

**Sacred Heart College (Autonomous)**

**Department of Communication**

**MA Multimedia**

**Course plan**

**Academic Year: 2014 - 15**

**Semester III**

## COURSE PLAN

### COURSE NAME: PRODUCTION TECHNIQUES: RADIO

#### COURSE OBJECTIVES

To emphasize the power of the word for communication.

Session	Topic	Method
1	Radio as Medium of Communication- Commercial Radio- ·Educational Radio Emerging trends.	Lectures & presentations
2	Basics of Programme Production. Versatility of the Medium	Lectures, presentations, discussions & Quizzes
3	Script Writing for Radio Finer Aspects of Radio language-  Recording and Mixing Announcing  Programme Formats  Audience Research.	Lectures, presentations, discussions & Quizzes
4	Radio – Production Approaches –  SFX, Audio Aids (microphones)  Research and Budgeting.  Production Format – Documentaries, Interviews, Discussions, Lecture mode, Quiz---demo, Drama etc.	Lectures, presentations, discussions & Quizzes
5	Story board Proposal –  Visualization, AM, FM Stations, Satellite Radio, News Casting, Community Radio.	Lectures, presentations, discussions & Quizzes
6	Practical Assignment Submission of a script for radio programme and its production.	

#### REFERENCE

1. Simpson, 'Effective Audio Visual' – A User's Hand book.
2. Nisbett, 'The Sound Studio'
3. Time Amyes, 'The Techniques of Audio Post Production in Video Film

## COURSE PLAN

### COURSE NAME: VISUAL AND AUDIO COMMUNICATION

Session	Topic	Method
1	Visual Language –  Journalistic/Literary Writing – Observation & Visualization exercises.  Visual Language in Literary works – Charles Dickens – Thomas Hardy – Words Worth – D H Lawrence – Changanpuzha – etc.  Origin of Visual Language – Japanese Kabuki – Egyption Hieroglyphics etc.	Lectures & presentations
2	Visual Communication and still images –  Rule of the third –  Framing –  Aspect Ratio –  Composition – Line of Force –  Use of light--- Chirascuro – colour and Communication – Contrast and harmony in still images.	Lectures, presentations, discussions & Quizzes
3	Visual communication in Moving pictures – Look space –  Subjects movement –  Cameras Movements--- emphasis – dominance – creative use of Lenses for effective communication – Light, Shade, Tone, and Colour in communication–	Lectures, presentations, discussions & Quizzes

4	Constructive Editing – Communication and Intellectual Montage.	Lectures, presentations, discussions & Quizzes
5	Audio For Communication – Historical aspect –  Arrival of Sound and use of Dramatic Dialogues –	Lectures, presentations, discussions & Quizzes
6	Dramatic Analytical Structure – Synchronous sound – Natural Dialogue – Narrative structure.	Lectures, presentations, discussions & Quizzes
7	Non-Synchronous sound– Dubbing methods – Post Dubbing for story films –  Pre recording for songs –  Advertisement Shorts and Animation Films – Methods and Purpose.	Lectures, presentations, discussions & Quizzes
8	Technical Requirements for Audio Recording – Acoustics for Audio Studios – Micro phones for Location Recording	Lectures, presentations, discussions & Quizzes
9	Microphone for Studio Recordings – Monophonic and Stereo Recordings –Photographic to Magnetic Recording	Lectures, presentations, discussions & Quizzes
10	– Increasing Size of Cinema Screen, Single Sound Reproduction to Multiple Sound Reproduction Systems in Theatre – D.T.S. Dolby. 5.1 Surround System – Analogue to Digital in Sound Recording and Reproduction.	Lectures, presentations, discussions & Quizzes
11	Creative use of Sound – Aesthetic Applications –  Sound Tracks in Pather Panjali, 2001.  Space Odyssey, Spielberg's Duel. Kurasovas Dreams, Ghalak's, Meghe Daka Thara, Suvarna Rekha etc.  Recognizing Realistic sound for artistic fulfillment.	Lectures, presentations, discussions & Quizzes

## REFERENCE

1. Elements of film : Lee R. Bobker
2. Technique of film : Raymond Spottiswoode
3. Film as Art : Ernest Lindgren
4. Video Camera Techniques : Gerald Millerson
5. Single camera Video production :Robert Musbergeer
6. Elements of Sound Recording :Frayne and Wolfe
7. The Technique of Sound Studio : Nisbett
8. Technique of Film Music : John Hunttey
9. The Tape Recorder : Nijssen
10. Film and Its Technique : Spottiswoode
11. Background Music : Lowry

## COURSE PLAN

### WEB AND INTERACTIVE MEDIA COURSE PLAN

#### **COURSE OBJECTIVES:**

- **Understand the various steps in designing a creative and dynamic website**
- **Knowledge regarding internet related technologies.**
- **Know the advantages and use of CSS.**
- **Analyse a web page and identify its elements and attributes**
- **Understand designing of web page using Dreamweaver.**
- **Design dynamic and interactive web pages by embedding Java Script code in HTML.**
- **Learn Programming skills on internet-based applications**
- **Create interactive multimedia web applications using Flash.**

Unit	Session	Session Topic	Teaching method	Value Addition/Remarks
1	Introductory Session	HTML Intro & Basics	Lecture, Group Discussion	
2-3		Heading and Paragraphs	Class Lecture ,PPT	
4-6		Hyperlinks & Image	Class Lecture ,PPT	
7-8		Text Formatting	Class Lecture ,PPT	
9		Short Quotations, Comment Tags	Class Lecture ,PPT	

10-12		Lists	Class Lecture ,PPT	
13		Introduction to Dreamweaver	Class Lecture ,PPT	
14-15		Creating Basic webpage using Dreamweaver	Class Lecture ,PPT	
16-20		Inline styling for paragraph, image, tables, buttons, lists	Class Lecture ,PPT	
21-23		Internal styling	Class Lecture ,PPT	
24-30		HTML Tables using styles	Class Lecture ,PPT	
31-33		Forms - text, text area, password, radio, button	Class Lecture ,PPT	
34-35		Forms - dropdown, checkbox, Submit, reset	Class Lecture ,PPT	
36-40		HTML Tags, lists, tables and forms	Class Lecture ,PPT	
41-43		Iframes	Class Lecture ,PPT	
44-46		CIA – I		At least 40% of portions to be covered before CIA 1
47		External style sheets	Class Lecture , Discussion	
48		Using Block elements	Class Lecture ,PPT	
49-51		HTML Media	Class Lecture ,PPT	

52-54		Responsive design basics	Lab Work	
55-57		Introduction to Dreamweaver and creating a web page	Lab Work	
58		JavaScript Introduction	Class Lecture	
59-63		Programming in java language	Class Lecture	
64-65		Designing an interactive webpage	Lab Work	
66-68	CIA II	3 hrs	At least 80% of portions to be covered before CIA 1	
69		Introduction to Flash, Flash Editor, Panels.	Lab Work	
70-71		Timeline, Graphic Symbols, Alignment, Libraries, Layers, Keyframes.	Lab Work	
72-73		Motion Tweening.	Lab Work	
74-76		Shape Tweening.	Lab Work	

### Basic Reference

- HTML5: Up and Running: Dive into the Future of Web Development, o'reily.
- Html5 Black Book:Covers Css3 Javascript Xml Xhtml Ajax Php And JQuery



## COURSE PLAN

### ADVANCED PRINCIPLES OF ANIMATION

Examine the role and developments of 3D arts in past and present cultures throughout the world.
Better understanding on 3D art applications, aesthetic judgment, and to increase visualizing power and crit
To strengthen the artistic background of a student to a cognizable level.
Analyze the developments in the techniques of 3D Animation and its importance in Media and modern Arc
Evaluate the impact of industrial revolution and its influence in the 3D graphics .
Create new concepts and designs through advanced 3D Technology .

Unit	Session Topic	Teaching method	Value Addition/Remarks
1	Introduction about 3D Animation	Lecture, Group Discussion	Highlight the main design and research issues for each of the interfaces.
2	3D Animation working flowchart	Class Lecture ,PPT	Understanding web
3	Introduction about Maya Software	Class Lecture ,PPT	Understanding web
4	3D Animated clips Screening	Screening	Understanding web Interfaces
5	3D Animated clips Screening	Screening	Understanding web Interfaces
6	Parametric Modeling In 3D Animation	Lab Practical	Understanding web Interfaces
7	Key frame animation and workflow	Lab Practical	Understanding web Interfaces
8	Pixar short animation films (Oscar winning) & Review	Screening and Discussion	Understanding web Interfaces
9	Pixar short animation films (Oscar winning) & Review	Screening and Discussion	Understanding web Interfaces

10	Short animation films (Oscar winning) & Review	Screening and Discussion	Understanding the working of compact discs
	<b>MODULE II</b>		
11	Maya Interface ( Menu bar , Menu Set )	Class Lecture ,PPT	Familiarizing various softwares
12	Layer panel , Channel box, Timeline , Shelf	Lab Practical	Familiarizing various softwares
13	Navigation Tools , Oorthogonal Views	Lab Practical	Familiarizing various softwares
14	Polygon Primitives & Parameters	Lab Practical	Study Basics of Web Design
15	Scale , Rotation , Move tools	Practical	Various programming languages in wesite design
16	Setting a Project In Maya	Practical	Creating web page
17	Basic Modeling Techniques	Practical ,PPT	Creating web page
18	Basic polygon object Creation ( Chairs & Table)	Practical	Creating web page
19	Polygon Editing ( Combine , Seprate , Merge )	Practical	Creating web page
20	Extrude Tool Technique	Practical	Creating web page
21	Insert Edge Loop tool	Practical	Creating web page
22	Split Polygon tool	Practical	Creating web page
23	EP Curve Polygon Extrude	Practical	Creating web page
24	Introduction about Booleans	Class Lecture , PPT	Creating web page
25	Union, Intersection , Difference	Practical	Creating web page
	<b>MODULE III</b>		
26	Introduction to Texturing	Class Lecture , PPT	Creating web page
27	Planar Mapping	Practical	Creating web page

28-30	3 hrs	At least 40% of portions to be covered before CIA 1	
31	Cylindrical Mapping	Practical	Analyzing various trends in website designing
32	Spherical Mapping	Practical	Presentation of various Layouts
33	Automatic Mapping & Shaders	Practical	
34	Introduction to lighting In 3D	Class Lecture , PPT	Designing various structures
35	Ambient Light	Practical	Designing various structures
36	Directional Lights	Practical	Designing various structures
37	Point Lights	Practical	Designing Web Pages
38	Spot light	Practical	Designing Web Pages
39	Area Light	Practical	Designing Web Pages
40	Volume light	Practical	Designing Web Pages
41	3 Point Lighting	Practical	Designing Web Pages
42	Key Light , Fill Light , Rimlight (Back Light )	Practical	Designing Web Pages
43	3 Point Lighting Production ( Demo)	Practical	Designing Web Pages
	<b>MODULE IV</b>		
44	Hypershade	Practical	Designing Web Pages
45	Hypershade	Practical	Creating an Interactive Web Page
46	Revision		
47	Materials and Shaders	Practical	
48	Automatic mapping Advanced	Practical	Familiarizing Usability Elements

49	Automatic mapping Advanced	Practical	
50	Introduction about UV Unwrapping	Practical	
51	UV Texture editor	Practical	
52	UV Unwrapping process	Practical	
53	UV Texturing in Photoshop	Practical	
54	UV texturing Final Process	Practical	
	<b>MODULE V</b>		
55	Maya Deformation	Practical	
56	Skeleton (Bone)	Practical	
57	Introduction To 3D Camera	Practical	
58	Camera Angles	Practical	
59	Camera Layout	Practical	
60	Camera Animation	Practical	
61	Camera Through 3D Environments	Practical	
62	Camera Through 3D Environments	Practical	
63	Camera for Architectural walkthroughs.	Practical	
64	Camera for Architectural walkthroughs.	Practical	
65	Camera for Architectural walkthroughs.	Practical	
66 - 72	Project		

## COURSE PLAN

### MEDIA ETHICS AND EDUCATION

#### OBJECTIVE

To understand the positive as well as negative influence of media and the critical evaluation of media.

#### TEACHING HOURS

Approx- 7 Sessions

Session (half day)	Topic	Method
1.	Ethics – Branches of Ethics, Media Ethics – Mass Media and the shape of the Human Moral Environment. Applied Ethics.	Lectures+ PPT
2.	Ethical issues in different media professions – Journalism, Cinema, Advertising, Photography, Graphic Design, Animation etc	Lectures+ PPT
3.	Overview of Codes and Regulations in India. Digital Media Ethics. Media Education – Objectives and Skills – Key Concepts,	Lectures+ PPT
4.	Media Scenario: Present Trends – Different Starting points for Media Education	Lectures+ PPT
5.	Media Impact in Society – Social and Psychological impacts	
6.	Culture and Communication – Culture as Communication – Inter-cultural Communication – Values, World view and Perception	Lectures+ PPT Screening
7.	Values in Culture – Values and Communication – From Ethnocentrism to Ethno relativism	Lectures+ PPT
8.	Mass Media: Relevance and significance. Purpose and functions of Mass Media – Mass Media, Individuals and Society	Seminar

9.	Connecting to “Reality” through Media Media and Society: Normative theory	Seminar
10.	Media Language – Media as Art Experiences – De-Mystifying the Media – Media and Consumerism	Seminar
11.	The Philosophy commercialism – Media and De-humanization – Sex and Violence in the Media – Media and Moral Permissiveness –	Seminar
12.	Media and Imperialism – Cultural Erosion and Mental Colonization Media Control –Alternative Media	Seminar

## ASSIGNMENTS

1. A study on five major defamation cases against media organizations in India.
2. An assignment on five landmark judgments by the Supreme Court in cases pertaining to freedom of speech and expressions.
3. Freedom of press used and misused. A debate or paper presentation (in two groups).

## REFERENCE

1. Mass Media and the Moral Imagination : Philip J Rossi
2. Media Education in India : Jacob Srambickal
3. Media Ethics : Bart Pattyn
4. Communication Ethics and Universal Values : Clifford Christmas
5. Digital Media Ethics : Charles Ess