



K L University

(Koneru Lakshmaiah Education Foundation)

Deemed to be University, Estd. u/s 3 of UGC Act, 1956

Greenfields, Vaddeswaram, Guntur District - 522 502, Andhra Pradesh.

Phones: +91-8645-246948, 246615 Fax: +91-8645-247249.

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91-866-2677716, Fax: +91-866-2677717.

Accredited by NAAC as 'A' Grade University, Approved by AICTE, ISO 9001-2008 Certified

Date: 27-07-2015

Circular

SUB: 2nd Meeting of the BOS (Board of Studies for the Department) of CAMS.

Dear Sir/Madam,

Here I am informing you there is a 2nd BOS meeting on 03-08-15, 10.00am at HOD chamber to discuss on the program structure and the syllabus for B.Sc (Visual Communication) course for the Academic year 2015-16. So please attend the meeting without fail.

Thank you

Mr. J Rajendra Kumar
(Head of the Department)
CAMS Department

For F.O

Signature of the Head of the Department
Date: 27-07-2015



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10-08-2015

Board of studies for the Department of CAMS

Particulars of the meeting conducted

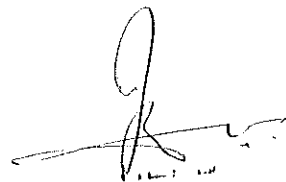
Type of meeting	Board of Studies (BOS)
Department conducting the meeting	Department of Creative Arts & Media Studies
Program	B.Sc. Visual Communication
Number of the Meeting	2 nd
Date of Meeting	03-08-2015
Time of Meeting	10.00 Am
Venue of Meeting	HOD Chamber

Sub: 2nd Meeting of Board of Studies for the Department of CAMS.

The 2nd Meeting of the Board of Studies of the Department of CAMS is scheduled as per the following details:

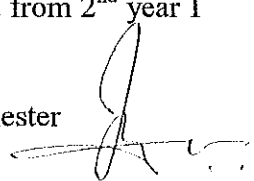
Agenda:

1. To discuss change Course Codes, Course titles, for B. Sc. Visual Communication
Annexure –I
2. To discuss changed course syllabus as per industry requirements for B.Sc Visual communication.
3. To discuss new curriculum and structure of A.Y 2015-16 is also applicable to 2014-15 batch from this academic year 2015-16
4. To discuss Introduce English courses in five Semesters for B.Sc. Visual Communication. **Annexure –II**


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Resolutions:

1. Resolved to change of English-1 titles to Rudiments of Communication Skills in 1st year I semester and English-2 to Interpersonal Communication Skills in 1st year II Semester.
2. Resolved to replace Introduction to media studies with Media appreciation and Media & Ethics in 1st year I Semester.
3. Resolved to change Introduction to Visual communication from 1st year II Semester to 1st year I Semester and changed title to Introduction to Communication
4. Resolved to split Understanding the still photography course into photography Fundamentals in 1st year I semester and Photography Advance in 1st year II semester
5. Resolved to change Advertising with Introduction to Advertising in 2nd year II semester
6. Resolved to change course syllabi and title of mass communication & Entrepreneurship to media management & Entrepreneurship and it is transformed from 1st Year I semester to 1st year II semester.
7. Resolved to introduce Radio Production course in 2nd year I semester
8. Resolved to remove Semester end projects from each semester and introduce Year end project in each academic year.
9. Resolved to introduce Professional Communication Skills in 2nd year I semester
10. Resolved to change from Narrative design course and syllabi to writing for media in 2nd year I semester
11. Resolved to replace ecology and Environment with Environmental Studies in 2nd year I semester
12. Resolved to change Videography course and syllabi with Video production in 2nd year I semester
13. Resolved to change Introduction to Film studies from 3rd year I semester to 2nd year I semester.
14. Resolved to change Advertising with Introduction to Advertising in 2nd year II semester
15. Resolved to introduce Employability Skills in 2nd year II semester
16. Resolved to introduce Presenting on media in 2nd year II semester
17. Resolved to change Designing for Web with web designing and moved from 2nd year I semester to 2nd year II semester.
18. Resolved to introduce Corporate Communication Skills in 3rd year I semester


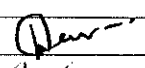
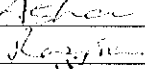

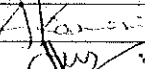
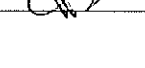

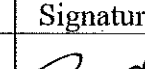


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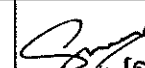
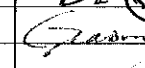
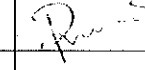
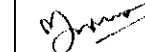
Creative Arts & Media Studies
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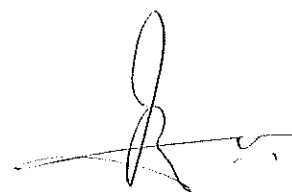
19. Resolved to introduce Media Culture & Society in 3rd year I semester
20. Resolved to change of course codes and structure for 3rd year I & II semesters
21. Resolved to B.Sc. Visual Communication program course structure for academic year 2015- 16 as per OBE.
22. Resolved to add more practical session and conduct industry visits periodically.
23. Resolved to organize more observation visits to field environment to create media awareness to the students and organize workshops on guest on lectures in various themes.
24. The recommendations of the **DAC** held on 20-07-15 were approved.

LIST OF MEMBERS ATTENDED FOR THE BOARD OF STUDIES:

S.No	Name	Designation	Position	Signature
1	Mr.J Rajendra Kumar	HOD	Chairman	
2	Prof. N Venkatram	Dean Academics	Invitee	
3	Chandana Prabhu Sujit	Assistant professor	Member	
4	Asha Parveen	Assistant professor	Member	
5	Razia Shabeena	Assistant professor	Member	
6	Mr. Syed Ahmed M	Assistant professor	Member	
7	Vijaya baskara rao B	Assistant professor	Member	
8	Angadi Kaleemulla	Assistant professor	Member	
9	Vemana Chandana Kumar	Assistant professor	Member	

PEERS COMMITTEE GROUP:

S.No	Name	Designation	Position	Signature
1	Dr. Subramanyan	Expert in media Communication	Industrial Expert	
2	Dr. Sudeep Gosh	Professor	NIFT	
3	Dr. Sudhakar Reddy	Professor	Freelancer in Designing	
4	Dr.Sradar Alam	Expert in Advertising	Industrial Expert	



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Dr. Subramanyan (M.A.)

Annexure II

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VISUAL COMMUNICATION
K L UNIVERSITY
MEDIA MANAGEMENT & ENTREPRENEURSHIP

Course Code: 15VC123

Course Structure: L-T-P: Credits

Pre Requisite:

3-0-0: 3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand the Media Management strategies.	i	Understanding
2	Apply the Broadcasting Promotion and management strategies in different media organizations	a, h	Applying
3	Build their own enterprise	h, j	Creating

Syllabus:

Media Management- Managing Electronic and digital Media, The media marketplace, Broadcasting Programming, Financial management, Broadcasting Sales, Audiences and Audience research, Content: Strategy and contribution.

Broadcasting Promotion and marketing- the four Ps of marketing, Promotion and marketing Director, Promotion Plan, Audience Promotion, Sales Promotion, Sales Versus Marketing, Local Advertising, National Advertising, Promotion as a Form of marketing


Entrepreneurship- Enterprise: Conceptual issues, Entrepreneurship vs. Management- Roles and functions of errors in relation the enterprise and in relation to the economy Opportunity scouting and idea generation

Textbook:

1. Alan Albarran , **Management of Electronic and Digital Media** (5th edition), CENGAGE Learning Custom Publishing, 2012
2. Peter K. Pringle, Michael F. Starr, **Electronic Media Management** (5th edition), , Focal Press, 2006

Reference Books:

1. Chole, R.R. ; Kapse, P.S. and Deshmukh, **"P.R. Entrepreneurship Development and Communication Skills"** -2005
2. Gulab Kothari, **"Newspaper Management"**, Intercultural Open Uni., Netherland 1995
1. Dennis F. Herrick (Author), **"Media Management in the Age of Giants: Business Dynamics of Journalism"**, (2nd Edition) University of New Mexico Press, 2012, 1990.


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Creative Arts & Media Studies
KL University, Vaddeswaram.

VISUAL COMMUNICATION
K L UNIVERSITY
PHOTOGRAPHY FUNDAMENTALS

Course Code: 15 VC 115

Course Structure: L-T-P: Credits

Pre Requisite:

3-0-2: 4

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand light, types of lenses and optics, physiology of the Human Eye, Image formation, understanding different visuals aesthetically etc	b, e, g	Understanding
2	Comprehend the techniques and technology involved in the art of Photography. Understanding Camera accessories and technology	a, b, g	Understanding
3	Identify, compare, visualize, aspect of fundamental techniques of Photography	b, g,	Applying
4	Explain the evolution of the early Photographic processes and inventions	g, h	Analyzing

Syllabus:

Electromagnetic Spectrum, visible light, dispersion, diffraction, light and medium, colour temperature, lenses (wide angle, zoom, micro, macro, telephoto) eye (retina, rods and cones, iris, etc)

Digital Photography, types of Sensors, composing, framing, rule of third, point of interest, time lapse photography

Perception of vision, understanding different kinds of Photography, perfect visualization

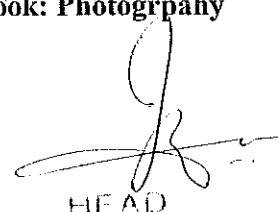
Early attempts of the Masters of Photography, Calotype, wet Calodian process, albumin prints etc, Camera Obscura, Pin hole camera, War photographers, Early portraits etc

Text Books:

1. Richard D Zakia, "**Photographic Composition**"(1st Edition) Focal Press, 2010
2. Ansel Adams, "**Basic Techniques of photography**"(1st Edition), Anels Adams, 1999.
3. Mj Langford, "**Basic Photography**",(3rd edition) Focal press 1965

Reference Books:

1. Tom Ang, "**Advance Digital photography**", Dorling Kindersley limited, 2011
2. Robert Hirsch, "**Exploring Color photography**": Film to Pixels (5th edition), Elsevier Focal Press, 2010.
3. Walter Daniel Emanuel, L. A Mannheim, "**The all-in one camera Book: Photogrpahy made easy**", Focal Press 1978.


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VISUAL COMMUNICATION
K L UNIVERSITY
E-SKILLS

Course Code: 15 VC 116

Course Structure: L-T-P: Credits

Pre Requisite:

2-0-4: 4

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understanding the basic computer and its evolution	b	Understanding
2	Understanding the principles of operation systems and various input and output devices	b, g	Understanding
3	Creating work sheets using office automation tools	g, e	Creating
4	Make use of www with IECT.	g, h	Applying

Syllabus:

Introduction to Computer: History and generations of computer, Components of Computer System- CPU, Keyboard and Mouse, Input & Output Devices. Computer Memory – ROM, RAM, Classification of Computers, Types of computers, Parts of computer system

Introduction to Information Technology Tools: Operating System, Programming Languages, Features and trends. Introduction to MS-DOS/WINDOWS/LINUX/UNIX. Translators: Assembler Compiler and Interpreter. Office Automation Tools: MS-Office, Word, PowerPoint, Excel, Access, Working with PC PACKAGES

Computer Office Automation Tools: MS Word - Word processing basics, Opening and closing documents, Text creation and manipulation, formatting the text, Table manipulation. Spread Sheets - Elements of electronic spread sheet, Manipulation of cells, Formulas and function. Power Point - Creation of presentation, Presentation of Slides, Slide show.

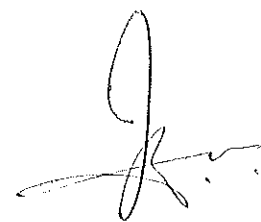
Computers and Communication: Networks basics – LAN, WAN, MAN, and Internet. World Wide Web - Web browsing software, Search engines, Understanding URL, Surfing the web. Protocol: Types of Protocols, FTP, SMTP, Point to Point etc., Electronic Mail - Basic of e-mail, Using e-mails, Document collaboration, instant messaging and collaboration. Applications of IECT - E-governance, Entertainment.

Text Books:

3. Rajiv Khanna, *Basic of Computer Science*, New age international publishers.
4. Michael Miller, *Absolute beginner's guide to ComputerBasics*.

Reference Books:

1. Sanders, D.H., "Computer Today", Mc-Graw Hill, 1988.
2. Suresh K. Basandra, "Computers Today", Galgotia Publications Pvt. Ltd.
3. Microsoft Web Publishing Step by Step, Active Education.
4. Bokhari & Ahmad "UNIX Operating System", Dhanpat Rai & Co



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VISUAL COMMUNICATION
K L UNIVERSITY

Subject: **Fundamentals of Light & Sound**

Course Code: **14-VC109**

L—T—P: C

3—0—0: 3

CO. No	COURSE OUTCOME	P O	LEVEL
1	Law of reflection, incident ray, Reflected ray, Angle of incidence, Angle of reflection, Clear vs. . Diffuse reflection	2,5	Understanding
2	Refraction in a Perspex (acrylic) block, photography of refraction of waves in a ripple tank	2,3	Understanding
3	Properties of Sound: the nature of sound wave, sound is a mechanical wave	5,7	Understanding
4		1,7	

Unit-1

Properties of light: Introduction to light, basic properties of Light, $C=n\lambda$ derivation ration, velocity of light, electromagnetic spectrum, light source: coherent source, visible light. Photometric quantities- color temperature calculations and measurement- Laws of Illumination – Polar curves – Evaluation of total flux. Instrument used for the measurement of light – Spectrophotometer, Digital Lux meter and color temperature meter.

Unit-2

Colors: the colors of the rainbow, adding colors, Seeing colors, Reflecting color, Using colored light, Using filters, Investigating filters. **Refraction:** Refraction in a Perspex (acrylic) block, photography of refraction of waves in a ripple tank. Refraction at a steep angle of incidence.

Unit-3

Properties of Sound: the nature of sound wave, sound is a mechanical wave, sound is a longitudinal wave, sound is a pressure wave, sound properties and their perception, Pitch and Frequency, Intensity and the decibel scale, the speed of Sound, the human ear, Behavior of sound Waves, interference and beats. The Doppler Effect and shock waves. Boundary Behavior, Reflection and Diffraction. **Nature of sound waves,** wave propagation- modes of sound wave generation

Unit-4

Hearing: Natural frequency, forced vibration, standing wave patterns, fundamental frequency and harmonics, resonance, guitar strings, Open-end air columns, Closed- end air columns, Resonant standing sound waves, the Doppler Effect, Interference in time, Beats, Velocity of longitudinal waves in a fluid, sound intensity. Relationship among music, audio, acoustics, and electronics. CD and DVD Principles, Audio DSP, Multimedia audio, MP3 Ect.

REFERENCE:

- 1) WM. S. Franklin and Barry fawutt, *A text book of light & sound*, Macmillan & co .Ltd
- 2) Dina nath, , *A text book of light*, vasudeva publisher.
- 3) Brakes and Subrahmanyam, *A textbook of light*, PHI Publishers.

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Creative Arts & Media Studies
KL University, Vaddeswaram.

VISUAL COMMUNICATION
K L UNIVERSITY

Subject: Mass Communication & Entrepreneurship
Course Code: 14-VC104

L—T—P: C
2—0—2: 3

CO.No	COURSE OUTCOME	P.O	LEVEL
1	History of Communication: Four generations of Media	2,3	Understanding
2	Types of Communication: Intra Personal Communication, Inter Personal Communication	3,5	Understanding
3	Verbal Communication, Language, Symbols, & Meanings, Barriers in Language & Verbal Interaction	2,7	Understanding
4	Roles and functions of errors in relation the enterprise and in relation to the economy	5,7	

Unit 1

Defining Communication, History of Communication: Four generations of Media - G1- Speech & Memory, G2 Print & Film, G3 Telephone & Television, G4 Multimedia & Internet
Types of Communication: Intra Personal Communication.

Unit 2

For Universal Model of Communication, Understanding Self in Communication – Self-Awareness & Self-Disclosure, Verbal Communication, Non Verbal Communication, Language, Symbols, & Meanings, Barriers in Language & Verbal Interaction.

Unit 3

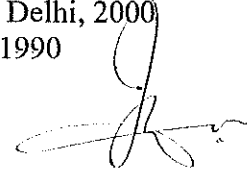
Entrepreneurship , Enterprise: Conceptual issues, Entrepreneurship vs Management. Roles and functions of errors in relation the enterprise and in relation to the economy. Opportunity scouting and idea generation.

Unit 4

Management roles and functions in a small business. Basic awareness on the issues impinging on quality, productivity and environment. Managing business growth. Issues in small business marketing.

Reference:

1. Chole, R.R. ; Kapse, P.S. and Deshmukh, P.R. *Entrepreneurship Development and Communication Skills* -2005
2. Simon Cottle, *Media, Public Relations and Power*, Sage Publications, New Delhi,-2003
3. Sam Black ,*Practical Public Relations*,
4. Robert L. Heath, *Handbook of Public Relations*, Sage Publications, New Delhi, 2000
5. John Fiske, *Introduction to Communication Studies* Routledge, London 1990
6. Mc quail, Denis, *Mass Communication Theory*, Sage, London 1995.



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3. Lee Hammond, *Amazing Crayon Drawing with Lee Hammond: Create Lifelike Portraits, Pets, landscapes & More*, North Light Books, 09-Feb-2011

VISUAL COMMUNICATION

K L UNIVERSITY

Subject: **Understanding the Still Photography**

Course Code: **14-VC111**

L—T—P: C

2—0—4: 4

CO. No	COURSE OUTCOME	PO	LEVEL
1	Cameras. Film Speed – Shutter Speed – Aperture – Figuring Focus – Depth Definitions – Camera: Types,	3,5	Understanding
2	Photographic equipment and types of photography	2,5	Understanding
3	Basic Lightings – Outdoor Lightings- Indoor Portrait Lighting - Flashbulbs – Electronic Flash units – Flash Techniques - B/W & Color Filters	1,4	Understanding
4	Different types of photography	2,4	Understanding

Unit 1

History of Photography –Cameras. Film Speed – Shutter Speed – Aperture – Figuring Focus – Depth Definitions – Camera: Types, Structure & Features. Specialized of Field – Exposure Types of Lenses – Normal lens, Wide angle, Telephoto, Fish eye & Close up lenses, Macro and Zoom Lens – Focal Length - Angle of View.

Unit 2

Photographic equipment and types of photography. Digital and film photography. Digital images and their characteristics. Pixels and resolutions. Digital Camera and their types. Storage and memory issues of digital images. Scanners and their applications.

Unit 3

Basic Lightings – Outdoor Lightings- Indoor Portrait Lighting - Flashbulbs – Electronic Flash units – Flash Techniques - B/W & Color Filters – Filter Factor Composing Effective Photographs: Picture Purpose – Centre of Interest , Rule of Third, Backgrounds, Angles – Framing – Varying Format, Focus for Effect – Good Timing – Color Consideration – Imagination. Photography under Special Conditions.

Unit 4

Different types of photography, Introduction to Digital Photography & Its Fundamentals. –Digital Image Sensor – Resolution - Storage Medium – File Formats – Digital Printing Technology.

Reference:

1. Tom Grimm, *The Basic book of Photography*, New York, Plume, 1979
2. George Haines, *learning photography*, Hamlyn Publishing Group, London 1992
3. Michael Langford , *Basic photography* , focus press London 1986
4. Jhon Hedgeco, *New Book of photography* , Dorling Kindersley book Lonon1994
5. Leslie D Stroebel, and Richard D Zakia, *Basic photography materials and process*

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VISUAL COMMUNICATION
K L UNIVERSITY

Subject: **Drawing – Fundamentals**

Course Code: **14-VC105**

L—T—P: C

1—0—6: 4

CO.No	COURSE OUTCOME	PO	LEVEL
1	History of Communication: Four generations of Media	1,3	Understanding
2	Types of Communication: Intra Personal Communication, Inter Personal Communication	2,5	Understanding
3	Verbal Communication, Language, Symbols, & Meanings, Barriers in Language & Verbal Interaction	6,7	Understanding
4	Roles and functions of errors in relation the enterprise and in relation to the economy	2,7	

Unit 1

INTRODUCTION: - Materials and Equipments, Pencils, Papers, Accessories, TECHNIQUES, Holding the Pencil, Pressure, Movement of the Hand, Lines and Strokes.

Unit 2

SKETCHING :- Visual Elements – Dot, Lines, Shapes, Forms, Contour, Texture, Scale, Perspective, Observation and Recording, Landscape Sketching, Trees, Trees in the Foreground, Trees in the Background, Landforms, Water, Architecture, Sketching the Cityscape.

Unit 3

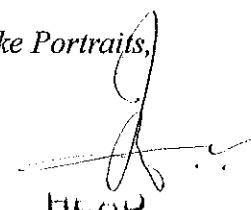
PERSPECTIVE :- Linear / Aerial Perspective, The Picture Plane / Ground Plane, The Horizon / Eye Level, One Point Perspective, Two Point Perspective, Three Point Perspective, The Perspective of a Circle, The Perspective of a Cylinder, Perspective - A Central Eye Level, Perspective - A High Eye Level, Perspective - A Low Eye Level, Geometry in Art.

Unit 4

COMPOSITION: - Visual Building Vocabulary- Exaggeration, Distortion, Stylization and Abstraction. Vocabulary of Color – Optical, Pigment, Chromatic, Achromatic, Tone, Shade, Tint, Value, Saturation Aspects of Color, Meaning of Color, Functions of Color – Attraction, Association, Retention and Atmosphere, Psychological Impact of Color.

Reference:

1. Barrington Barber, *the Complete Fundamentals of Drawing* Arcturus, Publishing Limited, 2006
2. Tom Sito, *Drawing the Line: The Untold Story of the Animation Unions from Bosko to simpson*, the university press of Kentucky-2006
3. Lee Hammond, *Amazing Crayon Drawing with Lee Hammond: Create Lifelike Portraits, Pets, landscapes & More*, North Light Books, 09-Feb-2011



Creative Arts & Media Studies
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VISUAL COMMUNICATION
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Subject: **Introduction to Visual Communications**
Course Code: **14-VC108**

L—T—P: C
3—0—0: 3

CO.No	COURSE OUTCOME	PO	LEVEL
1	Evolution of Human Communication	2,5	Understanding
2	Visual Elements, Visual Culture, Visual Pleasure and Visual Disruption	1,6	Understanding
3	Gerbner's model, Lasswell's model – Osgood & Schramm's model	6,7	Understanding
4		4,7	

Unit 1

Evolution of Human Communication. Definition, history and background of communication, Mass media and function of mass media. Educational media, traditional media, fine arts, introduction to media, culture and society.

Unit 2

Visual Elements, Visual Culture, Visual Pleasure and Visual Disruption. Photography and their communication, visual thinking and designing of visual media. Applications of visual communications in commercial contexts. Kinds of films and their impact on society. Modern methods of visual communication.

Unit 3

Shannon and Weaver's model – Redundancy & Entropy – Channel – Medium – Code – Feedback – Gerbner's model, Lasswell's model – Osgood & Schramm's model – Newcomb's model – Westley & MacLean's model – Riley & Riley model. The Era of Mass Society Theory – Hypodermic needle theory – Propaganda Theory – Theory of Public Opinion – Normative Theories.

Unit 4

Uses & Gratification Approach – Dependency theory – Social Learning theory. The Era of Limited Effects theory, The Era of Cultural Theories – Marxist Theory – Political Economy Theory, Communication Revolution - Gate keeping – Cultivation Analysis – Critical Cultural Theory.

Reference:

1. McLuhan, Marshall, *Understanding media*, The Extension of Man, 1964
2. Schramm, Wilbur, *Mass communication*, University of Illinois Press, 1960
3. Mcquail, Denis, *Mass Communication Theory*, Sage, London 1995.
4. Theo van. *Handbook of visual analysis*, sage publication, London 2003
5. Stephen W. Littlejohn and Karen A Foss, *Theories of Human Communication*, Thomson Wadsworth, Ninth Edition 2008
6. Gillian Rose, *Visual methodologies*, Sage publications, 2001
7. Pradeep Mandav, *Visual Media Communication*, Authors Press, 2001

VISUAL COMMUNICATION
K L UNIVERSITY

Subject: **Media Appreciation**

Course Code: **14-VC103**

L—T—P: C

3—0—0: 3

CO.No	COURSE OUTCOME	P.O	LEVEL
1	Role of the press in Indian's freedom movement	2,3	Understanding
2	Development of news agencies	3,5	Understanding
3	Advent and growth of satellite and cable TV in India	2,5	Understanding
4		2,7	

Unit 1

Historical Development of the press as a media Institution in India. A short history of Indian journalism. Advent of printing press in India and Newspaper, Role of the press in Indian's freedom movement. Study of leading newspapers and journalists in India since 1947.

Unit 2

The vernacular press in India, Development of news agencies. Invention and development of radio as a medium of mass communication. Advantages and disadvantages of radio production. Evaluation of Radio production.

Unit 3

Invention and development of TV as medium of mass communication in India, Advent and growth of satellite and cable TV in India. Advertising History in India & evaluation.

Unit 4

Film as medium of communication, Historical development of film in India, Regional cinema. History of Documentary and the Indian Documentary.

Reference:

1. Arun Bhattacharjee, *The Indian Press : profession to industry*, Vikas Publications, 1972
2. Kumar, Keval J. *Mass communication in India*, Jaico Publishing House, 2001
3. J V Vilanilam, *Growth and Development of Mass Communication in India*,
4. J Natarajan, *History of Indian Journalism*.
5. Peter Steven, *Global Media*
6. *Mass media in India*- 2008

HEAD

Department of Visual Communication
K L University, Vaddur, Andhra Pradesh

VISUAL COMMUNICATION
K L UNIVERSITY

Subject: **E- Skills**

Course Code: **14-VC106**

L—T—P: C

2—0—4: 4

CO.No	COURSE OUTCOME	P O	LEVEL
1	History of Communication: Four generations of Media	2,5	Understanding
2	Types of Communication: Intra Personal Communication, Inter Personal Communication	2,7	Understanding
3	Verbal Communication, Language, Symbols, & Meanings, Barriers in Language & Verbal Interaction	5,7	Understanding
4	Roles and functions of errors98888888888 in relation the enterprise and in relation to the economy	2,7	

Unit – 1

Introduction to Computer: Components of Computer System- CPU, Keyboard and Mouse, Input & Output Devices. Computer Memory – ROM, RAM, Classification of Computers, Representation of Data/ Information Concepts of Data Processing - Definitions of Information Data, Basic Data Types, Storage of Data/ Information as Files.

Unit – 2

Introduction to Information Technology Tools: Operating System, Programming Languages, Features and trends. Introduction to MS-DOS/WINDOWS/LINUX/UNIX. Translators: Assembler Compiler and Interpreter. Office Automation Tools: MS-Office, Word, PowerPoint, Excel, Access, Working with PC PACKAGES.

Unit – 3

Computer Office Automation Tools: MS Word - Word processing basics, Opening and closing documents, Text creation and manipulation, formatting the text, Table manipulation. Spread Sheets - Elements of electronic spread sheet, Manipulation of cells, Formulas and function. Power Point - Creation of presentation, Preparation of slides, Presentation of Slides, Slide show.

Unit – 4

Computers and Communication: Basics of computer Networks – LAN, WAN, MAN, Internet. World Wide Web - Web browsing soft wares, Search engines, Understanding URL, Surfing the web. Protocol: Types of Protocols, FTP, SMTP, Point to Point etc.,

Laboratory:

Working with DOS, Linux/Unix and Windows O.S., MS –Office.

Reference Books:

1. Sanders, D.H., "Computer Today ", Mc-Graw Hill, 1988.
2. Suresh K. Basandra, "Computers Today", Galgotia Publications Pvt. Ltd.
3. Microsoft Web Publishing Step by Step, Active Education.
4. Bokhari & Ahmad "UNIX Operating System", Dhanpat Rai & Co.

HEAD

Creative Arts & Media Studies
KL University, Vaddeswaram.

VISUAL COMMUNICATION

K L UNIVERSITY

Subject: **English – 1**

Course Code: **14-VC101**

L—T—P: C

2—0—2: 3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Speak with confidence & Understand the importance of listening	1,7	Understanding
2	Make presentations fluently in English.	1,2	Understanding
3	Understand the basic concepts of grammar and usage.	1,2	Understanding
4	Implement English Grammar rules while writing or speaking.	2,7	Applying

Unit 1

Drama: 1. George Bernard Shaw : Pygmalion
2. Tennessee Williams: A Street car named Desire
3. Girish Karnad : Hayavadana.

Unit 2

Short Fiction: 1. Guy de Maupassant: Boule de Souife
2. Anton Chekov : Lady with the lap dog
3. O' Henry : After Twenty Years
4. Charles Dickens : The Baron of Grogzwig
5. Henry James : The real thing

Unit 3

Vocabulary & Grammar : 1. Parts of speech 2. Borrowed words in English 3.
Collocations 4. Concord--- Tenses--- Phrasal verbs---Transformation of sentences.
5. Confusable Words

Unit 4

Writing Skills:

1. Paragraph Writing
2. Summarizing and Expansion
3. Dialogue writing
4. Letter writing

Reference:

1. George Bernard Shaw : Pygmalion
2. Tennessee Williams: A Street car named Desire
3. Girish Karnad: Hayavadana-

Wren & Martin: High School English Grammar .

HEAD

Creative Arts & Media Studies
K L University, Vadde-swaram.

VISUAL COMMUNICATION

K L UNIVERSITY

Subject: **English – 1**

Course Code: **14-VC101**

L—T—P: C

2—0—2: 3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Speak with confidence & Understand the importance of listening	1,7	Understanding
2	Make presentations fluently in English.	1,2	Understanding
3	Understand the basic concepts of grammar and usage.	1,2	Understanding
4	Implement English Grammar rules while writing or speaking.	2,7	Applying

Unit 1

- Drama: 1. George Bernard Shaw : Pygmalion
2. Tennessee Williams: A Street car named Desire
3. Girish Karnad : Hayavadana.

Unit 2

- Short Fiction: 1. Guy de Maupassant: Boule de Souife
2. Anton Chekov : Lady with the lap dog
3. O' Henry : After Twenty Years
4. Charles Dickens : The Baron of Grogzwig
5. Henry James : The real thing

Unit 3

- Vocabulary & Grammar : 1. Parts of speech 2. Borrowed words in English 3.
Collocations 4. Concord--- Tenses--- Phrasal verbs---Transformation of sentences.
5. Confusable Words

Unit 4

Writing Skills:

1. Paragraph Writing
2. Summarizing and Expansion
3. Dialogue writing
4. Letter writing

Reference:

1. George Bernard Shaw : Pygmalion
2. Tennessee Williams: A Street car named Desire
3. Girish Karnad: Hayavadana-

Wren & Martin: High School English Grammar .

HEAD

Creative Arts & Media Studies
KL University, Vaddeswaram.

VISUAL COMMUNICATION
K L UNIVERSITY

Subject: **Media & Ethics**
Course Code: **14-VC102**

L—T—P: C
3—0—0: 3

CO.No	COURSE OUTCOME	P O	LEVEL
1	Theories of ethics	2,3	Understanding
2	Constitution of India	3,5	Understanding
3	Right to Information	2,6	Understanding
4		4,6	Understanding

Unit 1

Ethics: Concept and Definition, Examples, Code of Ethics, Sources of Ethics, Morality, Values. Types of Ethics, Professional Ethics, Work Ethics, Business Ethics, Environmental Ethics, Factors influencing ethics. Theories of ethics. Ethics and social responsibility, ethics in global context.

Unit 2

Constitution of India. Brief history of media laws in India. Indian legal system. Fundamental rights. Restrictions. Legal aspects. Freedom of the Press.

Unit 3

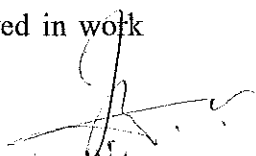
Contempt of court. Defamation and libel, civil and criminal law of Defamation. Intellectual property right, TRIP, copy right act. Fair use of media polices. Right to Information – Slander – Puffery.

Unit 4

Laws related to the Press. Cinematography act, prasar bharti act. The cable TV network regulation Act. Cyber law and regulation, information technology act. Newspaper registration. The Press Council. Media Contracts.

Reference:

1. S K Aggarwal , *Media and Ethics*
2. K S Venkataramaiah , *Mass Media Laws and Regulations in India*
3. K S Venkataramaiah, *Freedom of the Press – Some Recent Incidents*
4. K S Padhy, *Mass Media and Freedom of Press in India*
5. K S Padhy, *Battle for Freedom of Press in India*
6. B Basu, *Laws of Press in India*
7. Crone, *Law and the Media – An Everyday Guide for Professionals –*
8. **Case Studies** in various profession like law, medicine, nursing, journalism ethics could be included to illustrate and light height the subtle muances the manners involved in work ethics


Course Co-ordinator
Visual Communication

VISUAL COMMUNICATION
K L UNIVERSITY

Subject: **English – 2**
Course Code: **14-VC107**

L—T—P: C
2—0—2: 3

CO.No	COURSE OUTCOME	PO	LEVEL
1	Guest expectations	1,7	explaining
2	Idioms and phases	1,2	Understanding
3	Writing press notes and articles	1,2	Analyzing
4	Creative writing persona	2,7	Understanding

Unit 1

Poetry: 1) A.K Ramanujan: River.
2) Nisisin Ezekiel: Night of the scorpion.
3) Robert Browning: My last Duchess.
4) Byrau: she walks in beauty.
5) William Shakespeare: when to the sessise of sweet silent thought... Sonnet 30
6) Rudyand Kipling: IF.
7) P.B Shelley' Adorais

Unit 2

Cheles Dicken: Guest expectations 2) H W Wells: the time machine 3) Mark twain: A Connecticut yankee in King Authour's count

Unit 3

Idioms and phases- figures of speech -sentient rephrasing- note making, note taking – Vocabulary for media

Unit 4

Writing press notes and articles – Creative writing persona, point of view, perception

Reference:

1. *English for the Media* Nick Ceramella Elizabeth lee - Cambridge University press
2. *A Practical English Grammar*, Thomson and Martinet. Tata McGraw Hill Publication


HEAD
Creative Arts & Media Studies
K.L. University, Vaddeswaram.

4. B.S.Hi., JP. "*Computer Graphics*" Maxwell Macmillan International editions, 1990.

VISUAL COMMUNICATION
K L UNIVERSITY

Subject: **Semester End Project (Photo Feature)**
Course Code: **14-MP102**

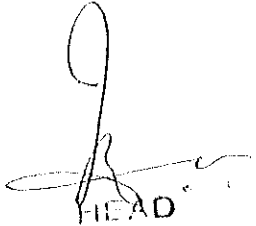
L—T—P: C
0—0—4: 2

Every student must submit record of photo album related to specific area of photography.

Student can select any of below topic:

Wildlife photography
Product photography
Photo Journalism
Fashion photography
Life-style photography
Photo Feature or photo story.

Etc...


HEAD
Creative Arts & Media Studies
K L University, Vaddeawanam

4. B.S.Hi., JP. "*Computer Graphics*" Maxwell Macmillan International editions, 1990.

VISUAL COMMUNICATION
K L UNIVERSITY

Subject: **Semester End Project (Photo Feature)**
Course Code: **14-MP102**

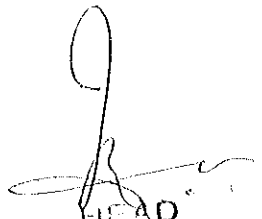
L—T—P: C
0—0—4: 2

Every student must submit record of photo album related to specific area of photography.

Student can select any of below topic:

Wildlife photography
Product photography
Photo Journalism
Fashion photography
Life-style photography
Photo Feature or photo story.

Etc...


HEAD
Creative Arts & Media Studies
K L University, Vaddeswaram

VISUAL COMMUNICATION
K L UNIVERSITY
INTRODUCTION TO COMMUNICATION

Course Code: 15 VC 112

Course Structure:

L-T-P: Credits

Pre Requisite:

3-0-0: 3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Classify and identify the types of communication	a, b	Understanding
2	Understand the underlying concept of communication process	a, b	Understanding
3	Explain the process of communication	a, b, h	Understanding
4	Identify the self in communication	a, b, e	Analyzing

Syllabus:

Defining Communication: History of Communication: Intra Personal Communication, Inter Personal Communication, Group Communication, Mass Communication, Traditional Communication- forms and means, Communication flow, Interactive Communication.

Models of Communication: Lasswell's model, Shannon and Weaver's model, Noise Gerbner's model, Osgood & Schramm's model, Newcomb's model, Feedback, Hypodermic needle theory, Uses & Gratification Approach, Cultivation theory, Normative Theories, Selectivity theory

Understanding Self in Communication – Self-Awareness, Johari Window & Self-Disclosure, Verbal Communication, Barriers in Language & Verbal Interaction. Non Verbal Communication, Perception, Body Communication, Space, Territoriality, and Touch Communication, Paralanguage.

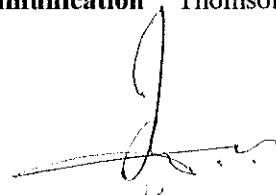
Comstock's Psychological model of Television effects, Katz & Lazarsfeld's two step flow model, Rogers and Shoemaker's Model of Innovation Diffusion, McLuhan: Understanding Media, Gatekeeping, Limited Effects theory

Text Books:

1. John Fiske, "**Introduction to Communication Studies**" Routledge, London 1990
2. Mcquail, Denis, "**Mass Communication Theory**", Sage, London 1995.
3. Agee, W.K. P.H. Ault and E.Emergy, "**an Introduction to mass communication**", Harper and Row, newyork, 1990.

Reference Books:

1. McLuhan, "**Marshall, Understanding media**", The Extension of Man, 1964
2. Schramm, Wilbur, "**Mass communication**", University of Illinois Press, 1960
3. Mcquail, Denis, "**Mass Communication Theory**", Sage, London 1995.
4. Stephen W. Littlejohn and Karen A Foss, "**Theories of Human Communication**" Thomson Wadsworth, Ninth Edition 2008
5. **Understanding Human Communication** – (13th edition)



Signature of the Head of the Department
of Visual Communication, K L University

VISUAL COMMUNICATION
K L UNIVERSITY
INTRODUCTION TO MEDIA STUDIES

Course Code: 15 VC 113

Course Structure:

L-T-P: Credits

Pre Requisite:

3-0-0: 3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand various forms of media and its evolution.	b, c	Understanding
2	Examine the role of mass media communications in contemporary Society and in social relationships	c, e	Analyzing
3	Analyze the codes, ethics, forms, and conventions of a range of media texts and practices	h, i	Analyzing

Syllabus:

Introduction to Media studies: Media literacy Media ownership and consolidation Media Effects
Different media Forms: - Books, Newspapers, Radio and music movies, Television, Internet, new media and advertisements

Media and Present Trends: Newspapers and the Rise of Modern Journalism, Magazines in the Age of Specialization, Sound Recording and Popular Music, Radio and the Origins of Broadcasting, Television and the Power of Visual Culture, Advertising and Commercial Culture, the Internet and New Technologies: Media at the Crossroads,

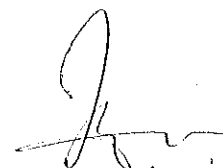
Media Ethics: Indian Constitution. Code of Conduct, Freedom of the Press, Fundamentals Rights Reasonable Restrictions, TRIP, RTI, Cinematography Act, Prasar bharati Act, IT Act, News paper Registration Act

Text Books:

1. Peyton Paxson, "**Mass Communications and media studies an introduction**", Continuum publishing group, USA, 2010
2. Joseph Turow, "**Media today**": mass communication in a Converging (5th Edition), Routledge Taylor & Francis Group-2014

Reference Books:

6. Straubhaar, Larose & Davenport, "**Media Now: Understanding media, Culture, and technology** (9th Edition), Wadsworth Cengage learning, USA, 2012
7. Matthew Flisfeder & Louis- Paul Willis, "**ZIZEk and Media Studies A reader**, Palgrave Macmillan". 2014



HEAD

Creative Arts & Media Studies
KL University, Vaddeswaram.

VISUAL COMMUNICATION
K L UNIVERSITY
DRAWING - FANDAMENTALS

Course Code: 15 VC 114

Course Structure:

L-T-P: Credits

Pre Requisite:

0-0-6: 3

CO.No	COURSE OUTCOME	S L O	LEVEL
1	Understand the elements and principals and composition of drawing.	a, b, c	Understanding
2	Analyze the materials, techniques of art to develop effective art work.	b, e	Analyzing
3	Create Conceptual sketching with the help of perspective drawing.	f, g	Creating
4	Examine the color theory and combination of light and color.	f, g	Analyzing

Syllabus:

Introduction: - Materials and Equipments, Pencils, Papers, Accessories, TECHNIQUES, Holding the Pencil, Pressure, Movement of the Hand, practice of Dot, Lines, strokes, Shapes, Forms, Contour, Texture, light and shading.

Elements and principles of Art: – Elements: Lines, Shape/Forms, Color, Value, Space, Texture-Principals: Harmony, Variety, Rhythm, Unity, Emphasis, Balance, Proportion, Pattern.

Perspective :- Linear / Aerial Perspective, The Picture Plane / Ground Plane, The Horizon / Eye Level, One Point Perspective, Two Point Perspective, Three Point Perspective, The Perspective of a Circle, The Perspective of a Cylinder, Perspective - A Central Eye Level, Perspective - A High Eye Level, Perspective - A Low Eye Level, Geometry in Art.

Sketching of visual elements: Drawing the objects and figures from the surroundings, drawing the objects by using perspective principles. Memory drawing of objects, landscape sketching & coloring. Still life sketching, shading & coloring, sketching the Cityscape.

Composition: - Purpose of composition, Conventional composition techniques, other golden rules for composition.

Text Books:

1. Harry Borgman, "*Pen and Pencil Drawing Techniques*", Watson- Guptill Publication-2002
2. Barrington Barber, "*the Complete Fundamentals of Drawing*" Arcturus Publishing Limited, 2006

Reference Books:

1. Tom Sito, Drawing the Line: "*The Untold Story of the Animation Unions from Bosko to simpson*", the university press of Kentucky-2006
2. Lee Hammond, "*Amazing Crayon Drawing with Lee Hammond: Create Lifelike Portraits, Pets, landscapes & More*", North Light Books, 09-Feb-2011
3. Drawing a complete guide- Gionvanni Civardi.



HEAD

Creative Arts & Media Studies
K L University, vadodswalam

Annexure I

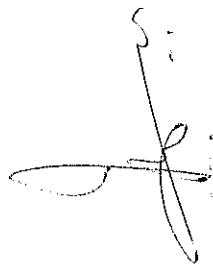
2014 - 18

2014										2015									
Course Code	Name of the Course	L	T	P	Credits	Modified / Added / Deleted from previous	Employability / Entrepreneurship / Skill Development	Gender / Environment & Sustainability / Human Values / Professional Ethics	Value Added Courses Imparting Transferable / Life Skills	Course Code	Name of the Course	L	T	P	Credits	Modified / Added / Deleted from previous	Employability / Entrepreneurship / Skill Development	Gender / Environment & Sustainability / Human Values / Professional Ethics	Value Added Courses Imparting Transferable / Life Skills
14VC101	English - 1	2	0	2	3		Skill Development			14VC101	English - 1	2	0	2	3	Dropped			
14VC102	Media and Ethics	3	0	0	3		Employability			15HS101	Rudiments of Communication Skills	0	0	4	2		Skill Development		YES
14VC111	Understanding the Still Photography	0	0	2	1		Skill Development			14VC102	Media and Ethics	3	0	0	3	Dropped			
14VC105	Drawing - Fundamentals	1	0	6	4		Skill Development			15VC111	Foundations of Art and Design	2	0	4	4		Employability		YES
14VC108	Introduction to Visual Communications	2	0	4	4		Skill Development			15VC115	Photography - Fundamentals	3	0	2	4	Modified			
14VC103	Media Appreciation	3	0	0	3		Entrepreneurship			15VC114	Drawing - Fundamentals	0	0	6	3	Modified	Skill Development		
14VC106	E-Skills	2	0	4	4		Skill Development			15VC112	Introduction to Communication	3	0	0	3	Modified			
14MP101	Semester End Project (Presentation on E Skills)	0	0	4	2		Skill Development			15VC113	Introduction to Media Studies	3	0	0	3	Modified	Entrepreneurship		
14VC107	English - 2	0	0	4	2		Skill Development			15VC116	E-Skills	2	0	4	4	Modified	Skill Development		
14VC112	Graphic Design	3	0	0	3		Employability			14MP101	Semester End Project (Presentation on E Skills)	0	0	4	2	Dropped			
14VC110	Drawing - Advance	1	0	4	3		Skill Development			14VC107	English - 2	0	0	4	2	Dropped			
14MP102	Semester End Project (Photo Feature)	2	0	2	3		Skill Development			15HS102	Interpersonal Communication Skills	0	0	4	2		Skill Development		YES
14VC104	Mass Communication & Entrepreneurship	2	0	2	3		Entrepreneurship			15VC121	Graphic Design	2	0	4	4		Employability		
14VC109	Fundamentals of Light and Sound	1	0	4	3					15VC125	Photography - Advance	1	0	4	3		Employability		
										15VC124	Drawing - Advance	1	0	4	3		Skill Development		
										14MP102	Semester End Project (Photo Feature)	2	0	2	3	Dropped			
										15YP127	Year End Project	0	0	2	1		Skill Development		
										15VC123	Media Management & Entrepreneurship	3	0	0	3	Modified	Entrepreneurship		
										15VC122	Fundamentals of Light and Sound	2	0	2	3	Modified			
										15VC126	Radio Production	2	0	2	3		Employability		

HEAD

1.12

Program Code of revised syllabus	Program name of revised syllabus	Year of revision	Proof in AC	Percentage of syllabus content added or replaced
025	B.Sc.(Visual Communications)	2014-15	June- 2014, point 21- Dec 2014	19%
025	B.Sc.(Visual Communications)	2015-16	Aug-15	37%



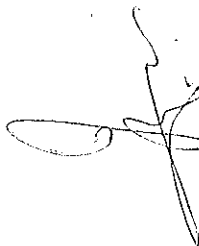
Dr. J. S. Kulkarni
Principal
J. S. Kulkarni College of Arts, Commerce & Science
Warananagar, Pune-411 004

1. Curricular Aspects (150)

1.1 Curriculum Design and Development (50)

1.1.2 Percentage of programmes where syllabus revision was carried out during the last five years (20)

Program Code of revised syllabus	Program name of revised syllabus	Year of revision	Percentage of syllabus content added or replaced
025	B.Sc.(Visual Communications)	2015-16	37


HEAD
Creative Arts & Media Studies
KL University, Vaddeswaram

K L UNIVERSITY
DEPARTMENT OF CAMS (Creative Arts and Media Studies)
MINUTES OF DEPARTMENT ACADEMIC COMMITTEE MEETING

Date: 01-07-2014

Circular

The Following members are nominated as Department Academic Committee members.

- | | |
|------------------------------|---------------------|
| 1. Mr.J Rajendra Kumar | DAC (Chairman) |
| 2. N.Babayya | Assistant professor |
| 3. Yarlagadda Lakshmi Prasad | Assistant professor |
| 4. Razia Shabeena | Assistant professor |
| 5. Mr. Syed Ahmed M | Assistant professor |



Mr.J Rajendra Kumar
(Head of the Department)
CAMS Department

HEAD
Creative Arts & Media Studies
KL University, Vaddeswaram.

KL UNIVERSITY
DEPARTMENT OF CAMS (Creative Arts and Media Studies)
MINUTES OF DEPARTMENT ACADEMIC COMMITTEE MEETING

Date: 07-07-2014

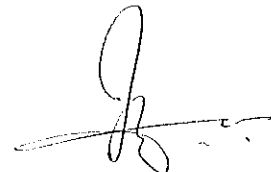
Circular

The Department Academic Committee meeting is proposed to conduct in HOD Chamber, CAMS (Creative Arts and Media Studies), on 14-07-2014 at 3:00 pm. All members are requested to attend the meeting.

Agenda:

1. To discuss the feedbacks to start a new program Suggested by the Peer Group.
Annexure - I
2. To propose the curriculum for CAMS (Creative Arts and Media Studies) 2014-15 admitting batch.
3. Any other points with the permission of the DAC chairman.

Thank you



Mr.J Rajendra Kumar
(Head of the Department)
CAMS Department
HEAD
Creative Arts & Media Studies
KL University, Vaddeswaram.

K L UNIVERSITY
DEPARTMENT OF CAMS (Creative Arts and Media Studies)
MINUTES OF DEPARTMENT ACADEMIC COMMITTEE MEETING

Date: 17-07-2014

1st meeting of Department Academic Committee which held on 14-07-14

Agenda:

1. To discuss the feedbacks to start a new program Suggested by the Peer Group.
Annexure - I
2. To propose the curriculum for CAMS (Creative Arts and Media Studies) 2014-15 admitting batch.
3. Any other points with the permission of the DAC chairman.

Resolutions:

The following Points are recommended to the BOS

1. The DAC discussed and resolved to recommend introducing the New Program B.Sc Visual Communication for Academic year 2014-15.
2. Upon discussing the feedback from Peer Group and committee resolved to recommend to the BOS. **Annexure-1**
3. The DAC discussed and resolved the curriculum for CAMS (Creative Arts and Media Studies) 2014-15 admitting batch **.Annexure-2**

Thank you



Mr.J Rajendra Kumar
(Head of the Department)
CAMS Department

HEAD
Creative Arts & Media Studies
K.L. University, Vaddeeswaran.

KL UNIVERSITY
DEPARTMENT OF CAMS (Creative Arts and Media Studies)
MINUTES OF DEPARTMENT ACADEMIC COMMITTEE MEETING

The following members attended the meeting on 14-07-14 at 3.00pm.

- | | | |
|---|--------------------------------|---------------------------|
| 1 | Mr.J Rajendra Kumar | DAC Chairman |
| 2 | N.Babayya | Assistant professor |
| 3 | Yarlagadda Lakshmi Prasad | Assistant professor |
| 4 | Razia Shabeena | Assistant professor |
| 5 | V.Chandana Kumar | Assistant professor |
| 6 | Asha Praveen | Assistant professor |
| 7 | Chandana Prabhu Sujit | Assistant professor |
| 8 | Vattikuti seshagire (14025001) | 1 st year B.Sc |
| 9 | Prathul g Krishna (14025002) | 1 st year B.Sc |

N. Babayya
(N. Babayya)

Razia
(Razia Shabeena)

J. R.
HEAD
Creative Arts & Media Studies
KL University, Vaddeswaram.

P. R.
(Y. Lakshmi Prasad)

V. C.
Chandana Kumar

Chandana Prabhu Sujit
(Chandana Prabhu Sujit)

Asha
(ASHA PRAVEEN)

S. S.
(VATTIKUTI SESHAGIRE)

P. R.
(PRIYANKAV)

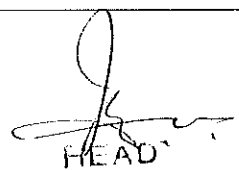
CREATIVE ARTS & MEDIA STUDIES
Annexure I

**Report- Analysis of Feedback on curriculum – received from the stake holders
prior to the commencement of the Academic Year 2015-16**

Feedback from different stake holders has been collected in respect of the **B.Sc Visual Communication** curriculum offered for the academic year 2014-15

Serial Number	Type of Stake holder	Number of feedbacks
1	Students	10
2	Parents	6
3	Alumni	0
4	Faculty	5
5	Academic peers	4
6	Industry persons	4
Total		29

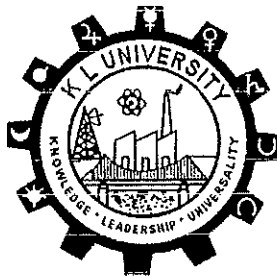
Serial Number	Recommendations
1.Faculty	
1	English course requires syllabus revisions
2	Design Fundamentals course strongly advised
2.Academic Peers	
1	E-skills subject must contain Desktop Publishing modules
2	Mass Communication and Entrepreneurship course name revision suggested
3.Industry Peers	
1	Practical Module recommended in Fundamentals of Light & Sound course
4.Student	
1	Number of Courses can be reduced


HEAD
Creative Arts & Media Studies
P.L. University, Vaddeswaram

Annexure II

K.L.University

Vaddeswaram – 522 502 (A.P) INDIA



**ACADEMIC RULES & REGULATIONS
FOR B. Sc PROGRAM**

Applicable for students admitted during 2014-2015

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HEAD
Creative Arts & Media Studies
KL University, Vaddeswaram.

Terminology

Academic Council

The Academic Council is the highest academic body of the University and is responsible for the maintenance of standards of instruction, education and examination within the University. Academic council is an authority as per UGC regulations and It has the right to take decisions on all academic matters including academic research.

Academic Year

An academic year is defined as the duration during which the University offers classes. It is the time period between the open and close of the University in an year. It is also the period of time necessary to complete an actual course of study within an year. It comprises of two semesters i.e. Even and Odd semester. Odd semester starts from July and even semester starts from December/January.

Course

A course is a subject opted by a student offered by the Department of K L University for learning in a particular semester.

Program

Program is a set of courses offered by the University/Department that a student can opt and complete the stipulated minimum credits to qualify for the award of a degree in that Program.

Term Paper

A 'term paper' is a research paper written by students engulfing their course based knowledge, accounting for a grade. Term paper is a written original research work discussing a topic in detail. It is a credit based course.

Semester end Project

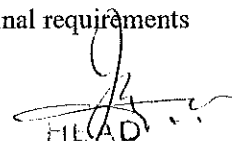
Semester end project is a course that a student has to undergo during his/her academic term, which involves the student to explore in a discipline that belongs to their practice base on interested area. It is a credit based course.

Final Project

Project is a course that a student has to undergo during his/her final year which involves the student to undertake production. (Short film or Animation or Designing). It is carefully planned to achieve a particular aim, it is a credit based course.

Internship

It is a part of the total programme and takes three months of semester in a professional location, where the students and the faculty get involved in finding solutions to real-life problems. A student can choose Project/Practice School during his/her 6th semester of his/her Academic Year to meet the final requirements for a degree.



Academic Activities

All activities that are conducted related to teaching, training, and research publications are termed as academic activities.

BOS (Board of Studies)

Board of studies is an authority as defined in UGC regulations, constituted by VC for each of the department separately. They are responsible for curriculum design and update in respect of all the programs offered by a department.

Backlog Course

A course is considered to be a backlog course if the student has obtained a failure grade (F).

Betterment

Betterment is a way that contributes towards improving the students' performance by improving the grade in any course(s) by reappearing / re-registering for the course(s) within the stipulated regulations

Credits

All courses have a credit count. Teaching of courses would be reckoned in terms of credits. For calculating credit, in general each lecture and tutorial hour per week will be considered as one credit and two practical hours as one credit. Project Work/Practice School will be treated as equivalent to 12 credits.

Course Handout

Course Handout is a document which gives complete plan of the course. It contains the competencies details of scope and objectives of the course, team of instructors (in case of multi-section courses), instructors for theory and practical, syllabus recommended by Board of Studies, textbook(s) and reference books, plan of lecture, evaluation scheme (date and venue of evaluation components, weightage), chamber consultation hour, course notices and other course related matters. In essence, course handout is an agreement between students and teacher. Handouts will be distributed on the first day of the commencement of the programme or put up in the e-learning portal

Certificate course

It is a course that makes a student gain hands-on expertise and skills required to serve the industry. Wide varieties of certificate courses that are internationally recognized are conducted for the benefit of the student in terms of pursuing excellent careers. It is a course having no credits and is over and above the curriculum.



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Cumulative Grade Point Average (CGPA)

The overall performance of the student is described by **Cumulative Grade Point Average (CGPA)** and is calculated taking into consideration grade obtained by the student in all credited courses and credits attached to it. "CGPA" is determined by dividing the total grade points obtained by the total course credits taken from the first semester up to the current semester;

Credit Transfer

Transfer of credit, is the term used by University for the procedure of granting credit to a student for course (s) undertaken at another institution. For example Student studying in KL University can take transfer to another University or a student studying in another University can take transfer to KL University based on the credits they acquired.

Curriculum

Curriculum is the set of courses, and their content, offered at the University. Curriculum is the framework of an academic program. In the credit based system, curriculum will specify the category, course code, course title, course delivery (Lectures / Tutorials / Lab / Project) and the credits

Discipline

In academics, Discipline is a certain branch of knowledge, an area of study or a specific program Creative Arts and Media Studies (CAMS) in that B. Sc Visual Communication, BA Mass Communication & Journalism.

Detention in a course

A student getting fewer marks in internals and /or shortage of attendance in each course will be treated as detained and will not be permitted to appear for the end examinations. He/she has to repeat the course whenever the University offers it.

Detention from academic program

A student shall be promoted from one year to the next year only if he or she fulfills the academic requirement of **two thirds of credits from regular and supplementary examinations** up to the last completed semester.

Evaluation

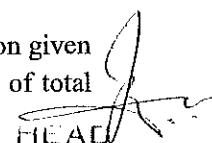
Evaluation is the process of assessing the academic work done by the student in their courses in the form of examinations i.e., internal and external and awarding the marks. The process of evaluation is continuous throughout the semester and involves components such as tests, Presentations, Assignment test and Practical Records and Experimental Activities.

Even Semester

Even semester is the second term within the academic year that starts from the month January and ends in the month May

End-Semester Examinations / Comprehensive Examination

Comprehensive examination is conducted at the end of the semester. It is the final test or examination given to students at the end of a course of study or training which will carry a total weight age of 60% of total


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marks. Duration for this examination is 3 hours and the entire portion constitutes the syllabus for comprehensive examination.

Audited Course

Audited Course is not a part of the course but must be opted by the students as part of their academic program. This course involves sports, yoga, etc.

Evening Courses

Evening Courses are the course to be run during evening hours after the regular timings in an academic year.

Grade

At the end of all evaluation components based on the performance of the student, each student is awarded with **absolute grade** on a **relative scale**. Grades are assigned in letters for example, O,X, A, B, C, D, or F.

Industrial Training Programme

Training program undergone by the students as per their academic schedule by visiting any of the industry.

Odd Semester

Odd semester is the First term within the academic year that starts from the month July and ends in the month December.

Multi- Section Courses

They are the course(s) taught by group of instructors in more than one section

Make-up Test or Assignment

A make-up test is considered to be any term test or in-class assignment that is scheduled for a date other than the originally-scheduled date assigned by the course instructor.

Management elective

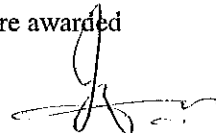
An elective course offered to encourage managerial skills and to inculcate entrepreneurship skills for an undergraduate student is known as management elective.

Award of Major Degree

A student who completes the entire program requirements of one discipline for which he/she is admitted (or took transfer of branch), is awarded with Major degree in that discipline.

Award of Minor Degree

Students who complete a smaller set of courses from another discipline & specialization stream are awarded with minor degree in that discipline.



Overloading

When a student is permitted to register for more number of courses than normally prescribed by the University during regular semester, it is known as overloading.

Program Outcomes

Program outcome is one type of learning outcomes. Learning outcomes state what a graduate needs to be able to do with the essential knowledge, skills, attitudes, and behaviors.

Practical Examination

An examination in the practical skills of a subject \ an informal examination taken as a preparation for an actual or formal examination

Registration

It is an act or process of enrolling into the University by the student for a particular program/course.

Repeating a course

A student can repeat a course for two reasons i.e., repeating a course to improve the grade and repeating a course when awarded with NA Report. Students repeating the course for improving the grades can do so only if they have obtained *lowest two* grades and having CGPA less than 6.75. That is, students having *X* or *A*, *B* or *C* grades cannot repeat the course.

Re-appearance

A student can repeat by re-registering or reappear in the evaluation components of a course for two reasons i.e., to improve the grade – i.e. betterment, or else when he/she fails in a course.

Session Tests

A set of questions, problems, or the like, used as a means of evaluating the abilities, aptitudes, skills, or performance of an individual or group especially a class of students; (A series of questions, problems, or physical responses designed to determine knowledge, intelligence, or ability).

Single Section Course

It is the course(s) taught by a single instructor (theory).

Semester

In general it is an half of an Academic Year. It is either of two academic terms, generally excluding the summer term. The word 'semester' is sometimes used as a synonym for a 'term'.

Specialization elective

An elective course offered by the Department for the fulfillment of degree with specialization is known as specialization elective. For Example Visual Communication student need to select the specialization elective in 5th semester. i.e: Film Making, Animation, Advertisitng.

Substitution

It is the process of replacing an optional course opted by students with any other optional course of their choice provided the pre-requisite condition satisfies.

Pre-requisite

It means a course that must be completed before another course can be started. Completion of the prerequisite is required prior to register in the course. It is the student's requirement to know and meet course prerequisites

Summer semester

Summer semester is the semester in which courses are offered related to different programs which can be chosen by the students who have backlogs, students opting for Minor, students pursuing Honors program and the students pursuing integrated programs. Summer term courses are to be run during summer vacation i.e. from the period May to July. **Summer course/evening course is not a student right and will be offered based on availability of faculty and other institute resources.** If the course is not offered the fees paid will be refunded in to-to.

Under-loading

If a student registers for few credits in a semester than the permissible credits prescribed by the University, then such a condition is defined as under-loading.

Compulsory course

It means courses comprising of **University** courses and core courses etc... Which are compulsory to obtain a degree such as Employability Skills set courses, Sports/ Games/ Yoga, NCC/ NSS / NSO etc.

University/Open Elective

An Elective Course, which is of interdisciplinary nature, is offered across the University for all programs are known as University Elective or open elective.

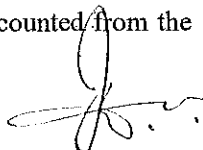
Withdrawal from the entire Semester

A student, who has decided not to attend the semester, due to more backlogs or more detentions must inform the director registration in writing duly forwarded by respective HOD before the first day of the semester registration is known as withdrawal from the entire Semester

Withdraw from a Course

Withdrawing from a Course means that a student can drop from a course after the first two weeks of the odd or even Semester (deadlines are different for summer sessions). However he can choose a substitute course in place of it if he exercises the option within 5 working days. The Attendance will be counted from the date of registration as announced by Director, Registrations.

Department


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It means an academic entity set up that conducts relevant academic activities constituting of both teaching and non-teaching staff, infrastructure and resources.

Rules and Regulations

This document supplements the University's rules and regulations to provide assistance to all undergraduate students. It is the responsibility of the student to comply with it, as it is the rule and the requirements of the University for the Conferment of degrees.

1.0 Introduction

K.L University will confer B. Sc Degree to candidates who are admitted to the Bachelor of Science (B. Sc) Programs and fulfill all the requirements for the award of the degree.

2.0 Details of B. Sc Programs on Offer

2.1 Department wise list of programs offered

The disciplines in which the courses of study are available and degrees will be offered at undergraduate level are:

1. B. Sc (Visual Communication)
2. BA Mass Communication and Journalism.

3.0 Eligibility Criteria for Registering into B. Sc (VC)

Admission to the B. Sc programme shall be made subject to the eligibility and qualifications prescribed by the University for each Stream from time to time.

- Intermediate / 10 plus 2 from any recognized College and English as a second language.
- Admissions shall be made on the basis of merit rank obtained by the qualifying candidates at an Entrance Test conducted by the University.

4.0 UG Program Curriculum Design

For an academic programme the curriculum is the basic framework that will stipulate the credits, category, course code, course title, course delivery (Lectures / Tutorials / Lab / Project), in the credit based system

4.1 Program Structure

- a) Each Academic Year is divided into two semesters, each of, approximately, 18 weeks duration:
 - Odd Semester (July – December)
 - Even Semester (January – May).
(Summer Term (May – July))
- b) All courses are categorized into three streams even, odd and dual semester courses.
- c) Even semester courses are offered only during even semester i.e., January-May, Odd semester courses are offered only during odd semester i.e., July-December and dual semester courses are offered during both even & odd semesters.

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- d) Summer Term starts around the middle of May and ends around first week of July.
- e) A Program is a set of courses offered by the University that a student can opt and complete certain credits to qualify for the award of a degree. First year courses are divided into two semesters. Students have independency to choose courses of their own choice prescribed by the University, subject to the maximum permissible limit in each course as specified by the University from time to time.
- f) From second year onwards a student can register for a maximum of 24 credits or 7 credit courses (whichever is less) –other than audited and certificate courses per semester (except while doing project work/practice school/Minor degree/Honors degree/Integrated program) of his/her choice from his entire curriculum, subject to the fulfillment of pre-requisites as defined for each course.
- g) A student should have to do project as well as Industrial training Program/ Internship only during 6th semester.

4.2 Course Structure

- a) All courses have a Lecture/Tutorial/Experiment/Design component (L-T-P) to indicate the contact hours. 'T' and 'P' components of a course may be avoided. Separate pure Laboratory course (0-0-P) may also be provided. All courses have a credit count. Teaching of courses would be reckoned in terms of credits. Every course has a list of courses (may be void) in certain cases as its pre-requisite.
- b) For calculating credit, in general each lecture and tutorial hour per week will be considered as one credit and two practical hours as one credit. Project work will be treated as equivalent to twelve credits and Practice school will be treated as equivalent to twelve credits.
- c) However, in situations where calculated value of credit is a fraction, it is rounded to the lower number.
- d) For all the Professional Core Courses, offered by various departments, the students have to necessarily undertake a Lab Course along with a Group based Project task, which must be allotted by the Course Coordinator and the Team of Instructors, ensuring the topic for each Group of students to be covering all major portions of the course. This is for making the students gain more Practical exposure / hands on, on the Core Courses and thus making them well versed and potentially strong in fundamentals of their respective departments.

4.3 Course Precedence

- a) A student who has qualified in all the courses in the pre-requisite would be allowed to register in the course.
- b) In any course if a student appears for final exam or is successfully promoted (through internals etc.) deemed to have met the prerequisite for next higher level course.
- c) The Dean Academics after consulting with Department concerned has the prerogative to waive the prerequisite (if it is satisfied through a test) if the student has gained sufficient proficiency to take up the course.

4.5 Summer Term and Evening Courses

The University may offer summer term and evening courses, as per the necessity from time to time. The course to be run during summer shall be decided on the basis of essential deficiencies made by

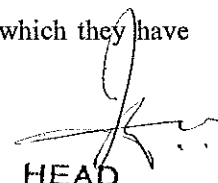
group of students. Following conditions apply for students registering for summer term and evening courses.

- (a) Students falling in any one of the following categories can register for summer term and evening courses, provided they have completed prerequisites for the courses offered:
 - (i) Who have been allowed semester withdrawal on medical grounds
 - (ii) Who have failed in the subjects in a regular semester OR
 - (iii) Who have taken lesser load on advice/by choice OR
 - (iv) Whose earned credits have fallen below the credits earned by a regular student of the same programme for some reason and who has taken courses as per advice of his/her faculty.
- (b) A student can register only for a maximum of three courses in each summer term. Students registering from more than 1 summer course have to ensure that there is no clash in the time table. In case of clash immediately they have to approach Director, Registrations/Dean-Academics for time table adjustment the time table does not permit the fee pay by them will be refunded.
- (c) For students who would like to register for evening courses can do so only if the timings do not clash with regular course work and the registration of such students is subjected to the approval of Dean-Academics.
- (d) Any student who is registering for summer term or evening courses has to pay Requisite fee prescribed by the University.
- (e) Summer course/evening course is not a student right and will be offered based on availability of faculty and other institute resources. If the course is not offered the fees paid will be refunded in to-to.

5.0 Evaluation of UG Programs

A student's academic progress is examined according to any one or combination of the following methods as decided by the Course Coordinator.

- Home Assignments and Assignments given by the faculty during the course of study
 - Quizzes
 - Mid- Semester examinations in the middle of each semester
 - Final examinations given at the end of the semester
 - Semester Project Report assigned by faculty upon requirement
- a) The Mid-Semester and the End-semester examinations in respect of theory courses will be conducted centrally by the examination section as per the schedule.
 - b) Appearing in the end-semester examination in the theory and laboratory subjects is mandatory for a student.
 - c) Students will be permitted to appear in the examinations in only those subjects for which they have registered either for study or for Examination at the beginning of the semester.



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- d) Supplementary examinations for the benefit of paid/detained/summer term students will be held only once in a year immediately after summer term classes.
- e) Students may have to take more than one examination in a day either during regular/supplementary examination.

5.1 Internal evaluation

- The process of evaluation should be continuous throughout the semester and involves components as decided by the course coordinator such as session tests, quizzes, surprise quiz, case analysis, assignments, attendance, Home assignments, open book tests, Seminars, constituting a total weightage of 40% of total marks.
- The process of evaluation should be continuous throughout the semester and involves components for practical section as decided by the course instructor such as session tests, assignments, attendance, Seminars, constituting a total weightage of 60% of total marks.
- The Course instructor will display solution - key on the notice board and in e-learning site immediately after the evaluation component with evaluation scheme.
- In order to maintain transparency in evaluation, the test and quiz answer sheets including end exam will be shown to the students within one week of conducting the exam. If a student is not convinced with the marks awarded he/she can request the course coordinator to re-check on request.
- No correction is permitted once the course instructor submits the marks/grades to the controller of examination.

Assessment Criteria for Theory- 100 Marks			
Types of Assessment		Weighting	Duration
Internal Assessment		40 marks	Continues
Test 1	10 marks		
Test 2	10 marks		
Written Assignment	5 marks		
Presentation	5 marks		
Surprise Activity	5 marks		
Attendance	5 marks		
External Assessment		60 marks	End of Semester
Examination	60 marks		
Assessment Criteria for Practical- 100 Marks			

Types of Assessment		Weighting	Duration
Internal Assessment		60 marks	Continues
Test-1	10 Marks		
Test-2	10 Marks		
Attendance	5 marks		
Assignment	15 Marks		
Practical record	20 Marks		
External Assessment		40 marks	End of Semester
Examination	20 marks		
Internal Records & Submissions	10 marks		
Viva	10 marks		
Assessment Criteria for Projects- 100 Marks			
Types of Assessment		Weighting	Duration
Internal Assessment		60 marks	Continues
Project Planning	20 Marks		
Project Process	20 Marks		
Attendance	5 marks		
Internal Submission	15 Marks		
External Assessment			
Submission of Project	20 marks		
Presentation	10 marks		
Viva	10 marks		

- *Note-1:** 1. For pure Theory & pure Lab courses follow the above evaluation.
2. For Combined Theory & Lab courses follow the proportion rule as given below.

3-0-2 nature Theory Credits & Lab Credits are in 3:1 ratio. Hence the Internal marks evaluated for Theory & Lab as above to be divided in the ratio 3:1 and clubbed.

3-1-2 nature Theory & Lab credits are in 4:1 ratio. Hence the Internal marks evaluated for Theory & Lab as above to be divided in the ratio 4:1 and clubbed.

5.2 Comprehensive evaluation

- (1) All regular courses will be evaluated as per the L-T-P structure and graded.
- (2) All audited courses are evaluated and awarded satisfactory/not satisfactory grade.

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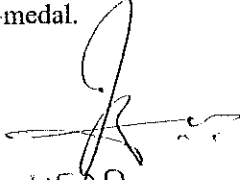
In case of award of non-satisfactory the students have to re appear the end Comprehensive examination

5.3 Betterment

- a) A student may reappear for end comprehensive examination (theory part only) for improving the grade in any course/courses, through betterment subject to the following conditions:
- The student has obtained the lowest pass grades in the course concerned, and
 - For improvement, their CGPA shall be ≤ 6.75 . In the case of reappearing, the grade obtained in reappearance or the earlier grade whichever is better will be considered.
- b) A Student having C or D grade and CGPA less than 6.75 can Re-register in a course at any time before the completion of his graduation program provided the University facility permits. However, a student who secured CGPA less than 5 should obtain prior permission of Dean-Academics, before he / she Re-registers for a course.
- c) For Re-registering to a course / reappearing for comprehensive examination, the student has to pay the pre-requisite fee as prescribed by the University.
- d) A student cannot Re-register/reappear for comprehensive examination in courses like Professional Practice in Industries, summer internship, courses having course Structure 0-0-P, Semester end Project, Final Project, Internship /Term Paper or any other courses which are conducted as vocational courses.
- e) A student who has completed the formalities of graduation cannot Re-register a course / reappear for evaluation components.
- f) A student Re-registering for comprehensive examination for improving the grade must ensure that the dates of evaluation components do not clash with any of his courses in the regular semester is not permitted to Re-register for comprehensive examination
- g) Director (Registration) can counsel the student in Academic Counseling Board (ACB) to Re-register a course for evaluation components to improve his/her grade so that he/she can come out of ACB purview. However, decision taken by the student in this regard shall be final. Student who is advised to Re-register a course / semester does not extend his/her graduation period.
- h) In case of Re-registration for betterment he/she is exempted from attending the course and the marks obtained by the student for attendance earlier for that course will be carried forward.
- i) A student repeating a course after obtaining NA report has to attend all the classes
- j) Further the student has to attend all the evaluation components and ensure that the dates don't clash with any of his regular course.
- k) The grade obtained by the student while repeating will be final and in no case the grade obtained in previous attempt will be considered.
- l) However such an improvement is not considered for the award of Rank or Gold medal.

Re-appearing with Registration:

A student can repeat a course by re-registering for two reasons:


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- i) To improve the grade – i.e. betterment
- ii) When he/she is detained in a course.

*Repeating a course implies that the student will re-register for the course.

Re-appearing without Registration:

A student can reappear and clear the course in which he/she is failed by taking supplementary examinations. In such a case the internal components obtained earlier are carried forward.

5.4 Grading Process

- a) The overall performance of the student is described by **Cumulative Grade Point Average (CGPA)** and is calculated taking into consideration grade obtained by the student in all credited courses and credits attached to it. It is the weighted average of the grade points of all the letter grades obtained in credited courses by the student from his entry into the University. *CGPA* is computed as follows:

$$CGPA = \frac{c_1g_1 + c_2g_2 + \dots + c_ng_n}{c_1 + c_2 + \dots + c_n}$$

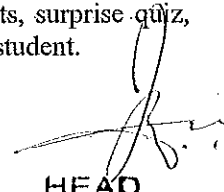
where c_1, c_2, \dots, c_n denotes credits associated with the course applied and g_1, g_2, \dots denotes grades obtained by the student.

- b) At the end of all evaluation components based on the performance of the student, each student is awarded with **absolute grade** on a **relative scale**. The list of absolute grades and its connotation are given below:

GRADE	GRADE POINTS	RANGE	
O	10	85	100
X	9	80	<85
A	8	65	<80
B	7	60	<65
C	6	45	<60
D	5	40	<45
F	0	<40	-

$$\% \text{ OF MARKS} = (10 \times CGPA - 7.5)$$

- c) A student getting less than 40% of overall score and 40% in the comprehensive examination will be considered to have earned *F* grade. In combined theory and lab courses along with overall 40% score, the student should get independently 40% in both theory and lab components else treated as failed in both.
- d) A student who obtains '*F*' grade has to reappear for the comprehensive examination. However, such a student need not attend the classes and marks obtained in session tests, surprise quiz, case analysis and attendance will be carried for the subsequent attempts of the student.



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- e) In case of a student who has earned *F* grade, after the student has fulfilled all the requirements for passing it will be converted into a valid grade by considering grade cutoffs of the batch in which he/she had appeared for the course for 1st time.
- f) A non-credit course also will be evaluated as a regular course and grades will be allotted.
- g) Audited courses are graded as satisfactory or Un-satisfactory only.
- h) At the end of each semester the University issues grade sheet indicating the CGPA of the student. However, grade sheet will not be issued to the student if he/she has any outstanding dues.

To convert CGPA into equivalent marks the equation to be used is

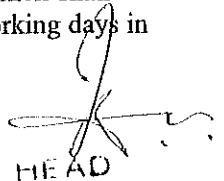
$$\% \text{ OF MARKS} = (10 \times \text{CGPA} - 7.5).$$

5.5 Reports/Grades

- a) The Course Coordinator can award the following Reports/Grades depending on the cases:
 - (i) **Grade from O, X, A, B, C, D and F** is awarded to the student if the student satisfies the corresponding requirements as specified in the section 5.4 (grading).
 - (ii) **NA (Not Attended)** is awarded to the student if the student has shortage of attendance. When student is given NA he/she has to repeat the course. It should be noted here that NA is different from F grade. For a student with F grade his/her marks obtained in internal evaluation component will be carried forwarded. While for a student awarded with NA Report has to reregister for such a course and attend the classes.
 - (iii) **GP (Grade Pending)** is awarded in situations where Course Coordinator cannot communicate the grade in time because of operational difficulties. The GP report has to be converted into valid grade by the Course Coordinator at a later stage.
 - (iv) **RC (Registration Cancelled)** is awarded to a student for various reasons when the registration for the course is cancelled by the University. Such a student will have to re-register for the course in subsequent semesters/summer term whenever the course is offered.
 - (v) **DIP (Discontinued from Program)** is awarded in situations where a student wants to discontinue from the program with the prior approval of University.
 - (vi) **W (Withdrawal from Program)** awarded in situations where a student decided not to attend for the semester must cancel their classes before the first day of the semester to avoid having the classes be recorded on their transcript and being financially responsible.

6.0 Calendar Management for UG Engineering Programs (2014-15)

- a) The Academic Council approves the schedule of academic activities prescribed for an academic year.
- b) Inclusive of dates for registration, class test and end-semester examinations etc. which shall be mentioned in the Academic Calendar of the year, there will be a total of about 90 working days in each semester excluding the period of Comprehensive examinations.


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Academic Calendar for B. Sc – First Semester (2014-15 admitted batch)

Registration	
Commencement of class work	11 th August
Surprise Test – I	1 st 4 th August
Test -1	22-24 September
Drawing work shop (Creative workshop)	September 25 th – 26 th
Professional Ethics – Guest Lecture	October 6 th
Media Appreciation – Guest Lecturer	October 17 th
Surprise Test - II	20-24 th October
Test - 2	27 th -30 October
Commencement of End Semester exam	26 th November
E-Skills workshop	November 7 th

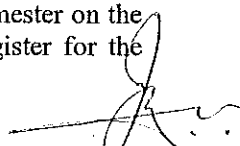
Academic Calendar for B. Sc - Second Semester (2014-15 admitted batch)

Registration	15th December, 2014
Commencement of class work	15th December, 2014
Surprise Test-1	Will be announced by course coordinator
Test -2	Will be announced by course coordinator
Test-4	Will be announced by course coordinator
Internal Lab Exam Week (During Lab hours only)	Will be announced by course coordinator
Last instruction day	25 th April, 2015
Preparation Holidays	30 th April – 3 rd May, 2015
Registration for Next Semester	6 th July, 2015
Commencement of Class work	8 th July, 2015

- It is the responsibility of the individual student to register for either semester i.e., Even / Odd. Registration in the summer term is optional.
- The University has the right to refuse registration process if a student does not turn up on the day of registration.
- Normally, no late registration shall be permitted after the fifth working day from the scheduled date of commencement of classes, except in special cases such as serious medical problem, family calamity or participation in a national event, considering such compelling reason, a student may be permitted for late registration (within one week of commencement of semester) with prior approval from the Director, Academic Registration with payment of requisite fine as prescribed by the University.
- However, under no circumstances late registration after 15 calendar days from the scheduled date of registration is allowed.
- In the rare case of transfer from other universities after the semester commences, such a student must produce his/her attendance statement from the concerned institution in each course at the time of admission.

7.1 Registering for a course

- a) A student either newly admitted or on rolls has to register for a course in each semester on the day of registration as notified in the Academic calendar. Students failing to register for the course will not be permitted to attend the corresponding classes.


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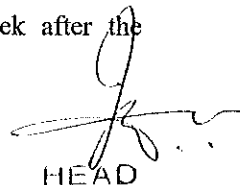
- b) The right of offering a particular course in a semester is only at the discretion of University authorities.
- c) The students registering for the first semester and second semester have to choose the courses prescribed by the University subject to the maximum permissible limit as specified by the University.
- d) Students registering for the second semester and fourth, sixth and eighth Semesters of their study will be permitted to register only if they have:
 - Cleared all the fees, outstanding dues of University and / or Hostel of previous semesters.
 - Paid all prescribed fees for the current semester.
 - Not been debarred from registering for a specified period on disciplinary or any other grounds
- e) From third Semester onwards a student can choose any seven courses per semester of his choice from the curriculum as prescribed by the University, subject to the fulfillment of pre-requisites as defined for each course.
- f) A student shall not be allowed to withdraw from compulsory courses prescribed by the University.
- g) Students can register for a maximum of 24 credits in a semester of their choice as per their course structure defined to meet their programme requirements.
- h) Students, who have opted for minor degree, Honors program or dual degree can register for more number of credits in a Semester over and above permitted on regular basis by obtaining written permission from Dean Academics, if the student timetable permits.
- i) The University reserves the right to withdraw any elective course offered within one week of the commencement of the semester if sufficient number of students is not registered or for any other reasons.
- j) In such cases, the students are permitted to register for any other elective course of their choice provided they have fulfilled the eligibility conditions.
- k) The University reserves the right to cancel the registration of a student from a course or a semester or debar from the degree on disciplinary grounds.

7.2 Substituting a Registration

- a) Within one week of the commencement of the semester, a student is permitted to substitute an elective course (substitution) subject to availability with prior approval of Dean-Academics.
- b) However, a student is not permitted to withdraw from compulsory course and substitute the same with an elective course.

7.3 Withdrawing from a Registration

- a) A Student is permitted to withdraw from an elective course within one week after the commencement of the semester with the approval of Dean-Academics.



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- b) Each application for semester withdrawal will be examined by the Dean-Academics and depending on the merit of the case an appropriate recommendation will be made to the Chairman Academic Council.
- c) A Student is normally not permitted to withdraw from compulsory course(s) of the discipline.
- d) If a student desires to withdraw from compulsory courses of the discipline, he/she must and should seek prior permission from Dean-Academics provided he/she must have to complete the course whenever the same course(s) are offered later in the academic curriculum before completing his/her graduation. This implies a student has to complete all the compulsory courses prescribed by the department for obtaining the degree of graduation.

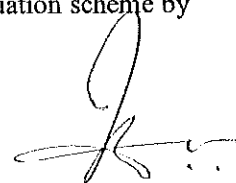
7.4 Cancellation of a registration

A student is solely responsible to ensure that all conditions for proper registration are satisfied, and there are no timetable clashes. The registration may be cancelled for a course or the entire semester either by the student or by the University if any irregularity is found at a later stage. A student's registration for the semester may be cancelled, if he does not meet the statutory requirement of Minimum of number of credits or as part of disciplinary action Leave beyond permissible limits may also result in cancellation of registration for a semester.

8.0 Teaching UG Programs

- a) Course(s) taught by a single instructor (theory) is referred to as single section course and course(s) taught by group of instructors in more than one section is referred to as multi- section courses.
- b) The teacher for single section course or associated with multi-section courses are referred to as Instructor.
- c) A team of instructors, under the leadership of Course Coordinator (shall be an instructor of any one the theory section) shall work together to meet all requirements of teaching, evaluation and administrative aspects of the course.
- d) A course is conducted and evaluated by the course coordinator with the cooperation of all instructors as a team.
- e) The internal evaluation pattern will be announced by the course coordinator before the commencement of the class work with the prior approval from the dean academics.
- f) Every course coordinator must specify the program outcomes, objectives, credits to be earned and issue of course handouts to the students either in soft copy or in hard copy.
- g) All course handouts are posted in e-learning site one week in advance.
- h) The solution key of internal examinations conducted during the semester will be displayed on the notice board and in the e-learning site immediately after the evaluation component with evaluation scheme by the course coordinator.

9.0 Attendance

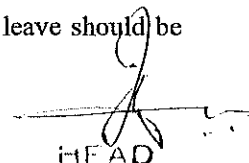


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- a) It is mandatory for a student to attend all the classes, tutorials, laboratories and other evaluation components conducted by the University. A student may be detained from appearing for an examination on grounds of shortage of attendance.
- b) Required minimum attendance is $\geq 75\%$ attendance in all courses. On medical grounds a student can avail a condonation of Maximum 10% attendance. However to avail the condonation student has to submit a medical certificate from not below the Rank of Civil asst surgeon and to condone or not is at the sole discretion of Dean-Academics. The condonation list should be sent to the examination section duly signed by the Dean-Academics well in advance..
- c) 65% attendance is mandatory to attain eligibility to appear for the comprehensive examination in a course. If a student fails to maintain 65% attendance and 40% internal marks in a course he/she will be awarded with *NA* Report in that course. In such cases, student will not be permitted to attend the comprehensive examination of that course(s) where he/she has obtained *NA* Report. He/she has to register and repeat the course whenever it is offered.
- d) However, some relaxation to this rule is possible in the case of students participating in extra -curricular activities as identified below:
 - One week for state level competitions.
 - Two weeks for National level competitions and
 - Three weeks for International events

Subjected to a maximum of two such participations in a Semester.

- e) If the period of absence in a semester is for a short duration (of not more than one week) prior application for leave should be submitted to the Head of the Department clearly stating the reasons for absence along with supporting documents. The Head of the Department will grant such leave at his/her discretion.
- f) He/ She may be allowed for makeup of Laboratory/workshop classes conducted during the period of absence.
- g) If the student is continuously absent for more than 4 weeks, his name will be removed and registration stands cancelled.
- h) Absence for a period not exceeding one week in a semester due to sickness or any other unavoidable reason for which prior application could not be made, may be condoned by the Dean of the School/College, provided he is satisfied with the explanation.
- i) This request should be supported by medical certificate from a recognized medical officer not below the rank of Assistant civil surgeon.
- j) This is also applicable in those cases who have attended for conferences, paper presentations and sports with permission from the authorities where the student has valid reason for absence.
- k) In such cases the student can approach the course coordinator/ instructor for the makeup test or assignment immediately on rejoining.
- l) No makeup examination will be conducted for End semester examinations under any circumstances.
- m) If the period of absence is likely to exceed one week, a prior application for grant of leave should be submitted to the Head of the Department in all the cases.



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- n) If the valid period of absence (on medical grounds) is more than 20 continuous working days during the semester the student may apply for withdrawal from the entire semester at any time clearing all the fee dues of the entire course and no fee are refunded at any cost.
- o) The Vice-Chancellor may relax above rules in special situations which arise due to extraordinary circumstances.

10.0 Detention

- (i) A student getting less than 40% marks in internals and/ or 75% of attendance in each course will be treated as detained and will not be permitted to appear for the end examinations, he has to repeat the course whenever the University offers it.
- (ii) A student shall be permitted to register for 5th semester only if he/she fulfills the academic requirement of total 47 credits from regular and supplementary examinations of 1st, 2nd, 3rd and 4th Semesters. He will be allowed to register further for new courses only after acquiring the requisite credits.

11.0 Academic Flexibilities

University offers flexibility for Degree students in doing the courses. In addition to the prescribed courses a student can register for more electives, summer term courses, evening courses provided his/her timetable & University facility permits. He / she can either change from one branch to another branch or the transfer of credits from one branch to another branch for which the details are as follows

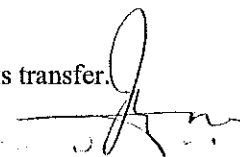
11.1 Change of Program

A student admitted to a particular under graduate Program will normally continue studying Program till the completion of the Program. However, in special cases the University may permit a student to change from one under-graduate program to another under-graduate program mid-way subject to the following:

- Change of program shall be entertained only at the beginning of a Semester.
- Only those who have cleared all the courses till the time of applying for change of program will be eligible.
- A Committee appointed by the Vice Chancellor shall prepare course equivalencies and study the feasibility of Program transfer.
- The Committee shall recommend the deficiency courses to be completed.
- Deficient courses, if any, as identified by the Committee as above in the new program have to be completed by the student as stipulated by the Academic Counseling Board.
- Change of program shall be made strictly on the basis of merit of the applicants and availability of seats.
- Students opting for change of program have to apply in prescribed format along with applicable fee.

11.2 Credit Transfer

- o Credit transfer from KL University to other University or vice versa is permitted only for under-graduate programs.
- o Credit transfer from KL University to other University: Student studying in KL University can take transfer to another University under the following conditions:
 - KL University has signed MoU with the University.
 - A student has to pay the fees for all the remaining years when he/she seeks transfer.



Vice-Chancellor
KL University

- However, a student, after seeking transfer from KL University can return to KL University after a semester or year. Based on courses done in the other university, equivalent credits shall be awarded to such students.
- Credit transfer from another University to KL University: A student studying in another University can take transfer to KL University under the following conditions:
 - When a student seeks transfer, equivalent credits will be assigned to the student based on the courses studied by the student.
 - The student, when transferred from other universities, has to stick to the rules and regulations of KL University.
 - To graduate from KL University, a student must study at least two years.

11.3 Overloading and Under Loading

- a) When a student is permitted to register for more courses during regular semester than normally prescribed by the University, it is known as overloading.
- b) In general overloading is permitted to those who have CGPA greater than 8, do not have any backlog course and/or registered for integrated program, Honors program, and Minor degree options etc.
- c) However, registering in a summer term or vocational courses is not considered as overloading.
- d) Synonymous to overloading, the University also permits a student to register for fewer courses than normally prescribed. Such cases are known as under-loading.
- e) For both overloading and under-loading, a student has to seek permission from Dean-Academics and also Director Academic Registration, who gives permission on a case to case basis, based on the *CGPA* of the student.
- f) The University reserves all rights to decelerate the degree program of the student at any time.
- g) The student opting for deceleration of the degree programme will not be allowed to repeat the course in the same semester.

11.4 Academic Counseling Board (ACB)

A student will be put under Academic Counseling Board under the following circumstances:


- Has CGPA of less than 4.50.
- Has 'F' grade in any one or more courses.

The students under Academic Counseling Board may not be allowed to register for all regular courses in the semester based on the recommendation of Academic Council Board.

That is, University reserves all rights to decelerate the degree program of the student.

12.0 Backlog Courses

A course is considered to be a backlog if the student has obtained 'F' grade or 'NA' Report or 'NR' Report in the course. The following regulations apply to a student who has backlog(s):


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- 1) CGPA < 6.75 will be awarded second class
- 2) CGPA \geq 6.75 will be awarded first class and with
- 3) CGPA \geq 7.5 will be awarded first class with distinction provided the student has cleared all the courses in first attempt (Regular) within the stipulated time.

16.0 Award of Medals

University has instituted Gold and silver medals to the highest and second highest rank holders respectively as per CGPA and other academic conditions in each programme of specialization.

1. The grade obtained by betterment, will not be considered for the award.
2. He/she must be obtained minimum distinction for the award of Gold or silver medal.

* * Rules and regulation subject to change based on the recommendation made by Board of Studies and approval of Academic Council.


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Aims and Distinctive Features of the Programme

Student attractions in Visual Communication at KL University:

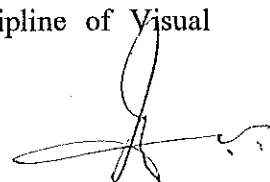
KL University is one of the best deemed Universities among the country. We are offering full-fledged graduate program in Visual Communication with well equipped infra-structure, a comprehensive curriculum designed by the leading industry experts and academics to adopt the cut-edge competitive challenges ahead for the students who wish to prove in this area of Sciences.

The program designed to provide the aspirants the feel of an artist through-out the course and enrich his/her abilities of loving the nature to work with it. Here the candidate experiences effective communication by the means of visual language with the digital, non-digital imaginaries, 2D & 3D forms and the integrated utility of various media. The highly committed team of professionally skilled and industrially potential faculty and guest lectures will carry the students' aspirations of learning the course while combining the syllabi of advanced curriculum with the theory, process, practicality and technology assist the candidates in acquiring intellectual understanding of visual communications in an aesthetic way.

Programme Aims

The common modules structure provides all the students with a rigorous understanding of the fundamental knowledge of key aspects of Visual Media. This provides a solid foundation for them to build upon which they study by way of their specialized modules. The overall aim of the **B.Sc. Visual Communication** subject provision have been identified as follows –

- To gain a holistic understanding of animation production from script to screen and provide the knowledge and skills necessary for becoming an animator.
- To use drawing as a means of expression and communication and as an essential tool in the process of Visual communication.
- Demonstrate the ability to respond to design brief through conceptual thinking, design work, appropriate use of sound, media and other methods of production including opportunities for simulated and “real world” involvement with the animation industry.
- Develop the use of research methodologies appropriate to the discipline of Visual Communication.



Head of Institution
KL University, Vadodra

- Provide a variety of career pathway through introductions to the creative use of media, techniques and communication and develop an in depth knowledge of the specialist visual designer.
- Enhance the students interpersonal and project management skills which will enable them to be effective in a team based or networked production environment.

These aims and intended outcomes have been formulated keeping in mind the dynamic nature of the Visual media industry and the state of the Visual Media industry around the world and with particular reference to the Indian market.

Teaching Strategies

The teaching and learning methods employed throughout this course have been selected to provide a productive and varied learning experience consistent with the aim and objectives of the programme.

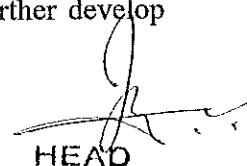
The methods adopted in each of the course's modules vary in accordance with the demands of the subject matter and level of study required. The methods used include: formal lectures, seminars, laboratory investigations, tutorials, computer based learning, individual and group project work. Industry guest speakers will contribute where appropriate. Another important aspect of the teaching and learning process is visits to organizations related to the area of study.

Core lectures will bring together students from all degrees and will normally be for the duration of one hour. Lectures involve the formal presentation of ideas and issues to all the students on each year of the Course. Seminars will involve students being taught in a more formal environment which will enable discussion of the ideas and issues delivered in the lecture. The duration of seminars are normally fixed depending on the scope of the topic discussed. Individual and group project work form an important part of the learning strategy.

Course Progression:

I Year, Focuses on the foundation skills of Visual Media Productions, introducing Concepts of Communication and how they are implemented from original concept to completion. In addition they will have the opportunity to explore a variety of production techniques.

II Year, Builds upon the skills gained in year 1 and enables them to apply and further develop themselves within their area of specialization.



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III Year, Builds upon the individual skills that they have gained in the previous two years and will focus on their Project work. This will include a project brief, identifying the project outline, requirements required by them to complete this project i.e. industrial placement, additional resources not found within School, additional skills required etc.

The students will be endowed with the knowledge in the prime fields of:

- Cartoonists
- Visualizes
- Animators
- Add-film makers
- Copywriters
- Directors
- Script / Screenplay writers
- Cinematographers
- Editors
- Multimedia / Web-designers
- Interactive content experts
- Event Managers
- Media specialist and experts

Further the course also provides a strong foundation to expertise the students to carry their education or career on any sphere of the globe.

Infrastructure:

1. Virtual Class Room Design: Class room set-up connects the students' imaginations to the digital and interactive world.
2. Super Computer is the one of the high-lights that is connected to all the research areas of the university.
3. Student and faculty interactions are highly sophisticated and the visual and audio technologies have been widely used in the entire communication.
4. Student's experiences the liveliness of the practical while he/she learns the theory itself.
5. The practical rooms, library and reading rooms and Seminar halls for presentations are well equipped with the centralized Air-conditioning.

6. Connectivity with the world by means of Internet and Wi-Fi facility 7x24 is a special feature for the students of our University.
7. Multi-Media lab for 2D & 3D graphics, animations and web-publishing is well furnished with the high configuration systems, genuine and licensed advanced soft-wares.
8. The Faculty and student ratio being 1:20 and specialized technicians and trainers are dedicated to train the students to the best.

Studio:

Photography studio emerged to match the industry needs such as Digital SLR Cameras with relevant accessories and professional light set-up for indoor photography.

The students will be endowed with the exposure to the real world creative gateway and industry best practices inside the campus in a built-in, well – equipped, full- fledged visual studio with online set-up.

High Definition video cameras to specialize in Videography add to its asset.

Acoustically treated shooting floor with professional lighting for Videography, dubbing studio with digital audio work station are a few to note among many more amenities.

Centralized air-conditioned screening theater with a capacity of 320 participants, with over head projection facilities is one of the facilities.

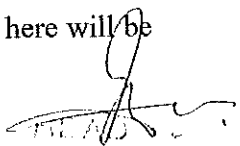
Guest Lectures:

The industry people and leading academicians are our strengths in inspiring and facilitating the students to update their knowledge in the new and latest trends globally emerging, and to cope with the cut-edge competitive needs of the present and future times.

Our Forth-view for the advancement of students into the world of Visual Communication:

Mini-Projects:

It is an additive for the practicality of the academic studies and the committed faculty guide will assist the students in their subject area of interest in each of the semester. The student here will be


Coordinator Arts & Media Studies
KJ Somaiya University, Vandrevelkar

exposed to the industry and practicality in handling the hurdles while shaping his/her dreams and imaginations.

Final Project:

Apart the regular course there are three specializations to work with, depending on the desire, will and wish of the candidate which in-turn leads to his/her professional career.

The potentially designed specializations by our team are

- Advertising
- Film-making and
- Animation (2D & 3D).

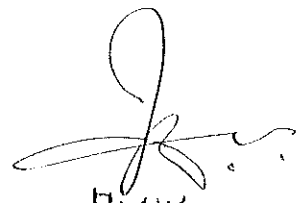
Practice School: Practice School is an educational innovation seeking to link industry experience with university education. The purpose of Practice School is to meet the practical challenges of a professional workplace and allow students to get knowledge by applying their skills in open-ended real life situations.

Assessment Process:

Main Features of the Programme's Overall Assessment Scheme: Module assessment takes place at intervals throughout each semester, at the end of a module and at the end of semester. Students submit a range of work; sketch books, design sheets, finished artwork, artifacts, screen based work, technical/ production files, journals, essays and audio visual presentations.

Method of Assessment: Students will be assessed in the following ways: End of term unseen Written Examinations/Practical Examination, in term Module Assignment and End of the Programme Major Project, Portfolio and Dissertation.

Module assignments activities include:



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- Report and essay writing
- Practical laboratory and computer based activities
- Analysis of production demonstrations
- Creation of portfolio
- Case study analysis, business games and role playing
- Extended projects
- Formal oral and seminar presentations
- Timed assessments



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Course: **B.Sc., Visual Communication**

Duration: 3 years, Semesters: 6

Eligibility: any 10+2 with minimum of 55% + Entrance Test + Interview

Seats Available: 60 no's per year, Per Batch: 30 no's

Program Structure (Total 124credits)

Year -1 Semester – I							
S. No.	Subject Code	Subject Name	L	T	P	Credits	Comp. / Opt.
1.	14-VC101	English - 1	2	0	2	3	Comp.
2.	14-VC102	Media & Ethics	3	0	0	3	Comp.
3.	14-VC103	Media Appreciation	3	0	0	3	Comp.
4.	14-VC104	Mass Communication & Entrepreneurship	2	0	2	3	Comp.
5.	14-VC105	Drawing - Fundamentals	1	0	6	4	Comp.
6.	14-VC106	E- skills	2	0	4	4	Comp.
7.	14-MP101	Semester End Project	0	0	4	2	Comp.
Total Credits						22	
Year -1 Semester –II							
1.	14-VC107	English - II	2	0	2	3	Comp.
2.	14-VC108	Introduction to Visual Communications	3	0	0	3	Comp.
3.	14-VC109	Fundamentals of Light & Sound	3	0	0	3	Comp.
4.	14-VC110	Drawing - Advanced	1	0	4	3	Comp.
5.	14-VC111	Understanding Still Photography	2	0	4	4	Comp.
6.	14-VC112	Graphic Design	2	0	4	4	Comp.
7.	14-MP102	Semester End Project (Photo Feature)	0	0	4	2	Comp.
Total Credits						22	
Year - II Semester – III							
1.	15 HS 107	Ecology & Environment	3	0	0	3	Comp.
2.	15 HS 103	Professional Communication Skills	0	0	2	1	Comp.
3.	15 VC 213	A V Editing Techniques	2	0	4	4	Comp.
4.	15 VC 214	2D Animation	2	0	4	4	Comp.
5.	15 VC 215	Video Production	2	0	4	4	Comp.

6.	15 VC 216	Introduction To Film Studies	3	0	0	3	Comp.
7.	15 VC 211	Visual Analysis	2	0	2	3	Comp.
8.	15VC 212	Writing For Media	2	0	2	3	Comp.
Total Credits						25	
Year - II Semester – IV							
1.	15 EN 204	Employability Skills	0	0	2	1	Comp.
2.	15 VC 223	Compositing	1	0	4	3	Comp.
3.	15 VC 224	3D Animation	1	0	4	3	Comp.
4.	15 VC 225	Television Production	1	0	4	3	Comp.
5.	15 SP 228	Year End Project	0	0	2	1	Comp.
6.	15 VC 222	Instructional Design	2	0	2	3	Comp.
7.	15 VC 221	Advertising	2	0	4	4	Comp.
8.	15 VC 227	Web Designing	1	0	2	2	Comp.
9.	15 VC 226	Presenting On Media	1	0	2	2	Comp.
Total Credits						22	
Year - III Semester – V							
1.	15 HS 106	Corporate Communication Skills	0	0	4	2	Comp
2.		Specialization Paper – I	2	0	4	4	Elct.
3.		Specialization Paper – II	2	0	4	4	Elct.
4.		Specialization Paper – III	2	0	4	4	Elct.
5.	15 VC 311	Media Culture & Society	3	0	0	3	Comp.
6.	15 VC 312	Media Research Methods	3	0	0	3	Comp.
7.	15 VC 313	Term Paper	0	0	4	2	Comp
Total Credits						22	
Year - III Semester – V/ Advertising (Elective)							
5	15-VC301	Modern Techniques in Advertising	2	0	4	4	Opt.
6	15-VC302	Advertising Media Planning	2	0	4	4	Opt.

7	15-VC303	Advance Advertising	2	0	4	4	Opt.
Total Credits							
Year – III Semester – V / Film Making (Elective)							
5	15-VC307	Screen Writing and Story Boarding	2	0	4	4	Opt.
6	15-VC308	Advanced Cinematography	2	0	4	4	Opt.
7	15-VC309	Advanced Post Production Tools	2	0	4	4	Opt.
Total Credits						16	
Year – III Semester – V / Animation (Elective)							
5	15-VC304	Rigging and Character Animation	2	0	4	4	Opt.
6	15-VC305	Advanced Compositing	2	0	4	4	Opt.
7	15-VC306	Special Effects and Dynamics	2	0	4	4	Opt.
Total Credits						16	
Year – III Semester – VI							
15-IS 321		Internship	Credits 04				
15-PW 322		Major Project	Credits 04				
15-PP 323		Portfolio	Credits 03				
Total Credits			11				
Overall Credits 124							


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Programme Structure in Details

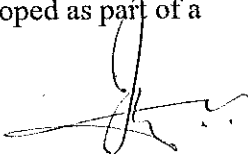
Year -1		Semester – I					
S. No.	Subject Code	Subject Name	L	T	P	Credits	Comp. / Opt.
1	14-VC101	English - 1	2	0	2	3	Comp.
2	14-VC102	Media & Ethics	3	0	0	3	Comp.
3	14-VC103	Media Appreciation	3	0	0	3	Comp.
4	14-VC104	Mass Communication & Entrepreneurship	2	0	2	3	Comp.
5	14-VC105	Drawing - Fundamentals	1	0	6	4	Comp.
6	14-VC106	E- skills	2	0	4	4	Comp.
7	14-MP101	Semester End Project	0	0	4	2	Comp.
Total Credits						22	

Semester Aims:

- This semester is designed to provide the underpinning knowledge of verbal and visual communications, the principles of various elements design and related applications and technologies. It includes an overview of development of Digital Media industry and the applications that have been developed. To reinforce the importance of effective and creative use of various communication elements.

Expected Learning Outcomes:

- Research and analyze design history and theory and apply that knowledge to graphic design and production solutions.
- Demonstrate an understanding of the technical and conceptual skills required to practice as designer
- Explain, Justify and discuss the concept for their own work and work developed as part of a design team.


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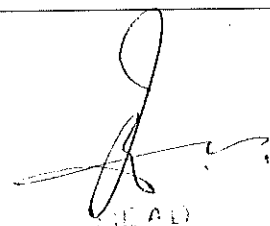
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- Critically and contextually identify, evaluate and synthesize the different methods of acquiring content from a variety of sources.
- Evaluate and summarize the technical quality of their-own verbal and visual expressions.
- Improve the Personality development skills and interpersonal skills.

Assessment: Student will be assessed through a series of design and written assignments. Students will be assessed on the assimilation of creative skills involved and their ability to communicate effective solution to a given problem. The criterion for assessment will be based on the following criterion.

- Use of research and communication methodology.
- Innovation and lateral thinking displayed in realization of work.
- English and Visual language skills.
- Presentation skills.

Types of Assessment	Weighting	Duration
Course Work	60 %	Continues
Timed Assessment	40 %	End of Semester


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Year -1		Semester -II					
8.	14-VC107	English - II	2	0	2	3	Comp.
9.	14-VC108	Introduction to Visual Communications	3	0	0	3	Comp.
10.	14-VC109	Fundamentals of Light & Sound	3	0	0	3	Comp.
11.	14-VC110	Drawing - Advanced	1	0	4	3	Comp.
12.	14-VC111	Understanding Still Photography	2	0	4	4	Comp.
13.	14-VC112	Graphic Design	2	0	4	4	Comp.
14.	14-MP102	Semester End Project (Photo Feature)	0	0	4	2	Comp.
Total Credits						22	

Semester Aims:

- This Semester further develops the computer assisted visual design and development knowledge, and extends the students awareness and technical understanding of their specialized skill as applied In the design of computer generated imagery/images. It also extends and compliments theoretical and practical work done in semester modules.

Expected Learning Outcomes:

Develop a subjective, personal appreciation for various artists and art movements.

Analyze and critique the effectiveness of the use of the medium

Gain a conceptual understanding of diverse approaches to art

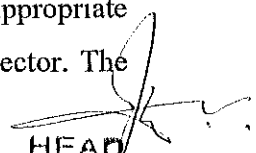
Gain strong and precise vocabulary for clarity in articulation of ideas

Identify areas of personal interest and passion for further study

Verbalize ideas and make informed choices on use of appropriate media

Have a command over the vocabulary associated with script and design.

Assessment: Assessment will be in the form of in-course assignment and an assessment at the end of the semester. Small groups will research, describe and analyze, using appropriate theoretical concepts, a sector of the Visual Media industry and a firm within that sector. The


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criterion for assessment will be based on the following criterion.

- Research and design development
- Conceptualization
- Communication
- Presentation skills

Types of Assessment	Weighting	Duration
Course Work	60 %	Continues
Timed Assessment	40 %	End of Semester


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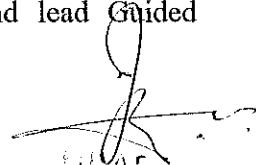
Year - II		Semester – III					
1.	15 HS 107	Ecology & Environment	3	0	0	3	Comp.
2.	15 HS 103	Professional Communication Skills	0	0	2	1	Comp.
3.	15 VC 213	A V Editing Techniques	2	0	4	4	Comp.
4.	15 VC 214	2D Animation	2	0	4	4	Comp.
5.	15 VC 215	Video Production	2	0	4	4	Comp.
6.	15 VC 216	Introduction To Film Studies	3	0	0	3	Comp.
7.	15 VC 211	Visual Analysis	2	0	2	3	Comp.
8.	15VC 212	Writing For Media	2	0	2	3	Comp.
Total Credits						25	

Semester Aims:

This semester year is part of the trans-disciplinary foundation program and is intended to complement the modules in Communications, Art Fundamentals and Design Fundamentals. "This course will expand on the familiarity gained in the first year to the medium of cinema and its vocabulary and introducing other forms of artistic and creative expressions. To help improve students' abilities to communicate, develop students' ability to articulate their feelings and thoughts, encourage students to express themselves: via physical and other elements of live presentations.

Expected Learning Outcomes:

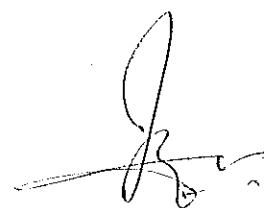
- Recognize different types of stories and express their imaginations in short story format.
- Develop their skills in writing dialogue and express their imaginations in the screenplay format.
- Develop their skills in Storytelling, Speech-making (with preparation and notes), Body Language, Debating and reasoning
- Develop skills on how to Capture and Hold the Attention (and Sympathy) of a Listener, Persuade a Listener (this is an Aspect of Rhetoric), and Initiate and lead Guided Conversation.


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- Developing their skills regarding: Integrating spoken, physical, written, and electronic visual accompaniment to inform, entertain, and persuade audience members.

Assessment: This semester will be assessed through the presentation of a series of assignments which will include examples of visual and textual analysis. Students will be formatively assessed during group critique at the end of each assignment and individual assessment at the end of the semester.

Types of Assessment	Weighting	Duration
Course Work	80 %	Continues
Timed Assessment	20 %	End of Semester



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Year - II		Semester – IV			
15 EN 204	Employability Skills	0	0	2	1
15 VC 223	Compositing	1	0	4	3
15 VC 224	3D Animation	1	0	4	3
15 VC 225	Television Production	1	0	4	3
15 SP 228	Year End Project	0	0	2	1
15 VC 222	Instructional Design	2	0	2	3
15 VC 221	Advertising	2	0	4	4
15 VC 227	Web Designing	1	0	2	2
15 VC 226	Presenting On Media	1	0	2	2

Semester Aims:

This semester is taught to link the design elements taught in Design Fundamentals and as a continuation to the module Digital Media Techniques in 3D surface. The semester introduces students to the Computer based animation production from script to screen and provides the essential knowledge and skills necessary for creating a simple animation.

Expected Learning Outcomes:

- Gain knowledge of software tools and techniques used in producing 3D Animation
- To design and model different types of basic Inorganic models.
- Design Prop modeling, backgrounds, and environment to design specification
- Understand basic movements for in-organic objects
- Understand and apply basic texturing for 3D models and lighting a scene
- Learn to work individually and in a team
- Critique works of their own and their peers

Assessment: This practical semester will be assessed through a series of design assignments which will require the design and production of Artefacts for a variety of application. Students will be formatively assessed during group critique at the end of each assignment and individual assessment at the end of the Semester. A body of design and production will be presented


supported with documentation of methods and contextual influences.

Students will be assessed on the assimilation of design skills involved and their ability to communicate effective solution to a given problem. The criterion for assessment will be based on

- Use of computing skills and software methods to build artifact
- Design development and adherence to design brief
- Use and Application of various phases of production
- Presentation skills

There will be a continual assessment throughout the Semester and also at the end of the semester.

Types of Assessment	Weighting	Duration
Course Work	60 %	Continues
Class Work	20 %	Continues
Timed Assessment	20 %	End of Semester


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Year - III		Semester – V					
1.	15-EN 204	Employability Skills	0	0	2	1	Comp
2.	15 VC 223	Compositing	1	0	4	3	Elct.
3.	15 VC 224	3D Animation	1	0	4	3	Elct.
4.	15 VC 225	Television Production	1	0	4	3	Elct.
5.	15 SP 228	Year End Project	0	0	2	1	Comp.
6.	15 VC 222	Instructional Design	2	0	2	3	Comp.
7.	15 VC 221	Advertising	2	0	4	4	Comp
Total Credits						10	
Year - III		Semester – V/ Advertising (Elective)					
5	15-VC330	Modern Techniques in Advertising	3	0	0	3	Opt.
6	15-VC331	Advertising Media Planning	2	0	4	4	Opt.
7	15-VC332	Advance Advertising	2	0	4	4	Opt.
Total Credits						11	
Year – III		Semester – V / Film Making (Elective)					
5	15-VC333	Screen Writing and Story Boarding	3	0	0	3	Opt.
6	15-VC334	Advanced Cinematography	2	0	4	4	Opt.
7	15-VC335	Advanced Post Production Tools	2	0	4	4	Opt.
Total Credits						11	
Year – III		Semester –V / Animation (Elective)					
5	15-VC336	Rigging and Character Animation	1	0	4	3	Opt.
6	15-VC337	Advanced Compositing	1	0	6	4	Opt.
7	15-VC338	Special Effects and Dynamics	1	0	6	4	Opt.
Total Credits						11	

Semester Aims:

This semester further develops the computer assisted design and development knowledge, and extends the students awareness and technical understanding of their specialized skill as applied in the design of computer generated imagery/images. It also extends and compliments theoretical and

practical work done in other modules in year 2 and advances the student's ability to independently plan & develop strategies for developing elements required for their specialized area of study based on project brief.

Expected Learning Outcomes:

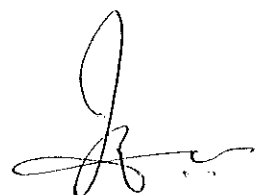
- Demonstrate a range of research skills, methodologies and understanding used in their specialized area of study
- Use a range of production procedures to design and build elements to be used in their specialized area.
- Demonstrate an understanding of different specialized techniques
- Design and build elements to be used in a scene, by studying design briefs and finding appropriate solution through research
- Study design briefs and produce artefacts that match the physical and psychological profile described in the design brief.

Assessment: This practical module will be assessed through a series of design assignments which will require the design and production of elements of their specialized area of study for a variety of application. Students will be formatively assessed during group critique at the end of each assignment and individual assessment at the end of the module. A body of design and production will be presented supported with documentation of methods and contextual influences.

Students will be assessed on the assimilation of design skills involved and their ability to communicate effective solution to a given problem. The criterion for assessment will be based on the following criterion

- Use of research and design methodology
- Design development and relevance to design brief including aesthetics and sensible use of material and color
- Innovation and lateral thinking displayed in realization of work
- Presentation skills

There will be a continual assessment throughout and also at the end of the module.



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of the Faculty of Design and Architecture

Types of Assessment	Weighting	Duration
Course Work	60 %	Continues
Class Work	20 %	Continues
Timed Assessment	20 %	End of Semester

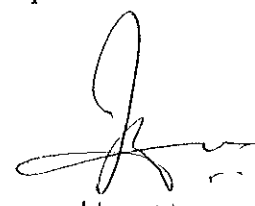
Year – III Semester – VI		
14-IS301	Internship	Credits 03
14-FP302	Final Project	Credits 02
14-PP304	Portfolio Presentation	Credits 02
Total Credits		07

Semester Aims:

This module prepares the student's ability to communicate their work and progress in a professional manner. Students prepare a portfolio of their work, by authoring an individual, reproducible DVD. This is intended to be reviewed by their peers and potentially sent to production houses as an elegant and sophisticated digital portfolio for their comments.

Expected Learning Outcomes:

- As an integral component of their experience over two years, students are expected to demonstrate through their portfolio their ability to understand and articulate, through drawings, concepts sketches, design documents and presentation an understanding of the design elements of the medium of their specialization.
- The actual Digital Content will demonstrate the critical aspects of their development as a media professional in the medium of their specialization.
- Respond effectively to questions following oral presentation.



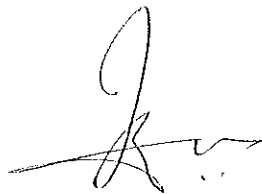
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Assessment: Students will be formatively assessed through regular group critique during the term. There will be an individual summative assessment of the end of term which will consist of a presentation of portfolio accompanied by a viva voce. The criterion for assessment will be

- Ability to communicate effective solution to different problems
- Use of research and design methodology
- Range of design skills assimilated and the depth of knowledge in the design development process
- Presentation skills

Types of Assessment	Weighting	Duration
Course Work	25 %	Continues
Viva	25 %	End of Semester
Presentation	50 %	End of Semester


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FINAL PROJECT**Course Code:** 15 IE 4050**Course Structure:** L-T-P: Credits**Pre Requisite:** NIL**0-0-16: 8**

CO.No	COURSE OUTCOME	SLO	LEVEL
1	Creating an idea for the final project	e	creating
2	Developing a story board	e	creating
3	Creating a shoot	e	creating
4	Editing the final footage	e	creating

Final Project**Objective**

This Module is to make a visual FX short film by the students as Team or by an Individual. The content will be executed by their creative ability and process providing with the prior storyboard approvals in the earlier semester. Students can come up with a brand new ideas with respect to more scope for VFX that should include elements like FX-Dynamics, Live footage Tracking, Cleaning, including CG elements with the cleaned plates and compositing which eventually will be the industry practice output.

The Core practice of this Module will have unique ideas said that the content should not be re-created or it should not be the inspiration of any works which is published earlier in this medium. Provided sufficient amount of days to complete this Module as an output of VFX movie, students are asked to deliver the movie with enormous creative idea and new industry technology.

- To impart knowledge in recording and documenting the preproduction, Production and Post production of the Project
- To impart skills in the presentation of the concept of the project, Lay out for the visuals and various stages of the project in professional manner

Step 1: Think and Ink

Idea has to build and to be moulded for VFX movie. The idea can be vague or gag not necessarily a concept, but new and the idea should include all the key skills that you learnt in



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the two semesters. The Idea should be visual treat rather than a story or script treat since it's a VFX movie. The created idea will be approved by the concerned Instructor according to the Achievable complexity with the provided resources.

Step 2: Idea to Script

Put your ideas into papers as script and create a story board for the same. The Story board should have a brief scene description which says the details about the Location, Camera and Lens, Cast and Crew, Light setup and digitization. So this is the place where you need to create the live and CG elements placement and the back and forth process of inserting and removing CG elements which will out the sufficient amount of details which will enhance the reality of visual treat.

The background score is added in the story board to give the final look of the movie. Make sure the story reveals the actual strength in the storyboarding part as a whole. Every aspect of sound should be there in the storyboard...for ex, The water flow, wind flow, object falling down, fight scene. Etc.

Step 3: StoryBoard to Previz

Used the cleaned plates for Rotoart and use the same footage for overall CG elements Previz to ensure that we follow the same time or more accurate time for the final output. Use dummies(low poly models) as models for the Previz which will replace the actual detailed(high poly models) CG elements. Though you should maintain the texture treatment just to freeze the look and feel of the shot.

Step 4 : Shooting on Location

Be on the spot to make the shot details work close to the CG plan that you planned in storyboard. Take the Camera angle measurements as well as the lens and camera color profile. If you are the director for the movie discuss with yourself that the time and schedule for the camera is more suitable to shoot and a visual mockup of such shots in the location itself will reduce your work.

Step 5: Production and Footage Processing

The Production processes are very parallel to footage matchup, so clean the plates and start comparing and placing the CG elements in the live footage and start rolling the production schedules.

Step 6: Compositing

This is the very important stage in VFX movie. By Playing a very Vitol role decides the look and feel of the your short film. Which involves many references like Color script , look and feel references and photography references to enhance the details in the film. This render output should match with the step 3 storyboard output which will bind the sound to the film.

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Step 7: Final Cut

This is the editing stage. Remove unwanted shots and trim cut the shots for the better and more interesting results will make the audience more committed to the Film.



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