B Voc VISUAL COMMUNICATION TECHNOLOGY

LOCF SYLLABUS 2025

Department of Visual Communication Technology

St. Joseph's College (Autonomous)

Tiruchirappalli - 620002, Tamil Nadu, India

Department of Visual Communication Technology

POs - UG

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

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

Department of Visual Communication Technology

SEMESTER – I:
NSQF Level: L 4

S. No.	GE/SC	Title of the Course	Course Code	Hours	Credits	Scheme of Exams		
						CIA	SEM	FINAL
1	GE	Language – I	25UVT110001	4	4	100	100	100
2		Language – I: English - I	25UVT120101			100	100	100
3		Visual Literacy	25UVT130201	3	3	100	100	100
4		Introduction to Visual Communication	25UVT130401	3	3	100	100	100
5	SC	Sound Engineer QP: MES/ Q3402	25UVT130202	3 (T)	3	200	200	400
				3 (P)	3			
				3* (FW)	3			
6		Photography and Image Editing and Manipulation (P)	@	3 (T)				
				3 (P)				
				3* (FW)				
7	GE	Value Education: Life Skills	25UVT141001	2	2	50	50	50

*** - Field work outside the class hours**
@- Practical examination in the following Semester

SEMESTER – II:
NSQF Level: L 5

S. No.	GE/ SC	Title of the Course	Course Code	Hours	Credits	Scheme of Exams		
						CIA	SEM	FINAL
8	GE	Language – I	25UVT210002	4	4	100	100	100
9		Language – II: English – II	25UVT220102			100	100	100
10		Contemporary Advertising	25UVT230203	3	3	100	100	100
11		Graphic Design and Typography	25UVT230402	3	3	100	100	100
12	SC	Radio Jockey QP: MES/ Q1910	25UVT230204	3 (T)	3	200	200	400
				3 (P)	3			
				3* (FW)	3			
13		Photography and Image Editing and Manipulation (P)	25UVT230205	3 (T)	3	200	200	400
				3 (P)	3			
				3* (FW)	3			
14	GE	Environmental science	25UVT240901	2	2	50	50	50

(P) - Practical
*** - Field work outside the class hours**

SEMESTER – III
NSQF Level: L6

S. No.	GE/SC	Title of the Course	Course Code	Hours	Credits	Scheme of Exams		
						CIA	SEM	FINAL
15	GE	Language – I	25UVT310003	4	4	100	100	100
16		Language – II: English - III	25UVT320103			100	100	100
17		Film Studies	25UVT330206	3	3	100	100	100
18		Digital Journalism	25UVT330403	3	3	100	100	100
19	SC	Editor in Chief QP: MES/Q1911	@	3 (T)				
				3 (P)				
				3* (FW)				
20		Digital Marketing Manager QP: MES/Q20706	@	3 (T)				
				3 (P)				
				3* (FW)				
21	GE	Soft Skills	25UVT341002	2	2	50	50	50

*** - Field work outside the class hours**
@- Practical examination in the following Semester

SEMESTER – IV
NSQF Level: L6

S. No.	GE/SC	Title of the Course	Course Code	Hours	Credits	Scheme of Exams		
						CIA	SEM	FINAL
22	GE	Language – I	25UVT410004	2	2	100	100	100
23		Language – II: English – IV	25UVT420104	2	2	100	100	100
24		Communication Media Scenario	25UVT430207	3	3	100	100	100
25		Media Culture and Society	25UVT430404	3	3	100	100	100
26	SC	Editor in Chief QP: MES/Q1911	25UVT430208	3 (T)	3	200	200	400
				3 (P)	3			
				3* (FW)	3			
27		Digital Marketing Manager QP: MES/Q20706	25UVT430209	3 (T)	3	200	200	400
				3 (P)	3			
				3* (FW)	3			
28	GE	Media Gender studies	25UVT441003	2	2	50	50	50

*** - Field work outside the class hours**

SEMESTER – V
NSQF Level: L7

S. No.	GE/SC	Title of the Course	Course Code	Hours	Credits	Scheme of Exams		
						CIA	SEM	FINAL
29	GE	Media Research Orientation	25UVT530210	4	4	100	100	100
30		Visual Analysis Techniques	25UVT530211	4	4	100	100	100
31		Digital Media and Production	25UVT530212	4	4	100	100	100
32	SC	Executive Producer QP: MES/ Q2801	@	3 (T)				
				3 (P)				
				3* (FW)				
33		Director of Photography QP: MES/ Q 0601	@	3 (T)				
				3 (P)				
				3* (FW)				

*** - Field work outside the class hours**
@ - Practical examination in the following Semester

SEMESTER – VI
NSQF Level: L7

S. No.	GE/SC	Title of the Course	Course Code	Hours	Credits	Scheme of Exams		
						CIA	SEM	FINAL
29	GE	Media Management	25UVT630213	4	4	100	100	100
30		Public Relations	25UVT630214	4	4	100	100	100
31		Media Internship (P)	25UVT630215	4	4		100	100
32	SC	Executive Producer QP: MES/ Q2801	25UVT630216	3 (T)	3	200	200	400
				3 (P)	3			
				3* (FW)	3			
33		Director of Photography QP: MES/ Q 0601	25UVT630217	3 (T)	3	200	200	400
				3 (P)	3			
				3* (FW)	3			

*** - Field work outside the class hours**

Semester	*Course Code*	*Title of the Course*	*Hours/Week*	*Credits*
1	*25UVT110001*	*Language :1 Tamil-I*	*2*	*2*

கற்றலின் நோக்கங்கள்(Course Objectives)
புதுக்கவிதை பற்றிய அடிப்படை அறிவைப் பெறுதல்.
புதுக்கவிதையின் நோக்கும் போக்குகளையும் அறிந்துகொள்ளுதல்
புதுக்கவிதையின் வெவ்வேறு வடிவங்களைப் புரிந்துகொள்ளுதல்
புதுக்கவிதை எழுதும்திறன் பெறுதல்
படைப்பாக்கத்திறனின் நுட்பங்களை உணர்தல்

அலகு 1 ***(6 மணிநேரம்)***

புதுக்கவிதை விளக்கம் – தோற்றப் பின்னணி - வளர்ச்சிப் படிநிலைகள்

அலகு 2 ***(6 மணிநேரம்)***

இலக்கியக் கொள்கைகள் – சமுதாய நோக்கம்

அலகு 3 ***(6 மணிநேரம்)***

உத்திகள் **:** படிமம்- குறியீடு- தொன்மம்- இருண்மை.

அலகு 4 ***(6 மணிநேரம்)***

புதுக்கவிதையின் வடிவம் , பிறவடிவங்கள் *:* ஹைகூ- சென்ரியூ – குக்கூ- லிமரைக்கூ- கஸல்

அலகு 5 புதுக்கவிதை எழுதும் பயிற்சி பெறுதல். ***(6 மணிநேரம்)***

மொழிப்பயிற்சி *:* வலி மிகுமிடங்கள், வலி மிகா இடங்கள்

கற்பித்தல்முறை (Teaching Methodology)	விரிவுரை *(Lecture),* காணொளிக்காட்சி *(Videos),* விளக்கக்காட்சி *(PPT presentation)*
மதிப்பீட்டு முறைகள் (Assessment methods)	ஒப்படைவு *(Assignment),* கருத்துரை *(Seminar),* கவிதை படைத்தல் *(Poetery Writing)*

பாடநூல்கள்*:*

1. சுப்பையா. அரங்க, *(2005),* இலக்கியத் திறனாய்வு இசங்கள் – கொள்கைகள், நலங்கிள்ளி பதிப்பகம்.

பார்வை நூல்கள்:

1. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, *(2017),* தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி.

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25UVT120101	Language-I: English-I	2	2

Course Objectives
To strengthen students' foundational English grammar, sentence structure, and writing skills for effective communication.
To develop proficiency in journalistic writing, including news reporting, feature writing, and editorial composition.
To provide an understanding of print and digital media, its evolution, societal impact, and modern writing techniques.

UNIT I **(6 Hours)**

1. Parts of Speech
2. Subject-Verb Agreement
3. Sentence Structure
4. Active and Passive Voice

UNIT II **(6 Hours)**

5. Basics of News Writing
6. Principles of Journalism

UNIT III **(6 Hours)**

7. Evolution of Print Media in India
8. Role of Media in Society
9. Writing Effective Headlines

UNIT IV **(6 Hours)**

10. Simple Present Tense
11. Present Continuous Tense
12. Simple Past Tense
13. Past Continuous Tense

UNIT V **(6 Hours)**

14. Features and Opinion Writing
15. Writing Editorials and Review Articles
16. Writing for Digital Media

Teaching Methodology	Lecture Method, Chart, PPT, ICT-enabled Teaching, and Interactive method
Assessment Methods	Assignments, Tests, Presentations

Books for Study:

1. Evans, H. (2000). *Essential English for Journalists, Editors, and Writers*. Routledge.
2. urphy, Raymond (2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
3. Murphy, Raymond (2007) Essential English Grammar. New Delhi: Cambridge University Press.

Books for Reference:

1. Addonizio, K. & Laux, D. (1997). *The Poet's Companion: A Guide to the Pleasures of Writing Poetry*. W. W. Norton & Company. Mencher, M. (2010). *News Reporting and Writing*. McGraw-Hill.
2. Harrower, T. (2012). *Inside Reporting: A Practical Guide to the Craft of Journalism*. McGraw-Hill.

Websites and eLearning Sources:

1. Grammarly Blog - https://www.grammarly.com/blog/
2. BBC Academy - Journalism - https://www.bbc.co.uk/academy/journalism
3. The News Manual - https://www.thenewsmanual.net
4. Google News Initiative - https://newsinitiative.withgoogle.com

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, the students will be able to	
CO1	Demonstrate proficiency in grammar, sentence structure, and various tenses for effective writing.	**K1**
CO2	Apply journalistic principles to write structured news articles, headlines, and opinion pieces.	**K2**
CO3	Analyze the evolution of print media and its role in shaping public opinion in traditional and digital platforms.	**K3**

Relationship Matrix											
Sem.	**Course Code**			**Title of the Course**				**Hours**			**Credits**
1	**25UVT120101**			**Language-I: English-I**				**2**			**2**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs**					**Mean Score of COs**
	P01	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	2	3	2	3	3	3	2	**2.6**
CO2	3	2	2	2	3	2	3	3	2	3	**2.5**
CO3	2	3	2	2	3	2	3	3	2	3	**2.5**
									Mean Overall Score		**2.5 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
I	25UVT130201	**Core Course – I:** Visual Literacy	3	3

Course objectives
Understand the concepts of visual literacy
Gain knowledge on visual perspectives in drawing
Identify the use of colour theory and psychology in drawing
Understand and categorize the different medium of painting
Develop well balanced knowledge on human anatomy in drawing

Unit-I **(9-Hours)**

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

Unit-II **(9-Hours)**

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

Unit-III **(9-Hours)**

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

Unit-IV **(9-Hours)**

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

Unit-V **(9-Hours)**

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

Teaching Methodology	Chalk and Talk, PPT, E-Content and E- Tutorials
Assessment Methods	Group projects, MCQs, Seminar, Group Discussion, Gamification

Book for Study:

1. Richard Zakia, John Suler, "Perception and Imaging", Focal Press. Oxford, 2017
2. Donis A., "Primer of Visual Literacy", 1st Edition. MIT Press, 1974

Book for References:

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

Websites and e-learning Sources:

1. https://www.researchgate.net/publication/288350687_Visual_literacy
2. https://guides.library.ubc.ca/visual_literacy
3. https://schoolofsketching.com/blog-in-english/perspective
4. https://www.highspeedtraining.co.uk/hub/what-is-visual-literacy/

CO. No.	CO- Statement
CO-1	Understand the concepts of visual literacy
CO-2	Gain knowledge on visual perspectives in drawing
CO-3	Identify the use of colour theory and psychology in drawing
CO-4	Understand and categorize the different medium of painting
CO-5	Develop well balanced knowledge on human anatomy in drawing

Semester	**Course code**		**Title of the Course**			**Hours**				**Credits**
I	**25UVT130201**		**Core Course- I: Visual Literacy**			**3**				**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	3	2	3	3	2	3	2	3	2	2.5
CO-2	3	3	2	3	3	2	3	1	3	2	2.5
CO-3	3	3	2	3	1	1	2	1	3	3	2.2
CO-4	3	3	2	3	1	1	3	2	3	2	2.3
CO-5	2	2	3	3	1	1	2	2	3	3	2.2
									Mean Overall Score		**2.3**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
I	25UVT130401	**Allied Paper – I:** Introduction to Visual Communication	3	3

Course objectives
Recall concepts in communication and need for communication
Illustrate the Visual communication Trends
Identify the Various Communication Models and its influence on the Society
Examine the Audio visual Media intricacies
Discover the Recent New Media Trends and importance of social media

Unit -I **(9-Hours)**

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

Unit -II **(9-Hours)**

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

Unit -III **(9-Hours)**

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

Unit -IV **(9-Hours)**

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

Unit -V **(9-Hours)**

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

Teaching Methodology	Chalk and Talk, PPT, E-videos
Assessment Methods	Group Discussion, Open book test, Quiz, Slip test

Books for Study:

1. V.S Gupta & Vir bala Aggarwal, "Handbook of Journalism and Mass Communication", Concept Publishing Company, 2002
2. Keval J. Kumar, "Mass Communication in India" (Fifth Edition), Jaico Publications, 2020

Book for References:

1. Morreale, Sherwayn. P, Spitsbergen, Brain. H & Barge's Kevin, "Human Communication: Motivation, Knowledge & Skills", Sage publishers, London, 2000.
2. Allan & Barbara Pease, "Body Language", Manjul Publishing House Pvt. Ltd, Mumbai,2004
3. Hedwig Lewis, "Body Language", Sage Publications India Pvt. Ltd, New Delhi ,2002.
4. Stephen W. Littlejohn, Karen A. Foss, John G., "Theories of Human Communication: Eleventh Edition", Waveland Press, 2016.

Websites and e-learning Sources:

1. https://www.iiad.edu.in/the-circle/examples-of-visual-communication/
2. https://creately.com/guides/types-of-visual-communication/
3. https://pressbooks.bccampus.ca/professionalcomms/chapter/3-2-the-communication-process-communication-in-the-real-world-an-introduction-to-communication-studies/

CO. No.	CO- Statement
CO-1	Recall concepts in communication and need for communication
CO-2	Illustrate the Visual communication Trends
CO-3	Identify the Various Communication Models and its influence on the Society
CO-4	Examine the Audio visual Media intricacies
CO-5	Discover the Recent New Media Trends and importance of Social Media

Semester	Course code			Title of the Course			Hours			Credits
I	**25UVT130401**			**Allied Paper – I:** Introduction to Visual Communication			**3**			**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	2	3	3	3	2	3	2	1	2.5
CO-2	3	3	1	1	2	3	2	3	2	2	2.2
CO-3	3	2	1	2	2	3	2	3	1	2	2.1
CO-4	1	2	3	1	2	3	3	2	1	2	2.0
CO-5	2	3	1	2	2	2	2	3	3	2	2.2
									Mean Overall Score		**2.2**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
I	25UVT130202	**Skill Component:** Sound Engineer	9	3

Course objectives
Recall the behaviour of sound
Illustrate the types of signals and measuring techniques
Distinguish the microphone pattern and loudspeaker
Make use of mixer and console
Classify the analogue and digital recording

Unit-I

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

Unit- II

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

Unit-III

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

Unit - IV

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

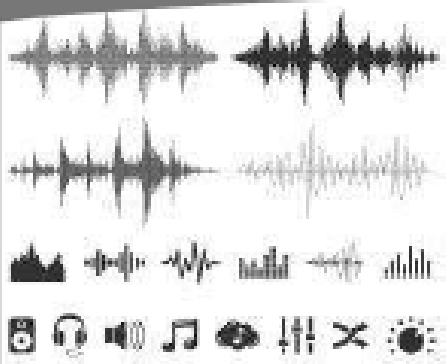
Unit-V

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

Book for References:

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

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR
MEDIA AND ENTERTAINMENT INDUSTRY



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What are Occupational Standards(OS)?

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

Contact Us:
Media &Entertainment Skills Council

E-mail:
info@mescindia.org

Introduction

Qualifications Pack- Sound Engineer

SECTOR: MEDIA AND ENTERTAINMENT

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

OCCUPATION: Sound Creation

REFERENCE ID: MES/Q3402

ALIGNED TO: NCO-2015/2153.0501

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

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

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

Job Details

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

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

Semester	Course Code	Title of the Course	Hours	Credits
I	@	Skill Component Photography	9	3

Course objectives
Recall the principles of photography
Demonstrate the Technicality of Photographing
Experiment with Lens, Camera Movements, Angles and Framing
Examining the Work place health and safety
Make use of Photographs as a medium for effective communication

Unit–I

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

Unit–II

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

Unit-III

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

Unit-IV

Layout an introduction - concepts of designing: an Introduction - creative elements of production, master layouts - Conceptualizing backgrounds, props designs- Visualization- storyboard - Introduction of Photoshop**:** Exploring the Menu Bar, Toolbox, Options Bar, Layers, Different Layer Types, Creating Multiple Layers, Working With Layers, Applying Layer Styles, Fill And Adjustment Layers: Palette-Naming-Creating-Deleting-Viewing-Moving- Exploring Layer Components- Masks- Using Layer Masks-Merging And Flattening Layers

Unit-V

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

Book for References:

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

Semester	Course Code	Title of the Course	Hours	Credits
I	@	Skill Component Photography	9	

List of Practical's:

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

Semester	Course Code	Title of the Course	Hours	Credits
1	25UVT141001	Value Education: Life Skills	2	2

Unit 1 **(6 Hours)**

Values: Definition of Value - Various Kinds of Values that VisCom students should know - Prime Values for College Life Success with examples! - Tips for Defining One's Own Values - Famous quotes by legendary international/Regional film directors on values through cinema - Personal task assignments

Unit 2 **(6 Hours)**

Goal Setting: Explanation with Nuances - Developing SMART Goals- A Step-by-Step Guide - LIFE FOCUS for media students - Facilitating B.VOC VCT life towards FOCUS - Critical Tips to Prevent Distraction and Sharpen the Focus - Personal task assignments

Unit 3 **(6 Hours)**

Social Media and One's ethics

The Current Social Media Platforms & Their Utilities –

Some Guidelines for VisCom - students to use Social Media Platforms - Social Media Ethics and My Ethics: Guidelines for VisCom Students - Avoiding ethical lapses on social media - Am I a smart social media user, as VisCom-er? Responsible AI and Ethical AI for UG level VisCom students – Personal task assignments

Unit 4 **(6 Hours)**

Time Management

Definition - Time Management Matter - Key Elements - Practical Time Management Tips - Eisenhower Box Priority Matrix - Healthy Time Management Practices for VisCom Students - Personal task assignments

Unit 5 **(6 Hours)**

Total Well-being of a VisCom College Student

Psychological well-being - Mental well-being & Stress Management - Physical well-being - Social well-being - Spiritual Well-being - Personal task assignments

Books for Study:

1. Values for Life by Dr Ignacimuthu SJ
2. A Foundation Course in Human Values and Professional Ethics, R.R. Gaur, R. Sangal, G.P. Bagaria, Excel Books, 2010
3. Essentials of Value Education, M.G. Chitkara, APH Publishing, 2003

Semester	Course Code	Title of the Course	Hours/ Week	Credits
2	25UVT210002	Language I: Tamil - II	2	2

கற்றலின் நோக்கங்கள் (Course Objectives)
உரைநடையின் வரலாற்றை அறியும் திறன் பெறுதல்
மேனாட்டார் தமிழ் உரைநடைக்கு ஆற்றிய பணிகளை அறிந்து கொள்ளுதல்
தமிழ் இலக்கியத்தின் பல்வேறு வகைகளை அறியும் திறன்பெறுதல்
அன்றாட வாழ்வியலை இலக்கியங்களோடு பொருத்திப் பார்த்தல்
உரைநடை, கதை, கட்டுரை, சிறுகதை படைக்கும் ஆற்றலைப் பெறுதல்

அலகு 1 **(6 மணி நேரம்)**

உரைநடையின் விளக்கம் - உரைநடையின் தோற்றம் வளர்ச்சி – உரைநடையின் இயல்புகள்

அலகு 2 **(6 மணி நேரம்)**

மேனாட்டார் உரைநடைகள் – தற்கால உரைநடை ஆசிரியர்கள் – திராவிட இயக்கப் பங்களிப்பு – பக்தி இலக்கிய உரைநடை

அலகு 3 **(6 மணி நேரம்)**

உரைநடையின் பாகுபாடுகள் – உரைநடையில் அணிப்பாகுபாடுகள்.

அலகு 4 **(6 மணி நேரம்)**

கட்டுரையின் விளக்கம் – கட்டுரைக்குரிய பண்புகள் – கட்டுரை எழுதுவதில் கருத்தில் கொள்ள வேண்டிய உண்மைகள் – கட்டுரைக்கும் உரைநடைக்கும் உள்ள வேறுபாடுகள்

அலகு 5 **(6 மணி நேரம்)**

சிறுகதையின் தோற்றம் வளர்ச்சி – சிறுகதையின் கட்டமைப்பு – சிறுகதையின் ஐந்து கூறுகள் – சிறுகதைக்குரிய திறனாய்வுக் கட்டுரை அமையும் விதம்.

மொழிப்பயிற்சி: மரபுத்தொடர்களைக் கண்டறிதல் – வட்டார மொழி வழக்குகளைத் தெரிந்துகொள்ளுதல் – பழமொழிகளில் அமைந்துள்ள உட்பொருள்களை அறிதல் – கட்டுரை, சிறுகதை எழுதும் பயிற்சி பெறுதல் – பேச்சாற்றலை வளர்த்துக் கொள்ள பின்பற்ற வேண்டிய வழிமுறைகள்.

கற்பித்தல் அணுமுறை (Teaching Methodology)	விரிவுரை **(Lecture),** காணொளிக்காட்சி**(Videos),** விளக்கக்காட்சி **(PPT presentation),** குழுக்கலந்துரையாடல் (GD)
மதிப்பீட்டு முறைகள் Assessment methods)	கொள்குறி வினாத்தேர்வு **(MCQs),** கருத்துரை **(Seminar),** ஒப்படைவு **(Assisgnment)**

பாடநூல்கள்:

1. சக்திவேல். சு., (2005), இருபதாம் நூற்றாண்டு உரைநடைத் தமிழ், மணிவாசகர் பதிப்பகம்.
2. சுப்பையா. அரங்க., (2005), இலக்கியத் திறனாய்வு இசங்கள் கொள்கைகள், நலங்கிள்ளி பதிப்பகம்.

பார்வை நூல்கள்:

1. ஞானமூர்த்தி. தா.ஏ., (2020), இலக்கியத் திறனாய்வியல், ஐந்திணைப் பதிப்பகம்.
2. பரந்தாமனார். அ.கி., (1984), நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம்.

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25UVT220102	Language-II: English-II	2	2

Course Objectives
To enhance students' understanding of English grammar and sentence structures for effective communication in broadcast media.
To develop skills in writing and presenting for radio, including news, advertisements, and talk shows.
To explore the evolution, role, and impact of radio broadcasting, including FM radio and digital audio media.

UNIT I **(6 Hours)**

1. Present Perfect Tense
2. Present Perfect Continuous Tense
3. Past Perfect Tense

UNIT II **(6 Hours)**

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

UNIT III **(6 Hours)**

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

UNIT IV **(6 Hours)**

9. Past Perfect Continuous Tense
10. Future Perfect Tense
11. Future Perfect Continuous Tense

UNIT V **(6 Hours)**

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

Teaching Methodology	Lecture Method, Chart, PPT, ICT-enabled Teaching, and Interactive method
Assessment Methods	Assignments, Tests, Presentations

Books for Study:

1. Evans, H. (2000). Essential English for Journalists, Editors, and Writers. Routledge.
2. McLeish, R. (2005). Radio Production. Focal Press.
3. Hausman, C., Messere, F., Benoit, P., & O'Donnell, L. (2012). Modern Radio Production: Production, Programming, and Performance. Cengage Learning.

Books for Reference

1. Addonizio, K. & Laux, D. (1997). The Poet's Companion: A Guide to the Pleasures of Writing Poetry. W. W. Norton & Company.
2. Mencher, M. (2010). News Reporting and Writing. McGraw-Hill.
3. Harrower, T. (2012). Inside Reporting: A Practical Guide to the Craft of Journalism. McGraw-Hill.

Websites and eLearning Sources

1. Grammarly Blog - https://www.grammarly.com/blog/
2. BBC Academy - Journalism - https://www.bbc.co.uk/academy/journalism
3. The News Manual - https://www.thenewsmanual.net
4. National Association of Broadcasters – https://www.nab.org

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, the students will be able to	
CO1	Demonstrate proficiency in using advanced English tenses and sentence structures in spoken and written communication.	**K1**
CO2	Apply writing techniques to create engaging radio scripts, advertisements, and broadcast content.	**K2**
CO3	Analyze the history, growth, and influence of radio as a medium in both traditional and digital contexts.	**K3**

Relationship Matrix											
Semester	**Course Code**			**Title of the Course**				**Hours**			**Credits**
2	**25UVT220102**			**Language-II: English-II**				**2**			**2**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	2	3	2	3	3	3	2	**2.6**
CO2	3	2	2	2	3	2	3	3	2	3	**2.5**
CO3	2	3	2	2	3	2	3	3	2	3	**2.5**
Mean Overall Score											**2.5 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
II	**25UVT230203**	**Core Course – II:** Contemporary Advertising	**3**	**3**

Course objectives
Understand the fundamentals and scope of advertising
Gain knowledge on the product life cycle and brand positioning
Apply creativity in formulating an effective Ad Copy
Analyze the importance of media planning and strategies
Identify the parameters and processes of the Ad campaign

Unit-I **(9-Hours)**

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

Unit-II **(9-Hours)**

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

Unit-III **(9-Hours)**

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

Unit-IV **(9-Hours)**

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

Unit-V **(9-Hours)**

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

Teaching Methodology	Chalk and Talk, Panel Discussion, PPT.
Assessment Methods	Quiz, Debate, Lab practice, Field work

Books for Study:

1. S. A. Chunawalla, "Foundations of Advertising Revised: (Theory and Practice)", Himalayan Books, New Delhi, 2010.
2. David Ogilvy, "Fundamentals of Advertising", Otto Kleppner & Prentice Hall, New Jersey, Vintage; 1st Vintage Books edition, 2007.

Book for References:

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

Websites and e-learning Sources:

1. https://hbr.org/2013/06/creativity-in-advertising-when-it-works-and-when-it-doesnt
2. https://www.britannica.com/money/advertising
3. https://www.bgateway.com/resources/advertising-the-basics
4. https://www.slideshare.net/slideshow/basic-of-advertising/2029005

CO. No.	CO- Statement
CO-1	Understand the fundamentals and scope of advertising
CO-2	Gain knowledge on the product life cycle and brand positioning
CO-3	Apply creativity in formulating an effective Ad Copy
CO-4	Analyze the importance of media planning and strategies
CO-5	Identify the parameters and processes of the Ad campaign

Semester	**Course code**			**Title of the Course**			**Hours**			**Credits**
II	**25UVT230203**			**Core Course – II:** Contemporary Advertising			**3**			**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	2	3	3	3	2	2	1	2	2.5
CO-2	3	3	2	2	3	2	2	3	1	2	2.3
CO-3	3	3	2	2	3	3	3	3	3	2	2.7
CO-4	3	3	3	2	3	2	3	3	3	2	2.7
CO-5	3	3	3	3	3	3	2	2	3	2	2.7
									Mean Overall Score		**2.6**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
II	**25UVT230402**	**Allied Paper – II:** Graphic Design and Typography	**3**	**3**

Course objectives
Understand the Visual Aesthetics and its application
Illustrate on the Principles of Design
Categorise Typography and Type faces
Examine the role of Colours and types of Layouts
Distinguish the Dimensions and Styles of typography

Unit-I **(9-Hours)**

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

Unit-II **(9-Hours)**

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

Unit-III **(9-Hours)**

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

Unit-IV **(9-Hours)**

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

Unit-V **(9-Hours)**

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

Teaching Methodology	PPT, Video Lectures, chalk and talk, case studies.
Assessment Methods	MCQs, Quiz, Mini project

Books for Study:

1. Daniel Aman, “Creative Thinking 101: How to Improve Your Creative Problem Solving Skills” (Kindle Edition), 2015
2. Ilene Strizver, “Type Rules, Enhanced Edition: The Designer's Guide to Professional.
3. Typography”, Wiley Publisher, 2014

Book for References:

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

Websites and e-learning Sources:

1. https://www.thecreativemomentum.com/blog/visual-communication-in-web-design
2. https://contentsnare.com/best-graphic-design-websites/
3. https://www.designstudiouiux.com/blog/why-is-typography-important-in-web-design/#:~:text=Typography%20in%20web%20design%20refers,a%20website's%20aesthetic%20and%20readability.

CO. No.	CO- Statement
CO-1	Understand Visual Aesthetics and its application
CO-2	Illustrate the Principles of Design
CO-3	Organize Typography and Type faces
CO-4	Examine the Colours and Layout
CO-5	Distinguish the Dimensions and Styles

Semester	**Course code**		**Title of the Course**			**Hours**				**Credits**
II	**25UVT230402**		**Allied Paper – II:** Graphic Design and Typography			**3**				**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO-1	3	3	3	3	1	3	3	1	2	3	2.4
CO-2	2	3	2	3	1	2	3	2	1	3	2.1
CO-3	3	2	2	3	1	3	3	1	1	3	2.2
CO-4	3	3	3	3	1	3	3	3	1	2	2.5
CO-5	2	3	2	3	1	3	3	1	1	3	2.2
									Mean Overall Score		**2.3**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
II	**25UVT230204**	**Skill Component:** Radio Jockey	**9**	**9**

Course objectives
Know how to write the scripts for radio
Classify digital and analogue recording
Experiment with the acoustic studio and organize filters
Distinguish DAW and studio equipment's
Examine the mixing techniques and playback system

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Unit-V

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

Book for study:

1. Radio Jockey Handbook by Simran Kohli
2. Radio Jockey and T.V. Anchoring: Career Opportunities by Sanjay Gaur

Books for References

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

Websites and e-learning Sources:
https://www.shiksha.com/mass-communication-media/radio/articles/how-to-become-radio-jockey-blogId-110775
https://in.indeed.com/career-advice/finding-a-job/how-to-become-radio-jockey
https://www.slideshare.net/slideshow/radio-jockey-or-rj/41918734

Qualification Pack

Credits	28
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2656.0200
Minimum Educational Qualification & Experience	Diploma (in Radio Programming and Management (after class 12th)) with 2 Years of experience OR Certificate (in Radio Jockey (after class 12th)) with 4 Years of experience OR 12th Class with 5 Years of experience
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	NA
Next Review Date	31/03/2027
NSQC Approval Date	31/03/2022
Version	1.0
Reference code on NQR	2022/ME/MESC/05690
NQR Version	1.0

Remarks:

Nature of qualification is to teach AR/VR developing process, use of application in designing various module (animation, modelling, texturing and gaming) and purpose is to provide job and entrepreneurship/freelance opportunity as AR-VR Developer in M&E Industry. This qualification is for the training purpose for degree courses (university / colleges) as well as for Short Term Course

Qualification Pack

MES/Q1910: Radio Jockey

Brief Job Description

A Radio Jockey (RJ) is responsible for playing music, holding discussions with the listeners, and conducting interviews on the radio. These professionals use specially designed equipment to broadcast a variety of audio content, including songs, news, debates, promo events, among others. An RJ's role is to inform, refresh and entertain. Also known as Radio DJs, their work involves presenting a variety of music programmes and entertaining audiences with other things such as guest interviews of artists, celebrities, music, or film-related work.

Personal Attributes

The individual in this job role possesses the exceptional ability to connect with their audience using nothing but their voice.RJ must have clarity of voice, communication skills, and confidence, presence of mind, Interest in Music, available to work on a flexible schedule, adequate General Knowledge

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N1925: Analyse the job of RJ
2. MES/N1926: Research for content and relevant links
3. MES/N1927: Conduct interview and broadcast
4. MES/N1928: Update the radio station's website with content on upcoming shows
5. MES/N2817: Comply with Applicable Law and Regulation
6. MES/N0104: Maintain Workplace Health & Safety

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Radio
Occupation	Journalism
Country	India
NSQF Level	5

Semester	Course Code	Title of the Course	Hours	Credits
II	**25UVT230205**	**Skill Component:** Photography and Image Editing and Manipulation	**9**	**9**

Course objectives
List the need for image manipulation
Paraphrase on the Tools of Photoshop
Apply and analyse the tools and Image Special Effects tools of Photoshop
Distinguish Masking and Filters in Photoshop
Create Album Design and construct various design for media related concepts

Unit –I

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

Unit –II

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

Unit –III

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

Unit –IV

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

Unit –V

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

Books for References:

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

Semester	Course Code	Title of the Course	Hours	Credits
II	**25UVT230205**	**Skill Component:** Photography and Image Editing and Manipulation (P)		

Lists of Practical's:

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	**25UVT240901**	Environmental Science	**2**	**2**

Course Objectives
To enable students connect themselves with nature
To Impart knowledge of the concept of Biodiversity
To create awareness of the causes and consequences of various pollution
To help them recognize the available natural resources and the need to sustain them
To enable them to Identify the environmental problems and offer alternatives by making interventions both individually and collectively

UNIT I: Introduction to Environmental Studies (6 Hours)

Introduction -Subsystems of Earth - Scope and Importance - Various Recycling Methods - Environmental Movements in India – Eco- Feminism - Public awareness - Suggestions to conserve environment

UNIT II: Natural Resources (6 Hours)

Introduction - Food Resources - Land Resources - Forest resources - Mineral Resources - Water Resources - Energy Resources

UNIT III: Ecosystems, Biodiversity and Conservation (6 Hours)

Kinds of Ecosystem - General structure of ecosystem - Functions of Ecosystem - Energy flow and Ecological pyramids - Levels of Biodiversity - Biodiversity at Global Level- Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

UNIT IV: Environmental Pollution (6 Hours)

Air Pollution - Water Pollution - Oil Pollution - Soil Pollution - Marine Pollution - Noise Pollution - Thermal Pollution - Radiation Pollution

UNIT V: Environmental Organizations and Treatise (6 Hours)

United Nations Environment Program (UNEP) - International treaties on Environmental protection - Ministry of Environment, Forest and Climate Change - Important National Environmental Acts and rules- Environmental Impact assessment

Teaching Methodology	Power point and Field visit
Assessment Methods	Seminar, Group Discussion.

Books for Study:

1. Department of Human Excellence, (2025). *Environmental Studies.*

Books for Reference:

1. Rathor, V.S. & Rathor B. S. (2013). *Management of Natural Resources for Sustainable Development*. Daya Publishing House.
2. Sharma P.D. (2010). *Ecology and Environment*, (8th Ed.). Rastogi Publications.
3. Agrawal, A &Gibson, C.C. (2001). *Introduction: The Role of Community in Natural Resource Conservation.* Rutgers University Press.

Websites and eLearning Sources

1. https://www.unep.org/
2. http://moef.gov.in/en/
3. https://www.ipcc.ch/reports/

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K - Level)**
	On successful completion of this course, students will be able to	
CO1	Identify the concepts related to global ecology and the environment	**K1**
CO2	Comprehend the natural resources and environmental organizations	**K2**
CO3	Apply the acquired knowledge to sensitize individuals and public about the environmental crisis	**K3**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**						**Hours**		**Credits**
2	**25UVT240901**		Environmental Science						**2**		**2**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	1	2	2	3	2	2	2	2	**2.1**
CO2	3	2	1	2	2	3	2	2	2	2	**2.1**
CO3	3	2	2	2	2	2	3	2	1	2	**2.1**
Mean Overall Score											**2.1 (Medium)**

Semester	Course Code	Title of the Course	Hours/ Week	Credits
3	25UVT310003	Language I: Tamil - III	2	2

கற்றலின் நோக்கங்கள் (Course Objectives)
சிறுகதையின் வரலாற்றை அறியும் திறன் பெறுதல்
சிறுகதைக்கும் புதினத்திற்குமான வேறுபாட்டை அறிந்து கொள்ளுதல்
தமிழ் இலக்கியத்தில் பல்வேறு வகையான இலக்கியங்களை அறியும் திறன்பெறுதல்
அன்றாட வாழ்வியலை இலக்கியங்களோடு பொருத்திப் பார்த்தல்
சிறுகதை, புதினம் படைக்கும் ஆற்றலைப் பெறுதல்

அலகு 1 **(6 மணி நேரம்)**

சிறுகதையின் விளக்கம் – சிறுகதையும் நாவலும் வேறுபாடுகள் - சிறுகதையின் தோற்றம் - சிறுகதையின் பொருள்

அலகு 2 **(6 மணி நேரம்)**

சிறுகதையின் கட்டமைப்பு – சிறுகதைக் கொள்கைகள் – சிறுகதையில் பாத்திர ஆக்கம் (படைப்பு) பற்றிய விளக்கம் – அமைப்புமுறை .

அலகு 3 **(6 மணி நேரம்)**

புதினம் - விளக்கம் – தமிழ்ப் புதினம் தொடக்கநிலை – தொடக்ககாலப் புதினங்கள்

அலகு 4 **(6 மணி நேரம்)**

இருபதாம் நூற்றாண்டின் புதினங்கள் – புதினத்தின் கூறுகள் – புதினத்தின் இயல்பு – அமைப்புமுறை

அலகு 5 **(6 மணி நேரம்)**

கதைக்கோப்பு – பாத்திரப்படைப்பு – உரையாடல் – நடப்பியல்.

மொழிப்பயிற்சி : சிந்திக்கத்தூண்டுதல் – கற்பனைத் திறனை மேம்படுத்துதல் – நடப்பியல் நிகழ்வுகளை வாழ்வியலோடு பொருத்திப்பார்த்தல் - புதிதாக ஒரு படைப்பை வெளிக்கொணர்தல்.

கற்பித்தல் அணுமுறை (Teaching Methodology)	விரிவுரை **(Lecture),** காணொளிக்காட்சி **(Videos),** விளக்கக்காட்சி **(PPT presentation)** குழுக்கலந்துரையாடல் (GD)
மதிப்பீட்டு முறைகள் Assessment methods)	கருத்துரை **(Seminar),** ஒப்படைவு **(Assisgnment)**

பாடநூல்கள்:

1. சுப்பையா. அரங்க., (2005), இலக்கியத் திறனாய்வு இசங்கள் கொள்கைகள், நலங்கிள்ளி பதிப்பகம்.
2. ஞானமூர்த்தி. தா.ஏ., (2020), இலக்கியத் திறனாய்வியல், ஐந்திணைப் பதிப்பகம்.

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25UVT320103	Language-II: English-III	2	2

Course Objectives
To introduce Modal verb, adjectives and other grammatical nuances to enhance the writing skill of students.
Understand the information on television and television shows.
Identify the employability to work in the field of television.

UNIT I **(6 Hours)**

1. Pronouns.
2. Adjectives.
3. Modal verbs.

UNIT II **(6 Hours)**

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

UNIT III **(6 Hours)**

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

UNIT IV **(6 Hours)**

11. Comparing things (comparative and superlative adjectives)
12. Linking ideas (using conjunction, adverbials and linking expression)
13. Way of organizing text. (subject choice, organizing information, ellipsis)

UNIT V **(6 Hours)**

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

Teaching Methodology	Lecture Method, Chart, PPT, ICT enabled Teaching and Interactive method.
Assessment Methods	Group discussion, PPT presentation, practical session as V.J and News reader.

Books for Study:

1. Yorke, Ivor (1989) Television Journalism. Manchester: Focal press.
2. Hopkins, Diana (2007) Grammer for IELTS. Cambridge.

Books for Reference:

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

Websites and eLearning Sources:

1. https://www.grammarly.com/blog/parts-of-speech/modal-verbs/
2. https://www.britannica.com/technology/television-technology

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, the students will be able to	
CO1	Identify Modal verb, adjectives and other grammars and use in their writings.	**K1**
CO2	Understand the information on television and television shows.	**K2**
CO3	Know the ways of employability to work in the field of television	**K3**

Relationship Matrix											
Sem.	**Course Code**			**Title of the Course**					**Hours**		**Credits**
3	**25UVT320103**			**LANGUAGE -II: ENGLISH III**					**2**		**2**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	2	1	3	3	2	2	2	**2.2**
CO2	2	3	2	1	2	3	3	2	2	3	**2.3**
CO3	1	2	3	2	3	2	3	2	3	2	**2.3**
CO4	1	2	2	3	1	2	3	2	2	3	**2.1**
CO5	1	2	2	2	3	1	3	2	2	3	**2.1**
									Mean Overall Score		**2.2 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
III	25UVT330206	**Core Paper- III:** Film Studies	3	3

Course objectives
Recall the various forms of Early Cinema's and its style and characterisation.
Classify the terminology involved in Film Making Process
Experiment with Mise – en – Scene
Categorize the Genres of Film
Discuss the works of great Auteurs of both international and Regional Cinema

Unit-I **(9-Hours)**

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

Unit-II **(9-Hours)**

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

Unit-III **(9-Hours)**

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

Unit-IV **(9-Hours)**

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

Unit-V **(9-Hours)**

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

Teaching Methodology	Video Lectures, Chalk and talk, Gamification.
Assessment Methods	MCQs, Mini project, Slip test

Books for Study:

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

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

Book for References:

1. Bordwell David, Thompson Kristin, "Film Art an Introduction", Mc Gram Hill, 1997

2. Hayward Susan, "Key Concept in Cinema Studies", Routledge, London, 2002

3. Jones Chris, Jolliffe Genevieve, "The Guerilla Film Makers Handbook", Continuum Wellington House, London, 2000

4. Wasko Janet, "How Hollywood Works", Sage Publication, London, 2003

Websites and e-learning Sources:

1. https://www.jstor.org/subject/film
2. https://libguides.dickinson.edu/filmstudies/articles
3. https://rupkatha.com/category/film-studies/

CO. No.	CO- Statement
CO-1	Recall the various forms of Early Cinema's and its style and characterisation.
CO-2	Classify the terminology involved in Film Making Process
CO-3	Experiment with Mise – en – Scene
CO-4	Categorize the Genres of Film
CO-5	Discuss the works of great Auteurs of both international and Regional Cinema

Semester	**Course code**		**Title of the Course**			**Hours**				**Credits**
III	**25UVT330206**		**Core Paper- III:** Film Studies			**3**				**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	2	1	2	1	3	2	1	3	2	1.9
CO-2	3	3	3	3	2	3	3	3	2	3	2.8
CO-3	2	3	2	3	1	3	3	3	2	3	2.5
CO-4	2	3	2	3	1	2	3	2	1	3	2.0
CO-5	3	1	2	2	1	2	3	3	2	3	2.2
									Mean Overall Score		**2.3**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
IV	25UVT330403	**Allied Theory – III:** Digital Journalism	3	3

Course objectives
Understand the medium of internet as an effective way for journalism.
Ability to analyse the changing trends in journalism due to online communication technology.
Analyse techniques and rules of creative writing
Acquire knowledge on the E- Newspaper.
Demonstrate the cyber laws related to digital journalism

Unit- I **(9-Hours)**

Meaning and definition of Digital Journalism- History and development-Characteristics of Digital Journalism: Multimediality – Hyper textuality and Interactivity- Crowdsourcing-RSS- Widgets.

Unit- II **(9-Hours)**

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

Unit- III **(9-Hours)**

Components of web layout: Design- layout-Colour-Graphics- Visual information - Writing for online medium: Interactivity of form and content in new media, Linear writing versus interactive writing.

Unit- IV **(9-Hours)**

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

Unit- V **(9-Hours)**

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

Teaching Methodology	chalk and talk, E Videos and Tutorials, PPT, PDF
Assessment Methods	Quiz, Mini project, Gamification.

Books for Study:

1.Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.
2.Mio Consalvo & Charles Ess (2012) The handbook of internet studies, Wiley& Blackwell.

Books for References:

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

Websites and e-learning Sources:

https://www.tandfonline.com/journals/rdij20
https://www.researchgate.net/publication/346920686_What_Is_Digital_Journalism_Defining_the_Practice_and_Role_of_the_Digital_Journalist
https://www.slideshare.net/slideshow/what-is-digital-journalism/46464235
https://www.researchgate.net/publication/346920686_What_Is_Digital_Journalism_Defining_the_Practice_and_Role_of_the_Digital_Journalist

CO. No.	CO- Statement
CO-1	Understand the medium of internet as an effective way for journalism.
CO-2	Ability to analyse the changing trends in journalism due to online communication technology.
CO-3	Analyse techniques and rules of creative writing
CO-4	Acquire knowledge on the E- Newspaper.
CO-5	Demonstrate the cyber laws related to digital journalism

Semester	**Course Code**			**Title of the Paper**			**Hours**		**Credits**	
IV	**25UVT330403**			**Allied Theory – III:** Digital Journalism			**3**		**3**	
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	2	2	1	3	3	2	2	3	2.2
CO-2	2	3	2	1	2	3	3	2	2	3	2.3
CO-3	1	2	3	2	3	2	3	2	3	2	2.3
CO-4	1	2	2	3	1	2	3	2	2	3	2.1
CO-5	1	2	2	2	3	1	3	2	2	3	2.1
Mean Overall Score											2.2
Result											# High

Semester	Course Code	Title of the Course	Hours	Credits
III & IV	**@**	**Skill Component:** Editor in Chief	**9**	

Course objectives
Apply the techniques in News writing and Industrial practice.
Explain the basics of Journalism skills
Apply the fundamental concepts of Editorial and article writing.
Analyze an in-depth knowledge about the News structure and genres.
Discover the significant knowledge about the internal elements and various functions of News agency.

UNIT - I

Generate ideas for fact based reporting - Ideas according to the different target audiences - Editorial standard of the organization - How to undertake research and background information - prepare synopses – summaries – proposal - story outline and other written material - Suitability of idea for different type of content - Effectively present and defend idea.

UNIT – II

Interviews - types of interviews – Interview as a source of news gathering - Different ways of conducting interviews based on medium - face to face or over telephone/video phone or outdoor or studio interviews - objectives of interviews - frame questions Verbal and non-verbal forms of interviews - Manage the flow of the conversation during interview - write up interview notes.

UNIT – III

Undertake copywriting - script writing for various media types - edit a story or script based - writing skill - fact and information gathering - structure a story - use a wide range of vocabulary - differentiate between the fact and opinion - write headline/caption/intros etc.

UNIT – IV

Communicate fact in clear manner - vocal skills such as speed – flow – emphasis - voice modulation – Movement - pauses and breathing - self presentable - including cloths – hair –makeup - body language - converse freely with participant - maintaining eye contact - Prioritize information and focus.

UNIT – V

Understand the legal and regulatory framework - Press council of India - Norms of journalistic conduct-2005 - Code of ethics and core values - Personal attack/commentary on an individual/ defamation - libel and slander - information can and cannot be disclosed- official secret act - Intellectual property - copyright infringement - Understand the penalties.

Books for study:

1. Radio Jockey Handbook by Simran Kohli
2. Radio Jockey and T.V. Anchoring: Career Opportunities by Sanjay Gaur

Books for References:

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

Websites and e-learning Sources:

https://www.researchgate.net/publication/285622116_Chief_Editors'_Introduction
https://www.sciencedirect.com/topics/social-sciences/editor-in-chief

Qualification Pack

MES/Q1911: Editor-in-Chief (Print Media)

Brief Job Description

An editor-in-chief is the manager of any print or digital publication, from physical newspapers to online magazines. The editor-in-chief determines the look and feel of the publication, has the final say in what is published and what isn't, and leads the publication's team of editors, copyeditors, and writer.

Personal Attributes

This job requires the individual to be well-versed with editing conventions and techniques such as sorting, assembling, parallel editing, splicing and joining, merging and synchronizing picture/sound. The individual must be able to prepare the final output using editing software such as Avid, Final Cut Pro, After Effects, Adobe Premiere and sound cleaning software.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N1909: Generate Ideas for Journalism Projects
2. MES/N1933: Undertake research for Journalism projects
3. MES/N1930: Conduct an interview
4. MES/N1911: Write and Edit Copy
5. MES/N1931: Public speaking and News presentation
6. MES/N1915: Report in a Difficult or Hostile Environment
7. MES/N1932: Develop The Editorial Vision
8. MES/N2817: Comply with Applicable Law and Regulation
9. MES/N0104: Maintain Workplace Health & Safety

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Journalism

Qualification Pack

Country	India
NSQF Level	6
Credits	NA
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 2641.0300
Minimum Educational Qualification & Experience	Graduate with 3 Years of experience OR Certificate-NSQF (Script Writer / Desk Editor at NSQF Level -5) with 3 Years of experience OR 12th Class with 7 Years of experience
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	23 Years
Last Reviewed On	NA
Next Review Date	29/06/2025
NSQC Approval Date	30/06/2022
Version	1.0
Reference code on NQR	2022/ME/MESC/06029
NQR Version	1.0

Remarks:

Next Review Date 29/06/2025

Semester	Course Code	Title of the Course	Hours	Credits
III & IV	**@**	**Skill Component:** Digital Marketing Manager	**9**	

Course objectives
Relate the knowledge of the techniques used in Marketing strategy for the stage and screen.
Communicate ideas clearly in Advertising
Develop concept, characters, dialogue and Backdrop for Advertisement.
Develop an original subject and the ability to illuminate it from multiple points of view.
Collaborate with peers by creating advertisement and brand awareness.

UNIT I

Introduction of Digital marketing - Significance - Traditional marketing Vs Digital Marketing - Evolution of Digital Marketing - Digital Marketing Landscape - Key Drivers - Digital Consumer

UNIT II

The Digital users in India - Digital marketing Strategy - Consumer Decision journey - Segmenting & Customizing messages - Digital advertising Market in India - Skills in Digital Marketing - Digital marketing Plan.

UNIT III

Terminology used in Digital Marketing - online marketing through social media - Social Media Marketing - SEO marketing - Keyword advertising - Google web-master and analytics overview - Affiliate Marketing, Email Marketing - Mobile Marketing.

UNIT IV

Display advertising - Buying Models - different type of ad - Display advertising terminology - different ad formats - Ad placement techniques - Programmatic Digital Advertising.

UNIT V

Content Marketing - Benefits -Types - Content Marketing Funnel - Audience Research and Strategy - Copywriting vs. Content Writing - Role of Copywriting in Marketing - Effective Copywriting Techniques.

Books for Study:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S. Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition

Qualification Pack

Aligned to NCO/ISCO/ISIC Code	NCO-2015/2432.0201
Minimum Educational Qualification & Experience	Post Graduate OR Graduate (Digital Marketing/Social Media) with 1 Year of experience OR Graduate with 3 Years of experience OR Diploma (Three years diploma after Class 12th) with 3 Years of experience OR Certificate-NSQF (Social Media Manager at NSQF Level-5) with 2 Years of experience
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	24/02/2022
Next Review Date	23/02/2027
NSQC Approval Date	24/02/2022
Version	2.0
Reference code on NQR	2022/ME/MESC/05446
NQR Version	1.0

Remarks:

This QP was approved in 2015 and NSQC Extended it in 2019 without any change in QP. Therefore, NQR code used is of 2019.

Qualification Pack

MES/Q0706: Digital Marketing Manager

Brief Job Description

Individuals in this job are responsible for managing all forms of digital marketing activities like Search Engine Advertising, Search Engine Optimization, Social Media Marketing, Email Marketing etc. to increase brands online visibility and generate leads/sales.

Personal Attributes

The individual must have excellent written and oral communication skills with the ability to manage the teams effectively. He/she should also possess good quantitative skills to be able to make digital marketing plans and growth forecasts.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N0725: Plan and conduct digital marketing campaigns
2. MES/N0727: Measure and report the performance of digital marketing campaigns
3. MES/N0724: Develop a digital marketing strategy
4. MES/N0728: Manage a team of marketing executives and their performance
5. MES/N0726: Optimize campaigns performance and expenditure
6. MES/N0104: Maintain Workplace Health & Safety

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing/Advertising Sales/Traffic
Country	India
NSQF Level	6
Credits	NA

Semester	*Course Code*	*Title of the Course*	*Hours/Week*	*Credits*
4	*21UVT410004*	*Language: 1 Tamil - IV*	*2*	*2*

கற்றலின் நோக்கங்கள் (Course Objectives)
நாடகம் பற்றிய அடிப்படை அறிவைப் பெறுதல்
நாடகத்தின் நோக்கும் போக்குகளையும் அறிந்து கொள்ளுதல்
நாடகத்தின் வெவ்வேறு வடிவங்களை அறிந்து கொள்ளுதல்
நாடகம் எழுதும் திறன் பெறுதல்
நாடகத்தின் படைப்பாக்கத்திறனின் நுட்பங்களை உணர்தல்

அலகு 1 ***(6 மணி நேரம்)***

நாடகம் விளக்கம் – வகைகள் – செய்யுள், கவிதை, உரைநடை, புராண, வரலாற்று, சமூக – நகைச்சுவை – சீர்திருத்த – தத்துவ- இசை – பிரச்சாரம் – வாழ்க்கை வரலாற்று – இலக்கியச் சார்பு – அரசியல் – அங்கத நாடகம்- நையாண்டி , துப்பறிதல், உளவியல் ,மொழிபெயர்ப்பு , தழுவல் நாடகங்கள்

அலகு 2 ***(6 மணி நேரம்)***

ஓரங்கநாடகம் – வானொலி – தொலைக்காட்சி – சோதனைநாடகங்கள்-. அதன் கொள்கைகள்.

அலகு 3 ***(6 மணி நேரம்)***

நாடகக் கூறுகள் – கதைக்கோப்பு – பாத்திரங்கள்

அலகு 4 ***(6 மணி நேரம்)***

உரையாடல் - உரையாடலின் சிக்கனம்- நாடகத்தில் தனிமொழி

அலகு 5 ***(6 மணி நேரம்)***

பின்னணி – நாடக அமைப்பு (ஐவகைச் சந்திகள்) – உத்திகள்
மொழிப்பயிற்சி **:** நிறுத்தக்குறிகள் – வாக்கிய வகைகள் - குறுநாடகம் எழுதுதல்

கற்பித்தல்முறை (Teaching Methodology)	***விரிவுரை (Lecture), காணொளிக்காட்சி (Videos), விளக்கக்காட்சி (PPT presentation)***
மதிப்பீட்டு முறைகள் (Assessment methods)	***ஒப்படைவு (Assignment), கருத்துரை (Seminar), கவிதைபடைத்தல் (Poetery Writing)***

பாடநூல்கள்*:*

1. சுப்பையா. அரங்க, *(2005),* இலக்கியத் திறனாய்வு இசங்கள் – கொள்கைகள், நலங்கிள்ளி பதிப்பகம்.

பார்வை நூல்கள்:

1. சமூகவியல் நோக்கில் தமிழ் இலக்கிய வரலாறு, *(2017),* தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி.

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25UVT420104	Language-II: English-IV	2	2

Course Objectives
To identify the nuances of online journalism and its uses.
To understand the writing skill for media.
To apply writing skills online.

UNIT I: **(6 Hours)**

1. Principles of Good media writing.
2. Feature writing.
3. ` Writing Intros.

UNIT II: **(6 Hours)**

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

UNIT III: **(6 Hours)**

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

UNIT IV: **(6 Hours)**

10. Article writing.
11. Editorial writing.
12. Writing for Broadcast.

UNIT V: **(6 Hours)**

13. Internet in India.
14. Writing and preparing packages for the Web.
15. News editing in the online environment.
16. Impact of Internet as a medium.

Teaching Methodology	Lecture Method, Chart, PPT, ICT enabled Teaching and Interactive method
Assessment Methods	Group discussion, PPT presentation, practical session for news editing and writing for web.

Books for Study:

1. Diri, Dr. Christian Tuoatamuno (2024).
2. Ray, Tapas (2014) Online Journalism. New Delhi: Foundation Books.

Books for Reference:

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

Websites and eLearning Sources:

1. https://uark.pressbooks.pub/journalismgsp/chapter/broadcast/
2. https://www.toppr.com/guides/business-correspondence-and-reporting/article-writing/steps-of-article-writing/

Course Outcomes		
CO No.	**CO-Statements**	**Cognitive Levels (K-Level)**
	On successful completion of this course, the students will be able to	
CO1	Identify and understand the nuances of online journalism and its uses.	**K1**
CO2	Write for an article, broadcast and other media.	**K2**
CO3	Get knowledge on various aspects of writing for media.	**K3**

Relationship Matrix											
Sem.	**Course Code**			**Title of the Course**				**Hours**		**Credits**	
4	**25UVT420104**			**Language-II: English-IV**				**2**		**2**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	2	1	3	3	2	2	3	**2.2**
CO2	2	3	2	1	2	3	3	2	2	3	**2.3**
CO3	1	2	3	2	3	2	3	2	2	2	**2.3**
CO4	1	2	2	3	1	2	3	2	2	3	**2.1**
CO5	1	2	2	2	3	1	3	2	2	3	**2.1**
									Mean Overall Score		**2.2 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
IV	25UVT430207	**Core Course – IV:** Communication Media Scenario	3	3

Course objectives
Gain knowledge on the evolution of print media
Comprehend the development of radio in India
Acquire knowledge on audio visual medium
Analyze the recent developments in film media
Compare the issues and developments in new media

Unit-I **(9-Hours)**

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

Unit-II **(9-Hours)**

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

Unit-III **(9-Hours)**

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

Unit-IV **(9-Hours)**

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

Unit-V **(9-Hours)**

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

Teaching Methodology	Chalk and talk, E-Content, E-Lectures and PPT
Assessment Methods	Mini project, Self Assessment.

Books for Study:

1. Keval J. Kumar. “Mass Communication in India”, Fourth Edition, Oxford Press, New Delhi, 2016.
2. VirBala Aggarwal and V. S. Gupta. “Handbook of Journalism and Mass Communication”, Concept Publishing Company, New Delhi, 2002.

Books for References:

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

Websites and e-learning Sources:

https://www.sensesofcinema.com/category/feature-articles/
https://www.vanityfair.com/hollywood/what-is-cinema?srsltid=AfmBOopdpTVtcnuRbMg-9fvYogKc8qORsG_5kIxdHKAa3cidffXZWdRo
https://www.slideshare.net/slideshow/world-cinema/83054013
https://www.slideshare.net/slideshow/world-cinema/83054013

CO. No.	**CO- Statement**
CO-1	Gain knowledge on the evolution of print media
CO-2	Comprehend the development of radio in India
CO-3	Acquire knowledge on audio visual medium
CO-4	Analyze the recent developments in film media
CO-5	Compare the issues and developments in new media

Semester	**Course code**		**Title of the Course**			**Hours**				**Credits**
IV	**25UVT430207**		**Core Course – IV:** Communication Media Scenario			**3**				**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	2	3	3	3	2	1	3	2	2.5
CO-2	3	3	2	2	3	3	2	3	3	2	2.6
CO-3	3	3	2	2	3	3	2	3	3	2	2.6
CO-4	3	3	3	2	3	3	3	2	3	2	2.7
CO-5	3	3	3	3	3	3	2	3	3	2	2.8
									Mean Overall Score		**2.6**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
IV	25UVT430404	**Allied paper- IV:** Media Culture and Society	3	3

Course objectives
Relate the Concepts, Characteristics, Power, Functions and Effects of Mass Media
Interpret Culture and Society based on Media Hype, Media Saturation and reconstruction of reality
Classify the Media Determinants and Ownership.
Identify the Media Audience analysis and Media Effect Theories
Distinguish Media and Popular Culture prevailing in our society

Unit-I **(9-Hours)**

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

Unit-II **(9-Hours)**

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

Unit-III **(9-Hours)**

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

Unit-IV **(9-Hours)**

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

Unit-V **(9-Hours)**

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

Teaching Methodology	Chalk and talk, PPT, PDF.
Assessment Methods	Oral Assessment, Interviews.

Books for Study:

1. Paul Hodkinson, "Media, Culture and Society - An Introduction", SAGE Publications, 2016
2. Stig Hjarvard, "The Mediatization of Culture and Society", Routledge, 2013

Books for References

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

Websites and e-learning Sources:

https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SVCA1202.pdf
https://www.researchgate.net/publication/365636467_MASS_MEDIA_CULTURE_SOCIETY_WITH_THE_PERSPECTIVE_OF_GLOBALIZATION_MODERNIZATION_AND_GLOBAL_CULTURE
https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SVCA1202.pdf
https://core.ac.uk/download/pdf/110982.pdf

CO. No.	**CO- Statement**
CO-1	Relate the Concepts, Characteristics, Power, Functions and Effects of Mass Media
CO-2	Interpret Culture and Society based on Media Hype, Media Saturation and reconstruction of reality
CO-3	Classify the Media Determinants and Ownership.
CO-4	Identify the Media Audience analysis and Media Effect Theories
CO-5	Distinguish Media and Popular Culture prevailing in our society

Semester	**Course code**		**Title of the Course**			**Hours**				**Credits**
IV	**25UVT430404**		**Allied paper- IV:** Media Culture and Society			**3**				**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	2	2	1	3	3	1	2	1	2.0
CO-2	3	3	3	2	3	2	2	1	3	3	2.5
CO-3	3	3	3	3	3	3	3	1	2	3	2.7
CO-4	3	3	3	2	2	3	3	1	3	3	2.6
CO-5	3	3	2	2	3	3	3	1	3	3	2.6
									Mean Overall Score		**2.5**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
III & IV	**25UVT430208**	**Skill Component:** Editor in Chief	**9**	**9**

Course objectives
Apply the techniques in News writing and Industrial practice.
Explain the basics of Journalism skills
Apply the fundamental concepts of Editorial and article writing.
Analyze an in-depth knowledge about the News structure and genres.
Discover the significant knowledge about the internal elements and various functions of News agency.

UNIT - I

Generate ideas for factbased reporting - Ideas according to the different target audiences - Editorial standard of the organization - How to undertake research and background information - prepare synopses – summaries – proposal - story outline and other written material - Suitability of idea for different type of content - Effectively present and defend idea.

UNIT – II

Interviews - types of interviews – Interview as a source of news gathering - Different ways of conducting interviews based on medium - face to face or over telephone/video phone or outdoor or studio interviews - objectives of interviews - frame questions Verbal and non-verbal forms of interviews - Manage the flow of the conversation during interview - write up interview notes.

UNIT – III

Undertake copywriting - script writing for various media types - edit a story or script based - writing skill - fact and information gathering - structure a story - use a wide range of vocabulary - differentiate between the fact and opinion - write headline/caption/intros etc.

UNIT – IV

Communicate fact in clear manner - vocal skills such as speed – flow – emphasis - voice modulation – Movement - pauses and breathing - self presentable - including cloths – hair –makeup - body language - converse freely with participant - maintaining eye contact - Prioritize information and focus.

UNIT – V

Understand the legal and regulatory framework - Press council of India - Norms of journalistic conduct-2005 - Code of ethics and core values - Personal attack/commentary on an individual/ defamation - libel and slander - information can and cannot be disclosed- official secret act - Intellectual property - copyright infringement - Understand the penalties.

Books for Study:

1. Radio Jockey Handbook by Simran Kohli
2. Radio Jockey and T.V. Anchoring: Career Opportunities by Sanjay Gaur

Books for References:

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

Websites and e-learning Sources:

https://www.researchgate.net/publication/285622116_Chief_Editors'_Introduction
https://www.sciencedirect.com/topics/social-sciences/editor-in-chief

Qualification Pack

MES/Q1911: Editor-in-Chief (Print Media)

Brief Job Description

An editor-in-chief is the manager of any print or digital publication, from physical newspapers to online magazines. The editor-in-chief determines the look and feel of the publication, has the final say in what is published and what isn't, and leads the publication's team of editors, copyeditors, and writer.

Personal Attributes

This job requires the individual to be well-versed with editing conventions and techniques such as sorting, assembling, parallel editing, splicing and joining, merging and synchronizing picture/sound. The individual must be able to prepare the final output using editing software such as Avid, Final Cut Pro, After Effects, Adobe Premiere and sound cleaning software.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N1909: Generate Ideas for Journalism Projects
2. MES/N1933: Undertake research for Journalism projects
3. MES/N1930: Conduct an interview
4. MES/N1911: Write and Edit Copy
5. MES/N1931: Public speaking and News presentation
6. MES/N1915: Report in a Difficult or Hostile Environment
7. MES/N1932: Develop The Editorial Vision
8. MES/N2817: Comply with Applicable Law and Regulation
9. MES/N0104: Maintain Workplace Health & Safety

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Journalism

Qualification Pack

Country	India
NSQF Level	6
Credits	NA
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 2641.0300
Minimum Educational Qualification & Experience	Graduate with 3 Years of experience OR Certificate-NSQF (Script Writer / Desk Editor at NSQF Level -5) with 3 Years of experience OR 12th Class with 7 Years of experience
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	23 Years
Last Reviewed On	NA
Next Review Date	29/06/2025
NSQC Approval Date	30/06/2022
Version	1.0
Reference code on NQR	2022/ME/MESC/06029
NQR Version	1.0

Remarks:

Next Review Date 29/06/2025

Semester	Course Code	Title of the Course	Hours	Credits
III & IV	**25UVT430209**	**Skill Component:** Digital Marketing Manager	**9**	**9**

Course objectives
Relate the knowledge of the techniques used in Marketing strategy for the stage and screen.
Communicate ideas clearly in Advertising
Develop concept, characters, dialogue and Backdrop for Advertisement.
Develop an original subject and the ability to illuminate it from multiple points of view.
Collaborate with peers by creating advertisement and brand awareness.

UNIT I

Introduction of Digital marketing - Significance - Traditional marketing Vs Digital Marketing - Evolution of Digital Marketing - Digital Marketing Landscape - Key Drivers - Digital Consumer

UNIT II

The Digital users in India - Digital marketing Strategy - Consumer Decision journey - Segmenting & Customizing messages - Digital advertising Market in India - Skills in Digital Marketing - Digital marketing Plan.

UNIT III

Terminology used in Digital Marketing - online marketing through social media - Social Media Marketing - SEO marketing - Keyword advertising - Google web-master and analytics overview - Affiliate Marketing, Email Marketing - Mobile Marketing.

UNIT IV

Display advertising - Buying Models - different type of ad - Display advertising terminology - different ad formats - Ad placement techniques - Programmatic Digital Advertising.

UNIT V

Content Marketing - Benefits -Types - Content Marketing Funnel - Audience Research and Strategy - Copywriting vs. Content Writing - Role of Copywriting in Marketing - Effective Copywriting Techniques.

Books for Study:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S. Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition

Qualification Pack

MES/Q0706: Digital Marketing Manager

Brief Job Description

Individuals in this job are responsible for managing all forms of digital marketing activities like Search Engine Advertising, Search Engine Optimization, Social Media Marketing, Email Marketing etc. to increase brands online visibility and generate leads/sales.

Personal Attributes

The individual must have excellent written and oral communication skills with the ability to manage the teams effectively. He/she should also possess good quantitative skills to be able to make digital marketing plans and growth forecasts.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N0725: Plan and conduct digital marketing campaigns
2. MES/N0727: Measure and report the performance of digital marketing campaigns
3. MES/N0724: Develop a digital marketing strategy
4. MES/N0728: Manage a team of marketing executives and their performance
5. MES/N0726: Optimize campaigns performance and expenditure
6. MES/N0104: Maintain Workplace Health & Safety

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing/Advertising Sales/Traffic
Country	India
NSQF Level	6
Credits	NA

Qualification Pack

Aligned to NCO/ISCO/ISIC Code	NCO-2015/2432.0201
Minimum Educational Qualification & Experience	Post Graduate OR Graduate (Digital Marketing/Social Media) with 1 Year of experience OR Graduate with 3 Years of experience OR Diploma (Three years diploma after Class 12th) with 3 Years of experience OR Certificate-NSQF (Social Media Manager at NSQF Level-5) with 2 Years of experience
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	24/02/2022
Next Review Date	23/02/2027
NSQC Approval Date	24/02/2022
Version	2.0
Reference code on NQR	2022/ME/MESC/05446
NQR Version	1.0

Remarks:

This QP was approved in 2015 and NSQC Extended it in 2019 without any change in QP. Therefore, NQR code used is of 2019.

Semester	Course Code	Title of the Course	Hours	Credits
IV	25UVT441003	**Value Education:** Media Gender Studies	2	2

Course objectives
Define the concepts of gender and find the areas of gender discrimination
Interpret the sensitivity towards gender equality
Identify the portrayal of women in media
Inspect the emergence and role of social media in relation to women's issues
Take part in the Women's movements and safeguarding mechanism

Unit-I **(6-Hours)**

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

Unit-II **(6-Hours)**

Gender Equity – Equality – Gender Mainstreaming – Empowerment.

Unit–III **(6-Hours)**

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

Unit–IV **(6-Hours)**

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

Unit–V **(6-Hours)**

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

Teaching Methodology	Chalk and talk, Inquiry based Learning.
Assessment Methods	Peer Assessment, Oral Assessment. Portfolio

Books for Study:

1. Manimekalai. N & Suba. S," Gender Studies", Publication Division, Bharathidasan
2. Anu Aneja, "Women's and Gender Studies in India", Routledge Publications, 2019

Books for References:

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

CO. No.	CO- Statement
CO-1	Define the concepts of gender and find the areas of gender discrimination
CO-2	Interpret the sensitivity towards gender equality
CO-3	Identify the portrayal of women in media
CO-4	Inspect the emergence and role of social media in relation to women's issues
CO-5	Take part in the Women's movements and safeguarding mechanism

Semester	Course code	Title of the Course	Hours	Credits
IV	**25UVT441003**	**Value Education:** Media Gender Studies	**2**	**2**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	2	2	3	3	3	1	2	1	2.2
CO-2	3	3	3	2	2	2	2	1	3	3	2.4
CO-3	3	3	3	3	3	3	3	1	2	3	2.7
CO-4	2	3	3	2	2	2	3	1	3	3	2.4
CO-5	3	3	2	2	3	3	3	1	3	3	2.6
										Mean Overall Score	**2.4**
										Result	# High

Semester	Course Code	Title of the Course	Hours	Credits
V	25UVT530210	**Core Paper - V:** Media Research Orientation	4	4

Course objectives
Understand the types of research in social science
Able to analyze the research problem and the levels of research projects
Gain knowledge on research hypothesis
Able to understand and apply the sampling procedures
Apply acquired knowledge on writing thesis report.

Unit-I **(12-Hours)**

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

Unit-II **(12-Hours)**

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

Unit-III **(12-Hours)**

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

Unit-IV **(12-Hours)**

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

Unit-V **(12-Hours)**

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

Teaching Methodology	Chalk and talk, PPT, PDF, Case Study
Assessment Methods	Online Quizzes, Oral Assessment Mini projects

Books for Study:

1. Kothari C. R. and Gaurav Garg. Research Methodology: Methods and Techniques, New Age International Publishers; Fourth edition, 2019.
2. Saravanevel. P, “Research Methodology” Kitab Mahal Publishers, 2018.

Books for References:

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

Websites and e-learning Sources:

https://www.researchgate.net/publication/249683242_Media_Orientation_and_Media_Use
https://www.researchgate.net/publication/375767499_Research_on_the_Orientation_of_Public_Opinion_by_New_Media_Taking_the_Jiang_Ge_Case_as_an_Example
https://littleflowercollege.edu.in/upload/pdf_upload/999ec2d21dfd31d52ae1b82f84c06748.pdf
https://saleemabbas2008.wordpress.com/wp-content/uploads/2013/02/1353087914-wimmer_dominick_mass_media_research_2011.pdf

CO. No.	CO- Statement
CO-1	Understand the types of research in social science
CO-2	Able to analyze the research problem and the levels of research projects
CO-3	Gain knowledge on research hypothesis
CO-4	Able to understand and apply the sampling procedures
CO-5	Apply acquired knowledge on writing thesis report.

Semester	Course code			Title of the Course			Hours			Credits
V	**25UVT530210**			**Core Paper - V:** Media Research Orientation			**4**			**4**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	2	2	3	3	3	1	2	1	2.2
CO-2	3	3	3	2	2	2	2	1	3	3	2.4
CO-3	3	3	3	3	3	3	3	1	2	3	2.7
CO-4	2	3	3	2	2	2	3	1	3	3	2.4
CO-5	3	3	2	2	3	3	3	1	3	3	2.6
									Mean Overall Score		**2.4**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
V	25UVT530211	**Core Paper – VI:** Visual Analysis Techniques	4	4

Course objectives
Define the Media Text.
Interpret the Media Text in the Feminist approach
Relate Psycho analytical approach in Media text
Make use of Sociological Analysis Techniques in Visual Text
Take part in Media text interpretations by using various visual analysis tools

Unit-I **(12-Hours)**

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

Unit-II **(12-Hours)**

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

Unit-III **(12-Hours)**

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

Unit-IV **(12-Hours)**

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

Unit-V **(12-Hours)**

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

Teaching Methodology	Chalk and talk, Video Clippings.
Assessment Methods	MCQs, Oral Assessment.

Books for Study:

1. Berger, Arthur Asa, "Media Analysis Techniques", Sage publishers, 2017.
2. Gillian Rose, "Visual Methodologies: An Introduction to Researching with Visual Materials", Sage Publications, 2016.

Book for References:

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

Websites and e-learning Sources:

https://twp.duke.edu/sites/twp.duke.edu/files/file-attachments/visual-analysis.original.pdf
https://www.researchgate.net/publication/322936348_Doing_Visual_Analysis_From_Theory_to_Practice
https://museum.cornell.edu/wp-content/uploads/2024/08/Johnson-Museum-Visual-Analysis-101.pdf
https://www.sfu.ca/siatclass/IAT355/Spring2014/Lectures/IAT355-week1A.pdf

CO. No.	CO- Statement
CO-1	Define the Media Text.
CO-2	Interpret the Media Text in the Feminist approach
CO-3	Relate Psycho analytical approach in Media text
CO-4	Make use of Sociological Analysis Techniques in Visual Text
CO-5	Take part in Media text interpretations by using various visual analysis tools

Semester	**Course Code**			**Title of the Course**				**Hours**		**Credits**
V	**25UVT530211**			**Core paper - VI:** Visual Analysis Techniques				**4**		**4**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	2	1	2	3	2	3	2	2	2.2
CO-2	3	2	2	1	3	3	3	1	2	3	2.3
CO-3	2	3	3	1	3	2	3	1	3	2	2.3
CO-4	3	1	2	3	2	2	3	2	1	3	2.2
CO-5	3	2	1	2	3	2	1	3	2	3	2.2
									Mean Overall Score		**2.2**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
V	25UVT530212	**Core Paper - VII:** Digital Media and Production	4	4

Course objectives
Recall the term Digital Media and list the various digital media platforms
Relate the digital media marketing techniques
Identify the online Audio and Video Channels
Discover about Youtube channels and Web Radio
Examine the ethics of digital media.

Unit-I **(12-Hours)**

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

Unit-II **(12-Hours)**

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

Unit-III **(12-Hours)**

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

Unit-IV **(12-Hours)**

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

Unit-V **(12Hours)**

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

Teaching Methodology	Chalk and talk, Short Discussion E-Videos and E-Lectures
Assessment Methods	MCQs, Mini Project.

Books for Study:

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

Books for References:

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

Websites and e-learning Sources:

https://smkvbastar.ac.in/Admin/Files/StudyMaterial/05182023022821_C02%20notes%20(1).pdf

https://radar.brookes.ac.uk/radar/file/82f12c5b-42fb-4c9c-9bbc525cbee1ebf4/1/Digital%20Media%20Production.pdf
https://hcommons.org/app/uploads/sites/1002188/2022/01/IDM.pdf
https://egyankosh.ac.in/bitstream/123456789/86152/1/Block-1.pdf

CO. No.	CO- Statement	Cognitive Level (K- level)
CO-1	Define Digital Media and recall the various digital media platforms	**K1**
CO-2	Relate the digital media marketing techniques	**K2**
CO-3	Identify the online Audio and Video Channels	**K3**
CO-4	Discover about YouTube channels and Web Radio	**K4**
CO-5	Examine the ethics of digital media.	**K5**

Semester	Course code	Title of the Course	Hours	Credits
V	**25UVT530212**	**Core Paper - VII:** Digital Media and Production	**4**	**4**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	2	2	2	1	3	3	2	3	3	2.3
CO-2	3	2	3	3	2	3	3	1	3	3	2.6
CO-3	3	2	2	3	1	2	3	1	3	1	2.1
CO-4	2	3	3	3	1	3	3	2	3	2	2.5
CO-5	2	3	2	2	1	1	2	2	3	3	2.1
									Mean Overall Score		**2.3**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
V & VI	@	**Skill Component:** Executive Producer	9	

Course objectives
How to apply the techniques in Television industry
Explain the basics of Executive producer
Construct the significant knowledge about the various types of video formats and television production methods.
Simplify the importance of story planning for serials and a concept planning for TV shows,
Analyze an in-depth knowledge about the techniques to handle and manage the problems in each phase of production. .

Unit I:

Introduction to Production – Preproduction – suitability for the intended audience - One line Story - Script – Screenplay – Storyboard - cast and crew requirements - Location - Backdrop – Colour Combination – Costumes – Pre Budgeting - understand and research various production styles - technologies and methods – Maintain Production Schedule.

Unit II:

Production schedule and sequence, cost implications and expenses for each item - prepare a production budget - cast and crew requirements - Identifying talent - The creative and finance teams- production equipment (cameras, lights, editing machines, software)- procurement for production.

Unit III:

Break-down the production schedule into a daily task list and manage - damage to or non-availability of resources - prepare a daily progress report - observe inventory vs. delivery trends

Unit IV:

Post-production process include: editing - special effects (VFX, Animation and/ or CGI elements), colour grading - Timeline and budget - perform quality checks on final outputs.

Unit V:

Choose Target Audience - Building strong professional relationships with Crew Members - finalise contracts with financiers - finalise the production budget accounting - safety and security policies and procedures – Sort out the Problems in crew members.

Books for Study:

- Principles of Cinematography by Leslie J wheeler
- Cine Craft by J David Bealand

Job Details

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

Job Role	Executive Producer
Role Description	Head of the Production Department and responsible for overseeing the entire content production process *Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.*
NSQF level	7
Minimum Educational Qualifications Maximum Educational Qualifications	Graduate Post-graduate in Business, Film Making
Training (Suggested but not mandatory)	Course in Content Production
Minimum Job Entry Age	18 years
Experience	5-7 Years of work experience 8+ Years for Senior Executive Producers and large projects
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. MES/ N 2801 (Contribute Creative Ideas for Production) 2. MES/ N 2802 (Develop the Production Schedule) 3. MES/ N 2803 (Create and Monitor the Production Budget) 4. MES/ N 2804 (Recruit Cast and Crew) 5. MES/ N 2805 (Procure Equipment and Material for Production) 6. MES/ N 2809 (Coordinate Production Activities) 7. MES/ N 2810 (Oversee the Post Production Process) 8. MES/ N 2811 (Produce Promotional Materials) 9. MES/ N 2813 (Purchase and Negotiate for Content) 10. MES/ N 2814 (Source Finance for a Production) 11. MES/ N 0104 (Maintain Workplace Health and Safety) **Optional:** N.A.
Performance Criteria	As described in the relevant OS units

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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

What are Occupational Standards(OS)?

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

Contact Us:
Media &Entertainment Skills Council

E-mail: mesc@ficci.com

Introduction

Qualifications Pack-Executive Producer

SECTOR: MEDIA AND ENTERTAINMENT

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

OCCUPATION: Production

REFERENCE ID: MES/ Q 2801

ALIGNED TO: NCO 2004/1229.40

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
V & VI	@	**Skill component:** Director of Photography	9	

Course objectives
Understand the theoretical foundations of cinematography
Interpret the role and contribution of key departments be liaised with, especially lighting and grips
Effectively utilize the resources and logistics required to produce a film
Apply current best practices in cinematography
Evaluate the ethical implications inherent in filmmaking and video production practice.

Unit I:

Role and Responsibilities of a Director of Photography - Basics of Visual Storytelling -Understanding Film and Digital Cinematography - Camera Types and Their Applications

Unit II:

Camera Accessories Camera Angles, Shots, and Movements - Rule of Thirds, Leading Lines, and Framing Techniques - Depth of Field and Focus Control - Use of Lenses

Unit III:

Various Types of Lights – Light controlling devices – Merits & Demerits of various models of lights – Lighting equipments - reflectors – Study of various diffusion materials – LED.

Unit IV:

Principles of Color Theory in Cinematography– Aspect ratio White Balance and Color Temperature Contrast, Saturation, and Exposure Control- Color Filters and Their Applications- Dynamic Range and HDR Imaging-Camera Profiles and Picture Styles

Unit V:

On-Set Workflow and Production Coordination- Working with Directors and Production Teams- Equipment Handling and Maintenance - Health & Safety Protocols for Cinematographers- Ethics and Professional Practices in Cinematography- Emerging Trends in Camera Technology (AI, Drones, VR, AR)

Books for Study:

- Movie photography by Davi Chessire
- Principles of Cinematography by Leslie J wheeler
- Cine Craft by J David Bealand
- The 5Cs of Cinematography by Joseph V. Marcelli

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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5. Nomenclature for QP & NOS.....P.38
6. Criteria For Assessment of Trainees.P.40

What are Occupational Standards(OS)?

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

Contact Us:
Media &Entertainment Skills Council

E-mail:
info@mescindia.org

Introduction

Qualifications Pack-Director of Photography

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television

OCCUPATION: Camera Operations

REFERENCE ID: MES/Q0901

ALIGNED TO: NOC-2015/3521.0100

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

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

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

Job Details

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

Job Role	Director of Photography (DOP)
Role Description	Determining the visual style of production and achieving the desired look in the end-product.
NSQF level	7
Minimum Educational Qualifications Maximum Educational Qualifications	Graduate Post-Graduate Degree in Fine Arts, Film
Prerequisite License or Training	Course in Cinematography
Minimum Job Entry Age	18 years
Experience	5-7 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES/N0901 (Determine visual style and prepare shoot plan) 2. MES/N0902 (Carry out location recces and finalise locations) 3. MES/N0903 (Recruit camera team) 4. MES/N0904 (Estimate and procure camera equipment) 5. MES/N0906 (Prepare for shoot) 6. MES/N0907 (Operate camera during shoot) 7. MES/N0104 (Maintain workplace health and safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course	Hours	Credits
VI	25UVT630213	**Core Paper - VIII:** Media Management	4	4

Course objectives
Acquire detailed understandings of media management and ownership patterns and levels
Relate the theories for interpretation of diverse forms of technology, communication, and media
Collaborate as a team in development from original concepts to production cost and economic values.
Prepare plan and implement creative strategy, media strategy and budgeting.
Demonstrate understanding of marketing terminology and concepts

Unit-I **(12-Hours)**

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

Unit-II **(12-Hours)**

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

Unit-III **(12-Hours)**

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

Unit-IV **(12-Hours)**

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

Unit-V **(12 Hours)**

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

Teaching Methodology	Chalk and talk, Group Discussion, PPT, PDF, E-Videos
Assessment Methods	Mini project, Quiz.

Books for Study:

1. Alan B. Albarran, "Management of Electronic Media", First Edition, Wadsworth, USA, 2010
2. Alan B. Albarran, "The Media Economy", First Edition, Routledge, New York, 2010

Books for References:

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

Websites and e-learning Sources:

https://www.wbnsou.ac.in/online_services/SLM/PG/JMC/CC8.pdf
https://osou.ac.in/eresources/DJMC-06-BLOCK-03.pdf
https://osou.ac.in/eresources/DJMC-06-BLOCK-03.pdf
https://www.caluniv.ac.in/academic/JMC/Study/MM5.pdf

CO. No.	CO- Statement
CO-1	Acquire detailed understandings of media management and ownership patterns and levels
CO-2	Relate the theories for interpretation of diverse forms of technology, communication, and media
CO-3	Collaborate as a team in development from original concepts to production cost and economic values.
CO-4	Prepare plan and implement creative strategy, media strategy and budgeting.
CO-5	Demonstrate understanding of marketing terminology and concepts

Semester	Course code		Title of the Course			Hours				Credits
VI	**25UVT630213**		**Core Paper - VIII:** Media Management			**4**				**4**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	2	1	2	1	3	2	1	3	2	1.9
CO-2	3	3	3	3	2	3	3	3	2	3	2.8
CO-3	2	3	2	3	1	3	3	3	2	3	2.5
CO-4	2	3	2	3	1	2	3	2	1	3	2.0
CO-5	3	1	2	2	1	2	3	3	2	3	2.2
									Mean Overall Score		**2.3**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
VI	25UVT630214	**Core Paper - IX:** Public Relations	4	4

Course objectives
Define the concept, need, functions and history of public relation.
Illustrate components of PR and evaluate skills about media relations.
Apply the tactics and best practices of public relation in media agencies
Utilize the concept of effective PR campaign and stimulate the ideas of planning and budgeting.
Choose a different tasks of PR communication in mass media and private agencies

Unit-I **(12-Hours)**

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

Unit-II **(12-Hours)**

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

Unit-III **(12-Hours)**

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

Unit-IV **(12-Hours)**

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

Unit-V **(12-Hours)**

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

Teaching Methodology	Chalk and talk, case studies.
Assessment Methods	Quiz, Mini project.

Books for Study:

1. Lesly, Philip, "Handbook of Public Relations and Communications", Jaico publication New Delhi, 2002
2. Jane Johnston & Clara Zawawi, "Public Relations: Theory and Practice", Allen & Unwin, 2009

Books for References:

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

Websites and e-learning Sources:

https://www.sjsu.edu/ajeep/docs/IntroToPR.pdf
https://egyankosh.ac.in/bitstream/123456789/7614/1/Unit-1.pdf
https://www.sjsu.edu/ajeep/docs/IntroToPR.pdf
https://egyankosh.ac.in/bitstream/123456789/7614/1/Unit-1.pdf

CO. No.	CO- Statement
CO-1	Define the concept, need, functions and history of public relation.
CO-2	Illustrate components of PR and evaluate skills about media relations.
CO-3	Apply the tactics and best practices of public relation in media agencies
CO-4	Utilize the concept of effective PR campaign and stimulate the ideas of planning and budgeting.
CO-5	Choose a different tasks of PR communication in mass media and private agencies

Semester	**Course code**			**Title of the Course**			**Hours**			**Credits**
VI	**25UVT630214**			**Core Paper - IX:** Public Relations			**4**			**4**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	3	2	3	3	3	2	3	2	1	2.5
CO-2	3	3	1	1	2	3	2	3	2	2	2.2
CO-3	3	2	1	2	2	3	2	3	1	2	2.1
CO-4	1	2	3	1	2	3	3	2	1	2	2.0
CO-5	2	3	1	2	2	2	2	3	3	2	2.2
									Mean Overall Score		**2.2**
									Result		# High

Semester	Course Code	Title of the Course	Hours	Credits
VI	25UVT630215	Media Internship	4	4

Course objectives
Recall the ideas about media terms in various kinds of field.
Build the knowledge of media ownership
Create an impact of mass media environment
Analyse different kinds of media jobs opportunities
Equip for career-oriented skills and best practices

CONTENT

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

Semester	Course Code	Title of the Course	Hours	Credits
V & VI	25UVT630216	**Skill Component:** Executive Producer	9	9

Course objectives
How to apply the techniques in Television industry
Explain the basics of Executive producer
Construct the significant knowledge about the various types of video formats and television production methods.
Simplify the importance of story planning for serials and a concept planning for TV shows,
Analyze an in-depth knowledge about the techniques to handle and manage the problems in each phase of production. .

Unit I:

Introduction to Production – Preproduction – suitability for the intended audience - One line Story - Script – Screenplay – Storyboard - cast and crew requirements - Location - Backdrop – Colour Combination – Costumes – Pre Budgeting - understand and research various production styles - technologies and methods – Maintain Production Schedule.

Unit II:

Production schedule and sequence, cost implications and expenses for each item - prepare a production budget - cast and crew requirements - Identifying talent - The creative and finance teams- production equipment (cameras, lights, editing machines, software)- procurement for production.

Unit III:

Break-down the production schedule into a daily task list and manage - damage to or non-availability of resources - prepare a daily progress report - observe inventory vs. delivery trends

Unit IV:

Post-production process include: editing - special effects (VFX, Animation and/ or CGI elements), colour grading - Timeline and budget - perform quality checks on final outputs.

Unit V:

Choose Target Audience - Building strong professional relationships with Crew Members - finalise contracts with financiers - finalise the production budget accounting - safety and security policies and procedures – Sort out the Problems in crew members.

Books for Study:

- Principles of Cinematography by Leslie J wheeler
- Cine Craft by J David Bealand

Job Details

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

Job Role	Executive Producer
Role Description	Head of the Production Department and responsible for overseeing the entire content production process *Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.*
NSQF level	7
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Business, Film Making
Training (Suggested but not mandatory)	Course in Content Production
Minimum Job Entry Age	18 years
Experience	5-7 Years of work experience 8+ Years for Senior Executive Producers and large projects
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES/ N 2801 (Contribute Creative Ideas for Production) 2. MES/ N 2802 (Develop the Production Schedule) 3. MES/ N 2803 (Create and Monitor the Production Budget) 4. MES/ N 2804 (Recruit Cast and Crew) 5. MES/ N 2805 (Procure Equipment and Material for Production) 6. MES/ N 2809 (Coordinate Production Activities) 7. MES/ N 2810 (Oversee the Post Production Process) 8. MES/ N 2811 (Produce Promotional Materials) 9. MES/ N 2813 (Purchase and Negotiate for Content) 10. MES/ N 2814 (Source Finance for a Production) 11. MES/ N 0104 (Maintain Workplace Health and Safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR
MEDIA AND ENTERTAINMENT INDUSTRY

Contents

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

What are Occupational Standards(OS)?

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

Contact Us:
Media &Entertainment Skills Council

E-mail: mesc@ficci.com

Introduction

Qualifications Pack-Executive Producer

SECTOR: MEDIA AND ENTERTAINMENT

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

OCCUPATION: Production

REFERENCE ID: MES/ Q 2801

ALIGNED TO: NCO 2004/1229.40

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

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

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

Semester	Course Code	Title of the Course	Hours	Credits
V & VI	25UVT630217	**Skill Component:** Director of Photography	9	9

Course objectives
Understand the theoretical foundations of cinematography
Interpret the role and contribution of key departments be liaised with, especially lighting and grips
Effectively utilize the resources and logistics required to produce a film
Apply current best practices in cinematography
Evaluate the ethical implications inherent in filmmaking and video production practice.

Unit I:

Role and Responsibilities of a Director of Photography - Basics of Visual Storytelling -Understanding Film and Digital Cinematography - Camera Types and Their Applications

Unit II:

Camera Accessories Camera Angles, Shots, and Movements - Rule of Thirds, Leading Lines, and Framing Techniques - Depth of Field and Focus Control - Use of Lenses

Unit III:

Various Types of Lights – Light controlling devices – Merits & Demerits of various models of lights – Lighting equipments - reflectors – Study of various diffusion materials – LED.

Unit IV:

Principles of Color Theory in Cinematography– Aspect ratio White Balance and Color Temperature Contrast, Saturation, and Exposure Control- Color Filters and Their Applications- Dynamic Range and HDR Imaging-Camera Profiles and Picture Styles

Unit V:

On-Set Workflow and Production Coordination- Working with Directors and Production Teams- Equipment Handling and Maintenance - Health & Safety Protocols for Cinematographers- Ethics and Professional Practices in Cinematography- Emerging Trends in Camera Technology (AI, Drones, VR, AR)

Books for Study:

- Movie photography by Davi Chessire
- Principles of Cinematography by Leslie J wheeler
- Cine Craft by J David Bealand
- The 5Cs of Cinematography by Joseph V. Marcelli

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms.....P.3
4. NOS Units.....P.6
5. Nomenclature for QP & NOS.....P.38
6. Criteria For Assessment of Trainees.P.40

What are Occupational Standards(OS)?

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

Contact Us:
Media &Entertainment Skills Council

E-mail:
info@mescindia.org

Introduction

Qualifications Pack-Director of Photography

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television

OCCUPATION: Camera Operations

REFERENCE ID: MES/Q0901

ALIGNED TO: NOC-2015/3521.0100

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

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

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

Job Details

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

Job Role	Director of Photography (DOP)
Role Description	Determining the visual style of production and achieving the desired look in the end-product.
NSQF level	7
Minimum Educational Qualifications Maximum Educational Qualifications	Graduate Post-Graduate Degree in Fine Arts, Film
Prerequisite License or Training	Course in Cinematography
Minimum Job Entry Age	18 years
Experience	5-7 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES/N0901 (Determine visual style and prepare shoot plan) 2. MES/N0902 (Carry out location recces and finalise locations) 3. MES/N0903 (Recruit camera team) 4. MES/N0904 (Estimate and procure camera equipment) 5. MES/N0906 (Prepare for shoot) 6. MES/N0907 (Operate camera during shoot) 7. MES/N0104 (Maintain workplace health and safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

Semester	Course Code	Title of the Course
II	25UVT2VAC04	**Value Added Course:** Citizen Journalism

Unit I: Introduction to Citizen journalism

Citizen Journalism - Concept and Definition, Characteristics of citizen journalism, Types, Merits and demerits, Significance and limitations of citizen journalism.

Unit II: Historical perspective

Evolution of citizen journalism - Old and modern citizen journalism, Citizen journalism in India.

Unit III: Citizen Journalist

Role of a citizen journalist, Qualities of a citizen journalist, Reporting and presentation techniques.

Unit IV: Modern citizen journalism

Live blog, live chat and live update, use of blogs, tweets etc., for story generation and development, use of various online tools to manage text, photos, maps, audio, video, etc.

Unit V: Digital storytelling

Students are asked to create any digital story as mobile journalist / citizen journalist.

Books for Study:

1. Tremayne, M. (Ed.). (2007). Blogging, Citizenship, and the Future of Media. London, New York: Routledge.
2. Prasad, K. (Ed.). (2009). e-Journalism: New Media and News Media. Delhi: BR Publishing.

Websites and e-learning Sources:

1. https://www.defindia.org/files/2011/09/Citizen_Journalism_Note-for-website.pdf
2. https://lis.uok.edu.in/Files/9ebfb2f2-5003-47a4-9dfe-d3cdcc6a2020/Journal/abf76835-1062-4150-af47-87a3dec800a0.pdf
3. https://study.com/academy/lesson/video/what-is-citizen-journalism-definition-examples.html
4. https://study.com/academy/lesson/video/citizen-journalism-advantages-disadvantages.html

Semester	Course Code	Title of the Course
IV	25UVT2CC01	**Certificate Course:** Indian Traditional Media

Unit 1: Introduction to Folk and Traditional media

Folk Media- Definition, Nature and Scope of Folk Media, Characteristics of folk media.

Unit II: Types of folk media

Folk Music and Folk dance – Folk Songs, Tamasha, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry forms, street theatre, story telling, sculpting and painting.

Unit III: Culture and folk media

Fairs and festivals organising folk media, Tool for social mobilization, National cultural exchange programme.

Unit IV: Modern media and folk media

Folk media Vs electronic media, Merits and demerits of folk media, Impact of new media on folk media.

Unit V: Folk media and social change

Students are asked to perform any form of folk media for societal development.

Books for Study:

1. Parmer, Shyam, Traditional Folk media in India, New Delhi, Geeta books.
2. Usha Rani, Folk Media for Development.

Websites and e-learning Sources:

1. https://ebooks.inflibnet.ac.in/hsp13/chapter/traditional-and-folk-media-for-development/
2. https://en.banglapedia.org/index.php/Folk_Media
3. https://egyankosh.ac.in/bitstream/123456789/7263/1/Unit-3.pdf
4. https://egyankosh.ac.in/bitstream/123456789/78600/1/Unit-10.pdf