Shot, Steven D. Katz
 4. Course Pack for Filmmaking Dept., Kevin Bui
 5. Notes of a film director By Sergei Eisenstein
- Celebrity Television Director will visit students for discussion and discuss their experience.

PAPER 4.4- VISUAL SPECIAL EFFECTS AND COMPOSITING

Modules clarify the basics of visual effects and its process, and the special effects enhance our thinking of 3D and creating real world in the digital world. Brief knowledge of compositing and camera tracking and process of VFX and final rendering

Section – I	No. of Lectures	NOS
Introduction to pre-production, production and post-production: Visual effects' a relatively new term describes what used to be more appropriately called 'special photographic effects'. What makes an effect 'special'? The decision as	5	1) MES / N 3501 (Understand requirements and plan workflow) 2)MES / N 3502 (Manage equipment & material) 3)MES / N 3503 (Create visual effects during post production)

to which medium and format VFX elements are going to be shot with is directly dependent on how they shall be employed and what the specifications are for their final resting place. Methods of creating visual effects, Implementation.		4)MES / N 3508 (Maintain workplace health and safety)
Introduction to the User Interface (GUI): Introduction to 3DSpace and the GUI, Introduction to Modeling, Introduction to Polygonal Box Modeling, Introduction to Shell Modeling.	5	1)MES / N 0701 (Prepare computer generated models) 2)MES / N 0704 (Maintain workplace health and safety)
CG Basics: Animation Basics, Animation Hierarchies and Deformation, Joints Hierarchies and Constraints, Cameras, Rendering and Path Animation.	5	1)MES / N 3503 (Create visual effects during post production)
Understanding Pipeline and integration: Digital image manipulation, 2D digital image manipulation, Compositing software, New life into old methods, Perfecting the illusion, 3D computer-generated imaging (CGI), Digitizing (getting information into the computer)	5	1)MES / N 0701 (Understand Animation Requirements) 2)MES / N 0702 (Conceptualize Creative Ideas for Production) 3)MES / N 0703 (Plan Tools and Workflow) 4)MES / N 0704 (Produce 2D Animation) 5) MES / N 0705 (Produce 3D Animation) 6)MES / N 0706 (Produce Stop Motion Animation) 7)MES / N 0707 (Maintain workplace health and safety)
Introduction to Lighting and Rendering: Light Properties, Defining Shadows, Defining Highlights and Specular, Diffuse Inter-reflection and Global Illumination, Render Layers, Rendering Engines and methods.	5	1)MES / N 0506 (Create lighting for the production) 2)MES / N 0508 (Maintain workplace health and safety)
Introduction to Compositing: Camera Staging and Composition, Renderers and Algorithms Benefits/Disadvantages, Rendering Passes, Introduction to Specific	5	1)MES / N 3505 (Render productions)

Compositing Software, Compositing 3D.		
Study of VFX and Camera Tracking: Overview of Production Pipelines, Rendering Utility Nodes, Camera Tracking Foundation 2D and 3D.	5	1)MES / N 3501 (Understand requirements and plan workflow) 2)MES / N 3502 (Manage equipment & material) 3)MES / N 3505 (Render productions) 4)MES / N 3508 (Maintain workplace health and safety)
Introduction to FX (Effects): Overview of Dynamics, Rigid Body and Fluids, Introduction to Particles, Expressions, Introduction to Fields, Project Work.	5	1)MES / N 3505 (Render productions) 2)MES / N 3508 (Maintain workplace health and safety)
Compositing and Rendering: The Interface, Keying, Rotoscoping, Color Correction, Keying, Multi-Pass Compositing.	5	1)MES / N 3501 (Understand requirements and plan workflow) 2) MES / N 3502 (Manage equipment & material) 3)MES / N 3507 (Composite productions) 4)MES / N 3508 (Maintain workplace health and safety) 5)MES / N 3506 (Rotoscoping footage)

Section – II	Practical - Assignments
Animation (Practical)	20
Assignment for creating a 2 minutes VFX movie clip	10

Books for Reference:

1. Adobe Photoshop for VFX artists By Lopsie Schwartz

2. Visual Effects for Film and Television by A. J. Mitchell
3. The Visual Effects Producer: Understanding the Art and Business of VFX
By Charles L. Finance, Susan Zwerman
4. The VES Handbook of Visual Effects by Jeffrey A. Okun, Susan Zwerman
5. Compositing Visual Effects: Essentials for the Aspiring Artist By Steve Wright
6. Vfx Artistry by Spencer Drate, Judith Salavetz
7. The Visual Effects Arsenal: VFX Solutions for the Independent Filmmaker
By Bill Byrne
8. Encyclopedia of Color Correction by Alexis Van Hurkman
9. The Art and Science of Digital Compositing by Ronald Brinkman

PAPER 4.5- POST PRODUCTION & COMPUTER GRAPHICS –I:

This session will explore the relationship between the production and post-production process with an emphasis on the film laboratory with basics of video editing and aesthetics. Also we will be discussing how the film/videotape camera needs, need to be considering in the post process along with various types of editing and various possibilities like rhythm & pace, dramatic continuity etc. also ,learning adobe editing software and mac interface and various edit styles and patterns of digital v/s analog editing.

Section – I	No. of Lectures	NOS
Methodology of Editing, Telecine (What Format To Transfer) Off-Line Editing Cassette Specs, Drop Vs Non-Drop, Key Code, Time Code, 16 X 9 & 4 X 3 Formats, Scratch Track, Color Corrections, Titles.	10	1) MES / N 1401 (Understand requirements and plan workflow) 2) MES / N 1402 (Manage equipment & material) 3) MES / N 1403 (Edit the production) 4) MES / N 1404 (Maintain workplace health and safety)
Manipulation of time in editing, Rhythm & Pace and Dramatic Continuity.	10	1) MES / N 1402 (Manage equipment & material)
Linear & Nonlinear Editing	05	1) MES / N 1403 (Edit the production)

Analog & Digital Recording	10	MES / N 3403 (Select sound studios for recording)
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Section – II	Practical - Assignments
Adobe Premier Pro & Mac Interface (Practical)	10
Arranging the Interface, Learning Custom Layout, Customizing the keyboard Layout, Setting Scratch Disk, Bin management, Logging, Digitizing, and Capturing.	10
Saving Projects and Accessing the Auto save Vault, Organizing Video Footage, Media Management, Insert and Overwriting Editing, Three point Editing, Split Edit, Working with Multi Layers, Key framing Image, Time Remapping, Effects, Applying Transitions, Compositing, Motion Tab, Render Setting, Titling.	10
Sound Editing, Track laying (Effects, Music, and Narration), Dubbing and Syncing, Adjusting Audio Levels, Mix down Audio, Premier Compatible and Supporting Software, Print to Video.	10

Books for Reference:

1. The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger.
2. Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E. Browne.
3. Guide to Postproduction for TV and Film by Barbara Clark
4. Editing Digital Video by Robert M. Goodman, Patrick J. McGrath
5. Video Editing and Post-Production: A Professional Guide by Gary H.A

PAPER 4.6- PRACTICAL FILM MAKING - IV & INTERNSHIP:

Utilise practical skill and film making knowledge in advertisement film making. Students can create Corporate AV and In-depth Multiple Characters Single & Multiple Location Short Film making.

Project on making various Advertisement Films – An Ad, Corporate AV and Multiple characters with multiple locations.	90
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PAPER 4.7 SKILL COMPONENT -III

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