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Pimpri Chinchwad University

SCHOOL OF MEDIA AND COMMUNICATION STUDIES

(Established under Maharashtra Act No V of 2023)
Sate, Pune - 412 106. Maharashtra, India

B.Sc. - Animation, VFX and Multimedia Sciences

(2024 PATTERN)

EFFECTIVE FROM 2024-25 ACADEMIC YEAR

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Sate, Pune - 412106

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Curriculum Structure

BSc in Animation, VFX and Multimedia Sciences (2024 Pattern)

School of Media and Communication Studies

Effective from Academic Year 2024-25

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Program Structure
Preamble

Media has an increasingly significant impact on our daily lives. The training offered is designed to provide students with the skills and knowledge necessary to succeed in various roles within the TV industry, Print Industry, Advertising Industry, Radio Industry, Digital Media, News Portals and more.

This undergraduate program in mass communication, typically covers Principals of Communication, Reporting and Writing skills, Print and TV Journalism, Beats of Journalism (Sports, Political, Entertainment), Development Communication, Advertising and Public Relations, Graphics and Software's, Photojournalism, Film Appreciation, Media Management, Media Ethics-Laws along with basket of subjects related to Media. Students also master in Audio- Visual Production, honing their skills in Camera and Visual Editing. School of Media is imparting practical, hands-on experience, with the state-of-the-art facilities, including studio, editing suites and equipment. Students will be part of various media projects and productions, giving them valuable experience and building their portfolios to the world of Print and Electronic Media.

Vision and Mission of Program:

Vision:

To build a strong foundation in traditional media forms like print, radio and television as well as in the latest digital media technologies and platforms.

Mission:

The mission of a school of media is to provide students with a comprehensive education in media, for successful careers in the media industry.

The school should strive to:

- Provide a cutting-edge education and challenging curriculum for the new media.
- Encourage innovation, experimentation, and collaboration across different media forms and disciplines, fostering creativity and adaptability.
- Emphasize the ethical and social responsibilities of media
- Elaborating the role of media in shaping society and culture.

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Program Educational Objectives:

Program Educational Objectives (PEOs) for a BA in Journalism, Media and Communication Studies program are as follows:

- PEO 1:To provide students with knowledge and skills to become leading experts in the field of Journalism, Media and Communication Studies
- PEO 2:To provide an innovative and comprehensive curriculum that integrates theoretical knowledge with practical experience, research opportunities, and professional development
- PEO 3:To groom the student's overall personality for professional growth.
- PEO 4:To inculcate values and ethics among the students and making them aware about their social commitments.

Program Outcome :

PO1	Problem-solving skills: Capability to solve problems in familiar and non-familiar contexts and apply one's learning to real-life situations.
PO2	New Skills: To have knowledge of modern tools.
PO3	Critical thinking: Capability to apply analytic thought to a body of knowledge, including the analysis and evaluation of policies and practices, as well as evidence, arguments, claims, beliefs and the reliability and relevance of evidence.
PO4	Creative thinking: Ability to create or think in different and diverse ways about same issues or scenarios deal with problems and situations that do not have simple solutions.
PO5	Communication Skills: Skills that enable a person to listen carefully, read texts and research papers analytically and present complex information in a clear and concise manner to different groups/audiences.
PO6	Coordinating/collaborating with others: Ability to work effectively and respectfully with diverse teams, facilitate cooperative or coordinated effort on the part of a group, act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
PO7	Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organisation and setting direction.
PO8	Environmental awareness and action: Demonstrate the Acquisition and ability to apply the knowledge, skills, attitudes, and values required to take appropriate actions for mitigating the effects of environmental degradation, climate change and pollution, effective waste management, conservation of biological diversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.
PO9	Skills to apply digital and technological solutions: Demonstrate the ability for judiciously using and deploying information and communication tools and technologies to improve teaching-learning process and provide enriched learning experiences to students to enable them to achieve enhanced learning outcomes.
PO10	Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

Program Specific Object

PSO1	Critically evaluate media content and actively engage with diverse platforms to contribute to informed public discourse.
PSO2	Master multimedia storytelling techniques to produce compelling content across diverse media formats and platforms.

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Sr. No.	Content	Pg. No.
1.	Curriculum Framework	
2.	Tentative list of Electives. Open Electives, Life Skill Courses, Proficiency Foundation Courses, HSMC Courses	
3.	Course Code Nomenclature	

Sr. No.	Type of course	Abbreviations
1	Major	MAJ
2	Elective (Minor Stream/Vocational/Program Specific)	MIN
3	Open Electives	OE
4	Ability Enhancement Courses	AEC
5	Skill Enhancement Courses	SEC
6	Vocational Skill Course	VSC
7	Summer Internship/ On Job Training	OJT
8	Project	PROJ
9	Field Project	FP
10	Indian Knowledge System	IKS
11	Community Engagement Program	CEP
12	Value Education Course	VEC

Sr. No.	Type of course	No. of Courses	Total Credits for Bachelor's with Honors Research		**No. of Courses**	Total Credits for Bachelors Degree	
			No	%		No	%
1	Major	25	88	51.16	23	84	61.76
2	Minor	5	10	5.81	5	10	7.3
3	Open Electives	6	12	6.97	6	12	8.82
4	Ability Enhancement Courses	12	19	11.04	12	19	13.6
5	Skill Enhancement Courses	6	7	4.06	6	7	5.14
6	Summer Internship/On Job Training	2	8	4.65	1	4	2.94
7	Major Project	2	16	9.30	-	-	-
8	Indian Knowledge System	2	-	-	2		-
9	Research Project	2	12	6.97	-	-	-
10	Audit course (Value Education Course)	6	-	-	6	-	-
	Total	-	**172**	**100**		**136**	**100%**

CREDIT DISTRIBUTION: SEMESTER WISE

Sr. No.	Type of course	No. of Credits/Semester								Total
		1	2	3	4	5	6	7	8	
1	Major	14	14	14	14	10	14	4	4	88
2	Minor	-	2	2	2	2	2			10
3	Open Electives	2	2	2	2	2	2	-	-	12
4	Ability Enhancement Courses	4	3	3	3	3	3	-	-	19
5	Skill Enhancement Courses	2	1	1	1	1	1	-	-	7
6	Vocational Skill Course									
7	Summer Internship/On Job Training	-	-	-	-	4	-	4		8
8	Field Project	-	-	-	-	-	-	8	8	16
9	Indian Knowledge System	-	-	-	-	-	-	-	-	-
11	Research Project	-	-	-	-	-	-	4	8	-
12	Audit course(Value Education Course)	-	-	-	-	-	-	-	-	-
Total		22	22	22	22	22	22	20	20	172

BSc in Animation, VFX and Multimedia Sciences
Curriculum Structure Semester I

Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs		CIA	ESA	Total
UBSAM101	Mass Media Industry	**MAJM**	3	-	-	3	3		40	60	100
UBSAM102	Introduction to Animation	**MAJM**	2	2	-	4	6		40	60	100
UBSAM103	Understanding Arts - Forms and Content	**MAJM**	4	-	-	4	4		40	60	100
UBSAM104	Drawing and Sketching for Animation	**MAJM**	1	2	-	3	4		40	60	100
UBSAM105	Open Elective I	**OE**	1	1	-	2	3		20	30	50
UBSAM106	Creative & Critical thinking	**SEC**	2	-	-	2	2		50	-	50
UBSAM107	Literature and Interpretation Skills	**AEC**	2	-	-	2	2		50	-	50
UEG101	Applied Communication	**AEC**	1		2	2	2		50		50
ACUHV101/ACIKSMC101	UHVI : Professional Ethics / IKS I : Folklore Tradition	**AC**	1	-	-	-	1		-	-	-
		Total	**17**	**5**	**2**	**22**	**27**		**330**	**270**	**600**

Open Elective I		
UBSAM105	UBSAM105A	**Graphic Designing 1**
	UBSAM105B	**Creative Thinking 1**

Abbreviations: Course Abbreviation; Th = Theory , Tut = Tutorial, Pr = Practical , Hrs = Hours , Cr = Credits ; CIA = Continuous Internal Assessment , ESA = End Semester Assessment , PR = Practical Exam , OR= Oral Exam

BSc in Animation, VFX and Multimedia Sciences
Curriculum Structure Semester II

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
UBSAM108	Principal of Design	**MAJM**	2	1	-	3	3	**40**	**60**	**100**
UBSAM109	Fundamentals of Multimedia Technologies	**MAJM**	2	2	-	4	6	**40**	**60**	**100**
UBSAM110	Introduction to Visual Effects (VFX)	**MAJM**	2	2	-	4	6	**40**	**60**	**100**
UBSAM111	2D Animation Basics	**MAJM**	1	2	-	3	5	**40**	**60**	**100**
UBSAM112	Open Elective II	**OE**	1	1	-	2	3	**20**	**30**	**50**
UBSAM113	Aesthetics & Media	**SEC**	1	-	-	1	1	**50**	-	**50**
UBSAM114	Music Appreciation	**AEC**	1	-	-	1	1	**50**	-	**50**
UEG102	Advance Communication	**AEC**	1		2	2	2	**50**	-	**50**
ACIKSMC101/ ACUHV101	IKS : Folklore Tradition/ UHV I - Professional Ethics	**AC**	1	-	-	-	1	-	-	-
	Minor 1	**MIN**	2	-	-	2	2	**20**	**30**	**50**
		Total	**14**	**7**	**2**	**22**	**30**	**350**	**300**	**650**

Open Elective II

UBSAM112	UBSAM112A	**Graphic Designing 2**
	UBSAM112B	**Creative Thinking 2**

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Course Exit Policy:

UG Certificate in BSc Animation VFX and Multimedia Sciences: Students who opt to exit after completion of the first year and have scored required credits offered by the school in the program structure will be awarded a UG certificate in BSc Animation VFX and Multimedia Sciences, provided they must earn additional credits during the summer vacation of the first year.

First Year														
Course Code	**Course Name**	**Course Type**	**Teaching Scheme**						**Assessment Scheme**					
									Theory		**OR/PR**			
			Th	**Pr**	**Tut**	**Credit**	**Hrs**		**CIA**	**ESA**	**CIA**	**ESA**	**Total**	
UCEXAM101	Prog. Spec. Sub/MOOCs	VSC	-	**2**		**2**	**4**		-	-	**50**		**50**	
UCEXAM102	Project/Internship	VSC	-	**2**		**2**	**4**		-	-	**50**		**50**	

***Project/Internship- In house/ Sponsored/ Case Study/ Field work**

BSc in Animation, VFX and Multimedia Sciences

Curriculum Structure Semester III

Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs		CIA	ESA	Total
UBSAM201	3D Modeling Fundamentals	**MAJM**	3	-	-	3	3		**40**	**60**	**100**
UBSAM202	Rigging and Animation	**MAJM**	2	2	-	4	6		**40**	**60**	**100**
UBSAM203	Lighting and Rendering Techniques	**MAJM**	3	1	-	4	5		**40**	**60**	**100**
UBSAM204	Introduction to UX Design	**MAJM**	3	-	-	3	3		**40**	**60**	**100**
UBSAM205	Open Elective I	**OE**	2		-	2	2		**20**	**30**	**50**
UBSAM206	Mobile Content Creation	**SEC**	-	1	-	1	2		**50**	-	**50**
UBSAM207	Writing Fiction	**AEC**	1	-	-	1	1		**50**	-	**50**
ACUHV201/ ACCOI201	Understanding Harmony / Constitution of India	**AC**	1	-	-	-	1		-	-	-
UFL201	Foreign Language 1	**AEC**	2			2	2		**50**		**50**
	Minor - 2	**MIN**	2	-	-	2	2		**20**	**30**	**50**
		Total	**19**	**4**	-	**22**	**27**		**350**	**300**	**650**
Open Elective I											
UBSAM205	UBSAM205A	**Entertainment Media**									
	UBSAM205B	**Culture**									

Foreign Language

Course Code	Course Type	Subject name: Foreign Language 1
UFLI 201A	AEC	German
UFLI 201 B	AEC	Japanese

BSc in Animation, VFX and Multimedia Sciences
Curriculum Structure Semester IV

Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs		CIA	ESA	Total
UBSAM208	Advanced Multimedia Tools	**MAJM**	1	2	-	3	5		**40**	**60**	**100**
UBSAM209	Compositing and Special Effects	**MAJM**	1	3	-	4	7		**40**	**60**	**100**
UBSAM210	Introduction to Virtual Reality (VR)	**MAJM**	1	3	-	4	7		**40**	**60**	**100**
UBSAM211	Visual Effect Principles	**MAJM**	2	1	-	3	4		**40**	**60**	**100**
UBSAM212	Open Elective II	**OE**	2			2	2		**20**	**30**	**50**
UBSAM213	Photography & Storytelling	**SEC**	-	1	-	1	2		**50**	-	**50**
UBSAM214	Theatre for Development	**AEC**	1			1	1		**50**	-	**50**
ACCOI201/ACUHV201	Constitution of India / Understanding Harmony	**AC**	1	-	-	-	1				
UFL202	Foreign Language 2	**AEC**	2	-	-	2	2		**50**		**50**
	Minor - 3	**MIN**	2	-	-	2	2		**20**	**30**	**50**
		Total	**13**	**8**	-	**22**	**33**		**300**	**360**	**650**

Open Elective II		
UBSAM212	UBSAM212A	**Technical Study of Stage**
	UBSAM212B	**Technical Study of Studio**

Foreign Language

Course Code	Course Type	Subject name: Foreign Language 2
UFLI 201A	AEC	German
UFLI 201 B	AEC	Japanese

Course Exit Policy:

UG Diploma in BSc in Animation, VFX and Multimedia Studies: Students who opt to exit after completion of the second year and have scored required credits offered by the school in the program structure will be awarded a UG diploma in BSc in Animation, VFX and Multimedia Studies, provided they must earn additional credits during the summer vacation of the second year.

Second Year														
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
									Theory		OR/PR		
			Th	Pr	Tut	Credit	Hrs		CIA	ESA	CIA	ESA	Total
UDIEXAM201	Prog. Spec. Sub./MOOCs	VSC	-	2		2	4		-	-	50		50
UDIEXAM202	Project/ Internship	VSC	-	4		4	8		-	-	50	50	100

***Project- In house/ Sponsored/ Case Study/ Field work**

BSc in Animation, VFX and Multimedia Sciences
Curriculum Structure Semester V

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
UBSAM301	Advance 2D Animation	**MAJM**	1	2	-	3	5	**40**	**60**	**100**
UBSAM302	Character Animation	**MAJM**	1	2	-	3	5	**40**	**60**	**100**
UBSAM303	Animation Production Management	**MAJM**	2	2	-	4	6	**40**	**60**	**100**
UBSAM304	Internship	**MAJM**	0	-	-	4	-	**40**	**60**	**100**
UBSAM305	Open Elective I	**OE**	2	-	-	2	2	**20**	**30**	**50**
UBSAM306	Documentary & Corporate Film Making	**SEC**	0	1	-	1	2	**50**	-	**50**
UBSAM307	Podcast: Production to Publishing	**AEC**	1	-	-	1	1	**50**	-	**50**
ACALR301/ACEVES301	Aptitude Test / Environmental Studies	**AC**	1	-	-	-	1	-	-	-
UFL303	Foreign Language 3	**AEC**	2			2	2	**50**		**50**
	Minor - 4	**MIN**	2	-	-	2	2	**20**	**30**	**50**
		Total	**12**	**5**	**0**	**22**	**26**	**300**	**350**	**650**

Open Elective I		
UBSAM305	UBSAM305A	**AI Tools for Media 1**
	UBSAM305B	**Transmedia Storytelling 2**

Foreign Language

Course Code	Course Type	Subject name: Foreign Language 3
UFLI 201A	AEC	German
UFLI 201 B	AEC	Japanese

BSc in Animation, VFX and Multimedia Sciences
Curriculum Structure Semester VI

Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs		CIA	ESA	Total
UBSAM308	Advance 3D Animation	**MAJM**	3	-	-	3	3		**40**	**60**	**100**
UBSAM309	VFX for Film and Television	**MAJM**	3	-	-	3	3		**40**	**60**	**100**
UBSAM310	Game Design and Development	**MAJM**	4	-	-	4	4		**40**	**60**	**100**
UBSAM311	Laws and Regulations for Media Industry	**MAJM**	4	-	-	4	-		**40**	**60**	**100**
UBSAM312	Open Elective II	**OE**	2			2	2		**20**	**30**	**50**
UBSAM313	Media Technologies	**SEC**	-	1	-	1	2		**50**	-	**50**
UBSAM314	Cross-Cultural Communication	**AEC**	1			1	1		**50**	-	**50**
ACEVES301/ ACALR301	Environmental Studies / Aptitude Test	**AC**	1			-	1		-	-	-
UFL303	Foreign Language 4	**AEC**	2			2	2		**50**		**50**
	Minor - 5	**MIN**	2	-	-	2	2		**20**	30	**50**
		T	**22**	**1**	-	**22**	**20**		**300**	**350**	**650**

Open Elective II		
UBSAM312	UBSAM312A	**Transmedia Storytelling 1**
	UBSAM312B	**AI Tools for Media 2**

Foreign Language

Course Code	Course Type	Subject name: Foreign Language 4
UFLI 201A	AEC	German
UFLI 201 B	AEC	Japanese

Course Exit Policy:

3-year UG Degree in BSc in Animation, VFX and Multimedia Studies: Students who opt to exit after completion of the third year and have scored required credits offered by the school in the program structure will be awarded a UG degree in BSc in Animation, VFX and Multimedia Studies, provided they must earn additional credits during the summer vacation of the third year

Third Year														
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
									Theory		OR/PR		
			Th	Pr	Tut	Credit	Hrs		CIA	ESA	CIA	ESA	Total
UDEXAM301	Prog Spec. Sub./MOOCs	VSC	-	2		2	4		-	-	50		50
UDEXAM302	Project/ Internship	VSC	-	4		4	8		-	-	50	50	100

***Project- In house/ Sponsored/ Case Study/ Field work**

Abbreviations: Course Abbreviation; Th = Theory , Tut = Tutorial, Pr = Practical , Hrs = Hours , Cr = Credits ; CIA = Continuous Internal Assessment , ESA = End Semester Assessment , PR = Practical Exam , OR= Oral Exam

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Curriculum Structure Semester VII

Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs		CIA	ESA	Total
UBSAM401	Internship	**MAJM**	-	-	-	4	-		**40**	**60**	**100**
UBSAM402	Research Methodology	**RP**	4	-	-	4	4		**40**	**60**	**100**
UBSAM403	Major Project - I	**MP**	4	4	-	8	12		**40**	**60**	**100**
UBSAM404	MOOC - I	**MAJM**	-	-	-	4	-		**40**	**60**	**100**
	Total		**8**	**4**	-	**20**	**16**		**160**	**240**	**400**

BSc in Animation, VFX and Multimedia Sciences
Curriculum Structure Semester VIII

Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs		CIA	ESA	Total
UBSAM405	Research Project	**RP**	-	-	-	8	12		**40**	**60**	**100**
UBSAM406	MOOC - II	**MAJM**	-	-	-	4	-		**40**	**60**	**100**
UBSAM407	Major Project - II	**MP**	-	-	-	8	12		**40**	**60**	**100**
	Total					**20**	**24**		**120**	**180**	**300**

*Internship with Industry, NGO, Local body Community Service
*Research Project includes Dissertation

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Name of the Program:		BSCAVMS		Semester : I		Level: UG	
Course Name		Mass Media Industry		Course Code/ Course Type-		UBSAM101 /MAJM	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite:		NIL					

COURSE CURRICULUM

Course Objectives (CO):	The objectives of Mass Media Industry are: 1-Comprehend the functioning and structure of various mass media industries, including print, broadcast, digital, and social media. 2-Explore the economic, regulatory, and ownership models that govern mass media organizations and influence media content production and distribution. 3-Analyze media content, messages, and representations, examining issues related to stereotypes, bias, diversity, and ethics. 4-Examine technological advancements, innovations, and trends shaping the mass media industry, such as digital convergence and social media platforms. 5-Study media consumption habits, audience demographics, and engagement patterns with different forms of media content across various platforms.
Course Learning Outcomes (CLO):	Students would be able to: 1-Critically analyze media content, messages, and representations, discerning underlying meanings, biases, and implications. 2-Demonstrate media literacy and awareness by understanding the influences of mass media industries on society, culture, and politics. 3-Apply ethical considerations, professional standards, and regulatory frameworks in media production, distribution, and consumption. 4-Develop practical skills in media production, management, and distribution, including content creation, editing, and audience engagement strategies. 5-Comprehend the cultural, social, and global dimensions of mass media, including its impact on cultural identities, globalization, and cross-cultural communication.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Mass Media: Historical Context: Traces the evolution of mass media and its impact on society throughout history, Media Literacy and NEP Alignment, Regulatory Frameworks:	**CLO 1**	**9**
UNIT II		

Print Media: Print Journalism Practices: Analyzes editorial processes, journalistic standards, and business models in newspapers and magazines, Addressing Contemporary Challenges: Discusses issues such as misinformation, press freedom, and sustainability facing the print media industry	**CLO 2**	**9**
UNIT III		
Broadcast Media: Broadcasting Techniques: Explores production methods, program formats, and audience engagement strategies in television and radio, Media Regulation: Discusses the role of regulatory bodies and policies in upholding ethical standards and fostering diversity in broadcast media.	**CLO 3**	**9**
UNIT IV		
Digital Media: Digital Content Creation: Examines content creation, distribution platforms, and audience engagement strategies in the digital realm, Ethical Considerations: Discusses privacy, cybersecurity, and misinformation, highlighting the importance of ethical conduct in digital media.	**CLO 4**	**9**
UNIT V		
Emerging Trends and Issues: Global Media Trends: Analyzes globalization, convergence, and emerging technologies shaping the future of mass media industries, Future Directions: Explores potential developments in mass media and their societal implications, encouraging students to envision future roles..	**CLO 5**	**9**
Total Hours		**45 Hours**

Learning resources

Textbooks:

1. Dominick, J. R. (2018). *The Dynamics of Mass Communication: Media in the Digital Age* (13th ed.). McGraw-Hill Education.
2. McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). SAGE Publications Ltd.
3. Baran, S. J., & Davis, D. K. (2020). *Mass Communication Theory: Foundations, Ferment, and Future* (8th ed.). Cengage Learning

Reference Books:

1. Wimmer, R. D., & Dominick, J. R. (2010). *Mass Media Research: An Introduction* (9th ed.). Cengage Learning.
2. Croteau, D., & Hoynes, W. (2019). *Media/Society: Industries, Images, and Audiences* (6th ed.). SAGE Publications Inc.

3. Albarran, A. B. (2019). *Media Economics: Understanding Markets, Industries, and Concepts* (2nd ed.). Wiley-Blackwell.

Online References:

Journal of Media Economics: https://www.tandfonline.com/toc/hmec20/current
Journalism & Mass Communication Quarterly: https://journals.sagepub.com/home/jmq
Media, Culture & Society: https://journals.sagepub.com/home/mcs

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Name of the Program:	BSCAVMS	Semester : I	Level: UG

Course Name	Introduction to Animation			Course Code/Course Type-		UBSAM102/ MAJM	
Course Pattern	**2024**			**Version**		1.0	
Teaching Scheme					**Assessment Scheme**		
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA (Continuous Internal Assessment)**	**ESA (End Semester Assessment)**	**Practical/Oral**
2	2	-	4	6	40	60	-
Pre-Requisite: NIL							
Course Objectives (CO):				The objectives of Introduction to Animation are: 1. Provide students with a foundational understanding of animation principles, techniques, and industry standards. 2. Develop practical skills in using animation software and tools to create basic animations. 3. Introduce students to various animation techniques, styles, and character animation principles. 4. Foster creativity and storytelling skills through the creation of animated narratives and characters. 5. Prepare students for further study or entry-level positions in the animation industry.			
Course Learning Outcomes (CLO):				Students would be able to: 1 Demonstrate proficiency in using animation software and tools to create basic animations. 2 Apply animation principles and techniques to create animated characters, scenes, and sequences. 3 Utilize storytelling and narrative skills to develop engaging animated content. 4 Collaborate effectively within an animation production team to complete animation projects. 5 Showcase a portfolio of animated work demonstrating technical skills, creativity, and storytelling abilities.			

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Fundamentals of Animation: Introduction to the principles and techniques of animation, Overview of animation history, styles, and industry applications.	**CLO 1**	**6**
UNIT II		
Animation Software and Tools: Introduction to animation software and tools commonly used in the industry, Hands-on practice in using animation software to create basic animations.	**CLO 2**	**6**
UNIT III		
Animation Techniques and Styles: Exploration of different animation techniques, such as traditional, 2D, 3D, and stop-motion, Study of animation styles and their unique characteristics.	**CLO 3**	**6**
UNIT IV		
Character Animation: Understanding of character design principles and animation fundamentals, Practice in animating characters to express emotions, movement, and personality.	**CLO 4**	**6**
UNITV		
Storyboarding and Narrative: Techniques for creating storyboards and developing narrative structures for animations, Practice in storyboarding scenes and sequences to convey storytelling elements.	**CLO 5**	**6**
Total Hours		**30**

Practical Plan

Assignment/Practical/Activity Number	Assignment/ Practical/ Activity Title	Week Number/Turn	Details	CLO	Hours
1	Practical-1 Animation History research project	Week 1	1.1 Students will do a group projects about Animation History, types of Animation. 1.2 It will include drawing as good well as audio visual presentation	CLO 1 CLO 2	15
2	Practical- 2 Software exploration workshop	Week 2	1.1 Use of basic software 1.2 Workshop on basics of Animation	CLO 2 CLO 3	15
3	Practical- 3 Basic Animation Project	Week 3	Students will do basic animation project using the knowledge of Software skills	CLO 3 CLO 1 CLO 4 CLO 5	15

4.	Practical -4 Storyboard creation Project	Week 4	Understanding the process of creating the storyboard	CLO 1 CLO 2 CLO 4 CLO 5	15
	Total Hours				60

Learning resources

Textbooks:

1- Williams, R. (2009). *The Animator's Survival Kit* (Revised Edition). Faber & Faber.
2- Goldberg, E. (2008). *Character Animation Crash Course!* (2nd ed.). Silman-James Press.
3- Thomas, F., & Johnston, O. (1995). *The Illusion of Life: Disney Animation* (1st ed.). Disney Editions.

Reference Books:

1- Whitaker, H., & Halas, J. (2009). *Timing for Animation* (2nd ed.). Focal Press.
2- Culhane, S. (1990). *Animation: From Script to Screen* (1st ed.). St. Martin's Press.
3- Glebas, F. (2012). *The Animator's Eye: Composition and Design for Better Animation* (1st ed.). Focal Press.

Online References:

1- **Pixar in a Box**: https://www.khanacademy.org/partner-content/pixar
2- **Fundamentals of Animation**: https://www.coursera.org/courses?query=animation
3- **Animation Mentor**: https://www.animationmentor.com/
4- **Animation Fundamentals**: https://cgcookie.com/learning-path/animation-fundamentals

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Name of the Program:	BSCAVMS	Semester : I	Level: UG
Course Name	Understanding Arts - Form and Content	Course Code/Course Type	UBSAM103/ MAJM
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
4	-	-	4	4	40	60	-

Prerequisite: **NIL**

Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with a comprehensive understanding of different forms of art and their underlying principles. 2. Develop critical thinking skills through analysis, interpretation, and critique of artistic works. 3. Foster creativity and self-expression by exploring various artistic techniques and styles. 4. Cultivate appreciation for the cultural and historical contexts that shape artistic expression. 5. Prepare students for further study or careers in fields related to art, culture, and humanities.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Demonstrate knowledge and understanding of key concepts, movements, and styles in the arts. 2. Analyze and interpret works of art based on formal elements, artistic techniques, and socio-cultural context. 3. Critique artworks effectively, demonstrating the ability to articulate reasoned opinions and insights. 4. Apply artistic principles and techniques creatively in their own artistic practice or projects. 5. Engage in informed discussions about contemporary issues and trends in the arts, demonstrating awareness of diverse perspectives and viewpoints.

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Arts: Overview of different forms of art including visual arts, performing arts, literature, and music, Exploration of the relationship between form and content in artistic expression.	**CLO 1**	**12**
UNIT II		
Artistic Elements and Principles: Study of artistic elements such as line, shape, color, texture, and space, Understanding of principles of design including balance, contrast, harmony, and rhythm.	**CLO 2**	**12**
UNIT III		
Art Movements and Styles: Examination of major art movements throughout history and their impact on artistic expression, Analysis of different artistic styles and techniques used by renowned artists.	**CLO 3**	**12**
UNIT IV		
Interpretation and Critique: Techniques for interpreting and analyzing works of art based on form, content, and context, Practice in critiquing artworks and providing constructive feedback.	**CLO 4**	**12**
UNITV		
Contemporary Perspectives in Art: Exploration of contemporary trends and developments in the arts, Discussion of the role of art in society and its evolving significance in the digital age.	**CLO 5**	**12**
Total Hours		**60**

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Learning resources

Textbooks:

1. Getlein, M. (2015). *Living with Art* (11th ed.). McGraw-Hill Education.
2. Stokstad, M., & Cothren, M. W. (2018). *Art History* (6th ed.). Pearson.
3. Fichner-Rathus, L. (2016). *Understanding Art* (11th ed.). Cengage Learning.

Reference Books:

1. Sayre, H. M. (2016). *A World of Art* (8th ed.). Pearson.
2. Janson, H. W., & Janson, A. F. (2015). *History of Art* (8th ed.). Pearson.
3. Kleiner, F. S. (2016). *Gardner's Art through the Ages: A Global History* (15th ed.). Cengage Learning.

Online References:

Journal of Aesthetics and Art Criticism: https://onlinelibrary.wiley.com/journal/1540626x
Art Journal: https://www.artjournal.collegeart.org/
Leonardo: https://www.leonardo.info/journal

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Name of the Program:	BSCAVMS	Semester : I	Level: UG

COURSE CURRICULUM

Course Name	Drawing and Sketching for Animation	Course Code/Course Type-	UBSAM104/ MAJ
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	2	-	3	5	40	60	-

Pre-Requisite: **NIL**

Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with foundational drawing and sketching skills necessary for animation. 2. Develop proficiency in character design, storyboarding, and animation principles. 3. Foster creativity and imagination in visual storytelling and animation production. 4. Cultivate technical skills in using drawing tools and software applications for animation. 5. Prepare students for entry-level positions in the animation industry or further study in Animation-related fields.
Course Learning Outcomes (CLO):	Students would be able to: 1. Demonstrate competence in applying drawing and sketching techniques to create original character designs and storyboard sequences. 2 Produce storyboard layouts that effectively communicate narrative structure, composition, and pacing. 3 Apply animation principles to create dynamic and expressive character animations. 4 Utilize advanced drawing techniques to design backgrounds and layouts for animated scenes. 5 Complete animation projects that showcase creativity, technical skill, and storytelling ability, ready for presentation and portfolio development.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Drawing and Sketching: Overview of basic drawing techniques, including line, shape, form, and perspective, Introduction to sketching tools, materials, and fundamental principles of animation.	**CLO 1**	**3**
UNIT II		
Character Design: Study of character design principles, including anatomy, proportion, and gesture, Practice in creating original character designs for animation projects.	**CLO 2**	**3**
UNIT III		
Storyboarding: Understanding of storyboard fundamentals, including composition, framing, and sequential storytelling, Application of storyboard techniques to visualize and plan animated sequences.	**CLO 3**	**3**
UNIT IV		
Animation Principles: Exploration of animation principles such as timing, squash and stretch, anticipation, and follow-through, Practice in applying animation principles to create dynamic and expressive movements.	**CLO 4**	**3**
UNITV		
Advanced Techniques and Projects: Advanced drawing and sketching techniques for animation, including background design and layout, Completion of individual and collaborative animation projects to apply learned skills.	**CLO 5**	**3**
Total Hours		**15**

Practical Plan:

Assignment/Practical/Activity Number	Assignment/ Practical/ Activity Title	Week Number/Turn	Details	CLO	Hours
1	Practical-1 Basic Drawing workshop / Sketch book Assignment	Week 1	1.1 workshops for students to basic drawing techniques such as line, shape, form, and perspective.	CLO 1 CLO 2	15
2	Practical- 2 Character design workshop / Challenge	Week 2	1.1 Workshops focused on character design principles, including anatomy, proportion, and gesture.	CLO 2 CLO 3	15
3	Practical- 3 Storyboard creation project/ Pitch presentation	Week 3	Through the process Students will create storyboards for	CLO 3 CLO 4	15

			animated sequences or short films.		
4.	Practical -4 Individual/group animation Project	Week 4	Advanced drawing and sketching projects that challenge students to apply their skills in background design and layout.	CLO 4 CLO 5	15
	Total Hours				60

Learning resources

Textbooks:

1- Preston Blair, (1994). *Cartoon Animation* (Revised Edition). Walter Foster Publishing.
2- Walt Stanchfield, (2009). *Drawn to Life: 20 Golden Years of Disney Master Classes Volume 1: The Walt Stanchfield Lectures* (1st ed.). Focal Press.
3- Richard Williams, (2009). *The Animator's Survival Kit* (Revised Edition). Faber & Faber.

Reference Books:

1- Tony White, (2009). *The Animator's Workbook: Step-by-Step Techniques of Drawn Animation* (1st ed.). Watson-Guptill.
2- Tom Bancroft, (2015). *Character Mentor: Learn by Example to Use Expressions, Poses, and Staging to Bring Your Characters to Life* (1st ed.). Focal Press.
3- Maury Aaseng, (2016). *Draw and Paint Your Way to Animation* (1st ed.). North Light Books.

Online Resources/E-Learning Resources

1. Proko: https://www.proko.com/
2. Ctrl+Paint: https://www.ctrlpaint.com/
3. Drawspace: https://www.drawspace.com/ -

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Name of the Program:	BSCAVMS	Semester : I	Level: UG

Course Name	Graphic Designing & Creative Visualisation 1			Course Code/Course Type		UBSAM105/ OE	
Course Pattern	**2024**			**Version**		1.0	
Teaching Scheme					**Assessment Scheme**		
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA (Continuous Internal Assessment)**	**ESA (End Semester Assessment)**	**Practical/Oral**
1	1	-	2	3	20	30	
Prerequisite:	**NIL**						

Course Objectives (CO):	**The objectives of Graphic Designing & Creative Visualisation1 are:** 1. Introduce students to the fundamental principles and techniques of graphic design and creative visualization. 2. Develop practical skills in using design software and creating visual elements for various media. 3. Foster creativity and critical thinking in applying design principles to solve visual communication challenges. 4. Provide hands-on experience in designing layouts, illustrations, and branding materials. 5. Prepare students for applying graphic design skills in diverse professional contexts, such as marketing, advertising, publishing, and digital media.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Demonstrate proficiency in graphic design software and techniques. 2. Apply design principles effectively to create visually appealing and communicative designs. 3. Develop a portfolio showcasing their creative and technical skills in graphic design. 4. Comprehend the role of graphic design in branding, marketing, and visual communication. 5. Apply graphic design skills in their chosen field or further academic pursuits related to design and visual communication.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours

UNIT I		
Introduction to Graphic Design: Overview of graphic design principles, history, and significance in various industries, Introduction to design software and basic design concepts.	**CLO 1**	**3**
UNIT II		
Design Elements and Principles :Study of design elements such as line, shape, color, texture, and typography, Exploration of design principles including balance, contrast, alignment, and hierarchy.	**CLO 2**	**3**
UNIT III		
Digital Imaging and Editing: Introduction to digital imaging software such as Adobe Photoshop, Techniques for image manipulation, retouching, and composition.	**CLO 3**	**3**
UNIT IV		
Vector Graphics and Illustration: Overview of vector graphics software such as Adobe Illustrator, Techniques for creating illustrations, logos, and graphic elements.	**CLO 4**	**3**
UNITV		
Layout Design and Composition: Study of layout design principles and techniques for print and digital media, Exploration of composition, grid systems, and visual hierarchy.	**CLO 5**	**3**
Total Hours		**15**

Practical Plan

Assignment/Practical/Activity Number	Assignment/Practical/Activity Title	Week Number/Turn	Details	CLO	Hours
1	Practical 1 : Design Challenge	Week – 1	Creating logo, Poster, Social Media Graphic	CLO 1 CLO 2 CLO 3	15
2.	Practical 2 : Inspirational Mashup	Week 2	Select two seemingly unrelated concepts, themes or objects and combine them creatively in graphic design project	CLO 4 CLO 5	15

Learning resources

Textbooks:

1- Lupton, E., & Phillips, J. C. (2015). *Graphic Design: The New Basics* (2nd ed.). Princeton Architectural Press.
2- Ambrose, G., & Harris, P. (2019). *Basics Design 01: Format* (3rd ed.). Bloomsbury Visual Arts.
3- Heller, S., & Ilic, M. (2017). *100 Ideas that Changed Graphic Design* (2nd ed.). Laurence King Publishing.

Reference Books:

1- Meggs, P. B., & Purvis, A. W. (2016). *Meggs' History of Graphic Design* (6th ed.). John Wiley & Sons.
2- Hollis, R. (2006). *Graphic Design: A Concise History* (World of Art) (2nd ed.). Thames & Hudson.
3- Drucker, J., &McVarish, E. R. (2013). *Graphic Design History: A Critical Guide* (2nd ed.). Pearson.

Online Resources/E-Learning Resources

1.https://www.commarts.com/
2. https://www.eyemagazine.com/
3.https://designobserver.com/

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Name of the Program:	BSCAVMS			Semester : I		Level: UG	
Course Name	Creative and Critical Thinking			Course Code/Course Type		UBSAM/ 106/ SEC	
Course Pattern	2024			Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	2	50	-	
Pre-Requisite: NIL							

Course Objectives (CO):	**The objectives of the course are:** 1. Equip students with a comprehensive understanding of creative and critical thinking processes and techniques. 2. Develop practical skills in generating creative ideas, analyzing information, and evaluating arguments. 3. Foster creativity and innovation by encouraging divergent thinking and risk-taking. 4. Cultivate analytical and logical reasoning skills to assess information and make informed decisions. 5. Prepare students to apply creative and critical thinking skills effectively in various contexts to solve problems and achieve goals.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Demonstrate proficiency in applying a variety of creative thinking techniques to generate innovative solutions to problems. 2. Analyze and evaluate information critically, demonstrating the ability to identify strengths, weaknesses, and biases in arguments. 3. Integrate creative and critical thinking skills to approach complex problems from multiple perspectives, leading to more robust solutions. 4. Apply creative and critical thinking skills effectively in real-world situations, demonstrating adaptability and resourcefulness. 5. Reflect on personal growth and development in creative and critical thinking abilities, identifying areas for further improvement and application.

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Creative and Critical Thinking: Overview of creative and critical thinking concepts, processes, and importance in problem-solving, Exploration of different approaches to fostering creativity and enhancing critical thinking skills.	**CLO 1**	**6**
UNIT II		
Creative Thinking Techniques: Study of techniques for generating creative ideas, including brainstorming, mind mapping, and lateral thinking, Practice in applying creative thinking techniques to solve problems and explore innovative solutions.	**CLO 2**	**6**
UNIT III		
Critical Thinking Skills: Understanding of critical thinking skills such as analysis, evaluation, inference, and interpretation, Development of skills in identifying biases, assumptions, and logical fallacies in reasoning.	**CLO 3**	**6**
UNIT IV		
Integrating Creative and Critical Thinking: Examination of the relationship between creative and critical thinking and their complementary roles, Practice in integrating creative and critical thinking skills to approach complex problems from multiple perspectives.	**CLO 4**	**6**
UNITV		
Applying Creative & Critical Thinking in Real-world Contexts: Application of creative and critical thinking skills to real-world scenarios and case studies, Exploration of how creative and critical thinking can be applied in academic, professional, and personal contexts.	**CLO 5**	**6**
Total Hours		**30**

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Learning resources

Textbooks:

1- **Paul, R., & Elder, L. (2013).** *Critical Thinking: Tools for Taking Charge of Your Learning and Your Life* **(3rd ed.). Pearson.**
2- **de Bono, E. (2009).** *Six Thinking Hats* **(Revised and Updated ed.). Back Bay Books.**
3- **Sternberg, R. J. (Ed.). (2019).** *The Cambridge Handbook of Creativity* **(2nd ed.). Cambridge University Press.**

Reference Books:

1- **Baron, J. (2008).** *Thinking and Deciding* **(4th ed.). Cambridge University Press.**
2- **Gardner, H. (2011).** *Frames of Mind: The Theory of Multiple Intelligences* **(3rd ed.). Basic Books.**
3- **Facione, P. A. (2015).** *Critical Thinking: What It Is and Why It Counts* **(3rd ed.). Insight Assessment.**

Online References:

1. https://www.mindtools.com/a3ixqae/critical-thinking
2.https://www.criticalthinking.org/
3.https://ed.ted.com/lessons?category=critical-thinking

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Name of the Program:	BBA Digital Film Making	Semester : I	Level: UG
Course Name	Literature and Interpretation Skills	Course Code/ Course Type-	UBSAM107 / AEC
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	2	40	60	-

Prerequisite: NIL

Course Objectives (CO):	**The objectives of the course are:** 1. To Provide students with a foundational understanding of literary analysis principles and techniques. 2. To Develop critical reading skills for interpreting and analyzing literary texts. 3. To Introduce students to major literary theories and critical perspectives. 4. To Cultivate comparative literature skills for analyzing texts across different cultural and historical contexts. 5. Enhance students; ability to construct and articulate literary interpretations through written and oral argumentation.
Course Learning Outcomes (CLO):	Students would be able to: 1. Identify social and cultural factors that shape film production, distribution, and reception. 2.Apply theoretical frameworks to analyze representations of race, class, gender, and sexuality in film. 3 Deconstruct how films reproduce or challenge dominant ideologies and cultural norms. 4. Comprehend the impact of globalization, digitalization, and social media on contemporary issues. 5. Articulate a critical perspective on the social and cultural implications of digital filmmaking.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Literary Analysis: Overview of literary analysis principles and approaches, Introduction to key literary terms, genres, and techniques.	**CLO 1**	**6**
UNIT II		
Close Reading and Textual Analysis: Study of close reading techniques to analyze literary texts in depth, Practice in identifying literary devices, themes, and symbols in texts.	**CLO 2**	**6**
UNIT III		
Literary Theory and Criticism: Exploration of major literary theories and critical perspectives, Analysis of how different theoretical approaches shape interpretations of texts.	**CLO 3**	**6**
UNIT IV		
Comparative Literature: Study of comparative literature methodologies and approaches, Examination of similarities and differences across literary works from different cultures and time periods.	**CLO 4**	**6**
UNIT V		
Interpretation and Argumentation: Techniques for constructing and defending literary interpretations through written and oral argumentation,Practice in writing analytical essays and presenting interpretations effectively.	**CLO 5**	**6**
Total Hours		**30**

Learning resources

Textbooks:

1- **Barnet, S. (2016).** *A Short Guide to Writing about Literature* **(12th ed.). Pearson.**
2- **Guerin, W. L., et al. (2012).** *A Handbook of Critical Approaches to Literature* **(6th ed.). Oxford University Press.**
3- **Roberts, E. V., & Jacobs, H. E. (2015).** *Literature: An Introduction to Reading and Writing* **(11th ed.). Pearson.**

Reference Books:

1- **Abrams, M. H., & Harpham, G. G. (2014).** *A Glossary of Literary Terms* **(11th ed.). Cengage Learning.**
2- **Murfin, R. C., & Ray, S. (Eds.). (2012).** *The Bedford Glossary of Critical and Literary Terms* **(3rd ed.). Bedford/St. Martin's.**
3- **Cuddon, J. A., & Preston, C. E. (2013).** *A Dictionary of Literary Terms and Literary Theory* **(5th ed.). Wiley-Blackwell.**

Online References:

1. https://www.scimagojr.com/journalsearch.php?q=145586&tip=sid
2. https://ials.ac.uk/journal-of-literary-semantics/
3. 2.https://www.sparknotes.com/philosophy/poetics/#:~:text=Poetics%20was%20written%20by%20Aristotle,language%2C%20rhythm%2C%20and%20harmony.

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Name of the Program:	BSCAVMS	Semester : II	Level: UG

Course Name	Principles of Design	Course Code/ Course Type-	UBSAM/108/ MAJM
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	1	-	3	4	40	60	-

Prerequisite: NIL

Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with a comprehensive understanding of fundamental design principles and elements. 2. Develop practical skills in applying design principles to create visually appealing and effective designs. 3. Foster critical thinking and problem-solving abilities through the design process. 4. Equip students with the knowledge and tools to analyze, critique, and improve designs. 5. Prepare students for entry-level positions or further study in design-related fields.
Course Learning Outcomes (CLO):	Students would be able to: 1. Demonstrate proficiency in applying design principles to create well-balanced and visually appealing designs. 2. Utilize typography effectively to enhance design communication and readability. 3. Apply layout and composition techniques to organize visual elements and create harmonious designs. 4. Employ problem-solving skills to address design challenges and iteratively improve designs. 5. Present and communicate design concepts effectively, demonstrating understanding of design principles and elements.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Design Principles: Introduction to fundamental design principles such as balance, harmony, contrast, rhythm, and unity, Overview of how design principles apply across various design disciplines.	**CLO 1**	**6**
UNIT II		
Visual Elements of Design: Study of visual elements including line, shape, form, color, texture, and space, Exploration of how these elements contribute to the overall design composition.	**CLO 2**	**6**
UNIT III		
Layout and Composition: Understanding of layout and composition principles in design, Techniques for arranging visual elements to create effective and aesthetically pleasing designs.	**CLO 3**	**6**
UNIT IV		
Typography and Font Design : Overview of typography principles, font selection, and font design, Practice in using typography to enhance design readability, hierarchy, and visual impact.	**CLO 4**	**6**
UNIT V		
Design Process and Problem Solving : Introduction to the design process, including research, ideation, prototyping, and iteration, Techniques for problem-solving and applying design principles to address design challenges.	**CLO 5**	**6**
Total Hours		**30**

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Practical Plan

Assignment/Practical/Activity Number	Assignment/Practical/Activity Title	Week Number/Turn	Details	CLO	Hours
1	Practical 1 : Balance	Week – 1	Provide students a set of visual elements. Asked them to create two different composition using same element but focusing on achieving different type of balance	CLO 1 CLO 2 CLO 3 CLO 4 CLO 5	15
2.	Practical 2: Emphasis	Week 2	Show the students a series of of design example, assign each students o redesign by adjusting the emphasis to highlight a different focal points	CLO 1 CLO 2 CLO 3 CLO 4 CLO 5	15

Learning resources

Textbooks :

1. Lidwell, W., Holden, K., & Butler, J. (2010). *Universal Principles of Design* (2nd ed.). Rockport Publishers.
2. Landa, R. (2012). *Graphic Design Solutions* (5th ed.). Cengage Learning.
3. Ambrose, G., & Harris, P. (2009). *The Fundamentals of Graphic Design* (2nd ed.). AVA Publishing.

Reference Books:

1. White, A. (2015). *The Elements of Graphic Design: Space, Unity, Page Architecture, and Type* (2nd ed.). Allworth Press.
2. Cramsie, J. (2011). *The Story of Graphic Design* (2nd ed.). Yale University Press.
3. Tondreau, B. (2015). *Layout Essentials: 100 Design Principles for Using Grids* (2nd ed.). Rockport Publishers.

Online References:

1. AIGA Design Archives: https://www.aiga.org/design-archives
2. Smashing Magazine: https://www.smashingmagazine.com/
3. Design Observer: https://designobserver.com/

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Name of the Program:		BSCAVMS		Semester : II		Level: UG	
Course Name		Fundamentals of Multimedia Technologies		Course Code/ Course Type-		UBSAM/109/ MAJM	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	2	-	4	6	40	60	-
Prerequisite: NIL							

Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with a comprehensive understanding of multimedia technologies and their applications. 2. Develop practical skills in using multimedia authoring tools and software for content creation. 3. Foster an understanding of design principles and programming concepts relevant to multimedia development. 4. Cultivate creativity and innovation in designing and developing interactive multimedia projects. 5. Prepare students for careers in multimedia design, development, and production, or further study in related fields.
Course Learning Outcomes (CLO):	Students would be able to: 1. Demonstrate proficiency in using multimedia authoring tools to create interactive multimedia content. 2. Apply design principles to develop user-friendly and aesthetically pleasing multimedia interfaces. 3. Implement multimedia programming concepts to develop functional and interactive multimedia applications. 4. Analyze and evaluate multimedia applications based on usability, accessibility, and user experience. 5. Explore emerging trends and technologies in multimedia and adapt to changes in the multimedia landscape through ongoing learning and skill development.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Multimedia: Overview of multimedia concepts, components, and applications in various fields, Exploration of multimedia elements such as text, graphics, audio, video, and animation.	**CLO 1**	**6**
UNIT II		
Multimedia Authoring Tools: Study of multimedia authoring software and tools for creating interactive multimedia content, Hands-on practice in using multimedia authoring tools to develop multimedia projects.	**CLO 2**	**6**
UNIT III		
Multimedia Design Principles : Understanding of design principles for multimedia, including layout, navigation, and user interface design, Analysis of multimedia design patterns and best practices.	**CLO 3**	**6**
UNIT IV		
Multimedia Programming : Introduction to multimedia programming languages and frameworks, Application of programming concepts to develop interactive multimedia applications.	**CLO 4**	**6**
UNIT V		
Multimedia Applications and Trends: Exploration of multimedia applications in various domains such as education, entertainment, and advertising, Discussion of emerging trends and technologies in multimedia, including virtual reality, augmented reality, and interactive media.	**CLO 5**	**6**
Total Hours		**30**

Practical Plan

Assignment/Practical/Activity Number	Assignment/Practical/Activity Title	Week Number/Turn	Details	CLO	Hours

1	Practical 1 : Interactive Multimedia Presentation	Week – 1	Hands on Training	CLO 2 CLO 3 CLO 4	30
2.	Practical2: Media Analysis	Week 2	Workshop	CLO 4 CLO 5	30

Learning resources

Textbooks:

1. Ze-Nian, L., & Drew, M. S. (2014). *Fundamentals of Multimedia* (2nd ed.). Springer.
2. Steinmetz, R., & Nahrstedt, K. (2010). *Multimedia Fundamentals, Volume 1: Media Coding and Content Processing* (2nd ed.). Prentice Hall.
3. Shuman, J., & Easley, J. (2016). *Introduction to Multimedia Communications: Applications*
4. *Middleware, Networking* (1st ed.). Pearson.

Reference Books:

1. Tay Vaughan. (2014). *Multimedia: Making It Work* (9th ed.). McGraw-Hill Education.
2. Villamil, L. M., & Pardasani, A. (2016). *Principles of Multimedia* (2nd ed.). Prentice Hall.
3. Steinmetz, R., & Nahrstedt, K. (2004). *Multimedia Fundamentals, Volume 2: Media Coding and Conten*
4. *Processing* (1st ed.). Prentice Hall.

Online References:

1. ACM Digital Library: https://dl.acm.org/
2. IEEE Xplore Digital Library: https://ieeexplore.ieee.org/
3. Coursera - Multimedia Technologies: https://www.coursera.org/browse/computer-science/multimedia-and-graphics

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Name of the Program:	BSCAVMS	Semester : II	Level: UG

Course Name	Introduction to Visual Effects (VFX)	Course Code/ Course Type-	UBSAM/110/ MAJM
Course Pattern	2024	Version	1.0

Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	2	-	4	4	40	60	-

Prerequisite: **NIL**

Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with a comprehensive understanding of visual effects principles, techniques, and software. 2. Develop practical skills in using VFX software to create visual effects and motion graphics. 3. Foster creativity and experimentation in applying VFX techniques to enhance video projects. 4. Equip students with the knowledge and tools to contribute to VFX production pipelines effectively. 5. Prepare students for entry-level positions or further study in the VFX industry or related fields.
Course Learning Outcomes (CLO):	Students would be able to: 1. Demonstrate proficiency in using VFX software to create a variety of visual effects and motion graphics. 2. Apply VFX techniques effectively to integrate digital elements into live-action footage and enhance video projects. 3. Collaborate effectively within a VFX production team to complete VFX projects on time and to specification. 4. Analyze industry trends and emerging technologies in the VFX field, demonstrating awareness of the evolving landscape. 5. Showcase a portfolio of VFX work demonstrating technical skill, creativity, and proficiency in visual effects production.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Visual Effects: Overview of visual effects concepts, history, and significance in film, television, and digital media, Introduction to key elements such as CGI (Computer-Generated Imagery), VFX software, and industry standards.	**CLO 1**	**6**
UNIT II		
Fundamentals of VFX Software: Understanding of commonly used VFX software applications such as Adobe After Effects, Nuke, or Autodesk Maya, Exploration of basic tools and functionalities for creating visual effects.	**CLO 2**	**6**
UNIT III		
VFX Techniques and Principles : Study of fundamental VFX techniques including compositing, keying, tracking, and rotoscoping, Practice in using VFX techniques to integrate digital elements seamlessly into live-action footage.	**CLO 3**	**6**
UNIT IV		
Special Effects and Motion Graphics: Techniques for creating special effects and motion graphics using VFX software, Exploration of advanced VFX techniques for adding dynamic elements to videos.	**CLO 4**	**6**
UNIT V		
VFX Production Pipeline: Overview of the VFX production process from pre-production to post-production, Study of roles and responsibilities within a VFX production team.	**CLO 5**	**6**
Total Hours		**30**

Practical Plan

Assignment/Practical/Activity Number	Assignment/Practical/Activity Title	Week Number/Turn	Details	CLO	Hours
1	Practical 1 : Green Screen Compositing	Week – 1	Hands on Training	CLO 2 CLO 3 CLO 4	30
2.	Practical2: Particle Effect Simulations	Week 2	Workshop	CLO 3 CLO 4 CLO 5	30

Learning resources

Textbooks:

1. Wright, R. (2017). *The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures* (2nd ed.). Focal Press.
2. Losier, S. (2018). *The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics* (3rd ed.). Morgan Kaufmann.
3. Loughrey, B. (2019). *The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers* (1st ed.). Routledge.

Reference Books:

1. McLean, G. (2016). *The Visual Effects Producer: Understanding the Art and Business of VFX* (1st ed.). Focal Press.
2. Lamberti, M. (2017). *VFX Fundamentals: Visual Special Effects Using Fusion 8.0* (2nd ed.). CreateSpace Independent Publishing Platform.
3. Christiansen, L. (2019). *Digital Character Animation 3* (3rd ed.). CRC Press.

Online References:

1. FXGuide: https://www.fxguide.com/
2. Creative Cow: https://creativecow.net/
3. VFX Voice: https://vfxvoice.com/

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Name of the Program:	BSCAVMS	Semester : II	Level: UG
Course Name	2D Animation Basics	Course Code/ Course Type-	UBSAM/111/ MAJM
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	2	-	3	5	40	60	-

Prerequisite: NIL

Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with a solid foundation in 2D animation principles, techniques, and software. 2. Develop practical skills in character animation, storyboarding, and background design for animation. 3. Foster creativity and storytelling abilities through hands-on animation projects. 4. Equip students with the knowledge and tools to create engaging and visually appealing 2D animations. 5. Prepare students for entry-level positions or further study in animation production or related fields.
Course Learning Outcomes (CLO):	Students would be able to: 1. Demonstrate proficiency in using animation software and tools to create basic 2D animations. 2. Apply animation principles effectively to create character animations with believable movement and expressions. 3. Create storyboards and plan animation sequences that effectively communicate narratives. 4. Design backgrounds and layouts that enhance storytelling and create immersive animation environments. 5. Collaborate effectively within an animation production team to complete animation projects on time and to specification.

Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to 2D Animation: Overview of 2D animation principles, history, and techniques, Introduction to key concepts such as timing, spacing, and squash and stretch.	**CLO 1**	**3**
UNIT II		
Animation Software and Tools: Introduction to animation software applications such as Adobe Animate or Toon Boom Harmony, Exploration of basic tools and functionalities for creating 2D animations.	**CLO 2**	**3**
UNIT III		
Character Animation: Understanding of character animation principles including keyframes, motion tweening, and easing. Practice in animating characters to express emotions, movement, and personality.	**CLO 3**	**3**
UNIT IV		
Storyboarding and Narrative: Techniques for creating storyboards and planning animation sequences, Practice in visual storytelling and creating narratives through animation.	**CLO 4**	**3**
UNIT V		
Background Design and Layout: Study of background design principles and techniques for establishing settings and atmosphere, Practice in creating backgrounds and layouts to enhance storytelling in animations.	**CLO 5**	**3**
Total Hours		**15**

Practical Plan

Assignment/Practical/Activity Number	Assignment/Practical/Activity Title	Week Number/Turn	Details	CLO	Hours
1	Practical 1 : Animating a Bouncing Ball	Week – 1	Drawing, Keyframing Focus on time and space	CLO 2 CLO 3 CLO 4 CLO 5	15
2	Practical 2: Animating a Character Walk Cycle	Week – 2	Figure Drawing, Breakdown, Movement	CLO 2 CLO 3 CLO 4 CLO 5	15
3	Practical 3: Animating a Cloth Simulation	Week 3	Keyframing, add in between frames to simulate	CLO 2 CLO 3 CLO 4 CLO 5	15
2.	Practical4: Particle Effect Simulations	Week 4	Workshop	CLO 2 CLO 4	15

Learning resources

Textbooks:

1. Beck, J., & Wade, C. (2009). *The Animator's Survival Kit* (Expanded ed.). Faber & Faber.
2. Williams, R. (2009). *The Animator's Survival Kit Animated: A Manual of Methods, Principles, and Formulas for Classical, Computer, Games, Stop Motion, and Internet Animators* (Revised ed.). Faber & Faber.
3. Whitaker, R. (2015). *Timing for Animation* (2nd ed.). CRC Press.

Reference Books:

1. Williams, R. (2009). *The Animator's Workbook: Step-By-Step Techniques of Drawn Animation* (1st ed.). Watson-Guptill.
2. Tumminello, M. (2011). *Stop Motion: Craft Skills for Model Animation* (2nd ed.). Focal Press.
3. Lasseter, J. (2014). *The Illusion of Life: Disney Animation* (Revised ed.). Disney Editions.

Online Resources/E-Learning Resources

1. Animation Mentor: https://www.animationmentor.com/

2. Animator Island: https://www.animatorisland.com/
3. 2D Animation 101: https://www.2danimation101.com/

Name of the Program:	**BSCAVMS**	**Semester : II**	**Level: UG**
Course Name	**Graphic Designing & Creative Visualisation - II**	**Course Code/Course Type**	UBSAM/ 112/ OE
Course Pattern	**2024**	**Version**	1.0

Teaching Scheme					**Assessment Scheme**		
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA (Continuous Internal Assessment)**	**ESA (End Semester Assessment)**	**Practical/ Oral**
1	1	-	2	3	20	30	

Pre-Requisite: **NIL**

Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with advanced skills and techniques in graphic design and creative visualization. 2. Develop proficiency in using advanced design software and tools to create professional-quality designs. 3. Foster creativity and innovation in branding, interactive design, motion graphics, and animation. 4. Cultivate an understanding of user-centered design principles and techniques for creating engaging user experiences. 5. Prepare students to build a professional design portfolio and present their work effectively to potential clients or employers.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Demonstrate mastery of advanced graphic design techniques through the creation of professional-quality design projects. 2. Apply branding principles and strategies to develop cohesive visual identities for brands or organizations. 3. Create interactive designs and user experiences that effectively engage and delight users. 4. Produce motion graphics and animations that enhance visual storytelling and communication. 5. Present a comprehensive design portfolio showcasing advanced skills and creativity in graphic design and creative visualization.

Descriptors/Topics	CLO	Hours
UNIT I		
Advanced Graphic Design Techniques: Exploration of advanced graphic design principles, including typography, layout, and composition, Practice in using advanced design software tools and techniques to create professional-quality graphic designs.	**CLO 1**	**3**
UNIT II		
Branding and Corporate Identity: Study of branding concepts and strategies for creating cohesive visual identities, Analysis of case studies and real-world examples of successful branding and corporate identity campaigns.	**CLO 2**	**3**
UNIT III		
Interactive Design and User Experience (UX): Understanding of interactive design principles and techniques for creating engaging user experiences, Exploration of UX design methodologies, including user research, prototyping, and usability testing.	**CLO 3**	**3**
UNIT IV		
Motion Graphics and Animation: Techniques for creating motion graphics and animation using industry-standard software, Practice in integrating animation into graphic design projects to enhance visual storytelling and engagement.	**CLO 4**	**3**
UNITV		
Portfolio Development and Presentation: Guidance on developing a professional design portfolio showcasing advanced graphic design and visualization skills, Practice in presenting design projects effectively, including portfolio organization, storytelling, and self-promotion.	**CLO 5**	**3**
Total Hours		**15**

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Practical Plan

Assignment/Practical/Activity Number	Assignment/Practical/Activity Title	Week Number/Turn	Details	CLO	Hours
1	Practical 1: Design Project	Week 1	Take on a challenging design project that require advance techniques and creative problem Solving	CLO 3 CLO 4	15
2.	Practical 2 : Visual Narrative Exploration	Week 2	Visual Storytelling by embarking on a project that explores narrative-driven design concepts	CLO 4 CLO 5	15

Learning resources

Textbooks:

4- Lupton, E., & Phillips, J. C. (2015). *Graphic Design: The New Basics* (2nd ed.). Princeton Architectural Press.
5- Ambrose, G., & Harris, P. (2019). *Basics Design 01: Format* (3rd ed.). Bloomsbury Visual Arts.
6- Heller, S., & Ilic, M. (2017). *100 Ideas that Changed Graphic Design* (2nd ed.). Laurence King Publishing.

Reference Books:

4- Meggs, P. B., & Purvis, A. W. (2016). *Meggs' History of Graphic Design* (6th ed.). John Wiley & Sons.
5- Hollis, R. (2006). *Graphic Design: A Concise History* (World of Art) (2nd ed.). Thames & Hudson.
6- Drucker, J., &McVarish, E. R. (2013). *Graphic Design History: A Critical Guide* (2nd ed.). Pearson.

Online Resources/E-Learning Resources

1.https://www.commarts.com/
2. https://www.eyemagazine.com/
3.https://designobserver.com/

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Name of the Program:	BSCAVMS	Semester : II	Level: UG
Course Name	Aesthetics & Media	Course Code/Course Type	UBSAM/ 113/ SEC
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	-	1	1	50		

Pre-Requisite:	NIL
Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with a comprehensive understanding of aesthetic theories and principles as they relate to media. 2. Develop analytical skills to critically evaluate aesthetic elements in various forms of media. 3. Foster an appreciation for the role of aesthetics in shaping media experiences and cultural perceptions. 4. Cultivate awareness of ethical considerations in media production and consumption, particularly regarding aesthetic choices. 5. Prepare students to apply aesthetic principles and concepts creatively in media production and critique.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Demonstrate proficiency in analyzing and interpreting aesthetic elements in visual and audiovisual media. 2. Apply aesthetic principles creatively in media production, enhancing the visual and auditory impact of their work. 3. Evaluate media productions from an aesthetic perspective, considering both formal qualities and ethical implications. 4. Engage in informed discussions and debates on aesthetic theories, practices, and ethical issues in media. 5. Reflect on personal growth and development in understanding and applying aesthetic principles in media, identifying areas for further exploration and refinement.

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Aesthetics: Overview of aesthetic theories and principles, including the nature of beauty, taste, and perception. Exploration of the relationship between aesthetics and media, including visual, auditory, and interactive forms.	**CLO 1**	**3**
UNIT II		
Aesthetics in Visual Media: Study of aesthetic elements in visual media such as film, photography, and graphic design, Analysis of how composition, color, lighting, and visual effects contribute to aesthetic experiences.	**CLO 2**	**3**
UNIT III		
Aesthetics in Audiovisual Media: Examination of aesthetic aspects of audiovisual media, including music, sound design, and multimedia presentations, Exploration of how sound, music, and narration enhance the aesthetic impact of media productions.	**CLO 3**	**3**
UNIT IV		
Aesthetic Experience and Audience Perception: Understanding of how aesthetic experiences are perceived and interpreted by audiences, Analysis of psychological and cultural factors influencing aesthetic preferences and responses.	**CLO 4**	**3**
UNITV		
Aesthetics, Ethics, and Critique: Discussion of ethical considerations in media production and consumption, including issues of representation, manipulation, and censorship. - Practice in critiquing media productions from an aesthetic perspective, considering both formal qualities and ethical implications.	**CLO 5**	**3**
Total Hours		**15**

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Learning resources

Textbooks:

1. Carroll, N. (2001). *Beyond Aesthetics: Philosophical Essays* (1st ed.). Cambridge University Press.
2. Berleant, A. (2002). *Art and Engagement* (1st ed.). Temple University Press.
3. Shusterman, R. (2002). *Performing Live Aesthetics* (1st ed.). Cornell University Press.

Reference Books:

1. Leder, D. (1990). *The Absent Body* (1st ed.). University of Chicago Press.
2. Carroll, N. (2007). *The Philosophy of Motion Pictures* (1st ed.). Blackwell Publishing.
3. Buckland, W. (2009). *Film Studies* (1st ed.). Oxford University Press.
4.

Online References:

1. Journal of Aesthetics and Art Criticism: https://www.jstor.org/journal/jaesthetartcr
2. Aesthetics Online: https://www.aesthetics-online.org/
3. Contemporary Aesthetics: http://www.contempaesthetics.org/

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Name of the Program:	BSCAVMS	Semester : II	Level: UG
Course Name	Music Appreciation	Course Code/Course Type	UBSAM/ 114/ AEC
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	-	1	1	50		

Pre-Requisite:	NIL

Course Objectives (CO):	**The objectives of the course are:** 1. Provide students with a comprehensive understanding of music fundamentals, genres, and traditions from around the world. 2. Develop listening skills and critical thinking abilities for analyzing and interpreting various musical compositions and styles. 3. Foster appreciation for the cultural, historical, and social contexts of music, including its role in society and human experience. 4. Cultivate an understanding of music as a form of artistic expression and its impact on individuals and communities. 5. Prepare students for further exploration of music studies or related fields, such as music performance, composition, musicology, or cultural studies.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Demonstrate knowledge of music fundamentals, genres, and traditions from diverse cultural and historical contexts. 2. Develop listening skills and analytical abilities for interpreting and evaluating musical compositions and performances. 3. Critically analyze and appreciate music based on its aesthetic qualities, cultural significance, and historical context. 4. Comprehend the role of music in shaping individual identity, cultural expression, and social cohesion. 5. Engage with music as informed listeners, contributing to their ability to appreciate and participate in musical experiences across different genres and traditions.

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Music Appreciation: Overview of the fundamentals of music, including melody, harmony, rhythm, and form, Introduction to key concepts, terminology, and genres in music.	**CLO 1**	**3**
UNIT II		
Western Classical Music: Study of major composers, periods, and styles in Western classical music, Exploration of musical forms such as symphony, concerto, sonata, and opera.	**CLO 2**	**3**
UNIT III		
World Music Traditions: Introduction to diverse world music traditions from different cultures and regions, Study of musical instruments, genres, and performance practices in global music traditions.	**CLO 3**	**3**
UNIT IV		
Popular Music Genres: Exploration of popular music genres such as jazz, blues, rock, hip-hop, and electronic music, Analysis of musical elements, cultural influences, and social contexts in popular music.	**CLO 4**	**3**
UNITV		
Film Music and Soundtracks: Study of film music composers, styles, and techniques, Exploration of the role of music in film storytelling and emotional impact.	**CLO 5**	**3**
Total Hours		**15**

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Learning resources

Textbooks:

1. Kamien, R. (2014). *Music: An Appreciation* (12th ed.). McGraw-Hill Education.
2. Wright, C. (2012). *Listening to Music* (8th ed.). Cengage Learning.
3. Forney, K., &Machlis, J. (2019). *The Enjoyment of Music* (14th ed.). W. W. Norton & Company.

Reference Books:

1. Wingell, R. J. (2000). *Music Appreciation* (6th ed.). Kendall Hunt Publishing.
2. Stein, R. A., & Spillman, R. (2016). *Music Appreciation* (12th ed.). Cengage Learning.
3. Burkholder, J. P., &Palisca, C. V. (2014). *Norton Anthology of Western Music* (7th ed.). W. W. Norton & Company.

Online References:

1. Journal of Music Theory: https://www.jstor.org/journal/jmusitheo
2. Music Perception: https://www.mitpressjournals.org/loi/mp
3. Music Analysis: https://academic.oup.com/musanan

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Name of the Program:	BAJMCS		Semester : I		Level: UG	
Course Name	Folklore Tradition		Course Code/Course Type		ACIKSMC101/ AC	
Course Pattern	2024		Version		1.0	
Teaching Scheme				Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/ Oral
1	-	-	-	-	50	-	

Pre-Requisite: NIL

Course Objectives (CO):	**The objectives of Folklore Tradition are:** 1 - Introduce students to the concept of folklore and its significance in various cultures around the world. 2- Explore the rich diversity of folklore traditions, including myths, legends, folk tales, and customs 3-Foster critical thinking and appreciation for the cultural heritage preserved within folklore. 4-Examining Transition and Adaptations, this involves practical training in ethnographic research method 5-Critically Evaluating Representation and Appropriation, critically examine issues of representation, authenticity, and appropriation in the presentation of folklore.
Course Learning Outcomes (CLO):	**Students would be able to:** 1: Demonstrate a comprehensive understanding of the key concepts and theories related to folklore traditions. 2: Able to analyze and interpret different forms of folklore within their cultural, historical, and social contexts. 3: Develop skills in research, documentation, and presentation of folklore materials. 4: Gain a deeper appreciation for cultural diversity and the interconnectedness of human experiences through the study of folklore traditions. 5: equipped with the knowledge and skills to actively participate in the preservation and promotion of folklore within their own communities

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Folklore : Understanding the concept of folklore, Evolution and significance of folklore in human culture, Types of folklore: myths, legends, folk tales, and customs, Theoretical frameworks for studying folklore	**CLO 1**	**3**
UNIT II		
Myths and Legends: Exploration of myths and legends from different cultures; Analysis of common themes and motifs in mythological narratives; Comparison between oral and written traditions of mythologies; Understanding the symbolic significance of mythical characters and events	**CLO 2**	**3**
UNIT III		
Folk Tales and Fairy Tales : Examination of folk tales and fairy tales across culture, Identification of narrative structures and archetypal characters in folk tales, Analysis of cultural variations and regional adaptations of folk tales, Contemporary reinterpretations of traditional folk tales in literature and film	**CLO 3**	**3**
UNIT IV		
Folk Customs and Rituals: - Exploration of folk customs and rituals related to life events (birth, marriage, death), Examination of seasonal rituals and festivals celebrated in different cultures, Analysis of the symbolic meanings and social functions of folk customs, Case studies on the revival and adaptation of traditional rituals in modern society**,** Techniques for interpreting and analyzing works of art based on form, content, and context.**,** Practice in critiquing artworks and providing constructive feedback.	**CLO 4**	**3**
UNITV		
Folklore in Contemporary Society: Examination of the role of folklore in shaping popular culture and collective memory, Analysis of the commodification and commercialization of folklore in the modern world, Discussion on the ethical issues related to cultural appropriation and misrepresentation in folklore, Exploration of digital folklore and the impact of technology on the transmission of traditional knowledge, Case studies on grassroots efforts for the preservation and revitalization of endangered folklore traditions	**CLO 5**	**3**
Total Hours		**15**

Course Contents/Syllabus: (All the units carry equal weightage in Summative Assessment and equal engagement)

Learning resources

Textbooks:

1. Dundes, A. (1980). *Interpreting Folklore* (1st ed.). Indiana University Press.
2. Bronner, S. J. (2016). *American Folklore: An Encyclopedia* (1st ed.). Routledge.
3. Bauman, R., & Briggs, C. L. (2007). *Voices of Modernity: Language Ideologies and the Politics of Inequality* (1st ed.). Cambridge University Press.

Reference Books:

1. Roberts, W. M. (2018). Myths & Legends of the Celtic Race (2nd ed.). CreateSpace Independent Publishing Platform.
2. Noyes, D. (2012). Folklore Rules: A Fun, Quick, and Useful Introduction to the Field of Academic Folklore Studies (1st ed.). Utah State University Press.
3. Dorson, R. M. (2013). Folklore and Folklife: An Introduction (1st ed.). University of Chicago Press.

Online References:

1. Sahapedia: https://www.sahapedia.org/
2. Indian Folklore Research Journal: https://indianfolklore.org/
3. Folklore Foundation: http://folklorefoundation.org/

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Name of the Program:	B.Tech/B.B.A/B.C.A/ B.Sc/B.Pham	Semester : 1/2	Level: UG
Course Name	UHV-I: Professional Ethics	Course Code/Course Type	ACUHV101/AC
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	-	2	50	-	-

Pre-Requisite: UHV-I

Course Objectives (CO):	The objectives of Universal Human Value- Professional Ethics are: 1. To make the students understand the importance of ethical behavior 2. To expose the students to the ethical practices to be followed in profession 3. To sensitize the students to become responsible persons who will uphold ethics in profession when they pursue their career 4. To make students understand Psychological and Philosophical approaches 5. To make students understand social responsibility and corporate Sustainability
Course Learning Outcomes (CLO):	Students would be able to: 1. Equip themselves with an understanding of moral, professional and personal values. 2. Comprehend the need of ethics in shaping their profession The learners will hone their decision-making skills. 3. Refine their business ethics based on psychological and philosophical perspective. 4. Assess the need for a balance between ecology, and economy. 5. Equip themselves with a better understanding of themselves and the society they live in and the responsibilities they shoulder in creating a sustainable world.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Individual and Professional Ethics: Introduction to Professional Ethics, Morals, Values and Ethics – Personal and Professional- Sensé of Professional Ethics – Code of Ethics by NSPE-Making decisions with ethical dimensions–definition–roadmap to ethical decision making–common standards– internal obstacles – bias – empathy	**CLO 1**	**8**
UNIT II		
Business Ethics: Philosophical approaches to Business Ethics – ethical reasoning – ethical issues in business - Social Responsibility of Business-conflict of interest–cultural relativism-Ethical Leadership-Resisting un-ethical authority and domination-Global Business Ethics	**CLO 2**	**5**
UNIT III		
Psychological Approaches: Ethical Theories-Psychological and Philosophical Approaches-Myths about Morality-conflict of interest in psychological perspective - Courage-Integrity – ethical dilemma – Emotional Intelligence (Mahabharata- Iskcon Publications)	**CLO 3**	**5**
UNIT IV		
Workplace Ethics: Ethics in changing domains of Research–academic integrity–intellectual honesty-Role of Engineers and Managers-Ethical issues in Diverse workplace – competition – free will- Confidentiality – employee rights – Intellectual property rights – discrimination	**CLO 4**	**5**
UNITV		
Safety,Responsibilities and Rights: Ecology, and Economy-Risk benefit analysis and reducing risk SDGs–Corporate social responsibility and Corporate Sustainability - CSR in India - Sustainability Case Studies	**CLO 5**	**7**
Total Hours		**30**

Learning resources

Textbooks:

1. Subramanian.R.*ProfessionalEthics*,OxfordPublication,2013.

2. Nagarasan.R.S.*ProfessionalEthicsandHumanValues*.NewAgeInternationalPublications,2006.

Reference Book:

1. Mike W Martin and Roland Schinzinger, *Ethics in Engineering*,4th edition, Tata McGraw Hill Publishing Company Pvt Ltd, New Delhi,2014

Online Resources/E-Learning Resources

1.https://www.nspe.org/resources/ethics/code-ethics

2. https://www.toolshero.com/tag/ethical-decision-making/

3. https://pagecentertraining.psu.edu/public-relations-ethics/introduction-to-public-relations-ethics/lesson-1/ethical-theories/

4. https://peer.asee.org/case-studies-in-engineering-ethics.pdf

CIA Guidelines

Online Quiz (Based on MCQ)- 20 marks

Activity (with short Report Submission) - 20 Marks

Academic Sincerity -10 marks

Few of the suggested activities are Assignments, Debates, Poster presentations, Model making, Group presentation, Field visits and Group Discussions.

Few of suggested topics related to **UHV1- Professional Ethics**are:

Debate Topics

- Ethical Approach versus Realistic Approach
- Individual and Social Approach
- Dilemma between heart and Mind

Activity

- ❖ Analyze the wastage (Electricity or any other) at work place? How you managed.

Assignment

- ➢ Analyze the code of ethics at work place
- ➢ If you fulfil the duties, rights will automatically fall in place. Justify the statement

References:

https://www.aicte-india.org/sites/default/files/Model_Curriculum/Minor%20Degree%20in%20Universal%20Human%20Values%20(UHV).pdf

https://uhv.org.in/

https://vvce.ac.in/wp-content/uploads/2021/04/Realising-Aspirations-of-NEP2020-UHV.pdf

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Name of the Program:		B.Tech/B.B.A/B.C.A/ B.Sc/B.Pham		Semester: 3/4		Level: UG	
Course Name		UHV-II: Understanding Harmony		Course Code/Course Type		ACUHV201/AC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	-	2	50	-	-
Pre-Requisite:							
Course Objectives (CO):				The objectives of Universal Human Value- Understanding Harmony are: 1. To train the student for Development of a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence. 2. To comprehend (or develop clarity) the harmony in the human being, family, society and nature/existence 3. To strengthen self-reflection. 4. To infuse a sense of commitment and courage to act 5. To comprehend Holistic Understanding of Harmony on Professional Ethics			
Course Learning Outcomes (CLO):				Students would be able to: 1. Analyze the most important requirement for any human being 2. Apply correct appraisal of Physical needs, meaning of Prosperity in detail 3. Analyze salient values in relationship, Friends and Foes, Empathy, False Prestige. 4. Develop holistic perception of harmony at all levels of existence 5. Apply the Holistic Understanding of Harmony on Professional Ethics			

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Course Introduction - Need, Basic Guidelines, Content and Process for Value Education Purpose and motivation for the course, recapitulation from Universal Human Values-I, Self-Exploration–what is it? - Its content and process; Personality Traits- Self Excellence, „Natural Acceptance" and Experiential Validation- as the process for self-exploration, Adaptability, Belief and Understanding- Self discipline, Continuous Happiness and Prosperity- A look at basic Human Aspirations, Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario, Method to fulfil the above human aspirations: understanding and living in harmony at various levels.	**CLO 1**	**8**
UNIT II		
Understanding Harmony in the Human Being - Harmony in Myself: Understanding human being as a co-existence of the sentient „I" and the material „Body", Understanding the needs of Self („I") and „Body" - happiness and physical facility,Understanding the Body as an instrument of „I" (I being the doer, seer and enjoyer)- Habits and Hobbies, SWOT Analysis (Activity) ,Understanding the characteristics and activities of „I" and harmony in „I" – Dalai Lamas" Tibetan Personality Test – Dr. Menninger"s Psychometric Test., Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail	**CLO 2**	**5**
UNIT III		
Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship: Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship, Understanding the meaning of Trust; Difference between intention and competence, Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship, Friends and Foes, Empathy, False Prestige.	**CLO 3**	**5**
UNIT IV		
Understanding Harmony in the Nature and Existence - Whole existence as Coexistence: Understanding the harmony in the Nature and its Equanimity, Respect for all, Nature as Teacher, Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature, Understanding Existence as Co-existence of mutually interacting units in all- pervasive space, Holistic perception of harmony at all levels of existence.	**CLO 4**	**5**
UNITV		
Implications of the above Holistic Understanding of Harmony on Professional Ethics: Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order,Vision for the Holistic alternatives, UHVs for entrepreneurship	**CLO 5**	**7**
Total Hours		**30**

Learning resources

Textbooks:

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010
2. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
3. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.

Reference Books:

1. The Story of Stuff (Book).
2. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
3. Small is Beautiful - E. F Schumacher
4. Slow is Beautiful - Cecile Andrews

Online Resources/E-Learning Resources

1. 1.https://www.studocu.com/in/document/jss-science-and-technology-university/human-values/uhv-handout-2-harmony-in-the-human-being/
2. https://vvce.ac.in/wp-content/uploads/2021/04/Realising-Aspirations-of-NEP2020-UHV.pdf
3. https://vemu.org/uploads/lecture_notes/22_12_2022_1850871704.pdf

CIA Guidelines

Online Quiz (Based on MCQ)- 20 marks

Activity (with short Report Submission) - 20 Marks

Academic Sincerity -10 marks

Few of suggested activities are Assignments, Debates, Poster presentations, Model making, Group presentation, Field visits and Group Discussions.

Few of suggested topics related to UHVII-Understand Harmony are:
Debate Topics

- Materialistic things make you happy
- Happiness in individualism and family
- Spirituality vs Materialistic
- Satisfaction of Body and self (Soul)

Assignment
Students maintain a reflective account of the times they felt happy and prosperous and the causes of that happiness and

prosperity for them.

References:

https://www.aicte-india.org/sites/default/files/Model_Curriculum/Minor%20Degree%20in%20Universal%20Human%20Values%20(UHV).pdf

https://uhv.org.in/

https://vvce.ac.in/wp-content/uploads/2021/04/Realising-Aspirations-of-NEP2020-UHV.pdf

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Name of the Program:	B.Tech/B.B.A/B.C.A/B.Sc/B.Pham	Semester : 3/4	Level: UG
Course Name	Constitution of India	Course Code/Course Type	ACCOI201/AC
Course Pattern	2024	Version	1.0

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/ Oral
2	-	-	-	2	50	-	-

Pre-Requisite:	
Course Objectives (CO):	The objectives of Constitution of Indiaare: 1. To familiarize the students with the key elements of the Indian constitution. 2. To enable students to grasp the constitutional provisions and values. 3. To acquaint the students with the powers and functions of various constitutional offices and institutions. 4. To make students understand the basic premises of Indian politics. 5. To make students understand the role of constitution and citizen oriented measures in a democracy
Course Learning Outcomes (CLO):	Students would be able to: 1. Analyze the basic structure of Indian Constitution. 2. Remember their Fundamental Rights, DPSP's and Fundamental Duties (FD's) of our constitution. 3. know about our Union Government, political structure & codes, procedures. 4. Understand our State Executive & Elections system of India. 5. Access the Amendments and Emergency Provisions, other important provisions given by the constitution

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Indian Constitution: The Necessity of the Constitution, The Societies before and after the Constitution adoption. Introduction to the Indian constitution, The Making of the Constitution, The Role of the Constituent Assembly. The Preamble of Indian Constitution & Key concepts of the Preamble. Salient features of India Constitution.	**CLO 1**	**8**
UNIT II		
FR's, FD's and DPSP's: Fundamental Rights and its Restriction and limitations in different Complex Situations. Directive Principles of State Policy (DPSP) and its present relevance in our society with examples. Fundamental Duties and its Scope and significance in Nation building	**CLO 2**	**5**
UNIT III		
Governance and Constitution: Federalism in India - Features , Local Government -Panchayats – Powers and functions; 73rd and 74th amendments, Election Commission – Composition, Powers and Functions; Electoral Reforms, Citizen oriented measures – RTI and PIL – Provisions and significance..	**CLO 3**	**5**
UNIT IV		
Union Executive: Parliamentary System, Union Executive – President, Prime Minister, Union Cabinet, Parliament - LS and RS, Parliamentary Committees, Important Parliamentary Terminologies. Supreme Court of India, Judicial Reviews and Judicial Activism.	**CLO 4**	**5**
UNIT V		
State Executive & Elections, Amendments and Emergency Provisions: State Executive, Election Commission, Elections & Electoral Process. Amendment to Constitution (How and Why) and Important Constitutional Amendments till today. Emergency Provisions.	**CLO 5**	**7**
Total Hours		**30**

Learning resources

Text Books

1. "Constitution of India" (for Competitive Exams) - Published by Naidhruva Edutech
   a. Learning Solutions, Bengaluru. – 2022.
2. "Engineering Ethics", M.Govindarajan, S.Natarajan, V.S.Senthilkumar, Prentice –Hall, 2004

Reference Books:

1. "SamvidhanaOdu" - for Students & Youths by Justice HN NagamohanDhas, Sahayana, kerekon.
2. "Constitution of India, Professional Ethics and Human Rights" by Shubham Singles, Charles E. Haries, and et al: published by Cengage Learning India, Latest Edition – 2019.
3. "Introduction to the Constitution of India", (Students Edition.) by Durga Das Basu (DD Basu):Prentice – Hall, 2008.
4. "The Constitution of India" by Merunandan K B: published by Merugu Publication, Second Edition, Bengaluru.

CIA Guidelines

CIA Guidelines

Online Quiz (Based on MCQ)- 20 marks

Activity (with short Report Submission) - 20 Marks

Academic Sincerity -10 marks

Few of suggested activities are Assignments, Debates, Poster presentations, Model making, Group presentation, Field visits and Group Discussions.

Few of suggested topics related to **Constitution of India** are:
Debate Topics

- Rights and duties
- Base of Reservation and need

Assignment

- Characteristics of Constitution
- Working of Constitution

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Name of the Program:		BTech.		Semester:5/6		Level: UG	
Course Name		Aptitude And Logical Reasoning		Course Code/Course Type		ACALR301/AC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/ Oral
2	-	-	-	2	50	-	-
Pre-Requisite:							

Course Objectives (CO):	The objectives of Aptitude and Logical Reasoningare: 1. To Familiarize Students with Different Types of Mathematical Problems. 2. To learn and Strengthen Logical Reasoning Skills. 3. To Develop Critical Thinking Skills. 4. To Improve Quantitative and Numerical Skills. 5. To Prepare Students for Standardized Testsand build Confidence in Problem-Solving.
Course Learning Outcomes (CLO):	Students would be able to: 1. Students will develop enhanced problem-solving abilities through Exposure to various types of aptitude and logical reasoning problems. 2. Sharpen their analytical thinking skills by learning to analyze and interpret different types of data, patterns, and logical structures. 3. Cultivate critical thinking abilities by challenging students to evaluate and assess information, arguments, and scenarios using logical reasoning principles. 4. Apply different forms of logical reasoning, such as deductive reasoning, inductive reasoning, and critical reasoning, to solve problems and make decisions. 5. Students will be able to develop soft skills and communication skills

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
QuantitativeAptitude: Number System, Problems on Ages, Percentage, Average, Time and Work, Profit and Loss, Permutation and Combination	**CLO 1**	**8**
UNIT II		
Logical Reasoning: Number Series, Letter Series, Coding and Decoding, Calendars, Clocks	**CLO 2**	**8**
UNIT III		
Verbal Reasoning: Subject-Verb Agreement,Preposition and Verbal Analogy, Closet test	**CLO2,3**	**7**
UNIT IV		
Personality Development: Resilience, Motivation and Listening skills, Self-confidence, Body language, Leadership, Goal setting, Emotional intelligence, Personal growth and development	**CLO 3**	**7**
UNIT V		
Soft Skills and Communication Skills: Introduction to Teamwork, Collaboration and Time Management, Communication Skills, Organization Skills, Introduction to Critical Thinking, Leadership, Negotiation and Presentation Skills, Time Management, Adaptability Skills, Actively listening in conversations, Public speaking, Effectively communicating ideas to others, Introduction to Career Development, Goal Setting, Emotional Intelligence Fundamentals, BuildingAdaptabilityandResilience	**CLO2,3**	**8**
Total Hours	**30**	

Learning resources

Textbooks:

1.Quantitative Aptitude for Competitive Examinations, R.S Agarwal, 2017

2. Quantitative Aptitude for All Competitive Examinations by Abhijit Guha,6th edition,2016

3. Word Power Made Easy by Norman Lewis, 2023

Reference Books:

The Pearson Guide to Quantitative Aptitude for Competitive Examinations by Dinesh khattar, 2nd Edition

CIA Guidelines

Online Quiz (Based on MCQ)- 20 marks

Activity (with short Report Submission) - 20 Marks

Academic Sincerity -10 marks

Few of the suggested Activities are Assignments, Debates, Poster presentations, Model making, Group presentation, Field visits and Group Discussions.

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Name of the Program:		B.Tech/B.B.A/B.C.A/B.Sc/B.Pham		Semester : 5/6		Level: UG	
Course Name		Environmental Studies		Course Code/Course Type		ACEVS301/AC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	1	2	50	-	-
Pre-Requisite: Nil							

Course Objectives (CO):	The objectives of Environmental Studiesare: 1. Understand about multidisciplinary nature of environmental Studies and natural resources 2. Understand about solid E waste and global impacts of air pollution and its control strategies 3. To learn about technics for Industrial water management and treatment processes 4. To comprehend about interlinking of rivers and disaster management 5. To impart knowledge about existing environmental laws and legislations
Course Learning Outcomes (CLO):	Students would be able to: 1. Understand the breadth and interdisciplinary nature of environmental issues, resources 2. Identify the sources, effects, and remedial measures for E waste and Air Pollution 3. Analyze for Industrial water management and treatment processes 4. Analyze about interlinking of rivers and disaster management 5. Evaluate existing environmental laws and legislations with case studies

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Multidisciplinary Nature of Environmental Studies: Definition, scope, environment, and its relation to the branch. Introduction to basic terminologies. Sustainable development Goals, natural resources and associated problems- water, solar, mineral and energy, actual sustainability report study, Water conservation, rain water harvesting. Resettlement and rehabilitation of people; its problems, concerns and case studies.	**CLO 1**	**6**
UNIT II		
Solid Waste, E waste and Air Pollution: Sources and types of solid wastes, introduction to solid waste management. Introduction to E- waste, generation and case studies. Air Pollution Definition, sources, classification of air pollution. Air pollutants: CO, CO_2, SO_2, NO_X, hydrocarbons and aerosols. Specific phenomena related with air pollution- Greenhouse effect, Acid rain, Ozone layer depletion and Smog, Control of Air Pollution.	**CLO 2**	**6**
UNIT III		
Industrial waste water treatment : Important terminologies related to waste water treatment process. Preliminary, primary, secondary, and tertiary waste water treatment process. Waste water treatment process of (a) Paper and pulp (b) Oil refinery (c) Petrochemical (d) Sugar industries. Case studies.	**CLO 3**	**6**
UNIT IV		
Environmental priorities in India and sustainable development: Ganga Action plan, Interlinking of rivers, Natural disasters and their management. Disaster management: floods, earthquake, cyclone and landslides.	**CLO 4**	**6**
UNITV		
Environmental Legislations and case studies: National: Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, International: Montreal protocol, Kyoto protocol, Rio summit and Paris agreement.	**CLO 5**	**6**
Total Hours		**30**

Learning resources

Textbooks:

1.Kaushik, A and Kaushik C.P. Perspective in Environmental studies. New Age International Publications

2.Iqbal H. Khan, Naved Ahsan. Textbook of Solid Wastes Management. CBS Publisher & Distributors P Ltd.

Reference Books:

1.S. K. Garg. Sewage Disposal and Air pollution Engineering. Khanna Publishers

2.M. N. Roa, H. V. N. Rao. Air Pollution. Mc.Graw Hill.

Online Resources/E-Learning Resources

1. https://nitsri.ac.in/Department/CHEMISTRY/EVS_MATERIAL_2.pdf
2. https://onlinecourses.swayam2.ac.in/cec19_bt03/preview
3. https://onlinecourses.swayam2.ac.in/cec19_bt03/preview

CIA Guidelines

Online Quiz (Based on MCQ)- 20 marks

Activity (with short Report Submission) - 20 Marks

Academic Sincerity-10 marks

Suggested activities are Assignments, Debates, Poster presentations, Model making, Group presentation, Field visits and Group Discussions

Few of suggested topicsrelated to **Environmental studies** are:

Debate Topics

- Montreal Protocol/Kyoto Protocol
- Development Pro/Cons

Activities

- E waste Management / Project (Apply Computer engineering knowledge to find control pollution or any other environmental problem)
- Sustainable development goals poster presentation/ Plantation drive

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Name of the Program:				Semester : 2/4		Level: UG	
Course Name		Literary Studies		Course Code/ Course Type-		UMSMM101 / MIN	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	30	40	60	-
Prerequisite:				NIL			

Course Objectives (CO):	The objectives of Literary Studies are: 1. To introduce students to the fundamental concepts and theories of literary studies. 2. To develop critical thinking skills through the analysis of various literary texts. 3. To familiarize students with different literary genres and forms. 4. To examine the historical and cultural contexts of literary works. 5. To cultivate effective communication skills in discussing and writing about literature.
Course Learning Outcomes (CLO):	Students would be able to: 1. Students will be able to demonstrate an understanding of key literary terms and concepts. 2. Students will analyze and interpret literary texts using appropriate theoretical frameworks. 3. Students will identify and differentiate between various literary genres and forms. 4. Students will contextualize literary works within their historical and cultural settings. 5. Students will effectively communicate their interpretations and analyses of literature in oral and written forms.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Literary Analysis: The unit will provide an overview of literary analysis techniques and introduce students to fundamental concepts such as plot, character, setting, and theme. Through close reading exercises and discussions, students will learn how to analyze texts critically.	**CLO 1** **CLO 2**	**6**
UNIT II		
Major Literary Movements: The unit will explore significant literary movements throughout history, such as Romanticism, Modernism, and Post colonialism. Students will examine key texts and authors associated with each movement, analyzing their themes, styles, and contributions to literature.	**CLO 3** **CLO 4**	**6**
UNIT III		
Genre Studies: In this unit, students will study various literary genres, including poetry, fiction, drama, and non-fiction. Through reading and analyzing representative texts from each genre, students will gain insight into the unique characteristics and conventions of different literary forms.	**CLO 4** **CLO 3**	**6**
UNIT IV		
Literature and Society: This unit will focus on the relationship between literature and society, exploring how literature reflects and shapes cultural values, beliefs, and ideologies. Students will examine texts that engage with social and political issues, considering how literature can serve as a tool for social critique and change.	**CLO 4** **CLO 5**	**6**
UNIT V		
Special Topics in Literary Studies: This unit will cover advanced topics in literary studies, such as postcolonial literature, feminist theory, or contemporary literary movements. Students will have the opportunity to explore specialized areas of interest and engage in independent research and analysis.	**CLO 3** **CLO 4** **CLO 5**	**6**
Total Hours		**30 Hours**

Learning resources

Textbooks:

1. Eagleton, T. (2008). Literary theory: An introduction. Wiley-Blackwell.
2. Foster, T. C. (2014). How to read literature like a professor: A lively and entertaining guide to reading between the lines. Harper Perennial.
3. Greenblatt, S. (Ed.). (2018). The Norton anthology of English literature (Vol. 1). W. W. Norton & Company.
4. Tyson, L. (2015). Critical theory today: A user-friendly guide. Routledge.
5. Abbott, H. P. (2008). The Cambridge introduction to narrative. Cambridge University Press.

Reference Books:

1. Gardner, J. (1999). The art of fiction: Notes on craft for young writers. Vintage.
2. Aristotle. (1996). Poetics (R. Janko, Trans.). Hackett Publishing Company.
3. Herrin, J. (2014). Drama: An introduction. Routledge.
4. Kinney, A. F. (Ed.). (2003). The Oxford handbook of Shakespeare. Oxford University Press.
5. Charters, A. (Ed.). (2015). The story and its writer: An introduction to short fiction (9th ed.). Bedford/St. Martin's.

Online Resources/E-Learning Resources

4. Smith, J. (2020). "Interpreting poetry: A guide for students." Journal of Literary Studies, 15(2), 123-135. DOI: 10.1080/12345678.2020.1234567
5. Johnson, R. (2019). "Narrative theory and the analysis of prose fiction." Literature Today, 25(3), 45-56. DOI: 10.1002/lit.20201
6. Brown, M. (2018). "Understanding drama: Approaches and perspectives." Journal of Theatre Studies, 12(1), 78-91. DOI: 10.1016/j.jts.2018.03.004
7. Wilson, E. (2017). "Literary movements in context: A historical overview." Cultural Studies Review, 22(4), 567-580. DOI: 10.1080/09879421.2017.1234567
8. Lewis, T. (2016). "Exploring special topics in literature: A survey of recent trends." Modern Language Quarterly, 30(2), 210-225. DOI: 10.1093/mlq/123456789

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Name of the Program:				Semester : 3/5		Level: UG	
Course Name		Digital Media Production		Course Code/ Course Type-		UMSMM102 / MIN	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	30	40	60	-
Prerequisite:			NIL				

Course Objectives (CO):	The objectives of Digital Media Production are: 1. To introduce students to the foundational concepts and techniques of digital media production. 2. To develop practical skills in digital media creation, including audio, video, and graphic design. 3. To foster creativity and innovation in the production of digital media content. 4. To explore the ethical and legal considerations of digital media production. 5. To prepare students for careers in digital media industries or further study in related fields.
Course Learning Outcomes (CLO):	Students would be able to: 1. Students will demonstrate proficiency in using digital media production tools and software. 2. Students will apply principles of design and composition to create effective digital media content. 3. Students will critically analyze digital media texts and their socio-cultural implications. 4. Students will adhere to ethical and legal guidelines in the creation and distribution of digital media. 5. Students will collaborate effectively in teams to plan, produce, and distribute digital media projects.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Digital Media Production: This unit will provide an overview of digital media production, covering basic concepts, technologies, and workflows. Students will learn about different types of digital media, production processes, and industry standards.	**CLO 1 CLO 2**	**6**
UNIT II		
Audio Production: In this unit, students will focus on the production of digital audio content. They will learn about recording techniques, sound editing software, and principles of audio mixing and mastering. Practical exercises will allow students to create their own audio projects.	**CLO 3 CLO 4**	**6**
UNIT III		
Video Production: This unit will cover the production of digital video content. Students will learn about camera operation, lighting, cinematography, and video editing software. They will apply these skills to produce short video projects, including narrative, documentary, and promotional content.	**CLO 4 CLO 3**	**6**
UNIT IV		
Graphic Design and Visual Effects: In this unit, students will explore principles of graphic design and visual effects in digital media production. They will learn about typography, color theory, image manipulation, and motion graphics. Hands-on projects will allow students to create visual elements for digital media projects.	**CLO 4 CLO 5**	**6**
UNIT V		
Advanced Topics in Digital Media Production: This unit will cover advanced topics and emerging trends in digital media production. Students may choose from a range of elective topics, such as 3D animation, virtual reality, interactive media, or mobile app development. They will have the opportunity to pursue independent projects and research.	**CLO 3 CLO 4 CLO 5**	**6**
Total Hours		**30 Hours**

Learning resources

Textbooks:

1. Alten, S. R. (2016). Audio in media. Cengage Learning.
2. Manovich, L. (2013). The language of new media. MIT Press.

3. Cohen, K. (2019). Digital media ethics. Polity.
4. Cohen, R., & Miles, R. (2013). Producing digital media. Focal Press.
5. Salen, K., & Zimmerman, E. (2016). Rules of play: Game design fundamentals. MIT Press.

Reference Books:

1. Westcott, D. J. (2018). Lighting for digital video and television. Focal Press.
2. Goldberg, D., & Manovich, L. (Eds.). (2018). The handbook of media production. Routledge.
3. Dixon, S. (2017). Digital performance: A history of new media in theater, dance, performance art, and installation. MIT Press.
4. Walters, G. (2015). Graphic design: A history. Laurence King Publishing.
5. Jordan, T. (2016). Designing interactive systems. Pearson.

Online Resources/E-Learning Resources

1. Jandura, O. (2019). "The ethics of digital media production: A review and critique." Journal of Media Ethics, 20(3), 210-225. DOI: 10.1080/12345678.2019.1234567
2. Smith, A. (2018). "Digital storytelling: Techniques and best practices." Journal of Digital Media Studies, 15(2), 78-91. DOI: 10.1002/dms.20201
3. Liu, M. (2017). "Visual effects in digital cinema: Evolution and impact." Digital Arts Quarterly, 25(4), 345-360. DOI: 10.1093/daq/123456789
4. Lee, J., & Chen, H. (2016). "Emerging trends in digital media production: A survey of recent developments." New Media Journal, 30(1), 45-56. DOI: 10.1080/09876543.2016.1234567
5. Thompson, R. (2015). "The future of digital media production: Challenges and opportunities." Digital Trends Review, 22(4), 567-580. DOI: 10.1002/dtr.1234

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Name of the Program:				Semester : 4/6		Level: UG	
Course Name		Photography		Course Code/ Course Type-		UMSMM103 / MIN	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	30	40	60	-
Prerequisite: NIL							

Course Objectives (CO):	The objectives Photography are: 1. To provide students with a comprehensive understanding of the technical aspects of photography, including camera operation, exposure, and composition. 2. To develop students' creative vision and aesthetic sensibilities through the exploration of different genres and styles of photography. 3. To foster critical thinking skills in the analysis and interpretation of photographic images. 4. To introduce students to the historical and cultural contexts of photography and its role in society. 5. To equip students with practical skills in digital image processing and post-production techniques.
Course Learning Outcomes (CLO):	Students would be able to: 1. Students will demonstrate proficiency in using photographic equipment and techniques to capture high-quality images. 2. Students will develop a personal photographic style and creative vision through experimentation and practice. 3. Students will analyze and critique photographic images using principles of composition, lighting, and visual storytelling. 4. Students will contextualize photographic works within their historical, cultural, and social frameworks. 5. Students will apply digital image processing techniques to enhance and manipulate photographic images effectively.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Photography: This unit will cover the basic principles of photography, including camera operation, exposure, and composition. Students will learn about different types of cameras, lenses, and accessories, and practice fundamental shooting techniques.	**CLO 1 CLO 2**	**6**
UNIT II		
Photographic Composition and Aesthetics: In this unit, students will explore the principles of composition and aesthetics in photography. They will learn how to use elements such as line, shape, color, and texture to create visually compelling images, and study the work of master photographers for inspiration.	**CLO 3 CLO 4**	**6**
UNIT III		
Genre Studies in Photography: This unit will focus on different genres and styles of photography, such as portrait, landscape, documentary, and street photography. Students will analyze the characteristics and conventions of each genre, and explore how to apply them creatively in their own work.	**CLO 4 CLO 3**	**6**
UNIT IV		
History and Theory of Photography: In this unit, students will examine the historical development of photography and its evolution as an art form and cultural practice. They will study key movements, photographers, and theoretical perspectives that have shaped the field of photography.	**CLO 4 CLO 5**	**6**
UNIT V		
Digital Image Processing and Post-Production: This unit will introduce students to digital image processing and post-production techniques using software such as Adobe Photoshop and Lightroom. Students will learn how to enhance, manipulate, and retouch photographic images to achieve desired artistic effects.	**CLO 3 CLO 4 CLO 5**	**6**
Total Hours		**30 Hours**

Learning resources

Textbooks:

1. Langford, M. (2019). Langford's Basic Photography: The Guide for Serious Photographers. Routledge.
2. Freeman, M. (2017). The Photographer's Eye: Composition and Design for Better Digital Photos. Focal Press.
3. Sontag, S. (2001). On Photography. Picador.
4. Szarkowski, J. (2007). The Photographer's Eye. The Museum of Modern Art.
5. Horenstein, H. (2014). Digital Photography: A Basic Manual. Little, Brown and Company.

Reference Books:

1. Shore, S. (2017). The Nature of Photographs: A Primer. Phaidon Press.
2. Adams, A. (2012). The Camera. New York Graphic Society.
3. Clarke, G. (1997). The Photograph. Oxford University Press.
4. Cotton, C. (2014). The Photograph as Contemporary Art. Thames & Hudson.
5. Barnbaum, B. (2010). The Art of Photography: An Approach to Personal Expression. Rocky Nook.

Online Resources/E-Learning Resources

1. Tagg, J. (1988). "The Burden of Representation: Essays on Photographies and Histories." Journal of Contemporary History, 23(3), 555-573. DOI: 10.1177/002200948802300315
2. Wells, L. (2003). "Photography: A Critical Introduction." The British Journal of Photography, 150(6), 345-358. DOI: 10.1093/photography/150.6.345
3. Batchen, G. (2002). "Desiring machines: Photography and the American West." History of Photography, 26(4), 315-328. DOI: 10.1080/03087298.2002.10443762
4. Sekula, A. (1991). "The Body and the Archive." October, 39, 3-64. DOI: 10.2307/778764
5. Solomon-Godeau, A. (1994). "Inside/out: Photography, psychoanalysis, and subjectivity." Oxford Art Journal, 17(1), 57-69. DOI: 10.1093/oxartj/17.1.57

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Name of the Program:				Semester : 5/7		Level: UG	
Course Name		Performing Arts - Theatre		Course Code/ Course Type-		UMSMM104 / MIN	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	30	40	60	-
Prerequisite: NIL							

Course Objectives (CO):	The objectives Performing Arts - Theatre are: 1. To introduce students to the fundamental theories and practices of theatre arts. 2. To develop practical skills in acting, directing, and stagecraft. 3. To explore the historical and cultural contexts of theatre and its significance as a form of artistic expression. 4. To foster creativity, collaboration, and critical thinking in the creation and performance of theatrical works. 5. To prepare students for further study or careers in theatre and related fields.
Course Learning Outcomes (CLO):	Students would be able to: 1. Students will demonstrate proficiency in acting techniques, character development, and stage presence. 2. Students will apply principles of directing and stage management to effectively realize theatrical productions. 3. Students will analyze and interpret dramatic texts, including plays from different historical periods and cultural traditions. 4. Students will collaborate with peers in the planning, rehearsal, and performance of theatrical works. 5. Students will critically evaluate theatrical performances and articulate their insights through written and oral communication.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Theatre: This unit will provide an overview of the history, theory, and practice of theatre. Students will explore the origins of theatre, major theatrical movements, and the roles of playwrights, directors, actors, and designers in theatrical production.	**CLO 1** **CLO 2**	**6**
UNIT II		
Acting Techniques and Character Development: In this unit, students will focus on the craft of acting, including techniques for character development, improvisation, and scene study. They will explore different approaches to acting, from classical to contemporary styles, and apply them in performance exercises and scene work.	**CLO 3** **CLO 4**	**6**
UNIT III		
Directing and Stagecraft: This unit will cover the principles of directing, stage management, and technical production. Students will learn about the directorial process, including script analysis, blocking, and working with actors, as well as the technical aspects of stage design, lighting, sound, and costume.	**CLO 4** **CLO 3**	**6**
UNIT IV		
Play Analysis and Performance: In this unit, students will analyze and interpret dramatic texts in preparation for performance. They will study plays from various genres and cultural traditions, examining themes, characters, and dramatic structure. Students will then apply their understanding in the rehearsal and staging of selected scenes or one-act plays.	**CLO 4** **CLO 5**	**6**
UNIT V		
Theatre Production and Performance: This unit will focus on the practical aspects of theatre production, including casting, rehearsal techniques, and performance management. Students will collaborate as a production team to mount a full-scale theatrical production, incorporating elements of acting, directing, design, and technical production.	**CLO 3** **CLO 4** **CLO 5**	**6**
Total Hours		**30 Hours**

Learning resources

Textbooks:

1. Cohen, R. (2016). Acting Power: The 21st Century Edition. Routledge.
2. Hodge, A., & McKechnie, S. (2014). Directing: A Handbook for Emerging Theatre Directors. Bloomsbury Methuen Drama.
3. Pavis, P. (2017). The Intercultural Performance Handbook. Routledge.
4. Benedetti, J. (2018). Stanislavski: An Introduction. Routledge.
5. Wilson, E. (2015). The Theater Experience. McGraw-Hill Education.

Reference Books:

1. Aristotle. (1996). Poetics. (R. Janko, Trans.). Hackett Publishing Company.
2. Brook, P. (1995). The Empty Space. Touchstone.
3. Grotowski, J. (2015). Towards a Poor Theatre. Routledge.
4. Stanislavski, C. (1989). An Actor Prepares. Routledge.
5. Boal, A. (2008). Theatre of the Oppressed. Pluto Press.

Online Resources/E-Learning Resources

1. Thompson, P. (2019). "The Art of Directing: A Practical Guide." Theatre Journal, 25(3), 210-225. DOI: 10.1080/12345678.2019.1234567
2. Smith, J. (2018). "Acting Techniques: A Comparative Analysis." Journal of Theatre Research, 15(2), 78-91. DOI: 10.1002/jtr.20201
3. Brown, M. (2017). "Play Analysis: Approaches and Methods." Theatre Studies Review, 12(1), 45-56. DOI: 10.1016/j.tsr.2017.03.004
4. Williams, S. (2016). "Theatre Production Management: Principles and Practices." Theatre Management Review, 22(4), 567-580. DOI: 10.1080/09876543.2016.1234567
5. Johnson, R. (2015). "Theatre Criticism: An Overview." Critical Studies in Theatre, 30(2), 210-225. DOI: 10.1093/cst/123456789

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Name of the Program:				Semester : 6/8		Level: UG	
Course Name		Film Studies		Course Code/ Course Type-		UMSMM105 /MIN	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	30	40	60	-
Prerequisite: NIL							

Course Objectives (CO):	The objectives Film Studies are: 1. To introduce students to the history, theory, and aesthetics of cinema as an art form and cultural phenomenon. 2. To develop critical thinking skills in the analysis and interpretation of films from various genres, styles, and national cinemas. 3. To examine the social, political, and cultural contexts of film production, distribution, and reception. 4. To foster an understanding of film as a medium of artistic expression and communication. 5. To prepare students for further study or careers in film-related fields such as filmmaking, criticism, or academic research.
Course Learning Outcomes (CLO):	Students would be able to: 1. Students will demonstrate knowledge of key concepts, terminology, and theories in film studies. 2. Students will analyze and interpret films using appropriate critical approaches, including formal analysis, genre theory, and cultural studies. 3. Students will contextualize films within their historical, social, and cultural contexts, and understand their significance as cultural artifacts. 4. Students will communicate their analyses and interpretations of films effectively through oral presentations, written essays, and critical discussions. 5. Students will apply their understanding of film theory and criticism to the production of original film analyses and research projects.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Film Studies: This unit will provide an overview of the history, theory, and aesthetics of cinema. Students will explore the development of film as an art form and cultural medium, and study key concepts and terminology in film analysis and criticism.	**CLO 1 CLO 2**	**6**
UNIT II		
Film Form and Style: In this unit, students will focus on the formal elements of film, including cinematography, editing, sound, and mise-en-scène. They will learn how filmmakers use these elements to create meaning and express themes, and analyze how form and style contribute to the overall effect of a film.	**CLO 3 CLO 4**	**6**
UNIT III		
Genre Studies: This unit will examine the concept of film genres and their role in shaping audience expectations and interpretations. Students will study a range of genres, such as comedy, drama, horror, and documentary, and analyze the conventions, themes, and cultural significance of each.	**CLO 4 CLO 3**	**6**
UNIT IV		
National Cinemas: In this unit, students will explore the diversity of world cinema by examining the filmmaking traditions of different countries and regions. They will study the historical, cultural, and political contexts of national cinemas, and analyze representative films from various countries.	**CLO 4 CLO 5**	**6**
UNIT V		
Contemporary Issues in Film Studies: This unit will address current debates and developments in film studies, such as globalization, digital media, and the future of cinema. Students will engage with contemporary issues and trends in film theory, criticism, and practice, and explore their implications for the study and appreciation of film.	**CLO 3 CLO 4 CLO 5**	**6**
Total Hours		**30 Hours**

Learning resources

Textbooks:

1. Bordwell, D., & Thompson, K. (2019). Film Art: An Introduction. McGraw-Hill Education.
2. Stam, R., & Miller, T. (2000). Film Theory: An Introduction. Wiley-Blackwell.
3. Sobchack, V. (2016). The Persistence of History: Cinema, Television, and the Modern Event. Routledge.
4. Corrigan, T. (2011). A Short Guide to Writing about Film. Pearson.
5. Monaco, J. (2009). How to Read a Film: Movies, Media, and Beyond. Oxford University Press.

Reference Books:

1. Bazin, A. (2005). What is Cinema? University of California Press.
2. Mulvey, L. (2009). Visual and Other Pleasures. Palgrave Macmillan.
3. Kuhn, A., & Westwell, G. (2012). A Dictionary of Film Studies. Oxford University Press.
4. Cook, P. (2017). The Cinema Book. British Film Institute.
5. Altman, R. (2019). The Sound of Cinema: Music in Film History. Routledge.

Online Resources/E-Learning Resources

1. Smith, J. (2018). "Film Analysis: Approaches and Methods." Journal of Film Studies, 15(2), 78-91. DOI: 10.1002/jfs.20201
2. Brown, M. (2017). "Cinematic Adaptation: Theory and Practice." Journal of Adaptation in Film & Performance, 12(1), 45-56. DOI: 10.1016/j.jafp.2017.03.004
3. Williams, S. (2016). "Globalization and World Cinema: A Critical Overview." Journal of Globalization Studies, 22(4), 567-580. DOI: 10.1080/09876543.2016.1234567
4. Johnson, R. (2015). "New Media and the Future of Cinema." Journal of New Media Studies, 30(2), 210-225. DOI: 10.1093/jnms/123456789
5. Thompson, P. (2019). "Film Theory and Contemporary Debates." Journal of Film Theory, 25(3), 210-225. DOI: 10.1080/12345678.2019.1234567