

## **Department of Visual communication Technology**

### **POs - UG**

1. Graduates will be able to apply the concepts learnt, in real life situations with analytical skills.
2. Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher Education.
3. Graduates with acquired knowledge of modern tools and communicative skills will be able to contribute effectively as team members.
4. Graduates will be able to read the signs of the times analyze and provide practical solutions.
5. Graduates imbued with ethical values and social concern will be able to appreciate cultural diversity, promote social harmony and ensure sustainable environment.

<b>PSOs for B. Voc. Visual Communication Technology</b>	
On successful completion of B. Voc. Visual Communication Technology Program, the students would be able to	
<b>PSO1</b>	Apply the standard process and strategies in designing and simulating the Critical and Analytical skills
<b>PSO2</b>	Acquaintance with latest trends in sound designing and photography and thereby induce innovate ideas in the area of Film Making/Video Production.
<b>PSO3</b>	Gain knowledge on Media presentation and Equipping skills.
<b>PSO4</b>	Follow ethics in the Media industry.
<b>PSO5</b>	Acquire the ability to provide a self analysis in context of entrepreneurial skills and employability abilities.

## Department of Visual Communication Technology

### COURSE STRUCTURE FOR B. Voc. Visual Communication Technology

#### SEMESTER –I:

**NSQF Level: L 4**

S.No	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
1	GE	Language – I &	21UVT110001	Language	2	2		2
2		Language – II: English I	21UVT120101		2	2		2
3		Visual Literacy	21UVT130201	Core - Theory	3	3		3
4		Introduction to Visual Communication	21UVT130401	Allied - Theory	3	3		3
5	SC	Sound Engineer QP : MES/ Q 3402	21UVT130202	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
6		Photography	21UVT130203	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
7	GE	Value Education: Life Skills	21UVT141001		2	2		2
					<b>30+6* =36</b>	<b>12</b>	<b>18</b>	<b>30</b>

**& - Language - I: Tamil -I/ Hindi - I/ Sanskrit - I/ French - I**

**\* - Field work outside the class hours for each major 2hrs (2x3=6)**

#### SEMESTER –II:

**NSQF Level: L 5**

S. No	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
8	GE	Language – I &	21UVT210002	Language	2	2		2
9		Language – II: English II	21UVT220102		2	2		2
10		Communication Media Scenario	21UVT230204	Core - Theory	3	3		3
11		Basics of Advertising	21UVT230402	Allied - Theory	3	3		3
12	SC	Sound Designer QP: MES/ 03401	21UVT230205	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
13		Image Editing and Manipulation	21UVT230206	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
14	GE	Environmental Science	21UVT240901		2	2		2
					<b>30+6* =36</b>	<b>12</b>	<b>18</b>	<b>30</b>

**& - Language - I: Tamil -II/ Hindi - II/ Sanskrit - II/ French - II**

**\* - Field work outside the class hours for each major 2hrs (2x3=6)**

**SEMESTER –III:****NSQF Level: L 6**

S.No	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
15	GE	Language – I &	21UVT310003	Language	2	2		2
16		Language – II: English III	21UVT320103		2	2		2
17		Film Studies	21UVT330207	Core - Theory	3	3		3
18		Graphic Design	21UVT330403	Allied - Theory	3	3		3
19	SC	Camera Operator QP:MES/Q0602	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
20		Script Writer MES/Q3002	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
21	GE	Soft Skills	21UVT240901		2	2		2
					<b>30+6* =36</b>	<b>12</b>	<b>18</b>	<b>30</b>

**& - Language - I: Tamil -III/ Hindi - III/ Sanskrit - III/ French - III****\* - Field work outside the class hours for each major 2hrs (2x3=6)****@- Practical examination in the following Semester****SEMESTER –IV:****NSQF Level: L 6**

S.No	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
22	GE	Language – I &	21UVT410004	Language	2	2		2
23		Language – II: English IV	21UVT420104		2	2		2
24		Online Journalism	21UVT430210	Core - Theory	3	3		3
25		Media Culture and Society	21UVT430404	Allied - Theory	3	3		3
26	SC	Camera Operator QP:MES/Q0602	21UVT430208	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
27		Script Writer MES/Q3002	21UVT430209	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
28	GE	Media Gender Studies	21UVT441003		2	2		2
					<b>30+6* =36</b>	<b>12</b>	<b>18</b>	<b>30</b>

**& - Language - I: Tamil -IV/ Hindi - IV/ Sanskrit - IV/ French - IV****\* - Field work outside the class hours for each major 2hrs (2x3=6)**

**SEMESTER –V:**  
**NSQF Level: L 7**

S.No	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
29	GE	Media Research Orientation	21UVT530211	Core - Theory	4	4		4
30		Visual analysis Technique	21UVT530212	Core - Theory	4	4		4
31		Digital Media And Production	21UVT530213	Core - Theory	4	4		4
32	SC	Executive Producer QP: MES/ Q2801	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
33		Director Of Photography QP: MES/ Q 0601	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					<b>30+6* =36</b>	<b>12</b>	<b>18</b>	<b>30</b>

\* - Field work outside the class hours for each major 2hrs (2x3=6)@- Practical examination in the following Semester

**SEMESTER –VI:**  
**NSQF Level: L 7**

S.No	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
34	GE	Media Management	21UVT630216	Core - Theory	4	4		4
35		Public Relations	21UVT630217	Core - Theory	4	4		4
36		Media Internship	21UVT630218	Core - Theory	4	4		4
37	SC	Executive Producer QP: MES/ Q2801	21UVT530214	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
38		Director Of Photography QP: MES/ Q 0601	21UVT530215	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					<b>30+6* =36</b>	<b>12</b>	<b>18</b>	<b>30</b>

\* - Field work outside the class hours for each major 2hrs (2x3=6)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVT110001	Language – I: Tamil – I	2	2

S.No.	CO- Statement	Cognitive Level (K- level)
<b>இப்பாடத்தின் நிறைவில் மாணவர்கள்</b>		
CO-1	இலக்கியங்கள் பற்றிய அடிப்படை அறிவைப் பெறுவர்	K 1
CO-2	இதழியலின் நோக்குகளையும் போக்குகளையும் அறிந்து கொள்வர்	K 1
CO-3	படைப்பாக்கத்திறனின் நுட்பங்களைப் புரிந்துகொள்வர்	K 2
CO-4	பிழையின்றி எழுதும் திறனை வளர்த்துக் கொள்வர்	K 3
CO-5	இதழியலின் வெவ்வேறு வடிவங்களைப் பகுத்தாராயும் திறன் பெறுவர்	K 4

**அலகு -1**

**(15 மணிநேரம்)**

இலக்கிய அறிமுகம் : பாரதியார் - பரம்பொருள் வாழ்த்து, அப்துல்ரகுமான் - ஆறாதஅறிவு, வைரமுத்து - ஐந்துபெரிது ஆறுசிறிது

தமிழ்மொழிப் பயிற்சி : பேச்சுத் தமிழ் - வட்டார வழக்குச் சொற்கள் பயன்பாடு - பழமொழி மரபுத் தொடர் பற்றிய அறிவு - கவிதை, சிறுகதைபடைப்பாக்கப் பயிற்சி

**அலகு - 2**

**(15 மணிநேரம்)**

**இதழியல்அறிமுகம்:** இதழியல் - இதழியலாளர் தகுதிகள் - செய்தி சேகரிக்கும் முறைகள் - செய்தி எழுதும்முறை -செய்தியின் அமைப்பு - செம்மையாக்கத்தின் இன்றியமையாமை - செம்மையாக்க முறைகள்- தலையங்கம் - தலைப்புகளின் வகைகள் - தலைப்பு எழுதும்முறை - செய்தி நிறுவனங்கள்

**பாடநூல் :**

1. இராசா, கி., இதழியல், தாமரைபள்ளிகேசன்ஸ், அம்பத்தூர், சென்னை, முதல்பதிப்பு, 2005.

**பார்வைநூல் :**

குருசாமி, மா.பா., இதழியல்கலை, தாய்அன்பகம், திண்டுக்கல், பதினோறாம்பதிப்பு, 2006.

Semester	Course Code	Title of the Course	Hours	Credits
<b>I</b>	<b>21UVT120101</b>	<b>Core Paper – I LANGUAGE – II ENGLISH –I</b>	<b>2</b>	<b>2</b>

### Course Outcomes:

At the end of the course, Students will be able to

S. No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Understand the nuances of newspaper language and its style	<b>K2</b>
<b>CO-2</b>	Gain knowledge on basic Tenses	<b>K1</b>
<b>CO-3</b>	Identify the employability in print media.	<b>K3</b>

### Unit-I

1. Simple present tense.
2. Simple past tense.
3. Simple future tense.
4. Present continuous tense.

### Unit-II

5. News stories and their structures.
6. The task of a newspaper reporter.

### Unit- III

7. English newspapers in India.
8. Advertisement in newspaper.
9. Writing headlines and the lead.

### Unit – IV

10. Present perfect tense.
11. Past continuous tense.
12. Past perfect tense.
13. Future perfect tense.

### Unit – V

14. Body paragraphs and slant.
15. Writing editorials and op-ed pieces.
16. Writing for magazines.

### Text Book

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Friedman, Anthony(2007) Writing for Visual Media. New Delhi: Focal Press.

### References

1. Timothy Gerard(1997) Writing for Multimedia: Education, Training, Advertising andWorld Wide Web, Oxford: Focal Press.
2. Agee K. Waren(1979) Introduction to Mass Communication. New Delhi: Oxford.
3. Keval, J. Kumar(1994) Mass Communication in India. India: Jaico.
4. Roy, Barun (2010)Beginners' Guide to Journalism and Mass Communication. Delhi: Pustak Mahal.

Semester	Course code	Title of the paper									Hours	Credits
I	21UVT120101	Language- II: ENGLISH- I									2	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	3	2	3	2	1	2.5	
CO-2	3	3	1	1	2	3	2	3	2	2	2.2	
CO-3	3	2	1	2	2	3	2	3	1	2	2.1	
CO-4	1	2	3	1	2	3	3	2	1	2	2.0	
CO-5	2	3	1	2	2	2	2	3	3	2	2.2	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>I</b>	<b>21UVT130201</b>	<b>Core Paper – I VISUAL LITERACY</b>	<b>3</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S. No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Understand the concepts of visual literacy	<b>K2</b>
<b>CO-2</b>	Gain knowledge on visual perspectives in drawing	<b>K1</b>
<b>CO-3</b>	Identify the use of colour theory and psychology in drawing	<b>K3</b>
<b>CO-4</b>	Understand and categorize the different medium of painting	<b>K2 &amp; K4</b>
<b>CO-5</b>	Develop well balanced knowledge on human anatomy in drawing	<b>K3</b>

### Unit-I

**(9-Hours)**

Definition of Visual literacy - Principles of visual literacy - Introduction to Fine Art: Arts, tools and techniques – Basic Sketching and Drawing skills

### Unit-II

**(9-Hours)**

Defining Visual Art - Elements of Art: Line, Shape, form, pattern, texture, colour, tone, point, image & space - Principles of Art: Contrast, Balance, Proportions, Emphasis, Movement, Harmony, Rhythm, White Space & figure - Ground relationship

### Unit-III

**(9-Hours)**

Psychology of human perception - Types of perspective - Composition (Golden Ratio, Rule of third) - Colour Theory: Colour wheel, Colour combination (Primary, Secondary, Tertiary Colours) - Colour harmony- Colour properties.

### Unit-IV

**(9-Hours)**

Illustration: Meaning and Definition - Techniques of Illustration - Principles of Illustration – Cartooning - Principles of cartooning - Types of cartooning - Role of cartooning - Importance of Visual Aesthetics

### Unit-V

**(9-Hours)**

Art Styles: Realism- Surrealism - Caricature Drawing - Principles of caricature: Exaggeration & minimizing - Calligraphy

### Textbooks

1. Richard Zakia, John Suler, “Perception and Imaging”, Focal Press. Oxford, 2017

**Unit II:** Chapter 2 and 3 (Page No.12-23, 24-32)

**Unit III:** Chapter 7 (Page No. 88- 126)

**Unit I:** Chapter 9 (Page No. 143- 158)

2. Donis A., “Primer of Visual Literacy”, 1st Edition. MIT Press, 1974

**Unit I:** Chapter 2 (Page No.1- 11, 58- 68)

**Unit V:** Chapter 3 (179- 232)



## References

1. Philip Rawson, "Design", Prentice Hall, London, 1987
2. Paul Rand, "Forms and Chaos", Yale University press, 1993
3. Russell N. Baird, "The Graphic Communication", Holt, Rinehart and Winston, Canada, 1987
4. Jerry Palmer & MacDodson, "Design and Aesthetics", Rutledge, London, 1995

## Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course code 21UVC230201	Title of the paper Core Paper - I VISUAL LITERACY									Hours 3	Credits 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	2	2.5	
CO-2	3	3	2	3	3	2	3	1	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	3	3	2	3	1	1	3	2	3	2	2.3	
CO-5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.3	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = Sum of values Total No.of POs & PSOs		Mean Overall Score = Sum of Mean Scores Total No.of COs	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>I</b>	<b>21UVT130401</b>	<b>Allied Paper – I INTRODUCTION TO VISUAL COMMUNICATION</b>	<b>3</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Recall concepts in communication and need for communication	<b>K1</b>
<b>CO-2</b>	Illustrate the Visual communication Trends	<b>K2</b>
<b>CO-3</b>	Identify the Various Communication Models and its influence on the Society	<b>K3</b>
<b>CO-4</b>	Examine the Audiovisual Media intricacies	<b>K4</b>
<b>CO-5</b>	Discover the Recent New Media Trends and importance of Social Media	<b>K4</b>

### Unit -I

**(9-Hours)**

Communication: Definition, meaning, nature and Need for communication- Elements of Communication - Barriers of communication - 7C's of Communication.

### Unit -II

**(9-Hours)**

Types of communication: Interpersonal, Intrapersonal, Group, Mass communication - Mediated Communication - Interactive communication - Digital communication - Forms of communication: Verbal, Non-verbal communication- Kinesics- Facial Expressions - Proxemics - Eye behavior.

### Unit -III

**(9-Hours)**

Aristotle model of communication - SMCR model – Harold D.Lasswell's model - Shannon and Weaver's model - Osgood and Schramm's model – Theodore M. Newcomb's mode – Dance Helical model - Spiral of silence model of communication

### Unit -IV

**(9-Hours)**

Sociological Theories: Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory - Theories of persuasion: Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory - Normative theories.

### Unit -V

**(9-Hours)**

Introduction to semiotics- Ferdinand de Saussure and Peirce model of semiotics - Denotations and connotations- Paradigmatic and Syntagmatic - Codes - Referent Systems - Audience and Interpretation.

## Textbooks

1. V.S Gupta & Vir bala Aggarwal, “Handbook of Journalism and Mass Communication”, Concept Publishing Company, 2002

**Unit I:** Section I (Pages 3-21, 25-41, 50-68, 70-90)

**Unit II:** Section I, IV (Pages 233-243)

**Unit III:** Section VI (Page 411)

**Unit IV:** Section I (Pages 35-49)

2 Keval J. Kumar, “Mass Communication in India” (Fifth Edition), Jaico Publications, 2020

**Unit V:** Section IV, VI (Pages 481,516-585)

## References

1. Morreale, Sherwayn. P, Spitsbergen, Brain. H & Barge’s Kevin, “Human Communication: Motivation, Knowledge & Skills”, Sage publishers, London, 2000.

2. Allan & Barbara Pease, “Body Language”, Manjul Publishing House Pvt. Ltd, Mumbai,2004

3. Hedwig Lewis, “Body Language”, Sage Publications India Pvt. Ltd, New Delhi ,2002.

4. Stephen W. Littlejohn, Karen A. Foss, John G., “Theories of Human Communication: Eleventh Edition”, Waveland Press, 2016

## Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
I	21UVT130401	INTRODUCTION TO VISUAL COMMUNICATION									3	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	3	2	3	2	1	2.5	
CO-2	3	3	1	1	2	3	2	3	2	2	2.2	
CO-3	3	2	1	2	2	3	2	3	1	2	2.1	
CO-4	1	2	3	1	2	3	3	2	1	2	2.0	
CO-5	2	3	1	2	2	2	2	3	3	2	2.2	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs</b> = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		<b>Mean Overall Score</b> = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< <b>1.2</b>	# <b>Low</b>
		≥ <b>1.2</b> and < <b>2.2</b>	# <b>Medium</b>
		≥ <b>2.2</b>	# <b>High</b>

Semester	Course Code	Title of the Course	Hours	Credits
<b>I</b>	<b>21UVT130202</b>	<b>SKILL COMPONENT SOUND ENGINEER</b>	<b>9</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Recall the behavior of sound	<b>K1</b>
<b>CO-2</b>	Illustrate the types of signal and measuring techniques	<b>K2</b>
<b>CO-3</b>	Distinguish the microphone pattern and loudspeaker	<b>K4</b>
<b>CO-4</b>	Make use of mixer and console	<b>K3</b>
<b>CO-5</b>	Classify the analogue and digital recording	<b>K4</b>

### Unit-I

Sound wave creation and Characteristics of sound wave: Creation of sound wave, A vibrating source, Compression, rarefaction, amplitude, frequency, wavelength, phase and phase shift, Phase Interference, harmonics and envelope - Behavior of sound: Reflection, Refraction, Diffraction, Interference, Echoes, Reverberation, diffusion - Tame Echoes and Reverberation - Auditory Perception- Signal Characteristics of Audio Devices.

### Unit- II

Signal – Types of signals - Measuring Instruments: Multimeter, CRO, dB meter - Measuring techniques: amplitude (peak to peak Voltage), RMS Voltage, frequency - Voltage and Current Stabilization – Inverter - Types of Cables and Connectors.

### Unit-III

Principle of Microphone and Microphone Physical Properties - Theory of Operation - Microphone Types - Microphone Accessories - Pop Filter, Stands and booms, Shock mount, cables and connectors, snake, Splitter - Types of Loudspeaker - Mounting and Loading Drive Units - Complete Loudspeaker systems - Setting up Loudspeakers.

### Unit - IV

Mixing console section - Input, output, Processing and Monitoring Section, Channel grouping, VCA grouping (voltage-controlled amplifier grouping), DCA grouping (digital-controlled amplifier grouping) - Typical Mixer Facilities - Equalization - Principal EQ bands, Filters – Automation - Metering systems

### Unit-V

Analog Recording: Magnetic tape - Noise Reduction - Digital Recording - D/A Conversion - Signal Processing: Sampling, Aliasing, Quantization - Codec Formats - Evolution of recording devices.

**References**

1. Francis Rumsey, Tim McCormick, "Sound and Recording: Applications and Theory", CRC Press, 2014.
2. Bruce Bartlett, "Practical Recording Techniques: The Step- by- Step Approach to Professional Audio Recording", Taylor & Francis, 2013.
3. Steve Savage, "The Art of Digital Audio Recording: A Practical Guide for Home and Studio", Oxford University Press, 2011.
4. Lawrence E Kinsler, "Fundamentals of Acoustics", John Wiley & Sons Canada, 2009

Semester	Course Code	Title of the Course	Hours	Credits
<b>I</b>	<b>21UVT130202</b>	<b>SKILL COMPONENT SOUND ENGINEER</b>	<b>9</b>	<b>3</b>

**Course Outcomes:**

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Recall the behavior of sound	<b>K1</b>
<b>CO-2</b>	Illustrate the types of signal and measuring techniques	<b>K2</b>
<b>CO-3</b>	Distinguish the microphone pattern and loudspeaker	<b>K4</b>
<b>CO-4</b>	Make use of mixer and console	<b>K3</b>
<b>CO-5</b>	Classify the analogue and digital recording	<b>K4</b>



## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are Performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:  
Media & Entertainment  
Skills Council

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### Introduction

#### Qualifications Pack- Sound Engineer

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Radio, Animation, Gaming, Advertising

OCCUPATION: Sound Creation

REFERENCE ID: MES/Q3402

ALIGNED TO: NCO-2015/2153.0501

Sound engineer in the Media & Entertainment Industry is also known as a Sound Mixer or Sound Recordist

**Brief Job Description:** Individuals at this job are responsible to record and mix sound sources to create end-products that meet the quality standards and requirements of production.

**Personal Attributes:** This job requires the individual to know how to operate a range of sound equipment and software. The individual must be well-versed with the principles of sound and acoustics. The individual must be able to select sound sources and apply various mixing techniques and treatments to create quality end-products that meet production requirements.





## Job Details

Qualifications Pack Code	MES/Q3402		
Job Role	Sound Engineer <i>This job role is applicable in both national and international scenarios</i>		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	08/11/2014
Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on	26/11/2018
Occupation	Sound Creation	Next review date	20/06/2021
NSQC Clearance on	22/08/2019		

Job Role	Sound Engineer
Role Description	Record or mix sound sources to create required end-products
NSQF level	4
Minimum Educational Qualifications	Class XII, preferably with a background in physical sciences
Maximum Educational Qualifications	Graduation, preferably in Arts/Technology
Prerequisite License or Training	Sound mixing and editing software
Minimum Job Entry Age	18 years
Experience	1-3+ Years of work experience, with experience installing or working with studio equipment
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES/N3405 (Prepare sound equipment)</a> 2. <a href="#">MES/N3407 (Record sound)</a> 3. <a href="#">MES/N3412 (Mix sound)</a> 4. <a href="#">MES/N0104 (Maintain workplace health and safety)</a> Optional: N.A.
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
<b>I</b>	<b>21UVT130203</b>	<b>SKILL COMPONENT PHOTOGRAPHY</b>	<b>9</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Recall the principles of photography	<b>K1</b>
<b>CO-2</b>	Demonstrate the Technicality of Photographing	<b>K2</b>
<b>CO-3</b>	Experiment with Lens, Camera Movements, Angles and Framing	<b>K3</b>
<b>CO-4</b>	Examining the Work place health and safety	<b>K4</b>
<b>CO-5</b>	Make use of Photographs as a medium for effective communication	<b>K4</b>

### Unit-I

Photography - Genres of Photography - Language of Photography - Chemistry of Photography- Different Types of Camera: Digital SLR (Single lens Reflex cameras - DSLR-Compact, Digital cameras - Mirror less interchangeable lens cameras - Image Sensors: CCD, CMOS – Resolution – Light – characteristics of light - Sources of light: Natural and Artificial Lighting- Types of Lighting - Indoor and Outdoor lighting – Three point lighting - Flash light intensity measurements - Lighting equipment's- Gaffer - Gribs

### Unit-II

Framing - Focus - View point - Perspective - Shots - Types of shots - Moods of shots - Shot determination and Framing- Camera Positioning - Camera Angle - Camera Movement - Camera Lens - Types of Camera lenses: Standard lenses, Macro lenses, Telephoto lenses, Wide angle lenses, Prime Lens, Exposure Triangle: Aperture, Shutter speed, ISO – Depth of field – Composition: Subject and Content- Maintenance of Camera and Lens - Filters - Types of filters - Functions and uses of filters.

### Unit-III

Need for Dismantle and packing the equipment - Equipment borrowing - Equipment dispatching- Equipment vendoring - Relationship with equipment vendors/suppliers - identify and report equipment repair - Making location reusable - Documentation- Planning and Timeliness - Problem Solving - Health and safety guidelines.

### Unit-IV

Layout an introduction - concepts of designing: an Introduction - creative elements of production, master layouts - Conceptualizing backgrounds, props designs - Visualization- storyboard - Introduction of Photoshop: Exploring the Menu Bar, Toolbox, Options Bar, Layers, Different Layer Types, Creating Multiple Layers, Working With Layers, Applying Layer Styles,

Fill And Adjustment Layers: Palette - Naming - Creating -Deleting - Viewing - Moving - Exploring Layer Components - Masks - Using Layer Masks - Merging And Flattening Layers

### **Unit-V**

Material in the market - Copyright norms and intellectual property rights - Health and Safety Guidelines - Understanding the Health, Safety and Security risks prevalent in the workplace - Responsibility for health and safety - Identifying and Reporting risks- Organization's norms and policies relating to health and safety - Government norms and policies regarding health and safety and related - Emergency procedures - Limitations dealing with risks/ hazards

### **References**

1. Tom Ang, “Fundamentals of Photography”, Octopus Publisher, 2016.
2. Carl Caylor, “Portraiture Unplugged: Natural Light Photography”, Writer’s Digest Books, China, 2015.
3. Hands Geoffrey, “The Handbook of Digital Photography”, Silver Dale Book, 2004.
4. Jacobs, “Close Up Photography: Writers Digest Book”, Ohio,2001.

Semester	Course Code	Title of the Course	Hours	Credits
<b>I</b>	<b>21UVT130203</b>	<b>SKILL COMPONENT PHOTOGRAPHY</b>	<b>9</b>	<b>3</b>

**Practical's:**

1. Study on photography
2. Study on difference types of camera
3. Study on the working principles of camera
4. Study on 3 point lighting
5. Study of different camera handling techniques
6. Study of Mirror less Technology.
7. Study of Image Sensors
8. Exercise on Exposure Triangle
9. Exercise on Composition
10. Exercise on Framing
11. Exercise on basic Lighting
12. Exercise on View point and Perspective
13. Exercise on Depth of field
14. Maintenance of camera and lens
15. Exercise on Shape, Pattern ,Perspective
16. Exercise on Food ,Flora and Portraits-photography
17. Exercise on Cultural photography
18. Exercise on Street Photography
19. Exercise on Night Landscapes.
20. Exercise on Sports Photography
21. Exercise on Product Photography

Semester	Course Code	Title of the Course	Hours	Credits
<b>II</b>	<b>21UVT210002</b>	<b>Language – I: Tamil – II</b>	<b>2</b>	<b>2</b>

S. No	CO- Statement	Cognitive Level (K- level)
<b>இப்பாடத்தின் நிறைவில் மாணவர்கள்</b>		
<b>CO-1</b>	வானொலியின் பயன்பாடு பற்றிய அடிப்படை அறிவைப் பெறுவர்	K 1
<b>CO-2</b>	தகவல்தொடர்பில்வானொலியின்பங்களிப்பைக் கண்டறிவர்	K 1
<b>CO-3</b>	வானொலி ஒலிபரப்பின் நுட்பங்களைப் புரிந்து கொள்வர்	K 2
<b>CO-4</b>	வானொலி நிகழ்ச்சிகளுக்கான திறன்களை வளர்த்தெடுப்பர்	K 3
<b>CO-5</b>	வானொலியின் வெவ்வேறு நிகழ்ச்சிகளைப்பகுத்தாராயும்திறன் பெறுவர்	K 4

#### அலகு – 1

**(15 மணிநேரம்)**

வானொலி தோற்றமும் வளர்ச்சியும் – பன்னாட்டு ஒலிபரப்பு – செய்திஒலிபரப்பு – கல்வி ஒலிபரப்பு – பேச்சுரைகள் – தேசிய நிகழ்ச்சிகள் – மாநில நிகழ்ச்சிகள் – வானொலியின் கொள்கைகள் – வானொலி இன்று

#### அலகு – 2

**(15 மணிநேரம்)**

அலுவலக அமைப்புமுறை – நிலையத்தில் பணியாற்றும் முறைகள் – நிகழ்ச்சி ஒருங்கிணைப்பு – நிகழ்ச்சியைத் திட்டமிடுதல் – நிகழ்ச்சியைப் பதிவுசெய்தல் – நிலைய நிகழ்ச்சிகளை உருவாக்குதல் – நேரம் ஒருங்கிணைப்பு.

#### பாடநூல் :

1. இராசா, கி., மக்கள் தகவல் தொடர்பியல் அறிமுகம், பாவை பப்ளிகேசன்ஸ், இராயப்பேட்டை, சென்னை, இரண்டாம்பதிப்பு, 2006.

#### பார்வைநூல் :

எழிலழகன், எஸ்.பி., செய்திஉலகம், நியுசெஞ்சுரிபுக்ஹவுஸ், சென்னை, முதல்பதிப்பு, 2016.

Semester	Course Code	Title of the Course	Hours	Credits
<b>II</b>	<b>21UVT220102</b>	<b>Core Paper – I LANGUAGE – II ENGLISH –II</b>	<b>2</b>	<b>2</b>

### Course Outcomes:

At the end of the course, Students will be able to

S. No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Understand the nuances of Radio and its uses newspaper language and its style	<b>K2</b>
<b>CO-2</b>	Gain knowledge on basic Tenses	<b>K1</b>
<b>CO-3</b>	Identify the employability in Radio medium	<b>K3</b>

### Unit-I

1. Present perfect continuous.
2. Past perfect continuous.
3. Future perfect continuous.

### Unit- II

4. Introduction to Radio.
5. Techniques of writing for the Broadcast media.

### Unit-III

6. Use of language debriefing.
7. Radio presenter and writing for Radio programmers.
8. Advertising in Radio.

### Unit-IV

9. Usage of will and would.
10. Usage of shall and should.
11. Usage of may and might.

### Unit-V

12. Radio Talk shows and Radio Reviews.
13. Origination of FM Radio.

### Text Book

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Gilmurray, Bob(2010) The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing.

### References

1. Latha Nair(2014) English for The Media, Delhi: Foundation Books.
2. Stracynski J. Michall (2006) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.

3. David Keith Cohler,(2000) Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Abbot and Richard Lee Rider(1957) Handbook of Broadcasting. California, McGraw-Hill.

Semester	Course Code	Title of the Paper									Hour	Credit
<b>II</b>	<b>21UVT220102</b>	<b>Language – II: ENGLISH-II</b>									<b>2</b>	<b>2</b>
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					<b>Mean Scores of COs</b>	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	2	1	3	3	2	2	3	2.2	
<b>CO-2</b>	2	3	2	1	2	3	3	2	2	3	2.3	
<b>CO-3</b>	1	2	3	2	3	2	3	2	3	2	2.3	
<b>CO-4</b>	1	2	2	3	1	2	3	2	2	3	2.1	
<b>CO-5</b>	1	2	2	2	3	1	3	2	2	3	2.1	
<b>Mean Overall Score</b>											2.2	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs =</b> $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		<b>Mean Overall Score =</b> $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>II</b>	<b>21UVT230204</b>	<b>CORE PAPER – II COMMUNICATION MEDIA SCENARIO</b>	<b>2</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Gain knowledge on the evolution of print media	<b>K1</b>
<b>CO-2</b>	Comprehend the development of radio in India	<b>K2</b>
<b>CO-3</b>	Acquire knowledge on audio visual medium	<b>K1</b>
<b>CO-4</b>	Analyze the recent developments in film media	<b>K4</b>
<b>CO-5</b>	Compare the issues and developments in new media	<b>K4</b>

### Unit-I

**(9-Hours)**

Print Medium: History and growth of Indian Journalism - Types of newspapers and magazines: general and specialized – Press Commissions - Media Organisations - Journalistic Codes of Ethics.

### Unit-II

**(9-Hours)**

Development of Radio – International, National and Regional - Radio as a medium of mass communication - New Developments: Community and Campus Radio - Digital Audio broadcasting - FM broadcasting — Ethics of Broadcasting.

### Unit-III

**(9-Hours)**

Development of Television - International, National and Regional – LPG concept in Television – Television Genres - SITE Programme - Prasar Bharati Act - Broadcasting Regulations - Ethics of Telecasting

### Unit-IV

**(9-Hours)**

Motion pictures – Historical background – The growth of Indian cinema - New developments in film production – Documentary films - Film Division – CBFC - Ethics of cinema.

### Unit-V

**(9-Hours)**

New Media: Information Technologies: Development in India - The Information Revolution – Information super high way – The internet in India - Issues and challenges - Mobile Telephony- Cyber Laws.

### Textbooks

1. Keval J. Kumar. “Mass Communication in India”, Fourth Edition, Oxford Press, New Delhi, 2016.

**Unit I:** Chapter 2 (Pages: 49- 447)

**Unit II:** Chapter 2 (Pages: 251- 293)

**Unit III:** Chapter 2 (Pages: 294- 360)

**Unit IV and V:** Chapter 2 (Pages: 166- 250), Chapter 4 (Pages: 557- 594)

2. VirBala Aggarwal and V. S. Gupta. “Handbook of Journalism and Mass Communication”, Concept Publishing Company, New Delhi, 2002.

**Unit I:** Chapter 2 (Pages: 91- 178)

**Unit II:** Chapter 3 (Pages: 179- 232)



## References

- 1.B.Adler Ronald, Rodman George, “Understanding Human Communication”, Oxford University Press, 2006.
2. Wood, Julia. “Communication mosaics: An Introduction to the Field of Communication” (3rd ed.). Belmont, CA: Thomson/Wadsworth, 2004.
3. Berko,M.Roy and Wolvin, Andrew, “Communicating--a social and career focus”, 9<sup>th</sup> Edition, Houghton Mifflin College. USA, 2004.
4. Stephen W. Littlejohn, Karen A. Foss, John G. Oetzel, “Theories of Human Communication: Eleventh Edition”, Waveland Press, 2016

### Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course code <b>21UVT230204</b>	Title of the paper <b>CORE PAPER – II COMMUNICATION MEDIA SCENARIO</b>									Hours 3	Credits 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	3	2	3	3	3	2	1	3	2	2.5	
<b>CO-2</b>	3	3	2	2	3	3	2	3	3	2	2.6	
<b>CO-3</b>	3	3	2	2	3	3	2	3	3	2	2.6	
<b>CO-4</b>	3	3	3	2	3	3	3	2	3	2	2.7	
<b>CO-5</b>	3	3	3	3	3	3	2	3	3	2	2.8	
<b>Mean Overall Score</b>											<b>2.6</b>	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result		Mean Overall Score	< 1.2
			# Low
			≥ 1.2 and < 2.2
			# Medium
			≥ 2.2
			# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>II</b>	<b>21UVT230402</b>	<b>Allied Paper - II BASICS OF ADVERTISING</b>	<b>3</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Understand the fundamentals and scope of advertising	<b>K2</b>
<b>CO-2</b>	Gain knowledge on the product life cycle and brand positioning	<b>K1</b>
<b>CO-3</b>	Apply creativity in formulating an effective Ad Copy	<b>K3</b>
<b>CO-4</b>	Analyze the importance of media planning and strategies	<b>K4</b>
<b>CO-5</b>	Identify the parameters and processes of the Ad campaign	<b>K3</b>

### Unit-I

**(9-Hours)**

Introduction to Advertising – Definition, need and scope of advertising- Functions of advertising- The AIDA process- Types of advertising- Advertising agency - Classification of advertising agency- Structure and functioning of an Ad agency.

### Unit-II

**(9-Hours)**

Product - The lifecycle of a product- Target Audience- Audience analysis - Market segmentation- Types of Segmentation- Brand- Brand Positioning- Types of Brands- Appeal- Types of Appeal.

### Unit-III

**(9-Hours)**

Creative perspectives of advertising - Copy writing- Types of copy- Elements of copy- Headlines - Classifications of headlines - Illustrations - Slogan - Layout - Types of layout - Process Involved in preparing a Layout.

### Unit-IV

**(9-Hours)**

Media Planning - Media Objectives - How to reach Target Audience - Message Distribution - Reach- Frequency- Message weight- Media Strategy – Media Scheduling - Media Mix - Advertising Standard council of India and Advertising Ethics.

### Unit-V

**(9-Hours)**

Digital Advertising- Evolution of online advertising - Types of online advertising - Digital platforms - Advertising campaign – Steps involved in Advertising campaign planning process.

### Textbooks

1. S. A. Chunawalla, “Foundations of Advertising Revised: (Theory and Practice)”, Himalayan Books, New Delhi, 2010.

**Unit I:** Chapter 2 (Pages: 1- 11, 58- 68)

**Unit II:** Chapter 2 and 3 (Pages: 12-23, 24-32)

**Unit III:** Chapter 7 (Pages: 88- 126)

**Unit IV and V:** Chapter 9 (Pages: 143- 158), Chapter 15 (Pages. 256- 260)

2. David Ogilvy, “Fundamentals of Advertising”, Otto Kleppner & Prentice Hall, New Jersey, Vintage; 1st Vintage Books edition, 2007.

**Unit III:** Chapter 2 (Pages: 88- 126)

## References

1. Winston Fletcher, "Advertising: A Very Short Introduction", Second Edition, Oxford University Press, 2013.
2. Thomas Russell, J. Ronald Lane, W. Kleppner's, "Advertising procedure", Prentice Hall International, Inc., 2002
3. Evans Judith, Cullen and Dangle, "Challenging the Big Brands", Rockport Publisher, 2004.
4. Murthy, "Advertising", Excel Books India, 2009

### Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
<b>II</b>	<b>21UVT230402</b>	<b>Allied Paper - II</b> <b>BASICS OF ADVERTISING</b>									<b>3</b>	
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	3	2	3	3	3	2	2	1	2	2.5	
<b>CO-2</b>	3	3	2	2	3	2	2	3	1	2	2.3	
<b>CO-3</b>	3	3	2	2	3	3	3	3	3	2	2.7	
<b>CO-4</b>	3	3	3	2	3	2	3	3	3	2	2.7	
<b>CO-5</b>	3	3	3	3	3	3	2	2	3	2	2.7	
<b>Mean Overall Score</b>											<b>2.6</b>	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs =</b> $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		<b>Mean Overall Score =</b> $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>II</b>	<b>21UVT230205</b>	<b>SKILL COMPONENT SOUND DESIGNER</b>	<b>9</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Find the basic requirements of sound designing	<b>K1</b>
<b>CO-2</b>	Classify digital and analogue recording	<b>K2</b>
<b>CO-3</b>	Experiment with the acoustic studio and organize filters	<b>K3</b>
<b>CO-4</b>	Distinguish DAW and studio equipment's	<b>K4</b>
<b>CO-5</b>	Examine the mixing techniques and playback system	<b>K4</b>

### Unit-I

Architectural plan of room - Specification - Analyzing acoustic level of room – Hydrography (echo sounding) - Echo Cancellation techniques - Selection: microphones, amplifiers, speakers – Positioning the speakers - Sound System Installation – Electrification: Power stabilization, Earthing, Cooling - Multi Amplifier System Arrangement - Safety and precautions.

### Unit-II

Digital Recording - Differences between analog and Digital Recording - The clock - Digital audio signal formats: Dither, Jitter, Digital Transfers and copies - Track Digital Recorders: Multitrack Digital Recorders, Backup, Basic Operations, Audio Interface, DSP Card, Analog summing Amplifier, Recording Software, Optimizing computer for Multitrack Recording, Audio for video - Sound meets the computer Signal Processing - Introduction to DAW: Signal flow, I/O routing, troubleshooting, Understanding virtual tracks, Inserts/Plug-ins, Send and Return, Auto-switching

### Unit-III

Recording rooms and Control Rooms - Isolation, Room ambience, Control room acoustics, Studio monitors, Microphones and Mic Placement, Mixing boards and Control Surface - 2.2 FX - EQ: General Information - Filters: HPF, LPF, BPF, BELL, and Shelving Filter- Dynamics: Compressor, Limiter, Gate, Expander-3 Delay, Reverb -beyond traditional DSP

### Unit-IV

Basic terms in DAW: Activate or Enable, Deactivate or Disable, Delay Compensation, Edit List, Project/ Session - Types of Sessions: Master Sessions (MST), Slave Sessions (SLV), Render, Segment, Timeline Marker, and Source-MIDI Studio Equipment and Recording procedures- MIDI-Studio Components, Recording Music made by Soft Synths, recording a hardware Synth,

“NO SOUND” MIDI troubleshooting, recording with a keyboard Workstation, Recording with a drum Machine and Synth, Loop-Based Recording.



### **Unit-V**

Mixing Requirements: Mixing and remixing - The Mixing environment: The room and playback system, Relating to Composing, arranging, and performing - Mixing tools: mixing in and out of the box - Processing gear (Plug-ins) – Tracks - Grouping and routing: Submixes, subgroups, Master Fader - Building a Mix - Mixing: Creating ambience and dimension, Using delays in Mixing, Using reverbs in Mixing, Panning reverb returns, Advanced techniques with delays and reverbs.

### **References**

1. Glen Ballou, “Handbook for Sound Engineers”, Fourth edition, Taylor & Francis, 2013
2. Mike senior, “Mixing secrets for the small studio”, Routledge Press, 2018.
3. Bruce Bartlett, “Practical Recording Techniques: The Step- by- Step Approach to Professional Audio Recording”, Taylor & Francis, 2013.
4. Steve Savage, “The Art of Digital Audio Recording: A Practical Guide for Home and Studio”, Oxford University Press, 2011.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVT230205	<b>SKILL COMPONENT SOUND DESIGNER</b>	<b>9</b>	<b>3</b>






**QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY**

**What are Occupational Standards(OS)?**

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
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**Contents**

1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units..... P.2
4. Glossary of Key Terms .....P.3
5. Annexure: Nomenclature for QP & OS P.5

**Introduction**

**Qualifications Pack-Sound designer**

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television, Radio, Animation, Gaming, Advertising

**OCCUPATION:** Sound designer

**REFERENCE ID:** MES/ Q 3401

**ALIGNED TO:** NCO-2004/Nil

**Sound designer in the Media & Entertainment Industry is also known as a Sound supervisor or Creative Sound Director**

**Brief Job Description:** Individuals at this job design the sound concept for a production and select the studios/equipment for recordings.

**Personal Attributes:** This job requires the individual to think creatively and develop a range of sound concepts. The individual must have a good understanding of the various music forms and styles prevalent in the industry. The individual must be aware of the language and principles of sound, acoustics and psychoacoustics. The individual must be able to interpret sound requirements and select the equipment/ studios required for production.

Job Details	Qualifications Pack Code	MES/ Q 3401	
	Job Role	Sound designer This job role is applicable in both national and international scenarios	
	Credits(NSQF)	TBD	Version number 1.0
	Sector	Media and Entertainment	Drafted on 10/11/14
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on 21/11/14
	Occupation	Sound Effects / Audio Engineers & Technicians	Next review date 20/11/16

Job Role	Sound designer
Role Description	Create appropriate sound concepts for various productions and select sound studios/equipment
NSQF level	5
Minimum Educational Qualifications	Class XII with a background in physical sciences,
Maximum Educational Qualifications	Graduation, preferably in electronics
Training (Suggested but not mandatory)	Training in Sound Recording & Engineering. Additional technical knowledge of film making preferable
Experience	4+ Years of work experience, with experience as an apprentice in a mixing studio
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 3401 (Conceptualise sound concepts)</a> 2. <a href="#">MES / N 3402 (Select sound equipment)</a> 3. <a href="#">MES / N 3403 (Select sound studios for recording)</a> 4. <a href="#">MES / N 3409 (Maintain workplace health and safety)</a> Optional: N.A
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
<b>II</b>	<b>21UVT230206</b>	<b>SKILL COMPONENT IMAGE EDITING AND MANIPULATION</b>	<b>9</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Label the need for Image Manipulation	<b>K1</b>
<b>CO-2</b>	Illustrate the Tools of Photoshop	<b>K2</b>
<b>CO-3</b>	Apply the Image Special Effects	<b>K3</b>
<b>CO-4</b>	Distinguish Masking and classify the Filters in Photoshop	<b>K4</b>
<b>CO-5</b>	Construct Album Designing and examine Various Designing concepts	<b>K4</b>

### Unit –I

Introduction of photoshop - Exploring the Menu Bar- Toolbox- Options Bar-usage of Marquee Tools - Exploring the Lasso Tools - Creating Selections Using the Magic Wand - Using Color Range to Create Selections - Creating Selections Using Extractions - Transforming a Selection - Copying Pasting and Moving a Selection

### Unit –II

Layers - different layer types-Creating multiple layers - Working with Layers - Applying Layer Styles - Fill and Adjustment Layers: palette – naming – creating - deleting – viewing – moving - Exploring Layer Components – Masks - Using Layer Masks - Merging and Flattening Layers

### Unit –III

Cropping images and manipulation - Using various stencils and template designs -Working with textures and importing - Correcting your photos to remove red eyes, blemishes, ageing etc - Blur and sharpen - Creation of various collages - Working with text and custom fonts - Creating vector

### Unit –IV

Induction- Summary- Instruction - Reformation of images - Creating graphics and simulations- Design and painting in Photoshop - Processing computer graphic integration - Making special effects: collages, editing of warm and cool colours -

### Unit –V

Designing of advertisements, posters, business cards, Greeting cards, Brochure designing, wedding card designing - Book layout-magazine layout - Newspaper layout - Calendars designing - Building a booklet



**References**

1. Alan and Isabella Livingston, "Graphic Design and Designers New Edition", Thames & Hudson world of art, Singapore, 2003
2. Bride M. Whelan, "Color Harmony 2: Guide to Creative Color Combinations", U.S.A , Rock fort Publishers, 1998
3. David E. Carter, "The Little Book of Logo Recipes, successful designs and how to create them", Harper Collin Publishers, New York, 2004
4. Stephen House, "Photoshop CS", LP Editorial Board, Lawpt, Blue Line Printing Industries, Kolkata, 2004

Semester	Course Code	Title of the Course	Hours	Credits
<b>II</b>	<b>21UVT230206</b>	<b>SKILL COMPONENT IMAGE EDITING AND MANIPULATION</b>	<b>9</b>	<b>3</b>

### **PRACTICALS**

1. Cropping and slicing the image
2. Image color changes
3. Colour adjustments in background
4. Formation of layer in given image
5. Cropping and slicing the given image
6. Blur - sharper settings in image
7. Logo Designing
8. Designing of posters
9. Designing Visiting cards
10. Designing Greeting cards
11. Brochure designing
12. Designing wedding cards
13. Dangler Designing
14. Designing Book layout
15. Magazine layout
16. Newspaper Front page layout
17. Designing calendars
18. Wrapper Designing
19. Designing various photo album template
20. Web page designing

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVT310003	Language – I: Tamil – III	2	2

S.No.	CO- Statement	Cognitive Level (K- level)
<b>இப்பாடத்தின் நிறைவில் மாணவர்கள்</b>		
CO-1	தொலைக்காட்சியின் பயன்பாடு பற்றிய அடிப்படை அறிவைப்பெறுவர்	K 1
CO-2	தகவல்தொடர்பில் தொலைக்காட்சியின் பங்களிப்பைக் கண்டறிவர்	K 1
CO-3	தொலைக்காட்சி ஒளிபரப்பின் நுட்பங்களைப் புரிந்துகொள்வர்	K 2
CO-4	தொலைக்காட்சி நிகழ்ச்சிகளுக்கான திறன்களை வளர்த்தெடுப்பர்	K 3
CO-5	தொலைக்காட்சியின் வெவ்வேறு நிகழ்ச்சிகளைப் பகுத்தாராயும் திறன் பெறுவர்	K 4

அலகு – 1

(15 மணிநேரம்)

தொலைக்காட்சி: தோற்றமும் வளர்ச்சியும் - தொலைக்காட்சி, வானொலி வேறுபாடுகள் - தொலைக்காட்சி நிகழ்ச்சி உருவாக்கம் - நிகழ்ச்சிக்கான களம் தேர்ந்தெடுத்தல் - நேரம் திட்டமிடுதல் - நிகழ்ச்சித் தொகுப்பாளர்க்கான தகுதிகள் - பொறுப்புகள் - செய்திவாசிப்பு - பொதுஅறிவு நிகழ்ச்சி - அரசு செயல்பாடுகளை அறிவித்தல்.

அலகு – 2

(15 மணிநேரம்)

தொலைக்காட்சி அலுவலக அமைப்பு முறைகள் - ஒப்பனையின் இன்றியமையாமை - உடல்மொழியின் முக்கியத்துவம் - ஆடை அலங்கார நெறிமுறைகள் - விழிப்புணர்வுக் கருத்துக்களைப் பரப்புதல் - நிகழ்ச்சிகளை வகைப்படுத்துதல்.

**பாடநூல் :**

1. இராசா, கி., மக்கள் தகவல் தொடர்பியல் அறிமுகம், பாவை பப்ளிகேசன்ஸ், இராயப்பேட்டை, சென்னை, இரண்டாம்பதிப்பு, 2006.
2. பவாசமத்துவன், தொலைக்காட்சி உலகம், புதுயுகம் செய்முறை செம்மையாக்கம், சென்னை - 5. முதற்பதிப்பு, 2007.

**பார்வைநூல் :**

1. எழிலழகன், எஸ்.பி., செய்திஉலகம், நியுசெஞ்சுரிபுக்ஹவுஸ், சென்னை, முதல்பதிப்பு, 2016.

Semester	Course Code	Title of the Course	Hours	Credits
<b>III</b>	<b>21UVT320103</b>	<b>Core Paper – I LANGUAGE – II ENGLISH –III</b>	<b>2</b>	<b>2</b>

### Course Outcomes:

At the end of the course, Students will be able to

S. No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	To introduce Modal Verbs and their uses to students.	<b>K1</b>
<b>CO-2</b>	Understand the nuances of television shows	<b>K2</b>
<b>CO-3</b>	Identify the employability to work in the field of television.	<b>K3</b>

### Assurance of Learning:

- To help students acquire the nuances of Television and its uses.
- To introduce Modal Verbs and their uses to students.
- To widen the scope of students' employability

### Unit-I

1. Usage of can and cannot.
2. Usage of could and could not.
3. Usage of able to.
4. Usage of can you and could you.

### Unit-II

5. Introduction to Television.
6. Television in India.
7. Various television shows.

### Unit-III

8. Advertising in Television.
9. Interview techniques in Television
10. News reading in Television.

### Unit-IV

11. Usage of must and must not.
12. Usage of have to.
13. Usage of need and need not.

### Unit-V

14. V.Js. in Television shows.
15. The role of News Channels.
16. Television as an entertainer.

### BOOKS FOR STUDY

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Yorke, Ivor(1989) Television Journalism. Manchester: Focal press.

### BOOKS FOR REFERENCES

1. Srivastava, K.M. (1987) Radio and Television, Sterling Publishers New Delhi.
2. Stracynski J. Michall,(2004) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.

3. David Keith Cohler, (2004) Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Riber, John (2005) Writing and Producing for Television and Film, Sage Publications New Delhi.

Semester	Course Code	Title of the Paper									Hour	Credit
<b>III</b>	<b>21UVT320103</b>	<b>Language – II: ENGLISH-III</b>									<b>2</b>	<b>2</b>
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					<b>Mean Scores of COs</b>	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	2	1	3	3	2	2	3	2.2	
<b>CO-2</b>	2	3	2	1	2	3	3	2	2	3	2.3	
<b>CO-3</b>	1	2	3	2	3	2	3	2	3	2	2.3	
<b>CO-4</b>	1	2	2	3	1	2	3	2	2	3	2.1	
<b>CO-5</b>	1	2	2	2	3	1	3	2	2	3	2.1	
<b>Mean Overall Score</b>											2.2	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs =</b> $\frac{\text{Sum of values}}{\text{Total No. of POs \& PSOs}}$		<b>Mean Overall Score =</b> $\frac{\text{Sum of Mean Scores}}{\text{Total No. of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>III</b>	<b>21UVT330207</b>	<b>Core Paper- III FILM STUDIES</b>	<b>3</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Recall the various Early Cinema's and its Styles	<b>K1</b>
<b>CO-2</b>	Classify the Film Making Process	<b>K2</b>
<b>CO-3</b>	Organize Mise – en - Scene	<b>K3</b>
<b>CO-4</b>	Categorize the Genres of Film	<b>K4</b>
<b>CO-5</b>	Distinguish the Great Auteurs both the international & Regional Cinema	<b>K4</b>

### Unit-I

**(9-Hours)**

Early Cinema (1893-1903) - Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - The Classical Hollywood Cinema after the coming of sound - Italian neo-realism (1942-1951) - The French New wave (1959-1964) - Indian Cinema

### Unit-II

**(9-Hours)**

Planning, Pre-production: Concept, Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition

### Unit-III

**(9-Hours)**

Mise-en-scene : Aspects of Mise-en-scene, Functions of Mise-en-scene : space and time, narrative - Cinematographer properties: Focus, Framing, Shot - Types of Shots Scene – Sequence - Camera Movement - Camera Angles.

### Unit-IV

**(9-Hours)**

Film Genres: Basic Genres conventions and their variations, Documentary genres – Film an Experience, Entertainment Commodity - Film and cultural identity: Criticism and Film Review Writing.

### Unit-V

**(9-Hours)**

Study of Great Indian and International filmmakers like : D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendary Tamil Directors: S.P. Muthuraman, Sridhar, Balachander, Balumahendra, Bharathiraja, and others.

### Textbooks

1. Barb Karg, Rick Sutherland, & Jim Van Over, “The Everything Filmmaking Book – From Script to Premiere pro Complete Guide”, Simon & Schuster, Inc, 2007

**Unit I: Chapter 1 (Pages: 26- 31)**

**Unit II: Chapter 1 (Pages: 36 - 45), Chapter 8 (Pages: 118)**

**Unit III: Chapter 9 (Pages: 128)**

**Unit IV: Chapter 2 ( Pages: 48- 52)**

**Unit V: Chapter 19 (Pages: 145), Chapter 20 (Pages: 165),**

2. Walter Murch, “In The Blink of an Eye: A Perspective on Film Editing”, Silman-James Press, 2001

**Unit II: Chapter 2 (Page: 16), Chapter 3 (Page: 25), Chapter 5 (Page: 57)**

**Unit III:** Chapter 6 (Page: 65), Chapter 7 (Page: 71)

**Unit IV:** Chapter 2 (Page: 11)

### References

1. Bordwell David, Thompson Kristin, "Film Art an Introduction", Mc Gram Hill, 1997
2. Hayward Susan, "Key Concept in Cinema Studies", Routledge, London, 2002
3. Jones Chris, Jolliffe Genevieve, "The Guerilla Film Makers Handbook", Continuum Wellington House, London, 2000
4. Wasko Janet, "How Hollywood Works", Sage Publication, London, 2003

### Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester <b>III</b>	Course Code <b>21UVT330207</b>	Title of the Paper <b>Core Paper- III FILM STUDIES</b>									Hours <b>3</b>	Credit <b>3</b>
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	2	2	1	2	1	3	2	1	3	2	1.9	
<b>CO-2</b>	3	3	3	3	2	3	3	3	2	3	2.8	
<b>CO-3</b>	2	3	2	3	1	3	3	3	2	3	2.5	
<b>CO-4</b>	2	3	2	3	1	2	3	2	1	3	2.0	
<b>CO-5</b>	3	1	2	2	1	2	3	3	2	3	2.2	
<b>Mean Overall Score</b>											<b>2.3</b>	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>III</b>	<b>21UVT330403</b>	<b>ALLIED PAPER – III GRAPHIC DESIGN</b>	<b>3</b>	<b>3</b>

### Course Outcomes:

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K-level)
<b>CO-1</b>	Label the Visual Aesthetics and its application	<b>K1</b>
<b>CO-2</b>	Illustrate the Principles of Design	<b>K2</b>
<b>CO-3</b>	Organize Typography and Type faces	<b>K3</b>
<b>CO-4</b>	Examine the Colours and Layout	<b>K4</b>
<b>CO-5</b>	Distinguish the Dimensions and Styles	<b>K4</b>

### Unit-I

**(9-Hours)**

Components of graphic communication - Functions of Graphic communication – Principles - Defining Visual Art – Creative Thinking - Importance of Creativity in Designing

### Unit-II

**(9-Hours)**

Elements of Design: Line – Shape – Direction – Size – Texture – Colour – Value - Concepts of Layouts: Hierarchy - Centre of visual Impact – Organization - Contrast and Colour - Basic Approaches in Designing

### Unit-III

**(9-Hours)**

Typefaces - Type Families - Typography Structures - Design and Functions - Design Style - Functions of Type Composition – Readability - Legibility - Copy Writing : Head Copy and Body Copy.

### Unit-I:

**(9-Hours)**

Colour Wheel - Colour Theory - Our Responses to Colour - Hypothetical color - Process Colours - Colour Psychology - Fundamentals of Composition: Leading Lines, Scale, Hierarchy, Balance, White Space, Contrast & Rule of third - Study of Alignment: Text Alignment & Image Alignment - Layout – Types of Layout.

### Unit-V

**(9-Hours)**

Graphic Design Styles: Two Dimensional, Three Dimensional - Iconic - Minimalistic Design – Flat - Typographic - Retro-Conceptual & Isometric Style.

### Textbooks

1. Daniel Aman, “Creative Thinking 101: How to Improve Your Creative Problem Solving Skills” (Kindle Edition), 2015

**Unit I:** Chapter 1 (Page: 4), Chapter 5 (Page: 9)

**Unit V:** Chapter 1 (Page: 14 – 34), Chapter 2 (Pages: 42 – 64)

Chapter 10 (Page: 14), Chapter 13 (Page: 17)

2. Ilene Strizver, “Type Rules, Enhanced Edition: The Designer's Guide to Professional Typography”, Wiley Publisher, 2014

**Unit II:** Chapter 2 (Pages: 24- 38), Chapter 3 (Page: 49), Chapter 5 (Page: 98)

**Unit III:** Chapter 9 (Pages: 235- 241)



**Unit IV: Chapter 6 (Page: 134), Chapter 7 (Page: 184) &  
Chapter 8 (Page: 218)**

**References**

1. Mordy Golding, “Real World Adobe Illustrator CS4”, Peachpit Press, 2008
2. Gavin Ambrose, Paul Harris, “The Fundamentals of Graphic Design”, Ava publication, 2008.
3. Harvey R. Levarson, “Art and Copy Preparation”, Graphic Art Technical Foundation, USA, 1981
4. Bride M. Whelan, “Color Harmony 2: Guide to Creative Color Combinations”, Rockfort Publishers, 1991

**Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes**

Semester III	Course Code 21UVT330403	Title of the Paper <b>ALLIED PAPER – III GRAPHIC DESIGN</b>									Hours 3	Credits 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	3	3	3	1	3	3	1	2	3	2.4	
<b>CO-2</b>	2	3	2	3	1	2	3	2	1	3	2.1	
<b>CO-3</b>	3	2	2	3	1	3	3	1	1	3	2.2	
<b>CO-4</b>	3	3	3	3	1	3	3	3	1	2	2.5	
<b>CO-5</b>	2	3	2	3	1	3	3	1	1	3	2.2	
<b>Mean Overall Score</b>											<b>2.3</b>	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

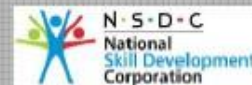
<b>Mean Scores of COs =</b> $\frac{\text{Sum of values}}{\text{Total No. of POs \& PSOs}}$		<b>Mean Overall Score =</b> $\frac{\text{Sum of Mean Scores}}{\text{Total No. of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>III &amp; IV</b>	<b>@</b>	<b>SKILL COMPONENT CAMERA OPERATOR</b>	<b>9</b>	<b>3</b>

**Course Outcomes:**

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Apply the techniques in Photography and Videography Industry	<b>K1</b>
<b>CO-2</b>	Explain the basics of Videography skills	<b>K2</b>
<b>CO-3</b>	Apply the fundamental concepts of Documentary Film Making.	<b>K3</b>
<b>CO-4</b>	Analyze an in-depth knowledge about the exposure, depth-of-field and composition.	<b>K4</b>
<b>CO-5</b>	Discover the significant knowledge about the internal elements and various functions of different types of camera.	<b>K4</b>



## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council

E-mail:  
meso@ficci.com



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1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units.....P.2
4. Glossary of Key Terms .....P.3
5. Annexure: Nomenclature for QP & OS... P.6

### Introduction

#### Qualifications Pack-Camera Operator

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television

**OCCUPATION:** Camera

**REFERENCE ID:** MES/ Q 0602

**Camera Operator in the Media & Entertainment Industry supports the head of the camera department**

**Brief Job Description:** Individuals at this job need to operate the camera during shoots in accordance to instructions provided by the Director of Photography (DoP). They also need to coordinate efforts of the camera crew during shoots.

**Personal Attributes:** The individual must be creative and have a good understanding of composition, perspective and movement. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively.



Job Details	Qualifications Pack Code	MES/ Q 0602		
	Job Role	Camera Operator		
	This job role is applicable in both national and international scenarios			
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
	Sector	Media and Entertainment	Drafted on	25/04/13
	Sub-sector	Film, Television, Animation	Last reviewed on	Dd/mm/yy
	Occupation	Camera	Next review date	Dd/mm/yy

Job Role	Camera Operator
Role Description	Operating the camera and coordinate efforts of the camera crew during shoots
NVEQF/NVQF level	
Minimum Educational Qualifications	
Maximum Educational Qualifications	
Training (Suggested but not mandatory)	
Experience	6-8 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 0606 (Prepare for Shoot)</a> 2. <a href="#">MES / N 0607 (Operate Camera during Shoot)</a>
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
<b>III &amp; IV</b>	<b>@</b>	<b>SKILL COMPONENT SCRIPT WRITER</b>	<b>9</b>	<b>3</b>

**Course Outcomes:**

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Relate the knowledge of the techniques used in narrative writing for the stage and screen.	<b>K2</b>
<b>CO-2</b>	Communicate ideas clearly in scripts.	<b>K1</b>
<b>CO-3</b>	Develop story, characters and dialogue for scripts	<b>K3</b>
<b>CO-4</b>	Develop an original subject and the ability to illuminate it from multiple points of view.	<b>K4</b>
<b>CO-5</b>	Collaborate with peers by creating theatrical and cinematic works	<b>K6</b>

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
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5. Nomenclature for QP & NOS.....	P.23
6. Criteria For Assessment of Trainees..	P.25

### Introduction

#### Qualifications Pack-Script-writer

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television, Animation, Gaming, Advertising

**OCCUPATION:** Screen / Script writing

**REFERENCE ID:** MES/ Q 3002

**ALIGNED TO:** NCO 2015- 2641.0601

**Script-writer in the Media & Entertainment Industry is also known as a Screen-writer / Story-writer**

**Brief Job Description:** Individuals at this job need to write full length scripts that are production-ready. Note: In the Indian film industry, the script is often constructed as a sum of 3 elements: Story, Screenplay and Dialogue and 3 different individuals usually write these. However, ideally the entire script should be written by 1 writer (or at least the screenplay and dialogue)

**Personal Attributes:** This job requires the individual to be a storyteller with a developed sense of dramaturgy including the ability to conceptualise the plot, structure it into a narrative with multi-dimensional, empathetic and credible characters. The individual must be well-versed with script-writing elements, principles, norms, guidelines and techniques to be able to develop a full-length script that is production ready. A sense of the Indian story-telling ethos is desirable.

Job Details	Qualifications Pack Code	MES/ Q 3002		
	Job Role	Script-writer This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	13/10/14
	Sub-sector	Film, Television, Animation, Gaming, Advertising	Last reviewed on	20/03/18
	Occupation	Screen/Script writing	Next review date	20/03/20
	NSQC Clearance on	28/09/2015		

Job Role	Script-writer
Role Description	Write full-length scripts for productions
NSQF level	6
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post Graduate in Creative Writing / Literature
Training (Suggested but not mandatory)	Course in Script-writing/Creative-writing (While formal training helps, it is not essential as it is possible to learn the craft of scriptwriting on one's own)
Minimum Job Entry Age	18 years
Experience	4-6 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 3001 (Understand and detail the concept)</a> 2. <a href="#">MES / N 3002 (Undertake research for scripts)</a> 3. <a href="#">MES / N 3003 (Develop a full length script)</a> 4. <a href="#">MES / N 0104 (Maintain workplace health and safety)</a>  Optional: N.A.
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVT410004	Language – I: Tamil – IV	2	2

S.No	CO- Statement	Cognitive Level (K- level)
<b>இப்பாடத்தின் நிறைவில் மாணவர்கள்</b>		
CO-1	விளம்பரங்கள் பற்றிய அடிப்படை அறிவைப்பெறுவர்	K 1
CO-2	தகவல் தொடர்புச்சாதனங்களில் விளம்பரங்களின் பங்களிப்பைக் கண்டறிவர்	K 1
CO-3	விளம்பரங்களை உருவாக்குவதற்கான நுட்பங்களைப் புரிந்து கொள்வர்	K 2
CO-4	விளம்பரங்களை உருவாக்குவதற்கான திறன்களை வளர்த்தெடுப்பர்	K 3
CO-5	விளம்பரங்களின் வகைகளைப் பகுத்தாராயும் திறன்பெறுவர்	K 4

#### அலகு – 1

(15 மணிநேரம்)

விளம்பரக்கலை : விளம்பரங்களின் தன்மையும் நோக்கமும் – விளம்பரத்தின் இயல்புகள் – விளம்பர நோக்கங்கள் – விளம்பர வரலாறு – விளம்பரங்களின் வகைகள் (அரசு விளம்பரங்கள், சமூக விளம்பரங்கள், வணிக விளம்பரங்கள், தொழில்துறை விளம்பரங்கள்) – வானொலி தொலைக்காட்சி, திரைப்பட விளம்பரங்கள்

#### அலகு – 2

(15 மணிநேரம்)

விளம்பரத்தின்பணிகள் – விளம்பர அறங்கள் – விளம்பர நிறுவனங்களுக்குரிய ஒழுக்கநெறிகள் – விளம்பரத்தின் தாக்கம் – விற்பனைப் பெருக்கம் – விளம்பரங்களில் குழந்தைகள் – பண்பாட்டுக்கலப்பு – விளம்பரங்களின் மொழிநிலை

நேர்காணல் பயிற்சி – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி மாதிரி – குழுப்பகிர்வு மாதிரிப் பயிற்சி – பலதரப்பட்டவர்களுடன் உரையாடும் திறன்

#### பாடநூல் :

1. ஈஸ்வரன், ச., சபாபதி, இரா., விளம்பரக்கலை, பாவை பப்ளிகேசன்ஸ், இராயப்பேட்டை, சென்னை-14
2. ரவிராஜ், எஸ்., விளம்பரம் செய்வது எப்படி?, நியுசெஞ்சுரிபுக்ஹவுஸ், சென்னை – 58.

#### பார்வைநூல் :

1. விமல்நாத், விளம்பர யுத்திகள், கண்ணதாசன் பதிப்பகம், தியாகராய நகர், சென்னை-17



Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVT420104	Language – II: ENGLISH-IV	2	2

### Course outcome

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	To understand the nuances of online journalism and its uses.	K1
CO-2	To introduce passive voice and conditional clauses and their uses to students.	K2

### Unit-I

1. Introduction to passive voice.
2. Usage of is done/ was done.
3. Usage of be/ been/ being done.
4. It is said that/ he is said to/ (be) supposed to.

### Unit-II

5. Introduction to internet.
6. Net as a medium of communication.
7. Features of the Net.

### Unit-III

8. Origin of the Web.
9. History of the Net in India.
10. Online advertising.

### Unit-IV

11. Conditional clauses and wish.
12. Usage of if I do/ if I did.
13. Usage of if I know/ I wish I knew.
14. Usage of if I had known.
15. Usage of who/ that/ which/ whose/whom/where.

### Unit-V

16. Internet in India.
17. Writing and preparing packages for the Web.
18. News editing in the online environment.
19. Impact of Internet as a medium.

### BOOKS FOR STUDY

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: CambridgeUniversity Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge UniversityPress.
3. Ray, Tapas(2014) Online Journalism. New Delhi: Foundation Books.

### BOOKS FOR REFERENCES

1. Hall, Jim(2001) Online Journalism: A Critical Primer. VA, Pluto Press.
2. Meyer, Philip(1991) The New Precision Journalism. Indiana University Press.
3. Fiske, John(1998) Introduction to Communication Studies, 2<sup>nd</sup> Edition. London and NewYork, Routledge.

Semester	Course Code	Title of the Paper									Hour	Credit
<b>IV</b>	<b>21UVT420104</b>	<b>Language – II: ENGLISH-IV</b>									<b>2</b>	<b>2</b>
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					<b>Mean Scores of COs</b>	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	2	1	3	3	2	2	3	2.2	
<b>CO-2</b>	2	3	2	1	2	3	3	2	2	3	2.3	
<b>CO-3</b>	1	2	3	2	3	2	3	2	3	2	2.3	
<b>CO-4</b>	1	2	2	3	1	2	3	2	2	3	2.1	
<b>CO-5</b>	1	2	2	2	3	1	3	2	2	3	2.1	
<b>Mean Overall Score</b>											2.2	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs =</b> $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		<b>Mean Overall Score =</b> $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>IV</b>	<b>21UVT430210</b>	<b>ONLINE JOURNALISM</b>	<b>3</b>	<b>3</b>

At the end of the course, Students will be able to:

S. No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Understand the medium of internet as an effective way for industry.	<b>K2</b>
<b>CO-2</b>	Ability to analyze the changing trends in professional journalism as a result of online communication technology.	<b>K3</b>
<b>CO-3</b>	Analyze techniques and rules of creative writing	<b>K4</b>
<b>CO-4</b>	Acquire knowledge on the E- Newspaper.	<b>K2</b>
<b>CO-5</b>	Demonstrate the cyber laws related to online journalism	<b>K4</b>

#### **Unit- I**

**(9-Hours)**

Meaning and definition of Online Journalism- History and development of Web Journalism- Characteristics of Online Journalism: Multimediality- Hyper textuality and Interactivity- Crowd sourcing-RSS-Mashups- Widgets.

#### **Unit- II**

**(9-Hours)**

Online Journalism News Value: Immediacy, interactivity and universality - Language and style of online journalism - News determinants in cyberspace - Dos and don'ts of internet reporting- A look at online sites of leading media organizations

#### **Unit- III**

**(9-Hours)**

Components of a website - Different types of websites -Web layout: Design- layout-Colour- Graphics- Visual information - Writing for online medium: Interactivity of form and content in new media, Linear writing versus interactive writing.

#### **Unit- IV**

**(9-Hours)**

Mobile journalism: Using the mobile for stories; apps and tools for reporting - Smartphone photography - Facebook and social media: The newsfeed of tomorrow? - Twitter as a means of disseminating news- Creating handles and using Twitter to generate traffic to stories - News writing for apps.

#### **Unit- V**

**(9-Hours)**

Ethical issues in online journalism: Obscenity and privacy-Copyright-Cyber laws- IT Act - Cyber Crimes & Security: Types and case studies – WikiLeaks - Internet censorship in India

#### **Textbooks**

1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.

2.Mio Consalvo& Charles Ess (2012) The handbook of internet studies, Wiley& Blackwell

**UNIT –III,IV&V** (Page:45-97)

**References**

1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.
- 2.Stephen Quinn (2005) Convergent Journalism, Peter Lang Publication p 85&105 - 2006, Citizen Journalism: Global perspective, EinarThorsen p 75&84.
3. Sunil Saxena (2004), Breaking News: The craft & Technology of Online Journalism, Tata McGraw Hill Education p. 19&80.
4. Keval. J Kumar(2014), Mass Communication In India

Semester	Course Code	Title of the Paper									Hour	Credit
<b>IV</b>		<b>Core - VI ONLINE JOURNALISM</b>									<b>3</b>	<b>3</b>
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					<b>Mean Scores of COs</b>	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	2	1	3	3	2	2	3	2.2	
<b>CO-2</b>	2	3	2	1	2	3	3	2	2	3	2.3	
<b>CO-3</b>	1	2	3	2	3	2	3	2	3	2	2.3	
<b>CO-4</b>	1	2	2	3	1	2	3	2	2	3	2.1	
<b>CO-5</b>	1	2	2	2	3	1	3	2	2	3	2.1	
<b>Mean Overall Score</b>											2.2	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs =</b> Sum of values Total No.of POs & PSOs		<b>Mean Overall Score =</b> Sum of Mean Scores Total No.of COs	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>IV</b>	<b>21UVT430404</b>	<b>Allied paper- IV MEDIA CULTURE AND SOCIETY</b>	<b>3</b>	<b>3</b>

#### **Course Outcomes:**

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Relate the Concepts, Characteristics, Power, Functions and Effects of Mass Media	<b>K1</b>
<b>CO-2</b>	Interpret Culture and Society based on Media Hype, Media Saturation and reconstruction of reality	<b>K2</b>
<b>CO-3</b>	Classify the Media Determinants and Ownership.	<b>K3</b>
<b>CO-4</b>	Identify the Media Audience analysis and Media Effect Theories	<b>K3</b>
<b>CO-5</b>	Distinguish Media and Popular Culture prevailing in our society	<b>K4</b>

#### **Unit-I**

**(9-Hours)**

How to study media and how not to study media - Understanding mass media- Characteristics of mass media - Power of mass media - Function of mass media - Effects of mass media - Media in Indian society.

#### **Unit-II**

**(9-Hours)**

Culture & Society – Definition, Characteristics, functions & Types – Media Hype, Media Circus - Media saturation – Reconstruction of Reality -Privatizations of information - Media Education & Democracy.

#### **Unit-III**

**(9-Hours)**

Media Determinants- Ownership and control –Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources.

#### **Unit-IV**

**(9-Hours)**

Media Audience analysis (mass, segmentation, product etc, social uses) - Audience making. Active Vs Passive audience -Media Effect theories -Uses and Gratification,

#### **Unit-V**

**(9-Hours)**

Media and Popular culture - Commodities, Culture and Sub-culture, Cyber Culture and youth - Media Culture Vs People's Culture, Culture Shock - Stardom - Personality as Brand Name, Fandom etc.

#### **Textbooks**

1. Paul Hodkinson, "Media, Culture and Society - An Introduction", SAGE Publications, 2016

**Unit I: Chapter 1 (Pages 12-32)**

**Unit II:** Chapter 2 (Pages 39 - 52)

**Unit III:** Chapter 3 (Pages 67-79)

2. Stig Hjarvard, "The Mediatization of Culture and Society", Routledge, 2013

**Unit IV:** Chapter 5 (Pages 112-126)

**Unit V:** Chapter 6 (Pages 137-158)

## References

1. Lawrence Grossberg, Ellen Wartella, D. Charles Whitney, J. Macgregor Wise, "Media Making - Mass Media in a Popular Culture", SAGE Publications 2006
2. Richard Campbell, Christopher R. Martin, Bettina Fabos, "Media & Culture - Mass Communication in a Digital Age", Bedford/St. Martin's publications, 2016
3. Marshall McLuhan, "Understanding Media - The Extensions of Man", CreateSpace Independent Publishing Platform, 2016
4. Mark D. Jacobs, Nancy Weiss Hanrahan, "The Blackwell Companion to the Sociology of Culture", Wiley Publications, 2016

## Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
IV	21UVT430404	Allied paper- IV MEDIA CULTURE AND SOCIETY									3	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	1	3	3	1	2	1	2.0	
CO2	3	3	3	2	3	2	2	1	3	3	2.5	
CO3	3	3	3	3	3	3	3	1	2	3	2.7	
CO4	3	3	3	2	2	3	3	1	3	3	2.6	
CO5	3	3	2	2	3	3	3	1	3	3	2.6	
Mean Overall Score											2.5	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No. of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>IV</b>	<b>21UVT441003</b>	<b>VALUE EDUCATION: MEDIA GENDER STUDIES</b>	<b>2</b>	<b>2</b>

**Course Outcomes:**

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Define the concepts of gender and find the areas of gender discrimination	<b>K1</b>
<b>CO-2</b>	Interpret the sensitivity towards gender equality	<b>K2</b>
<b>CO-3</b>	Identify the portrayal of women in media	<b>K3</b>
<b>CO-4</b>	Inspect the emergence and role of social media in relation to women's issues	<b>K4</b>
<b>CO-5</b>	Take part in the Women's movements and safeguarding mechanism	<b>K4</b>

**Unit-I**

**(6-Hours)**

Gender Discrimination - Gender Division of Labour - Gender stereotyping – Gender Sensitivity.

**Unit-II**

**(6-Hours)**

Gender Equity – Equality – Gender Mainstreaming – Empowerment.

**Unit-III**

**(6-Hours)**

The portrayal of women in women media – positive negative – portrayal of women in Print media: Newspaper, Electronic media, Social media - Consequences and Language uses with reference to women

**Unit-IV**

**(6-Hours)**

Emergence of Social media – Role of Social media in mobilization of public opinion on women's issues - victimization of women through social media – empowerment of women through social media.

**Unit-V:**

**(6-Hours)**

Domestic Violence Act – Prevention of Sexual Harassment at Work Place – Eve Teasing Prevention Act – Self Help Groups.

**Textbooks**

2. Manimekalai. N & Suba. S, "Gender Studies", Publication Division, Bharathidasan University, Tiruchirappalli, 2011  
**Unit I:** Chapter 1 (Pages 11 -37)  
**Unit II:** Chapter 2 (Pages 42- 43) & Chapter 3 (Pages 45)  
**Unit V:** Chapter 6 (Pages 127- 146)
2. Anu Aneja, "Women's and Gender Studies in India", Routledge Publications, 2019  
**Unit III:** Chapter 2 (Pages 46 - 48), Chapter 3 (Pages 52-55) & Chapter 4 (Pages 68-71)  
**Unit IV:** Chapter 6 (Pages 108-129)

## References

1. Gülah Sar, "Gender and Diversity Representation in Mass Media", IGI Global Publications, 2019
2. Cynthia Carter, Linda Steiner, Lisa McLaughlin, " The Routledge Companion to Media & Gender", Routledge Publications, 2015
3. Sanjukta Dasgupta, " Media, Gender and Popular Culture in India: Tracking Change and Continuity". CA: Sage Publications, New Delhi, 2011
4. Charlotte Krolokke and Anne Scot Sorensen, "Gender Communication: Theories and Analyses", Sage Publications, 2005

## Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
IV	21UVT441003	VALUE EDUCATION: MEDIA GENDER STUDIES									2	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	3	3	3	1	2	1	2.2	
CO2	3	3	3	2	2	2	2	1	3	3	2.4	
CO3	3	3	3	3	3	3	3	1	2	3	2.7	
CO4	2	3	3	2	2	2	3	1	3	3	2.4	
CO5	3	3	2	2	3	3	3	1	3	3	2.6	
Mean Overall Score											2.4	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High



Semester	Course Code	Title of the Course	Hours	Credits
V	21UVT530211	<b>Core paper- V</b> <b>MEDIA RESEARCH ORIENTATION</b>	4	4

**Course Outcomes:**

At the end of the course, Students will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
CO-1	Understand the types of research in social science	K2
CO-2	Able to analyze the research problem and the levels of research projects	K4
CO-3	Gain knowledge on research hypothesis	K1
CO-4	Able to understand and apply the sampling procedures	K2 & K3
CO-5	Apply acquired knowledge on writing thesis report.	K3

**Unit-I**

**(12-Hours)**

Criteria of good research – Classification of science - Social research – Objectives of social research – Basic assumptions of social research - Deductive and inductive method – Objectivity in social research – Difficulties of social research – Forms of scientific methods

**Unit-II**

**(12-Hours)**

Research Problem: awareness, selection and formulation – Selecting topic for research – Types of research problems in social science – Source of research problem – Review of literature – Formulating and stating the problem

**Unit-III**

**(12-Hours)**

Concept & theory – Functions of theory – Definition of hypothesis – Types of hypothesis – Functions of hypothesis – Criteria of hypothesis – Difficulties in formulation of hypothesis – Testing the hypothesis – False & barren hypothesis.

**Unit-IV**

**(12-Hours)**

Important concepts relating to research design – Major steps in formulating a research design – Factors affecting research design – Sample – Principle of sampling – Methods of sampling

**Unit-V**

**(12-Hours)**

Purpose of schedule – Types of schedule – Types of questions – Meaning and forms of questionnaire – Meaning and definition of Interview – Types of interview - Steps of data processing

**Textbooks**

1. Kothari C. R. and Gaurav Garg. Research Methodology: Methods and Techniques, New Age International Publishers; Fourth edition, 2019.

**Unit I:** Chapter 1 (Pages 1- 21)

**Unit II:** Chapter 2 (Pages 24- 31)

2. Saravanevel. P, “Research Methodology” Kitab Mahal Publishers, 2018.

**Unit III: Chapter 3 (Pages 31- 39)**

**Unit IV and V: Chapter 4 (Pages 55- 67) Chapter 7 (Pages 122-151)**

### References

1. Wimmer, D Roger, Dominick and R Joseph. “Mass Media Research – An Introduction”, Thomson Wadsworth, 2005.
2. Klaus Bruhn Jensen. “A Handbook of Media and Communication Research”, 2002.
3. Denis McQuail, “Mass Communication theory”, Vistaar Publication, 2006.
4. Arthur Asa Berger, “Media and Communication Research Methods”, Sage publication, 2011.

### Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
V	21UVT530211	Major paper- V MEDIA RESEARCH ORIENTATION									4	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	3	3	3	1	2	1	2.2	
CO2	3	3	3	2	2	2	2	1	3	3	2.4	
CO3	3	3	3	3	3	3	3	1	2	3	2.7	
CO4	2	3	3	2	2	2	3	1	3	3	2.4	
CO5	3	3	2	2	3	3	3	1	3	3	2.6	
Mean Overall Score											2.4	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>V</b>	<b>21UVT530212</b>	<b>Core paper- VI VISUAL ANALYSIS TECHNIQUES</b>	<b>4</b>	<b>4</b>

**Course Outcomes:**

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Define the Media Text.	<b>K1</b>
<b>CO-2</b>	Interpret the Media Text in the Feminist approach	<b>K2</b>
<b>CO-3</b>	Relate Psychoanalytical approach in Media text	<b>K2</b>
<b>CO-4</b>	Make use of Sociological Analysis Techniques in Visual Text	<b>K3</b>
<b>CO-5</b>	Take part in Media text interpretations by using various visual analysis tools	<b>K4</b>

**Unit-I**

**(12-Hours)**

Signs - Signs and truth - Media as text - Codes Language and speaking - Connotation and denotation - Syntagmatic analysis - Paradigmatic Analysis - Metaphor and metonymy.

**Unit-II**

**(12-Hours)**

Feminism: An Overview - Stereotyping - Portrayal of Women in Media – Portrayal of women in News Media - Male gaze – Male domination – Women Marginalization in the Media –false consciousness - the consumer society.

**Unit-III**

**(12-Hours)**

Psychoanalytical Studies of Media – Phallocentrism - Apparatus Theory --The unconscious - The Oedipus complex – Symbols - Defense Mechanisms – Dreams - Aggression and guilt - Psychoanalytic analysis of media.

**Unit-IV**

**(12-Hours)**

Basic concepts of sociological analyzing - Uses and gratifications - Content analysis – Cultivation Analysis - Agenda-Setting.

**Unit-V**

**(12-Hours)**

Application of Visual Analysis Tools to Media Texts - Films – Advertisements – Television Serials - Print Media

**Textbooks**

1. Berger, Arthur Asa, “Media Analysis Techniques”, Sage publishers, 2017.

**Unit I: Chapter 1 (Pages 1-11)**

**Unit-III: Chapter 3 (Pages 34-55)**

2. Gillian Rose, “Visual Methodologies: An Introduction to Researching with Visual Materials”, Sage Publications, 2016.

**Unit-II:** Chapter 12 (Pages 4-14)

**Unit IV:** Chapter 8 (Pages 15-65)

**Unit V:** Chapter 13 (Pages 85-112)

### References

1. Bignell Jonathan, “Media Semiotics”, Routledge, London, 2002
2. Leewen and Jewitt Carey, “Handbook of Visual Analysis”, Sage Publication, New Delhi, 2007
3. Leewen Thompson, “Introducing Social Semiotics”, Routledge, London, 2001
4. Rose Gillian, “Visual Methodologies: An Introduction”, Amazon publishers, 2006

### Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Paper									Hours	Credit
<b>V</b>	<b>21UVT530212</b>	<b>Core paper- VI VISUAL ANALYSIS TECHNIQUES</b>									<b>4</b>	<b>4</b>
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					<b>Mean Scores of COs</b>	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	3	2	2	1	2	3	2	3	2	2	2.2	
<b>CO-2</b>	3	2	2	1	3	3	3	1	2	3	2.3	
<b>CO-3</b>	2	3	3	1	3	2	3	1	3	2	2.3	
<b>CO-4</b>	3	1	2	3	2	2	3	2	1	3	2.2	
<b>CO-5</b>	3	2	1	2	3	2	1	3	2	3	2.2	
<b>Mean Overall Score</b>											<b>2.2</b>	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs</b> = $\frac{\text{Sum of values}}{\text{Total No. of POs \& PSOs}}$		<b>Mean Overall Score</b> = $\frac{\text{Sum of Mean Scores}}{\text{Total No. of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>V</b>	<b>21UVT530213</b>	<b>Core Paper- VII DIGITAL MEDIA AND PRODUCTION</b>	<b>4</b>	<b>4</b>

### **Course Outcomes:**

At the end of the course, students will be able to:

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Define Digital Media and recall the various digital media platforms	<b>K1</b>
<b>CO-2</b>	Relate the digital media marketing techniques	<b>K2</b>
<b>CO-3</b>	Identify the online Audio and Video Channels	<b>K3</b>
<b>CO-4</b>	Discover about Youtube channels and Web Radio	<b>K4</b>
<b>CO-5</b>	Examine the ethics of digital media .	<b>K4</b>

### **Unit-I**

**(12-Hours)**

Digital Media: Definition and Characteristics of Digital Media - Digital Media Platforms: Facebook, Twitter, YouTube, Instagram, WhatsApp, WordPress, Social Bookmarking, Skype and the 'Blogosphere' - Internet as a Convergent Media Platform

### **Unit-II**

**(12-Hours)**

Digital Media Marketing – Introduction- Social Media Management: Strategies, Tools and Technologies - Social Media Audience Measurement - Case studies of successful social media marketing campaigns

### **Unit-III**

**(12-Hours)**

Streaming of Video and Audio - Comparison of digital media with Print, TV & Radio - Writing for Web Media – Creating own youtube news channel - Impact of You tube channels video for social development, Citizen Journalism: Reading habits of people and media industry - Analysis of important Indian news-based websites.

### **Unit-IV**

**(12-Hours)**

Introduction to Online Radio Journalism – The growth of internet radio – Genre of internet radio programme - Preparing own radio program - Digital editing using free and open source audacity - Saving and exporting file.

### **Unit-V**

**(12-Hours)**

Digital culture and digital identity - User Generated Communication - Participatory culture and Social Media - Citizen Journalism, Digital media & Public sphere, Network theory. Information Rights and Intellectual Property Rights – Copyright and Copy Left, Plagiarism, Cryptocurrency, Digital Signature - Internet Governance and Regulatory Frameworks

### Textbooks

1. James Cohen, Thomas Kenny, " Producing New and Digital Media: Your Guide to Savvy Use of the Web ", CRC Press, 2015

**UNIT I & II:** (Pages: 1 - 57)

2. James Cohen, Thomas Kenny, "Producing New and Digital Media - Your Guide to Savvy Use of the Web", Taylor & Francis Publications, 2015

**UNIT III, IV&V:** (Pages: 97 - 200)

### References

1. Cathrine Kellison, Dustin Morrow, Kacey Morrow, "Producing for TV and New Media", Taylor & Francis, 2013
2. Lynn Spigel, "Television as Digital Media", Duke University Press, 2011
3. Paul Messaris, Lee Humphreys, "Digital Media: Transformations in Human Communication", Peter Lang publishers, 2006
4. Tony Feldman, "An Introduction to Digital Media", Routledge, London, 2003

Semester V	Course code 21UVC640702	Title of the paper Core Paper- VII DIGITAL MEDIA AND PRODUCTION									Hours 4	Credits 3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
<b>CO-1</b>	2	2	2	2	1	3	3	2	3	3	2.3	
<b>CO-2</b>	3	2	3	3	2	3	3	1	3	3	2.6	
<b>CO-3</b>	3	2	2	3	1	2	3	1	3	1	2.1	
<b>CO-4</b>	2	3	3	3	1	3	3	2	3	2	2.5	
<b>CO-5</b>	2	3	2	2	1	1	2	2	3	3	2.1	
<b>Mean Overall Score</b>											<b>2.3</b>	
<b>Result</b>											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs</b> = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		<b>Mean Overall Score</b> = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>V &amp; VI</b>	<b>@</b>	<b>SKILL COMPONENT EXECUTIVE PRODUCER</b>	<b>9</b>	<b>3</b>

**Course Outcomes:**

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	How to apply the techniques in Television industry	<b>K1</b>
<b>CO-2</b>	Explain the basics of Executive producer	<b>K2</b>
<b>CO-3</b>	Construct the significant knowledge about the various types of video formats and television production methods.	<b>K3</b>
<b>CO-4</b>	Simplify the importance of story planning for serials and a concept planning for TV shows,	<b>K4</b>
<b>CO-5</b>	Analyze an in-depth knowledge about the techniques to handle and manage the problems in each phase of production. .	<b>K4</b>



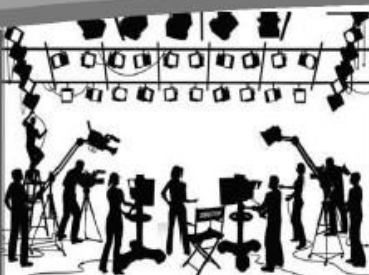
## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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### Introduction

#### Qualifications Pack-Executive Producer

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television, Animation, Radio, Gaming, Advertising

**OCCUPATION:** Production

**REFERENCE ID:** MES/ Q 2801

**ALIGNED TO:** NCO 2004/1229.40

**The Executive Producer in the Media & Entertainment Industry is the head of the Production Department and is responsible for overseeing the entire content production process.**

**Brief Job Description:** Individuals in this job need to ensure the successful creation of content, and manage the twin goals of achieving the creative vision and meeting cost objectives. *(Note: international terminology for this role is "Producer", however in the Indian context the "Producer" is typically the financier.)*

**Personal Attributes:** This job requires the individual to manage the production process and make decisions at different stages of production. A background in management studies/ business administration and/ or content production is preferred. The individual must know how to prepare a production budget. The individual must have good presentation skills to pitch concepts and secure funding from financiers. The individual must be a strong leader and guide/ groom to different heads of department and team members to help them successfully deliver their product within their budget and timeline.





Job Details	Qualifications Pack Code	MES/ Q 2801		
	Job Role	Executive Producer This job role is applicable in both national and international scenarios		
	Credits (NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	08/11/14
	Sub-sector	Film, Television, Animation, Radio, Gaming, Advertising	Last reviewed on	26/11/14
	Occupation	Production	Next review date	07/11/16

Job Role	Executive Producer
Role Description	Head of the Production Department and responsible for overseeing the entire content production process  <i>Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.</i>
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Business, Film Making
Training (Suggested but not mandatory)	Course in Content Production
Minimum Job Entry Age	18 years
Experience	5-7 Years of work experience 8+ Years for Senior Executive Producers and large projects
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> <li>1. <a href="#">MES/ N 2801 (Contribute Creative Ideas for Production)</a></li> <li>2. <a href="#">MES/ N 2802 (Develop the Production Schedule)</a></li> <li>3. <a href="#">MES/ N 2803 (Create and Monitor the Production Budget)</a></li> <li>4. <a href="#">MES/ N 2804 (Recruit Cast and Crew)</a></li> <li>5. <a href="#">MES/ N 2805 (Procure Equipment and Material for Production)</a></li> <li>6. <a href="#">MES/ N 2809 (Coordinate Production Activities)</a></li> <li>7. <a href="#">MES/ N 2810 (Oversee the Post Production Process)</a></li> <li>8. <a href="#">MES/ N 2811 (Produce Promotional Materials)</a></li> <li>9. <a href="#">MES/ N 2813 (Purchase and Negotiate for Content)</a></li> <li>10. <a href="#">MES/ N 2814 (Source Finance for a Production)</a></li> <li>11. <a href="#">MES/ N 0104 (Maintain Workplace Health and Safety)</a></li> </ol> Optional: N.A.
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
<b>V &amp; VI</b>	<b>@</b>	<b>SKILL COMPONENT DIRECTOR OF PHOTOGRAPHY</b>	<b>9</b>	<b>3</b>

**Course Outcomes:**

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Understand the theoretical foundations of cinematography	<b>K1</b>
<b>CO-2</b>	Interpret the role and contribution of key departments be liaised with, especially lighting and grips	<b>K2</b>
<b>CO-3</b>	Effectively utilize the resources and logistics required to produce a film	<b>K3</b>
<b>CO-4</b>	Apply current best practices in cinematography	<b>K4</b>
<b>CO-5</b>	Evaluate the ethical implications inherent in filmmaking and video production practice.	<b>K4</b>



## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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### Introduction

#### Qualifications Pack-Director of Photography

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television

OCCUPATION: Camera Operations

REFERENCE ID: MES/Q0901

ALIGNED TO: NOC-2015/3521.0100

**Director of Photography in the Media & Entertainment Industry is also known as the DoP and is the head of the camera department**

**Brief Job Description:** Individuals at this job need to determine the visual style of the production. They finalise locations and equipment that will be used. During shoots, they guide efforts of the camera crew and collaborate with lighting and grips to capture the desired look for the end-product.

**Personal Attributes:** This job requires the individual to assess the visual style of the production. The individual must be creative and detail-oriented. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively. The individual must be flexible and able to make key decisions, keeping in mind the impact on cost and timelines.

Job Details

Qualifications Pack Code	MES/Q0901		
Job Role	Director of Photography This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/2015
Sub-sector	Film, Television, Animation	Last reviewed on	20/03/2018
Occupation	Camera Operations	Next review date	20/06/2021
NSQC Clearance on	22/08/2019		

Job Role	Director of Photography (DOP)
Role Description	Determining the visual style of production and achieving the desired look in the end-product.
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-Graduate Degree in Fine Arts, Film
Prerequisite License or Training	Course in Cinematography
Minimum Job Entry Age	18 years
Experience	3-7 Years of work experience
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> <li>1. <a href="#">MES/N0901 (Determine visual style and prepare shoot plan)</a></li> <li>2. <a href="#">MES/N0902 (Carry out location recce and finalise locations)</a></li> <li>3. <a href="#">MES/N0903 (Recruit camera team)</a></li> <li>4. <a href="#">MES/N0904 (Estimate and procure camera equipment)</a></li> <li>5. <a href="#">MES/N0906 (Prepare for shoot)</a></li> <li>6. <a href="#">MES/N0907 (Operate camera during shoot)</a></li> <li>7. <a href="#">MES/N0104 (Maintain workplace health and safety)</a></li> </ol> <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
<b>VI</b>	<b>21UVT630216</b>	<b>Core Paper- VIII MEDIA MANAGMENT</b>	<b>4</b>	<b>4</b>

**Course Outcomes:**

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Acquire detailed understandings of media management and ownership patterns and levels	<b>K1</b>
<b>CO-2</b>	Relate the theories for interpretation of diverse forms of technology , communication and media	<b>K2</b>
<b>CO-3</b>	Collaborate as a team in development from original concepts to production cost and economic values.	<b>K3</b>
<b>CO-4</b>	Prepare plan and implement creative strategy, media strategy and budgeting.	<b>K4</b>
<b>CO-5</b>	Demonstrate understanding of marketing terminology and concepts	<b>K4</b>

**Unit-I**

**(12-Hours)**

Media management: Concept, meaning and definition - Principles of management - Level of Management, - Media Ownership – Individual, partnership, corporation, chain, employee, joint venture ship. Structure of media organization: Editorial, Advertising, Circulation and Production.

**Unit-II**

**(12-Hours)**

Classical Management Theory - Concepts of the ideal work place - Human Relationships Theory – Three modern approaches to management – System theory – Contagious theory

**Unit-III**

**(12-Hours)**

Entrepreneurship – Monopoly, oligopoly - Financial management – Media convergence economics- Future of media business –Employment opportunities and status of media industry.

**Unit-IV**

**(12-Hours)**

Advertising management - Setting the advertising budget - Profit, Sales and market share objectives - Media planning - Media scheduling - Media Mix.

**Unit-V**

**(12 Hours)**

Marketing - Evaluation marketing – Marketing management – Creativity and innovation – Internal communication, and external communication-Understanding market and factors - Audiences – Research and analysis.

### Textbooks

1. Alan B. Albarran, "Management of Electronic Media", First Edition, Wadsworth, USA, 2010

**Unit I:** Chapter 2 ( Pages 1- 11, 58- 68)

**Unit III:** Chapter 7 (Pages 88- 126)

**Unit IV and V:** Chapter 9 (Pages 143- 158) Chapter 15 (Pages 256- 260)

2. Alan B. Albarran, "The Media Economy", First Edition, Routledge, New York, 2010

**Unit I:** Chapter 2 (Pages 91- 178)

**Unit II:** Chapter 3 (Pages 179- 232)

### References

1. Alan B. Albarran, "Management of Electronic Media", Wadsworth, 2009
2. George Sylvie, "Media Management: A Casebook Approach", First Edition, Lawrence Erlbaum Associates, USA, 2009
3. Lucy Keung "Strategic Management in the Media, First Edition", Sage Publications, New Delhi, 2008
4. Peter Pringle, "Electronic Media Management", First Edition, Focal Press, UK, 2008

### Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Paper Core Paper- VIII MEDIA MANAGMENT									Hours	Credit
VI	21UVT630216										4	4
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	1	2	1	3	2	1	3	2	1.9	
CO-2	3	3	3	3	2	3	3	3	2	3	2.8	
CO-3	2	3	2	3	1	3	3	3	2	3	2.5	
CO-4	2	3	2	3	1	2	3	2	1	3	2.0	
CO-5	3	1	2	2	1	2	3	3	2	3	2.2	
Mean Overall Score											2.3	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

<b>Mean Scores of COs</b> = $\frac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		<b>Mean Overall Score</b> = $\frac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
<b>Result</b>	<b>Mean Overall Score</b>	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>VI</b>	<b>21UVT630217</b>	<b>Core Paper- IX PUBLIC RELATIONS</b>	<b>4</b>	<b>4</b>

**Course Outcomes:**

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Define the concept, need, functions and history of public relation.	<b>K1</b>
<b>CO-2</b>	Illustrate components of PR and evaluate skills about media relations.	<b>K1</b>
<b>CO-3</b>	Apply the tactics and best practices of public relation in media agencies	<b>K3</b>
<b>CO-4</b>	Utilize the concept of effective PR campaign and stimulate the ideas of planning and budgeting.	<b>K4</b>
<b>CO-5</b>	Choose a different tasks of PR communication in mass media and private agencies	<b>K4</b>

**Unit-I**

**(12-Hours)**

Public Relations- Definition - PR as a communication function - History of PR - Growth of PR in India - Public relations - Functions of Public relation - Objectives of Public Relation - Need for public relation - Essentials of Public Relation - Principles of Public relation - PR as a management

**Unit-II**

**(12-Hours)**

Public Relation Techniques – Tools of Public Relation - Press conference- Press release- Exhibition - Publicity media - Stages of PR: Planning, Implementation, Research, Evaluation- PR practitioners and media relations.

**Unit-III**

**(12-Hours)**

Communication with the public - Internal and External, Employer-Employee relations, Community relations - PR in India – Public and private sectors - PR counseling - PR agencies - PR and advertising - PR for media institutions.

**Unit-IV**

**(12-Hours)**

PR Campaign Definition and Meaning – Steps involved in PR campaign - Audience – Demographics and Medium – Budget – Plan – Implement - Effectiveness

**Unit-V**

**(12-Hours)**

Writing news releases - Brochures, Pamphlets – Letters – Handouts - Oral presentations - Company publications - Skills and Responsibilities of Public Relation officer



## Textbooks

1. Lesly, Philip, "Handbook of Public Relations and Communications", Jaico publication New Delhi, 2002

**Unit I:** Chapter 1 (Pages 12-42)

**Unit II:** Chapter 2 (Pages 52- 78)

**Unit III:** Chapter 3 (Pages 97-124)

2. Jane Johnston & Clara Zawawi, "Public Relations: Theory and Practice", Allen & Unwin, 2009

**Unit-IV:** Chapter 5 (Pages 112-126)

**Unit-V:** Chapter 6 (Pages 137-158)

## References

1. Edward L. Bernays, "Public Relations", University of Oklahoma Press", 2013
- Y. K. D'souza, "Mass Media Tomorrow", Indian Publishers Distributors, New Delhi, 1977.
2. S. Ganesh, "Lectures on Mass Communication", Indian Publishers Distributors, New Delhi, 1995.
3. J. L. Kumar, "Mass Media", Anmol Publications Pvt Ltd., New Delhi, 1996.

## Relationship Matrix For Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course code	Title of the paper									Hours	Credits
VI	21UVT630217	Core Paper- IX PUBLIC RELATIONS									4	4
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	3	2	3	3	3	2	3	2	1	2.5	
CO-2	3	3	1	1	2	3	2	3	2	2	2.2	
CO-3	3	2	1	2	2	3	2	3	1	2	2.1	
CO-4	1	2	3	1	2	3	3	2	1	2	2.0	
CO-5	2	3	1	2	2	2	2	3	3	2	2.2	
Mean Overall Score											2.2	
Result											# High	

Mapping	<40%	≥40% and <70%	≥70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = $\frac{\text{Sum of values}}{\text{Total No. of POs \& PSOs}}$		Mean Overall Score = $\frac{\text{Sum of Mean Scores}}{\text{Total No. of COs}}$	
Result	Mean Overall Score	< 1.2	# Low
		≥ 1.2 and < 2.2	# Medium
		≥ 2.2	# High

Semester	Course Code	Title of the Course	Hours	Credits
<b>VI</b>	<b>21UVT630218</b>	<b>Core Paper- X MEDIA INTERNSHIP</b>	<b>4</b>	<b>4</b>

**Course Outcomes:**

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Recall the ideas about media terms in various kinds of field.	<b>K1</b>
<b>CO-2</b>	Build the knowledge of media ownership	<b>K1</b>
<b>CO-3</b>	Create a impact of mass media environment	<b>K3</b>
<b>CO-4</b>	Analyze different kinds of media jobs opportunities	<b>K4</b>
<b>CO-5</b>	Equip for career oriented skills and best practices	<b>K4</b>

**CONTENT**

- For period of two months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.
- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- The student will enter the media industry with an evaluated portfolio.

Semester	Course Code	Title of the Course	Hours	Credits
<b>V &amp; VI</b>	<b>21UVT530214</b>	<b>SKILL COMPONENT EXECUTIVE PRODUCER</b>	<b>9</b>	<b>3</b>

**Course Outcomes:**

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	How to apply the techniques in Television industry	<b>K1</b>
<b>CO-2</b>	Explain the basics of Executive producer	<b>K2</b>
<b>CO-3</b>	Construct the significant knowledge about the various types of video formats and television production methods.	<b>K3</b>
<b>CO-4</b>	Simplify the importance of story planning for serials and a concept planning for TV shows,	<b>K4</b>
<b>CO-5</b>	Analyze an in-depth knowledge about the techniques to handle and manage the problems in each phase of production. .	<b>K4</b>



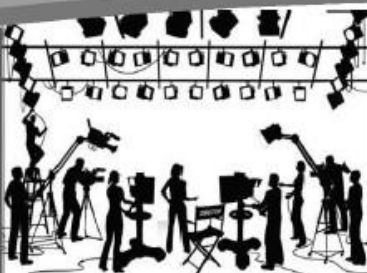
## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment  
Skills Council

E-mail: [mesc@ficci.com](mailto:mesc@ficci.com)



### Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms.....P.3
4. NOS Units.....P.5
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6. Criteria For Assessment of Trainees.P.59

### Introduction

#### Qualifications Pack-Executive Producer

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television, Animation, Radio, Gaming, Advertising

**OCCUPATION:** Production

**REFERENCE ID:** MES/ Q 2801

**ALIGNED TO:** NCO 2004/1229.40

**The Executive Producer in the Media & Entertainment Industry is the head of the Production Department and is responsible for overseeing the entire content production process.**

**Brief Job Description:** Individuals in this job need to ensure the successful creation of content, and manage the twin goals of achieving the creative vision and meeting cost objectives. *(Note: international terminology for this role is "Producer", however in the Indian context the "Producer" is typically the financier.)*

**Personal Attributes:** This job requires the individual to manage the production process and make decisions at different stages of production. A background in management studies/ business administration and/ or content production is preferred. The individual must know how to prepare a production budget. The individual must have good presentation skills to pitch concepts and secure funding from financiers. The individual must be a strong leader and guide/ groom to different heads of department and team members to help them successfully deliver their product within their budget and timeline.



Job Details	Qualifications Pack Code	MES/ Q 2801		
	Job Role	Executive Producer This job role is applicable in both national and international scenarios		
	Credits (NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	08/11/14
	Sub-sector	Film, Television, Animation, Radio, Gaming, Advertising	Last reviewed on	26/11/14
	Occupation	Production	Next review date	07/11/16

Job Role	Executive Producer
Role Description	Head of the Production Department and responsible for overseeing the entire content production process  <i>Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.</i>
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Business, Film Making
Training (Suggested but not mandatory)	Course in Content Production
Minimum Job Entry Age	18 years
Experience	5-7 Years of work experience 8+ Years for Senior Executive Producers and large projects
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> <li>1. <a href="#">MES/ N 2801 (Contribute Creative Ideas for Production)</a></li> <li>2. <a href="#">MES/ N 2802 (Develop the Production Schedule)</a></li> <li>3. <a href="#">MES/ N 2803 (Create and Monitor the Production Budget)</a></li> <li>4. <a href="#">MES/ N 2804 (Recruit Cast and Crew)</a></li> <li>5. <a href="#">MES/ N 2805 (Procure Equipment and Material for Production)</a></li> <li>6. <a href="#">MES/ N 2809 (Coordinate Production Activities)</a></li> <li>7. <a href="#">MES/ N 2810 (Oversee the Post Production Process)</a></li> <li>8. <a href="#">MES/ N 2811 (Produce Promotional Materials)</a></li> <li>9. <a href="#">MES/ N 2813 (Purchase and Negotiate for Content)</a></li> <li>10. <a href="#">MES/ N 2814 (Source Finance for a Production)</a></li> <li>11. <a href="#">MES/ N 0104 (Maintain Workplace Health and Safety)</a></li> </ol> Optional: N.A.
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
<b>V &amp; VI</b>	<b>1UVT530215</b>	<b>SKILL COMPONENT DIRECTOR OF PHOTOGRAPHY</b>	<b>9</b>	<b>3</b>

**Course Outcomes:**

At the end of the course, Student will be able to

S.No.	CO- Statement	Cognitive Level (K- level)
<b>CO-1</b>	Understand the theoretical foundations of cinematography	<b>K1</b>
<b>CO-2</b>	Interpret the role and contribution of key departments be liaised with, especially lighting and grips	<b>K2</b>
<b>CO-3</b>	Effectively utilize the resources and logistics required to produce a film	<b>K3</b>
<b>CO-4</b>	Apply current best practices in cinematography	<b>K4</b>
<b>CO-5</b>	Evaluate the ethical implications inherent in filmmaking and video production practice.	<b>K4</b>



## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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6. Criteria For Assessment of Trainees.P.40

### Introduction

#### Qualifications Pack-Director of Photography

**SECTOR: MEDIA AND ENTERTAINMENT**

**SUB-SECTOR: Film, Television**

**OCCUPATION: Camera Operations**

**REFERENCE ID: MES/Q0901**

**ALIGNED TO: NOC-2015/3521.0100**

**Director of Photography in the Media & Entertainment Industry is also known as the DoP and is the head of the camera department**

**Brief Job Description:** Individuals at this job need to determine the visual style of the production. They finalise locations and equipment that will be used. During shoots, they guide efforts of the camera crew and collaborate with lighting and grips to capture the desired look for the end-product.

**Personal Attributes:** This job requires the individual to assess the visual style of the production. The individual must be creative and detail-oriented. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively. The individual must be flexible and able to make key decisions, keeping in mind the impact on cost and timelines.

Job Details

Qualifications Pack Code	MES/Q0901		
Job Role	Director of Photography This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/2015
Sub-sector	Film, Television, Animation	Last reviewed on	20/03/2018
Occupation	Camera Operations	Next review date	20/06/2021
NSQC Clearance on	22/08/2019		

Job Role	Director of Photography (DOP)
Role Description	Determining the visual style of production and achieving the desired look in the end-product.
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-Graduate Degree in Fine Arts, Film
Prerequisite License or Training	Course in Cinematography
Minimum Job Entry Age	18 years
Experience	3-7 Years of work experience
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> <li>1. <a href="#">MES/N0901 (Determine visual style and prepare shoot plan)</a></li> <li>2. <a href="#">MES/N0902 (Carry out location recce and finalise locations)</a></li> <li>3. <a href="#">MES/N0903 (Recruit camera team)</a></li> <li>4. <a href="#">MES/N0904 (Estimate and procure camera equipment)</a></li> <li>5. <a href="#">MES/N0906 (Prepare for shoot)</a></li> <li>6. <a href="#">MES/N0907 (Operate camera during shoot)</a></li> <li>7. <a href="#">MES/N0104 (Maintain workplace health and safety)</a></li> </ol> <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units



**DEPARTMENT OF VISUAL COMMUNICATION TECHNOLOGY**  
**LIST OF PAPERS**  
**2017 ONWARDS**

**SEMESTER –I:**  
**NSQF Level: L 4**

S. No.	GE/S C	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
1	GE	Language – I*	17UVT110001	Language	2	2		2
2		Language – I: English - I	17UVT120101		2	2		2
3		Visual Literacy	17UVT130201	Core - Theory	3	3		3
4		Introduction to visual communication	17UVT130401	Allied - Theory	3	3		3
5	SC	Sound Engineer QP : MES/ Q 3402	14UVT130202	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
6		Photography	14UVT130203	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
7	GE	Value Education: Life Skills	14UVT141001		2	2		2
					30+6* =36	12	18	30

& - Language – I: Tamil –I/ Hindi – I/ Sanskrit – I/ French – I

\* - Field work outside the class hours for each major 2hrs (2x3=6)

**SEMESTER – II:**  
**NSQF Level: L 5**

S. No.	GE/ SC	Paper	Subject code	Type	Hours	Credits		
						General	Skill	Total
8	GE	Language – I*	17UVT210002	Language	2	2		2
9		Language – II: English - II	17UVT220102		2	2		2
10		Communication Media Scenario	17UVT230204	Core - Theory	3	3		3
11		Basics of Advertising	17UVT230402	Allied - Theory	3	3		3
12	SC	Sound Designing QP: MES/ 03401	14UVT230205	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
13		Image Editing and Manipulation	14UVT230206	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
14	GE	Environmental science	14UVT240901		2	2		2
					30+6* =36	12	18	30

& - Language – I: Tamil –II/ Hindi – II/ Sanskrit – II/ French – II

\* - Field work outside the class hours for each major 2hrs (2x3=6)

**SEMESTER – III****NSQF Level: L6**

S. No.	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
15	GE	Language – I*	17UVT310003	Language	2	2		2
16		Language – II: English - III	17UVT320103		2	2		2
17		Elements of Films and Film Appreciation	17UVT330207	Core - Theory	3	3		3
18		Graphic Design	17UVT330403	Allied - Theory	3	3		3
19	SC	Camera Operator QP: MES/Q0602	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
20		Marketing Manager QP: MES/Q02102	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
21	GE	Soft Skills	14UVT341002		2	2		2
					30+6* =36	12	18	30

&amp; - Language – I: Tamil -III/ Hindi – III/ Sanskrit – III/ French – III

\* - Field work outside the class hours for each major 2hrs (2x3=6)

@- Practical examination in the following Semester

**SEMESTER – IV****NSQF Level: L6**

NSQF Level: 23								
S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
22	GE	Language – I*	17UVT410004	Language	2	2		2
123		Language – II: English - IV	17UVT420104		2	2		2
24		Script Writing	17UVT430210	Core - Theory	3	3		3
25		Media Culture and Society	17UVT430404	Allied - Theory	3	3		3
126	SC	Camera Operator QP:MES/Q0602	14UVT430208	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
27		Marketing Manager QP: MES/Q02102	14UVT430209	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
28	GE	Media Gender studies	14UVT441003		2	2		2
					30+6*= 36	12	18	30

&amp; - Language – I: Tamil -IV/ Hindi – IV/ Sanskrit – IV/ French – IV

\* - Field work outside the class hours for each major 2hrs (2x3=6)

**SEMESTER – V**  
**NSQF Level: L7**

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
29	GE	Media Research Orientation	17UVT530211	Core - Theory	4	4		4
30		Visual analysis Technique	17UVT530212	Core- Theory	4	4		4
31		Media Equipment Maintenance and Media Presentation Skills	17UVT530213	Core - Theory	4	4		4
32	SC	Executive Producer QP: MES/ Q2801	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
33		Director Of Photography QP: MES/ Q 0601	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6* =36	12	18	30

\* - Field work outside the class hours for each major 2hrs (2x3=6)

@ - Practical examination in the following Semester

**SEMESTER – VI**  
**NSQF Level: L7**

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
34	GE	Media Management	17UVT630216	Core - Theory	4	4		4
35		Public Relations	17UVT630217	Core- Theory	4	4		4
36		Media Internship	17UVT630218	Core - Theory	4	4		4
37	SC	Executive Producer QP: MES/ Q 2801	17UVT630214	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
38		Director Of Photography QP: MES/ Q 0601	17UVT630215	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6*= 36	12	18	30

\* - Field work outside the class hours for each major 2hrs (2x3=6)

**SYLLABUS**  
**B. VOC. VISUAL COMMUNICATION TECHNOLOGY**

Sem-I

L P C

16UVT110101

Language – I: தமிழ் - I

2 0 2

**KATRALIL URUTHITHANMAI**

- தமிழ்மொழிப் பயிற்சி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- வாசிப்புப் பயிற்சி முறையை அறிதல்
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

**பருவம் - 1**

அலகு -1

தமிழ்மொழிப் பயிற்சி – பேச்சுத் தமிழ் – வட்டார வழக்குச் சொற்கள் பயன்பாடு – பழமொழி மரபுத் தொடர் பற்றிய அறிவு – குரல் வளம் – குரல் தேர்வு - குரல் ஏற்ற இறக்கம் – உச்சரிப்புப் பயிற்சி - வாசிப்புப் பயிற்சி.

அலகு - 2

காலத்திற்கேற்ப நிகழ்ச்சி உருவாக்குதல் – நிகழ்ச்சியின் வகைகள் – நேர்காணலின் முக்கியத்துவம் – ஒருங்கிணைப்புப் பயிற்சி – பொது அறிவு நிகழ்ச்சிகள் – திரைப்படம் சார்ந்த நிகழ்ச்சிகள் – விவசாயம், குழந்தைகள், இளைஞர்கள் இவர்களுக்கான நிகழ்ச்சிகள் – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி உருவாக்கம்.

**Sem-I**

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**Language – II: English - I**

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**Assurance of Learning**

- To help students acquire the nuances of newspaper language and its style.
- To introduce basic Tenses to students.
- To widen the scope of students' employability in print media.

**Unit-I**

1. Simple present tense.
2. Simple past tense.
3. Simple future tense.
4. Present continuous tense.

**Unit-II**

5. News stories and their structures.
6. The task of a newspaper reporter.

**Unit- III**

7. English newspapers in India.
8. Advertisement in newspaper.
9. Writing headlines and the lead.

**Unit – IV**

10. Present perfect tense.
11. Past continuous tense.
12. Past perfect tense.
13. Future perfect tense.

**Unit – V**

14. Body paragraphs and slant.
15. Writing editorials and op-ed pieces.
16. Writing for magazines.

**BOOK FOR STUDY**

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Friedman, Anthony(2007) Writing for Visual Media. New Delhi: Focal Press.

**BOOKS FOR REFERENCES**

1. Timothy Gerard(1997) Writing for Multimedia: Education, Training, Advertising and World Wide Web, Oxford: Focal Press.
2. Agee K. Waren(1979) Introduction to Mass Communication. New Delhi: Oxford.
3. Keval, J. Kumar(1994) Mass Communication in India. India: Jaico.
4. Roy, Barun (2010)Beginners' Guide to Journalism and Mass Communication. Delhi: Pustak Mahal.

**Core Paper- I**  
**VISUAL LITERACY**

**Assurance of Learning:**

- Ability to understand the Principles of visual field
- Ability to analyze the Technicality of Designing
- Knowledge about the Colour, Rhythm, Balance
- Ability to understand the Geometrical shapes and forms
- Ability to understand and use visual literacy and design as a medium for effective communication

**UNIT I: INTRODUCTION TO VISUAL LITERACY**

Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication - Definition of Fine Art - Art tools & Equipment- sketching - Elements of Visual Art - Basic Sketching and Drawing Skills .

**UNIT II: DESIGN PRINCIPLES AND RULES**

Defining Design- Process of designing- Elements of design: Line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts- Principles of Design : Unity- Gestalt and visual unity, Thematic unity - Contrast, balance- Formal and informal balance- Symmetrical and asymmetrical - Balance by shape, texture, position and eye direction radial balance- Rhythm, harmony and direction - Structure of Visual field- Figure – Ground relationship- Figure organization - Attraction and attention value

**UNIT III: GEOMETRIC SHAPES**

Points and lines- Types of line- Contours- Shape- Geometric and rectilinear- Curvilinear and Biomorph shape - Abstract shapes - Non - Representational- Positive and negative shapes- Texture -Tactile and visual texture - Pattern

**UNIT IV: PERCEPTIVE , COLOUR & COMPOSITION**

Psychology of human perception - Proportion and Perspective Drawing - Composition Shallow and deep size- Types of perspective-Open and closed compositions- Spatial confusion Motion and movement- Internal and external movement - Value- Patterns of value- Characteristics of colour.

**UNIT V: ILLUSTRATIONS & CARICATURE**

Study of Human Anatomy - Study of head drawing - Portraits and Postures - Human scale- Proportion- Contrast Isolation- Placement- Absence of focal point/ rhythm and motion- Principles of visual aesthetics - Principles of illustration- Illustration techniques- Cartooning, Caricature, satirical cartooning, underground cartoon and cartoons or other nations.

**BOOK FOR STUDY**

1. Richard Zakia(1997) Perception and imaging , focal press. Oxford.
1. Donis A. Dondis(1974) A Primer of Visual Literacy, 1st Edition.

**BOOK FOR REFERENCES**

1. Philip Rawson (1987 ) Design, Prentice Hall, London
2. Paul Rand(1993) Forms and Chaos, Yale University press
3. Russell N. Baird( 1987 ) The Graphic Communication, Holt, Rinehart and Winston, Canada
4. Jerry Palmer & MacDodson(1995) Design and Aesthetics, Rutledge, London.
5. Rick Williams & Julianne Newton (2009 ) Visual Communication - Integrating media art & science – The Complete to Drawing Techniques - Eugene Felder Emmett Elwin Kandour Ltd .

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**Allied Paper - I**

**INTRODUCTION TO VISUAL COMMUNICATION**

**Assurance Of Learning:**

- Ability to understand concepts in communication and need for communication
- Ability to analyze the Visual communication Trends
- Knowledge about Various Communication Models and its influence on the Society
- Ability to understand Audio Visual Media intricacies
- Acquire knowledge on the Recent New Media Trends and importance of Social Media

**Unit - I : INTRODUCTION TO COMMUNICATION**

1 Communication: Definition, meaning, nature and scope- Need for communication- Functions of communication- History of human communication- Communication process: Berlo's SMCR model, Barriers of communication- 7C's of Communication.

**Unit - II : COMMUNICATION TYPES**

Types of communication: Interpersonal, Intrapersonal, Group, Mass communication- Forms of communication: Verbal, Non-verbal communication- appearance and artifacts- Kinesics- Facial Expressions- Paralanguage- Proxemics- Haptics- Chronemics- Alfactics- Eye behavior

**UNIT - III: THEORIES OF VISUAL COMMUNICATION**

Harold D. Lasswell's model-Shannon and Weaver's model -Osgood and Schramm's model Theodore M.Newcombs model- Sociological Theories: Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory, Theories of persuasion: Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory Normative theories

**Unit -IV : SEMIOTICS**

Introduction to semiotics-analysis-Aspects of signs and symbols - sign and meanings- description of signs- Denotations and connotations- paradigmatic and syntagmatic aspects of Signs- Signs and Codes- Referent Systems - Audience and Interpretation.

**Unit- V : New Media Concepts and Trends**

Marshall McLuhan as historical media theoretician - major works and theories- Current Trends of Vis.Com - New Media Trends - Social Media Trends - Globalized media and its issues- Growing job opportunities in current media field (Blue Collars and White Collars)

**BOOKS FOR STUDY**

1. Little John W. Stephen, Theories of Human Communication , Library of Congress Cataloging-in -Publication Data, New Mexico, 2003.

**BOOK FOR REFERENCE**

1. Morreale, Sherwayn. P, Spitsbergen, Brain. H & Barge's Kevin – Human communication - Motivation, Knowledge & Skills, Sage publishers, London, 2000.
2. Allan& Barbara pease –Body language, Manjul publishing house pvt ltd , Bhopal, Mumbai,2004
3. Hedwig Lewis, Body language, Sage publications India pvt.ltd greater Kailas market, New Delhi ,2002.

**Sem-I**

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**SKILL COMPONENT**

**SOUND ENGINEER**

**Unit-I:SOUND, SIGNAL AND STUDIO ACOUSTICS**

Sound wave creation and Characteristics of sound wave: Creation of sound wave, A vibrating source, Compression, rarefaction, amplitude, frequency, wavelength, phase and phase shift, Phase Interference, harmonics and envelope Behavior of sound: Reflection, Refraction, Diffraction, Interference, Echoes, Reverberation, diffusion. Tame Echoes and Reverberation, Auditory Perception- Signal Characteristics of Audio Devices.

**Unit- II: Fundamentals of electronics:**

Signal – types of signal- measuring Instruments: Multimeter, CRO , dB meter - Measuring techniques : amplitude (peak to peak Voltage), RMS Voltage, frequency. Voltage and Current Stabilization, inverter, Types of Cables and Connectors.

**Unit-III:MICROPHONE AND LOUDSPEAKER**

Principle of microphone and Microphone physical properties- Theory of operation- Microphone Types- Microphone Accessories-Pop Filter, Stands and booms, Shock mount, cables and connectors, snake, Splitter-Types of Loudspeaker-Mounting and Loading Drive Units-Complete Loudspeaker systems- Setting up Loudspeakers:

**Unit - IV: MIXER CONSOLE**

Mixing console section- Input, output, Processing and Monitoring Section, Channel grouping, VCA grouping (voltage-controlled amplifier grouping), DCA grouping (digital-controlled amplifier grouping)- Typical Mixer Facilities -Equalization - Principal EQ bands, Filters- Automation- Metering systems

**UNIT-V RECORDING AND MONITORING**

Analog Recording -Magnetic tape, Noise Reduction, Digital Recording, D/A Conversion, Signal Processing, Sampling, Aliasing, Quantization, Codec Formats, Evolution of recording devices.

**BOOKS FOR REFERENCE:**

1. Sound and Recording, sixth edition, Francis Rumsey and Tim McCormick.
2. Practical recording techniques, fifth edition, Bartlett and Bartlett.
3. The art of digital audio recording, Stave Savage.
4. Audio Electronics by John Linsley hood.
5. 5. Fundamentals of Acoustics by Lawrence E Kinsler John Wiley & Sons Canada,



**SKILL COMPONENT****SOUND ENGINEER**




**QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY**

**What are Occupational Standards(OS)?**

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council

E-mail:  
mesc@ficci.com





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1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units..... P.2
4. Glossary of Key Terms .....P.3
5. Annexure: Nomenclature for QP & OS... P.5

**Introduction**

**Qualifications Pack- Sound engineer**

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television, Radio, Animation, Gaming, Advertising

**OCCUPATION:** Sound engineer

**REFERENCE ID:** MES/ Q 3402

**ALIGNED TO:** NCO-2004/2144.50

**Sound engineer in the Media & Entertainment Industry is also known as a Sound mixer or Sound recordist**

**Brief Job Description:** Individuals at this job are responsible to record/mix sound sources to create end-products that meet the quality standards and requirements of production.

**Personal Attributes:** This job requires the individual to know how to operate a range of sound equipment and software. The individual must be well-versed with the principles of sound and acoustics. The individual must be able to select sound sources and apply various mixing techniques and treatments to create quality end-products that meet production requirements.

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## SKILL COMPONENT

## SOUND ENGINEER



Qualifications Pack For Sound engineer



Job Details	Qualifications Pack Code	MES/ Q 3402		
	Job Role	Sound engineer This job role is applicable in both national and international scenarios		
	Credits (NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	10/11/14
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on	21/11/14
	Occupation	Sound	Next review date	20/11/16

Job Role	Sound engineer
Role Description	Record/mix sound sources to create required end-products
NSQF level	4
Minimum Educational Qualifications	Class XII, preferably with a background in physical sciences
Maximum Educational Qualifications	Graduation, preferably in electronics
Training (Suggested but not mandatory)	Sound mixing, editing, production and sound editing software
Experience	2+ Years of work experience, with experience as an apprentice installing studio equipment
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 3405 (Prepare sound equipment)</a> 2. <a href="#">MES / N 3407 (Record/mix sound)</a> 3. <a href="#">MES / N 3409 (Maintain workplace health and safety)</a> Optional: N.A.
Performance Criteria	As described in the relevant OS units

**SKILL COMPONENT  
PHOTOGRAPHY**

**Assurance of Learning:**

- Ability to understand the principles of Photography
- Ability to analyze the Technicality of Photographing
- Knowledge about the Lens , Camera Movements, Angles and Framing
- Ability to understand the Working Place health and safety
- Ability to understand and use photographs as a medium for effective communication

**UNIT – I: Photography an Overview**

Photography - Genres of Photography - Language of Photography, Chemistry of Photography- Different Types of Camera: Digital SLR (Single lens Reflex cameras- DSLR-Compact, Digital cameras-Bridge cameras-Mirror less interchangeable lens cameras- Image Sensors: CCD, CMOS – Resolution – Storing images – Light – characteristics of light- Sources of light natural and artificial lighting- Types of lighting - Indoor and outdoor lighting – Three point lighting - Flash light intensity measurements- lighting equipments- Gribs

**UNIT – II: Technicality of Photography**

Framing - Focus- View point-Perspective- Shots - Types of shots-Moods of shots- Shot determination and Framing- Camera Positioning- Camera Angle- camera movement- Camera Lens -Types of Camera lenses: Standard lenses-Macro lenses-Telephoto lenses-Wide angle lenses-Exposure Triangle : Aperture, Shutter speed , ISO – Depth of field –Composition: Subject and Content-Specialist lenses-Kit lenses- maintenance of camera and lens- Filters- Types of filters- Functions and uses of filters- special effects equipments.

**UNIT - III : Packing and Dismantling Equipment**

Need for Dismantle and packing the equipment -Equipment borrowing- Equipment dispatching- Equipment vendoring- Relationship with equipment vendors/suppliers - identify and report equipment repair- Making location reusable -Documentation- Planning and Timeliness-Problem Solving- Health and safety guidelines.

**UNIT - IV :Image Editing and Manipulation**

Layout an introduction - concepts of designing : an Introduction - creative elements of production, master layouts - Conceptualizing backgrounds, props designs- Visualization-storyboard - **Tools of Photoshop:** Introduction of photo shop-Exploring the Menu Bar- Toolbox- Options Bar- Layers - different layer types-Creating multiple layers-Working with Layers-Appling Layer Styles- Fill and Adjustment Layers: palette-naming-creating-deleting-viewing-moving- Exploring Layer Components- Masks- Using Layer Masks-Merging and Flattening Layers

**UNIT- V: Safety And Healthy Working**

Material in the market- copyright norms and intellectual property rights- health and safety guidelines- Understanding the health, safety and security risks prevalent in the workplace- Responsibility for health and safety -Identifying and reporting risks- Organization's norms and policies relating to health and safety- Government norms and policies regarding health and safety and related-emergency procedures- Limitations dealing with risks/ hazards

**BOOK FOR STUDY**

1. Hands Geoffrey ,The Handbook of Digital Photography, Silver Dale Book, 2004.

**BOOK FOR REFERENCES**

1. Neblette C.B. Fundamentals of Photography, Van Nostnand Reinhold Company New York, 1970.
2. Zuckerman Jim, Techniques of Natural Light Photography, Writer's Digest Books, China, 1996.
3. Hands Geoffrey , The Handbook of Digital Photography, Silver Dale Book, 2004.
4. Jacobs ,Close Up Photography, Writers Digest Book, Ohio,2001.
5. Thiagarajan.S , Practical Photography, Himalaya publishers, New Delhi 2000.

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**SKILL COMPONENT  
PHOTOGRAPHY- LIST OF PRACTICALS**

**Practical's:**

1. Study on photography
2. Study on difference types of camera
3. Study on the working principles of camera
4. Study on 3 point, 5 point, 7 point lighting
5. Study of different camera handling techniques
6. Study of Mirror less interchangeable lens cameras.
7. Study of camera resolution
8. Study of optical and digital zoom
9. Exercise on Aperture
10. Exercise on Composition
11. Exercise on camera Focus
12. Exercise on basic Lighting
13. Exercise on View point and Perspective
14. Exercise on shutter speed
15. Exercise on Depth of field
16. Study of different camera lenses
17. Maintenance of camera and lens
18. Exercise on Shape, Pattern ,Perspective
19. Flora and Portraits-photography
20. Capturing Motion through Shutter Speed Control
21. Exercise on Cultural photography
22. Exercise on Candid Portraits.
23. Exercise on Low-light photography
24. Exercise on Night Landscapes.
25. Exercise on Sports Photography
26. Exercise on Product Photography

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Language – I: தமிழ் - II

நோக்கங்கள்

- உலக வானொலி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- பண்பலை வானொலி அமைப்பு முறையை அறிதல்

பயன்கள்

- வானொலி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 2

அலகு - 1

வானொலி வரலாறு - உலக வானொலி நிலையங்கள் – தேசிய நிகழ்ச்சிகள் – மாநில நிகழ்ச்சிகள் – வானொலியின் கொள்கைகள்.

அலகு – 2

அலுவலக அமைப்பு முறை – நிலையத்தில் பணியாற்றும் முறைகள் - நிகழ்ச்சி ஒருங்கிணைப்பு – நிகழ்ச்சியைத் திட்டமிடுதல் – நிகழ்ச்சியைப் பதிவு செய்தல் – நிலைய நிகழ்ச்சிகளை உருவாக்குதல் - நேரம் ஒருங்கிணைப்பு.

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**Language – II: English - II**

**Assurance of Learning:**

- To help students acquire the nuances of Radio and its uses.
- To introduce basic Tenses to students.
- To widen the scope of students' employability to work in the fields of Radio.

**Unit-I**

1. Present perfect continuous.
2. Past perfect continuous.
3. Future perfect continuous.

**Unit- II**

4. Introduction to Radio.
5. Techniques of writing for the Broadcast media.

**Unit-III**

6. Use of language debriefing.
7. Radio presenter and writing for Radio programmers.
8. Advertising in Radio.

**Unit-IV**

9. Usage of will and would.
10. Usage of shall and should.
11. Usage of may and might.

**Unit-V**

12. Radio Talk shows and Radio Reviews.
13. Origination of FM Radio.

**BOOKS FOR STUDY**

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Gilmurray, Bob(2010) The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing.

**BOOKS FOR REFERENCES**

1. Latha Nair(2014) English for The Media, Delhi: Foundation Books.
2. Stracynski J. Michall (2006) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.
3. David Keith Cohler,(2000) Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Abbot and Richard Lee Rider(1957) Handbook of Broadcasting. California, McGraw-Hill.

**Core Paper - II**  
**COMMUNICATION MEDIA SCENARIO**

**Assurance Of Learning:**

- Ability to understand the various forms of media
- Ability to analyze the Various medium of communication
- Knowledge about current technology growths
- Ability to understand mass mediums structure and its function
- Acquire knowledge on the Indian media scenario.

**UNIT I: PRINT MEDIUM**

Print Medium: History, structure of a newspaper Organization- Types of newspapers and magazines: general and specialized – structure and functioning of newspapers and magazines- technological developments – competition, content and style of Magazines - Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights- Intellectual Property Rights

**UNIT II: AUDIO MEDIUM**

Development of Radio – International, National and Regional- Radio as a medium of mass communication – types of ownership: Private and Public-Organizational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review- Telecasting Ethics -TRAI

**UNIT III: AUDIO VISUAL MEDIUM**

Development of Television- International, National and Regional.-Emergence of television in India – the LPG concept in India. Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati Act- Broadcasting Regulations - Cable Act.

**UNIT IV: CINEMA MEDIUM**

Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films- CBFC

**UNIT V: NEW MEDIA**

New Media: Information age, knowledge society and global media and audiences; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and challenges- Cyber Laws

**BOOKS FOR STUDY**

1. Keval J. Kumar (2008). Mass Communication in India, Oxford Press, Delhi.
2. Hausman ,Carl (2002) Modern Radio Production: Production Programming, Brooks Publication California,

**BOOKS FOR REFERENCE**

1. Arvind Singhal, Everett. M. Rogers(2001) India's Communication revolution from bullock carts to cyber marts, Sage publication.
2. KM. Srivastava,(1998)Media towards 21st Century , Sterling Pub. New Delhi.
3. Mc Leish, James(1999), Radio production. Focal Press Burlington.

**Allied Paper - II**  
**BASICS OF ADVERTISING**

**Assurance Of Learning:**

- Ability to understand advertising and its scope
- Ability to analyze the Advertising Campaign and its dynamics
- Knowledge about various creative aspects in advertising
- Ability to understand Creative Perspectives of Advertising.
- Acquire knowledge on the Recent Advertising Trends

**UNIT I: FUNDAMENTALS OF ADVERTISING**

Introduction to Advertising – Definition, need and scope of advertising- Functions of advertising- The AIDA process. Role of Advertising- Types of advertising- Advertiser and Agency partnership- Structure and functioning of an Ad agency.

**UNIT II :PRODUCT AND BRANDING**

The lifecycle of a product- Audience analysis – buyer behaviour- segmentation, targeting and positioning-Advertising research- objectives- Strategy and Plans-Brand- process involved in branding- Types of Appeal

**UNIT III: VISUALISATION**

Creative perspectives of advertising - creativity- creative strategy- copy writing- art Direction- print production and electronic production.

**UNIT IV: MEDIA SELECTION AND STRATEGIES**

Strategy – Marketing- Advertising and Media strategy- Media selection- objectives, strategies and planning- Client servicing- print media- electronic media- direct marketing and out of home advertising - Advertising Ethics.

**UNIT V: ADVERTISING CAMPAIGN**

Advertising campaign - Dynamics of creating and executing the complete campaign strategy – sales promotion- Public relations- local advertising- Campaign budgeting and execution- testing and Evaluation.

**BOOKS FOR STUDY**

S. A. Chunawalla (2010) Foundations of Advertising Revised: (Theory and Practice), Himalayan Books, New Delhi

**BOOKS FOR REFERENCE**

1. Lank Jefkins (1992) Advertising Made Simple, Rupa & Co., New Delhi.
2. Thomas Russell, J. Ronald Lane, W. Kleppner's (2002) Advertising procedure, Prentice Hall International, Inc., New Jersey.
3. Meenakshi R. Chauhan (1995) Advertising – The Social ad Challenge, Anmol Publications Pvt. Ltd., New Delhi.



## SKILL COMPONENT

### SOUND DESIGNER

#### Unit-I: Acoustics and Auditorium

Architectural plan of room- specification- analyzing acoustic level of room- hydrography(echo sounding)- echo Cancellation techniques- selection: microphones, amplifiers, speakers – positioning the speakers- Sound System Installation – Electrification : power stabilization, earthing , Cooling - Multi Amplifier System Arrangement. Safety and precautions.

#### Unit-II : COMPUTER-BASED AUDIO PRODUCTION

Digital Recording: Differences between analog and Digital, Digital Recording, The clock, Digital audio signal formats, Dither, Jitter, Digital Transfers and copies, 2-Track Digital Recorders, Multitrack Digital Recorders, Backup-Basic Operations Audio Interface, DSP Card, Analog summing Amplifier, Recording Software, Optimizing computer for Multitrack Recording, Audio for video- Sound meets the computer Signal Processing, Introduction to DAW, Signal flow, I/O routing, troubleshooting, Understanding virtual tracks, Inserts/Plug-ins, Send and Return, Auto-switching

#### Unit- III: THE ESSENTIALS: WHERE AND HOW RECORDINGS ARE MADE

Recording rooms and Control Rooms- Isolation, Room ambience, Control room acoustics, Studio monitors, Microphones and Mic Placement, Mixing boards and Control Surface- 2.2 FX -EQ: General Information, Filters: HPF, LPF, BPF, BELL, and Shelving Filter- Dynamics: Compressor, Limiter, Gate, Expander-3 Delay, Reverb -beyond traditional DSP

#### Unit-IV: DAW

Basic terms in DAW: Activate or Enable, Deactivate or Disable, Delay Compensation, Edit List, Project/ Session, Types of Sessions: Master Sessions (MST), Slave Sessions (SLV), Render, Segment, Timeline Marker, and Source-MIDI Studio Equipment and Recording procedures-MIDI-Studio Components, Recording Music made by Soft Synths, Recording a hardware Synth, "NO SOUND" MIDI troubleshooting, Recording with a keyboard Workstation, Recording with a drum Machine and Synth, Loop-Based Recording.

#### Unit-V: MIXING

Mixing Requirements: Mixing and remixing, The Mixing environment: The room and playback system, Relating to Composing, arranging, and performing. Mixing tools, mixing in and out of the box, Processing gear (Plug-ins), Tracks, Grouping and routing, Submixes, subgroups, Master fader-Building a Mix- Mixing: Creating ambience and dimension: Using delays in Mixing, Using reverbs in Mixing, Panning reverb returns, Advanced techniques with delays and reverbs.

#### BOOKS FOR STUDY:

1. Practical recording techniques, fifth edition, Bartlett and Bartlett.
2. The art of digital audio recording, Stave Savage.

#### BOOK FOR REFERENCE:

1. Handbook for sound engineers, Fourth edition, Glen Ballou.
2. Mixing secrets for the small studio, Mike senior.
3. Audio HI-Fi Handbook, Third Edition, IAN Sinclair.

## SKILL COMPONENT

### SOUND DESIGNER



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

#### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council  
E-mail: [mesc@ficci.com](mailto:mesc@ficci.com)





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2. Qualifications Pack..... P.2
3. OS Units..... P.2
4. Glossary of Key Terms ..... P.3
5. Annexure: Nomenclature for QP & OS P.5

#### Introduction

##### Qualifications Pack- Sound designer

**SECTOR:** MEDIA AND ENTERTAINMENT  
**SUB-SECTOR:** Film, Television, Radio, Animation, Gaming, Advertising  
**OCCUPATION:** Sound designer  
**REFERENCE ID:** MES/ Q 3401  
**ALIGNED TO:** NCO-2004/Nil


**Sound designer in the Media & Entertainment Industry is also known as a Sound supervisor or Creative Sound Director**

**Brief Job Description:** Individuals at this job design the sound concept for a production and select the studios/equipment for recordings.


**Personal Attributes:** This job requires the individual to think creatively and develop a range of sound concepts. The individual must have a good understanding of the various music forms and styles prevalent in the industry. The individual must be aware of the language and principles of sound, acoustics and psychoacoustics. The individual must be able to interpret sound requirements and select the equipment/ studios required for production.

## SKILL COMPONENT

## SOUND DESIGNER



Qualifications Pack For Sound designer



Job Details	Qualifications Pack Code	MES/ Q 3401	
	Job Role	Sound designer This job role is applicable in both national and international scenarios	
	Credits(NSQF)	TBD	Version number 1.0
	Sector	Media and Entertainment	Drafted on 10/11/14
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on 21/11/14
	Occupation	Sound Effects / Audio Engineers & Technicians	Next review date 20/11/16

Job Role	Sound designer
Role Description	Create appropriate sound concepts for various productions and select sound studios/equipment
NSQF level	5
Minimum Educational Qualifications	Class XII with a background in physical sciences,
Maximum Educational Qualifications	Graduation, preferably in electronics
Training (Suggested but not mandatory)	Training in Sound Recording & Engineering. Additional technical knowledge of film making preferable
Experience	4+ Years of work experience, with experience as an apprentice in a mixing studio
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> <li><a href="#">MES / N 3401 (Conceptualise sound concepts)</a></li> <li><a href="#">MES / N 3402 (Select sound equipment)</a></li> <li><a href="#">MES / N 3403 (Select sound studios for recording)</a></li> <li><a href="#">MES / N 3409 (Maintain workplace health and safety)</a></li> </ol> Optional: N.A
Performance Criteria	As described in the relevant OS units

2

## SKILL COMPONENT

### IMAGE EDITING AND MANIPULATION

#### Assurance Of Learning:

- Ability to understand the need for Image Manipulation
- Ability to analyze the Tools of Photoshop
- Knowledge about Image Special Effects
- Ability to understand Masking and Filters in Photoshop
- Acquire knowledge on the Album Designing and Various Designing concepts

#### Unit – I: Tools of Photoshop

Introduction of photo shop-Exploring the Menu Bar- Toolbox- Options Bar-usage of Marquee Tools-Exploring the Lasso Tools-Creating Selections Using the Magic Wand- Using Color Range to Create Selections-Creating Selections Using Extractions-Transforming a Selection- Copying Pasting and Moving a Selection

#### Unit – II: Layer image formation

Layers - different layer types-Creating multiple layers-Working with Layers-Appling Layer Styles- Fill and Adjustment Layers: palette-naming-creating-deleting-viewing-moving- Exploring Layer Components- Masks- Using Layer Masks-Merging and Flattening Layers

#### Unit – III: Image editing and special effects

Cropping images and manipulation -Using various stencils and template designs -Working with textures and importing -Correcting your photos to remove red eyes, blemishes, ageing etc- blur and sharpen - creation of various collages -Working with text and custom fonts -Creating vector

#### Unit – IV: Masking and Designing

Induction- Summary- Instruction-Reformation of images-Creating graphics and simulations- Design and painting in Photoshop-Processing computer graphic integration.-Making special effects: collages, editing of warm and cool colours -Designing of advertisements, posters, business cards -Greeting card-Brochure designing- wedding card designing-Book layout-magazine layout-Newspaper layout-calendars designing-Building a booklet

#### Unit – V: Photo Essay (Album Making)

The theoretical study of the world of digital album design from induction, to summary and instruction-Reformation of images- design and paint in photo shop-Creating a Photo Panorama-Creating a photo Slide Show-Creating a Photo Calendar-Creating special effects on collages - editing warm and cool colours

#### BOOK FOR STUDY

1.Gregory Georges,Photoshop (2002) Ver(8) CS Professional Tricks and Techniques, Unique Color Carton Offset Printers, New Delhi-4.

#### BOOKS FOR REFERENCE

1. Alan and Isabella Livingston (2003) Graphic Design and Designers New Edition, Thames & Hudson world of art, Singapore.
2. Bride M. Whelan(1998) Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rock fort Publishers.
3. David E. Carter(2004)The Little Book Of Logo Recipes, successful designs and how to create them, Harper Collin Publishers, New York
4. Stephen House(2004)Photoshop CS, LP Editorial Board, Lawpt, Blue Line Printing Industries, Kolkata.

**Sem-II**

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**SKILL COMPONENT**  
**IMAGE EDITING AND MANIPULATION - PRACTICALS**

1. Cropping and slicing the image
2. Image color changes
3. Image rotation
4. Colour adjustments in background
5. Formation of layer in given image
6. Adding channels in given image
7. Cropping and slicing the given image
8. Blur - sharper settings in image
9. Photo editing
10. Logo Designing
11. Designing of posters
12. Designing Business cards
13. Designing Greeting cards
14. Brochure designing
15. Designing wedding cards
16. Dangler Designing
17. Designing Book layout
18. Magazine layout
19. Newspaper layout
20. Designing calendars
21. Designing a booklet
22. Wrapper Designing
23. Designing various sample albums
24. Developing a photo story/Essay
25. Banner Designing
26. Online Designing

LANGUAGE I - தமிழ் - III

நோக்கங்கள்

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

பயன்கள்

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 3

அலகு - 1

தொலைக்காட்சி, வானொலி வேறுபாடுகள் – தொலைக்காட்சி நிகழ்ச்சி உருவாக்கம் – நிகழ்ச்சிக்கான களம் தேர்ந்தெடுத்தல் – நேரம் திட்டமிடுதல் – நிகழ்ச்சித் தொகுப்பாளர்க்கான தகுதிகள் – பொறுப்புகள் – நாட்டு நடப்புகள் - செய்தி வாசிப்பு – பொது அறிவு நிகழ்ச்சி – அவசரகால அழைப்புகள் – அரசு செயல்பாடுகளை அறிவித்தல்.

அலகு - 2

தொலைக்காட்சி அலுவலக அமைப்பு முறைகள் – ஒப்பனையின் இன்றியமையாமை – உடல்மொழியின் முக்கியத்துவம் – ஆடை அலங்கார நெறிமுறைகள் – விழிப்புணர்வுக் கருத்துக்களைப் பரப்பதல் – நிகழ்ச்சிகளை வகைப்படுத்துதல்.

**Sem-III**  
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### **Language II- English III**

#### **Assurance of Learning:**

- To help students acquire the nuances of Television and its uses.
- To introduce Modal Verbs and their uses to students.
- To widen the scope of students' employability to work in the field of television.

#### **Unit-I**

1. Usage of can and cannot.
2. Usage of could and could not.
3. Usage of able to.
4. Usage of can you and could you.

#### **Unit-II**

5. Introduction to Television.
6. Television in India.
7. Various television shows.

#### **Unit-III**

8. Advertising in Television.
9. Interview techniques in Television
10. News reading in Television.

#### **Unit-IV**

11. Usage of must and must not.
12. Usage of have to.
13. Usage of need and need not.

#### **Unit-V**

14. V.Js. in Television shows.
15. The role of News Channels.
16. Television as an entertainer.

#### **BOOKS FOR STUDY**

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Yorke, Ivor(1989) Television Journalism. Manchester: Focal press.

#### **BOOKS FOR REFERENCES**

1. Srivastava, K.M. (1987) Radio and Television, Sterling Publishers New Delhi.
2. Stracynski J. Michall,(2004) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.
3. David Keith Cohler, (2004)Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Riber, John(2005) Writing and Producing for Television and Film, Sage Publications New Delhi.

**Core Paper- III**  
**FILM STUDIES**

**Assurance Of Learning:**

- Ability to understand the Film Forms and Movements
- Ability to analyze the Film Making Process
- Knowledge about Mise-en- scene
- Ability to understand the genres of Films
- Acquire knowledge on the Great Auteur both at the International as well National and Regional

**Unit I: Film History and Major Movements**

Early Cinema (1893-1903) - Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - The Classical Hollywood Cinema after the coming of sound- Italian neo-realism (1942-1951) - The French New wave (1959-1964) - Indian (Hindi, Tamil & other languages) - Contemporary trends.

**Unit II : Film Making Process and Film Forms**

Planning, Pre-production : Concept , Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition Film forms: narrative and non-narrative -Realism, Symbolic simulation - Typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

**Unit III : Elements of Film**

Mise-en-scene : Aspects of mise-en-scene, Functions of Mise-en-scene : space and time, narrative - Cinematographer properties: photographic image, framing, duration of the image, montage and long take.

**Unit IV: Genre**

Approaches to studying film- Narrative and Non Narrative films- Structure of a narrative film- Cinematic codes - Film Forms : Principles of film, narrative form, non-narrative films- Dividing a feature film into parts and Genres (language, style, grammar, syntax.)- Documentary genres- Film and postmodernism - Film and cultural identity: Criticism and Film Review Writing.

**Unit V: Great Auteur**

Study of Great Indian and International filmmakers like : D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendry Tamil Directors: S.P. Muthuraman, Sridhar, Balachander, Balu mahendra, Bharathiraja, and others.

**BOOKS FOR STUDY**

1. Ascher Steven, Pinous Edward (1984)The Film Maker's Hand Book, Penguin Group, New York.
2. Walter Murch (2004) In The Blink of an Eye: A Perspective on Film Editing .

**BOOKS FOR REFERENCE**

1. Bordwell David(1979) Thompson Kristin – Film Art an Introduction, Mc Gram Hill.
2. Hayward Susan(2000) Key Concept in Cinema Studies, Routledge, London.
- 3.Jones Chris, Jolliffe Genevieve(2000)The Guerilla Film Makers Handbook, Continuum Wellington house, London.
4. Wasko Janet (2003) How Hollywood Works, Sage Publication, London.



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**Allied Paper - III**  
**GRAPHIC DESIGN**

**Assurance of Learning :**

- Ability to understand the how to create illusionary images, segments of Production
- Ability to analyze the Visual effects
- Knowledge about After Effects
- Ability to understand interpolation and Masking Techniques
- Acquire knowledge on the Time Remapping and Rotoscopy techniques

**UNIT I:: GRAPHIC COMMUNICATION**

Components of graphic communication - Functions of Graphic communication- Making the print work- Visual Art- Visual Aesthetics - Creativity in Communication

**UNIT II: ELEMENTS OF DESIGN**

Elements of Design: Line-Shape-Direction-Size-Texture-Colour- Value- Concepts of Layouts: Hierarchy-Centre of visual Impact- Organization-Contrast and Colour- Basic Approaches in Designing- Design Software.

**UNIT III: TYPOGRAPHY**

Introduction- Development IN India - Typography Structures And Design and Functions - Design Style : Grouping Of Typefaces - Type Families - Functions Of Type Composition- Readabilities Legibility- Type for text, Display and Poster

**UNIT IV: COLOURS IN DESIGN**

Functions Of Colours- Colour Vision- Our Responses To Colour - Colour Combination- Colour Schemes - Colour Perspectives - Reproduction Of Colour - Fake Colour- Spot Colours- Process Colours

**UNIT V: COMPOSITION**

Fundamentals of Composition –Interpretation-Spatial Organization-Light- Expression-Montage- Content analysis - Layout – types of Layout.



**BOOK FOR STUDY**

1. N.N. Sarkar (2008) Art and Print Production, Oxford University Press, New Delhi.

**BOOKS FOR REFERENCE**

1. Mordy Golding( 2008) Real World Adobe Illustrator CS4, Peachpit Press
2. Gavin Ambrose(2008), Paul Harris The Fundaments of Graphic Design, Ava publication.
3. Harvey R.Leverson (1981) Art and Copy Preparation, Graphic Art Technical Foundation, USA.
4. Russell N.Baird (1987) The Graphic Communication.
5. Bride M. Whelan,(1994) Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rockfort Publishers

## SKILL COMPONENT MARKETING MANAGER





QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR  
MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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6. Criteria For Assessment of Trainees.P.42

### Introduction

#### Qualifications Pack-Marketing Manager

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising

**OCCUPATION:** Marketing/Branding and Communications

**REFERENCE ID:** MES/ Q 2102

**ALIGNED TO:** NOC-2004/1233.90

**Marketing Manager in the Media & Entertainment Industry is responsible for the daily operations of the marketing division at a media company**

**Brief Job Description:** Individuals at this job are responsible for managing the daily operations of the marketing team. These individuals are the driving force behind execution of every marketing initiative in the organization.

**Personal Attributes:** This job requires the individual to understand the business objectives and bridge the gap between strategy and execution. The individual is required to understand the expectations the senior management has from the marketing team and put resources in place to meet those expectations. The individual must also provide expertise and guidance to the execution team, using her knowledge and experience in the field of marketing.

## SKILL COMPONENT

### MARKETING MANAGER



Qualifications Pack For Marketing Manager



Job Details	Qualifications Pack Code	MES/ Q 2102		
	Job Role	Marketing Manager This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	18/03/15
	Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
	Occupation	Marketing/Branding and Communications	Next review date	24/03/17

Job Role	Marketing Manager
Role Description	Manage marketing operations at a media and entertainment company
NSQF level	6
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Sales & Marketing
Training (Suggested but not mandatory)	Customer Relationship Management, Marketing techniques
Minimum Job Entry Age	18 years
Experience	4-6 years
Applicable National Occupational Standards (NOS)	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES / N 2102 (Select and finalize creative agencies)</a></li> <li><a href="#">MES / N 2103 (Prepare and manage the marketing budget)</a></li> <li><a href="#">MES / N 2104 (Identify and understand target audiences)</a></li> <li><a href="#">MES / N 2106 (Media planning and buying)</a></li> <li><a href="#">MES / N 2107 (Develop creative marketing communications)</a></li> <li><a href="#">MES / N 2108 (Develop corporate communications)</a></li> <li><a href="#">MES / N 0104 (Maintain workplace health and safety)</a></li> </ol> <p><b>Optional:</b> N.A.</p>
Performance Criteria	As described in the relevant OS units

**SKILL COMPONENT****CAMERA OPERATOR**




**QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY**

**What are Occupational Standards(OS)?**

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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**Introduction**

**Qualifications Pack-Camera Operator**

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television

**OCCUPATION:** Camera

**REFERENCE ID:** MES/ Q 0602

**Camera Operator in the Media & Entertainment Industry supports the head of the camera department**

**Brief Job Description:** Individuals at this job need to operate the camera during shoots in accordance to instructions provided by the Director of Photography (DoP). They also need to coordinate efforts of the camera crew during shoots.

**Personal Attributes:** The individual must be creative and have a good understanding of composition, perspective and movement. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively.

## SKILL COMPONENT

## CAMERA OPERATOR



Qualifications Pack For Camera Operator



Job Details	Qualifications Pack Code	MES/ Q 0602		
	Job Role	Camera Operator		
		This job role is applicable in both national and international scenarios		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	Version number	01	
	Sector	Media and Entertainment	Drafted on	25/04/13
	Sub-sector	Film, Television, Animation	Last reviewed on	Dd/mm/yy
	Occupation	Camera	Next review date	Dd/mm/yy

Job Role	Camera Operator
Role Description	Operating the camera and coordinate efforts of the camera crew during shoots
NVEQF/NVQF level	
Minimum Educational Qualifications	
Maximum Educational Qualifications	
Training (Suggested but not mandatory)	
Experience	6-8 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 0606 (Prepare for Shoot)</a> 2. <a href="#">MES / N 0607 (Operate Camera during Shoot)</a>
Performance Criteria	As described in the relevant OS units

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**LANGUAGE I - தமிழ் - IV**

**நோக்கங்கள்**

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

**பயன்கள்**

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

**பருவம் – 4**

**அலகு - 1**

தொலைக்காட்சியில் பாடல் தெரிவு செய்யும் முறை – பின்னணி இசை – ஒலிக்கலவை பற்றிய அறிவு – நிகழ்ச்சிப் பங்களிப்பு – நாகரிக அணுகுமுறை – நேயர்களோடு உரையாடும் திறன் – கற்பனைத் திறனுடன் பேச்சாற்றல்.

**அலகு – 2**

நேர்காணல் பயிற்சி – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி மாதிரி – குழுப்பகிர்வு மாதிரிப் பயிற்சி – பலதரப்பட்டவர்களுடன் உரையாடும் திறன் – நேரடி ஒளிபரப்பின் போது கவனிக்க வேண்டியவை – விளம்பரங்களின் முக்கியத்துவம் – விளம்பரதாரர்களின் பங்களிப்பு – ஊடக அணுகுமுறைகள்.

**BOOK FOR STUDY**

1. B.K. Ahuja(2013) Mass Media Communication, Sanjeeth Publications.
2. B.N. Ahuja (2012) Theory and Practice of Journalism, Sanjeeth Publications.

**BOOKS FOR REFERENCE**

3. B.K. Ahuja (2013)Mass Media Communication, Sanjeeth Publications.
4. B.N. Ahuja(2012) Theory and Practice of Journalism, Sanjeeth Publications.

**Sem-IV**  
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## **LANGUAGE II - English-IV**

### **Assurance For Learning :**

- To help students acquire the nuances of online journalism and its uses.
- To introduce passive voice and conditional clauses and their uses to students.

### **Unit-I**

1. Introduction to passive voice.
2. Usage of is done/ was done.
3. Usage of be/ been/ being done.
4. It is said that/ he is said to/ (be) supposed to.

### **Unit-II**

5. Introduction to internet.
6. Net as a medium of communication.
7. Features of the Net.

### **Unit-III**

8. Origin of the Web.
9. History of the Net in India.
10. Online advertising.

### **Unit-IV**

11. Conditional clauses and wish.
12. Usage of if I do/ if I did.
13. Usage of if I know/ I wish I knew.
14. Usage of if I had known.
15. Usage of who/ that/ which/ whose/whom/where.

### **Unit-V**

16. Internet in India.
17. Writing and preparing packages for the Web.
18. News editing in the online environment.
19. Impact of Internet as a medium.

### **BOOKS FOR STUDY**

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Ray, Tapas(2014) Online Journalism. New Delhi: Foundation Books.

### **BOOKS FOR REFERENCES**

1. Hall, Jim(2001) Online Journalism: A Critical Primer. VA, Pluto Press.
2. Meyer, Philip(1991) The New Precision Journalism. Indiana University Press.
3. Fiske, John(1998) Introduction to Communication Studies, 2<sup>nd</sup> Edition. London and New York, Routledge.

Core paper - IV

SCRIPT WRITING

**Assurance Of Learning:**

- Ability to understand process of Production for Script
- Ability to analyze the Narrative Structure of Story
- Knowledge about Scripting Software's and Typing Skills
- Ability to understand the genres of script for various media
- Acquire knowledge on the Creative Thinking

**Unit - I : Script**

Definitions - fundamental principles, norms, guidelines, techniques- Script writing elements : Story, Screen play and Dialogue and Lyric writing - Script formats and style: parenthesis, description, scene transitions - dialogue - light and sound details - story board - Script types (short and full length script). Three Act Structure - Story : Definitions - Tag line - One line - Synopsis to decision makers like directors and producers.

**Unit - II : Story Telling as a Folk Oral Culture**

Story telling techniques and ethos in a dramatic way - Pitch presentation - Structuring the story - credible characterization - Real life event characterization - Event observation

**Unit - III : Creativity Thinking**

Thinking out of the box- Critical thinking - Creative thinking - related competencies - Adopting creative thinking in daily life - Various methods to boost creative thinking skills and creative presentation skills.

**Unit - IV: Narrative Structure in Script**

Beginning, development and climax - Principle of suspense - Various writing nature: for Animation, Ads, Documentaries, Short films, TV series - Drama (for radio & TV) -Writing nature to specific genres : action, comedy, crime, history, horror, romance, science fiction, teens, thrillers - News reporting - Interview writing - Writing nature to target audience-Typing skills in regional languages, Bamini type sets, using unicode - Correct grammar, spelling, punctuation, phonetics etc.

**Unit - V : Script Related Laws**

Copy rights - Contractual protocols- Writers problems & issues- Protections & Writers' union- Script safety practices : issues and solutions.

**BOOKS FOR STUDY**

- 1.Hilliard L. Robert(2000) Writing for television, Radio and New Media .New York :Routledge.
- 2.Copper, Patt, (2001)Writing the short Film, Elsevier Publication.

**BOOKS FOR REFERENCE**

- 1Usha Raman (2016) Writing for Media
- 2..Milton, Shirley(1982) Creative Connections, Sage Publication New York.
- 3.Hunters Lew(1994)Screen Writing 432, The Berkley Publishing Group. New York.
- 4.Kaushik Sharda,(2000) Script to Screen, Macmillan India Ltd.
- 5.Mencher Melvin (2002) Basics of Media Writing, Jaico Publication New Delhi.



Sem-IV  
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2	0	2

## VALUE EDUCATION: MEDIA GENDER STUDIES

### Assurance Of Learning:

- Ability to understand the concepts of gender
- Ability to analyze the sensitivity towards gender
- Knowledge about the areas of gender discrimination
- Ability to understand the women development
- Acquire knowledge on women's movement and safeguard mechanism.

**Unit I : Concepts of Gender** : Gender Discrimination-Gender Division of Labour-Gender stereotyping – Gender Sensitivity.

**Unit II : Gender Studies:** Gender Equity – Equality – Gender Mainstreaming – Empowerment.

**Unit-III : Areas of Gender Discrimination** : Family – Sex Ratio – Literacy – Health – Governance — Media – Politics –Domestic Violence

**Unit-IV: Women Development and Gender Empowerment** : National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies.

**Unit – V: Women's Movements and Safeguarding Mechanism:** Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act — Eve Teasing Prevention Act – Self Help Groups.

### BOOK FOR STUDY

Manimekalai. N & Suba. S (2011), Gender Studies, Publication Division, Bharathidasan University, Tiruchirappalli

### BOOKS FOR REFERENCES

1. Allen. D, Rush. R., and Kaufman S.J (eds) (1996) Women Transforming Communication,Global Intersections. CA: Sage Publications, New Delhi.
2. Ammu Joseph, Kalpana Sharma (eds) (1994) Whose News? The Media and Women's Issues, Sage Publications, New Delhi.
3. CharlotteKrolokke and Anne Scot Sorensen (2005), Gender Communication: Theories and Analyses, Sage Publications.
4. Donna Allen, Susan J. Kaufman, Ramona, R. Rush (ed). Women transforming Communications. London: Sage Publications.

Sem-IV  
16UVT430404

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**Allied paper- IV**  
**MEDIA CULTURE AND SOCIETY**

**Assurance Of Learning:**

- Ability to understand the various aspects of media responsibility.
- Ability to analyze the Multimedia Systems and Hyper Media
- Knowledge about Digital Media Saturation
- Ability to understand Media Determinants
- Acquire knowledge on Ideology and Culture

**UNIT I: UNDERSTANDING THE MEDIA**

How to study media and how not to study media - sociological –cultural – skills- Political- Media audience analysis(Mass, segmentation, product etc, social uses) – Media education Possesses –Theoretical Frame work – Core concepts- Mode enquiry – Practical work- Media Pedagogy.

**UNIT II: INTRODUCTION TO MEDIA CULTURE SOCIETY**

Media saturation – Media influence – Management and manufacture of information-Media education and Democracy - Importance of Visual Communication – Education for the future- Privatizations of information – Media in Indian Society.

**UNIT III: MEDIA DETERMINANTS**

Media Determinants- Ownership and control – Media Institution – The state and the Law – Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources – Audience as textual determinant & audience as readers – audience positioning - establishing critical autonomy.

**UNIT IV: MEDIA RHETORIC**

Media Rhetoric – Selection – Social construction of reality by media - The Rhetoric of the image –Combining image and linguistic text – Suppressing the existence – Setups –Film and sound Editing – Interpretative Frame works- Visual Coding- Narrative.

**UNIT V: IDEOLOGY & CULTURE**

Ideology – Defining Ideology –Hegemony –Myth Ideology in the classroom –Denotation – Connotation – Ideological Analysis – Media and Popular culture – culture and subculture , popular texts , politics popular culture Vs people's Culture

**BOOK FOR STUDY**

1. Berger, Asa (1991) Media Analysis Techniques, Sage Publications.

**BOOK FOR REFERENCES**

1. Srivastava K M (1991). Media Issues, Sterling Publication, New Delhi
2. Blackwell (2008) Media Culture and Society.

Sem-V  
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**Major paper- V**  
**MEDIA RESEARCH ORIENTATION**

**Assurance Of Learning:**

- Ability to understand the types of research in social science.
- Ability to analyze the research problem
- Knowledge about the research hypothesis
- Ability to understand the sampling procedures
- Acquire knowledge on writing thesis report.

**UNIT I: NATURE OF SOCIAL RESEARCH**

Meaning and definition of research — Objective— types of research – significance of research  
Criteria of good research.

**UNIT II: LEVELS OF RESEARCH PROJECTS AND PROBLEM SELECTION**

Research selection and formulation - Selecting a topic for research - Research problems - Review of literature - Formulating and stating the problem.

**UNIT III: RESEARCH HYPOTHESIS**

Hypothesis - Functions of hypothesis - Criteria of hypothesis - Difficulties in formulation of hypothesis - False & barren hypothesis.

**UNIT IV: SAMPLING**

Sampling – Types of sample – Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota, etc - Choosing a sample design.

**UNIT V: EVALUATION AND WRITING THESIS REPORT**

Preparation and tabulation of collected data - Data analysis - Identifying interdependencies -steps involved in writing a research paper/report.

**BOOK FOR STUDY**

Saravanel (2015) Research Methodology, Kitab Mahal Publishers, NewDelhi.

**BOOK FOR REFERENCE**

1. Hansen, Andresse A.L (1998) -Mass Communication Research Methods, Sage, California
2. Sharma, S.R., (1996) Research in Mass Media, Radha publications, New Delhi
3. Roger D.Wimmer& Joseph R Dominick (1998) The Survey Research Handbook.  
Belmont, USA
4. Denscombe, Martyn (1999) The Good Research Guide, Viva Books, New Delhi.
5. Wimmer D. Roger (2003), Mass Media Research, Wadsworth, Canada.

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**Core paper- VI**  
**VISUAL ANALYSIS TECHNIQUES**

**Assurance Of Learning:**

- Ability to understand the media text.
- Ability to analyze the feminist analysis and media
- Knowledge about the psychoanalytic criticism
- Ability to understand the sociological analysis
- Acquire knowledge on interpretation of visual advertisements.

**UNIT I: SEMIOTIC ANALYSIS**

Signs-Signs and truth-Language and speaking-Connotation and denotation-Syntagmatic analysis  
Paradigmatic analysis-Metaphor and metonymy.

**UNIT II: FEMINIST ANALYSIS**

Portrayal of Women in Media – Portrayal of women in News Media - Male gaze – Male domination – Women Marginalization in the Media –the consumer society.

**UNIT III: PSYCHOANALYTIC CRITICISM**

The unconscious -The oedipus complex-Symbols-Defense mechanisms-Dreams-Aggression and guilt-Psychoanalytic analysis of media.

**UNIT IV: SOCIOLOGICAL ANALYSIS**

Some basic concepts-Uses and gratifications-Content analysis.

**UNIT V: INTERPRETATIONS OF PRINT ADVERTISEMENT**

A case study-Psychoanalysis aspects of the text- Stereotypes and Gender Discrimination.

**BOOK FOR STUDY**

Berger, Arthur Asa - Media Analysis Techniques, Sage publisher's, (2002)

**BOOKS FOR REFERENCE**

1. Bignell, Jonathan (2002), Media Semiotics, Routledge, London
2. Leewen and Jewitt Carey(2001) – Handbook of Visual Analysis, Sage Publication, New Delhi,
3. Carey ,Jewitt(1999)- The Handbook of Visual Analysis, Himalaya publishers.
4. Leewen , Thompson (2001),- Introducing Social Semiotics, Routledge, London.
5. Rose, Gillian(2006) ,Visual Methodologies: An Introduction, Amazon publishers.

### Core paper- VII

#### MEDIA EQUIPMENT MAINTENANCE AND MEDIA PRESENTATION SKILLS

##### Assurance Of Learning:

- Ability to understand the need Equipment Maintenance
- Ability to analyze the problems with the camera and Accessories
- Knowledge about Media Presentation skills
- Ability to understand Body Language and Voice Modulation
- Acquire knowledge on the presentation skills for the Audio Visual media

##### Unit-I : Media Equipment

Media equipment - Meaning and Definition- Need for Maintenance and Servicing- Good housekeeping practices - **Photographic equipment** and types - Digital and film photography- Digital images and their characteristics - Pixels and resolutions- Digital Camera and their types - Accessories of a digital camera - Use and store cameras accessories - Equipments in a Safety precautions - Care and maintenance of camera- Image printing equipment- Storage and memory issues of digital images. Scanners and their applications. **Equipment for Videography:** Features of Video cameras- Handycam and Broadcast quality Video Camera-Video capturing devices- Web Camera - PTZ camera -Video tuning cards - Video editing systems and their components- Video mixers -Video file rendering, storing and retrieving systems - Streaming of video over net- Block diagram of color TV receiver description of each element- CCU, signal stabilizers, special effect generators, character generators, Digital TV basics.

##### Unit- II : Maintenance of Digital Audio Recording

Need for Digital Audio Recording Maintenance - Functions of Resistors and capacitors - Use of multimeter- Power system components and UPS - Components of Radio- Audio equipments: Types and usage- Audio capturing, Amplifying, Transmitting and recording devices - Microphones-Cordless microphones - Audio storage media and types- Types of audio delivery systems - Audio mixers- FM and AM tuning- Frequency bands used in Radio communications - ADCs and DACs - Identify different parts, controls and accessories of a recording suit- Maintenance of computer accessories and recording equipments in a safe manner- Storage in different types of media such as CD- Identifying and Resolving Problems with Metering- Sorting out problems with Audio cables-Patch bays and Channel Routing

### **Unit - III : Communication Skills And Presentation Technique**

Effective communication skills: Language skills, Oral and Written communication skills- Presentation techniques; Voice modulation, appearance, Eye contact, Facial expression, Body language, General knowledge, Appearance.

### **Unit-IV : Presentation Skills for Audio and Visual Medium**

Radio presentation skills: Presentation techniques- R Jing, Compering, Radio commentary, Radio announcement, Radio talk, interviewing skills, News reading. Phone-in-Programmes - Television presentation skills: Presentation techniques- anchoring, News Presentation, Newscasting, Panel Discussion, Television interviews, live reporting, Phone-in-Programmes.

### **Unit-V: Presentation Skills for Special Programmes**

Special programs: planning, preparation, scripting and Rehearsal for award functions, reality shows, Cultural and Sports programmes.

### **BOOKS FOR STUDY**

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012
2. Shann, Media Equipment Maintenance Logbook, Spudtc Publishing,2015
3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln Pty Ltd, 2012.
4. Agarwal, Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010

### **BOOK FOR REFERENCE**

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012
2. Shann,Media Equipment Maintenance Logbook,Spudtc Publishing,2015
3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln Pty Ltd, 2012.
4. Agarwal,Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010
5. Ian Tuhovsky ,Communication Skills Training And: A Practical Approach To Improve Your Social,2011

## SKILL COMPONENT EXECUTIVE PRODUCER



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR  
MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council  
E-mail: [mesc@ficci.com](mailto:mesc@ficci.com)





### Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms.....P.3
4. NOS Units.....P.5
5. Nomenclature for QP & NOS.....P.57
6. Criteria For Assessment of Trainees.P.59

### Introduction

#### Qualifications Pack-Executive Producer

**SECTOR:** MEDIA AND ENTERTAINMENT  
**SUB-SECTOR:** Film, Television, Animation, Radio, Gaming, Advertising  
**OCCUPATION:** Production  
**REFERENCE ID:** MES/ Q 2801  
**ALIGNED TO:** NCO 2004/1229.40

**The Executive Producer in the Media & Entertainment Industry is the head of the Production Department and is responsible for overseeing the entire content production process.**

**Brief Job Description:** Individuals in this job need to ensure the successful creation of content, and manage the twin goals of achieving the creative vision and meeting cost objectives. *(Note: international terminology for this role is "Producer", however in the Indian context the "Producer" is typically the financier.)*

**Personal Attributes:** This job requires the individual to manage the production process and make decisions at different stages of production. A background in management studies/ business administration and/ or content production is preferred. The individual must know how to prepare a production budget. The individual must have good presentation skills to pitch concepts and secure funding from financiers. The individual must be a strong leader and guide/ groom to different heads of department and team members to help them successfully deliver their product within their budget and timeline.

## SKILL COMPONENT

### EXECUTIVE PRODUCER

Qualifications Pack For Executive Producer

GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP

National Skill Development Corporation  
Transforming the skill landscape

Job Details

Qualifications Pack Code	MES/ Q 2801		
Job Role	Executive Producer This job role is applicable in both national and international scenarios		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	08/11/14
Sub-sector	Film, Television, Animation, Radio, Gaming, Advertising	Last reviewed on	26/11/14
Occupation	Production	Next review date	07/11/16

Job Role	Executive Producer
Role Description	<p>Head of the Production Department and responsible for overseeing the entire content production process</p> <p><i>Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.</i></p>
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Business, Film Making
Training (Suggested but not mandatory)	Course in Content Production
Minimum Job Entry Age	18 years
Experience	<p>5-7 Years of work experience</p> <p>8+ Years for Senior Executive Producers and large projects</p>
Applicable National Occupational Standards (NOS)	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES/ N 2801 (Contribute Creative Ideas for Production)</a></li> <li><a href="#">MES/ N 2802 (Develop the Production Schedule)</a></li> <li><a href="#">MES/ N 2803 (Create and Monitor the Production Budget)</a></li> <li><a href="#">MES/ N 2804 (Recruit Cast and Crew)</a></li> <li><a href="#">MES/ N 2805 (Procure Equipment and Material for Production)</a></li> <li><a href="#">MES/ N 2809 (Coordinate Production Activities)</a></li> <li><a href="#">MES/ N 2810 (Oversee the Post Production Process)</a></li> <li><a href="#">MES/ N 2811 (Produce Promotional Materials)</a></li> <li><a href="#">MES/ N 2813 (Purchase and Negotiate for Content)</a></li> <li><a href="#">MES/ N 2814 (Source Finance for a Production)</a></li> <li><a href="#">MES/ N 0104 (Maintain Workplace Health and Safety)</a></li> </ol> <p><b>Optional:</b> N.A.</p>
Performance Criteria	As described in the relevant OS units

2 | Page



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**Core paper- IX  
MEDIA MANAGMENT**

**Assurance Of Learning:**

- Ability to understand the media organization management
- Ability to analyze the Media Production and Controls
- Knowledge about Entrepreneurship
- Ability to understand Marketing Trends
  
- Acquire knowledge on the Advertising Management

**Unit - I: Management Structure & Its Functions**

Management in Media organization – Structure – Nature and Process of management – Levels of management– skills, functions and management roles - Theories of management – classical, human relationships- Modern approaches to management- Societal and organizational environment.

**Unit - II : Production Management**

Production management - Preproduction, Scheduling, Budgeting, Financing, Controlling, Production, Post-production and delivery.

**Unit - III: Media Convergence**

Entrepreneurship – Monopoly, oligopoly - Financial management – Media convergence-economics- Future of media business –Employment opportunities and status of media industry.

**Unit -IV : Advertising Management**

Advertising management - Profit, Sales and market share objectives- Setting the budget, Media selection - Media scheduling.

**Unit- V : Marketing Management**

Marketing – management – Creativity and innovation – Internal communication and external communication-Understanding market and factors - Audiences – Research and analysis, Ratings, Trends in marketing and selling.

**BOOK FOR STUDY**

1. Block et al. Managing in the Media. Focal Press 2001.
2. Andrej vizjak and Max Riglstter, Media management, Springer, 2003

**BOOKS FOR REFERENCE**

1. Block et al. Managing in the Media. Focal Press 2001.
2. Alan B. Albarran, Sylvia A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers, 2006.
3. William james willis and diane B.willis, New Directions in Media Management, Routledge, 2006.
4. Alan B. Albarran Management of Electronic Media, Wadsworth, 2009
5. Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

Sem-VI  
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**Core paper- VIII**

**PUBLIC RELATIONS**

**Assurance Of Learning:**

- Ability to understand the need for Public Relation in the organisation
- Ability to analyze the PR strategies
- Knowledge about Public Relation Campaign
- Ability to understand the role of PR in media institution
- Acquire knowledge on the writing techniques for press and press release and press handouts

**Unit -I : Public Relations: Introduction**

Public Relations- Definition- PR as a communication function- History of PR- Growth of PR in India- Public relations- Propaganda and public opinion- PR as a management

**Unit -II : Understanding Public Relations**

Stages of PR – Planning, implementation research, evaluation- PR practitioners and media relations-Press conference- Press release- Exhibition and other PR tools.

**Unit -III: General Practice**

Communication with the public - Internal and external, Employer - employee relations, Community relations; PR in India – Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions.

**Unit IV: PR Campaign**

Audience – Demographics and Medium-Budget-Plan-Implement-Effectiveness

**Unit V: Writing For Public Relations**

Writing news releases-Brochures, Pamphlets-Letters-Handouts-Oral presentations - Company publications.

**BOOK FOR STUDY**

1. Lesly , Philip - Handbook of Public Relations and communications, Jaico publication New Delhi, 2002

**BOOK FOR REFERENCE**

1. Y. K. D'souza, Mass Media Tomorrow, Indian Publishers Distributors, New Delhi, 1977.
2. S. Ganesh, Lectures on Mass Communication, Indian Publishers Distributors, New Delhi, 1995.
3. J. L. Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi, 1996.

Sem-VI  
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**Core paper- X**

**MEDIA PROJECT/ INTERNSHIP**

**AIM**

To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

**CONTENT**

- For period of one months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.
- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- The student will enter the media industry with an evaluated portfolio.



**DEPARTMENT OF VISUAL COMMUNICATION TECHNOLOGY**  
**LIST OF PAPERS**  
**B. VOC (VISUAL COMMUNICATION TECHNOLOGY)**  
**Course pattern 2014**

**SEMESTER: I**

S.No	Subjects	Subject Code	Hours	Credits	
				General Education Component	Skill Component
01.	Tamil – I (Oodaka Tamil)	14UVT110001	2	2	--
02.	Communicative English-I (Media English)	14UVT120101	2	2	--
03.	Audio Electronics	14UVT130201	4	4	--
04.	Basics of Photography	14UVT130202	4	4	--
05.	Tamil lab – I	14UVT110002	2	--	2
06.	English lab – I	14UVT120102	2	--	2
07.	Practical - Audio Electronics	14UVT130203	4	--	4
08.	Practical - Basics of Photography	14UVT130204	4	--	4
09	Work shop – Audio System	14UVT130205	3+3*	--	3
10.	Work shop – Creative Photography	14UVT130206	3+3*	--	3

**Total**

**30**

**12**

**18**

**SEMESTER: II**

S. No	Subjects	Subject Code	Hours	Credits	
				General Education Component	Skill Component
11.	Tamil – II (Oodaka Tamil)	14UVT110003	2	2	--
12.	Communicative English – II (Media English)	14UVT120103	2	2	--
13.	Sound Engineering and Programme production	14UVT130207	4	4	--
14.	Image editing and manipulation	14UVT130208	4	4	--
15.	Tamil lab – II	14UVT110004	2	--	2
16.	English lab – II	14UVT120104	2	--	2
17.	Practical - Sound Engineering and Programme production	14UVT130209	4	--	4
18.	Practical - Image editing and manipulation	14UVT130210	4	--	4
19.	Work shop – Audio Program	14UVT130211	3+3*	--	3
20.	Work shop – Image Creation	14UVT130212	3+3*	--	3

**Total****30****12****18**

**SEMESTER – III**  
**NSQF Level: L6**

S. No.	GE/S C	Paper	Subject Code	Type	Hours	Credits		
						Genera 1	Skill	Total
21.	GE	Language – I*	14UVT310003	Language	2	2		2
22.		Language – II: English – III	14UVT320103		2	2		2
23.		Concepts of Videography	14UVT330207	Core - Theory	3	3		3
24.		Theoretical Aspects of Special effect Editing	14UVT330403	Allied - Theory	3	3		3
25.	SC	VFX Editor QP: MES/Q03501	14UVT430208	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
26.		Camera Operator QP:MES/Q0602	14UVT430209	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
27.	GE	Value Education: Life Skills	14UVT141001		2	2		2
					30+6*= 36	12	18	30

& - Language – I: Tamil –III/ Hindi – III/ Sanskrit – III/ French – III

\* - Field work outside the class hours for each major 2hrs (2x3=6)

@- Practical examination in the following Semester

**SEMESTER – IV****NSQF Level: L6**

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
28.	GE	Language – I&	14UVT410004	Language	2	2		2
29.		Language – II: English - IV	14UVT420104		2	2		2
30.		Creative script Writing	14UVT430210	Core - Theory	3	3		3
31.		Graphics and Multimedia	14UVT430404	Allied - Theory	3	3		3
32.	SC	VFX Editor QP: MES/Q03501	14UVT430208	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
33.		Camera Operator QP:MES/Q0602	14UVT430209	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
34.	GE	Environmental science	14UVT240901		2	2		2
					30+6*=36	12	18	30

&amp; - Language – I: Tamil –IV/ Hindi – IV/ Sanskrit – IV/ French – IV

\* - Field work outside the class hours for each major 2hrs (2x3=6)



**SEMESTER – V**

**NSQF Level: L7**

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
35.	GE	Global Trend Setting Films and Directors	14UVT530211	Core - Theory	4	4		4
36.		Media Laws And Ethics	14UVT530212	Core-Theory	4	4		4
37.		Media Equipment Maintenance and Media Presentation Skills	14UVT530213	Core - Theory	4	4		4
38.	SC	Executive Producer QP: MES/ Q 2801	14UVT630214	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
39.		Director Of Photography QP: MES/ Q 0601	14UVT630215	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6*= 36	12	18	30

\* - Field work outside the class hours for each major 2hrs (2x3=6)

@- Practical examination in the following Semester

**SEMESTER – VI**

**NSQF Level: L7**

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
40.	GE	Media Management	14UVT630216	Core - Theory	4	4		4
41.		Media Public Relation	14UVT630217	Core-Theory	4	4		4
42.		Media Project/ Internship	14UVT630218	Core - Theory	4	4		4
43.	SC	Executive Producer QP: MES/Q 2801	14UVT630214	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
44.		Director Of Photography QP: MES/ Q 0601	14UVT630215	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6*= 36	12	18	30

\* - Field work outside the class hours for each major 2hrs (2x3=6)

## SYLLABUS

### B. VOC. VISUAL COMMUNICATION TECHNOLOGY

Sem-I

14UVT110001

Language – I: ஊடகத்தமிழ்

L P C

2 0 2

நோக்கங்கள்

- தமிழ்மொழிப் பயிற்சி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- வாசிப்புப் பயிற்சி முறையை அறிதல்

பயன்கள்

- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம்: 1

அலகு - 1

1. தமிழ்மொழிப் பயிற்சி : பேச்சுத் தமிழ்
2. பிழையின்றிப் பேசுதல்
3. தயக்கத்தைப் போக்குதல்

அலகு - 2

4. வாசிப்புப் பயிற்சி
5. உச்சரிப்புப் பயிற்சி

அலகு - 3

6. பேச்சுப் பயிற்சி
7. குரல் ஏற்ற இறக்கம்

அலகு - 4

8. வட்டாரவழக்குச் சொற்கள்
9. சரளமாகப் பேசுதல்.

அலகு - 5

10. அடிப்படை இலக்கண இலக்கிய அறிவு பெறுதல்
11. ஊடகமும் தமிழ்மொழியும்

### பார்வைநூல்கள்

எம்.ஏ.நுஃமான்:	அடிப்படைத்தமிழ் இலக்கணம்
சுரேஷ்பால் :	மீடியா உலகம்
சோ. சிவபாதசுந்தரம் :	வானொலி
சோ.சிவபாதசுந்தரம் :	ஒலிபரப்புக்கலை
செல்வம் :	வானொலித் தமிழ்
வெ.நல்லதம்பி :	தொலைக்காட்சித் தமிழ்
அ.சாந்தா&வி.மோகன் (பதிப்பாசிரியர்கள்):	

## செய்முறைப்பயிற்சி

வானொலிமற்றும் தொலைக்காட்சிமாதிரிநிகழ்ச்சிகளைத்தமிழில்மாணவர்க ள்உருவாக்குதல்

- ❖ கொடுக்கப்படும் தலைப்புகளுக்கு ஏற்ப சரளமாகப் பேசுதல்
- ❖ நிகழ்ச்சிவரைவுதயாரித்தல் (Script Writing)
- ❖ இதழ்மாதிரிதயாரித்தல்
- ❖ குரல்பதிவு (Voice Recording)
- ❖ செய்திவாசிப்பு (News Reading)
- ❖ ஒலிஒளிப்பதிவுசெய்தல் (AV Recording)
- ❖ உரையாடல்
- ❖ குறும்படக்கதைஎழுதுதல்
- ❖ புதியவிளம்பரஉத்திகளைஉருவாக்குதல்

**Semester-I**

**Hours/Week: 2**

**Subject Code: 14UVT120101**

**Credit: 2**

**Communicative English-I (Media English)**

**Objectives:**

- ❖ To help students acquire the nuances of newspaper language and its style.
- ❖ To introduce basic Tenses to students.
- ❖ To widen the scope of students' employability in print media.

**Unit-I**

1. Simple present tense.
2. Simple past tense.
3. Simple future tense.
4. Present continuous tense.

**Unit-II**

5. News stories and their structures.
6. The task of a newspaper reporter.

**Unit- III**

7. English newspapers in India.
8. Advertisement in newspaper.
9. Writing headlines and the lead.

**Unit – IV**

10. Present perfect tense.
11. Past continuous tense.
12. Past perfect tense.
13. Future perfect tense.

**Unit – V**

14. Body paragraphs and slant.
15. Writing editorials and op-ed pieces.
16. Writing for magazines.

**BOOK FOR STUDY**

**Units I and IV**

1. Murphy, Raymond. Intermediate English Grammar. New Delhi: Cambridge University Press, 2007.

2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2007.

### **Units II, III and V**

1. Friedman, Anthony. Writing for Visual Media. New Delhi: Focal Press, 2007.

### **BOOKS FOR REFERENCES**

1. Timothy Gerard. Writing for Multimedia: Education, Training, Advertising and World Wide Web, Oxford: Focal Press, 1997.
2. Agee K. Waren. Etal. Introduction to Mass Communication. New Delhi: Oxford, 1979.
3. Keval, J. Kumar. Mass Communication in India. India: Jaico.1994.
4. Roy, Barun. Beginners' Guide to Journalism and Mass Communication. Delhi: Pustak Mahal, 2010.

**Semester-I**

**Hours/ week: 2**

**Subject Code: 14UVT120102**

**Credit: 2**

**ENGLISH LAB- I**

**LANGUAGE SKILLS OF PRINT MEDIA**

**Objectives:**

To help students acquire the nuances of Newspaper language and its style.

To widen the scope of students' employability in print media

1. News stories and their structures.
2. Listening ideas using the passive voice.
3. The task of a Newspaper Reporter.
4. Use of Indigenous words in English Newspapers in India.
5. Writing the Headline and the Lead.
6. Body Paragraphs and Slant.
7. Writing Editorials and Op-ed pieces.
8. Writing for Magazines: Action-Angle-Anecdote

**BOOKS FOR REFERENCE**

1. Latha Nair, English For The Media, Delhi: Foundation Books, 2014.
2. Timothy Gerard. Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Oxford: Focal press, 1997.
3. Agee K.Warren. etal. Introduction to mass communication. New Delhi: Oxford, 1979.
4. Friedmanm, Anthony. Writing for Visual Media. New Delhi: Focal press, 2007.



**Semester I**  
**Hours/Week: 4**  
**Subject code: 14UVT130201**

**Core Paper- I**  
**Credit – 4**

## **AUDIO ELECTRONICS**

### **Unit – I: Fundamentals of Electronics:**

Signal – types of signal- Parameters: amplitude, frequency, phase- measuring Instruments: Multimeter, CRO , dB meter - Measuring techniques : amplitude (peak to peak Voltage), RMS Voltage, frequency. Voltage and Current Stabilization, inverter, Types of Cables and Connectors.

### **Unit – II: - Principles of Sound and Acoustics and Auditorium**

Components of sound: pitch, intensity, tones and harmonics- propagation of sound- speed of sound in air – perception of sound- human hearing capability – Voice Frequency - measurement techniques of sound - Fundamental of Acoustics- acoustic sub disciplines: speech, music, architectural

#### **Acoustics and Auditorium**

Architectural plan of room- specification- analyzing acoustic level of room- hydrography(echo sounding)- echo Cancellation techniques- selection: microphones, amplifiers, speakers – positioning the speakers- Sound System Installation – Electrification : power stabilization, earthing , Cooling - Multi Amplifier System Arrangement. Safety and precautions.

### **Unit – III: Microphone**

Basic Principle of Sound transducer – Internal and External Structure of microphone - Types of microphone–microphone polar patterns- impedance matching – Microphone Specification: frequency response, gain, noise and distortion- application specific design.

### **Unit – IV: Speaker**

Internal Structure of speaker- Specification of Speaker: impedance, power, frequency response, gain, noise and distortion - types of speaker – Speaker box design and types – line matching transformer- losses and noises in speaker systems- Handling of Speakers — Analog Vs Digital Speakers - Digital Speakers and its Function

### **Unit – V: - Amplifiers:**

Pre amplifier, pre amplifier cum mixer -power amplifier –Specification of Amplifier- Impedance matching – power rating – output load management- simple Public Addressing system (PA)- PA System connecting Methodology - Home Theatre amplifiers

## **BOOKS FOR STUDY**

1. John Linsley hood , Audio Electronics, Elsevier Print book Publication,1995
2. Bob Cordell, Designing Audio Power Amplifiers, McGraw Hill,2007

3.David Lapp, The Physics of Music and Musical Instruments, tufts University Publishers , 2003

4.Lawrence E Kinsler ,Fundamentals of Acoustic, Wiley & Sons Canada, 2000

### **BOOKS FOR REFERENCES**

John Linsley hood ,Audio Electronics, Elsevier Print book Publication,1995

2. Bob Cordell, Designing Audio Power Amplifiers, McGraw Hill,2007

3.David Lapp, The Physics of Music and Musical Instruments, Tufts University Publishers , 2003

4.Lawrence E Kinsler ,Fundamentals of Acoustic, Wiley & Sons Canada, 2000

**Semester I**

**Hours/Week: 4**

**Subject code: 14UVT130202**

**Credit – 4**

**Allied Paper I**  
**BASICS OF PHOTOGRAPHY**

**Unit – I: Light:**

Introduction to Light – definition – characteristics of light, Lighting – Sources of light – natural and artificial lighting- **types of lighting** -indoor and outdoor lighting – 3 point, 5 point, 7 point lighting– Flash- light intensity measurements

**Unit – II: Camera**

Different Types of Camera- Digital SLR (Single lens Reflex cameras- DSLR-Compact Digital cameras-Other types of cameras(Polaroid...)-Bridge cameras-Mirror less interchangeable lens cameras. CCD, cmos – Resolution – Storing images – Optical and Digital Zoom.

**Unit – III: **Technicality of photography:****

Aperture – Focus -View point – Perspective – shutter speed – Depth of field –Composition: Subject and Content- Introduction of Framing and Backgrounds.

**Unit – IV: **Camera Lens****

Types of Camera lenses: Standard lenses-Macro lenses-Telephoto lenses-Wide angle lenses-Specialist lenses-Kit lenses- maintenance of camera and lens. Filters- Types of filters- functions and uses of filters.

**Unit – V: Generic of Photography:**

Language of Photography, Chemistry of Photography, Portraiture, product, landscape, photo feature, **creative photography, event photography**, nature Photography – **Photo Journalism – Advertising Photography– wild life photography.**

**BOOK FOR STUDY**

Hands Geoffrey - The Handbook of Digital Photography, Silver Dale Book, (2004)

**BOOK FOR REFERENCES**

1. Neblette C.B. - Fundamentals of Photography, Published by Van Nostnand Reinhold Company New York, (1970)
2. Zuckerman Jim- Techniques of Natural Light Photography, Published by Writer's Digest Books, China, (1996)
3. Hands Geoffrey - The Handbook of Digital Photography, Silver Dale Book, (2004)
4. Jacobs- Close Up Photography, Writers Digest Book, Ohio,(2001)
5. Thiagarajan.S (2002)- Practical Photography, Himalaya publishers, New Delhi

**Semester I**

**Subject code: 14UVT130203**

**Hours/Week: 4**

**Credit – 4**

**B. Voc Visual Communication Tech Practical's- I**

**AUDIO ELECTRONICS EXPERIMENTS**

**Practicals:**

1. Instruments Demonstration.
2. Multimeter and Measurements
3. CRO and Measurements
4. Stabilizer and Inverter Studies
5. Cable making with Connectors
6. Demonstration of Sound Measuring instruments
7. Intensity Measurement.
8. dB Measurement.
9. Acoustic measurements.
10. Acoustical design Calculation of an Auditorium.
11. Audio system Arrangement I.
12. Audio system Arrangement II.
13. Study and setting up of Electrification.
14. Study on Safety Measures.
15. Trouble shooting methods.
16. Study of Sound transducers
17. Multi meter based Microphone Measurement.
18. Study of Microphone Directivity.
19. Wireless Microphone Studies.
20. Study of speaker Components
21. Multi meter based Speaker Measurement.
22. Speaker Box Design.
23. Distance and power calculation.
24. Speaker Impedance Matching.
25. Study of Digital Speakers
26. Study of Pre Amplifier
27. Study of Mixer
28. Study of Power Amplifier
29. Impedance matching
30. Arrangement and connecting of simple PA System
31. Arrangement and connecting of Simple Home theatre (Audio).

**Semester I**

**Subject code: 14UVT130204**

**Hours/Week: 4**

**Credit – 4**

**B. Voc Visual Communication Technology Practical's- I**

### **BASICS OF PHOTOGRAPHY**

#### **Practicals:**

1. Study on intensity of light
2. Study on difference sources of light
3. Study on the working principles of flash
4. Study on 3 point, 5 point, 7 point lighting
5. Study of different camera handling techniques
6. Study of Mirror less interchangeable lens cameras.
7. Study of camera resolution
8. Study of optical and digital zoom
9. Exercise on Aperture,
10. Exercise on camera Focus
11. Exercise on View point and Perspective
12. Exercise on shutter speed
13. Exercise on Depth of field
14. Exercise on Picture Framing
15. Study of different camera lenses
16. maintenance of camera and lens
17. Urban and rural Landscapes photography
18. Flora and Portraits-photography
19. Capturing Motion through Shutter Speed Control
20. Cultural photography(demonstrating local culture)
21. Candid Portraits.
22. Low-light photography
23. Night Landscapes.

**Semester I**  
**Subject code: 14UVT130205**

**Hours/Week: 6**  
**Credit – 3**

B. Voc Visual Communication Technology

### **WORKSHOP : AUDIO SYSTEM**

#### **Microphone**

- Basic Principle of Sound transducer
- Internal and External Structure of microphone
- Types of microphone–microphone polar patterns
- impedance matching
- Microphone Specification: frequency response, gain, noise and distortion
- application specific design.

#### **Amplifiers**

- Pre amplifier
  - pre amplifier cum mixer
  - power amplifier
  - Specification of Amplifier
  - Impedance matching
  - power rating
  - output load management
  - simple Public Addressing system (PA)
  - PA System connecting Methodology
  - Home Theatre amplifiers
- 
- Arrangement and connecting of simple PA System
  - Arrangement and connecting of Simple Home theatre (Audio).

**Semester I**

**Subject code: 14UVT130206**

**Hours/Week: 6**

**Credit – 3**

B. Voc Visual Communication Technology

**WORKSHOP: CREATIVE PHOTOGRAPHY**

**Introduction to Light**

- Characteristics of Light
- Lighting
- Sources of Light
- Natural and Artificial Lighting
- Types of Lighting
- Indoor and Outdoor Lighting
- 3 Point, 5 Point, 7 Point Lighting
- Flash Light Intensity Measurements

**Technicality of photography**

- Aperture
- Focus View point
- Perspective
- shutter speed
- Depth of field
- Composition: Subject and Content
- Introduction of Framing and Backgrounds.

Sem-I

14UVT110002

Language – I: ஊடகத்தமிழ் -II

L P C

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பருவம்: 2

நோக்கங்கள்

ஊடகங்களைப் பற்றி அறிதல்

தமிழில் திறம் படப் பேச, எழுதப் பழகுதல்

சிறந்த தொகுப்பாளரை உருவாக்குதல்

தமிழ் மொழிக்கும் ஊடகங்களுக்குமான தொடர்பினை அறிதல்

பயன்கள்

காட்சி கேள்வி ஊடகங்களின் நுட்பங்களை அறிதல்

பல்வேறு ஊடகத் துறைகளில் பணியாற்றும் வாய்ப்பு

அலகு - 1

1. ஊடகங்கள்
2. ஊடகங்களின் வகைகள்
3. அச்ச ஊடகம்(print media)

அலகு - 2

4. இதழ்கள்
5. இதழ்களின் வகைகள்
6. இதழ்களின் பணிகளும் பயன்களும்

அலகு - 3

7. இதழ் தொடங்குவதற்கான வழிமுறைகள்
8. இணையத்தமிழ்

அலகு - 4

9. இணையத்தில் தமிழ்மொழிப் பயன்பாடு



10. சமூக ஊடகங்களில் தமிழ்

அலகு - 5

11. எழுத்துப் பயிற்சி

12. மரபுத் தொடர்கள் பயன்பாடு

13. ஒருமை பன்மை வேறுபாடு

### பார்வைநூல்கள்

எம்.ஏ.நுஃமான்:

அடிப்படைத்தமிழ்இலக்கணம்

சுரேஷ்பால் :

மீடியாஉலகம்

சோ.சிவபாதசுந்தரம் :

வானொலி

சோ.சிவபாதசுந்தரம் :

ஒலிபரப்புக்கலை

செல்வம் :

வானொலித்தமிழ்

வெ.நல்லதம்பி :

தொலைக்காட்சித்தமிழ்

அ.சாந்தா&வி.மோகன் (பதிப்பாசிரியர்கள்):

மக்கள்ஊடகத்தொடர்பியல்அடிப்ப

டைகள்

இணையத்தில்கற்க., [www.palkalaikazhakam.com](http://www.palkalaikazhakam.com) [www.tamilvu.org](http://www.tamilvu.org)

**Semester-II**

**Hours/Week: 2**

**Subject Code: 14UVT130202**

**Credit: 2**

**Communicative English-II (Media English)**

**Objectives:**

- ❖ To help students acquire the nuances of Radio and its uses.
- ❖ To introduce basic Tenses to students.
- ❖ To widen the scope of students' employability to work in the fields of Radio.

**Unit-I**

1. Present perfect continuous.
2. Past perfect continuous.
3. Future perfect continuous.

**Unit- II**

4. Introduction to Radio.
5. Techniques of writing for the Broadcast media.

**Unit-III**

6. Use of language debriefing.
7. Radio presenter and writing for Radio programmers.
8. Advertising in Radio.

**Unit-IV**

9. Usage of will and would.
10. Usage of shall and should.
11. Usage of may and might.

**Unit-V**

12. Radio Talk shows and Radio Reviews.
13. Origination of FM Radio.

**BOOKS FOR STUDY**

**Units I and IV**

1. Murphy, Raymond. Intermediate English Grammar. New Delhi: Cambridge University Press, 2007.
2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2007.

**Units II, III and V**

1. Gilmurray, Bob. The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing, 2010.

### **BOOKS FOR REFERENCES**

1. Latha Nair, English for The Media, Delhi: Foundation Books, 2014.
2. Stracynski J. Michall, The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.
3. David Keith Cohler, Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Abbot and Richard Lee Rider. Handbook of Broadcasting. California, McGraw-Hill, 1957.

**Semester-II**

**Hours/Week: 2**

**Subject code: 14UVT120103**

**Credit: 2**

## **ENGLISH LAB- II**

### **TECHNIQUES OF WRITING FOR RADIO**

To enhance the efficiency and creativity of students in presenting all types of Radio  
To maximize the employability of students to work in the fields of Radio.

1. Techniques of writing for the Broadcast media.
2. Key Elements in Radio Jockeying.
3. Tenses and Topic Sentence.
4. Use of Language Debriefing.
6. Radio Presenter and writing for Radio Programmers.
7. Interviews and Radio News.
8. Radio Talk show and Radio Reviews.

### **BOOKS FOR REFERENCE**

1. Latha Nair, English for The Media, Delhi: Foundation Books, 2014.
2. J. Michall Stracynski, The Complete Books Script Writing: Television, Radio, Motion pictures, the stage
3. David Keith Cohler , Broadcast journalism: A Guide for the presentation of Radio and Television News,
4. Gilmurray, Bob. The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing, 2010.

**Semester II**

**Hours/Week: 4**

**Subject code: 14UVT130207**

**Credit – 4**

**Core paper II**

B. Voc Visual Communication Technology

**SOUND ENGINEERING AND PROGRAMME PRODUCTION**

**Unit – I: Audio Studio:**

Human Perception of Sound: Monophonics signals- High Fidelity Sound-Sound Reproducing Systems : mono, Stereo and Multi-Channel- Sound Field - Sound Diffusers- Sound Absorption- Sound reflection – Cabling :Audio Wiring- Patch Bays- Bi and Tri amping- HDMI - IEEE1394

**Unit – II: Sound Effects and Digital Sound system:**

Reverberation /echo, reverse echo, flanger, phaser, chorus, equalization, filtering, pitch shift, time stretching, 2.1 surround, 5.1surround, 7.1and 7.2 surround, 3D Sound, Dolby, DTS Sound, Digital Qube

**Unit – III: Recording and Mixing Console:**

Isolation Booth- Reference Monitor- Multi track recording: Voice signal, Musical signal-structure of Mixing console : channel input, master output control, audio level metering – Digital vs Analog mixer- application.

**Unit – IV: Audio Software:**

Mono and Stereo Channels – Bit depth – Sample rate – Audio recording , editing and Mixing – Audio Special effects – Audio File Formats – Monitoring Sound Signal- controls: Faders, Sliders- Editing procedures in software.

**Unit – V: Programme Production for FM Radio**

Introduction to Radio Medium –Social Life and radio–Types : A.M ,F.M., Community radio , FM console - Program Production – Recorded programmes – Recorded voice and music – sound effects – Live/on-air productions – Duties of on – air producer – Cue sheets and Log books.

**BOOKS FOR STUDY:**

1.Hausman, carl and Benoit Philip ,Messere Fritz (2005) Modern Radio Production , New York : Rout ledge.

2.Hausman ,Carl (2007) : Modern Radio Production: Production Programming, California : Brooks.

**BOOKS FOR REFERENCE :**

1. Housman, Carl ( 2004) Modern Radio Production. Canada : Wadsworth publication.
2. Mc Leish, James , (1999) Radio production. Burlington : Focal Press
3. Baruah U. L (1983 ) All India Radio. New Delhi : Government of India publications
4. Ric Viers 2008 The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects
5. Bill Gibson (2011) Hal Leonard Recording Method: Book 1 - Microphones & Mixers, (Music Pro Guides).

**Semester II**  
**Subject code: 14UVT130209**

**Hours/Week: 4**  
**Credit – 4**

**Allied paper II**  
**B. Voc Visual Communication Technology**  
**IMAGE EDITING AND MANIPULATION**

**Unit – I: Tools of Photoshop:**

Introduction of photo shop-Exploring the Menu Bar- Toolbox- Options Bar-usage of Marquee Tools-Exploring the Lasso Tools-Creating Selections Using the Magic Wand- Using Color Range to Create Selections-Creating Selections Using Extractions-Transforming a Selection- Copying Pasting and Moving a Selection

**Unit – II: Layer image formation:**

Layers - different layer types-Creating multiple layers-Working with Layers-Appling Layer Styles- Fill and Adjustment Layers: palette-naming-creating-deleting-viewing-moving- Exploring Layer Components- Masks- Using Layer Masks-Merging and Flattening Layers

**Unit – III: Image editing and special effects:**

Cropping images and manipulation -Using various stencils and template designs -Working with textures and importing -Correcting your photos to remove red eyes, blemishes, ageing etc- blur and sharpen -creation of various collages -Working with text and custom fonts -Creating vector

**Unit – IV: Masking and Designing**

Induction- Summary- Instruction-Reformation of images-Creating graphics and simulations- Design and painting in Photoshop-Processing computer graphic integration.-Making special effects: collages, editing of warm and cool colours -Designing of advertisements, posters, business cards -Greeting card-Brochure designing- wedding card designing-Book layout-magazine layout-Newspaper layout-calendars designing-Building a booklet

**Unit – V: Photo Essay (Album Making):**

The theoretical study of the world of digital album design from induction, to summary and instruction-Reformation of images- design and paint in photo shop-Creating a Photo Panorama- Creating a photo Slide Show-Creating a Photo Calendar-Creating special effects on collages -editing warm and cool colours

**BOOK FOR STUDY**

Gregory Georges: Photoshop Ver(8) CS Professional Tricks and Techniques, Unique Color Carton Offset Printers, New Delhi-4

**BOOKS FOR REFERENCE**

1. Alan and Isabella Livingston: Graphic Design and Designers new edition, Thames & Hudson world of art, Singapore by C.S. Graphics, 2003.

2. Bride M. Whelan: Color Harmony 2, Guide to Creative Color Combinations,U.S.A ,Rockfort Publishers,1994.
3. David E.Carter: The Little Book Of Logo Recipes, successful designs and how to create them, Harper Collin Publishers, Newyork, 2004.
4. Stephen House : Photoshop CS, LP Editorial Board, Lawpt', Blue Line Printing Industries, Kolkata, 2004.



**Semester II**

**Subject code: 14UVT130209**

**Hours/Week: 4**

**Credit – 4**

B. Voc Visual Communication Technology

**PRACTICAL II - SOUND ENGINEERING AND PROGRAMME PRODUCTION**

1. sound localization of human hearing
2. Loudness and Dynamic Range measurement (Open Space, Closed Space, Studios)
3. Fidelity measurement of two loud speaker
4. Cabling and Study of Bi-Tri Amping
5. Cabling and Study of HDMI/ IEEE1394
6. Realization of reverberation /echo effect- cancellation
7. Creation of flangers and phaser
8. Demonstration of Equalization and filtering
9. Implementation of time stretching and Pitch shift
10. Study of 2.1, 5.1, 7.1 and 7.2 surround system
11. Study of 3D Sound, Dolby, DTS Sound, Digital Qube at Cinema Theatres
12. Record voice and musical signal simultaneously
13. Monitor the audio levels
14. Record voice and musical signal separately
15. Mixing the voice and musical signal
16. Investigate about analog and digital mixer
17. Import media file into software
18. Study of bit depth and sample rate of media file
19. Adding special effects
20. Change the file formats
21. Implement fading and sliding effect using editing procedure
22. Making of audio album
23. Study of amplitude modulation
24. Study of frequency modulation
25. Demonstrate the FM console
26. Performing live /on-air production
27. Preparation of cue sheets and log books

**Semester II**

**Subject code: 14UVT130210**

**Hours/Week: 4**

**Credit – 4**

B. Voc Visual Communication Technology

**PRACTICAL II - IMAGE EDITING AND MANIPULATION**

1. Cropping and slicing the image
2. Normal paint drawing
3. Image color changes
4. Image rotation
5. Colour adjustments in background
6. Formation of layer in given image
7. Adding channels in given image
8. Cropping and slicing the given image
9. Blur - sharper settings in image
10. Photo editing
11. creation of various collages
12. Designing the Masking
13. Designing 2D photos
14. Designing of posters
15. Designing Business cards
16. Designing Greeting card
17. Brochure designing
18. Designing wedding card
19. Designing Book layout
20. Magazine layout
21. Newspaper layout
22. Designing calendars
23. Building a booklet
24. Creating various sample albums
25. Developing a photo story/Essay

**Semester II**  
**Subject code: 14UVT130211**

**Hours/Week: 6**  
**Credit – 3**

**B. Voc Visual Communication Technology**  
**WORKSHOP: AUDIO PROGRAMME**

**Audio Studio**

- Human Perception of Sound: Monophonics signals
- High Fidelity Sound
- Sound Reproducing Systems : mono, Stereo and Multi-Channel
- Sound Field
- Sound Diffusers
- Sound Absorption
- Sound reflection
- Cabling :Audio Wiring
- Patch Bay
- Bi and Tri amping- HDMI - IEEE1394

**Sound Effects and Digital Sound system:**

- Reverberation /echo
- reverse echo, flanger
- phaser, chorus, equalization
- filtering, pitch shift, time stretching
- 5.1surround, 7.1and 7.2 surround
- 3D Sound, Dolby, DTS Sound
- Digital Qube

**Semester II**  
**Subject code: 14UVT130212**

**Hours/Week: 6**  
**Credit – 3**

B. Voc Visual Communication Technology

### **WORKSHOP: IMAGE CREATION**

#### **Special effects**

- Cropping images and manipulation
- Using various stencils and template designs
- Working with textures and importing
- Correcting your photos to remove red eyes, blemishes, ageing etc
- Blur and sharpen
- creation of various collages
- Working with text and custom fonts
- Creating vector

#### **Masking and Designing**

- Reformation of images
- Creating graphics and simulations
- Design and painting in Photoshop
- Processing computer graphic integration.
- Making special effects: collages, editing of warm and cool colours
- Designing of advertisements, posters, business cards -Greeting card
- Brochure designing- wedding card designing
- Book layout-magazine layout-Newspaper layout
- calendars designing
- Building a booklet

LANGUAGE I - தமிழ் - III

நோக்கங்கள்

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

பயன்கள்

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 3

அலகு - 1

தொலைக்காட்சி, வானொலி வேறுபாடுகள் – தொலைக்காட்சி நிகழ்ச்சி உருவாக்கம் – நிகழ்ச்சிக்கான களம் தேர்ந்தெடுத்தல் – நேரம் திட்டமிடுதல் – நிகழ்ச்சித் தொகுப்பாளர்க்கான தகுதிகள் – பொறுப்புகள் – நாட்டு நடப்புகள் - செய்தி வாசிப்பு – பொது அறிவு நிகழ்ச்சி – அவசரகால அழைப்புகள் – அரசு செயல்பாடுகளை அறிவித்தல்.

அலகு - 2

தொலைக்காட்சி அலுவலக அமைப்பு முறைகள் – ஒப்பனையின் இன்றியமையாமை – உடல்மொழியின் முக்கியத்துவம் – ஆடை அலங்கார நெறிமுறைகள் – விழிப்புணர்வுக் கருத்துக்களைப் பரப்பதல் – நிகழ்ச்சிகளை வகைப்படுத்துதல்.

**Sem-III**

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### **Language II- English III**

#### **Assurance of Learning:**

- To help students acquire the nuances of Television and its uses.
- To introduce Modal Verbs and their uses to students.
- To widen the scope of students' employability to work in the field of television.

#### **Unit-I**

1. Usage of can and cannot.
2. Usage of could and could not.
3. Usage of able to.
4. Usage of can you and could you.

#### **Unit-II**

5. Introduction to Television.
6. Television in India.
7. Various television shows.

#### **Unit-III**

8. Advertising in Television.
9. Interview techniques in Television
10. News reading in Television.

#### **Unit-IV**

11. Usage of must and must not.
12. Usage of have to.
13. Usage of need and need not.

#### **Unit-V**

14. V.Js. in Television shows.
15. The role of News Channels.
16. Television as an entertainer.

#### **BOOKS FOR STUDY**

1. Murphy, Raymond. Intermediate English Grammar. New Delhi: Cambridge University Press, 2007.
2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2007.
3. Yorke, Ivor. Television Journalism. Manchester: Focal press, 1989

#### **BOOKS FOR REFERENCES**

1. Srivastava, K.M. , Radio and Television, Sterling Publishers New Delhi, 1987.
2. Stracynski J. Michall, The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage, 2004
3. David Keith Cohler, Broadcast Journalism: A Guide for Presentation of Radio and Television News, 2004
4. Riber, John. Writing and Producing for Television and Film, Sage Publications NEw Delhi ,2005.

**Sem-III**

**L P C**

**16UVT330207**

**3 0 3**

**Core Paper- III**

B. Voc Visual Communication Technology

**CONCEPTS OF VIDEOGRAPHY**

**Assurance Of Learning:**

- Ability to understand the Key concepts of Videography
- Ability to analyze the shooting shot and preparing the shoot materials
- Knowledge about techniques of shot and Framing
- Ability to understand requirements of shoot
- Acquire knowledge on the Equipment Handling and Logistics

**Unit – I: Videography Key terms**

Technical knowledge on Video Camera and Camera Movements - Various parts and functions of Video Camera - Various types of camera: Web Camera, PTZ camera, Handycam and Broadcast quality Video Camera-Video capturing devices-Camera mounts and usage Types of Camera Mount, Handheld and shoulder mount-Tripod-supported, special camera mount-studio pedestal-Operational features- Focusing- Adjusting shutter speed-Zooming-White balance-Framing and exposure- Camera lens- fixed focus and zoom-common lens filters. Technical elements-1: The Shot – characteristics, types, meanings – the scene and sequence. Technical elements-2: camera movements, performance, settings, props, costume, Lighting, editing, sound, SFX.

**Unit - II :Camera Operation Techniques**

Visual Style, Creative Brief, Shoot Schedule, Multi camera, Budget, timeliness, continuity, Script, Screen play, Pre Production-Production-Post production, Colour grading, Digital Intermediate, Recce, Grips, Jib, Filters, Dolly, Magazines, Clap board, Focus Length and framing **Prepare and arrange all the camera equipment for use during shoots**- Monitor use of equipment during shoots.

**Unit - III :Technical Shots**



Shot framing and composition- Marking out the camera - Positions and carrying out rehearsals prior to shoot- **Understanding the focus requirements for different types of shots** - Pan, Tilt, Tracking , Static, Zoom, Close-up, Wide-Shot , Master shot, High/low angle shot, Long shot , Mid shot-Laying out marks on the set/props.

#### **Unit- IV: Planning Shots**

Pull focus and operate cameras during shoots based on the focus lengths established for each shot, including the following: Pan, Tilt , Tracking , Static, Zoom, Close-up, Wide-Shot, Master shot, High/low angle shot, Long shot, Mid shot- Focusing and refocus the camera lenses for each

#### **Unit- V :Handling and Logistics**

Dismantling, packing and dispatching equipment after the shoot - Refer and conform the camera specification-Guiding actors and artistes during shoot on their movement and timing- **Communicating and Resolving problem areas by the relevant teams**- Collaborate with the different departments: lighting and grips, technical and creative quality of the image - Workflow management - Timeliness- Manage within the agreed budget- Minimize overruns- Problem Solving

#### **BOOK FOR STUDY**

1. Ascher Steven, Pinous Edward- The Film Maker's Hand Book, Penguin Group, NewYork, 1984
2. Milleson, Gerald - Effective TV production, Sage Publication ,New Delhi, 1993

#### **BOOK FOR REFERENCES**

1. Wurtezel Allan - Television production, Routledge, London, 1983
2. Grob, Bernard, Basic -Television and video systems, Authors Press , New Delhi, 1984
3. Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, 1979.
4. Hayward Susan – Key Concept in Cinema Studies, Routledge, London, 2004
5. Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London. (2000).
6. In the Blink of an Eye: A Perspective on Film Editing / Walter Murch (2000)

**Sem-III**

**L P C**

**16UVT330403**

**3 0 3**

**Allied Paper - III**

**B. Voc Visual Communication Technology**

**THEORETICAL ASPECTS OF SPECIAL EFFECT EDITING**

**Assurance of Learning :**

- Ability to understand the how to create illusionary images, segments of Production
- Ability to analyze the Visual effects
- Knowledge about After Effects
- Ability to understand interpolation and Masking Techniques
- Acquire knowledge on the Time Remapping and Rotoscopy techniques

**Unit-I: Visual Effects**

Special effects an overview-Visual effects- Introduction- Motion Graphics- Significance of visual effects in real time- Post Production Technique- Domestic and International post production- Post-production objectives- Quality standards -Technical, Budget - Deadline- Data management and work flow systems- 2D and3D compositing tools-- Creating Video Visual Effects

**Unit-II: After Effects**

After Effects - an introduction - After Effects interface- Adobe After Effects workspace-Basic features of the program- Composition: creating, copy, and nudge- Key frames - Transform properties (Anchor Point, Position, Scale, Rotation, and Opacity) - Working with multiple layers-import a layered Photoshop file into After Effects - Create weather animation.

**Unit-III: Motion Paths And Interpolation**

Customize motion paths - Easing and velocity - Gain control over motion - Pasting motion paths from other programs into After Effects- zoom in and out of panels- Interpolation - Types of interpolation : Linear interpolation, Bezier Interpolation -Scaling.

#### **Unit- IV: Text , Masks And Effects**

Manipulate text - **Television and film titling**. Text tool -Text animation techniques-Import and manipulate text from Photoshop-Compositing and Compositing tool-Layer masks advantages- Creating custom shapes- Pasting -Alpha channels-Transparency- stroke, scribble, Visual Effects- Description- Types- Particles – Analysis - Size- Sand Effects – Smoke Effects- Fire Effects – Cloud Effects – Snow Effects and 3D- Rotoscoping.

#### **Unit- V: Blending Modes, Time Manipulation, And Painting**

Add original content -Removing unwanted elements -Beautify footage shot- working in ideal lighting conditions-Toning and blurring images -Saturation and Luminosity-Speed up and slow down time-Time remapping- **Adding Sound Tracks**- Fitting in video Production

#### **BOOK FOR STUDY**

1. A Complete Guide to Special Effects Makeup , 2012
2. Alan and Isabella Livingston, Graphic Design and Designers New Edition, Thames & Hudson world of art, Singapore, 2003.
3. Adobe After Effects CC, Adobe Creative Team Publishers, 2013

#### **BOOKS FOR REFERENCE**

1. A Complete Guide to Special Effects Makeup , 2012
2. Adobe After Effects CC by Adobe Creative Team 2013
3. Philip.K. Printing and Estimating, Philip. Kent Publishers, USA, 1991
4. Deborah L. Stevenson Handbook of printing process GATF Publications, USA 1994
5. Gregory Georges: Photoshop Ver(8) CS Professional Tricks and Techniques, Unique Color Carton Offset Printers, New Delhi-4,2002
6. Bride M. Whelan, Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rockfort Publishers,1994.

## SKILL COMPONENT

### VFX EDITOR



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

#### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
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1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units..... P.2
4. Glossary of Key Terms ..... P.3
5. Annexure: Nomenclature for QP & OS... P.5

#### Introduction

##### Qualifications Pack- VFX Editor

**SECTOR:** MEDIA AND ENTERTAINMENT  
**SUB-SECTOR:** Film, Television, Animation, Advertising  
**OCCUPATION:** VFX Editor  
**REFERENCE ID:** MES/ Q 3501  
**ALIGNED TO:** NCO-2004/NIL

**VFX Editor in the Media & Entertainment Industry** is also known as a **VFX Artist/ Visual Effects Editor**

**Brief Job Description:** Individuals at this job need to create illusionary elements/images/segments for production

**Personal Attributes:** This job requires the individual to have a good understanding of the techniques for creating computer-generated effects and for rectifying production. The individual must be aware of the principles of film-making, cinematography and photography. The individual must be able to define how footage needs to be shot to ensure that the desired effects can be incorporated. The individual must be able to assess if the footage is suitable, and create effects using digital software such as After Effects, Final Cut Pro and Blender.

## SKILL COMPONENT

### VFX EDITOR



Qualifications Pack For VFX Editor



Job Details	Qualifications Pack Code	MES/ Q 3501		
	Job Role	VFX Editor This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	16/11/14
	Sub-sector	Film, Television, Animation, Advertising	Last reviewed on	26/11/14
	Occupation	VFX and DI	Next review date	25/11/16

Job Role	VFX Editor
Role Description	Create illusionary elements/images/segments for production
NSQF level	6
Minimum Educational Qualifications	Class X
Maximum Educational Qualifications	-
Training (Suggested but not mandatory)	Digital software such as After Effects, Final Cut Pro, Adobe, Blender and Autodesk Maya
Experience	2+ Years of work experience
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> <li><a href="#">MES / N 3501 (Understand requirements and plan workflow)</a></li> <li><a href="#">MES / N 3502 (Manage equipment &amp; material)</a></li> <li><a href="#">MES / N 3503 (Create visual effects during post production)</a></li> <li><a href="#">MES / N 3508 (Maintain workplace health and safety)</a></li> </ol> <p>Optional: N.A</p>
Performance Criteria	As described in the relevant OS units

**SKILL COMPONENT****CAMERA OPERATOR**




**QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY**

**What are Occupational Standards(OS)?**

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council

E-mail:  
mesci@ficci.com






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**Introduction**

**Qualifications Pack-Camera Operator**

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television

**OCCUPATION:** Camera

**REFERENCE ID:** MES/ Q 0602

**Camera Operator in the Media & Entertainment Industry supports the head of the camera department**

**Brief Job Description:** Individuals at this job need to operate the camera during shoots in accordance to instructions provided by the Director of Photography (DoP). They also need to coordinate efforts of the camera crew during shoots.

**Personal Attributes:** The individual must be creative and have a good understanding of composition, perspective and movement. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively.

## SKILL COMPONENT

## CAMERA OPERATOR



Qualifications Pack For Camera Operator



Job Details	Qualifications Pack Code	MES/ Q 0602		
	Job Role	Camera Operator <small>This job role is applicable in both national and international scenarios</small>		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
	Sector	Media and Entertainment	Drafted on	25/04/13
	Sub-sector	Film, Television, Animation	Last reviewed on	Dd/mm/yy
	Occupation	Camera	Next review date	Dd/mm/yy

Job Role	Camera Operator
Role Description	Operating the camera and coordinate efforts of the camera crew during shoots
NVEQF/NVQF level	
Minimum Educational Qualifications	
Maximum Educational Qualifications	
Training (Suggested but not mandatory)	
Experience	6-8 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 0606 (Prepare for Shoot)</a> 2. <a href="#">MES / N 0607 (Operate Camera during Shoot)</a>
Performance Criteria	As described in the relevant OS units

Sem-IV

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2 0 2

### LANGUAGE I - தமிழ் - IV

#### நோக்கங்கள்

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

#### பயன்கள்

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

#### பருவம் – 4

##### அலகு - 1

தொலைக்காட்சியில் பாடல் தெரிவு செய்யும் முறை – பின்னணி இசை – ஒலிக்கலவை பற்றிய அறிவு – நிகழ்ச்சிப் பங்களிப்பு – நாகரிக அணுகுமுறை – நேயர்களோடு உரையாடும் திறன் – கற்பனைத் திறனுடன் பேச்சாற்றல்.

##### அலகு – 2

நேர்காணல் பயிற்சி – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி மாதிரி – குழுப்பகிர்வு மாதிரிப் பயிற்சி – பலதரப்பட்டவர்களுடன் உரையாடும் திறன் – நேரடி ஒளிபரப்பின் போது கவனிக்க வேண்டியவை – விளம்பரங்களின் முக்கியத்துவம் – விளம்பரதாரர்களின் பங்களிப்பு – ஊடக அணுகுமுறைகள்.

#### BOOK FOR STUDY

1. B.K. Ahuja, Mass Media Communication, Sanjeeth Publications, 2013.
2. B.N. Ahuja, Theory and Practice of Journalism, Sanjeeth Publications, 2012.



**BOOKS FOR REFERNCE :**

3. B.K. Ahuja, Mass Media Communication, Sanjeeth Publications, 2013.
4. B.N. Ahuja, Theory and Practice of Journalism, Sanjeeth Publications, 2012.

**Sem-IV**

**L P C**

**16UVT420104**

**2 0 2**

## **LANGUAGE II - English-IV**

### **Assurance For Learning :**

- To help students acquire the nuances of online journalism and its uses.
- To introduce passive voice and conditional clauses and their uses to students.

### **Unit-I**

1. Introduction to passive voice.
2. Usage of is done/ was done.
3. Usage of be/ been/ being done.
4. It is said that/ he is said to/ (be) supposed to.

### **Unit-II**

5. Introduction to internet.
6. Net as a medium of communication.
7. Features of the Net.

### **Unit-III**

8. Origin of the Web.
9. History of the Net in India.
10. Online advertising.

### **Unit-IV**

11. Conditional clauses and wish.
12. Usage of if I do/ if I did.
13. Usage of if I know/ I wish I knew.
14. Usage of if I had known.
15. Usage of who/ that/ which/ whose/whom/where.

### **Unit-V**

16. Internet in India.
17. Writing and preparing packages for the Web.
18. News editing in the online environment.
19. Impact of Internet as a medium.

## **BOOKS FOR STUDY**

1. Murphy, Raymond. Intermediate English Grammar. New Delhi: Cambridge University Press, 2007.
2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2007.
3. Ray, Tapas. Online Journalism. New Delhi: Foundation Books, 2014.

## **BOOKS FOR REFERENCES**

1. Hall, Jim. Online Journalism: A Critical Primer. VA, Pluto Press, 2001.
2. Meyer, Philip. The New Precision Journalism. Indiana University Press, 1991.
3. Fiske, John. Introduction to Communication Studies, 2<sup>nd</sup> Edition. London and New York, Routledge, 1998.

**Sem-IV**

**L P C**

**16UVT430210**

**3 0 3**

**Core paper - IV**

B. Voc Visual Communication Technology

**CREATIVE SCRIPT WRITING**

**Assurance Of Learning:**

- Ability to understand process of Production for Script
- Ability to analyze the Narrative Structure of Story
- Knowledge about Scripting Software's and Typing Skills
- Ability to understand the genres of script for various media
- Acquire knowledge on the Creative Thinking

**Unit - I : Script**

Definitions - fundamental principles, norms, guidelines, techniques- Script writing elements : Story, Screen play and Dialogue and Lyric writing - Script formats and style: parenthesis, description, scene transitions - dialogue - light and sound details - story board - Script types (short and full length script). Story : Definitions - Tag line - One line - Synopsis to decision makers like directors and producers.

**Unit - II : Story Telling as a Folk Oral Culture**

Story telling techniques and ethos in a dramatic way - Pitch presentation - Structuring the story - credible characterization - Real life event characterization - Event observation

**Unit - III : Creativity Thinking**

Thinking out of the box- Critical thinking - Creative thinking - related competencies - Adopting creative thinking in daily life - Various methods to boost creative thinking skills and creative presentation skills.

## **Unit - IV: Narrative Structure in Script**

Beginning, development and climax - Principle of suspense - Various writing nature: for Animation, Ads, Documentaries, Short films, TV series - Drama (for radio & TV) - Writing nature to specific genres : action, comedy, crime, history, horror, romance, science fiction, teens, thrillers - News reporting - Interview writing - Writing nature to target audience- Typing skills in regional languages, Bamini type sets, using unicode - Correct grammar, spelling, punctuation, phonetics etc.

## **Unit - V : Script Related Laws**

Copy rights - Contractual protocols- Writers problems & issues- Protections & Writers' union- Script safety practices : issues and solutions.

### **BOOKS FOR STUDY**

1. Hilliard L. Robert, Writing for television, Radio and New Media .New York :Routledge, 2000.
2. Copper, Patt, Writing the short Film, Elsevier Publication, 2001

### **BOOKS FOR REFERENCE**

1. Milton, Shirley Creative Connections, Sage Publication New York, 1982
2. Hunters Lew, Screen Writing 432, The Berkley Publishing Group. New York 1994
3. Kaushik Sharda, Script to Screen, Macmillan India Ltd, 2000
4. Mencher Melvin, Basics of Media Writing, Jaico Publication New Delhi , 2002
5. Frensham Ray , Screenwriting. London : Mc Graw Hill companies, 2002

**Sem-IV**

**L P C**

**16UVT430404**

**3 0 3**

**Allied paper- IV**

**B. Voc Visual Communication Technology**

**GRAPHICS AND MULTIMEDIA**

**Assurance Of Learning:**

- Ability to understand the purpose of graphic design
- Ability to analyze the Multimedia Systems and Hyper Media
- Knowledge about Digital Media Technology
- Ability to understand Image Authoring Tools
- Acquire knowledge on Multimedia Productions

**Unit - I : Getting started with Graphics Design**

Introduction of Graphics- General Purpose graphics software –types of Graphics – Application – Bitmap Vs vector graphics - Image Vs Movie - Concepts of Frame Rate and Resolution – PAL - NTSC and Film Standards- Animation basics - Timeline, Frames and Key Frames - Key frame animation, Shape animation - Path animation - Conventional Animation Vs Flash animations.

**Unit - II :Multimedia Concepts**

Multimedia Definition -Multimedia system- Multimedia elements- evolving systems of Multimedia- Multimedia applications : Business ,education, and entertainment - Digital Media and Hyper Media

**Unit - III: Graphics and Multimedia File Formats**

Multimedia File formats - Data compression and Decompression , Types and Methods of compression and Decompression , Multimedia I/ O Technologies

**Unit- IV: Graphics and Multimedia Production**

Multimedia Production - Idea/ concept, Script, Storyboard , templates user interface , Production and Delivery Strategies - Navigation Structures - Linear , Hierarchical, Non linear and Composites , hotspots , Preproduction and Post Production Problems and Solutions .

## **Unit - V: Image Authoring and Editing Tools**

Image file formats, Layers, RGB,CYMK, Contrast , Brightness , Contrast Ratio, Aspect Ratio, Image Enhancing Technique. Introduction to 2D Animation , Characteristics of 2D Animation , Streaming Media - Recent techniques in Graphics media- Job opportunities in graphic media.

### **BOOK FOR STUDY**

1. Alan and Isabella Livingston, Graphic Design and Designers New Edition, Thames & Hudson world of art, Singapore, 2003.
2. Alley Brain, Graphic Design and Multimedia and Illustration, Worcester Publishers ,2005

### **BOOK FOR REFERENCES**

- 1.Bieruts, The Design Annual ,Unit Editions,2015
- 2.Lisa Lupuck , Designing Multimedia: A Visual Guide to Multimedia and Online Graphic Design , Peach pit publishers,1996
3. Alley Brain, Graphic Design and Multimedia and Illustration, Worcester Publishers ,2005
- 4.A Complete Guide to Special Effects Makeup , 2012
5. Adobe After Effects CC ,Adobe Creative Team publishers, 2013

**Sem-V**

**L P C**

**16UVT530211**

**4 0 4**

**Core paper- V**

**B. Voc Visual Communication Technology**

**GLOBAL TREND SETTING FILMS AND DIRECTORS**

**Assurance Of Learning:**

- Ability to understand the Film Forms and Movements
- Ability to analyze the Film Making Process
- Knowledge about Mise-en- scene
- Ability to understand the genres of Films
- Acquire knowledge on the Great Auteur both at the International as well National and Regional

**Unit I: Film History and Major Movements**

Early Cinema (1893-1903) - Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - The Classical Hollywood Cinema after the coming of sound- Italian neo-realism (1942-1951) - The French New wave (1959-1964) - Indian (Hindi, Tamil & other languages) - Contemporary trends.

**Unit II : Film Making Process and Film Forms**

Film forms: narrative and non-narrative -Realism, Symbolic simulation - Typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema - Planning, Pre-production : Concept , Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition.

**Unit III : Elements of Film**



Mise-en-scene : Aspects of mise-en-scene, Functions of Mise-en-scene : space and time, narrative - Cinematographer properties: photographic image, framing, duration of the image, montage and long take.

#### **Unit IV: Genre**

Approaches to studying film- Narrative and Non Narrative films- Structure of a narrative film- Cinematic codes - Film Forms : Principles of film, narrative form, non-narrative films- Dividing a feature film into parts and Genres (language, style, grammar, syntax.)- Documentary genres.

#### **Unit V: Great Auteurs**

Study of Great Indian and International filmmakers like : D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and others.

#### **BOOKS FOR STUDY**

1. Ascher Steven, Pinous Edward- The Film Maker's Hand Book, Penguin Group, NewYork, 1984
2. In The Blink of an Eye: A Perspective on Film Editing ,Walter Murch, 2004

#### **BOOKS FOR REFERENCE**

1. Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, 1979.
2. Hayward Susan – Key Concept in Cinema Studies, Routledge, London, 2004
3. Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London, 2000.
4. Wasko Janet – How Hollywood Works, Sage Publication, London, 2003
5. In The Blink of an Eye: A Perspective on Film Editing ,Walter Murch, 2004

Sem-V

L P C

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### Core paper- VI

B. Voc Visual Communication Technology

## MEDIA LAWS AND ETHICS

### Assurance Of Learning:

- Ability to understand the Constitution of India and its Fundamental Rights
- Ability to analyze the Media Freedom
- Knowledge about laws and Journalistic codes of Ethics
- Ability to understand Laws related to the Press Functioning
- Acquire knowledge on the Cyber Laws, Women Rights and Child Acts

### Unit I : Constitution of India - Codes of Law

Indian Constitution: Preamble - Salient features - Fundamental rights - fundamental duties - Directive principles of state policy - Citizenship.

### Unit-II: Freedom of Press in Various Political Setups

The Union and State Government - The Executive - The President, Governor -Powers - The Judiciary - Parliament- privileges, Function - The Emergency powers - Amendments to the Indian Constitution.

### Unit-III : Laws Related to Media Functioning

Media Laws: Freedom of the Media - Freedom of the Media in India- TRAI- Broadcasting and Telecasting ethics

### Unit-IV : Laws Related to Press Functioning

Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights - TRIPS and TRIMS -International Intellectual Property of Rights -The Contempt of Courts Act, 1971- The India Penal Code, Sections 124-A, 495, 496, to 501- The Criminal Procedure Code, Sections 108, 144 - The Indian Telegraph Act

## **Unit-V: Cyber Laws and Government Information Services**

Right to Information (Information Bill) - Information Technology Bill- Laws related to Consumer Rights- Laws of Human Rights - Child Labor Acts - Women's Rights- Cyber Laws - Cable Act.

### **BOOK FOR STUDY**

1. Durga Das Basu, The Law of the Press in India, Hall of the Indian Private Limited, New Delhi 2002

### **BOOK FOR REFERENCE**

1. Durga Das Basu, Laws of the Press in India ,1987
2. Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi 2002
3. Arun Bhattcharee: Indian Press Profession to Industry, Vikas Publication, Delhi 1999
4. Constitutional law of India (updated every year) - J. N. Pandey
5. Jan R. Hakemulder, Fay Acde Jonge, P.P. Singh, Media Ethics and Laws, sage publishers, London 2002
6. Reports on Consumer Rights, Human Rights and draft report of the IT AC

Sem-V

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### Core paper- VII

B. Voc Visual Communication Technology

#### MEDIA EQUIPMENT MAINTENANCE AND MEDIA PRESENTATION SKILLS

##### Assurance Of Learning:

- Ability to understand the need Equipment Maintenance
- Ability to analyze the problems with the camera and Accessories
- Knowledge about Media Presentation skills
- Ability to understand Body Language and Voice Modulation
- Acquire knowledge on the presentation skills for the Audio Visual media

##### Unit-I : Media Equipment

Media equipment - Meaning and Definition- Need for Maintenance and Servicing- Good housekeeping practices - **Photographic equipment** and types - Digital and film photography- Digital images and their characteristics - Pixels and resolutions- Digital Camera and their types - Accessories of a digital camera - Use and store cameras accessories - Equipments in a Safety precautions - Care and maintenance of camera- Image printing equipment- Storage and memory issues of digital images. Scanners and their applications. **Equipment for Videography:** Features of Video cameras- Handycam and Broadcast quality Video Camera- Video capturing devices- Web Camera - PTZ camera -Video tuning cards - Video editing systems and their components- Video mixers -Video file rendering, storing and retrieving systems - Streaming of video over net- Block diagram of color TV receiver description of each element- CCU, signal stabilizers, special effect generators, character generators, Digital TV basics.

##### Unit- II : **Maintenance of Digital Audio Recording**

Need for Digital Audio Recording Maintenance - Functions of Resistors and capacitors - Use of multimeter- Power system components and UPS - Components of Radio- Audio

equipments: Types and usage- Audio capturing, Amplifying, Transmitting and recording devices - Microphones-Cordless microphones - Audio storage media and types- Types of audio delivery systems - Audio mixers-FM and AM tuning- Frequency bands used in Radio communications - ADCs and DACs - Identify different parts, controls and accessories of a recording suit- Maintenance of computer accessories and recording equipments in a safe manner- Storage in different types of media such as CD- Identifying and Resolving Problems with Metering- Sorting out problems with Audio cables-Patch bays and Channel Routing

### **Unit - III : Communication Skills And Presentation Technique**

Effective communication skills: Language skills, Oral and Written communication skills- Presentation techniques; Voice modulation, appearance, Eye contact, Facial expression, Body language, General knowledge, Appearance.

### **Unit-IV : Presentation Skills for Audio and Visual Medium**

Radio presentation skills: Presentation techniques- R Jing, Compering, Radio commentary, Radio announcement, Radio talk, interviewing skills, News reading. Phone-in-Programmes - Television presentation skills: Presentation techniques- anchoring, News Presentation, Newscasting, Panel Discussion, Television interviews, live reporting, Phone-in-Programmes.

### **Unit-V: Presentation Skills for Special Programmes**

Special programs: planning, preparation, scripting and Rehearsal for award functions, reality shows, Cultural and Sports programmes.

### **BOOKS FOR STUDY**

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012
2. Shann, Media Equipment Maintenance Logbook, Spudtc Publishing,2015
3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln pty Ltd, 2012.
4. Agarwal, Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010

### **BOOK FOR REFERNCE**

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012

2. Shann,Media Equipment Maintenance Logbook,Spudtc Publishing,2015
3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln pty Ltd, 2012.
4. Agarwal,Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010
5. Ian Tuhovsky ,Communication Skills Training And: A Practical Approach To Improve Your Social,2011
6. Ahuja,You Are on : How to Develop Great, 2000

## SKILL COMPONENT EXECUTIVE PRODUCER



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR  
MEDIA AND ENTERTAINMENT INDUSTRY

**What are Occupational Standards(OS)?**

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council  
E-mail: [mesc@ficci.com](mailto:mesc@ficci.com)





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1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms.....P.3
4. NOS Units.....P.5
5. Nomenclature for QP & NOS.....P.57
6. Criteria For Assessment of Trainees.P.59

### Introduction

#### Qualifications Pack-Executive Producer

**SECTOR:** MEDIA AND ENTERTAINMENT  
**SUB-SECTOR:** Film, Television, Animation, Radio, Gaming, Advertising  
**OCCUPATION:** Production  
**REFERENCE ID:** MES/ Q 2801  
**ALIGNED TO:** NCO 2004/1229.40


**The Executive Producer in the Media & Entertainment Industry is the head of the Production Department and is responsible for overseeing the entire content production process.**

**Brief Job Description:** Individuals in this job need to ensure the successful creation of content, and manage the twin goals of achieving the creative vision and meeting cost objectives. *(Note: international terminology for this role is "Producer", however in the Indian context the "Producer" is typically the financier.)*


**Personal Attributes:** This job requires the individual to manage the production process and make decisions at different stages of production. A background in management studies/ business administration and/ or content production is preferred. The individual must know how to prepare a production budget. The individual must have good presentation skills to pitch concepts and secure funding from financiers. The individual must be a strong leader and guide/ groom to different heads of department and team members to help them successfully deliver their product within their budget and timeline.

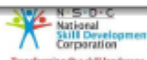
## SKILL COMPONENT

### EXECUTIVE PRODUCER



Qualifications Pack For Executive Producer





Job Details

Qualifications Pack Code	MES/ Q 2801		
Job Role	Executive Producer This job role is applicable in both national and international scenarios		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	08/11/14
Sub-sector	Film, Television, Animation, Radio, Gaming, Advertising	Last reviewed on	26/11/14
Occupation	Production	Next review date	07/11/16



Job Role	Executive Producer
Role Description	<p>Head of the Production Department and responsible for overseeing the entire content production process</p> <p><i>Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.</i></p>
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Business, Film Making
Training (Suggested but not mandatory)	Course in Content Production
Minimum Job Entry Age	18 years
Experience	<p>5-7 Years of work experience</p> <p>8+ Years for Senior Executive Producers and large projects</p>
Applicable National Occupational Standards (NOS)	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES/ N 2801 (Contribute Creative Ideas for Production)</a></li> <li><a href="#">MES/ N 2802 (Develop the Production Schedule)</a></li> <li><a href="#">MES/ N 2803 (Create and Monitor the Production Budget)</a></li> <li><a href="#">MES/ N 2804 (Recruit Cast and Crew)</a></li> <li><a href="#">MES/ N 2805 (Procure Equipment and Material for Production)</a></li> <li><a href="#">MES/ N 2809 (Coordinate Production Activities)</a></li> <li><a href="#">MES/ N 2810 (Oversee the Post Production Process)</a></li> <li><a href="#">MES/ N 2811 (Produce Promotional Materials)</a></li> <li><a href="#">MES/ N 2813 (Purchase and Negotiate for Content)</a></li> <li><a href="#">MES/ N 2814 (Source Finance for a Production)</a></li> <li><a href="#">MES/ N 0104 (Maintain Workplace Health and Safety)</a></li> </ol> <p><b>Optional:</b> N.A.</p>
Performance Criteria	As described in the relevant OS units

2 | Page



## SKILL COMPONENT

### DIRECTOR OF PHOTOGRAPHY




QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY


#### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council

E-mail:  
mescc@ficci.com





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5. Annexure: Nomenclature for QP & OS... P.6

#### Introduction

##### Qualifications Pack-Director of Photography

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television

**OCCUPATION:** Camera

**REFERENCE ID:** MES/ Q 0601


**Director of Photography in the Media & Entertainment Industry is also known as the DoP and is the head of the camera department**

**Brief Job Description:** Individuals at this job need to determine the visual style of the production. They finalise locations and equipment that will be used. During shoots, they guide efforts of the camera crew and collaborate with lighting and grips to capture the desired look for the end-product.


**Personal Attributes:** This job requires the individual to assess the visual style of the production. The individual must be creative and detail-oriented. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively. The individual must be flexible and able to make key decisions, keeping in mind the impact on cost and timelines.

## SKILL COMPONENT

### DIRECTOR OF PHOTOGRAPHY



Qualifications Pack For Director of Photography


**N · S · D · C**  
National Skill Development Corporation

Job Details	Qualifications Pack Code	MES/ Q 0601		
	Job Role	Director of Photography This job role is applicable in both national and international scenarios		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
	Sector	Media and Entertainment	Drafted on	25/04/13
	Sub-sector	Film, Television, Animation	Last reviewed on	Dd/mm/yy
	Occupation	Camera	Next review date	Dd/mm/yy

Job Role	Director of Photography (DOP)
Role Description	Determining the visual style of production and achieving the desired look in the end-product.
NVEQF/NVQF level	
Minimum Educational Qualifications	
Maximum Educational Qualifications	
Training (Suggested but not mandatory)	
Experience	8-10 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 0601 (Determine Visual Style and Prepare Shoot Plan)</a> 2. <a href="#">MES / N 0602 (Carry out Location Recce and Finalise Locations)</a> 3. <a href="#">MES / N 0603 (Recruit Camera Team)</a> 4. <a href="#">MES / N 0604 (Estimate and Procure Camera Equipment)</a> 5. <a href="#">MES / N 0606 (Prepare for Shoot)</a>  Optional: 6. <a href="#">MES / N 0607 (Operate Camera during Shoot)</a>
Performance Criteria	As described in the relevant OS units

2

**Sem-V**

**L P C**

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**Core paper- IX**

**B. Voc Visual Communication Technology**

**MEDIA MANAGMENT**

**Assurance Of Learning:**

- Ability to understand the media organization management
- Ability to analyze the Media Production and Controls
- Knowledge about Entrepreneurship
- Ability to understand Marketing Trends
- Acquire knowledge on the Advertising Management

**Unit - I: Management Structure & Its Functions**

Management in Media organization – Structure – Nature and Process of management – Levels of management– skills, functions and management roles - Theories of management – classical, human relationships- Modern approaches to management- Societal and organizational environment.

**Unit - II :Production Management**

Production management - Preproduction, Scheduling, Budgeting, Financing, Controlling, Production, Post-production and delivery.

**Unit - III: Media Convergence**

Entrepreneurship – Monopoly, oligopoly - Financial management – Media convergence-economics- Future of media business –Employment opportunities and status of media industry.

**Unit -IV : Advertising Management**

Advertising management - Profit, Sales and market share objectives- Setting the budget, Media selection - Media scheduling.

## **Unit- V : Marketing Management**

Marketing – management – Creativity and innovation – Internal communication and external communication-Understanding market and factors - Audiences – Research and analysis, Ratings, Trends in marketing and selling.

### **BOOK FOR STUDY**

1. Block et al. Managing in the Media. Focal Press 2001.
2. Andrej vizjak and Max Riglstter, Media management, Springer, 2003

### **BOOKS FOR REFERENCE**

1. Block et al. Managing in the Media. Focal Press 2001.
2. Alan B. Albarran, Sylvia A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers, 2006.
3. William james willis and diane B.willis, New Directions in Media Management, Routledge, 2006.
4. Alan B. Albarran Management of Electronic Media, Wadsworth, 2009
5. Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

**Sem-VI**

**L P C**

**16UVT630217**

**4 0 4**

**Core paper- VIII**

**B. Voc Visual Communication Technology**

**MEDIA PUBLIC RELATIONS**

**Assurance Of Learning:**

- Ability to understand the need for Public Relation in the organisation
- Ability to analyze the PR strategies
- Knowledge about Public Relation Campaign
- Ability to understand the role of PR in media institution
- Acquire knowledge on the writing techniques for press and press release and press handouts

**Unit -I : Public Relations: Introduction**

Public Relations- Definition- PR as a communication function- History of PR- Growth of PR in India- Public relations- Propaganda and public opinion- PR as a management

**Unit -II : Understanding Public Relations**

Stages of PR – Planning, implementation research, evaluation- PR practitioners and media relations-Press conference- Press release- Exhibition and other PR tools.

**Unit -III: General Practice**

Communication with the public - Internal and external, Employer - employee relations, Community relations; PR in India – Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions.

**Unit IV: PR Campaign**

Audience – Demographics and Medium-Budget-Plan-Implement-Effectiveness

**Unit V: Writing For Public Relations**

Writing news releases-Brochures, Pamphlets-Letters-Handouts-Oral presentations - Company publications.

### **BOOK FOR STUDY**

1. Lesly , Philip - Handbook of Public Relations and communications, Jaico publication New Delhi, 2002

### **BOOK FOR REFERENCE**

1. Y. K. D'souza, Mass Media Tomorrow, Indian Publishers Distributors, New Delhi, 1977.
2. S. Ganesh, Lectures on Mass Communication, Indian Publishers Distributors, New Delhi, 1995.
3. J. L. Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi, 1996.

**Sem-VI**

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**L P C**

**4 0 4**

**Core paper- X**  
**B. Voc Visual Communication Technology**

**MEDIA INTERNSHIP**

**AIM**

To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

**CONTENT**

- For period of one months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.
- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- The student will enter the media industry with an evaluated portfolio.





**DEPARTMENT OF VISUAL COMMUNICATION TECHNOLOGY**  
**LIST OF PAPERS**  
**2017 ONWARDS**

**SEMESTER –I:**  
**NSQF Level: L 4**

S. No.	GE/S C	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
1	GE	Language – I*	17UVT110001	Language	2	2		2
2		Language – I: English - I	17UVT120101		2	2		2
3		Visual Literacy	17UVT130201	Core - Theory	3	3		3
4		Introduction to visual communication	17UVT130401	Allied - Theory	3	3		3
5	SC	Sound Engineer QP : MES/ Q 3402	14UVT130202	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
6		Photography	14UVT130203	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
7	GE	Value Education: Life Skills	14UVT141001		2	2		2
					30+6* =36	12	18	30

& - Language – I: Tamil –I/ Hindi – I/ Sanskrit – I/ French – I

\* - Field work outside the class hours for each major 2hrs (2x3=6)

**SEMESTER – II:**  
**NSQF Level: L 5**

S. No.	GE/ SC	Paper	Subject code	Type	Hours	Credits		
						General	Skill	Total
8	GE	Language – I*	17UVT210002	Language	2	2		2
9		Language – II: English - II	17UVT220102		2	2		2
10		Communication Media Scenario	17UVT230204	Core - Theory	3	3		3
11		Basics of Advertising	17UVT230402	Allied - Theory	3	3		3
12	SC	Sound Designing QP: MES/ 03401	14UVT230205	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
13		Image Editing and Manipulation	14UVT230206	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
14	GE	Environmental science	14UVT240901		2	2		2
					30+6* =36	12	18	30

& - Language – I: Tamil –II/ Hindi – II/ Sanskrit – II/ French – II

\* - Field work outside the class hours for each major 2hrs (2x3=6)

**SEMESTER – III****NSQF Level: L6**

S. No.	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
15	GE	Language – I*	17UVT310003	Language	2	2		2
16		Language – II: English - III	17UVT320103		2	2		2
17		Elements of Films and Film Appreciation	17UVT330207	Core - Theory	3	3		3
18		Graphic Design	17UVT330403	Allied - Theory	3	3		3
19	SC	Camera Operator QP: MES/Q0602	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
20		Marketing Manager QP: MES/Q02102	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
21	GE	Soft Skills	14UVT341002		2	2		2
					30+6* =36	12	18	30

&amp; - Language – I: Tamil -III/ Hindi – III/ Sanskrit – III/ French – III

\* - Field work outside the class hours for each major 2hrs (2x3=6)

@- Practical examination in the following Semester

**SEMESTER – IV****NSQF Level: L6**

NSQF Level: 23								
S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
22	GE	Language – I*	17UVT410004	Language	2	2		2
123		Language – II: English - IV	17UVT420104		2	2		2
24		Script Writing	17UVT430210	Core - Theory	3	3		3
25		Media Culture and Society	17UVT430404	Allied - Theory	3	3		3
126	SC	Camera Operator QP:MES/Q0602	14UVT430208	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
27		Marketing Manager QP: MES/Q02102	14UVT430209	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
28	GE	Media Gender studies	14UVT441003		2	2		2
					30+6*= 36	12	18	30

&amp; - Language – I: Tamil -IV/ Hindi – IV/ Sanskrit – IV/ French – IV

\* - Field work outside the class hours for each major 2hrs (2x3=6)

**SEMESTER – V**  
**NSQF Level: L7**

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						Genera l	Skill	Total
29	GE	Media Research Orientation	17UVT530211	Core - Theory	4	4		4
30		Visual analysis Technique	17UVT530212	Core- Theory	4	4		4
31		Media Equipment Maintenance and Media Presentation Skills	17UVT530213	Core - Theory	4	4		4
32	SC	Executive Producer QP: MES/ Q2801	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
33		Director Of Photography QP: MES/ Q 0601	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6* =36	12	18	30

\* - Field work outside the class hours for each major 2hrs (2x3=6)

@ - Practical examination in the following Semester

**SEMESTER – VI**  
**NSQF Level: L7**

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
34	GE	Media Management	17UVT630216	Core - Theory	4	4		4
35		Public Relations	17UVT630217	Core- Theory	4	4		4
36		Media Internship	17UVT630218	Core - Theory	4	4		4
37	SC	Executive Producer QP: MES/ Q 2801	17UVT630214	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
38		Director Of Photography QP: MES/ Q 0601	17UVT630215	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6*= 36	12	18	30

\* - Field work outside the class hours for each major 2hrs (2x3=6)

**SYLLABUS**  
**B. VOC. VISUAL COMMUNICATION TECHNOLOGY**

Sem-I

L P C

16UVT110101

Language – I: தமிழ் - I

2 0 2

**KATRALIL URUTHITHANMAI**

- தமிழ்மொழிப் பயிற்சி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- வாசிப்புப் பயிற்சி முறையை அறிதல்
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

**பருவம் - 1**

அலகு -1

தமிழ்மொழிப் பயிற்சி – பேச்சுத் தமிழ் – வட்டார வழக்குச் சொற்கள் பயன்பாடு – பழமொழி மரபுத் தொடர் பற்றிய அறிவு – குரல் வளம் – குரல் தேர்வு - குரல் ஏற்ற இறக்கம் – உச்சரிப்புப் பயிற்சி - வாசிப்புப் பயிற்சி.

அலகு - 2

காலத்திற்கேற்ப நிகழ்ச்சி உருவாக்குதல் – நிகழ்ச்சியின் வகைகள் – நேர்காணலின் முக்கியத்துவம் – ஒருங்கிணைப்புப் பயிற்சி – பொது அறிவு நிகழ்ச்சிகள் – திரைப்படம் சார்ந்த நிகழ்ச்சிகள் – விவசாயம், குழந்தைகள், இளைஞர்கள் இவர்களுக்கான நிகழ்ச்சிகள் – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி உருவாக்கம்.

**Sem-I**

**16UVT120101**

**Language – II: English - I**

<b>L</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>2</b>

**Assurance of Learning**

- To help students acquire the nuances of newspaper language and its style.
- To introduce basic Tenses to students.
- To widen the scope of students' employability in print media.

**Unit-I**

1. Simple present tense.
2. Simple past tense.
3. Simple future tense.
4. Present continuous tense.

**Unit-II**

5. News stories and their structures.
6. The task of a newspaper reporter.

**Unit- III**

7. English newspapers in India.
8. Advertisement in newspaper.
9. Writing headlines and the lead.

**Unit – IV**

10. Present perfect tense.
11. Past continuous tense.
12. Past perfect tense.
13. Future perfect tense.

**Unit – V**

14. Body paragraphs and slant.
15. Writing editorials and op-ed pieces.
16. Writing for magazines.

**BOOK FOR STUDY**

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Friedman, Anthony(2007) Writing for Visual Media. New Delhi: Focal Press.

**BOOKS FOR REFERENCES**

1. Timothy Gerard(1997) Writing for Multimedia: Education, Training, Advertising and World Wide Web, Oxford: Focal Press.
2. Agee K. Waren(1979) Introduction to Mass Communication. New Delhi: Oxford.
3. Keval, J. Kumar(1994) Mass Communication in India. India: Jaico.
4. Roy, Barun (2010)Beginners' Guide to Journalism and Mass Communication. Delhi: Pustak Mahal.

**Core Paper- I**  
**VISUAL LITERACY**

**Assurance of Learning:**

- Ability to understand the Principles of visual field
- Ability to analyze the Technicality of Designing
- Knowledge about the Colour, Rhythm, Balance
- Ability to understand the Geometrical shapes and forms
- Ability to understand and use visual literacy and design as a medium for effective communication

**UNIT I: INTRODUCTION TO VISUAL LITERACY**

Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication - Definition of Fine Art - Art tools & Equipment- sketching - Elements of Visual Art - Basic Sketching and Drawing Skills .

**UNIT II: DESIGN PRINCIPLES AND RULES**

Defining Design- Process of designing- Elements of design: Line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts- Principles of Design : Unity- Gestalt and visual unity, Thematic unity - Contrast, balance- Formal and informal balance- Symmetrical and asymmetrical - Balance by shape, texture, position and eye direction radial balance- Rhythm, harmony and direction - Structure of Visual field- Figure – Ground relationship- Figure organization - Attraction and attention value

**UNIT III: GEOMETRIC SHAPES**

Points and lines- Types of line- Contours- Shape- Geometric and rectilinear- Curvilinear and Biomorph shape - Abstract shapes - Non - Representational- Positive and negative shapes- Texture -Tactile and visual texture - Pattern

**UNIT IV: PERCEPTIVE , COLOUR & COMPOSITION**

Psychology of human perception - Proportion and Perspective Drawing - Composition Shallow and deep size- Types of perspective-Open and closed compositions- Spatial confusion Motion and movement- Internal and external movement - Value- Patterns of value- Characteristics of colour.

**UNIT V: ILLUSTRATIONS & CARICATURE**

Study of Human Anatomy - Study of head drawing - Portraits and Postures - Human scale- Proportion- Contrast Isolation- Placement- Absence of focal point/ rhythm and motion- Principles of visual aesthetics - Principles of illustration- Illustration techniques- Cartooning, Caricature, satirical cartooning, underground cartoon and cartoons or other nations.

**BOOK FOR STUDY**

- 1.Richard Zakia(1997)Perception and imaging , focal press. Oxford.
1. Donis A. Dondis(1974) A Primer of Visual Literacy, 1st Edition.

**BOOK FOR REFERENCES**

1. Philip Rawson (1987 ) Design, Prentice Hall, London
2. Paul Rand(1993) Forms and Chaos, Yale University press
3. Russell N. Baird( 1987 ) The Graphic Communication, Holt, Rinehart and Winston, Canada
4. Jerry Palmer & MacDodson(1995)Design and Aesthetics, Rutledge, London.
- 5.Rick Williams & Julianne Newton (2009 ) Visual Communication - Integrating media art & science – The Complete to Drawing Techniques - Eugene Felder Emmett Elwin Kandour Ltd .

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**Allied Paper - I**

**INTRODUCTION TO VISUAL COMMUNICATION**

**Assurance Of Learning:**

- Ability to understand concepts in communication and need for communication
- Ability to analyze the Visual communication Trends
- Knowledge about Various Communication Models and its influence on the Society
- Ability to understand Audio Visual Media intricacies
- Acquire knowledge on the Recent New Media Trends and importance of Social Media

**Unit - I : INTRODUCTION TO COMMUNICATION**

1 Communication: Definition, meaning, nature and scope- Need for communication- Functions of communication- History of human communication- Communication process: Berlo's SMCR model, Barriers of communication- 7C's of Communication.

**Unit - II : COMMUNICATION TYPES**

Types of communication: Interpersonal, Intrapersonal, Group, Mass communication- Forms of communication: Verbal, Non-verbal communication- appearance and artifacts- Kinesics- Facial Expressions- Paralanguage- Proxemics- Haptics- Chronemics- Alfactics- Eye behavior

**UNIT - III: THEORIES OF VISUAL COMMUNICATION**

Harold D. Lasswell's model-Shannon and Weaver's model -Osgood and Schramm's model Theodore M.Newcombs model- Sociological Theories: Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory, Theories of persuasion: Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory Normative theories

**Unit -IV : SEMIOTICS**

Introduction to semiotics-analysis-Aspects of signs and symbols - sign and meanings- description of signs- Denotations and connotations- paradigmatic and syntagmatic aspects of Signs- Signs and Codes- Referent Systems - Audience and Interpretation.

**Unit- V : New Media Concepts and Trends**

Marshall McLuhan as historical media theoretician - major works and theories- Current Trends of Vis.Com - New Media Trends - Social Media Trends - Globalized media and its issues- Growing job opportunities in current media field (Blue Collars and White Collars)

**BOOKS FOR STUDY**

1. Little John W. Stephen, Theories of Human Communication , Library of Congress Cataloging-in -Publication Data, New Mexico, 2003.

**BOOK FOR REFERENCE**

1. Morreale, Sherwayn. P, Spitsbergen, Brain. H & Barge's Kevin – Human communication - Motivation, Knowledge & Skills, Sage publishers, London, 2000.
2. Allan& Barbara pease –Body language, Manjul publishing house pvt ltd , Bhopal, Mumbai,2004
3. Hedwig Lewis, Body language, Sage publications India pvt.ltd greater Kailas market, New Delhi ,2002.

**Sem-I**

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**SKILL COMPONENT**

**SOUND ENGINEER**

**Unit-I:SOUND, SIGNAL AND STUDIO ACOUSTICS**

Sound wave creation and Characteristics of sound wave: Creation of sound wave, A vibrating source, Compression, rarefaction, amplitude, frequency, wavelength, phase and phase shift, Phase Interference, harmonics and envelope Behavior of sound: Reflection, Refraction, Diffraction, Interference, Echoes, Reverberation, diffusion. Tame Echoes and Reverberation, Auditory Perception- Signal Characteristics of Audio Devices.

**Unit- II: Fundamentals of electronics:**

Signal – types of signal- measuring Instruments: Multimeter, CRO , dB meter - Measuring techniques : amplitude (peak to peak Voltage), RMS Voltage, frequency. Voltage and Current Stabilization, inverter, Types of Cables and Connectors.

**Unit-III:MICROPHONE AND LOUDSPEAKER**

Principle of microphone and Microphone physical properties- Theory of operation- Microphone Types- Microphone Accessories-Pop Filter, Stands and booms, Shock mount, cables and connectors, snake, Splitter-Types of Loudspeaker-Mounting and Loading Drive Units-Complete Loudspeaker systems- Setting up Loudspeakers:

**Unit - IV: MIXER CONSOLE**

Mixing console section- Input, output, Processing and Monitoring Section, Channel grouping, VCA grouping (voltage-controlled amplifier grouping), DCA grouping (digital-controlled amplifier grouping)- Typical Mixer Facilities -Equalization - Principal EQ bands, Filters- Automation- Metering systems

**UNIT-V RECORDING AND MONITORING**

Analog Recording -Magnetic tape, Noise Reduction, Digital Recording, D/A Conversion, Signal Processing, Sampling, Aliasing, Quantization, Codec Formats, Evolution of recording devices.

**BOOKS FOR REFERENCE:**

1. Sound and Recording, sixth edition, Francis Rumsey and Tim McCormick.
2. Practical recording techniques, fifth edition, Bartlett and Bartlett.
3. The art of digital audio recording, Stave Savage.
4. Audio Electronics by John Linsley hood.
5. 5. Fundamentals of Acoustics by Lawrence E Kinsler John Wiley & Sons Canada,



**SKILL COMPONENT****SOUND ENGINEER**




**QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY**

**What are Occupational Standards(OS)?**

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council

E-mail:  
mesc@ficci.com






### Introduction

#### Qualifications Pack- Sound engineer

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television, Radio, Animation, Gaming, Advertising

**OCCUPATION:** Sound engineer

**REFERENCE ID:** MES/ Q 3402

**ALIGNED TO:** NCO-2004/2144.50

**Sound engineer in the Media & Entertainment Industry is also known as a Sound mixer or Sound recordist**

**Brief Job Description:** Individuals at this job are responsible to record/mix sound sources to create end-products that meet the quality standards and requirements of production.

**Personal Attributes:** This job requires the individual to know how to operate a range of sound equipment and software. The individual must be well-versed with the principles of sound and acoustics. The individual must be able to select sound sources and apply various mixing techniques and treatments to create quality end-products that meet production requirements.

### Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units..... P.2
4. Glossary of Key Terms .....P.3
5. Annexure: Nomenclature for QP & OS... P.5

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## SKILL COMPONENT

## SOUND ENGINEER



Qualifications Pack For Sound engineer



Job Details	Qualifications Pack Code	MES/ Q 3402		
	Job Role	Sound engineer This job role is applicable in both national and international scenarios		
	Credits (NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	10/11/14
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on	21/11/14
	Occupation	Sound	Next review date	20/11/16

Job Role	Sound engineer
Role Description	Record/mix sound sources to create required end-products
NSQF level	4
Minimum Educational Qualifications	Class XII, preferably with a background in physical sciences
Maximum Educational Qualifications	Graduation, preferably in electronics
Training (Suggested but not mandatory)	Sound mixing, editing, production and sound editing software
Experience	2+ Years of work experience, with experience as an apprentice installing studio equipment
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 3405 (Prepare sound equipment)</a> 2. <a href="#">MES / N 3407 (Record/mix sound)</a> 3. <a href="#">MES / N 3409 (Maintain workplace health and safety)</a> Optional: N.A.
Performance Criteria	As described in the relevant OS units

**SKILL COMPONENT  
PHOTOGRAPHY**

**Assurance of Learning:**

- Ability to understand the principles of Photography
- Ability to analyze the Technicality of Photographing
- Knowledge about the Lens , Camera Movements, Angles and Framing
- Ability to understand the Working Place health and safety
- Ability to understand and use photographs as a medium for effective communication

**UNIT – I: Photography an Overview**

Photography - Genres of Photography - Language of Photography, Chemistry of Photography- Different Types of Camera: Digital SLR (Single lens Reflex cameras- DSLR-Compact, Digital cameras-Bridge cameras-Mirror less interchangeable lens cameras- Image Sensors: CCD, CMOS – Resolution – Storing images – Light – characteristics of light- Sources of light natural and artificial lighting- Types of lighting - Indoor and outdoor lighting – Three point lighting - Flash light intensity measurements- lighting equipments- Gribs

**UNIT – II: Technicality of Photography**

Framing - Focus- View point-Perspective- Shots - Types of shots-Moods of shots- Shot determination and Framing- Camera Positioning- Camera Angle- camera movement- Camera Lens -Types of Camera lenses: Standard lenses-Macro lenses-Telephoto lenses-Wide angle lenses-Exposure Triangle : Aperture, Shutter speed , ISO – Depth of field –Composition: Subject and Content-Specialist lenses-Kit lenses- maintenance of camera and lens- Filters- Types of filters- Functions and uses of filters- special effects equipments.

**UNIT - III : Packing and Dismantling Equipment**

Need for Dismantle and packing the equipment -Equipment borrowing- Equipment dispatching- Equipment vendoring- Relationship with equipment vendors/suppliers - identify and report equipment repair- Making location reusable -Documentation- Planning and Timeliness-Problem Solving- Health and safety guidelines.

**UNIT - IV :Image Editing and Manipulation**

Layout an introduction - concepts of designing : an Introduction - creative elements of production, master layouts - Conceptualizing backgrounds, props designs- Visualization-storyboard - **Tools of Photoshop:** Introduction of photo shop-Exploring the Menu Bar- Toolbox- Options Bar- Layers - different layer types-Creating multiple layers-Working with Layers-Appling Layer Styles- Fill and Adjustment Layers: palette-naming-creating-deleting-viewing-moving- Exploring Layer Components- Masks- Using Layer Masks-Merging and Flattening Layers

**UNIT- V: Safety And Healthy Working**

Material in the market- copyright norms and intellectual property rights- health and safety guidelines- Understanding the health, safety and security risks prevalent in the workplace- Responsibility for health and safety -Identifying and reporting risks- Organization's norms and policies relating to health and safety- Government norms and policies regarding health and safety and related-emergency procedures- Limitations dealing with risks/ hazards

**BOOK FOR STUDY**

1. Hands Geoffrey ,The Handbook of Digital Photography, Silver Dale Book, 2004.

**BOOK FOR REFERENCES**

1. Neblette C.B. Fundamentals of Photography, Van Nostnand Reinhold Company New York, 1970.
2. Zuckerman Jim, Techniques of Natural Light Photography, Writer's Digest Books, China, 1996.
3. Hands Geoffrey , The Handbook of Digital Photography, Silver Dale Book, 2004.
4. Jacobs ,Close Up Photography, Writers Digest Book, Ohio,2001.
5. Thiagarajan.S , Practical Photography, Himalaya publishers, New Delhi 2000.

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**SKILL COMPONENT**  
**PHOTOGRAPHY- LIST OF PRACTICALS**

**Practical's:**

1. Study on photography
2. Study on difference types of camera
3. Study on the working principles of camera
4. Study on 3 point, 5 point, 7 point lighting
5. Study of different camera handling techniques
6. Study of Mirror less interchangeable lens cameras.
7. Study of camera resolution
8. Study of optical and digital zoom
9. Exercise on Aperture
10. Exercise on Composition
11. Exercise on camera Focus
12. Exercise on basic Lighting
13. Exercise on View point and Perspective
14. Exercise on shutter speed
15. Exercise on Depth of field
16. Study of different camera lenses
17. Maintenance of camera and lens
18. Exercise on Shape, Pattern ,Perspective
19. Flora and Portraits-photography
20. Capturing Motion through Shutter Speed Control
21. Exercise on Cultural photography
22. Exercise on Candid Portraits.
23. Exercise on Low-light photography
24. Exercise on Night Landscapes.
25. Exercise on Sports Photography
26. Exercise on Product Photography

Sem-II

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Language – I: தமிழ் - II

நோக்கங்கள்

- உலக வானொலி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- பண்பலை வானொலி அமைப்பு முறையை அறிதல்

பயன்கள்

- வானொலி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 2

அலகு - 1

வானொலி வரலாறு - உலக வானொலி நிலையங்கள் – தேசிய நிகழ்ச்சிகள் – மாநில நிகழ்ச்சிகள் – வானொலியின் கொள்கைகள்.

அலகு – 2

அலுவலக அமைப்பு முறை – நிலையத்தில் பணியாற்றும் முறைகள் - நிகழ்ச்சி ஒருங்கிணைப்பு – நிகழ்ச்சியைத் திட்டமிடுதல் – நிகழ்ச்சியைப் பதிவு செய்தல் – நிலைய நிகழ்ச்சிகளை உருவாக்குதல் - நேரம் ஒருங்கிணைப்பு.

**Sem-II**  
**16UVT220102**

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<b>2</b>	<b>0</b>	<b>2</b>

**Language – II: English - II**

**Assurance of Learning:**

- To help students acquire the nuances of Radio and its uses.
- To introduce basic Tenses to students.
- To widen the scope of students' employability to work in the fields of Radio.

**Unit-I**

1. Present perfect continuous.
2. Past perfect continuous.
3. Future perfect continuous.

**Unit- II**

4. Introduction to Radio.
5. Techniques of writing for the Broadcast media.

**Unit-III**

6. Use of language debriefing.
7. Radio presenter and writing for Radio programmers.
8. Advertising in Radio.

**Unit-IV**

9. Usage of will and would.
10. Usage of shall and should.
11. Usage of may and might.

**Unit-V**

12. Radio Talk shows and Radio Reviews.
13. Origination of FM Radio.

**BOOKS FOR STUDY**

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Gilmurray, Bob(2010) The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing.

**BOOKS FOR REFERENCES**

1. Latha Nair(2014) English for The Media, Delhi: Foundation Books.
2. Stracynski J. Michall (2006) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.
3. David Keith Cohler,(2000) Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Abbot and Richard Lee Rider(1957) Handbook of Broadcasting. California, McGraw-Hill.

**Core Paper - II**  
**COMMUNICATION MEDIA SCENARIO**

**Assurance Of Learning:**

- Ability to understand the various forms of media
- Ability to analyze the Various medium of communication
- Knowledge about current technology growths
- Ability to understand mass mediums structure and its function
- Acquire knowledge on the Indian media scenario.

**UNIT I: PRINT MEDIUM**

Print Medium: History, structure of a newspaper Organization- Types of newspapers and magazines: general and specialized – structure and functioning of newspapers and magazines- technological developments – competition, content and style of Magazines - Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights- Intellectual Property Rights

**UNIT II: AUDIO MEDIUM**

Development of Radio – International, National and Regional- Radio as a medium of mass communication – types of ownership: Private and Public-Organizational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review- Telecasting Ethics -TRAI

**UNIT III: AUDIO VISUAL MEDIUM**

Development of Television- International, National and Regional.-Emergence of television in India – the LPG concept in India. Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati Act- Broadcasting Regulations - Cable Act.

**UNIT IV: CINEMA MEDIUM**

Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films- CBFC

**UNIT V: NEW MEDIA**

New Media: Information age, knowledge society and global media and audiences; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and challenges- Cyber Laws

**BOOKS FOR STUDY**

1. Keval J. Kumar (2008). Mass Communication in India, Oxford Press, Delhi.
2. Hausman ,Carl (2002) Modern Radio Production: Production Programming, Brooks Publication California,

**BOOKS FOR REFERENCE**

1. Arvind Singhal, Everett. M. Rogers(2001) India's Communication revolution from bullock carts to cyber marts, Sage publication.
2. KM. Srivastava,(1998)Media towards 21st Century , Sterling Pub. New Delhi.
3. Mc Leish, James(1999), Radio production. Focal Press Burlington.

Sem-II  
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**Allied Paper - II**  
**BASICS OF ADVERTISING**

**Assurance Of Learning:**

- Ability to understand advertising and its scope
- Ability to analyze the Advertising Campaign and its dynamics
- Knowledge about various creative aspects in advertising
- Ability to understand Creative Perspectives of Advertising.
- Acquire knowledge on the Recent Advertising Trends

**UNIT I: FUNDAMENTALS OF ADVERTISING**

Introduction to Advertising – Definition, need and scope of advertising- Functions of advertising- The AIDA process. Role of Advertising- Types of advertising- Advertiser and Agency partnership- Structure and functioning of an Ad agency.

**UNIT II :PRODUCT AND BRANDING**

The lifecycle of a product- Audience analysis – buyer behaviour- segmentation, targeting and positioning-Advertising research- objectives- Strategy and Plans-Brand- process involved in branding- Types of Appeal

**UNIT III: VISUALISATION**

Creative perspectives of advertising - creativity- creative strategy- copy writing- art Direction- print production and electronic production.

**UNIT IV: MEDIA SELECTION AND STRATEGIES**

Strategy – Marketing- Advertising and Media strategy- Media selection- objectives, strategies and planning- Client servicing- print media- electronic media- direct marketing and out of home advertising - Advertising Ethics.

**UNIT V: ADVERTISING CAMPAIGN**

Advertising campaign - Dynamics of creating and executing the complete campaign strategy – sales promotion- Public relations- local advertising- Campaign budgeting and execution- testing and Evaluation.

**BOOKS FOR STUDY**

S. A. Chunawalla (2010) Foundations of Advertising Revised: (Theory and Practice), Himalayan Books, New Delhi

**BOOKS FOR REFERENCE**

1. Lank Jefkins (1992) Advertising Made Simple, Rupa & Co., New Delhi.
2. Thomas Russell, J. Ronald Lane, W. Kleppner's (2002) Advertising procedure, Prentice Hall International, Inc., New Jersey.
3. Meenakshi R. Chauhan (1995) Advertising – The Social ad Challenge, Anmol Publications Pvt. Ltd., New Delhi.



## SKILL COMPONENT

### SOUND DESIGNER

#### Unit-I: Acoustics and Auditorium

Architectural plan of room- specification- analyzing acoustic level of room- hydrography(echo sounding)- echo Cancellation techniques- selection: microphones, amplifiers, speakers – positioning the speakers- Sound System Installation – Electrification : power stabilization, earthing , Cooling - Multi Amplifier System Arrangement. Safety and precautions.

#### Unit-II : COMPUTER-BASED AUDIO PRODUCTION

Digital Recording: Differences between analog and Digital, Digital Recording, The clock, Digital audio signal formats, Dither, Jitter, Digital Transfers and copies, 2-Track Digital Recorders, Multitrack Digital Recorders, Backup-Basic Operations Audio Interface, DSP Card, Analog summing Amplifier, Recording Software, Optimizing computer for Multitrack Recording, Audio for video- Sound meets the computer Signal Processing, Introduction to DAW, Signal flow, I/O routing, troubleshooting, Understanding virtual tracks, Inserts/Plug-ins, Send and Return, Auto-switching

#### Unit- III: THE ESSENTIALS: WHERE AND HOW RECORDINGS ARE MADE

Recording rooms and Control Rooms- Isolation, Room ambience, Control room acoustics, Studio monitors, Microphones and Mic Placement, Mixing boards and Control Surface- 2.2 FX -EQ: General Information, Filters: HPF, LPF, BPF, BELL, and Shelving Filter- Dynamics: Compressor, Limiter, Gate, Expander-3 Delay, Reverb -beyond traditional DSP

#### Unit-IV: DAW

Basic terms in DAW: Activate or Enable, Deactivate or Disable, Delay Compensation, Edit List, Project/ Session, Types of Sessions: Master Sessions (MST), Slave Sessions (SLV), Render, Segment, Timeline Marker, and Source-MIDI Studio Equipment and Recording procedures-MIDI-Studio Components, Recording Music made by Soft Synths, Recording a hardware Synth, “NO SOUND” MIDI troubleshooting, Recording with a keyboard Workstation, Recording with a drum Machine and Synth, Loop-Based Recording.

#### Unit-V: MIXING

Mixing Requirements: Mixing and remixing, The Mixing environment: The room and playback system, Relating to Composing, arranging, and performing. Mixing tools, mixing in and out of the box, Processing gear (Plug-ins), Tracks, Grouping and routing, Submixes, subgroups, Master fader-Building a Mix- Mixing: Creating ambience and dimension: Using delays in Mixing, Using reverbs in Mixing, Panning reverb returns, Advanced techniques with delays and reverbs.

#### BOOKS FOR STUDY:

1. Practical recording techniques, fifth edition, Bartlett and Bartlett.
2. The art of digital audio recording, Stave Savage.

#### BOOK FOR REFERENCE:

1. Handbook for sound engineers, Fourth edition, Glen Ballou.
2. Mixing secrets for the small studio, Mike senior.
3. Audio HI-Fi Handbook, Third Edition, IAN Sinclair.

## SKILL COMPONENT

### SOUND DESIGNER



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

#### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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1. Introduction and Contacts..... P.1
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#### Introduction

##### Qualifications Pack- Sound designer

**SECTOR:** MEDIA AND ENTERTAINMENT  
**SUB-SECTOR:** Film, Television, Radio, Animation, Gaming, Advertising  
**OCCUPATION:** Sound designer  
**REFERENCE ID:** MES/ Q 3401  
**ALIGNED TO:** NCO-2004/Nil



**Sound designer in the Media & Entertainment Industry is also known as a Sound supervisor or Creative Sound Director**

**Brief Job Description:** Individuals at this job design the sound concept for a production and select the studios/equipment for recordings.

**Personal Attributes:** This job requires the individual to think creatively and develop a range of sound concepts. The individual must have a good understanding of the various music forms and styles prevalent in the industry. The individual must be aware of the language and principles of sound, acoustics and psychoacoustics. The individual must be able to interpret sound requirements and select the equipment/ studios required for production.

## SKILL COMPONENT

## SOUND DESIGNER

	Qualifications Pack For Sound designer		
Job Details	Qualifications Pack Code	MES/ Q 3401	
	Job Role	Sound designer This job role is applicable in both national and international scenarios	
	Credits(NSQF)	TBD	Version number 1.0
	Sector	Media and Entertainment	Drafted on 10/11/14
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on 21/11/14
	Occupation	Sound Effects / Audio Engineers & Technicians	Next review date 20/11/16

Job Role	Sound designer
Role Description	Create appropriate sound concepts for various productions and select sound studios/equipment
NSQF level	5
Minimum Educational Qualifications	Class XII with a background in physical sciences,
Maximum Educational Qualifications	Graduation, preferably in electronics
Training (Suggested but not mandatory)	Training in Sound Recording & Engineering. Additional technical knowledge of film making preferable
Experience	4+ Years of work experience, with experience as an apprentice in a mixing studio
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 3401 (Conceptualise sound concepts)</a> 2. <a href="#">MES / N 3402 (Select sound equipment)</a> 3. <a href="#">MES / N 3403 (Select sound studios for recording)</a> 4. <a href="#">MES / N 3409 (Maintain workplace health and safety)</a> Optional: N.A
Performance Criteria	As described in the relevant OS units

## SKILL COMPONENT

### IMAGE EDITING AND MANIPULATION

#### Assurance Of Learning:

- Ability to understand the need for Image Manipulation
- Ability to analyze the Tools of Photoshop
- Knowledge about Image Special Effects
- Ability to understand Masking and Filters in Photoshop
- Acquire knowledge on the Album Designing and Various Designing concepts

#### Unit – I: Tools of Photoshop

Introduction of photo shop-Exploring the Menu Bar- Toolbox- Options Bar-usage of Marquee Tools-Exploring the Lasso Tools-Creating Selections Using the Magic Wand- Using Color Range to Create Selections-Creating Selections Using Extractions-Transforming a Selection- Copying Pasting and Moving a Selection

#### Unit – II: Layer image formation

Layers - different layer types-Creating multiple layers-Working with Layers-Appling Layer Styles- Fill and Adjustment Layers: palette-naming-creating-deleting-viewing-moving- Exploring Layer Components- Masks- Using Layer Masks-Merging and Flattening Layers

#### Unit – III: Image editing and special effects

Cropping images and manipulation -Using various stencils and template designs -Working with textures and importing -Correcting your photos to remove red eyes, blemishes, ageing etc- blur and sharpen - creation of various collages -Working with text and custom fonts -Creating vector

#### Unit – IV: Masking and Designing

Induction- Summary- Instruction-Reformation of images-Creating graphics and simulations- Design and painting in Photoshop-Processing computer graphic integration.-Making special effects: collages, editing of warm and cool colours -Designing of advertisements, posters, business cards -Greeting card-Brochure designing- wedding card designing-Book layout-magazine layout-Newspaper layout-calendars designing-Building a booklet

#### Unit – V: Photo Essay (Album Making)

The theoretical study of the world of digital album design from induction, to summary and instruction-Reformation of images- design and paint in photo shop-Creating a Photo Panorama-Creating a photo Slide Show-Creating a Photo Calendar-Creating special effects on collages - editing warm and cool colours

#### BOOK FOR STUDY

1.Gregory Georges,Photoshop (2002) Ver(8) CS Professional Tricks and Techniques, Unique Color Carton Offset Printers, New Delhi-4.

#### BOOKS FOR REFERENCE

1. Alan and Isabella Livingston (2003) Graphic Design and Designers New Edition, Thames & Hudson world of art, Singapore.
2. Bride M. Whelan(1998) Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rock fort Publishers.
3. David E. Carter(2004)The Little Book Of Logo Recipes, successful designs and how to create them, Harper Collin Publishers, New York
4. Stephen House(2004)Photoshop CS, LP Editorial Board, Lawpt, Blue Line Printing Industries, Kolkata.

**Sem-II**

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**SKILL COMPONENT  
IMAGE EDITING AND MANIPULATION - PRACTICALS**

1. Cropping and slicing the image
2. Image color changes
3. Image rotation
4. Colour adjustments in background
5. Formation of layer in given image
6. Adding channels in given image
7. Cropping and slicing the given image
8. Blur - sharper settings in image
9. Photo editing
10. Logo Designing
11. Designing of posters
12. Designing Business cards
13. Designing Greeting cards
14. Brochure designing
15. Designing wedding cards
16. Dangler Designing
17. Designing Book layout
18. Magazine layout
19. Newspaper layout
20. Designing calendars
21. Designing a booklet
22. Wrapper Designing
23. Designing various sample albums
24. Developing a photo story/Essay
25. Banner Designing
26. Online Designing

LANGUAGE I - தமிழ் - III

நோக்கங்கள்

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

பயன்கள்

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 3

அலகு - 1

தொலைக்காட்சி, வானொலி வேறுபாடுகள் – தொலைக்காட்சி நிகழ்ச்சி உருவாக்கம் – நிகழ்ச்சிக்கான களம் தேர்ந்தெடுத்தல் – நேரம் திட்டமிடுதல் – நிகழ்ச்சித் தொகுப்பாளர்க்கான தகுதிகள் – பொறுப்புகள் – நாட்டு நடப்புகள் - செய்தி வாசிப்பு – பொது அறிவு நிகழ்ச்சி – அவசரகால அழைப்புகள் – அரசு செயல்பாடுகளை அறிவித்தல்.

அலகு - 2

தொலைக்காட்சி அலுவலக அமைப்பு முறைகள் – ஒப்பனையின் இன்றியமையாமை – உடல்மொழியின் முக்கியத்துவம் – ஆடை அலங்கார நெறிமுறைகள் – விழிப்புணர்வுக் கருத்துக்களைப் பரப்புதல் – நிகழ்ச்சிகளை வகைப்படுத்துதல்.

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### **Language II- English III**

#### **Assurance of Learning:**

- To help students acquire the nuances of Television and its uses.
- To introduce Modal Verbs and their uses to students.
- To widen the scope of students' employability to work in the field of television.

#### **Unit-I**

1. Usage of can and cannot.
2. Usage of could and could not.
3. Usage of able to.
4. Usage of can you and could you.

#### **Unit-II**

5. Introduction to Television.
6. Television in India.
7. Various television shows.

#### **Unit-III**

8. Advertising in Television.
9. Interview techniques in Television
10. News reading in Television.

#### **Unit-IV**

11. Usage of must and must not.
12. Usage of have to.
13. Usage of need and need not.

#### **Unit-V**

14. V.Js. in Television shows.
15. The role of News Channels.
16. Television as an entertainer.

#### **BOOKS FOR STUDY**

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Yorke, Ivor(1989) Television Journalism. Manchester: Focal press.

#### **BOOKS FOR REFERENCES**

1. Srivastava, K.M. (1987) Radio and Television, Sterling Publishers New Delhi.
2. Stracynski J. Michall,(2004) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.
3. David Keith Cohler, (2004)Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Riber, John(2005) Writing and Producing for Television and Film, Sage Publications New Delhi.

**Core Paper- III**  
**FILM STUDIES**

**Assurance Of Learning:**

- Ability to understand the Film Forms and Movements
- Ability to analyze the Film Making Process
- Knowledge about Mise-en- scene
- Ability to understand the genres of Films
- Acquire knowledge on the Great Auteur both at the International as well National and Regional

**Unit I: Film History and Major Movements**

Early Cinema (1893-1903) - Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - The Classical Hollywood Cinema after the coming of sound- Italian neo-realism (1942-1951) - The French New wave (1959-1964) - Indian (Hindi, Tamil & other languages) - Contemporary trends.

**Unit II : Film Making Process and Film Forms**

Planning, Pre-production : Concept , Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition Film forms: narrative and non-narrative -Realism, Symbolic simulation - Typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

**Unit III : Elements of Film**

Mise-en-scene : Aspects of mise-en-scene, Functions of Mise-en-scene : space and time, narrative - Cinematographer properties: photographic image, framing, duration of the image, montage and long take.

**Unit IV: Genre**

Approaches to studying film- Narrative and Non Narrative films- Structure of a narrative film- Cinematic codes - Film Forms : Principles of film, narrative form, non-narrative films- Dividing a feature film into parts and Genres (language, style, grammar, syntax.)- Documentary genres- Film and postmodernism - Film and cultural identity: Criticism and Film Review Writing.

**Unit V: Great Auteur**

Study of Great Indian and International filmmakers like : D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosawa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendry Tamil Directors: S.P. Muthuraman, Sridhar, Balachander, Balu mahendra, Bharathiraja, and others.

**BOOKS FOR STUDY**

1. Ascher Steven, Pinous Edward (1984)The Film Maker's Hand Book, Penguin Group, New York.
2. Walter Murch (2004) In The Blink of an Eye: A Perspective on Film Editing .

**BOOKS FOR REFERENCE**

1. Bordwell David(1979) Thompson Kristin – Film Art an Introduction, Mc Gram Hill.
2. Hayward Susan(2000) Key Concept in Cinema Studies, Routledge, London.
- 3.Jones Chris, Jolliffe Genevieve(2000)The Guerilla Film Makers Handbook, Continuum Wellington house, London.
4. Wasko Janet (2003) How Hollywood Works, Sage Publication, London.



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**Allied Paper - III**  
**GRAPHIC DESIGN**

**Assurance of Learning :**

- Ability to understand the how to create illusionary images, segments of Production
- Ability to analyze the Visual effects
- Knowledge about After Effects
- Ability to understand interpolation and Masking Techniques
- Acquire knowledge on the Time Remapping and Rotoscopy techniques

**UNIT I:: GRAPHIC COMMUNICATION**

Components of graphic communication - Functions of Graphic communication- Making the print work- Visual Art- Visual Aesthetics - Creativity in Communication

**UNIT II: ELEMENTS OF DESIGN**

Elements of Design: Line-Shape-Direction-Size-Texture-Colour- Value- Concepts of Layouts: Hierarchy-Centre of visual Impact- Organization-Contrast and Colour- Basic Approaches in Designing- Design Software.

**UNIT III: TYPOGRAPHY**

Introduction- Development IN India - Typography Structures And Design and Functions - Design Style : Grouping Of Typefaces - Type Families - Functions Of Type Composition- Readabilities Legibility- Type for text, Display and Poster

**UNIT IV: COLOURS IN DESIGN**

Functions Of Colours- Colour Vision- Our Responses To Colour - Colour Combination- Colour Schemes - Colour Perspectives - Reproduction Of Colour - Fake Colour- Spot Colours- Process Colours

**UNIT V: COMPOSITION**

Fundamentals of Composition –Interpretation-Spatial Organization-Light- Expression-Montage- Content analysis - Layout – types of Layout.



**BOOK FOR STUDY**

1. N.N. Sarkar (2008) Art and Print Production, Oxford University Press, New Delhi.

**BOOKS FOR REFERENCE**

1. Mordy Golding( 2008) Real World Adobe Illustrator CS4, Peachpit Press
2. Gavin Ambrose(2008), Paul Harris The Fundaments of Graphic Design, Ava publication.
3. Harvey R.Leverson (1981) Art and Copy Preparation, Graphic Art Technical Foundation, USA.
4. Russell N.Baird (1987) The Graphic Communication.
5. Bride M. Whelan,(1994) Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rockfort Publishers

## SKILL COMPONENT MARKETING MANAGER





QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR  
MEDIA AND ENTERTAINMENT INDUSTRY

### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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### Introduction

#### Qualifications Pack-Marketing Manager

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising

**OCCUPATION:** Marketing/Branding and Communications

**REFERENCE ID:** MES/ Q 2102

**ALIGNED TO:** NOC-2004/1233.90

**Marketing Manager in the Media & Entertainment Industry is responsible for the daily operations of the marketing division at a media company**

**Brief Job Description:** Individuals at this job are responsible for managing the daily operations of the marketing team. These individuals are the driving force behind execution of every marketing initiative in the organization.

**Personal Attributes:** This job requires the individual to understand the business objectives and bridge the gap between strategy and execution. The individual is required to understand the expectations the senior management has from the marketing team and put resources in place to meet those expectations. The individual must also provide expertise and guidance to the execution team, using her knowledge and experience in the field of marketing.

## SKILL COMPONENT

### MARKETING MANAGER



Qualifications Pack For Marketing Manager



Job Details	Qualifications Pack Code	MES/ Q 2102		
	Job Role	Marketing Manager This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	18/03/15
	Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
	Occupation	Marketing/Branding and Communications	Next review date	24/03/17

Job Role	Marketing Manager
Role Description	Manage marketing operations at a media and entertainment company
NSQF level	6
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Sales & Marketing
Training (Suggested but not mandatory)	Customer Relationship Management, Marketing techniques
Minimum Job Entry Age	18 years
Experience	4-6 years
Applicable National Occupational Standards (NOS)	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES / N 2102 (Select and finalize creative agencies)</a></li> <li><a href="#">MES / N 2103 (Prepare and manage the marketing budget)</a></li> <li><a href="#">MES / N 2104 (Identify and understand target audiences)</a></li> <li><a href="#">MES / N 2106 (Media planning and buying)</a></li> <li><a href="#">MES / N 2107 (Develop creative marketing communications)</a></li> <li><a href="#">MES / N 2108 (Develop corporate communications)</a></li> <li><a href="#">MES / N 0104 (Maintain workplace health and safety)</a></li> </ol> <p><b>Optional:</b> N.A.</p>
Performance Criteria	As described in the relevant OS units

## SKILL COMPONENT

## CAMERA OPERATOR




**QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY**

**What are Occupational Standards(OS)?**

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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mes@ficci.com






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**Introduction**

**Qualifications Pack-Camera Operator**

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television

**OCCUPATION:** Camera

**REFERENCE ID:** MES/ Q 0602

**Camera Operator in the Media & Entertainment Industry supports the head of the camera department**

**Brief Job Description:** Individuals at this job need to operate the camera during shoots in accordance to instructions provided by the Director of Photography (DoP). They also need to coordinate efforts of the camera crew during shoots.

**Personal Attributes:** The individual must be creative and have a good understanding of composition, perspective and movement. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively.

## SKILL COMPONENT

## CAMERA OPERATOR



Qualifications Pack For Camera Operator



Job Details	Qualifications Pack Code	MES/ Q 0602		
	Job Role	Camera Operator		
		This job role is applicable in both national and international scenarios		
	Credits[NVEQF/NVQF/NSQF] [OPTIONAL]		Version number	01
	Sector	Media and Entertainment	Drafted on	25/04/13
	Sub-sector	Film, Television, Animation	Last reviewed on	Dd/mm/yy
	Occupation	Camera	Next review date	Dd/mm/yy

Job Role	Camera Operator
Role Description	Operating the camera and coordinate efforts of the camera crew during shoots
NVEQF/NVQF level	
Minimum Educational Qualifications	
Maximum Educational Qualifications	
Training (Suggested but not mandatory)	
Experience	6-8 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. <a href="#">MES / N 0606 (Prepare for Shoot)</a> 2. <a href="#">MES / N 0607 (Operate Camera during Shoot)</a>
Performance Criteria	As described in the relevant OS units

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**LANGUAGE I - தமிழ் - IV**

**நோக்கங்கள்**

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

**பயன்கள்**

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

**பருவம் – 4**

**அலகு - 1**

தொலைக்காட்சியில் பாடல் தெரிவு செய்யும் முறை – பின்னணி இசை – ஒலிக்கலவை பற்றிய அறிவு – நிகழ்ச்சிப் பங்களிப்பு – நாகரிக அணுகுமுறை – நேயர்களோடு உரையாடும் திறன் – கற்பனைத் திறனுடன் பேச்சாற்றல்.

**அலகு – 2**

நேர்காணல் பயிற்சி – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி மாதிரி – குழுப்பகிர்வு மாதிரிப் பயிற்சி – பலதரப்பட்டவர்களுடன் உரையாடும் திறன் – நேரடி ஒளிபரப்பின் போது கவனிக்க வேண்டியவை – விளம்பரங்களின் முக்கியத்துவம் – விளம்பரதாரர்களின் பங்களிப்பு – ஊடக அணுகுமுறைகள்.

**BOOK FOR STUDY**

1. B.K. Ahuja(2013) Mass Media Communication, Sanjeeth Publications.
2. B.N. Ahuja (2012) Theory and Practice of Journalism, Sanjeeth Publications.

**BOOKS FOR REFERENCE**

3. B.K. Ahuja (2013)Mass Media Communication, Sanjeeth Publications.
4. B.N. Ahuja(2012) Theory and Practice of Journalism, Sanjeeth Publications.

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## **LANGUAGE II - English-IV**

### **Assurance For Learning :**

- To help students acquire the nuances of online journalism and its uses.
- To introduce passive voice and conditional clauses and their uses to students.

### **Unit-I**

1. Introduction to passive voice.
2. Usage of is done/ was done.
3. Usage of be/ been/ being done.
4. It is said that/ he is said to/ (be) supposed to.

### **Unit-II**

5. Introduction to internet.
6. Net as a medium of communication.
7. Features of the Net.

### **Unit-III**

8. Origin of the Web.
9. History of the Net in India.
10. Online advertising.

### **Unit-IV**

11. Conditional clauses and wish.
12. Usage of if I do/ if I did.
13. Usage of if I know/ I wish I knew.
14. Usage of if I had known.
15. Usage of who/ that/ which/ whose/whom/where.

### **Unit-V**

16. Internet in India.
17. Writing and preparing packages for the Web.
18. News editing in the online environment.
19. Impact of Internet as a medium.

### **BOOKS FOR STUDY**

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Ray, Tapas(2014) Online Journalism. New Delhi: Foundation Books.

### **BOOKS FOR REFERENCES**

1. Hall, Jim(2001) Online Journalism: A Critical Primer. VA, Pluto Press.
2. Meyer, Philip(1991) The New Precision Journalism. Indiana University Press.
3. Fiske, John(1998) Introduction to Communication Studies, 2<sup>nd</sup> Edition. London and New York, Routledge.

Core paper - IV

SCRIPT WRITING

**Assurance Of Learning:**

- Ability to understand process of Production for Script
- Ability to analyze the Narrative Structure of Story
- Knowledge about Scripting Software's and Typing Skills
- Ability to understand the genres of script for various media
- Acquire knowledge on the Creative Thinking

**Unit - I : Script**

Definitions - fundamental principles, norms, guidelines, techniques- Script writing elements : Story, Screen play and Dialogue and Lyric writing - Script formats and style: parenthesis, description, scene transitions - dialogue - light and sound details - story board - Script types (short and full length script). Three Act Structure - Story : Definitions - Tag line - One line - Synopsis to decision makers like directors and producers.

**Unit - II : Story Telling as a Folk Oral Culture**

Story telling techniques and ethos in a dramatic way - Pitch presentation - Structuring the story - credible characterization - Real life event characterization - Event observation

**Unit - III : Creativity Thinking**

Thinking out of the box- Critical thinking - Creative thinking - related competencies - Adopting creative thinking in daily life - Various methods to boost creative thinking skills and creative presentation skills.

**Unit - IV: Narrative Structure in Script**

Beginning, development and climax - Principle of suspense - Various writing nature: for Animation, Ads, Documentaries, Short films, TV series - Drama (for radio & TV) -Writing nature to specific genres : action, comedy, crime, history, horror, romance, science fiction, teens, thrillers - News reporting - Interview writing - Writing nature to target audience-Typing skills in regional languages, Bamini type sets, using unicode - Correct grammar, spelling, punctuation, phonetics etc.

**Unit - V : Script Related Laws**

Copy rights - Contractual protocols- Writers problems & issues- Protections & Writers' union- Script safety practices : issues and solutions.

**BOOKS FOR STUDY**

- 1.Hilliard L. Robert(2000) Writing for television, Radio and New Media .New York :Routledge.
- 2.Copper, Patt, (2001)Writing the short Film, Elsevier Publication.

**BOOKS FOR REFERENCE**

- 1Usha Raman (2016) Writing for Media
- 2..Milton, Shirley(1982) Creative Connections, Sage Publication New York.
- 3.Hunters Lew(1994)Screen Writing 432, The Berkley Publishing Group. New York.
- 4.Kaushik Sharda,(2000) Script to Screen, Macmillan India Ltd.
- 5.Mencher Melvin (2002) Basics of Media Writing, Jaico Publication New Delhi.



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## VALUE EDUCATION: MEDIA GENDER STUDIES

### Assurance Of Learning:

- Ability to understand the concepts of gender
- Ability to analyze the sensitivity towards gender
- Knowledge about the areas of gender discrimination
- Ability to understand the women development
- Acquire knowledge on women's movement and safeguard mechanism.

**Unit I : Concepts of Gender** : Gender Discrimination-Gender Division of Labour-Gender stereotyping – Gender Sensitivity.

**Unit II : Gender Studies:** Gender Equity – Equality – Gender Mainstreaming – Empowerment.

**Unit-III : Areas of Gender Discrimination** : Family – Sex Ratio – Literacy – Health – Governance — Media – Politics –Domestic Violence

**Unit-IV: Women Development and Gender Empowerment** : National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies.

**Unit – V: Women's Movements and Safeguarding Mechanism:** Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act — Eve Teasing Prevention Act – Self Help Groups.

### BOOK FOR STUDY

Manimekalai. N & Suba. S (2011), Gender Studies, Publication Division, Bharathidasan University, Tiruchirappalli

### BOOKS FOR REFERENCES

1. Allen. D, Rush. R., and Kaufman S.J (eds) (1996) Women Transforming Communication,Global Intersections. CA: Sage Publications, New Delhi.
2. Ammu Joseph, Kalpana Sharma (eds) (1994) Whose News? The Media and Women's Issues, Sage Publications, New Delhi.
3. CharlotteKrolokke and Anne Scot Sorensen (2005), Gender Communication: Theories and Analyses, Sage Publications.
4. Donna Allen, Susan J. Kaufman, Ramona, R. Rush (ed). Women transforming Communications. London: Sage Publications.

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**Allied paper- IV**  
**MEDIA CULTURE AND SOCIETY**

**Assurance Of Learning:**

- Ability to understand the various aspects of media responsibility.
- Ability to analyze the Multimedia Systems and Hyper Media
- Knowledge about Digital Media Saturation
- Ability to understand Media Determinants
- Acquire knowledge on Ideology and Culture

**UNIT I: UNDERSTANDING THE MEDIA**

How to study media and how not to study media - sociological –cultural – skills- Political- Media audience analysis(Mass, segmentation, product etc, social uses) – Media education Possesses –Theoretical Frame work – Core concepts- Mode enquiry – Practical work- Media Pedagogy.

**UNIT II: INTRODUCTION TO MEDIA CULTURE SOCIETY**

Media saturation – Media influence – Management and manufacture of information-Media education and Democracy - Importance of Visual Communication – Education for the future- Privatizations of information – Media in Indian Society.

**UNIT III: MEDIA DETERMINANTS**

Media Determinants- Ownership and control – Media Institution – The state and the Law – Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources – Audience as textual determinant & audience as readers – audience positioning - establishing critical autonomy.

**UNIT IV: MEDIA RHETORIC**

Media Rhetoric – Selection – Social construction of reality by media - The Rhetoric of the image –Combining image and linguistic text – Suppressing the existence – Setups –Film and sound Editing – Interpretative Frame works- Visual Coding- Narrative.

**UNIT V: IDEOLOGY & CULTURE**

Ideology – Defining Ideology –Hegemony –Myth Ideology in the classroom –Denotation – Connotation – Ideological Analysis – Media and Popular culture – culture and subculture , popular texts , politics popular culture Vs people's Culture

**BOOK FOR STUDY**

1. Berger, Asa (1991) Media Analysis Techniques, Sage Publications.

**BOOK FOR REFERENCES**

1. Srivastava K M (1991). Media Issues, Sterling Publication, New Delhi
2. Blackwell (2008) Media Culture and Society.

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**Major paper- V**  
**MEDIA RESEARCH ORIENTATION**

**Assurance Of Learning:**

- Ability to understand the types of research in social science.
- Ability to analyze the research problem
- Knowledge about the research hypothesis
- Ability to understand the sampling procedures
- Acquire knowledge on writing thesis report.

**UNIT I: NATURE OF SOCIAL RESEARCH**

Meaning and definition of research — Objective— types of research – significance of research  
Criteria of good research.

**UNIT II: LEVELS OF RESEARCH PROJECTS AND PROBLEM SELECTION**

Research selection and formulation - Selecting a topic for research - Research problems - Review of literature - Formulating and stating the problem.

**UNIT III: RESEARCH HYPOTHESIS**

Hypothesis - Functions of hypothesis - Criteria of hypothesis - Difficulties in formulation of hypothesis - False & barren hypothesis.

**UNIT IV: SAMPLING**

Sampling – Types of sample – Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota, etc - Choosing a sample design.

**UNIT V: EVALUATION AND WRITING THESIS REPORT**

Preparation and tabulation of collected data - Data analysis - Identifying interdependencies -steps involved in writing a research paper/report.

**BOOK FOR STUDY**

Saravanavel (2015) Research Methodology, Kitab Mahal Publishers, NewDelhi.

**BOOK FOR REFERENCE**

1. Hansen, Andresse A.L (1998) -Mass Communication Research Methods, Sage, California
2. Sharma, S.R., (1996) Research in Mass Media, Radha publications, New Delhi
3. Roger D.Wimmer& Joseph R Dominick (1998) The Survey Research Handbook.  
Belmont, USA
4. Denscombe, Martyn (1999) The Good Research Guide, Viva Books, New Delhi.
5. Wimmer D. Roger (2003), Mass Media Research, Wadsworth, Canada.

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**Core paper- VI**  
**VISUAL ANALYSIS TECHNIQUES**

**Assurance Of Learning:**

- Ability to understand the media text.
- Ability to analyze the feminist analysis and media
- Knowledge about the psychoanalytic criticism
- Ability to understand the sociological analysis
- Acquire knowledge on interpretation of visual advertisements.

**UNIT I: SEMIOTIC ANALYSIS**

Signs-Signs and truth-Language and speaking-Connotation and denotation-Syntagmatic analysis  
Paradigmatic analysis-Metaphor and metonymy.

**UNIT II: FEMINIST ANALYSIS**

Portrayal of Women in Media – Portrayal of women in News Media - Male gaze – Male domination – Women Marginalization in the Media –the consumer society.

**UNIT III: PSYCHOANALYTIC CRITICISM**

The unconscious -The oedipus complex-Symbols-Defense mechanisms-Dreams-Aggression and guilt-Psychoanalytic analysis of media.

**UNIT IV: SOCIOLOGICAL ANALYSIS**

Some basic concepts-Uses and gratifications-Content analysis.

**UNIT V: INTERPRETATIONS OF PRINT ADVERTISEMENT**

A case study-Psychoanalysis aspects of the text- Stereotypes and Gender Discrimination.

**BOOK FOR STUDY**

Berger, Arthur Asa - Media Analysis Techniques, Sage publisher's, (2002)

**BOOKS FOR REFERENCE**

1. Bignell, Jonathan (2002), Media Semiotics, Routledge, London
2. Leewen and Jewitt Carey(2001) – Handbook of Visual Analysis, Sage Publication, New Delhi,
3. Carey ,Jewitt(1999)- The Handbook of Visual Analysis, Himalaya publishers.
4. Leewen , Thompson (2001),- Introducing Social Semiotics, Routledge, London.
5. Rose, Gillian(2006) ,Visual Methodologies: An Introduction, Amazon publishers.

### Core paper- VII

#### MEDIA EQUIPMENT MAINTENANCE AND MEDIA PRESENTATION SKILLS

##### Assurance Of Learning:

- Ability to understand the need Equipment Maintenance
- Ability to analyze the problems with the camera and Accessories
- Knowledge about Media Presentation skills
- Ability to understand Body Language and Voice Modulation
- Acquire knowledge on the presentation skills for the Audio Visual media

##### Unit-I : Media Equipment

Media equipment - Meaning and Definition- Need for Maintenance and Servicing- Good housekeeping practices - **Photographic equipment** and types - Digital and film photography- Digital images and their characteristics - Pixels and resolutions- Digital Camera and their types - Accessories of a digital camera - Use and store cameras accessories - Equipments in a Safety precautions - Care and maintenance of camera- Image printing equipment- Storage and memory issues of digital images. Scanners and their applications. **Equipment for Videography:** Features of Video cameras- Handycam and Broadcast quality Video Camera-Video capturing devices- Web Camera - PTZ camera -Video tuning cards - Video editing systems and their components- Video mixers -Video file rendering, storing and retrieving systems - Streaming of video over net- Block diagram of color TV receiver description of each element- CCU, signal stabilizers, special effect generators, character generators, Digital TV basics.

##### Unit- II : Maintenance of Digital Audio Recording

Need for Digital Audio Recording Maintenance - Functions of Resistors and capacitors - Use of multimeter- Power system components and UPS - Components of Radio- Audio equipments: Types and usage- Audio capturing, Amplifying, Transmitting and recording devices - Microphones-Cordless microphones - Audio storage media and types- Types of audio delivery systems - Audio mixers- FM and AM tuning- Frequency bands used in Radio communications - ADCs and DACs - Identify different parts, controls and accessories of a recording suit- Maintenance of computer accessories and recording equipments in a safe manner- Storage in different types of media such as CD- Identifying and Resolving Problems with Metering- Sorting out problems with Audio cables-Patch bays and Channel Routing

### **Unit - III : Communication Skills And Presentation Technique**

Effective communication skills: Language skills, Oral and Written communication skills- Presentation techniques; Voice modulation, appearance, Eye contact, Facial expression, Body language, General knowledge, Appearance.

### **Unit-IV : Presentation Skills for Audio and Visual Medium**

Radio presentation skills: Presentation techniques- R Jing, Compering, Radio commentary, Radio announcement, Radio talk, interviewing skills, News reading. Phone-in-Programmes - Television presentation skills: Presentation techniques- anchoring, News Presentation, Newscasting, Panel Discussion, Television interviews, live reporting, Phone-in-Programmes.

### **Unit-V: Presentation Skills for Special Programmes**

Special programs: planning, preparation, scripting and Rehearsal for award functions, reality shows, Cultural and Sports programmes.

### **BOOKS FOR STUDY**

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012
2. Shann, Media Equipment Maintenance Logbook, Spudtc Publishing,2015
3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln Pty Ltd, 2012.
4. Agarwal, Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010

### **BOOK FOR REFERENCE**

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012
2. Shann,Media Equipment Maintenance Logbook,Spudtc Publishing,2015
3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln Pty Ltd, 2012.
4. Agarwal,Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010
5. Ian Tuhovsky ,Communication Skills Training And: A Practical Approach To Improve Your Social,2011

## SKILL COMPONENT

### EXECUTIVE PRODUCER



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR  
MEDIA AND ENTERTAINMENT INDUSTRY

#### What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

**Contact Us:**  
Media & Entertainment Skills Council

E-mail: [mesc@ficci.com](mailto:mesc@ficci.com)





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1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms.....P.3
4. NOS Units.....P.5
5. Nomenclature for QP & NOS.....P.57
6. Criteria For Assessment of Trainees.P.59

#### Introduction

#### Qualifications Pack-Executive Producer

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Film, Television, Animation, Radio, Gaming, Advertising

**OCCUPATION:** Production

**REFERENCE ID:** MES/ Q 2801

**ALIGNED TO:** NCO 2004/1229.40

**The Executive Producer in the Media & Entertainment Industry is the head of the Production Department and is responsible for overseeing the entire content production process.**

**Brief Job Description:** Individuals in this job need to ensure the successful creation of content, and manage the twin goals of achieving the creative vision and meeting cost objectives. *(Note: international terminology for this role is "Producer", however in the Indian context the "Producer" is typically the financier.)*

**Personal Attributes:** This job requires the individual to manage the production process and make decisions at different stages of production. A background in management studies/ business administration and/ or content production is preferred. The individual must know how to prepare a production budget. The individual must have good presentation skills to pitch concepts and secure funding from financiers. The individual must be a strong leader and guide/ groom to different heads of department and team members to help them successfully deliver their product within their budget and timeline.

## SKILL COMPONENT

### EXECUTIVE PRODUCER

Qualifications Pack For Executive Producer

GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP

National Skill Development Corporation  
Transforming the skill landscape

Job Details

Qualifications Pack Code	MES/ Q 2801		
Job Role	Executive Producer This job role is applicable in both national and international scenarios		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	08/11/14
Sub-sector	Film, Television, Animation, Radio, Gaming, Advertising	Last reviewed on	26/11/14
Occupation	Production	Next review date	07/11/16

Job Role	Executive Producer
Role Description	<p>Head of the Production Department and responsible for overseeing the entire content production process</p> <p><i>Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.</i></p>
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Business, Film Making
Training (Suggested but not mandatory)	Course in Content Production
Minimum Job Entry Age	18 years
Experience	<p>5-7 Years of work experience</p> <p>8+ Years for Senior Executive Producers and large projects</p>
Applicable National Occupational Standards (NOS)	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES/ N 2801 (Contribute Creative Ideas for Production)</a></li> <li><a href="#">MES/ N 2802 (Develop the Production Schedule)</a></li> <li><a href="#">MES/ N 2803 (Create and Monitor the Production Budget)</a></li> <li><a href="#">MES/ N 2804 (Recruit Cast and Crew)</a></li> <li><a href="#">MES/ N 2805 (Procure Equipment and Material for Production)</a></li> <li><a href="#">MES/ N 2809 (Coordinate Production Activities)</a></li> <li><a href="#">MES/ N 2810 (Oversee the Post Production Process)</a></li> <li><a href="#">MES/ N 2811 (Produce Promotional Materials)</a></li> <li><a href="#">MES/ N 2813 (Purchase and Negotiate for Content)</a></li> <li><a href="#">MES/ N 2814 (Source Finance for a Production)</a></li> <li><a href="#">MES/ N 0104 (Maintain Workplace Health and Safety)</a></li> </ol> <p><b>Optional:</b> N.A.</p>
Performance Criteria	As described in the relevant OS units

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**Core paper- IX  
MEDIA MANAGMENT**

**Assurance Of Learning:**

- Ability to understand the media organization management
- Ability to analyze the Media Production and Controls
- Knowledge about Entrepreneurship
- Ability to understand Marketing Trends
- Acquire knowledge on the Advertising Management

**Unit - I: Management Structure & Its Functions**

Management in Media organization – Structure – Nature and Process of management – Levels of management– skills, functions and management roles - Theories of management – classical, human relationships- Modern approaches to management- Societal and organizational environment.

**Unit - II : Production Management**

Production management - Preproduction, Scheduling, Budgeting, Financing, Controlling, Production, Post-production and delivery.

**Unit - III: Media Convergence**

Entrepreneurship – Monopoly, oligopoly - Financial management – Media convergence-economics- Future of media business –Employment opportunities and status of media industry.

**Unit -IV : Advertising Management**

Advertising management - Profit, Sales and market share objectives- Setting the budget, Media selection - Media scheduling.

**Unit- V : Marketing Management**

Marketing – management – Creativity and innovation – Internal communication and external communication-Understanding market and factors - Audiences – Research and analysis, Ratings, Trends in marketing and selling.

**BOOK FOR STUDY**

1. Block et al. Managing in the Media. Focal Press 2001.
2. Andrej vizjak and Max Riglstter, Media management, Springer, 2003

**BOOKS FOR REFERENCE**

1. Block et al. Managing in the Media. Focal Press 2001.
2. Alan B. Albarran, Sylvia A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers, 2006.
3. William james willis and diane B.willis, New Directions in Media Management, Routledge, 2006.
4. Alan B. Albarran Management of Electronic Media, Wadsworth, 2009
5. Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

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### Core paper- VIII

## PUBLIC RELATIONS

### Assurance Of Learning:

- Ability to understand the need for Public Relation in the organisation
- Ability to analyze the PR strategies
- Knowledge about Public Relation Campaign
- Ability to understand the role of PR in media institution
- Acquire knowledge on the writing techniques for press and press release and press handouts

### Unit -I : Public Relations: Introduction

Public Relations- Definition- PR as a communication function- History of PR- Growth of PR in India- Public relations- Propaganda and public opinion- PR as a management

### Unit -II : Understanding Public Relations

Stages of PR – Planning, implementation research, evaluation- PR practitioners and media relations-Press conference- Press release- Exhibition and other PR tools.

### Unit -III: General Practice

Communication with the public - Internal and external, Employer - employee relations, Community relations; PR in India – Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions.

### Unit IV: PR Campaign

Audience – Demographics and Medium-Budget-Plan-Implement-Effectiveness

### Unit V: Writing For Public Relations

Writing news releases-Brochures, Pamphlets-Letters-Handouts-Oral presentations - Company publications.

### BOOK FOR STUDY

1. Lesly , Philip - Handbook of Public Relations and communications, Jaico publication New Delhi, 2002

### BOOK FOR REFERENCE

1. Y. K. D'souza, Mass Media Tomorrow, Indian Publishers Distributors, New Delhi, 1977.
2. S. Ganesh, Lectures on Mass Communication, Indian Publishers Distributors, New Delhi, 1995.
3. J. L. Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi, 1996.

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**Core paper- X**

**MEDIA PROJECT/ INTERNSHIP**

**AIM**

To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

**CONTENT**

- For period of one months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.
- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- The student will enter the media industry with an evaluated portfolio.

