



AVS

COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

Attur Main Road, Ramalingapuram, Salem - 106.

(Recognized under section 2(f) & 12(B) of UGC Act 1956 and
Accredited by NAAC with 'A' Grade)

(Co - Educational Institution | Affiliated to Periyar University, Salem
ISO 9001 : 2015 Certified Institution)

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Syllabus for

B. Sc VISUAL COMMUNICATION

CHOICE BASED CREDIT SYSTEM –

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK


(CBCS – LOCF)

(Applicable to the Candidates admitted from 2023-24 onwards)

VISION

- To attain excellence in the field of education by creating competent scholars with a touch of human values.

MISSION

- To accomplish eminence in the academic domain.
 - To provide updated infrastructure.
 - To educate value based education.
 - To impart skills through efficient training programs.
 - To cultivate culture and tradition with discipline and determination.
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REGULATIONS

1. Eligibility for Admission:

A pass in Higher Secondary Examination or an Examination accepted as equivalent thereto by the syndicate (10+2 or 10+3 year Diploma), subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the Bachelor of Science in Visual Communication Degree Examination of this university after a course of study of three academic years.

2. Duration:

The course shall extend over a period of three years comprising of six semesters with Two semesters in one academic year. There shall not be less than 90 working days for each Semester. Examination shall be conducted at the end of every semester for the respective Subjects.

3. Eligibility for award of degree:

B.Sc. in Visual Communication is a 3-year full-time undergraduate course, the minimum eligibility for admission to which is the successful completion of the Senior Secondary Certificate (10+2) or 10+3 year Diploma qualification from a recognized educational board, With a minimum required eligibility prescribed by the University. The program is spread over 3 years, divided into 6 semesters of 6 months each

4. Course of Study:

The course of study shall comprise instruction in the following subjects according to the Syllabus and books prescribed from time to time. The syllabus for various subjects shall be Clearly demarcated into five viable units in each paper/subject. Part -I, Part-II, Part – III and Part – IV subjects are as prescribed in the scheme of examination.

5. Scheme of Examination:

The theory examination shall be three hours duration to each paper at the end of each semester. the candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the Subsequent examination. The practical examinations for UG course should be conducted at the end of the even semester

6. Passing Rules:


i) Theory

The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks out of 100 (CIA – 10 marks out of 25 and EA – 30 marks out of 75) in the

Examination in each theory paper.

ii) Practical

The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks put together out of 100 (CIA – 16 marks out of 40 and EA –24 marks out of 60) in the University examination in each practical paper.



Programme Outcomes (POs)	
On successful completion of the B. Sc VISUAL COMMUNICATION	
PO1	Knowledge of Economics: Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods.
PO2	Analytical Reasoning and Critical Thinking: Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.
PO3	Logical Reasoning and Quantitative Ability: Ability to understand how to collect and analyze data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.
PO4	Communication and Research Skills: Communication and Research related skills. Developing a sense of capability for relevant/ appropriate inquiry and asking questions, synthesizing and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.
PO5	Gender, Environment and Sustainability: Comprehend the Environment aliases and Sustainable Development and strive to achieve economic and social equity for women and be Gender Sensitive.
PO6	Employability and Leadership Skills: Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.
PO7	Social Interaction: Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.
PO8	Digital Literacy and Lifelong Learning: Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data –Ability to acquire Knowledge situations and skills for life through self directed learning and adapt to different learning environments.
PO9	Function effectively as an individual, and as a member or leader in diverse Teams, and in multidisciplinary settings.
PO10	Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change

Program Specific Outcomes (PSOs)	
After the successful completion of B. Sc VISUAL COMMUNICATION programme the students are expected to	
PSO1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
PSO2	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
PSO3	To familiarize students to the concepts and theories related to Finance, Investment and Modern Marketing.
PSO4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO5	Enhance skill so analytical and critical thinking to analyze effectiveness of economic policies.
PSO6	Ability to understand how to collect and analyze data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.

Programme Educational Objectives (PEOs)	
The B. Sc VISUAL COMMUNICATION programme describe accomplishments that graduates are expected to attain within five to seven years after graduation.	
PEO1	Graduates of the programme will have successful career in all visual communication and Media related industries and can pursue higher education and research.
PEO2	Graduates of the programme can work in teams to create the social responsibilities in the broad way as media person to construct the ethical practices
PEO3	Graduates of the programme will continue to develop their knowledge and skills throughout their career.
PEO4	Graduates of the programme will continue to develop their technical perspective view to accomplish the new technical innovations.
PEO5	Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.

CREDIT DISTRIBUTION FOR 3 YEARS B. Sc VISUAL COMMUNICATION PROGRAMME

Part	Course Type	Credits per Course	No. of Papers	Total Credits
Part I	Language – I (Tamil/Hindi/French)	3	4	12
Part II	Language – II (English)	3	4	12
Part III	Core Courses- Theory	5	9	45
	Core Courses- Practical	5	6	30
	Discipline Specific Elective0 DSE-I - Practical	3	6	18
	Skill Enhancement Foundation Course (SEFC) (Discipline Specific)- Practical	2	1	2
	Discipline Specific Elective-DSE	2	1	2
	Skill Enhancement Course (SEC) (Discipline Specific)	2	4	8
Total				129
Part IV	Non Major Elective Courses	2	1	2
	EVS (Environmental Studies)	2	1	2
	Value Education	2	1	2
	Internship	2	2	4
	MOOC/ SWAYAM/ NPTEL Courses			
Total				10
Part V	Extension Activities/Fieldwork (Practical)	1	1	1
	Professional Competency Skill-PCS	2	1	2
Total				3
Total Credits				142

CONSOLIDATED SEMESTER WISE AND COMPONENT WISE CREDIT DISTRIBUTION
FOR 3 YEARS B. Sc VISUAL COMMUNICATION PROGRAMME

Parts	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	15	13	18	16	24	17	105
Part IV	2	4	2	2	2	-	10
Part V	-	-	-	-	-	3	03
Part VI	-	-	-	-	-	-	
Total	23	23	26	24	26	20	142

*Part I, II and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programmes and the other components IV and V have to completed during the duration of the programmes as per the norms, to be eligible for obtaining the UG degree.

METHOD OF EVALUATION

Evaluation	Components	Marks
Internal Evaluation	Continuous Internal Assessment Test	15
	Assignments	3
	Class Participation	2
	Distribution of marks for Attendance (in percentage) 96 – 100: 5 Marks 91 – 95: 4 Marks 86 – 90: 3 Marks 81 – 85: 2 Marks	5
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks

Note: 1.UG Programmes- A candidate must score minimum 10 marks in Internal and 30 marks in External Evaluation.

CONTINUOUS INTERNAL ASSESSMENT

Categorizing Outcome Assessment Levels

Using Bloom's Taxonomy

level	Cognitive Domain	Description
K1	Remember	Simple definitions, MCQ, Recall steps, Concept definitions
K2	Understand	MCQ, True / False, Short essays, Concept explanations , Short summary or overview
K3	Apply	Suggest idea / concept with examples, Suggest formulae, Solve problems ,Observe ,Explain
K4	Analyze	Problem-solving questions, Finish a procedure in many steps, Differentiate
K5	Evaluate	Between various ideas, Map knowledge
K6	Create	Longer essay/Evaluation essay, Critique or justify with pros and cons

Question Paper Blue Print for Continuous Internal Assessment- I& II

Duration: 2 Hours		Maximum: 50 marks					
Section	K level						Marks
	K1	K2	K3	K4	K5	K6	
A (no choice)	10						10 X 1 =10
B (no choice)		1	1				2 X 5 =10
C (either or choice)				3			3 x 10 = 30
Total							50 marks

Note: K4 and K5 levels will be assessed in the Model Examination whereas K5 and K6 Levels will be assessed in the End Semester Examinations.

Question Paper Blue Print for Continuous Internal Assessment- I

Time: 2 Hours

Total Marks: 50 Marks

Minimum Pass: 20 Marks

Unit	Section - A	Section - B	Section - C
I	Q.N. 1, 2, 3, 4, 5	Q.N. 11	Q.N. 13 A, 13 B
I or II	-	-	Q.N. 14 A, 14 B
II	Q.N. 6, 7, 8, 9, 10	Q.N. 12	Q.N. 15 A, 15 B

SECTION – A (10 X 1 = 10 Marks)

ANSWER ALL THE QUESTIONS

SECTION – B (2 X 5 = 10 Marks)

ANSWER ALL THE QUESTIONS

SECTION – C (3 X 10 = 30 Marks)

ANSWER ALL THE QUESTIONS (Either or Choice)

Question Paper Blue Print for Continuous Internal Assessment- II

Time: 2 Hours

Total Marks: 50 Marks

Minimum Pass: 20 Marks

Unit	Section - A	Section - B	Section - C
III	Q.N. 1, 2, 3, 4, 5	Q.N. 11	Q.N. 13 A, 13 B
III or IV	-	-	Q.N. 14 A, 14 B
IV	Q.N. 6, 7, 8, 9, 10	Q.N. 12	Q.N. 15 A, 15 B

SECTION – A (10 X 1 = 10 Marks)

ANSWER ALL THE QUESTIONS

SECTION – B (2 X 5 = 10 Marks)

ANSWER ALL THE QUESTIONS

SECTION – C (3 X 10 = 30 Marks)

ANSWER ALL THE QUESTIONS (Either or Choice)

Question Paper Blue Print for Model Examination & End Semester Examination

Duration: 3 Hours		Maximum: 75 marks						
Section		K level						Marks
		K1	K2	K3	K4	K5	K6	
A (no choice, three questions from each unit)		15						15 X 1 =15
B (choice, one question from each unit)			1	1				2 X 5 =10
C (either or choice & two questions from each unit)	<i>Courses with K4 as the highest cognitive level</i>				4	1		5 x 10 = 50
	<i>Course with K5 as the highest cognitive level wherein three K4 questions and two K5 questions are compulsory.</i>				3	2		
	<i>Course with K6 as the highest cognitive level wherein two questions each on K4, K5 and one question on K6 are compulsory.</i>				2	2	1	
Total								75 marks

Question Paper Blue Print for Model Examination & End Semester Examination

Time: 2 Hours

Total Marks: 75 Marks

Minimum Pass: 30 Marks

Unit	Section - A	Section - B	Section - C
I	Q.N. 1, 2, 3	Q.N. 16	Q.N. 21 A, 21 B
II	Q.N. 4, 5, 6	Q.N. 17	Q.N. 22 A, 22 B
III	Q.N. 7, 8, 9	Q.N. 18	Q.N. 23 A, 23 B
IV	Q.N. 10, 11, 12	Q.N. 19	Q.N. 24 A, 24 B
V	Q.N. 13, 14, 15	Q.N. 20	Q.N. 25 A, 25 B

SECTION – A (15 X 1 = 15 Marks)

ANSWER ALL THE QUESTIONS

SECTION – B (2 X 5 = 10 Marks)

ANSWER ANY TWO QUESTIONS

SECTION – C (5 X 10 = 50 Marks)

ANSWER ALL THE QUESTIONS (Either or Choice)

Question Paper Blue Print for Model Practical Examination & End Semester Examination (Practical)

Time: 3 Hours

Total Marks: 60 Marks

Minimum Pass: 24 Marks

Practical Marks	Maximum Mark	Minimum Mark
Internal	40	16
External	60	24
Total	100	40

Evaluation for End Semester Examinations (Practical)

Record	10 marks
Formula with expansion	05 marks
Observation with data	20 marks
Viva-voce	05 marks
Calculation	15 marks
Result with units	05 marks
TOTAL	60 MARKS

*Submission of record with due certification is a must for external practical examinations.

**A student should complete all requires experiments to get 10 marks for the record.

Scheme of Examination for B. Sc Visual Communication

First Year – Semester - I

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
I	23UFTA01	Podhu Tamil - I	3	3	25	75	100
II	23UFEN01	General English - I	3	3	25	75	100
III	23UVCC01	Core I - Introduction to Human Communication (Theory)	5	5	25	75	100
III	23UVCC02	Core II - Visual Arts and Aesthetics (Theory)	5	5	25	75	100
III	23UVCEP01	Discipline Specific Elective DSE I - Graphic Design and Typography (Practical)	3	3	40	60	100
III	23UVCSP01	Skill Enhancement Foundation Course (SEFC) – Digital Drawing and Painting(Practical)	3	2	40	60	100
IV	23UVCSP02	Skill Enhancement Course (SEC)-1 (NMEC-I) - Digital Storytelling and Scriptwriting (Practical)	3	2	40	60	100
Total			25	23			700

First Year – Semester - II

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
I	23UFTA02	Podhu Tamil - II	3	3	25	75	100
II	23UFEN02	General English - II	3	3	25	75	100
III	23UVCC03	Core III - Understanding Visual Communication (Theory)	5	5	25	75	100
III	23UVCCP01	Core Practical I- Photography and Videography (Practical)	5	5	40	60	100
III	23UVCEP02	Discipline Specific Elective DSE II - Publication Design(Practical)	4	3	40	60	100
IV	23UVCSP03	Skill Enhancement Course (SEC)-2 Image Editing and Color Management (Practical)	3	2	40	60	100
IV	23UVCNP01	Non Major Elective course – Basic Photography Practical	2	2	40	60	100
Total			25	23			700

Second Year – Semester - III

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
I	23UFTA03	Podhu Tamil - III	3	3	25	75	100
II	23UFEN03	General English - III	3	3	25	75	100
III	23UVCC04	Core IV - Multimedia Technologies and Standards (Theory)	5	5	40	60	100
III	23UVCP02	Core II – Audio -Visual Editing	5	5	40	60	100
III	23UVCEP03	Discipline Specific Elective DSE III 2D and 3D Modelling	3	3	40	60	100
III	23UVCS04	SEC-3 Multimedia Content Packaging (Practical)	2	2	40	60	100
III	23UVCS01	SEC-4 Design Thinking (Theory)	2	3	25	75	100
IV	23UVCTR01	Internship – I - Viva Voce	2	2	-	-	100
Total			25	26			900

Second Year – Semester - IV

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
I	23UFTA04	Podhu Tamil - IV	3	3	25	75	100
II	23UFEN04	General English - IV	3	3	25	75	100
III	23UVCC05	Core V - Film Appreciation and Analysis (Theory)	5	5	25	75	100
III	23UVCP03	Core III - Animation and Character Design (Practical)	5	5	40	60	100
III	23UVCEP04	Discipline Specific Elective DSE IV Compositing and Visual Effects (Practical)	4	3	40	60	100
III	23UVCS05	SEC-5 Script Writing and Storyboard Development (Practical)	3	3	40	60	100
IV	23UES01	Environmental Studies(Value Education)	2	2	25	75	100
Total			25	24			700

Third Year – Semester – V

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
III	23UVCC06	Core VI - Advertising and Brand Communication (Theory)	4	4	25	75	100
III	23UVCC07	Core VII - User Experience Design (Theory)	4	4	25	75	100
III	23UVCP04	Core IV- Advanced 3D Texturing and Sculpting (Practical)	4	4	40	60	100
III	23UVCP05	Core V - 3D Environment Design (Practical)	5	4	40	60	100
III	23UVCE01	Discipline Specific Elective DSE V Immersive Media Design (Theory)	3	3	40	60	100
III	23UVCEP05	Discipline Specific Elective DSE VI - Short Filmmaking (Fiction or Non-fiction) (Practical)	3	3	40	60	100
III	23UVCTR02	Internship – II - Viva Voce	2	2	-	-	100
IV	23UVE01	(Value Education)	-	2	25	75	100
Total			25	26			800

Third Year – Semester - VI

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
III	23UVCC08	Core VIII - Media Culture in Tamil Nadu (Theory)	6	5	25	75	100
III	23UVCC09	Core IX - Media Entrepreneurship (Theory)	6	5	25	75	100
III	23UVCP06	Core-VI Extended Reality Design (Practical)	6	4	40	60	100
III	23UVCEP06	Discipline Specific Elective DSE VII - Capstone Project (Practical)	5	3	40	60	100
V	23UVCS01	PCS Cyber security Training for Media Professionals (Theory)	2	2	25	75	100
V		Extension Activities/Fieldwork	-	1	40	60	100
Total			25	20			600

****Ins. Hrs** – Instructional Hours, **CIA**- Continuous Internal Assessment, **ESE**- End Semester Examination

Semester: I	Course Code: 23UVCC01	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE - I INTRODUCTION TO HUMAN COMMUNICATION (THEORY)			

Course Overview:

1. This course introduces the field of communication and explores the foundational concepts of the discipline
2. Students will examine various types of communication, the importance of communication, and the nature of communication as an expression, skill, and process
3. They will also learn about the SMCR model, which explains communication in terms of its source, message, channel, and receiver.
4. The course will cover different contexts of communication such as interpersonal, group, organizational, and mass communication.

Learning Objectives:

1. Define and categorize various types of communication(Remembering)
2. Analyze communication as a skill, expression, and process(Understanding)
3. Evaluate barriers to communication and develop strategies to improve listening skills (Evaluating)
4. Apply principles of effective interpersonal communication in relationship building(Applying)
5. Create and deliver effective public speeches and presentations(Creating)

Unit - I	Foundations of Communication	09 Hours
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Communication: Definition - types of Communication - Need for and the Importance of Human And Visual Communication Nature of communication - Communication as expression – skill and Process-Understanding Communication - SMCR Model - Communication in different contexts Interpersonal, group, organizational, and mass communication.

Unit - II	Communication Processes and Language	09 Hours
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Communication as a process and a Product - Message, Meaning, Connotation, Denotation, Culture/Codes,- Flow of Communication, barriers to Communication - Levels of communication: Technical, Semantic, and Pragmatic - The semiotic landscape: language and Visual communication, narrative representation

Unit - III	Nonverbal Communication and Listening Skills	09 Hours
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Introduction to nonverbal communication: types and functions - Understanding body language,

Facial expressions, gestures, and posture The importance of active listening in effective communication - Barriers to effective listening and strategies to improve listening skills

Unit - IV	Interpersonal Communication and Relationship Building	09 Hours
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Principles of effective interpersonal communication-Communication styles: assertive, passive, aggressive, and passive-aggressive Conflict resolution and negotiation skills - Building and maintaining professional relationships through communication

Unit - V	Public Speaking and Presentation Skills	09 Hours
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Basics of public speaking: overcoming fear, audience analysis, and speech organization - Developing effective verbal and visual presentation skills Using technology in presentations: PowerPoint, Prezi, and other tools - Evaluating and improving public speaking and presentation skills through feedback and practice

Text Book(s):

1. Berger, A.A.(2016).Messages: An Introduction to Communication. Routledge.
2. Bharadwaj, A., & Rath, P. (2021). Public Speaking for Leaders: Communication Strategies for the Global Market. Taylor & Francis Group.
3. McLean, S.(2005).The Basics of Interpersonal Communication. Pearson/A and B.
4. Mihir.(2021).PUBLICSPEAKING: Speak Effectively in Public. Mihir Prajapati.
5. Nagendra, S.P.(2021). Excellencein Communication Skills. Shashi Prabha Nagendra.
6. Savithri, S.R. (2019).Introduction to Communication Sciences. Nova Science Publishers.
7. Turner, L.H., & West, R.(2018).An Introduction to Communication. Cambridge University Press.

Reference Books:

1. Bar-Am, N.(2016). In Search of a Simple Introduction to Communication. Springer.
2. Berger, A.A. (2016).Messages: An Introduction to Communication. Rout ledge.
3. Dickhaus, J.,& Netzley,S.(2017).Introduction to Communication (First Edition). Cognella, Incorporated.
4. Evolution and Aesthetics: Visual Artsin Comparative Perspective.(2018). Angelo Pontecor boli Editore.
5. Locher , P., Martindale ,C.,& Dorfman, L.(2020).New Directionsin Aesthetics, Creativity and the Arts. Rout ledge.

- Turner, L.H., & West, R.(2018). An Introduction to Communication. Cambridge University Press.

Web Resources:

- Communication Research-<https://journals.sagepub.com/home/crx>
- Journal of Communication -<https://onlinelibrary.wiley.com/journal/14602466>
- Communication Monographs - <https://www.tandfonline.com/toc/rcmm20/current>
- JournalofComputer-MediatedCommunication-<https://academic.oup.com/jcmc>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Define and differentiate between different types of communication, evaluate the impact of communication on society, and create effective communication strategies for different contexts.	K2
CO2	Analyze communication processes and barriers, synthesize solutions to overcome communication barriers, and evaluate the effectiveness of communication strategies in real-world scenarios	K4
CO3	Apply nonverbal communication and active listening skills to improve interpersonal relationships, evaluate the effectiveness of communication skills in relationships, and create communication plans for building and maintaining professional relationships.	K3
CO4	Evaluate different communication styles and their effectiveness in managing conflicts, design and implement effective conflict resolution strategies, and evaluate the effectiveness of negotiation strategies in different contexts.	K5
CO5	Develop and deliver persuasive public speeches and presentations, integrate appropriate technology tools to enhance the impact of the message, and evaluate the effectiveness of public speeches and presentations in real-world scenarios.	K2
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)

PSO /CO	C01	C02	C03	C04	C05
PSO 1	2	2	3	1	1
PSO 2	1	1	2	1	2
PSO 3	1	2	3	1	2
PSO 4	1	1	1	3	1
PSO 5	1	1	2	2	2
PSO 6	3	1	1	1	1
PSO 7	2	2	2	1	1

3- Strong, 2- Medium, 1-Low

Semester: I	Course Code: 23UVCC02	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE - II VISUAL ARTS AND AESTHETICS (THEORY)			

Course Overview:

1. This course "Visual Arts and Aesthetics" provides an introduction to the study of history, philosophy, and theories surrounding the visual arts
2. It examines the various ways in which we understand and appreciate art and beauty, and how we communicate these ideas to others
3. The course explores the different techniques, styles, and media used in creating visual art, as well as the cultural and historical contexts that shape these works of art
4. During the course of study students will learn how to analyze, interpret, and critique visual art, and how to develop their own aesthetic sensibilities

Learning Objectives:

1. To understand the concepts of aesthetics and the philosophy of beauty.
2. To study the evolution of art and the various styles and movements in Western and Eastern art.
3. To analyze the role of art in society and the artist as an agent of change.
4. To develop an understanding of the elements of art and principles of composition.
5. To explore the connection between art and everyday life, including the role of aesthetics in enhancing the human experience.

Unit - I	Visual Art and Aesthetics	09 Hours
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Aesthetic Experience, Objectivism vs. Subjectivism - Elements of Visual Art - Creativity and Expression in Art, Symbolism and Iconography - Form and Function Form; Content and Composition; Form – Representational and Abstract - Emerging Visual Context - Virtual Reality and Digital Culture

Unit - II	Indian Art	09 Hours
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Prehistoric cave paintings – Bhimbetka , Indus Valley Civilization, Buddhist Art - Murals – Ajantha, Ellora, Bagh and Sittanvasal Miniatures – Pala, Mughal, Rajathan, Pahari and Deccan - Art Movements – Bengal School, Bombay Progressive Artist Group, Baroda Group of Artists Progressive Painters Association – Madras Art Movement

Unit - III	Western Art	09 Hours
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Pre-historic art, Greek, Romanesque, Byzantine, Gothic - Renaissance, Baroque, Realism, Impressionism, Postimpressionism - Pointillism, Symbolism, Cubism, Expressionism - Futurism, Dadaism, Surrealism, Op, Pop, - Minimal, Conceptual Art, Performance Art

Unit - IV	Contemporary Movements and Artists	09 Hours
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Street Art, Digital Art, Neo Pop Art, Installation Art, A fro futurism - Internet Art, Post human Art, Data Art, Net. Art – Super flat Art, Contemporary Figurative Art, Data Sculpture, Data Painting - Anish Kapoor, Sudarshan Shetty, Nalini Malani, Amar Kanwar, Shilpa Gupta, Atul Dodiya, Jitish Kallat, Bhartikher, Subodh Gupta, CJ Anthony Dass, Alphonso Arul Doss, RB Bhaskaran, KM Adimoolam, AP Santhanaraj, G Raman - Golan Levin, David McCandless, Nathalie Miebach, Aaron Koblin, Chris Jordan, Zach Blas, Tega Brain, Sam Lavigne, Joel Stern, James Parker Sean Dockray, Refik Anadol, Pipilotti Rist, Bill Viola, Lynn Hershman Leeson, Isaac Julien, Hito Steyerl, Arthur Jafa

Unit - V	Visual Art Analysis and Appreciation	09 Hours
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Description, Analysis, Interpretation, Judgment - Heinrich Wolff in – Principles of Art History - Clive Bell – Significant Form - Erwin Panofsky - Three levels of Iconography - Roland Barthes – Rhetoric of the Image

Text Book(s):

1. Kleiner, F. S., Gardner, H. (2009). Gardner's Art through the Ages: A Global History. United States: Thomson/Wadsworth.
2. The Routledge Companion to Aesthetics.(2013).United Kingdom: Taylor &Francis.
3. Mitter, P.(1994).Indian Art. United Kingdom: Oxford University Press.
4. Reichle, I. (2009). Art in the Age of Techno science: Genetic Engineering, Robotics, and Artificial Life in Contemporary Art. Austria: Springer.
5. Smith, V.A.(2015).Art of India. United Kingdom: Parkstone International.
6. Oxford Reading sin Indian Art. (2018).India: Oxford University Press.
7. Audry,S.(2021). Artinthe Age of Machine Learning. United States: MIT Press

Reference Books:

1. Pande ,A.(2013).Master pieces of Indian Art. India: Lustre Press.
2. Bahl, S. (2012). 5000 Years of Indian Art. India: Lustre Press.
3. Adams, L. (2005). A history of western art. Boston: McGraw-Hill.
4. Berleant, A. (2019). Aesthetics and Environment: Variations on a Theme. Rout ledge.
5. Barthes, R.(1977).Image-Music-Text. United Kingdom: Farrar, Straus and Giroux.

Web Resources:

1. Title: The Art Story, URL:<https://www.theartstory.org/>
2. <https://philosophy.lander.edu/intro/articles/bell-a.pdf>
3. <https://williamwolff.org/wp-content/uploads/2014/08/Barthes-Rhetoric-of-the-image-ex.pdf>
4. http://tems.umn.edu/pdf/Panofsky_iconology2.pdf

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Identify and describe the different styles and movements in art history.	K5
CO2	Develop critical thinking skills in analyzing and interpreting artworks.	K2
CO3	Demonstrate the ability to communicate ideas and emotions through art.	K3
CO4	Engage in constructive critique and feedback of one's own and others' artwork.	K4
CO5	Recognize the significance of art in contemporary society and its impact on cultural and social issues.	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

PSO /CO	C01	C02	C03	C04	C05
PSO 1	3	3	3	3	1
PSO 2	3	3	2	3	2
PSO 3	2	2	3	2	3
PSO 4	3	3	2	3	2
PSO 5	1	2	1	2	1
PSO 6	1	1	1	1	1
PSO 7	2	2	2	1	1

3- Strong, 2- Medium, 1-Low

Semester: I	Course Code: 23UVCEP01	Hours/Week: 3	Credit: 3
COURSE TITLE: DSE-I GRAPHIC DESIGN AND TYPOGRAPHY (PRACTICAL)			

Course Overview:

1. This graphic design course is designed for individuals who are interested in learning the fundamentals of graphic design.
2. The course covers a wide range of topics, including lines of different thicknesses, curves of different thicknesses, shapes of different forms, patterns of different kinds, distortion of different kinds, lettering (fonts) - alphabets (typographic study), fonts numbers, logo design, letter head, visiting cards, brochures, and print advertisements for newspapers and magazines in both black & white and color
3. Throughout the course, students will engage in practical exercises that allow them to explore and experiment with different design elements, techniques, and tools.
4. This course is ideal for those who are starting their graphic design journey, as well as for anyone who wants to improve their existing design skills.

Learning Objectives:

1. To understand the principles and practices of graphic design
2. To develop skills in typo graphical design
3. To learn how to communicate effectively through graphic design
4. To acquire knowledge of different design elements and principles
5. To be able to apply design principles and skills to real- world graphic design projects

Unit - I	Understanding Graphic Design	09 Hours
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Point, Line, Shape, Form, Light, Color, Texture, Scale, Space, Closure, Expression, Abstraction, Tone, Frame, Proportion, Image, Pattern Shape and space, Form and space, space and tension;
Design using Gestalt perception

Unit - II	Design Process	09 Hours
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The creative process: creative brief, research, Ideation, Production; Depth of Meaning – perception, sensation, emotion, intellect, identification, reverberation, spirituality; Importance of Research in the Design Process, Size and format

Unit - III	Typography	09 Hours
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Typography: Letter Form, Anatomy of Typeface, Classification of Typefaces, Serif, Sans Serif,

and slab serif Font, Display type, Text type, Size and measurement of type, Kerning, Tracking, Leading Hyphenations, Justifications, Indents, out dents, hanging punctuations, Paragraphs, Drop caps, Contrast and Scale, Expressiveness and emotion in type, Special characters, Optical Spacing, Type families: Width, weights lopes, Type personality, Hierarchy & navigation

Unit - IV	Grid and Layout	09 Hours
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Elements of a Grid: Margins, Flow lines, Columns, Modules, Spatial zones, Markers, Gutters and Alleys; Grid: Single-Column/Manuscript Grid, Multi column Grid, Modular Grid, Hierarchical Grid, Baseline Grid, Compound Grid, Layout: Pacing and Sequencing, Pattern and Form, Rhythm and Flow, Space, Alignment, Emphasis, Hierarchy and Scale

Unit - V	Composition and Color	09 Hours
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Composition: Balance, Movement, Symmetry, Asymmetry, Tension, Contrast, Figure - Ground, Dominance, Rhythm, Unity; Color: Hue, Tone, Saturation, Tints; Primary, Secondary, Tertiary, Complementary, CMYK, RGB, Analogous, Monochromes; Color associations: emotions, connotations, denotations, contrast and harmony

PRACTICAL EXERCISE - RECORD

- Create a visual composition using basic elements of design (lines, shapes, and forms).
- Design a balanced layout in cooperating proximity and alignment principles.
- Develop a color palette based on color theory and color associations.
- Analyze an existing design and critique its use of design elements and principles.
- Redesign a poorly balanced composition by applying design principles.
- Draw a complex pattern using multiple shapes and forms.
- Design a unique, hand-letter analphabet.
- Demonstrate ability to create different shapes and forms, and explore how to manipulate them to achieve different effects.

Text Book(s):

1. White, A.W.(2011).The Elements of Graphic Design. United States: All worth Press.
2. Samara, T. (2012). Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solu. United States: Rockport Publishers.
3. Stewart, S., Dabner, D., Vickress, A. (2020). Graphic Design School: A Foundation Course

for Graphic Designers Working in Print, Moving Image and Digital Media. United Kingdom: Thames & Hudson.

4. Vienne, V., Heller, S. (2015). *Becoming a Graphic and Digital Designer : A Guide to Careers in Design*. Germany: Wiley.
5. Santoro, S.W., Santoro, E.(2013). *Guide to Graphic Design*. United States: Pearson Education.

Reference Books:

1. Phillips, J. C., Lupton, E. (2015). *Graphic Design: The New Basics: Second Edition, Revised and Expanded*. United States: Princeton Architectural Press.
2. Casey, A., Calvert, S., Dabner, D. (2010). *The New Graphic Design School: A Foundation Course in Principles and Practice*. United Kingdom: Wiley.
3. Dabner, D., Stewart, S., Zempol, E. (2013). *Graphic Design School: The Principles and Practice of Graphic Design*. United States: Wiley.
4. Frasier, R. (2018). *Graphic Design Handbook*. United States: Independently Published.
5. *Best Practices for Graphic Designers, Packaging: An Essential Guide for Implementing Effective Package Design Solutions*. (2013). Taiwan: Rockport Publishers.

Web Resources:

1. Journal of Graphic Design - <https://www.journalofgraphicdesign.com/>
2. Communication Arts-<https://www.commarts.com/>
3. Eye Magazine - <https://www.eyemagazine.com/>
4. Print Magazine - <https://www.printmag.com/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Gain a deep Understanding of design Principles such as Balance, Contrast, Alignment and Repetition	K3
CO2	Learn about typefaces, fonts, typography, hierarchy, and how to effectively use type in design.	K2
CO3	Develop Skills in Using Visual Elements to communicate ideas and messages	K3
CO4	Develop the Ability to solve design problems creatively and effectively	K4
CO5	Learn techniques for editing and manipulating image for use in Design Projects.	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)					
PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO1	3	2	2	3	2
PSO2	3	3	3	3	2
PSO3	3	3	3	3	3
PSO4	3	3	3	3	2
PSO5	2	2	3	3	3

3- Strong, 2- Medium, 1-Low

Semester: I	Course Code: 23UVCSP01	Hours/Week: 3	Credit: 2
COURSE TITLE: SEFC DIGITAL DRAWING AND PAINTING (PRACTICAL)			

Course Overview:

1. The Digital Painting and Drawing course provides an in-depth understanding of the art and science of creating paintings and drawings for visual effects, film, and video game industries.
2. This course is designed for artists, graphic designers, and animators who want to learn how to create realistic environments, landscapes, and backgrounds for film, television, and video games.
3. The course starts with an introduction to digital painting and drawing and tools required for creating digital painting and drawing.
4. The course covers various techniques of creating digital painting and drawing such as perspective drawing, color composition, texturing, and camera projection.

Learning Objectives:

1. Develop an understanding of Digital Painting and Drawing as an art form and as a visual effects technique, including the ability to differentiate it from other related disciplines such as concept art and fantasy art.
2. Acquire practical skills in digital painting and drawing tools and techniques, including using a digitizing tablet, customizing brushes, and creating patterns and textures.
3. Learn to apply fundamental principles of perspective, color, and lighting in the creation of paintings and drawings, including using atmospheric perspective, vanishing points, and different types of lighting.

4. Gain proficiency in compositing and integrating matte paintings with live action or 3D elements, including using camera projection, multi-plane setups, and compositing techniques.
5. Develop advanced skills in Digital Painting and Drawing, including creating environments and transitions, incorporating visual effects such as smoke and fire, and creating simulated natural phenomena such as precipitation.

Unit - I	Introduction about Digital Painting and Drawing	09 Hours
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Basic geometrical shapes: circle, triangle, square, rectangle, and ellipse, Creating depth and Volume using light and dark tones; Creating and drawing organic shape; Gradients, Brush. stroke, ruler and grid, Rule of third, Light and shadow

Unit - II	Perspectives, Color, Texturing	09 Hours
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Perspective basics - one point, two points and three points, understanding the significance of vanishing point and horizon line, eye level, above eye level, below eye level, working with, Atmospheric perspective field of vision, overlapping objects and creating depth in the Composition.

Unit - III	Camera, Lighting and Composition	09 Hours
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Camera projection: Preparing Your Photoshop/GIMP File for Camera Projection in Blender/Maya/Unreal Engine, setting up for camera projection, adding the image plane, positioning the camera using the reference grid.

Unit - IV	Genres of Digital Painting	09 Hours
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Changing Seasons, the Summertime Plate, the Wintertime Plate, Dusk
Charcoal Drawings in Photoshop/GIMP, Charcoal Techniques, Bridal Portrait with Tiny Charcoal Marks, Landscape Rendering with Smudgy Charcoal Look, Conte and Charcoal Rendering

Unit - V	Advanced Techniques	09 Hours
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Using Third-Party Add on for enhancing drawing and painting quality

PRACTICAL EXERCISE - RECORD

- Create a concept environment using only 2 reference images.
- Create a stylized painting of a sci-fi city using only basic shapes and custom brushes.
- Create an transition from day to night of a landscape using color correction and lighting techniques.
- Create a multi-plane parallax set up for a busy marketplace scene using 2D images.
- Create a photo realistic castle environment for camera projection.
- Create a stop motion effect using still frames of a character walking through different environments.
- Create a 3 paintings of changing seasons using matte layers.
- Create charcoal and pastel style matte paintings using custom brushes.
- Create watercolor and oil painting style matte paintings using custom brushes and layer styles.
- Create three different illustration styles like pen & ink, stylized and soft focus using filters and effects.
- Create visual effects like smoke, fire, clouds using third party plug-ins and compositing.
- Create a sci-fi vehicle in a futuristic city environment.
- Create a neon sign for a building at night in a cyberpunk city environment.

Text Book(s):

1. Mattingly, D.B.(2011).The Digital Matte Painting Handbook. John Wiley & Sons.
2. 3dtotalPublishing.(2020).Beginner'sGuidetoDigitalPaintinginPhotoshop2ndEdition.3DTotalPublishing.
3. Dinur, E.(2021).The Complete Guide to Photo realism for Visual Effects,Visualization and Games. Rout ledge.

Reference Books:

1. Bloom, S. R. (2012). Digital Painting in Photoshop. CRC Press.
2. Dinur, E. (2021). The Complete Guide to Photorealism for Visual Effects, Visualization and Games. Rout ledge.
3. Mattingly, D. B. (2011). The Digital Matte Painting Handbook. John Wiley & Sons.
4. Whitt, P. (2020). Practical Glimpse: Learn to Edit and Create Digital Photos and Art with This Powerful Open-Source Image Editor. Apress.

Web Resources:

1. Journal of Digital Painting: <https://www.tandfonline.com/loi/tjdp20>
2. Digital Art Online: <https://www.digitalartsonline.co.uk/>
3. Journal of Applied Digital Art: <https://www.jada-art.org/>
4. Creative Industries Federation: <https://www.creativeindustriesfederation.com/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Create digital paintings and drawings using various painting techniques, software tools, and custom brushes.	K6
CO2	Analyze and evaluate digital paintings and drawings and identify the elements of perspective, color, texture, and lighting used in the artwork.	K2
CO3	Develop advanced skills in compositing, camera projection, and special effects using third-party software and compositing techniques.	K3
CO4	Synthesize their learning by designing and completing practical exercises in digital paintings and drawings, including creating a photo-realistic environment, a transition from day to night, and creating a concept environment.	K4
CO5	Apply critical thinking and problem-solving skills to develop original and creative digital paintings and drawings that demonstrate an understanding of the principles and techniques covered in the course.	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO1	3	2	2	3	2
PSO2	3	3	3	3	2
PSO3	3	3	3	3	3
PSO4	3	3	3	3	2
PSO5	2	2	3	3	3

3- Strong, 2- Medium, 1-Low

Semester: I	Course Code: 23UVCSP02	Hours/Week:3	Credit: 2
COURSE TITLE: NMEC-I DIGITAL STORYTELLING AND SCRIPT WRITING (PRACTICAL)			

Course Overview:

1. This course provides an introduction to digital storytelling and scriptwriting. Students will learn the terminology and principles of story design, as well as the structure of a story using the three-act structure, Freytag's pyramid, the Hero's Journey, and Dan Harmon's story circle.
2. The course also covers the basics of scriptwriting, including the definition and meaning of a script, script preparation, and screenplay formatting.
3. The development of a script is explored in detail, with an emphasis on the process of script development and strategies for successful scriptwriting.
4. The course will also cover storytelling techniques and the different types of scripts, including those for fiction, non-fiction, documentaries, commercials, PSAs, news, radio, videogames, standalone scripts, and spec scripts.

Learning Objectives:

1. To understand the process involved in writings script and story development
2. To demonstrate understanding of techniques, principles, genres of story, and script writing
3. To analyze the process of research concepts and elements of the script
4. Develop a story, characters, and dialogues for the script
5. Communicating clear ideas in the script, Review, Revision, and Edit scripts

Unit - I	Introduction to Story	09 Hours
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Terminology of story design - Principles of story design - Story structure – Three-act structure - Freytag's pyramid-Hero journal structure – Dan Harmon's story circle

Unit - II	Elements of Script	09 Hours
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Definition, Meaning of the script - Script preparation - Basics of scriptwriting – script and story ideas - Screenplay formatting

Unit - III	Development of Script	09 Hours
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Process of script development - Strategies for script development - Structure of scripts - Storytelling techniques

Unit - IV	Types of Script	09 Hours
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Writing for fiction and non - fiction - Documentary script format - Commercial, PSA, News, and Radio scripts - Script for videogame - Standalone and Spec Script

Unit - V	Analysis of Story and Script	09 Hours
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Elements of story analysis - Culture and practices in the story - McKee's Story Analysis Approach - Narrative Paradigm - Photo voice (Slideshow, Photographs with Sound)

PRACTICAL EXERCISE -RECORD

- **Digital Storytelling**
- Develop a flashback sequence that provides essential background information about a character or a significant event.
- Storytelling Photography with 8-10 Pictures and Arrange in Single Sequence.
- Audio Stories About Non-fiction Topic in Above one minute
- Create a Public Service Advertisement About Cyber Security Awareness create a Audio emphasizing the Strong Passwords, Regular Updates, and Cautious of Social Media Behaviours on Threads
- Make a Social Media Story Series
- **Digital Script Writing**
- Develop the script that Addresses Environment Encouraging viewers to consider the impact of their actions on the Planet
- The Impact of Scientific Advancements of Society
- Write a Script for a Video Game
- Write about Emotional situations That Happens in your Life
- Write Six News Reel (Bulletins)

Text Book(s):

1. Aronson, Linda: (2010) Scriptwriting Updated, Allen & Unwin.
2. Hauge, Michael: (2013) Writing Screenplays That Sell, Harper Resource
3. Dancyger, Ken, and Jeff Rush. 2012. Alternative Scriptwriting: Successfully Breaking the Rules. CRC Press.

Reference Books:

1. Dunford, Mark, and Tricia Jenkins. 2017. Digital Storytelling: Form and Content. Springer.
2. Lambert, Joe. 2013. Digital Storytelling: Capturing Lives, Creating Community. Routledge.
3. Miller, Carolyn Handler. 2014. Digital Storytelling: A Creator's Guide to Interactive Entertainment. CRC Press.

Web Resources:

1. Journal of Screenwriting - <https://www.intellectbooks.com/journal-of-screenwriting>
2. Journal of Digital Storytelling - <http://journals.sfu.ca/jds/index.php/jds/index>
3. The Journal of Popular Film and Television - <https://www.tandfonline.com/loi/vjpf20>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Express ideas fluently in standard screenwriting formats..	K6
CO2	Craft characters – based stories with clear conflicts at an advanced level.	K2
CO3	Analyze film and television structure.	K3
CO4	Work with their creative ideas – input in writing full-length scripts.	K4
CO5	Understand how to write scripts for special budget.	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO1	3	1	3	2	3
PSO2	3	3	3	3	3
PSO3	3	3	3	3	3
PSO4	3	3	3	3	2
PSO5	2	3	2	3	3

3- Strong, 2- Medium, 1-Low

SEMESTER II

Semester: II	Course Code: 23UVCC03	Hours/Week:5	Credit: 5
COURSE TITLE: CORE – III UNDERSTANDING VISUAL COMMUNICATION (THEORY)			

Course Overview:

1. The course on Visual Communication is designed to provide students with a comprehensive understanding of the essential topics and concepts related to visual communication.
2. With the guidance of an expert in the field, this 31-lesson course is divided into eight units that explore the foundations, theories, and practices of visual communication.
3. Students will learn about the study of visual culture, the fundamentals of visual literacy, visual theories, critical viewing skills, and the grammar of visual design.
4. They will also study theories of visual communication, introduction to visual media, visual language, and the art of visual storytelling.

Learning Objectives:

1. Analyze and evaluate the visual elements and messages of various forms of media, from print and film to digital and public spaces.
2. Develop a critical understanding of the foundations, Theories and practices of visual communication, including visual literacy, visual theories, and the grammar of visual design.
3. Apply the principles of design and visual communication to create impactful and ethical visual communication that aligns with specific goals and objectives.
4. Demonstrate an understanding of the role of visual communication in shaping cultural, social, and political narratives, and critically evaluate the use of visual images in various contexts
5. Develop and present a final project that shows cases their ability to create effective visual communication, including narrative development, visual design, and ethical considerations.

Unit - I	Introduction to Visual Culture	09 Hours
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Introduction to Visual Media, Understanding Visual Media, The Role of Visual Media, Society, Power of Visual Images -Visual Language, Understanding Visual Language in Visual Media, The Role of Visual Language in Communication - Overview of Framing Understanding Framing in Visual Communication, The Role of Framing in Visual

Communication –Types of Narratives, Understanding Narrative Theory and Its Elements in Visual Communication, Understanding Different Types of Narratives in Visual Media, The Role

Unit - II	Fundamentals of Visual Literacy	09 Hours
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Definition and Concepts of Visual Literacy, The importance of Visual Literacy, Visual Elements and Principles, Developing Visual Literacy Skills - Visual Environment – Art, Print, Film, TV and Public Space, Understanding the Visual Environment, The role of Visual Communication in different contexts, Public Art and Social Responsibility - Visual Persuasion and Propaganda, Understanding the power of Visual Persuasion, The use of Visual Propaganda a in History, Ethical

Unit - III	Visual Literacy	09 Hours
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Basic Visual Concepts and Principles, The Elements and Principles of Visual Design, Applying Basic Visual Concepts and Principles - Physiological Aspect and Perceptual Aesthetics, The and Physiology of Visual Perception, The Aesthetics of Perception - Perceptual Theories - Sensation Perception; Organization and Constancies, Sensation and Perception, Organizing Visual Information Understanding Constancies in Visual Perception - Gestalt Theory and Gestalt Constructivism, The Principles of Gestalt Theory, The Principles of Constructivism, Applying Theory and Constructivism in Visual Communication, Sensual Theories – Gestalt and Construct Cognitive Understanding and Cognitive Theories in Visual Communication, The Role of Cognition in Visual Communication

Unit - IV	Theories of Visual Communication	09 Hours
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Visual Literacy Eye, Developing the Visual Literacy Eye, Visual Analysis Techniques, The Gaze, Definition and types of Gaze, The Male Gaze, The Female Gaze - Critically Analyzing Visuals and Designs, Understanding Form, Content, and Context in Visual Communication, Analyzing the Meaning and Message of Visual Communication - Meaning and Message, Understanding the Relationship between Meaning and Message in Visual Communication, Understanding the Role of Context in the Interpretation of Visual Communication - Form, Content, and Context, Understanding the Relationship between Form, Content, and Context in Visual Communication, Applying Form, Content, and Context in Visual Communication - Cultural Theories – Key Frames from the History of Visual Art, Understanding the Historical and Cultural Context of Visual Communication, The Role of Key Frames in Visual Art History - What is Visual

Culture?, Key themes and concepts in Visual Culture, Historical evolution of Visual Culture, Cultural differences in Visual Perception, The impact of technology on Visual Cultures

Unit - V	The Grammar of Visual Design	09 Hours
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The Role of Iconic, Indexical, and Symbolic Signs in Visual Communication - Colour Theories, The Science of Colour Perception, The Role of Colour in Visual Communication, The Psychological and Emotional Impact of Colour - Principles of Design, The Basic Principles of Design, Applying the Principles of Design in Visual Communication - Relationship of Elements, Understanding the Relationship between Visual Elements in Design, Creating Balance and Harmony in Visual Communication - Visual Persuasion in Communication, Understanding the Role of Persuasion in Visual Communication, Techniques for Persuasive Visual Communication

Text Book(s):

1. Aiello, G., & Parry, K. (2020). Visual Communication: Understanding Images in Media Culture. SAG E Publications.
2. Lester Baldwin, J., & Roberts, L. (2019). Visual Communication: From Theory to Practice. Bloomsbury Publishing.
3. P. M. (2010). Visual Communication: Images with Messages. Wadsworth.
4. Smith, K. L., Moriarty, S., Kenney, K., & Barbatsis, G. (2004). Handbook of Visual Communication: Theory, Methods, and Media. Routledge.
5. Aiello, G., & Parry, K. (2019). Visual Communication: Understanding Images in Media Culture. SAGE.
6. Josephson, S., Kelly, J., & Smith, K. (2020). Handbook of Visual Communication: Theory, Methods, and Media. Taylor & Francis.
7. Page, J. T., & Duffy, M. (2021). Visual Communication: Insights and Strategies. John Wiley & Sons.

Reference Books:

1. Aiello, G., & Parry, K. (2020). Visual Communication: Understanding Images in Media Culture. SAGE Publications.
2. Baldwin, J., & Roberts, L. (2019). Visual Communication: From Theory to Practice. Bloomsbury Publishing.
3. Crow, D. (2017). Visible Signs: An Introduction to Semiotics in the Visual Arts. Bloomsbury Publishing.
4. Davis, M., & Hunt, J. (2017). Visual Communication Design: An Introduction to Design Concepts in Everyday Experience. Bloomsbury Publishing.
5. Edwards, M. (2015). The Visual Communications Book: Using Words, Drawings and Whiteboards to Sell Big Ideas. LID Publishing.

Web Resources:

1. Visual Communication Quarterly - <https://www.tandfonline.com/toc/hvcq20/current>
2. Journal of Visual Literacy - <http://www.visualnarratives.org/jvl/index.html>
3. Information Design Journal - <https://benjamins.com/catalog/idj>
4. Journal of Design Communication - <https://journals.sagepub.com/home/dcn>
5. Communication Design Quarterly - <https://sigdoc.acm.org/publications/cdq/>
6. The Association for Computer Machinery (ACM) Special Interest Group on Design of Communication (SIGDOC) - <https://sigdoc.acm.org/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Analyze and evaluate visual elements and messages in different media forms and contexts, demonstrating an advanced understanding of visual communication concepts and principles.	K5
CO2	Apply the principles of design and visual communication to create effective and ethical visual communication, considering the needs and goals of specific audiences and contexts	K2
CO3	Demonstrate an advanced understanding of the role of visual communication in shaping cultural, social, and political narratives, and analyze the use of visual images in different contexts to inform and persuade audiences	K3
CO4	Synthesize knowledge and skills related to visual communication, including visual literacy, design principles, and ethical considerations, to develop a final project that effectively communicates a narrative concept.	K4
CO5	Evaluate the impact and effectiveness of visual communication, considering the social, cultural, and ethical implications of the use of visual images and messages, and apply this knowledge to their own visual communication practices.	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	3	1	1
CO2	3	3	3	3	2
CO3	2	3	2	3	1
CO4	2	2	3	2	1
CO5	1	3	2	2	3

3- Strong, 2- Medium, 1-Low

Semester: II	Course Code: 23UVCCP01	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE PRACTICAL I - PHOTOGRAPHY AND VIDEOGRAPHY (PRACTICAL)			

Course Overview:

1. This course provides an introduction to the fundamentals of photography and videography
2. Students will learn about the history and development of Photography and Videography as art forms.
3. Students will gain hands-on experience with lighting, composition, and framing. They will explore techniques for capturing portraits, landscapes, action shots, and low light scenes
4. Videography The course covers basic camera functions and equipment, including aperture, shutter speed, ISO, focal length, and different types of cameras and lenses.. Students will also learn the basics of photo and video storytelling.

Learning Objectives:

1. Explain the fundamental concepts and principles of photography and Videography.
2. Demonstrate the proper use of cameras and equipment such as lenses, lighting, and composition.
3. Apply techniques for capturing portraits, land scopes, action shots, and lowlight scenes.
4. Analyzeandcritiquephotographsandvideosforaestheticsandeffectiveness.
5. Create a portfolio of photographs and short videos using skills and techniques from the course.

Unit - I	Introduction to photography and Videography	09 Hours
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History of photography and videography, Composition and framing in photography and (balance, videography, The rule of thirds, Leading lines, understanding the principles of composition contrast), Manual and autofocus, Camera Movements and angles: Wide, Close up, Zoom, Pan, Tilt, and Aerial; Settings and subjects: Selecting the right setting for your subject and how to Choose the right subject for your setting. Importing images: Pictographic Learning how to Transfer images from your camera to your computer and organize them.

Unit - II	Understanding the Camera, Visual Perception and storytelling	09 Hours
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Comparing Human Eye and Camera: Similarities and differences in visual perception; Aesthetics, The role of storytelling in photography and videography, Techniques for crafting

compelling visual narratives

Unit - III	Camera Design, Structure, and Operations	09 Hours
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Mastering Camera Settings: Aperture, shutter speed, focal length, and depth of field, Exploring Camera Modes: Manual, aperture priority, shutter priority, and program modes; Using long exposures, panning, and other techniques to create creative photographs; Basics for the Preparation of Panoramic Picture; Focus: Understanding the importance of choosing the right focus point for your subject, Exploring the pros and cons of manual and autofocus; Selecting Autofocus points: Understanding how to choose the right autofocus points for your subject., Focusing for effect: Creating interesting and creative photos by controlling the focus in different ways.

Unit - IV	Equipment Familiarisation	09 Hours
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Hands-on practice with different cameras, lenses, filters, Colour Correcting Filters, Diffusion Filters. and mobile photography; Film Camera Types: RED, ARRI, Sony, Black magic, and their Characteristics; Camera Working: Understanding Camera Operations and Movements, Measuring Devices. Types of lenses and their uses: normal, close up lens, telephoto, macro special lenses - mechanism and structure extensions. Functions of Sensor, Menus and Options in DSLR, Memory Card, Types of Memory Card, Memory Card Speed Class, Accessories, Format: JPEG, RAW Usage of Filters: Day, Night, Light meters and filters, Light Accessories: Light Meter, Flash Trigger, Modifiers - Umbrella, Soft box, Strip box, Octa box, Reflector, Snoot, Barn Door, Beauty Dish, Grid, Gels, Flags, Studio Accessories: Stands, Backdrops etc.

Unit - V	Light, Light sources and Lighting techniques	09 Hours
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Properties of Light – Additive and Subtractive Light – Contrast and Lighting Ratios – Direct and Indirect Light; Lighting Techniques: Three point and Five Point Lighting; Techniques for controlling lighting, color temperature control; Outdoor Lighting: Techniques, Challenges, and Solutions, Studio Lighting: Equipment, Techniques, and Accessories, Light Sources: Natural and Artificial Lights, Understanding Light: Direct Light, Diffused Light, Reflected Light, Hard Light, Soft Light, Photography Lighting: Flash, Strobe and Continuous Light, Lighting Setup: Hard Light, Fill Light, Back Light, Rim Light, Background Light, Three Point Light Setup, Advanced Light Setup, Portrait Lighting Setup. Techniques for capturing action and movement, capturing portraits, capturing landscapes, capturing low light scenes, Using light to create impact and mood

in photographs

PRACTICAL EXERCISE -RECORD

- **Practical Exercises for Photography**

- Create a series of photographs that capture a single moment in time from different angles.
- Have students take multiple photo sofa single moment (like some one jumping in their) from different angles(side view, front view, back view, below, above, etc.)
- Capture a series of photographs that tell a story without any words.
- Havestudentstakeaseriesof3-5photos that show a simple story or sequence of events without using any words.
- Create a series of photographs that use light and shadow to create a mood.
- Have students take a series of 3-5 photos experimenting with different types of lighting (natural, artificial) and angles to create different moods (dramatic, joyful, somber, etc.)
- Create a series of photographs that capture a scene from different perspectives.
- Have students take a series of 3-5 photos of the same scene(land scape, city street, building, etc.) from different perspectives (close up, faraway, high angle, low angle, etc.)
- Create a series of photographs that capture a single subject from different angles.
- Have students take a series of 3-5 photos of a single subject (person, object, animal) from different angles(side view, front view, back view, below, above, etc.)

- **Practical Exercises for Videography**

- Create a short video that tells a story without any words.
- Have students create a 1-2 minute video that shows a simple sequence of events and tells a visual story without any dialogue.
- Create a short video that uses light and shadow to create a mood.
- Have students create a 1-2 minute video using different types of lighting (natural, artificial) and lighting angles to create a particular mood or tone.
- Create a short video that captures a scene from different perspectives.
- Have students create a 1-2 minute video showing the same scene or landscape from multiple different angles (close-up, far away, bird's eye view, worm's eye view, etc.)
- Create a short video that captures a single subject from different angles.
- Have students create a 1-2 minute video capturing a single subject (person, animal, object) from

multiple different angles.

- Create a short video that captures a single moment in time from different angles.
- Have students create a short 10-30 second video showing a single moment (someone jumping, ball being hit, etc.) from multiple simultaneous angles.
- Create a short video using only one type of shot (close-up, medium, wide, etc.).
- Have students create a short 1 minute video using only one type of camera shot (close-up, medium, or wide).
- Create a short video using only one type of lighting (natural, artificial, etc.).
- Have students create a short 1 minute video using only one type of lighting, either natural or artificial.
- Create a short video using only one type of camera movement (pan, tilt, etc.).
- Have students create a short 1 minute video using only one type of camera movement, such as panning, tilting, tracking or zooming.
- Create a short video using only one type of visual effect (slow motion, time-lapse, etc.).
- Have students create a short 1 minute video using only one visual effect like slow motion, time-lapse, fast motion, etc.
- Create a short video using only one type of editing technique (cut, dissolve, etc.).
- Have students create a short 1 minute video using only one type of editing technique (cut, dissolve, fade, wipe, etc.) to transition between all clips.

Text Book(s):

1. Bull, S. (2020). A Companion to Photography. John Wiley & Sons.
2. Carucci, J. (2013). Digital SLR Video and Filmmaking For Dummies. John Wiley & Sons.
3. Andersson, B. (2015). The DSLR Filmmaker's Handbook: Real-World Production Techniques. John Wiley & Sons.
4. Cheng, E. (2015). Aerial Photography and Videography Using Drones. Peachpit Press.
5. Ducker, R. (2019). Tell Your Story with Light: The Basic Guide to Great Photos and Video. Amazon Digital Services LLC - KDP Print US.
6. Freeman, N. (2019). Film Noir Photography. The Crowood Press.

Web Resources:

Web Resources for Photography

1. Professional Photographer Magazine-<https://ppmag.com/>

2. Popular Photography Magazine-<https://www.poppphoto.com/>
3. American Photo Magazine-<https://www.americanphotomag.com/>
4. Aperture Magazine -<https://aperture.org/>
5. Digital Photo Pro Magazine-<https://www.digitalphotopro.com/>

Web Resources for Videography

1. National Association of Broadcasters-<https://www.nab.org/>
2. Society of Camera Operators -<https://soc.org/>
3. International Documentary Association-<https://www.documentary.org/>
4. WeddingandPortraitPhotographersInternational-<https://www.wppiexpo.com/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Describe the key technical and creative concepts in photography and videography.	K3
CO2	Operate cameras and utilize equipment proficiently to achieve photographic and videographic effects.	K2
CO3	Apply appropriate techniques for photographing and filming different subjects, scenes, and styles.	K3
CO4	Evaluate and critique photographs and videos for visual effectiveness and quality.	K4
CO5	Create visually compelling photographs and short videos by synthesizing skills and concepts from the course.	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

PSOs/Cos	CO1	CO2	CO3	CO4	CO5
PSO1	2	3	3	1	1
PSO2	1	3	2	3	2
PSO3	3	3	3	2	2
PSO4	1	3	3	1	2
PSO5	2	1	1	1	3

3- Strong, 2- Medium, 1-Low

Semester: II	Course Code:23UVCEP02	Hours/Week: 4	Credit: 3
COURSE TITLE: DISCIPLINE SPECIFIC ELECTIVE DSE II - PUBLICATION DESIGN			

Course Overview:

1. This course offers an introduction to publication design and advertising design, covering the history and definition of each, as well as the various types of publications and advertising media.
2. The course is structured to provide an overview of the fundamental principles and tools used in publication and advertising design.
3. The course covers basic design principles such as composition, layout, typography, color theory, and palette selection. Additionally, students will be introduced to popular software used in the field of design such as Canva, Adobe In Design, Illustrator, and Photoshop.
4. By the end of the course, students will have developed an understanding of the key concepts and techniques used in publication and advertising design, and be able to apply their knowledge to create effective designs for various media.

Learning Objectives:

1. Explain the fundamental concepts and principles of publication design and advertising design
2. Apply basic design principles such as composition
3. Utilize software and tools such as Adobe In Design
4. Analyze and evaluate the effectiveness of designs in terms of layout
5. Develop critical thinking and problem-solving skills by creating advertising campaigns and materials that are designed to meet the needs of a specific target audience

Unit - I	Introduction to Publication Design	09 Hours
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History of publication design, Types of publications (magazines, newspapers, books, etc.), Types of advertising (print, digital, outdoor, etc.); Basic Design Principles, Composition and layout, Typography and font selection, palette selection; Tools and Software for History of publication design, Types of publications (magazines, newspapers, books, etc.), Types of advertising (print, digital, outdoor, etc.); Basic Design Principles, Composition and layout, Typography and font selection, palette selection; Tools and Software for Publication Design and Advertising Design (Canva, Adobe In Design, Illustrator, Photoshop, etc.), Setting up a workflow and project structure, Basic interface and navigation.

Unit - II	Designing for Print and Digital	09 Hours
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Understanding print production processes and considerations (paper stock, ink, etc.), Designing for different print formats (magazines, newspapers, books, etc.), creating print-ready files for commercial printing; Designing for Digital: Understanding digital design considerations (resolution, file formats, etc.), Designing for different digital platforms (websites, eBooks, social media, etc.), Creating digital- ready files for web and mobile; Designing for Advertising, Understanding advertising principles (target audience, messaging, call to action, etc.), Designing for different types of advertising (print, digital, outdoor, etc.), Creating advertising campaigns and materials;

Unit - III	Layout, Composition and Typography	09 Hours
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Understanding the principles of good layout and composition, Using grids and guides to create balanced and effective layouts, experimenting with different layout techniques (asymmetry, hierarchy, etc.) Advanced Typography, Understanding the principles of good typography, Selecting and pairing fonts for different purposes, Experimenting with different typographic techniques (scale, hierarchy, etc.)

Unit - IV	Color, Illustration and Vector Graphics	09 Hours
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Understanding the principles of color theory, Creating and using color palettes, experimenting with different color techniques (complementary colors, monochromatic schemes, etc.); Creating and editing vector graphics, Using illustration and vector graphics in publication and advertising Design.

Unit - V	Photography and Image Research & Print Production	09 Hours
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Introduction to photography and image research for publication and advertising design, for Understanding copyright and usage rights for images, Finding and selecting appropriate images different projects, Introduction to Print Production, Types of printing techniques (letterpress, lithography/offset, gravure, flexography, and screen-printing)Basic Production Steps, Color separation, Importance of color accuracy in print production, Aesthetic Principles and Technological Innovations in Print Production, Digital Art in Print Production.

PRACTICAL EXERCISE -RECORD

- Designer Flyer for a new product launch.
- Create an advertisement for a clothing brand.
- Design a layout for a Magazine article on Interior Design.
- Create a business card for a freelance graphic designer.
- Design a poster for an upcoming music festival.
- Create a bill board advertisement for a new car model.
- Design a social media card for a real-estate company.
- Create a packaging design for a new food product.
- Design a book cover for a fiction novel.
- Create a magazine spread on travel destinations.
- Design a poster promoting a local charity event.
- Create an advertisement for a new smart phone model.
- Design a menu for a new cafe.
- Create a bill board advertisement for a sports brand.
- Design a brochure for a new car dealership.
- Create packaging design for a new beauty product.
- Design a book cover for a self-help book.
- Create a magazine spread on healthy living.
- Design a poster promoting a movie premiere.
- Create an advertisement for a new restaurant.
- Design a poster for PRCampaign, Even Management Company, Social Awareness Campaign
- Design a Men's wear/ Women's Wear/ Children's Wear, Design any object for Interior decoration, Design portrait in digital painting mode, Design poster for Movie

Text Book(s):

1. Tavakoli, T. (2016). Graphic design with Canva: Design professional graphics for web and print. Packt Publishing Ltd.
2. Brelsford, N. (2018). Canva: The ultimate guide to visual content marketing. Apress.
3. Kello, S. (2017). Content marketing with Canva: Create stunning visuals on a budget. Business Expert Press.

4. Gatten, C. (2016). Canva master class: A step-by-step guide to becoming a Canva expert. Amazon Digital Services LLC.
5. Hoppe, J. (2020). Adobe Illustrator. Rocky Nook, Inc.

Web Resources:

1. Canva Tutorials ,<https://www.canva.com/learn/>
2. 10TipsforCreatingProfessionalPublicationDesigns,<https://www.Canva.com/blog/professional-publication-designs/>
3. 20BestPracticesforPublicationDesign,<https://www.creativebloq.com/advice/20-best-practices-for-publication-design>
4. 8StepstoPerfectPublicationDesign,<https://www.creativemarket.com/blog/8-steps-to-perfect-publication-design>
5. Expert Tips for Professional Publication Design, <https://www.canopybranding.com/expert-tips-for-professional-publication-design/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Demonstrate an understanding of the concepts and principles of publication design and advertising design, and analyze how they are applied to create effective designs for various media. 2.. 34.. 5.	K3
CO2	Create original designs using basic design principles such as composition, layout, typography, and color theory in various media formats such as print and digital media	K2
CO3	Utilize software and tools such as Adobe InDesign, Illustrator, and Photoshop to design and create effective publications, advertising materials, and illustrations.	K3
CO4	Evaluate the effectiveness of designs in terms of layout, composition, typography, and color palette selection, and make recommendations for improvement	K4
CO5	Develop and present advertising campaigns and materials that meet the needs of a specific target audience, convey a message, and drive a call to action.	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)					
PSO	CO1	CO2	CO3	CO4	CO5
PSO1	2	3	3	2	1
PSO2	2	3	3	2	2
PSO3	3	3	3	2	3
PSO4	1	1	3	3	2
PSO5	2	3	3	2	2
PSO6	1	1	2	2	1
PSO7	2	3	3	2	3

3- Strong, 2- Medium, 1-Low

Semester: II	Course Code: 23UVCSP03	Hours/Week:	Credit: 2
COURSE TITLE: SKILL ENHANCEMENT COURSE (SEC) -2 IMAGE EDITING AND COLOR MANAGEMENT (PRACTICAL)			

Course Overview:

1. This comprehensive course on Image Editing and Color Management is designed to equip learners with the knowledge and practical skills required to excel in the field of digital photography.
2. The course is divided into five units, each containing four lessons that cover a wide range of topics including the fundamentals of photo editing, advanced photo editing techniques, color management, work flow optimization, and output.
3. The course also includes fifteen practical exercises that provide learners with hands-on experience in using various photo editing software and tools to enhance and manipulate digital images.
4. Through this course, learners will gain a deep understanding of the importance of photo editing and color management in digital photography.

Learning Objectives:

1. Understand the fundamental principles of digital photography and the importance of photo editing in enhancing digital images
2. Master the use of various photo editing software and tools to manipulate images, including cropping, exposure and color correction, black and white conversion, and advanced retouching techniques.
3. Develop advanced photo editing skills and techniques such as selective color correction
4. Demonstrate the ability to manage color profiles and optimize images for different output

formats

5. Apply critical thinking and problem- solving skills to identify and resolve common issues in digital images

Unit - I	Introduction to Photo Editing	09 Hours
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Fundamentals of Photo Editing: Understanding the basics of digital photography, Overview of of different image formats and file types, Introduction to photo editing software and tools, Understanding the importance of photo editing in digital photography; RAW Processing and Camera Settings: Understanding RAW files and their importance in photo editing, Overview of camera settings and their impact on image quality, Introduction to RAW processing software, Implementing RAW processing techniques in photo editing software; Exposure and Color Correction: Understanding the importance of proper exposure in digital photography, Overview the histogram and exposure vs. brightness, Techniques for adjusting exposure and brightness, Implementing color correction techniques in photo editing software; Cropping and Composition: Understanding the importance of composition in digital photography, Overview of different composition techniques, Techniques for cropping and resizing images, Implementing cropping and composition techniques in photo editing software.

Unit - II	Advanced Photo Editing Techniques	09 Hours
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Advanced Color Correction Techniques: Techniques for correcting color casts and color balance, Introduction to selective color correction, Overview of split toning and cross-processing techniques, Implementing advanced color correction techniques in photo editing software; Retouching and Restoration: Overview of retouching and restoration techniques, Techniques for removing blemishes, wrinkles, and imperfections, Introduction to skin retouching techniques, Implementing retouching and restoration techniques in photo editing software; Sharpening and Noise Reduction: Understanding the importance of sharpness in digital photography, Overview of different sharpening techniques, Techniques for reducing noise in digital images, sharpening and noise reduction techniques in photo editing software; Implementing Black and White Conversion: Understanding the importance of black and white conversion in digital photography, Overview of different black and white conversion techniques, Techniques for creating high-contrast black and white images, Implementing black and white conversion

Techniques in photo editing software.

Unit - III	Advanced Editing Tools and Techniques	09 Hours
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Layers and Blend Modes: Understanding layers and their importance in photo editing, Overview of different layer blend modes, Introduction to layer blend options, Implementing layers and blend modes in photo editing software; Lens Correction and Transform Tool: Overview of lens distortion and perspective distortion, Techniques for correcting lens distortion and perspective distortion, Introduction to the transform tool, Implementing lens correction and transform tool in photo editing software; Local Adjustment and Masking: Overview of local adjustment and masking techniques: Techniques for creating masks and selections, Introduction to gradient masking and adjustment brushes, Implementing local adjustment and masking techniques in photo editing software; Special Effects and Creative Editing, Techniques for adding special effects and creative editing to digital images: Overview of different filter and effect options, Introduction to creative compositing and image manipulation, Implementing special effects and Creative editing techniques in photo editing software.

Unit - IV	Color Management	09 Hours
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Understanding Color Grading: Introduction to color grading and its importance in photo editing, Overview of different color grading techniques and styles, Understanding color grading tools and software, Techniques for achieving a consistent color grade across a series of images; Color Correction Techniques: Techniques for correcting color casts and color balance, Introduction to selective color correction, Overview of split toning and cross-processing techniques, Understanding the use of curves and levels for color correction, Implementing color correction techniques in photo editing software; Creative Color Grading: Techniques for creating stylized and creative color grades, Introduction to film emulation and cinematic looks, Overview of color theory for storytelling and mood, Techniques for creating vintage, retro, and other creative looks, Implementing creative color grading techniques in photo editing software; Skin Tone Correction: Techniques for correcting skin tones in portraits, Understanding the importance of accurate skin tones in photography, Introduction to skin tone adjustment tools and software, Techniques for achieving natural-looking skin tones in portraits, Implementing skin tone correction techniques in photo editing software; Batch Color Correction and Grading: Understanding batch processing

and its importance in color grading and correction, Overview of workflow optimization techniques for color grading and correction, Introduction to scripting and automation for batch color grading and correction, Techniques for achieving a consistent color grade across a series of images, Implementing batch color correction and grading techniques in photo editing software.

Unit - V	Workflow Optimization and Output	09 Hours
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importance in photo editing, Overview of workflow optimization techniques, Introduction to and automation in photo editing software, Implementing batch processing and workflow optimization techniques in photo editing software; Printing and Color Management: Understanding the importance of color management in print output, Overview of different types of printing processes, Introduction to color profiles for different printing processes, Implementing color management for print output in photo editing software; Web Output and Optimization: Overview of different web image formats, Techniques for optimizing web images for speed and quality, Introduction to responsive images and web design, Implementing web output and optimization techniques in photo editing software; Presentation and Display: Understanding the importance of presentation and display, Overview of different display technologies, Introduction to color calibration for display, Implementing presentation and display techniques in photo editing software.

PRACTICAL EXERCISE -RECORD

- Cropping and Composition
- Exposure and Color Correction
- Sharpening and Noise Reduction
- Black and White Conversion
- Raw Processing and Color Management
- Advanced Color Correction Techniques
- Retouching and Restoration
- Compositing and Masking
- Advanced Layers and Blend Modes
- HDR and Panorama
- Color Correction and Grading

- Color Management and Calibration
- Skin Tone Correction and Grading
- Batch Color Correction and Grading
- Color Grading for Different Display Technologies
- Print Output
- Web Output and Optimization
- Presentation and Display
- Restoring a Damaged Photograph
- Use advanced restoration techniques such as cloning

Text Book(s):

1. Kuhlman,G.(2019).GIMP for Beginners: First12Skills.IndependentlyPublished.
2. Abbott, J. (2021).TheDigitalDarkroom:TheDefinitiveGuidetoPhotoEditing.Octopus Publishing Group.
3. Whitt, P.(2020).Practical Glimpse: Learn to Edit and Create Digital Photos and Art with This Powerful Open Source Image Editor. Apress

Web Resources:

1. JournalofPhotography&Video.<https://www.journalofphotography.com/>
2. PopularPhotography.<https://www.popphoto.com/>
3. DigitalPhotographyReview.<https://www.dpreview.com/>
4. ProfessionalPhotographerMagazine.<https://ppmag.com/>
5. BritishJournalofPhotography.<https://www.bjp-online.com/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes: Upon successful completion of this course, the student will be able to		
COs	Statements	Bloom's Level
CO1	Demonstrate a comprehensive understanding of digital photography principles and the importance of photo editing, and apply this knowledge to produce high-quality digital images.	K3
CO2	Utilize a range of photo editing software and tools to manipulate digital images, and demonstrate proficiency in basic and advanced photo editing techniques, including color correction, retouching, and composition	K2
CO3	Apply critical thinking and problem-solving skills to analyze and address common issues in digital images, such as color imbalances, exposure problems, and lens distortion	K3
CO4	Apply color management principles to achieve consistent and accurate color profiles across different output formats, including print and web.	K4
CO5	Develop a strong creative vision for digital image editing, and demonstrate the ability to create unique and compelling images using a range of creative techniques, such as selective color grading and split toning.	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)					
	CO1	CO2	CO3	CO4	CO5
PSO1	2	3	3	2	1
PSO2	3	3	3	2	2
PSO3	3	3	3	3	3
PSO4	3	3	2	3	2
PSO5	1	1	1	1	3

3- Strong, 2- Medium, 1-Low

Semester: II	Course Code: 23UVCNP01	Hours/Week: 2	Credit: 2
COURSE TITLE: NON MAJOR ELECTIVE COURSE - BASIC PHOTOGRAPHY (PRACTICAL)			

Course Overview:

1. The Fundamentals of Photography course is designed to provide students with a comprehensive understanding of the basics of photography, covering essential concepts, equipment, techniques, and creative aspects.
2. By the end of the course, students should be equipped with the knowledge and skills needed to capture well-exposed, composed, and visually appealing photographs.
3. Encourage students to think creatively, experiment with different perspectives, and develop a personal visual style, empowering them to communicate ideas and emotions through their photographs.
4. This skill enhances students' capacity for self-reflection and continuous improvement.

Learning Objectives:

1. Operate different types of cameras with confidence, demonstrating a sound understanding of camera settings, controls, and features.
2. Apply exposure principles, including ISO, aperture, and shutter speed, to achieve well-exposed photographs in various lighting conditions.
3. Analyze and apply compositional techniques such as the rule of thirds, leading lines, and framing to create visually compelling images.
4. Summarize key milestones in the history of photography and identify influential photographers, connecting historical developments to contemporary practices.
5. Experiment with different perspectives and angles to cultivate a creative approach to photography.

Unit - I	Introduction to Photography	09 Hours
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Overview of Photography - Understanding the history and evolution of photography - Introduction to famous photographers and their work - Different types of photography (portrait, landscape, Macro, etc.)

Unit - II	Essential Photography Equipment	09 Hours
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Camera types: DSLR, mirror less, point – and - shoot, Understanding camera features and settings,

Introduction to lenses, tripods, and other accessories.

Unit - III	Basic Camera Operation	09 Hours
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Camera controls and buttons, Setting up the camera: ISO, aperture, shutter speed

Practice: capturing images with proper exposure.

Unit - IV	Composition and Framing	09 Hours
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Introduction to the rule of thirds - Exploring other composition techniques: leading lines, framing,

Symmetry - Analyzing and critiquing images for composition.

Unit - V	Specialized Photography Techniques	09 Hours
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Understanding portraiture fundamentals, Techniques for posing and working with models

Creating compelling and expressive portraits, Introduction to macro, landscape, and street

Photography, Specialized techniques and equipment for each genre ,Final project: students

choose a genre for a photo essay or series

PRACTICAL EXERCISE -RECORD

- Fashion Photography
- Indoor Photography
- Outdoor Photography
- Human Expression
- Portrait Photography
- Landscape Photography
- Product Photography
- Macro Photography
- Nature Photography
- Candid Photography

Text Book(s)

1. Basic photography – John Hedge Coe. London: Collins & brown, 1993.
2. The colour book of photography – L.Lorelle . London: Focal press, 1956

3. New introductory photographic course, John Hedgecoe's, Mitchell Beazley, 1990.
4. Photo – journalism, Roto vision SA, Terry AOPE, 2001.
5. "Photography Essentials: A Comprehensive Guide"

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Describe the key technical and creative concepts in photography	K3
CO2	Operate cameras and utilize equipment proficiently to achieve photographic effects.	K2
CO3	Appropriate techniques for photographing and filming different subjects, scenes, and styles	K3
CO4	Evaluate and critique photographs and videos for visual effectiveness and quality.	K4
CO5	Create visually compelling photographs and short videos by synthesizing skills and concepts from the course.	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

PSOs/Cos	CO1	CO2	CO3	CO4	CO5
PSO1	2	3	3	1	1
PSO2	1	3	2	3	2
PSO3	3	3	3	2	2
PSO4	1	3	3	1	2
PSO5	2	1	1	1	3

3- Strong, 2- Medium, 1-Low

SEMSTER III

Semester: III	Course Code: 23UVCC04	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE - IV MULTIMEDIA TECHNOLOGIES AND STANDARDS (THEORY)			

Course Overview:

1. The course "Multimedia Technologies and Standards" provides an in-depth understanding of the fundamental concepts and standards used in the creation, storage, retrieval and delivery of multimedia content.
2. Course covers a wide range of topics, including multimedia compression and coding, multimedia file formats, multimedia security and protection, and multimedia networking.
3. The course provides hands-on experience with a variety of multimedia technologies and software tools. Students will learn how to create, edit and publish multimedia content using digital cameras, image and video editing software, and multimedia authoring tools.
4. They will also gain a thorough understanding of multimedia delivery protocols, such as HTTP and RTSP, as well as multimedia content management systems and the architecture of multimedia databases.
5. The course concludes with an over view of current trends in multimedia technology and the future direction of multimedia research. Upon completion of the course, students will have the skills and knowledge required to create, manage and deliver multimedia content in a professional setting.

Learning Objectives:

1. To introduce students to the fundamental concepts of multimedia technologies and standards.
2. To develop students' understanding of the different file formats used in multimedia.
3. To provide students with hands-on experience in creating and manipulating multimedia content.
4. To discuss the impact of multimedia technologies on society, including social, cultural, and ethical issues.
5. To explore the potential future trends and developments in multimedia technologies.

Unit - I	Introduction to Multimedia	09 Hours
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Multimedia - Components of Multimedia - Multimedia: Past and Present - Early History of M

Multimedia - Hypermedia – WWW and Internet - Multimedia in the New Millennium - The Future of Multimedia - Multimedia Software Tools (Music Sequencing and Notation - Digital Audio Graphics and Image Editing - Video Editing - Animation - Multimedia Authoring (Multimedia Broadcasting) - Multimedia Tasks and Concerns - Multimedia Presentation - Data - Multimedia Production - Multimedia Sharing and Distribution Some Useful Compression Editing and Authoring Tools (Adobe Premiere, HTML Canvas, Adobe Director, Adobe XD)

Unit - II	How Display Technologies Work?	09 Hours
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Understanding the Different Components of a Television Display - How a Television Display Generates an Image, Exploring Different TV Display Resolutions and Refresh Rates Exploring Benefits of LED Display Technology, Understanding OLED Display Technology - Considering the Different Size Options for TV Displays - 4K and 8K Resolution, Wide Color Gamut (WCG) - Understanding Television Display Connections, Different Cable Connectivity Options for TV Displays, Wireless Connectivity for Television Displays, Analyzing Trends in Television Display Technology, OLED Displays - Television Display Resolution, Television Display Features, Color Gamut and HDR, Motion smoothing and Interpolation, Viewing Angle and Brightness, Contrast and Black levels

Unit - III	Camera and Audio	09 Hours
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Camera Technology Basics, Digital Camera Sensor Technology, Camera Connectivity Features, Camera System Ergonomics, Camera System Maintenance, Camera Resolution and Image Quality, Post- Processing Techniques, Storage and Backup - Digital Audio Fundamentals, Digital Audio File Formats, Digital Audio Sampling and Bit Depth, Digital Audio Data Representation, Digital Audio Quality and Metrics, Audio Signal Processing, Audio Filtering and Equalization, Audio Dynamics Processing, Audio Time-domain Processing, Audio Frequency-domain Processing, Audio Effects and Modulation Audio Compression,, Lossless Audio Compression, Lossy Audio Compression, Audio Compression Standards, Audio Interfaces and Connectivity, Audio Routing and Mixing, Audio Networking and Streaming, Audio Synchronization, Audio for Virtual Reality and Augmented Reality, Spatial Audio and Ambisonics.

Unit - IV	Mobile and Consumer Devices	09 Hours
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How Mobile phone Works? Various components of smart phones, Connectivity Standards, OS

and Mobile Accessories - Mobile Devices and Computing, Mobile Device Hardware, SoCs and Processors, Memory and Storage - Mobile Display Technology, Camera Hardware, Battery Technology, Mobile Display Technologies - Consumer Electronics Standards, HDMI and Display Port, USB and Thunderbolt, Wi-Fi and Bluetooth, NFC and RFID, Energy Efficiency Standards - Gaming Technology, Game Engines and Development, Game Graphics and Shaders, Game Input and Control, Mobile Gaming, Mobile Accessories for Gaming, How Gaming Console works.

Unit - V	Networking and IoT	09 Hours
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Networks: Networking, Network Topologies, Network Security, Troubleshooting Networks - QoE Network Services and Protocols for Multimedia Communications, Protocol Layers of Computer Communication Networks - Local Area Network (LAN) and Access Networks, LAN Standards, Ethernet Technology, Access Network Technologies, Internet Technologies and Protocols, Network Layer: IP, Transport Layer: TCP and UDP, Network Address Translation (NAT) and Firewall - Multicast Extension, Router-Based Architectures: IP Multicast, Non Router-Based Multicast Architectures, Quality of Service (QoS) and Quality of Experience (QoE), QoS and for Multimedia Communications, Internet QoS Architecture: IntServ and DiffServ, Network Softwarization and Virtualization: SDN and NVF, Rate Control and Buffer Management.

Text Book(s):

1. Li, Z.-N., Drew, M. S., & Liu, J. (2016). Fundamentals of Multimedia. Springer International Publishing.
2. Lewis, R., & Luciana, J. (2020). Digital Media Foundations: An Introduction for Artists and Designers. Rout ledge.

Reference Book:

1. Costello, V., Youngblood, S. A., & Youngblood, N. E. (2012). Multimedia Foundations: Core Concepts for Digital Design. Taylor & Francis.

Web Resources:

1. Wikipedia, "Multimedia Technology" (https://en.wikipedia.org/wiki/Multimedia_technology)
2. The Multimedia Standards for Internet and Mobile (<https://www.w3.org/standards/techs/multimedia>)
3. The Internet Multimedia Resource Guide (<https://www.digitalmediahub.net/multimedia-technology-standards>)

4. The International Multimedia Association (<https://ima.org>)
5. The Multimedia & Entertainment Industry Association (<https://www.meia.org>)

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Create professional-level audio and video projects using Audacity and DaVinci Resolve (Creation)	K6
CO2	Synthesize audio and video editing techniques to create unique projects (Synthesis)	K2
CO3	Utilize advanced audio and video editing tools and techniques (Utilization)	K3
CO4	Compare and contrast different audio and video editing techniques (Comparison)	K4
CO5	Design audio and video projects that meet industry standards (Design)	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

PSO	CO1	CO2	CO3	CO4	CO5
PSO1	2	3	3	1	1
PSO2	3	3	3	1	3
PSO3	3	3	3	1	3
PSO4	2	2	3	1	1
PSO5	1	2	2	1	3
PSO6	1	2	2	2	2
PSO7	2	2	2	2	3

3- Strong, 2- Medium, 1-Low

Semester: III	Course Code: 23UVCP02	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE –II AUDIO-VISUAL EDITING (PRACTICAL)			

Course Overview:

1. This course provides an introduction to audio and visual editing using Audacity and DaVinci Resolve.
2. It is designed to provide students with a comprehensive overview of the fundamentals of audio and video editing, as well as the tools and techniques used to create professional-level audio and video projects.
3. Additionally, they will learn how to edit and color grade video footage, and how to create titles, transitions, and other video elements. By the end of the course, students will have the skills and knowledge to create professional-quality audio and video projects. The course is divided into five units, each containing five lessons.
4. Each lesson will provide an overview of the topics covered, as well as hands-on activities and projects to help students gain a better understanding of the Audio and Video Editing.

Learning Objectives:

1. Recall the basics of audio and video editing using Audacity and DaVinci Resolve or equivalent software
2. Identify the tools and techniques used in audio and video editing
3. Demonstrate the ability to use Audacity and DaVinci Resolve or equivalent software to create audio and video projects
4. Analyze the effects of different audio and video editing techniques
5. Evaluate the quality of audio and video projects
6. Procedural Knowledge on audio and visual editing
7. (Viva/Written Test Topics for Practical Examination)

Unit - I	Basic Editing Techniques	09 Hours
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Transitions - Editing a sequence to music, matching the visuals to the rhythm and tempo of the
 - Creating a split - screen effect to show two or more scenes side - by - side, adjusting the framing and timing to maintain coherence - Adding basic text and graphics to a video, including lower thirds, titles, and captions - Using basic color correction tools to adjust the overall look of a video, including brightness, contrast, saturation, and white balance.

Unit - II	Advanced Editing Techniques	09 Hours
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Creating a complex video montage with multiple layers and advanced transitions, including with

wipes, fades, and dissolves - Editing a long-form video, such as a documentary or feature film, multiple scenes and storylines - Using advanced audio editing tools to mix and master sound effects, dialogue, and music, including noise reduction, EQ, and compression - Creating advanced visual effects, such as motion graphics, green screen compositing, and 3D animation - Using advanced color correction tools to match shots from different cameras, create a consistent look and feel, and enhance the mood and atmosphere of a scene.

Unit - III	Post-Production Workflow	09 Hours
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Creating a rough cut, fine cut, and final cut of a video project, including organizing and selecting footage, creating a storyboard, and collaborating with a team - Creating an efficient post-production workflow, including managing files, backups, and archiving, and optimizing the use of hardware and software resources - Creating a sound design for a video project, including Foley effects, ambient sound, and music, and syncing the audio with the visuals - Creating a polished final product, including exporting, encoding, and delivering a video project in different formats and resolutions, including web, broadcast, and theatrical - Understanding the legal and ethical considerations of audio-visual editing, including copyright, fair use, and privacy issues.

Unit - IV	Advanced Editing Theory	09 Hours
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Editing a music video, including syncing the visuals to the music, creating a storyline, and using visual effects to enhance the mood and atmosphere - Editing a trailer or teaser for a film or TV show, including selecting the most compelling footage, creating a sense of suspense, and using sound and music to create anticipation - Editing a promotional video, including creating a message, targeting a specific audience, and using visual and audio elements to create a persuasive and memorable story - Editing a social media video, including creating short-form content, using captions and subtitles, and optimizing the format and aspect ratio for different platforms - Editing a virtual reality or augmented reality experience, including creating a 360-degree video, using spatial audio, and enhancing the immersion and interactivity of the experience.

Unit - V	Workflow Optimization and Output	09 Hours
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Understanding the principles of storytelling, including structure, pacing, conflict, and character development, and applying them to audio - visual editing - Understanding the principles of cinematography, including framing, lighting, composition, and camera movement, and using them to create effective and impactful visuals - Understanding the principles of sound design,

including dialogue, music, and sound effects, and using them to create a dynamic and immersive audio experience - Understanding the principles of color theory, including hue, saturation, and value, and using them to create a mood and atmosphere that enhances the story.

PRACTICAL EXERCISE - RECORD

- **Audio Editing Record**
- Create a Advertisement
- Create a PSA
- Create a Storybook
- Create a Jingle
- Create a Interview program
- Create a audio effects
- **Video Editing Record**
- Create a Title card
- Create a video song (the available movie songs can be used)Create a collage (the available movie songs/ clips can be used) Create a video clip using various Transitions
- Create a video clip using various Effects
- Create a video clip using matte(Blue/Green)removal technique
- Create a Title card
- Create a video song (the available movie songs can be used)Create a collage (the available movie songs/ clips can be used)Create a video clip using various Transitions

Text Book(s):

1. Jackson, W. (2015). Digital Audio Editing Fundamentals. Apress
2. .Langford, S. (2013). Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One. CRC Press.
3. Baker, D. (2020). The Audacity to podcast: Learn audio and video podcasting, music mixing, and editing with Audacity. Focal Press.
4. Frierson, M. (2018). Film and Video Editing Theory: How Editing Creates Meaning. Routledge.
5. Goodman, R. M., & McGrath, P. (2002). Editing Digital Video: The Complete Creative and Technical Guide. McGraw Hill Professional.

**Web Resources:**

1. AudacityTutorials:<https://www.audacitytutorial.com/>
2. DaVinciResolveTutorials:<https://www.davinciresolvetutorials.com/>
3. AudacityWiki:<https://wiki.audacityteam.org/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Create professional-level audio and video projects using Audacity and DaVinci Resolve (Creation)	K6
CO2	Synthesize audio and video editing techniques to create unique projects (Synthesis)	K2
CO3	Utilize advanced audio and video editing tools and techniques (Utilization)	K3
CO4	Compare and contrast different audio and video editing techniques (Comparison)	K4
CO5	Design audio and video projects that meet industry standards (Design)	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

PSO	CO1	CO2	CO3	CO4	CO5
PSO1	2	3	3	1	1
PSO2	3	3	3	1	3
PSO3	3	3	3	1	3
PSO4	2	2	3	1	1
PSO5	1	2	2	1	3
PSO6	1	2	2	2	2
PSO7	2	2	2	2	3

3- Strong, 2- Medium, 1-Low



Semester: III	Course Code: 23UVCEP03	Hours/Week: 3	Credit: 3
COURSE TITLE: DSE-III 2D AND 3D MODELLING (PRACTICAL)			

Course Overview:

1. This Basic Blender Modelling for 2D and 3D Modelling course is designed for beginners who want to learn how to create stunning 2D and 3D models with Blender, the world's leading open-source 3D creation software.
2. This 20-lesson course is divided into five units, each containing four lessons, which will take you through the basics of Blender's interface, object creation, editing and modifiers, materials and textures, lighting, cameras, render settings, and advanced modelling techniques such as particle systems, constraints, and armatures.
3. You will also learn how to use Blender's game engine, motion tracking, and compositing techniques. The course will be taught by a highly experienced Blender modelling expert with over 30 years of experience in the industry.
4. By the end of the course, you will have a strong foundation in Blender modelling, enabling you to create professional quality 2D and 3D models and animations that will impress clients, employers, or personal projects.

Learning Objectives:

1. Develop a solid understanding of Blender's interface, tools, and navigation, and be able to create and edit 2D and 3D objects with various modifiers and transformations.
2. Apply fundamental rendering techniques and optimizer render settings to create high-quality output for different projects, including lighting and camera settings, sky and atmosphere settings, and post-processing techniques.
3. Explore advanced modelling techniques such as particle systems, constraints, and armatures, and apply them to create realistic animations and simulations.
4. Use Blender's game engine, motion tracking, and compositing tools to create interactive 3D content and integrate 3D elements into real-life footage.
5. Demonstrate an ability to apply critical thinking and creativity to design and execute a final project that shows the skills and techniques learned throughout the course.

Unit - I	Introduction to Blender and Interface	09 Hours
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Introduction to Blender, History of Blender, Installing Blender, Understanding Blender's Objects Interface, Navigation and Shortcuts - Viewports and Object Creation, Viewports in Blender,

Creating 2D and 3D Objects, Basic Transformations, Creating and Modifying Meshes - Editing and Modifiers, Selection Tools, Editing Objects, Modifiers: Subdivision, Mirror, Array, Bevel - Materials and Textures, Understanding Materials and Textures, Creating and Applying Materials, Adding Textures to Objects, UV Mapping.

Unit - II	Rendering and World Settings	09 Hours
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Render Engines and Output Settings, Introduction to Render Engines in Blender, Output Settings, Basic Render Settings, Optimization Techniques - Lighting and Cameras, Introduction to Lighting, Types of Lights in Blender, Camera Settings, Camera Movement and Animation - World Settings, Introduction to World Settings, Sky and Atmosphere, Background Images, Compositing and Post-Processing - Ray- Tracing and Render Optimization, Understanding Ray-Tracing, Using Ray-Tracing in Blender, Optimizing Render Settings for Speed and Quality, Render Farm and Distributed Rendering.

Unit - III	Advanced Modelling Techniques	09 Hours
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Object Animation Basics, Introduction to Object Animation, Basic Animation Keyframes, Meta Animation Curves and Graph Editor, Advanced Animation Techniques - Nurbs and Meta Shapes, Introduction to Nurbs and Meta Shapes, Creating Curves and Surfaces, Modifying Nurbs and Shapes, Advanced Modelling Techniques - Particle Systems and Physics, Introduction to Particle Systems, Particle Emitter Properties, Physics Simulation in Blender, Fluid Simulation and Smoke Simulation - Constraints and Armatures, Introduction to Constraints, Types of Constraints, Armature Creation and Rigging, Animating with Armatures

Unit - IV	Textures, Physics	09 Hours
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Vertex (Shape) Keys, Introduction to Vertex (Shape) Keys, Creating and Modifying Shape Keys - Animating with Shape Keys, Advanced Techniques - Object Physics and Cloth Simulation, Introduction to Object Physics, Rigid Body Simulation, Cloth Simulation, Advanced Physics Techniques - Springs, Screws, Gears and Animation, Introduction to Springs, Screws and Gears, Creating and Animating Springs, Creating and Animating Screws and Gears, Advanced Techniques - Motion Tracking and Compositing, Introduction to Motion Tracking, Setting up the Camera for Tracking, Tracking Objects and Creating 3D Scenes, Compositing and Post-Processing

Unit - V	Game Engines and UV Textures	09 Hours
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Game Engine Basics, Introduction to Game Engines in Blender, Creating Game Objects, Scenes, Creating Game Environments, Basic Logic Bricks - Advanced Game Engine Techniques, Advanced Logic Bricks, Python Scripting in Blender Game Engine, Creating Game Levels and Exporting Games - UV Textures and Unwrapping, Introduction to UV Textures, Unwrapping Techniques, Applying Textures to Objects, Advanced Techniques - Workflow, Pipelines, Geometric Modes, Procedural Modelling Basics. Finishing Project.

PRACTICAL EXERCISE - RECORD

- **Model a Simple Scene:** Challenge students to create a simple 3D scene, such as a room or outdoor environment, using basic Blender modelling tools. This project should require students to master the principles of modelling, texturing, and lighting, as well as the use of camera angles and composition to create a visually interesting scene.
- **Create a 3D Object:** Challenge students to create a 3D object, such as a chair or table, using basic Blender modelling tools. This project should require students to master the art of modelling complex shapes, working with materials and textures, and basic rendering.
- **Sculpting:** Challenge students to create 3D model of a character or creature using Blender's sculpting tools. This project should require students to master the principles of digital sculpting, as well as the use of brushes, textures, and materials to create a detailed and realistic model.
- **Animation:** Challenge students to create a short-animated sequence, such as a bouncing ball or simple character animation, using Blender's animation tools. This project should require students to master the principles of key frame animation, timing, and motion, as well as the use of the graph editor to fine-tune their animations.
- **Game Asset Creation:** Challenge students to create a simple game asset, such as a weapon or environmental prop, using Blender's low-poly modelling tools. This project should require students to master the art of efficient modelling, UV mapping, and texture baking, as well as the use of game engines like Unity or Unreal to import and use their assets.
- **Particle Effects:** Challenge students to create a dynamic, visually stunning particle effect using Blender's particle system. This project should require students to master the principles of particle physics, as well as the use of particle emitters, force fields, and particle interaction to create complex, realistic effects.

- **Vehicle Modelling:** Challenge students to create a detailed 3D model of a vehicle, such as a car, airplane, or boat, using Blender. This project should require students to master the intricacies of modeling complex shapes, working with materials and textures, and animating moving parts.

Text Book(s):

1. Blain, J. M. (2022). *The Complete Guide to Blender Graphics: Computer Modeling & Animation*. CRC Press.
2. Belec, A. (2022). *Blender 3D Incredible Models: A comprehensive guide to hard-surface modeling, procedural texturing, and rendering*. Packt Publishing Ltd.
3. Baechler, O. (2022). *LEARN GREASE PENCIL IN BLENDER 3.X: A Guide to 2d Animation, Illustration, Storyboarding, and 3d... Hybrid Pipelines Using the Grease Pencil Tools*. Packt Publishing Limited.
4. Baechler, O., & Greer, X. (2020). *Blender 3D By Example: A project-based guide to learning the latest Blender 3D, EEVEE rendering engine, and Grease Pencil*. Packt Publishing Ltd.
5. Blain, J. M. (2021). *Blender 2D Animation: The Complete Guide to the Grease Pencil*. CRC Press.

Web Resources:

1. Blender Nation - <https://www.blendernation.com/>
2. Blender Artists - <https://blenderartists.org/>
3. Blender Guru - <https://www.blenderguru.com/>
4. 3D Artist - <https://www.3dartistonline.com/>
5. Computer Graphics World - <https://www.cgw.com/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:		
Upon successful completion of this course, the student will be able to		
COs	Statements	Bloom's Level
CO1	Demonstrate a proficiency in Blender's interface, tools, and navigation, and apply this knowledge to create and edit 2D and 3D objects with various modifiers and transformations.	K3,K4
CO2	Develop a comprehensive understanding of rendering techniques, including lighting and camera settings, and use this knowledge to create high-quality output for different projects	K2
CO3	Apply advanced modelling techniques, including particle systems, constraints, and armatures, to create realistic animations and simulations, and demonstrate a mastery of the skills needed to bring these models. to life	K3
CO4	Create interactive 3D content using Blender's game engine, motion tracking, and compositing tools, and integrate 3D elements into real-life footage to produce professional-quality video content	K6
CO5	Design and execute a final project that showcases the skills and techniques learned throughout the course, demonstrating an ability to apply critical thinking and creativity to 2D and 3D modelling and animation projects.	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)					
PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO1	3	3	2	2	1
PSO2	2	3	2	2	3
PSO3	1	2	3	1	2
PSO4	3	1	2	3	1
PSO5	1	2	1	2	3

3- Strong, 2- Medium, 1-Low

Semester: III	Course Code: 23UVCSP04	Hours/Week: 1	Credit: 2
COURSE TITLE: SEC-IV MULTIMEDIA CONTENT PACKAGING (PRACTICAL)			

Course Overview:

1. The multimedia content packaging course provides students the skills to create content for various platforms. Students will learn about e Content, digital media and benefits of creation.
2. Explanatory videos are covered, including benefits and best practices for developing and publishing them. A focus on white board animations teaches planning, creating and tips for engagement.
3. Geo- animations utilizing geographical data to illustrate concept sort ell stories are explored. Best practices for creating and publishing animated info graphics are presented.
4. Practical exercises provide hands-on experience, such as creating a website/blog with multimedia content, explanatory videos, white board animations, geo-animations, and animated info graphics. The course covers multimedia content types, packaging formats, and delivery mechanisms. Students will learn to create multimedia packages for web, mobile and media players.
5. The course teaches creating and publishing engaging multimedia content for platforms. Different Content and digital media types are learned, along with the benefits of e Content creation and publishing. How to plan and create them, offering tips for making them engage. Geo-animations explore using geographical data to illustrate concepts or stories.

Learning Objectives:

1. Understand the basic concepts of multimedia content packaging.
2. Learn the different types of digital media and the tools used to create them.
3. Develop skills in planning, creating, and publishing multimedia content packages.
4. Gain knowledge on how to create engaging videos, animations, and info graphics.
5. Analyze data and present it effectively in a multimedia package.

Unit - I	e-Content	09 Hours
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Introduction to e-Content - Types of e-Content - Types of Digital Media - Benefits of e-Content -

How to Create and Publish e-Content - Incorporating user Interactions

Unit - II	Explanatory Video	09 Hours
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What is an Explanatory Video? - Benefits of Using Explanatory Videos - Creating an Publishing Explanatory Video - Tips for Making Engaging Explanatory Videos - Best Practices for Explanatory Videos

Unit - III	White Board Animation	09 Hours
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What is White Board Animation? - The Benefits of Whiteboard Animation - How to Plan and Create a Whiteboard Animation - Tips for Making Engaging Whiteboard Animations - Best Practices for Publishing Whiteboard Animations

Unit - IV	Geo-Animations	09 Hours
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What is Geo-Animation? - Benefits of Using Geo-Animation - How to Plan and Create a Geo-Animation- Tips for Making Engaging Geo-Animations - Best Practices for Publishing Geo-Animations.

Unit - V	Animated Info graphics	09 Hours
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What is Animated Info graphics? - Benefits of Using Animated Info graphics - How to Plan and Create an Info graphic - Tips for Making Engaging Info graphics - Best Practices for Publishing Animated Info graphics.

PRACTICAL EXERCISE -RECORD

- E-Content: Create a website or blog featuring multiple pieces of multimedia-rich content on a chosen topic.
- Explanatory Video: Create an explanatory video explaining concept in student sown own words.
- White board Animation: Create a white board animation illustrating a story or concept.
- Geo-Animation: Create a geographical animation demonstrating how two countries inter acton a political, economic, or societal level.
- Animated Info graphics: Create an animate demographic presenting data on a chosen topic.
- Multimedia Presentation: Create a compelling presentation using all elements of multimedia-(Text, Images, Short Video, Voice Sound, Interactions)on any subject/topic of choice.

Text Book(s):

1. Van Tassel, J., Murphy, M., & Schmitz, J. (2020). *The New News: The Journalist’s Guide to Producing Digital Content for Online & Mobile News*. Rout ledge.
2. Hernandez, R. K., & Rue, J. (2015). *The Principles of Multimedia Journalism: Packaging Digital News*. Rout ledge.
3. McAdams, M. (2012). *Flash Journalism: How to Create Multimedia News Packages* . Taylor & Francis.

Web Resources:

1. The Basics of Multimedia Content Packaging, <https://www.fpeusa.com/the-basics-of-multimedia-content-packaging/>
2. 10 Creative Uses of Multimedia Content Packaging, <https://www.knowledgeplus.in/10-creative-uses-of-multimedia-content-packaging/>
3. 10 Tips for Creating Effective Multimedia Content Packaging, <https://themecurve.com/blog/10-tips-for-creating-effective-multimedia-content-packaging/>
4. The Power of Multimedia Content Packaging in E-Learning, <https://elearningindustry.com/the-power-of-multimedia-content-packaging-in-e-learning>
5. Benefits of Using MultimediaContent Packaging in E-Learning, <https://www.imaginopro.com/resources/benefits-of-using-multimedia-content-packaging-in-e-learning/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom’s Level
CO1	Create a professional quality multimedia package that adheres to industry standards.	K6
CO2	Assess the effectiveness of a multimedia package in meeting communication objectives	K2
CO3	Compare traditional methods of presenting information with multimedia presentation techniques	K3
CO4	Evaluate multimedia packages for accuracy, validity, and credibility	K4
CO5	Integrate multimedia into existing educational settings.	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)					
PSO	CO1	CO2	CO3	CO4	CO5
PSO1	2	1	1	3	1
PSO2	3	2	2	2	3
PSO3	3	3	3	3	2
PSO4	3	2	3	1	1
PSO5	1	1	1	1	3

3- Strong, 2- Medium, 1-Low

Semester: III	Course Code: 23UVCS01	Hours/Week: 2	Credit: 3
COURSE TITLE: SEC-V DESIGN THINKING (THEORY)			

Course Overview:

1. Design Thinking is a problem-solving methodology that uses a human-centered approach to develop innovative solutions.
2. This course will provide an introduction to Design Thinking, exploring its background and business uses. It will also cover the variety within the Design Thinking discipline and its mindset, which includes fundamental concepts like empathy, ethnography, divergent thinking, convergent thinking, and visual thinking.
3. The course will examine the mechanics and resources of Design Thinking, including assumption testing, design criteria, curator, design brief, and designing for growth process.
4. We will also explore the stages of the Designing for Growth process and overview of prototyping, wire framing, and resources like people, place, materials, and organizational fit.

Learning Objectives:

1. Describe design thinking, its approaches and mindset
2. Explain fundamental Concepts, Resources and processes involved in design thinking
3. Comprehend stages of Design thinking for growth,
4. To explain strength and weakness of different design thinking tools and methods
5. Understand various applications of design thinking

Unit - I	Design Thinking Background	09 Hours
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Definition of Design Thinking - Business uses of Design Thinking - Variety within the Design. Thinking Discipline - Design Thinking Mindset - Problem Solving Approach - Fundamental Concepts: Empathy, Ethnography - Divergent Thinking, Convergent Thinking, Visual Thinking.

Unit - II	Design Mechanics and Resources	09 Hours
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Assumption Testing - Design Criteria, Curator, Design Brief - Designing for Growth Process - Process Stages of Designing for Growth - Overview of Prototyping - Wire framing - Resources (People, Place, Materials, Organizational Fit) - Varied Design Thinking Approaches: Disruptive Solution, Double Diamond Process, Stage School Process – Human - Centered Design, Stanford School 5-Stage Approach, User - Centered Design - Affordances and Usability.

Unit - III	Design Thinking Tools	09 Hours
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"What Wows? What Works? What Is?, What If? " - Purposeful Use of Tools and Alignment with Process. Visualization – Aesthetics Principles for Designers.

Unit - IV	Design Thinking Methods	09 Hours
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Journey Mapping, Archetype Mapping Matrix, Archetype Persona - Value Chain Analysis, Customer Co- creation, Competitive Advantage - Concept Development, Mind Mapping- Brainstorming.

Unit - V	Design Thinking Practices	09 Hours
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Role of Project Management in Design Process - Aids - Minimal Marketable Feature (MMF), UI Minimal Viable Ecosystem (MVE), Minimal Viable Product (MVP), Napkin Pitch - Design Thinking Application and Execution - User Interface(UI) as Communication - Basic Principles of Design - Apps for Prototyping, Rapid Prototyping, and Wire framing - Communicating Results Effectively.

Text Book(s):

1. Beausoleil, A.M.(2022).Business Design Thinking and Doing: Frameworks, Strategies and Techniques for Sustainable Innovation. Springer International Publishing.
2. Branson, S.(2020). Design Thinking: A Modern Approach For Making Crucial Business Decisions, Create Great Products And Manage Successful Startups And Companies. Independently Published.

- Brenner, W., & Uebernickel, F. (2016). Design Thinking for Innovation: Research and Practice. Springer.

Reference Books:

- Cross, N. (2011). Design Thinking: Understanding How Designers Think and Work. Berg.
- Cure, S., & Seggio, B. (2019). Graphic Design Play Book: An Exploration of Visual Thinking (Logo, Typography, Website, Poster, Web, and Creative Design). Laurence King Publishing.

Web Resources:

- Design Studies - <https://www.journals.elsevier.com/design-studies/>
- Design Issues - <https://www.mitpressjournals.org/loi/desi>
- Design and Culture - <https://www.tandfonline.com/toc/rfdc20/current>
- Industrial Designers Society of America (IDSA) - <https://www.idsa.org/>
- Interaction Design Association (IXDA) - <https://ixda.org/>
- Design Management Institute (DMI) - <https://www.dmi.org/>
- Design Singapore Council - <https://www.designsingapore.org/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Adopt a problem solving mindset to reframe design challenges 2 3. 4. 5	K2
CO2	Enumerate and select appropriate design thinking approach for specific design problem	K4
CO3	Use design thinking tools and methods to solve real-world problems	K3
CO4	Apply design thinking principles to develop plan of action and wireframe for specific problem domain	K3
CO5	To create prototypes for specific design problem using available design tools and apps.	K2

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)					
PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO1	3	3	3	3	3
PSO2	3	3	3	3	3
PSO3	3	3	2	3	3
PSO4	3	1	3	2	3
PSO5	2	3	3	3	2

3- Strong, 2- Medium, 1-Low