

Sacred Heart College (Autonomous)

Department of Communication

MA Multimedia

Course plan

Academic Year: 2014 - 15

Semester I

COURSE PLAN FOR INTRODUCTION TO COMMUNICATION

Sessions		Topic	Method	Remarks/Reference
1	Unit 1	Introductory Session	Movie watching, discussions Lectures & presentations	
2		Communication - Definitions, Meaning,		
3		Elements, Process, Functions, Nature		
4		Features & Scope		
5		7 Cs of Communication.		
6		Barriers to communication		
		Barriers to communication (Cont...)		
7		Early Forms of Communication		
8		Human Communication-Verbal & Non Verbal.		
9		Types of Communication		
10		Sociological & Psychological needs & importance		
11		Media as a social institution		
12	Media Influence and socialization			
13	Unit 2	Models of Communication – structure, functions, applications, merits & demerits.	Lectures, presentations, discussions & Quizzes	
		Aristotle Model		
14		Shannon & Weaver Model		
15		Harold D. Lasswell's Model		
16		Wilbur Schramm's Osgood Model		
17		Gerbner's Model		
18		New Comb's Model		
19		David Berlo, SMCR Model		
20		Becker, Riley & Riley De Meur Model		
21	Westley & Maclean Model			
22		CIA – I	1 hr- descriptive answers only	
23		Emergence of Mass Media.	Lectures, presentations,	
24		Mass Communication- Nature, Functions, Scope.		
25		Opinion leaders, Gatekeepers, Persuaders		
26		Present Scenario of Mass Media		
27		Internet-Nature, Scope merits & demerits,		
28		Multi-Mediality		
29		Blogging		

30	Unit 3	Social media as a new method of communication	discussions & Quizzes	
31		Demassification		
32		Convergence		
		Accessibility, Reach		
33		Global issues in Mass Communication: the Geopolitics of Information and Cultural		
34		Imperialism – Media Imperialism		
35		Neo colonialism and Media Globalism: Indian Experience		
36-37		Evaluation – Seminar	Student Presentations	
38	Unit 4	Mass Media effects-impacts on different groups, attitude and behavioural changes -1		
39		Mass Media effects-impacts on different groups, attitude and behavioural changes-2		
40		Mass Media effects-impacts on different groups, attitude and behavioural changes - 3		
41		Media Audience Analysis, typology of audience & critical consumer		
42		Audience Construction – Social Patterns of Media Reception		
43		Evaluation		Group discussion
44		Folk Media	Group Project	
45		Folk Media (Cont...)		
46		Culture and communication		
47		Roland Barthes		
48		Herbert Schiller	Lectures, presentations, discussions	
48		Noam Chomsky		
49		Jacobson		
50		Thompson		
51		Culture as a social Institution – Value Systems: Eastern and Western Perspectives		
52	Culture as a social Institution – Value Systems: Eastern and Western Perspectives			

53	Unit 5	Culture as a social Institution – Value Systems: Eastern and Western Perspectives	Movies, Lectures, presentations, discussions & Quizzes	
54		Inter-cultural Communication: Traditional Communication		
55		Inter-cultural Communication: Traditional Communication		
56		Media and Modern Mass Media as vehicles of Inter-Cultural Communication		
57		Media and Modern Mass Media as vehicles of Inter-Cultural Communication		
58		Culture and Media		
59		Culture and Media (cont...)		
60		Popular Culture and Indian Media		
61-62				CIA II Test
63		Workshop on Culture and communication		
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72		Evaluation of the Course		

References:

1. Daniel Chandler, Rod Munday (2011). *A Dictionary of Media and Communication*. New York: Oxford University Press
2. Keval J Kumar (1994). *Mass communication and Journalism in India*. Mumbai: Jaico Publishing
3. House
4. Peyton Paxson. *Mass Communications and Media Studies: An Introduction*. New York. London: Continuum
5. Raymond W. Preiss (Basic 2013). *Mass Media Effects Research: Advances Through Meta-Analysis*. New York, London: Routledge
6. Melvin De Fluer (1988). *Understanding Mass Communication*. Boston, Massachusetts: Houghton Mifflin
7. Emery, E, Ault, P.H Agee and W.K (1997). *Introduction to Mass Communication* (12th ed). New York: Allyn & Bacon Publishers

8. Wilbur Schramm and Donald F. Roberts (eds.)(1971). *The Process and Effects of Mass Communication*. Urbana: University of Illinois Press. Denis McQuail
9. Hugh Mackay & Tim O' Sullivan (1999). *The Media Reader*. London, New York : Sage Publications
10. Denis McQuail (2009). *McQuail's Mass Communication Theory*. London, Los Angeles, New Delhi: Sage publications

COURSE PLAN

COURSE NAME: PRINT & ELECTRONIC JOURNALISM

COURSE OBJECTIVE:

The news analysis and news selection capabilities of the students will be enhanced. They will develop the copy editing, rewriting and translation skills. The students will be familiarised with the jobs at a news desk. They will open doors to the world of creative editing. To introduce the basic principles of news gathering and dissemination, thus enhancing journalistic capabilities

Session	Topic	Method
1	Introduction News-Concepts, definitions, purpose, elements, values,	Movie watching, discussions Lectures & presentations
2	News classification, Sources of News.	Lectures, presentations, discussions & Quizzes
3	Techniques of News gathering & dissemination. Wire service. News flow.	Lectures, presentations, discussions & Quizzes
4	News Story- Structure of news story-inverted pyramid and other styles.	Lectures, presentations, discussions & Quizzes
5	Principles of News writing Different kinds of Lead; changing styles of news writing.	Lectures, presentations, discussions & Quizzes
6	Reporting speeches, seminars, conferences, press conferences, demonstrations, rallies, agitations, court proceedings, legislative assembly, Parliament, govt. & non-govt.	Lectures, presentations, discussions & Quizzes
7	Reporter-Qualities, qualifications, functions, news gathering qualities of reporter- Cultiva- tion of news sources, social responsibility of a news reporter; Correspondents-stringer, mofussil, district, foreign, political, sports, legal, legislative, business & special correspondents.	Group Project

8	Specialized Reporting –Development news; science & technical news; business news, election news, accidents, crime, war disasters, conflicts, Obituaries, weather & human interest stories. Medical reporting, tourism reporting, agriculture reporting, Cultural Reporting. Art of Interviewing, types of interviews.	Lectures, presentations, discussions
9	Investigative, Interpretative, embedded, in-depth, cheque-book, Page Three & Local Page, aggressive, yellow, paparazzi, tabloid, precision, citizen journalism and planting stories-	Movies, Lectures, presentations, discussions & Quizzes
10	Sting journalism. Field reporting	Interaction
11.	Introduction to editing.	Interaction
12.	different styles and purposes of editing	Interaction and ppt
13.	correcting, condensing and integrating stories	Interaction and practical
14.	Style sheet and tools of editing	Interaction, ppt and practical
15.	Editing theory	Interaction
16.	Fundamentals of page design	Interaction and practical
17.	study on different layouts	Interaction and ppt
18.	Introduction to design software (InDesign)	Interaction and practical
19.	Fundamentals of photography	Interaction and practical
20	Fundamentals of photo editing	Interaction and ppt
21	Introduction to photo editing software (photoshop)	Interaction and practical
22.	Headlines: types and writing	Interaction and practical
23.	editorials and middle pieces	Interaction, ppt and practical
24.	organizational hierarchy, news room set up	Interaction and practical
25.	New trends in editing, news councils	Interaction and ppt

COURSE PLAN FOR VECTOR GRAPHIC FOR DESIGNERS –

Session	Topic	Method
1.	WHAT IS VECTOR GRAPHIC	PPT/LECTURE
2.	VECTOR GRAPHIC & RASTER GRAPHIC	LECTURE/PPT
3	INTRO T O ADOBE ILLUSTRATOR	LECTURE/PRACTIAL
4.	GETTING TO KNOW THE WOK AREA	PRACTICAL
5.	WORKING WITH ILLUSTRATIONS WITH PEN TOOL	LECTURE/PPT
6.	WORKING WITH BRUSHES AND COLOUR TOOLS	LECTURE/PPT/PRACTICAL
7.	WORKING WITH PERSPECTIVE DRAWING	PRACTICAL
8.	SELECTING & ALIGNING OBJECTS	PRACTICAL/PPT
9.	INTRO TO POSTER DESIGNING	PRACTICAL
10.	POSTER DESIGN 1	PRACTICAL
12.	INTRO LOGO DESIGNING USING BASIC TOOLS	PRACTICAL
13.	LOGO DESIGN 1	PRACTICAL
14.	TRACING OBJECTS FROM RASTER IMAGES	PRACTICAL
15.	WORKING WITH TEXT USING TYPE TOOLS	PRACTICAL
16.	COMBING ILLUSTRATOR GRAPHICS WITH OTHER ADOBE APPLICATIONS	PRACTICAL
17.	DESIGNIG LOGO - 2	PRACTICAL
18.	DESIGNING POSTER - 2	PRACTICAL
19.	WORKSHOP	
20.	WORKSHOP	
21	Introduction to Image Compositing - Layering in Photoshop.	Practical Presentation
22	Toolbox in depth - Selection tools. Alpha channel	Practical Presentation
23	Window tools, Brushes and Paint.	Practical Presentation
24	Layering in Photoshop	Practical Presentation
25	Text tools in Photoshop	Practical Presentation
26	Digital Matte painting	Practical Presentation
27	Color Correction	Practical Presentation
28	Color Correction in Photoshop	Practical Presentation
29	Filters and Effects	Practical Presentation
30	Seminar on Digital Matte Painting	

- **Course Plan for History of Animation & Graphic Design**
- Total no. of hours for the course : **13x 2 = 26**
- No. of sessions in TT: **13**

Sessions 3 hours	Topic	Method
1	Development of Type – Milestones in Typography (Renaissance to Post-modern era.)	Lecture Slides, videos, images
2	Printing and Book-making – History of Organization of the Book Form and Content – From Scrolls to Modern Book Design.	Lecture Slides, videos, images: Printing Comes to Europe Art & Crafts Movement
3	Print Processes	Block to Digital Printing Technology
4	Development of the Poster – Social Activism in Posters (Vinod)	Lecture
5	Design revolution - Movements Modernism, Bauhaus	Lecture Slides, Videos: Modernism, Avande Garde, Bauhaus
6	Swiss International Typography	Video & Design analysis Swiss School of Design and its Influences on Typography & Visual Order
7	1 st CIA	
8	Post Modern Graphic Design.	Video: Postmodernism
9	Graphic Design in Asia	Video: Asian Contribution
10	Pictography in various text	Lecture Slides
11	Type	Video: Type & Typographers
12	Additional Understanding	Lectur: Principles of Design
13	Digital Type	Lecture, Slides, Workshop: Impact of the Computer and Digital Type on Graphic Designers.

COURSE PLAN FOR 3D COMPUTER GRAPHICS

COURSE OBJECTIVE:

This course covers methods of Architectural visualization. High-end 3D tools are used to develop skills and presentation with meaningful effects.

Session	Topic	Method
1	Brief History of 3D Graphics Various 3D Software Modelling Basics Polygon and Sub D Modelling Techniques.	Lectures & presentations
2	Basic modeling using--- spline --- modifiers – lathe– loft. Create models with spline.	Lectures, presentations, discussions & Quizzes
3	Polygon Modeling. Create models with polygon.	Lectures, presentations, discussions & Quizzes
4	Light Theory – Basics of Digital Lighting – Photometric Lighting.	Lectures, presentations, discussions & Quizzes
5	Project--- Create 2 BG(background design) with composition light up and render 10 models using spline--- modifiers – lathe – loft – Polygon modeling.	Lectures, presentations, discussions & Quizzes

REFERENCE

Realistic Architectural Visualization with 3ds Max and Mental ray: Roger Cusson and
Jamie Cardoso

Foundation 3ds Max & Architectural Visualization : Brain L Smith