

Ref.No. SUK/BOS/ 556

Date:25/07/2023

To,

The Head,  
Department of Library Information Science.  
Shivaji University, Kolhapur.

**Subject : Regarding syllabi of B.A. Multimedia Part - II , Bachelor of Design (B.Des) Part - IV & B. Voc Course Structure Part - II under the Faculty of Inter- Disciplinary Studies.**

Sir/Madam,

With reference to the subject, mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the syllabi of **B.A. Multimedia Part - II , Bachelor of Design (B.Des) Part - IV & B. Voc Course Structure Part - II** under the Faculty of Inter-Disciplinary Studies. as per National Education Policy 2020.(NEP)

|    |   |
|----|---|
| 1) | <b>B.A. Multimedia Part - II</b>            |
| 2) | <b>Bachelor of Design (B.Des) Part - IV</b> |
| 3) | <b>B.Voc Course Structure Part - II</b>     |


This syllabi shall be implemented from the academic year 2023-2024 onwards. A soft copy containing the syllabi is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in). (Online Syllabus)

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October /November 2023 & March/April 2024. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

  
Dr. S.M.Kubal  
(Dy Registrar)

Copy to:

|   |   |    |                                     |
|---|---|----|-------------------------------------|
| 1 | Director, Board of Evaluation and Examination | 7  | Centre for Distance Education       |
| 2 | The Dean, Faculty of IDS                      | 8  | Computer Centre / I.T.cell          |
| 3 | The Chairman, Respective Board of Studies     | 9  | Affiliation Section (U.G.) / (P.G.) |
| 4 | B.A.,B.Com.,B.Sc. Exam                        | 10 | P.G.Admission / P.G.Seminar Section |
| 5 | Eligibility Section                           | 11 | Appointment Section -A/B            |
| 6 | O.E. I, II, III, IV Section                   | 12 | Dy.registrar (On/ Pre.Exam)         |



**Shivaji University, Kolhapur**

**COLLEGE OF NON-CONVENTIONAL  
VOCATIONAL COURSES FOR WOMEN,  
CSIBER Trust, Kolhapur**

**Under the faculty of Arts and Fine Arts**

**NEP 2020**

**B.A. in Multimedia**

**B.A. (MM) Part- II- Semester III & IV  
Semester Pattern**

**Syllabus to be implemented  
from Academic year 2023-2024**

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## **Preface:-**

The need for Education in the field of Graphic Designing and various Designing Software is rising with the recent trends of the market and the aspirations of the society. The demand for Graphic Designers is on the most priority of the 21<sup>st</sup> century. To strengthen and sustain the quality of education in the field of Higher Education and to meet the challenging demands of the Designing World, the members of the Ad-Hoc Board for B.A. (Multimedia) came to an agreement to revise the syllabus and to introduce a few papers as per UGC guidelines. This would not only enhance and promote Women's education in the professional fields but also will create competent, self-reliant, entrepreneurs which are the basic aim of Non-Conventional approach of the Government policy. Ordinance and Regulations governing the Bachelor's Degree Course in B. A. Multimedia B.A. (Multimedia)

## **Eligibility and Admission Procedure:**

### **1. Eligibility for Admission for First year B. A. in Multimedia**

- A candidate for being eligible for admission to the first year degree in B. A. Multimedia must have passed the Higher Secondary Examination (10+2) of Maharashtra State Board or Diploma G. D. Art (Applied) or G. D. Art (Fine Art) or Art Teacher Diploma (A. T. D.) any Examination of any Statutory University with Science, Arts, Commerce or Vocational streams or MCVC Students can get admission only by submitting the government equivalence certificate.
- Students coming from Examination Board other than the HSC Examination Board Maharashtra, should obtain an 'Eligibility certificate' from the Registrar, Shivaji University for being considered for admission for **I** year.

## **2. Mode of Admission**

- Admission for B.A. (Multimedia) degree course shall be based purely on Higher Secondary Result (H.S.C. or equivalence examination).

## **3. Duration of the course.**

- The course of study for the degree B. A. in Multimedia shall be a full-time course extending to three academic years i.e. six Semesters consisting of 90 days of instruction per semester.

## **4. Duration to complete the course**

- A candidate who fails to complete the course within a period of three years should complete the course within six years from the date of joining the course.

## **5. Medium of Instruction.**

- The medium of instruction shall be in English.

## **6. Attendance**

- The candidates have to complete the minimum units in theory and practical as prescribed in the syllabus.
- The candidate must have an attendance of 80% of total period devoted to theory, practical, orals, seminars, displays, workshops, project work and other related activities of the course.
- The candidate must submit the required number of tutorials, seminars, assignments, presentations etc.

❖ **Structure of Program and List of Courses are as follows:**

**Structure of B.A. Dress Making and Fashion Coordination (Entire) Part II Semester III & IV**

| S E M E S T E R – III (Duration – 6 Months) |                     |                 |                                  |      |  |             |                                  |     |                    |           |                     |    |                                      |         |                |                  |    |   |
|---|---------------------|-----------------|----------------------------------|------|--|-------------|----------------------------------|-----|--------------------|-----------|---------------------|----|--------------------------------------|---------|----------------|------------------|----|---|
| Sr. No.                                     | Course<br>(Subject) | TEACHING SCHEME |                                  |      |  |             |                                  |     | EXAMINATION SCHEME |           |                     |    |                                      |         | Total<br>Marks | Total<br>Credits |    |   |
|   |                     | THEORY          |                                  |      |  | PRACTICAL   |                                  |     | THEORY             |           | Internal Assessment |    |                                      |         |                |                  |    |   |
|   |                     | Credi<br>ts     | No.<br>of<br>lectur<br>Hou<br>rs |      |  | Credi<br>ts | No.<br>of<br>lectur<br>Hou<br>rs |     |                    | Hou<br>rs | Ma<br>x             |    | Hou<br>rs                            | Ma<br>x | Min            |                  |    |   |
| 1   | DSC-MM-C1           | 2               | 3                                | 2.4  |  | 1           | 3                                | 2.4 |                    | 2         | 40                  | 14 | Based on<br>Assignment/<br>Unit test | 10      | 4              | 50               | 2  |   |
|   |                     |                 |                                  |      |  |             |                                  |     |                    |           |                     |    |                                      |         |                |                  |    |   |
| 2   | DSC- MM -C2         | 3               | 4                                | 3.2  |  | 1           | 3                                | 2.4 |                    | 2         | 40                  | 14 |                                      |         | 10             | 4                | 50 | 3 |
|   |                     |                 |                                  |      |  |             |                                  |     |                    |           |                     |    |                                      |         |                |                  |    |   |
| 3   | DSC- MM -C3         | 3               | 4                                | 3.2  |  | 1           | 3                                | 2.4 |                    | 2         | 40                  | 14 |                                      |         | 10             | 4                | 50 | 3 |
|   |                     |                 |                                  |      |  |             |                                  |     |                    |           |                     |    |                                      |         |                |                  |    |   |
| 4   | DSC- MM -C4         | 2               | 4                                | 3.2  |  | -           | -                                | -   |                    | 2         | 40                  | 14 |                                      |         | 10             | 4                | 50 | 2 |
|   |                     |                 |                                  |      |  |             |                                  |     |                    |           |                     |    |                                      |         |                |                  |    |   |
| 5   | DSC- MM -C5         | 2               | 3                                | 2.4  |  | 1           | 2                                | 1.6 |                    | 2         | 40                  | 14 |                                      |         | 10             | 4                | 50 | 2 |
|   |                     |                 |                                  |      |  |             |                                  |     |                    |           |                     |    |                                      |         |                |                  |    |   |
| 6   | DSC- MM -C6         | 2               | 3                                | 2.4  |  | -           | -                                | -   |                    | -         | -                   | -  |                                      | 10      | 4              | 50               | 2  |   |
|   |                     |                 |                                  |      |  |             |                                  |     |                    |           |                     |    |                                      |         |                |                  |    |   |
| 7   | AECC-C              | -               | -                                | -    |  | -           | -                                | -   |                    | -         | -                   | -  |                                      | -       | -              | -                | -  |   |
|   | Total (C)           | 14              | 21                               | 16.8 |  | 04          | 11                               | 8.8 |                    | -         | -                   |    |                                      |         |                | 300              | 14 |   |
|   |                     |                 |                                  |      |  |             |                                  |     |                    |           |                     |    |                                      |         |                |                  |    |   |
| 8   | SEC-III             | -               | -                                | -    |  | 2           | 4                                | 4   |                    | -         | -                   | -  |                                      |         |                | -                | -  |   |
|   | Total (C)           | 14              | 21                               | 16.8 |  | 04          | 11                               | 8.8 |                    |           |                     |    |                                      |         |                | 300              | 14 |   |

| S E M E S T E R – IV (Duration – 6 Months)     |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     |  |     |           |           |    |             |               |     |      |     |     |       |
|--|---------------------------|-----------------|-----------------|-------|--|-----------|-----------------|------|--------------------|-------|-----|-----|---------------------|--|-----|-----------|-----------|----|-------------|---------------|-----|------|-----|-----|-------|
| Sr. No.  | Course (Subject)<br>Title | TEACHING SCHEME |                 |       |  |           |                 |      | EXAMINATION SCHEME |       |     |     |                     |  |     |           | Term work |    | Total Marks | Total Credits |     |      |     |     |       |
|  |                           | THEORY          |                 |       |  | PRACTICAL |                 |      | THEORY             |       |     |     | INTERNAL ASSESSMENT |  |     | PRACTICAL |           |    |             |               | T   | P    |     |     |       |
|  |                           | Credits         | No. of lectures | Hours |  | Credits   | No. of lectures |      | Hours              | Hours | Max | Min |                     |  | MAX | MIN       | Hours     |    |             |               |     |      | Max | Min | Marks |
| 1  | DSC-MM-D1                 | 2               | 3               | 2.4   |  | 1         | 3               | 2.4  |                    | 2     | 40  | 14  |                     | Based on Assignment/<br>Unit test                      | 10  | 4         | 50        | 2  | 2           | 3             | 2.4 | 150  | 2   | 1   |       |
|  |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     |  |     |           |           |    |             |               |     |      |     |     |       |
| 2  | DSC- MM-D2                | 3               | 4               | 3.2   |  | 1         | 3               | 2.4  |                    | 2     | 40  | 14  |                     |  |     | 10        | 4         | 50 | 3           | 3             | 4   | 3.2  | 150 | 3   | 1     |
|  |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     |  |     |           |           |    |             |               |     |      |     |     |       |
| 3  | DSC- MM-D3                | 3               | 4               | 3.2   |  | 1         | 3               | 2.4  |                    | 2     | 40  | 14  |                     |  |     | 10        | 4         | 2  | 50          | 18            | 50  | 18   | 150 | 3   | 1     |
|  |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     |  |     |           |           |    |             |               |     |      |     |     |       |
| 4  | DSC- MM-D4                | 2               | 4               | 3.2   |  | -         | -               | -    |                    | 2     | 40  | 14  |                     |  |     | 10        | 4         | -  | -           | -             | 50  | 18   | 50  | 2   | -     |
|  |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     |  |     |           |           |    |             |               |     |      |     |     |       |
| 5  | DSC- MM-D5                | 2               | 3               | 2.4   |  | 1         | 2               | 1.6  |                    | 2     | 40  | 14  |                     |  |     | 10        | 4         | 2  | 50          | 18            | 50  | 18   | 150 | 2   | 1     |
|  |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     |  |     |           |           |    |             |               |     |      |     |     |       |
| 6  | DSC- MM-D6                | 2               | 4               | 3.2   |  | -         | -               | -    |                    | 2-    | 40  | 10  |                     |  |     | -         | -         |    |             |               | 50  | 18   | 50  | -   | -     |
|  |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     |  |     |           |           |    |             |               |     |      |     |     |       |
| 8  | AECC-D                    | 4               | 4               | 3     |  | -         | -               | -    |                    | 2     | 70  | 20  |                     |  |     |           |           | -  | 30          | 10            | -   | -    | 100 | 4   |       |
|  | Total (D)                 | 18              | 26              | 20.6  |  | 4         | 11              | 8.8  |                    | -     | -   | -   | -                   |  |     |           |           | -  | -           | -             | -   | 800  | 16  | 4   |       |
| 9  | SEC-IV                    | -               | -               | -     |  | 2         | 4               | 4    |                    | -     | -   | -   | -                   |  |     |           |           | -  | -           | -             | -   | -    | -   | 2+2 |       |
|  | Total (D)                 | 18              | 26              | 20.6  |  | 6         | 15              | 12.8 |                    | -     | -   | -   | -                   |  |     |           |           | -  | -           | -             | -   | 850  | 16  | 12  |       |
|  | TOTAL (C)                 | 14              | 21              | 16.8  |  | 4         | 11              | 8.8  |                    |       |     |     |                     |  |     |           |           |    |             |               |     | 300  | 14  |     |       |
|  | TOTAL(D)                  | 18              | 26              | 20.6  |  | 16        | 15              | 12.8 |                    |       |     |     |                     |  |     |           |           |    |             |               |     | 850  | 16  | 12  |       |
|  | Grand Total (C+D)         | 32              | 47              | 37.4  |  | 20        | 26              | 21.6 |                    |       |     |     |                     |  |     |           |           |    |             |               |     | 1150 | 30  | 12  |       |
|  |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     |  |     |           |           |    |             |               |     |      |     |     |       |
| Student Contact Hrs. Per week: 28 Hours (Min.) |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     | Total marks for BA (DMFC)-II: 1150                     |     |           |           |    |             |               |     |      |     |     |       |
| Theory and Practical Lectures: 48 Minutes Each |                           |                 |                 |       |  |           |                 |      |                    |       |     |     |                     | Total credits for BA (DMFC)-II (Semester III & IV): 52 |     |           |           |    |             |               |     |      |     |     |       |

**DSC: Discipline Specific Core Course-Candidate can opt four courses (Subjects) from DSC. However, Candidate shall opt for atleast one language course (subject) from DSC.**

**GEC: Generic Elective Compulsory Course –Candidate can opt any one course (Subject).**

**AECC: Ability Enhancement Compulsory Course (Communication Skills for Self Employed).**

**SEC: Skill Enhancement Course (Vocational Studies): Field Projects/ Internship/**

**Apprentice/ Community Engagement and Service. Any one from pool of 4 credit courses.**

**For SEC courses there shall be practical examination of 100 marks at the end of semester – II which is assisted by Sector Skill Council.**

**SEC-IA & IIB are two parts of Vocational Course-I.**

**Link for the pool of SEC courses. (You may add or delete any courses as per available facilities)**[https://drive.google.com/file/d/176Vwvx4SC2ONrt69XADruzI2qnfBPI\\_o/view?usp=sharing](https://drive.google.com/file/d/176Vwvx4SC2ONrt69XADruzI2qnfBPI_o/view?usp=sharing)

**(A)Non-Credit Self Study Course: Compulsory Civic Courses(CCC)**

**For SemI: CCC–I: Democracy, Elections and Good Governance**

**(B)Non-**

**Credit Self Study Course: Skill Development Courses (SDC) For Sem II: SDC–I: Any one from following (i)to(v)**

**i)BusinessCommunication&Presentationii)Eventmanagementiii)PersonalityDevelopment, iv)Yoga & Physical Management) Resume, Report & proposal writing**

- **Exit option after Level 5: Students can exit with Certificate Course in Arts with the completion of courses equal to minimum of 48 credits and also shall have to acquire additional 8 credits by successfully completing SEC-IA and SEC-IIB courses which are assisted by Sector SkillCouncil.**



**B. A. Multimedia (Entire): List of courses:****B. A. (MM). Part 2 (Sem III & IV)**

| <b>Course code</b> | <b>Name of Course</b>                               | <b>Course code</b> | <b>Name of Course</b>                               |
|--------------------|---|--------------------|---|
| <b>Sem III</b>     |   | <b>Sem IV</b>      |   |
| <b>DSC MM -C1</b>  | <b>Digital Art Photography - I</b>                  | <b>DSC MM -D 1</b> | <b>Digital Art Photography - II</b>                 |
| <b>DSC MM -C2</b>  | <b>Script Writing and Story Board Designing - I</b> | <b>DSC MM -D 2</b> | <b>Script Writing and StoryBoard Designing - II</b> |
| <b>DSC MM -C3</b>  | <b>Sound Editing - I</b>                            | <b>DSC MM -D 3</b> | <b>Sound Editing - II</b>                           |
| <b>DSC MM -C4</b>  | <b>Advertising - I</b>                              | <b>DSC MM -D 4</b> | <b>Advertising - II</b>                             |
| <b>DSC MM -C5</b>  | <b>Flash Website Design - I</b>                     | <b>DSC MM -D 5</b> | <b>Flash Website Design - II</b>                    |
| <b>DSC MM –C6</b>  | <b>Management skills - I</b>                        | <b>DSC MM –C6</b>  | <b>Management skills - II</b>                       |
| <b>AECC – C</b>    |   | <b>AECC - D</b>    |   |
| <b>SEC - I</b>     |   | <b>SEC - II</b>    |   |
| <b>VBC-I</b>       |   | <b>VBC-II</b>      |   |

- DSC MM: - Discipline Specific Core Course Multimedia
- AECC: - Ability Enhancement Compulsory Course: Compulsory English
- SEC: - Skill Enhancement Course
- VBC: Value Based Course (NSS/NCC/Sports/Cultural, etc.

### **Scheme of Examination**

- Total marks allotted for the theory paper shall be 50 written exam.
- Total marks allotted for the practical paper shall be 50 marks including 15 marks for External assessment.
- Head of passing for Written Exam, Internal Assessment, Practical Exam and External Exam will be separate.
- Total marks allotted for Internship report for the III<sup>rd</sup> year shall be 200 marks out of which 100 marks will be Internal Internship report Assessment and 100 marks for External Internship report assessment and viva – voce at the even semester.

### **Standard of Passing**

- To pass the examination a candidate must obtain a minimum of 35 % of marks in each paper subject.
- The minimum passing in theory paper of 50 marks shall be 18 marks.
- The minimum passing in practical paper of 50 marks shall be 18 marks.
- The minimum passing for the Internship report will be 35% i.e. 35 marks for internal assessment and 35 marks for External assessment.
- A candidate should pass a minimum of 2/3<sup>rd</sup> of the subjects of B.A. (DMFC) Ist year i.e. semester 1 and 2 including Internal assessment, Theory exam, Practical exam and External assessment. If a candidate fails to pass the minimum of 2/3<sup>rd</sup> of the subject she will not be allowed to take admission to the second year.
- A candidate should pass a minimum of 2/3<sup>rd</sup> of the subjects of B.A. (DMFC) II<sup>nd</sup> year i.e. semester 3 and 4 including Internal assessment, Theory exam, Practical exam and External assessment. If a candidate fails to pass the minimum of 2/3<sup>rd</sup> of the subject she will not be allowed to take admission to the Third year.
- A candidate of second year has to clear all the subjects from First year i.e. semester I and II or else she will not be allowed to take admission to the third year.

### **Award of Class**

- Class or Grade will be as per the Shivaji University CBCS Guidelines.

### Examination Pattern

| Sr No | Examination       | Marks Distribution   | Marks   | Total marks |
|-------|-------------------|--|---------|-------------|
| 1     | Theory            | Written Exam   | 40      | 40          |
|       |                   | 1) Objective type of Questions like <ul style="list-style-type: none"> <li>• Fill in The blanks</li> <li>• Match The following</li> <li>• True or false</li> <li>• Answer in one sentence.</li> <li>• Multiple choice questions</li> </ul> | 5x1=5   |             |
|       |                   | 2) Answer in Brief (Any 3 out of4)   | 5x3=15  |             |
|       |                   | 3) Descriptive type questions (Any 2 out of4)  | 10x2=20 |             |
| 2     | Internal          | Based on Assignments/ Displays/ Unit tests   | 10      | 10          |
|       | Total             |  |         | 50          |
| 3     | Practical         | Practical Exam   | 35      | 35          |
|       |                   | 1) Question No 1   | 10x1=10 |             |
|       |                   | 2) Question No 2   | 10x1=10 |             |
|       |                   | 3) Question No 3   | 15x1=15 |             |
|       |                   |  |         |             |
|       | External          | Viva Voce  | 15      | 15          |
|       | Total             |  |         | 50          |
| 4     | Internship Report |  |         | 200         |
|       |                   | 1) Internal assessment of Report   | 100     |             |
|       |                   | 2) External assessment/Viva-Voce of Report   | 100     |             |
| 5     | Term Work         | Entire Academic years Practical work & Folders   |         | 50          |

**SHIVAJI UNIVERSITY, KOLHAPUR SYLLABUS**  
**Choice Based Credit System**

**B.A. (Multimedia) Part II Semester III**

**June 2022 onwards**

**DSC MM - C1 Digital Art Photography - I**

**SEMESTER III**

**Preamble:**

Digital photography refers to the introduction and initial stages of the development of digital photography as a technology and medium. It encompasses the key advancements, innovations, and events that laid the foundation for the widespread adoption of digital photography in today's digital age.

In the early days of photography, the dominant form of capturing images was through traditional film-based cameras. However, with the advent of digital technology, the concept of capturing and storing images in a digital format emerged. Here is a summary of the preamble of digital photography:

Digital photography represents a transformative period in the history of photography, where traditional film cameras gave way to digital technology. The advancements made during this time laid the groundwork for the digital imaging capabilities and possibilities we enjoy today.

**Course Outcomes:**

Participating in a digital photography course can offer various outcomes and benefits to individuals looking to enhance their photography skills and knowledge. Here are six potential outcomes of a digital photography course:

**Technical Proficiency:** A digital photography course provides participants with a solid foundation in technical aspects such as camera operation, exposure settings, composition techniques, and post-processing. Students gain a deeper understanding of how to use their cameras effectively, resulting in improved image quality and control over the creative process.

**Artistic Expression:** Digital photography courses encourage students to explore their creativity and develop their unique photographic style. Participants learn about composition principles, lighting techniques, color theory, and visual storytelling, enabling them to express their artistic vision

through their photographs.

**Expanded Knowledge:** Photography courses often cover various genres and styles of photography, including portrait, landscape, documentary, and still life. Students gain exposure to different approaches and techniques, broadening their understanding of photography as a whole. They learn about the history of photography, influential photographers, and contemporary trends, fostering a deeper appreciation for the medium.

**Feedback and Critique:** In a digital photography course, participants typically receive feedback and constructive critique on their work from instructors and peers. This feedback helps students identify strengths and areas for improvement, facilitating their growth as photographers. Learning to give and receive feedback also enhances their ability to objectively evaluate and analyze photographs.

**Practical Assignments:** Many digital photography courses include practical assignments that allow students to apply the concepts and techniques they learn. These assignments provide opportunities to practice different genres, experiment with various settings, and develop their skills. Completing assignments helps students build a portfolio of work that showcases their progress and versatility.

**Community and Networking:** Joining a digital photography course connects individuals with like-minded photography enthusiasts and provides opportunities for networking. Students can engage in discussions, share ideas, collaborate on projects, and form valuable connections within the photography community. This sense of community fosters ongoing learning, inspiration, and potential collaborations beyond the course itself.

These outcomes of a digital photography course contribute to overall growth and improvement as a photographer. They equip individuals with technical skills, artistic vision, and a deeper understanding of the medium, enabling them to create compelling photographs and pursue their passion for photography with confidence.

**Total Credits: 02**

**Workload: 03 Lectures per week**

**Total Marks: 50**

**Theory: 03 Lectures per**

### **Module 1: Introducing of digital Camera**

- 1.1. Analog Camera History
- 1.2. Types of Analog Camera History
- 1.3. Development of Cameras: Pinhole to DSLR
- 1.4. Types of Lenses and its Uses

### **Module 2: Camera Accessories**

- 2.1. Camera MOS, Camera Tripod, Monopod
- 2.2. Filters, Reflectors, and Light Cutters
- 2.3. Backgrounds
- 2.4. Studio Lights

### **Module 3:- Working in Studio**

- 3.1. Ambient Light and Studio Lights
- 3.2. Three Lights arrangement
- 3.3. Pillers of Photography: ISO, Shutter Speed, Aperture Settings
- 3.4. Principles of Photography

### **Module 4:- Camera and Lenses Handling**

- 4.1. Framing techniques
- 4.2. Lenses: Premium Lenses, Standard Lenses, Zoom Lenses
- 4.3. Lighting: Human Figure, Products,
- 4.4. Table Top Photography

### **Practical:-**

#### **Practical 1**

- 1. Using Pinhole, Fix Lens Camera,
- 2. Using Analog Camera
- 3. Camera Functions
- 4. Working with Lens

#### **Practical 2**

- 1. Camera settings: CMOS, ISO
- 2. Camera settings: Shutter Speed
- 3. Camera settings: Aperture Settings

#### 4. Photo shoot: using Studio Lights

##### **Practical 3**

1. Photo shoot: using Ambient Light
2. Photo shoot: Human full Figure and Group Photography
3. Photo shoot: Moving Object / Objects
4. Photo shoot: Depth of Field

##### **Practical 4**

1. Photo shoot: Shallow Depth of Field
2. Nature Photography / Wide Photography
3. Photo shoot: Principle of Framing
4. Photo shoot: Using Golden Ratio

##### **Reference:**

1. The Digital Photography Book
2. The Step-by-step Secrets for how to Make Your Photos Look Like the Pros'
3. Extraordinary Everyday Photography
4. Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras
5. The Complete Guide to Digital Photography
6. Creative Composition Digital Photography Tips and Techniques

##### **weblinks:**

1. [https://www.google.co.in/books/edition/Fundamentals\\_of\\_Photography/9yGNEAAAQBAJ?hl=en](https://www.google.co.in/books/edition/Fundamentals_of_Photography/9yGNEAAAQBAJ?hl=en)
2. [https://www.google.co.in/books/edition/Extraordinary\\_Everyday\\_Photography/sCyPEAAAQBAJ?hl=en](https://www.google.co.in/books/edition/Extraordinary_Everyday_Photography/sCyPEAAAQBAJ?hl=en)
3. [https://www.google.co.in/books/edition/The\\_Digital\\_Photography\\_Book/6TNvAQAAQBAJ?hl=en](https://www.google.co.in/books/edition/The_Digital_Photography_Book/6TNvAQAAQBAJ?hl=en)
4. [https://www.google.co.in/books/edition/The\\_Complete\\_Guide\\_to\\_Digital\\_Photograph/\\_0I3-8jOwtcC?hl=en&gbpv=1&dq=photography&printsec=frontcover](https://www.google.co.in/books/edition/The_Complete_Guide_to_Digital_Photograph/_0I3-8jOwtcC?hl=en&gbpv=1&dq=photography&printsec=frontcover)
5. [https://www.google.co.in/books/edition/Creative\\_Composition/F5n6jwEACAAJ?hl=en](https://www.google.co.in/books/edition/Creative_Composition/F5n6jwEACAAJ?hl=en)

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**B.A. (Multimedia) Part II Semester III**

**June 2022 onwards**

**DSC MM – C2 Script Writing and Story Board Designing - I**

**SEMESTER III**

**Preamble:**

Script writing and storyboarding refers to the initial stages of developing a script and creating a visual plan for a film, television show, or other visual media project. It involves the processes of conceptualizing, outlining, and structuring the story, as well as visually planning the scenes and shots. Here is an overview of the preamble of script writing and storyboarding:

**Story Conceptualization:** The first step in script writing and storyboarding is developing the initial concept or idea for the story. This may involve brainstorming, research, and exploring different themes, genres, or narratives to create a compelling story.

Collaboration between the writer, director, and other key creatives is vital. Feedback, revisions, and discussions take place to refine the script and storyboards, ensuring a cohesive vision and effective storytelling.

Script Writing and storyboarding sets the foundation for the production process, providing a roadmap for the creative team to follow during filming and post-production. It allows for effective communication and planning, ensuring that the story is effectively translated from script to screen.

**Total Credits: 02**

**Total Marks: 50**

**Workload: 03 Lectures per week**

**Theory: 03 Lectures per week**

**Module 1: Concept of Script Writing and Story Board Designing**

- 1.1.** Understanding: Idea, Story, Script, Screenplay
- 1.2.** Difference between Script and Screenplay
- 1.3.** Study of Content
- 1.4.** Items of making a great Screenplay

**Module 2: Basis of Script Writing**

- 2.1.** How to Manage Action, Scene, Heading character name (Slug Line)
- 2.2.** Elements of Script Writing
- 2.3.** How to develop Content and Story writing Ideas
- 2.4.** Treatment and Synopsis



### **Module 3: Story Boarding**

- 3.1. Story Boarding: Introduction
- 3.2. Story Boarding: Benefits
- 3.3. Story Boarding: Multimedia Story Boarding Tools
- 3.4. Story Boarding: using interactive Story Boarding to speed up the content writing resources.

### **Module 4: Story Boarding**

- 4.1. Story Boarding: Using Template
- 4.2. Story Boarding: best way to show Visual Narration
- 4.3. Story Boarding: Expression, Gesture and Character Design,
- 4.4. Story Boarding: Movement Layout – Perspective, Composition, Environmental final sketching

### **Practical:-**

#### **Practical 1**

- 1. Visualization: to create Idea, Story or Script
- 2. Create Screenplay from Script
- 3. Study of Content, Concept
- 4. Study of Conflict, Character Situations, Location, Convincing Protagonist, Antagonist

#### **Practical 2**

- 1. Study of Basis of Scriptwriting
- 2. Study of Screenplay Page Breaking, Character Name, Scene Heading, and Action, to use in Script Writing
- 3. Study of Elements of Script Writing
- 4. Study of how to Generate or Create Ideas or Concepts

#### **Practical 3**

- 1. Study of Benefits of Story Boarding
- 2. Study of Multimedia Tools
- 3. Study of Multimedia Tools
- 4. Study of Interactive Story Board

#### **Practical 4**

- 1. Study of Templates in Story Board Designing
- 2 best way to Show Visual Narration in Script Writing
- 3. Study of Character Design, Gesture and Expressions
- 4. Study of movement layout – Perspective Composition in final sketching of Storyboard

**Reference:**

1. Judith H. Haag, Hillis R. Cole (1980) The Complete Guide to Standard Script Formats: The Screen Play. CMC Publishing.
2. David Trottier (1998). The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script. Silman-James press
3. Yves Lavender (2005). Writing Drama, A Comprehensive Guide for Playwriting.
4. The Complete Book of Script writing by J. Michel Straczynski
5. The Story of Walt Disney (Henry Holt, 1956)

**Web links:**

1. <https://comics.ha.com/itm/books/general/the-story-of-walt-disney-first-edition-hardbound-book-henry-holt-and-co-1957-/a/122135-19957.s>
2. [https://www.google.com/search?q=The+Complete+Book+of+Script+writing+by+J.+Michel+Straczynski&rlz=1C1CHBD\\_enIN810IN812&ei=SP2jZM7BI5ay4-EP\\_ZCnkAw&ved=0ahUKEwjOhbO89PT\\_AhUW2TgGHX3ICcIQ4dUDCA8&uact=5&oq=The+Complete+Book+of+Script+writing+by+J.+Michel+Straczynski&gs\\_lcp=Cgxnd3Mtd2l6LXNlcnAQAzIFCAAQogRKBAhBGABQAFgAYMAUaABwAHgAgAG8AYgBvAGSAQMwLjGYAQCgAQKgAQHAAQE&sclient=gws-wiz-serp#imgsrc=BqOwQzvicSX9JM:](https://www.google.com/search?q=The+Complete+Book+of+Script+writing+by+J.+Michel+Straczynski&rlz=1C1CHBD_enIN810IN812&ei=SP2jZM7BI5ay4-EP_ZCnkAw&ved=0ahUKEwjOhbO89PT_AhUW2TgGHX3ICcIQ4dUDCA8&uact=5&oq=The+Complete+Book+of+Script+writing+by+J.+Michel+Straczynski&gs_lcp=Cgxnd3Mtd2l6LXNlcnAQAzIFCAAQogRKBAhBGABQAFgAYMAUaABwAHgAgAG8AYgBvAGSAQMwLjGYAQCgAQKgAQHAAQE&sclient=gws-wiz-serp#imgsrc=BqOwQzvicSX9JM:)
3. <https://www.amazon.com/Complete-Guide-Standard-Script-Formats/dp/0929583000>
4. <https://www.amazon.in/Screenwriters-Bible-Complete-Writing-Formatting/dp/1935247212>
5. <https://ia800309.us.archive.org/21/items/practicalmanual00herm/practicalmanual00herm.pdf>

**SHIVAJI UNIVERSITY, KOLHAPUR SYLLABUS**  
**Choice Based Credit System**

**B.A. (Multimedia) Part II Semester III**

**June 2022 onwards**

**DSC MM – C3 Sound Editing - I**

**SEMESTER III**

**Preamble:**

The preamble of sound editing refers to the initial stages of working with audio in the post-production process of a film, television show, or other visual media project. It involves manipulating and enhancing the recorded audio elements to create a cohesive and immersive auditory experience.

The preamble of sound editing is a critical phase in the post-production process, where the audio elements are refined, enhanced, and carefully crafted to elevate the overall audio experience of the project. The sound editor's expertise and creative decisions contribute to creating a rich and immersive auditory world that enhances the visuals and engages the audience.

**Total Credits: 02**

**Workload: 03 Lectures per week**

**Total Marks: 50**

**Theory: 03 Lectures per week**

**Module 1: Foley**

- 1.1. The Art of Foley, Foley Materials and Props**
- 1.2. Foley Tips**
- 1.3. Studio Equipments and Field Recording Package**
- 1.4. Professional Audio File Formats, Mono Tracks, Stereo Tracks and Recorders**

**Module 2: Effects**

- 2.1. Acoustics**
- 2.2. Multimedia Effects**
- 2.3. Musical Effects**
- 2.4. How to Create the Sound**

**Module 3: Sound Software I**

- 3.1. Reverse, Silence, Invert, Amplify, Channel Mixer, Echo**
- 3.2. Noise Reduction, Hiss Reductions, Reverts, Speed, Tempo**
- 3.3. Bass Boost, Appearance, Audio Channel Mapping Hardware,**
- 3.4. Control Surface Effects, Playback Display, Disk Cache Multi Track, Metadata**

## **Module 4: Sound Software II**

- 4.1.** Split, Clip Gain
- 4.2.** Mute, Loop, Stretch Mode
- 4.3.** Fade in, Fade Out, Cross fade, Various other Faders
- 4.4.** Nudge, Trim, Stereo Mix Recording

### **Practical:**

#### **Practical 1**

- 1.** Collection of Various type Material for Foley
- 2.** Create of Various Sound by using collected Material
- 3.** How to Care of Studio Materials
- 4.** Study of Various professional Sound Tracks

#### **Practical 2**

- 1.** Use Acoustics Material
- 2.** Create Various Sound by using collected Material
- 3.** Create Various Multimedia Sound Tracks
- 4.** Create Various Sound Tracks

#### **Practical 3**

- 1.** Working with Sound Channel Mixer
- 2.** Noise Reduction
- 3.** Hiss Controlling
- 4.** How to Control Surface Effects

#### **Practical 4**

- 1.** Creating Sound Track and Save particular Format
- 2.** Working with Stretch Mode, Fade In and Fade Out
- 3.** Working with Cross Fade and Various other Faders
- 4.** Stereo Mix Recording

### **Reference:**

- 1.** Sound-On-Film Interviews with Creators of Film Sound - By Vincent LoBrutto
- 2.** Sound Editing in Final Cut Studio - By Jeff Sobel
- 3.** PC Audio Editing - By Roger Derry
- 4.** Dialog Editing for Motion Pictures - By John Purcell
- 5.** Digital Audio Editing - By Simon Longford
- 6.** The Sound Effects Bible - By David Sonnenschie

### **Web Links:**

- 1.** <https://www.amazon.in/Sound-Film-Interviews-Creators-Sound/dp/0275944433>
- 2.** <https://www.amazon.in/Apple-Pro-Training-Editing-Studio/dp/0321647483>
- 3.** <https://www.amazon.in/-/hi/Roger-Derry/dp/0240516974>
- 4.** <https://www.amazon.in/Dialogue-Editing-Motion-Pictures-Invisible/dp/0415828171>
- 5.** <https://www.amazon.in/Digital-Audio-Editing-Correcting-Enhancing/dp/0415829585>
- 6.** <https://www.amazon.in/Sound-Effects-Bible-Create-Hollywood/dp/1615932046>

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**B.A. (Multimedia) Part II Semester III**

**June 2022 onwards**

**DSC MM – C4 Advertising - I**

**SEMESTER III**

**Preamble:**

Advertising refers to the early stages and foundational elements of creating and implementing an advertising campaign. It encompasses the process of developing a strategic plan, identifying target audiences, and crafting compelling messages to promote a product, service, or brand.

advertising sets the stage for a successful advertising campaign by laying the groundwork for strategic planning, audience targeting, and message development. It involves understanding the goals, researching the market, and crafting compelling content to effectively reach and engage the target audience. With careful planning and execution, advertising can drive brand awareness, generate leads, and influence consumer behaviour.

advertising sets the stage for a successful advertising campaign by laying the groundwork for strategic planning, audience targeting, and message development. It involves understanding the goals, researching the market, and crafting compelling content to effectively reach and engage the target audience. With careful planning and execution, advertising can drive brand awareness, generate leads, and influence consumer behaviour.

**Total Credits: 02**

**Total Marks: 50**

**Workload: 03 Lectures per week**

**Theory: 03 Lectures per week**

**Module 1: Advertising Definition and Functions**

- 1.1.** Definition and Meaning, Origin and Development
- 1.2.** Growth of Advertising in India and Current Global Perspective
- 1.3.** Publicity, Propaganda and Advertising, Limitations of Advertising
- 1.4.** Introduction of Photoshop Software, Colour Modes such as RGB, CMYK etc.

**Module 2: Roll and Benefits of Advertising**

- 2.1.** Roll of Advertising, Benefits of Advertising to Manufacturer, Consumer, Media and Society
- 2.2.** Advertising as Business Process and Communication Process
- 2.3.** Communication Principles Theories applied to Advertising
- 2.4.** Tool Box in Photoshop Colour Wheel Software Oriented

**Module 3: Types of Advertising**

- 3.1.** Print, Electronic, Radio and Internet
- 3.2.** Types of Advertising: Commercial, Government and Social

**3.3. Types of Advertising: Local, Regional, National.**

**3.4. Corporate Advertising and Integrated Marketing Communication**

#### **Module 4: Advertising Copy and Production**

**4.1. Advertising Copy, Types of Copy, Content Writing, Translating Advertising Message in to Copy**

**4.2. Elements of Print: Heading, Slogan, Body Copy and sub Slogan**

**4.3. Stages in Creative Visualization, Design and Layout**

**4.4. Production Process: Print, Audio-Video**

#### **Reference:**

1. Jethwaney J. and Jain Shruti: Advertising Management, Oxford University Press, New Delhi, 2006
2. Philip Kotler: Marketing Management, Pearson Prentice Hall, 2002
3. <https://www.coursehero.com/file/p2ujsbd/BOOK-FOR-STUDY-Jefkins-Frank-Advertising-New-Delhi-Pearson-Education-2007-BOOKS/>
4. Clow E Kenneth: Integrated Advertising, Promotion and Marketing Communication, Printice Hall, 2002 Co.Ltd. 2008
5. Willaim F. Arens: Contemporary Advertising. Tata McGraw Hill Publishing
6. Batra Myers and Aaker: Advertising Management, Prentice Hall, New Delhi

#### **Web Links:**

1. <https://global.oup.com/academic/product/advertising-management-9780198074120?cc=jp&lang=en&>
2. <http://www.ir.harambeeuniversity.edu.et/bitstream/handle/123456789/1486/Marketing%20Management%2C%20Millenium%20Edition%20%28%20PDFDrive.com%20%29.pdf?sequence=1&isAllowed=y>
- 3 <https://www.coursehero.com/file/p2ujsbd/BOOK-FOR-STUDY-Jefkins-Frank-Advertising-New-Delhi-Pearson-Education-2007-BOOKS/>
4. [https://books.google.co.in/books/about/Integrated\\_Advertising\\_Promotion\\_and\\_Mar.html?ii=O54rAQAAMAAJ&redir\\_esc=y](https://books.google.co.in/books/about/Integrated_Advertising_Promotion_and_Mar.html?ii=O54rAQAAMAAJ&redir_esc=y)
- 5 <https://www.indianjournals.com/ijor.aspx?target=ijor:xijmms&volume=3&issue=2&article=020>
6. <https://www.amazon.in/Advertising-Management-5e-BATRA/dp/8177588508>

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**B.A. (Multimedia) Part II Semester III**

**June 2022 onwards**

**DSC MM – C5 Flash Website Design- I**

**SEMESTER III**

**Preamble:**

Flash Website Design refers to the early stages and foundational elements of creating websites using Adobe Flash technology. Flash was a multimedia platform that allowed for interactive and animated content on websites. While Flash is no longer widely supported or recommended due to its security vulnerabilities and lack of compatibility with modern devices, understanding its historical context is still valuable.

While the Flash Website Design showcases the historical significance and creative possibilities of Flash, it's important to note that the technology is no longer recommended for web development due to its limitations and security concerns. Modern web development focuses on utilizing HTML5, CSS3, JavaScript, and other web standards to create interactive and visually compelling websites that are compatible with a wide range of devices.

**Total Credits: 02**

**Total Marks: 50**

**Workload: 03 Lectures per week**

**Theory: 03 Lectures per week**

**Module 1: Concept of Script Writing and Story Board Designing**

- 1.1.** Introduction to Flash
- 1.2.** Flash Vs HTML
- 1.3.** Important or Scope of Flash

**Module 2: Concept of Script Writing and Story Board Designing**

- 2.1.** Exploring the Flash user Interface
- 2.2.** Working with Colour
- 2.3.** Objects and Text
- 2.4.** Dockers

**Module 3: Concept of Script Writing and Story Board Designing**

- 3.1.** Getting Familiar with the Timeline Panel
- 3.2.** Symbols
- 3.3.** Instances and Library

## **Module 4: Concept of Script Writing and Story Board Designing**

- 4.1.** Working with an Animation
- 4.2.** Getting Familiar with Action Script
- 4.3.** Introduction to Dreamweaver

### **Practical:**

#### **Practical 1**

- 1.** Working with Flash: Menus, Bars, Dockers
- 2.** Working with Tool bar
- 3.** Working with Page
- 4.** Working with HTML

#### **Practical 2**

- 1.** Working with Flash: Complete Interface
- 2.** Working with Colour
- 3.** Working with Objects
- 4.** Working with Text

#### **Practical 3**

- 1.** Working with Flash: Time Line
- 2.** Working with Panels
- 3.** Instances of Flash
- 4.** Working with Flash Library

#### **Practical 4**

- 1.** Creating Simple Human Character for Animation
- 2.** Creating Simple Animal Character for Animation
- 3.** Working with Action Script
- 4.** Working with Dreamweaver

### **Reference:**

- 1.** Flash Web Design: The Art of Motion Graphics - By Hillman Curtis
- 2.** Learning Web Design: A Beginners Guide - By Jennifer Niceler Robbins
- 3.** Building Flash Web Sites for Dummies - By Dough Sahlin
- 4.** WWW Design: Flash - By Daniel Donnelly
- 5.** Flash 3 Web Animation Design - By Ken Milburn, Janine Warner

#### **Web Links:**

- 1.** <https://www.amazon.in/Flash-Web-Design-Hillman-Curtis/dp/0735708967>
- 2.** <https://www.amazon.in/Learning-Web-Design-Beginners-JavaScript/dp/9352137388>
- 3.** <https://www.amazon.in/Building-Flash-Web-Sites-Dummies/dp/0471792209>
- 4.** <https://www.amazon.com/WWW-Design-Flash-Designs-Around/dp/1564969061>
- 5.** <https://www.amazon.in/Flash-Web-Animation-Design-Milburn/dp/157610382X>



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**B.A. (Multimedia) Part II Semester III**

**June 2022 onwards**

**DSC MM – C6 Management Skills- I**

**SEMESTER III**

**Preamble:**

Management skills refers to the foundational elements and key aspects of effective management. Management skills encompass a range of abilities and competencies that enable individuals to effectively lead, organize, and coordinate people, resources, and processes within an organization. Here is an overview of the preamble of management skills:

Management skills highlights the foundational abilities and competencies necessary for effective management. These skills provide managers with the tools to lead teams, make informed decisions, solve problems, and create a positive and productive work environment. Continual development and refinement of management skills are essential for successful leadership and organizational growth.

**Total Credits: 02**

**Total Marks: 50**

**Workload: 03 Lectures per week**

**Theory: 03 Lectures per week**

**Module 1: Introduction to management:**

**1. Introduction to management:**

Concept and Nature of Management, need for the study,  
Managerial levels and Functions of Management.

**2. Contribution to Development of Management Theory:**

F.W.Taylor, Henri Fayol, Elton Mayo and Peter Drucker

**Module 2: Planning and Decision Making:**

**1. Planning -Concept, Types, Steps in Planning process. Environmental Analysis**  
(internal and external environment).

**2. Forecasting- Meaning and Techniques**

**3. Decision Making- Concept, Types and decision making process**

**Module 3: Organizing and Staffing:**

**1. Organizing - Concept, Principles and Process.**

**2. Types of organizations**

**3. Authority and Responsibility.**

**4. Staffing- Nature and importance of Staffing**

## **Module 4: Directing and controlling**

1. Direction: Concept and Principles of direction
2. Communication : Concept , Types and Communication Process
3. Motivation : Concept and Maslow's Need Hierarchy Theory
4. Controlling : Meaning and steps in controlling

### **Reference:**

1. TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
2. Peter F Drucker, Practice of Management, Mercury Books, London
3. Organisation and Management- Dr. C.B. Gupta
4. Business Organization and Management –M.C.Shukla
5. Essentials of Management- Koontz and O' Donnell
6. Management- Principles and practice- Shrinivas & Chunawala
7. Principles of management: Terry, G.R. and Stephen Franklin

### **Web Links:**

1. <https://www.amazon.in/Principles-Practices-Management-2018-2019-Session/dp/8177002155>
2. <https://www.amazon.in/Practice-Management-Peter-F-Drucker/dp/0060878975>
3. <https://www.amazon.in/Business-Organisation-Management-Gupta-C-B/dp/9351611132>
4. <https://www.amazon.in/Management-Principles-Practice-R-Srinivasan/dp/9351422089>
5. [https://books.google.co.in/books/about/Principles\\_of\\_Management.html?id=WWo\\_YgEACAAJ&redir\\_esc=y](https://books.google.co.in/books/about/Principles_of_Management.html?id=WWo_YgEACAAJ&redir_esc=y)



**Shivaji University, Kolhapur**

**COLLEGE OF NON-CONVENTIONAL  
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**Under the faculty of Interdisciplinary Studies**

**Revised CBCS Syllabus for**

**B.A. in Multimedia**

**B.A. (Multimedia) Part- II- Sem IV  
Semester Pattern**

**Syllabus to be implemented  
from Academic Year 2022-2023**

**SHIVAJI UNIVERSITY, KOLHAPUR SYLLABUS**  
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**B.A. (Multimedia) Part II Semester IV**

**June 2022 onwards**

**DSC MM - D1 Digital Art Photography - II**

**SEMESTER IV**

**Preamble:**

Digital photography refers to the introduction and initial stages of the development of digital photography as a technology and medium. It encompasses the key advancements, innovations, and events that laid the foundation for the widespread adoption of digital photography in today's digital age.

In the early days of photography, the dominant form of capturing images was through traditional film-based cameras. However, with the advent of digital technology, the concept of capturing and storing images in a digital format emerged. Here is a summary of the preamble of digital photography:

Digital photography represents a transformative period in the history of photography, where traditional film cameras gave way to digital technology. The advancements made during this time laid the groundwork for the digital imaging capabilities and possibilities we enjoy today.

**Course Outcomes:**

Participating in a digital photography course can offer various outcomes and benefits to individuals looking to enhance their photography skills and knowledge. Here are six potential outcomes of a digital photography course:

**Technical Proficiency:** A digital photography course provides participants with a solid foundation in technical aspects such as camera operation, exposure settings, composition techniques, and post-processing. Students gain a deeper understanding of how to use their cameras effectively, resulting in improved image quality and control over the creative process.

**Artistic Expression:** Digital photography courses encourage students to explore their creativity and develop their unique photographic style. Participants learn about composition principles, lighting techniques, color theory, and visual storytelling, enabling them to express their artistic vision through their photographs.

**Expanded Knowledge:** Photography courses often cover various genres and styles of photography,

including portrait, landscape, documentary, and still life. Students gain exposure to different approaches and techniques, broadening their understanding of photography as a whole. They learn about the history of photography, influential photographers, and contemporary trends, fostering a deeper appreciation for the medium.

**Feedback and Critique:** In a digital photography course, participants typically receive feedback and constructive critique on their work from instructors and peers. This feedback helps students identify strengths and areas for improvement, facilitating their growth as photographers. Learning to give and receive feedback also enhances their ability to objectively evaluate and analyze photographs.

**Practical Assignments:** Many digital photography courses include practical assignments that allow students to apply the concepts and techniques they learn. These assignments provide opportunities to practice different genres, experiment with various settings, and develop their skills. Completing assignments helps students build a portfolio of work that showcases their progress and versatility.

**Community and Networking:** Joining a digital photography course connects individuals with like-minded photography enthusiasts and provides opportunities for networking. Students can engage in discussions, share ideas, collaborate on projects, and form valuable connections within the photography community. This sense of community fosters ongoing learning, inspiration, and potential collaborations beyond the course itself.

These outcomes of a digital photography course contribute to overall growth and improvement as a photographer. They equip individuals with technical skills, artistic vision, and a deeper understanding of the medium, enabling them to create compelling photographs and pursue their passion for photography with confidence.

**Total Credits: 02**

**Workload: 03 Lectures per week  
week**

**Total Marks: 50**

**Theory: 03 Lectures per**

### **Module 1: Types of Photography**

- 1.1.** Industrial Photography
- 1.2.** Commercial / Product Photography
- 1.3.** Modelling Photography
- 1.4.** Social Photography

### **Module 2: Techniques of Photography**

- 2.1.** Wild Life Photography
- 2.2.** Composition Rules of Photography
- 2.3.** Rule of Third
- 2.4.** Premium Lenses

### **Module 3: Lighting**

- 3.1.** Types of Lights
- 3.2.** Types of Soft Box
- 3.3.** Types of Umbrella
- 3.4.** Barn doors

### **Module 4: Photography**

- 4.1.** Creative Photography
- 4.2.** Trick Photography
- 4.3.** Out Door Photography: Architectural Photography
- 4.4.** Sport Photography

### **Practical:**

#### **Practical 1**

- 1.** Machine Photography, Site Photography
- 2.** Table Top Photography: Product, Cosmetic etc.
- 3.** Portrait Photography: Human, Animal, Flowers etc.
- 4.** Social Photography: Traffic, Nature, Disaster etc.

#### **Practical 2**

- 1.** Out Door Photography: Wild Life, Nature etc.
- 2.** Thought wise Photography: As per Visualiser Theme
- 3.** Photography: Using All Rules of Photography
- 4.** Photography Lenses: Normal lens, Wide lens, Zoom lens

### **Practical 3**

1. Working with Lights: Ambient Light, Artificial Light,
2. Working with Lights: Studio Lights, Probe Lights, All Umbrella Lights.
3. Working with Lights: All types of Umbrella Lights.
4. Cut Light Photography: Using Barn Door, Snoot, Honey combs.

### **Practical 4**

1. Using all Equipments of Photography
2. Creative Photography
3. Out Door Photography: Buildings, Arches, Seashore, Flyovers,
4. Sport Photography: Different Games, etc.

### **Reference:**

1. The Digital Photography Book
2. The Step-by-step Secrets for how to Make Your Photos Look Like the Pros'!
3. Extraordinary Everyday Photography
4. Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras
5. The Complete Guide to Digital Photography
6. Creative Composition Digital Photography Tips and Techniques

### **weblinks:**

1. [https://www.google.co.in/books/edition/Fundamentals\\_of\\_Photography/9yGNEAAAQBAJ?hl=en](https://www.google.co.in/books/edition/Fundamentals_of_Photography/9yGNEAAAQBAJ?hl=en)
2. [https://www.google.co.in/books/edition/Extraordinary\\_Everyday\\_Photography/sCyPEAAAQBAJ?hl=en](https://www.google.co.in/books/edition/Extraordinary_Everyday_Photography/sCyPEAAAQBAJ?hl=en)
3. [https://www.google.co.in/books/edition/The\\_Digital\\_Photography\\_Book/6TNvAQAAQBAJ?hl=en](https://www.google.co.in/books/edition/The_Digital_Photography_Book/6TNvAQAAQBAJ?hl=en)
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**B.A. (Multimedia) Part II Semester IV**

**June 2022 onwards**

**DSC MM – D2 Script Writing and Story Board Designing - II**

**SEMESTER IV**

**Preamble:**

Script writing and storyboarding refers to the initial stages of developing a script and creating a visual plan for a film, television show, or other visual media project. It involves the processes of conceptualizing, outlining, and structuring the story, as well as visually planning the scenes and shots. Here is an overview of the preamble of script writing and storyboarding:

Story Conceptualization: The first step in script writing and storyboarding is developing the initial concept or idea for the story. This may involve brainstorming, research, and exploring different themes, genres, or narratives to create a compelling story.

Collaboration between the writer, director, and other key creatives is vital. Feedback, revisions, and discussions take place to refine the script and storyboards, ensuring a cohesive vision and effective storytelling.

Script Writing and storyboarding sets the foundation for the production process, providing a roadmap for the creative team to follow during filming and post-production. It allows for effective communication and planning, ensuring that the story is effectively translated from script to screen.

**Total Credits: 02**

**Workload: 03 Lectures per week**

**Total Marks: 50**

**Theory: 03 Lectures per week**

**Module 1: Story Structure**

- 1.1. The Three-Act Structure**
- 1.2. Act I: Set up**
- 1.3. Act II: Confrontation**
- 1.4. Act III: Resolution**

**Module 2: Story Content**

- 2.1. The Creation of Character**
- 2.2. Setting up the Story**
- 2.3. Key Incident**
- 2.4. Dramatic Premise, Plot Point**



### **Module 3: Three Pillars of Story Board**

**3.1.** Event, Camera, Sound and Story Board Language / Iconography / Conventions

**3.2.** Stick Figures, Perspective Boxes, Camera Arrows, Multiple Panels

**3.3.** Sound Track, Concept and Design Development

**3.4.** Model Sheet, Character Expression Sheet

### **Module 4: Three Pillars of Story Board**

**4.1.** Camera Angle, Platform

**4.2.** Timing, Sc and Sq. Series of Shots,

**4.3.** Title and Openings

**4.4.** Animatic Voice Recording and Final Output.

### **Practical:**

#### **Practical 1**

1. Write a Story based on Story Structure
2. Study of Three Act Structures
3. Act Structures I and II
4. Act Structure III

#### **Practical 2**

1. Study of Characters
2. Study of Characters Creation Process
3. Key Incident
4. Creating Scene

#### **Practical 3**

1. Study of Camera Angles, Sound,
2. Study of Language / Conventions / Iconography
3. Study of Camera Arrows, Multiple Panels
4. Conceptive Sound Track, Model Sheet

#### **Practical 4**

1. Study of Camera Angles, Platforms and Timing
2. Study of Scene Sequence

### 3. Study of Series of Shots

### 4. Final Output

#### **Reference:**

1. Judith H. Haag, Hillis R. Cole (1980) The Complete Guide to Standard Script Formats: The Screen Play. CMC Publishing.
2. David Trottier (1998). The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script. Silman-James press
3. Yves Lavender (2005). Writing Drama, A Comprehensive Guide for Playwriting.
4. The Complete Book of Script writing by J. Michel Straczynski
5. The Story of Walt Disney (Henry Holt, 1956)

#### **Web links:**

1. <https://comics.ha.com/itm/books/general/the-story-of-walt-disney-first-edition-hardbound-book-henry-holt-and-co-1957-/a/122135-19957.s>
2. [https://www.google.com/search?q=The+Complete+Book+of+Script+writing+by+J.+Michel+Straczynski&rlz=1C1CHBD\\_enIN810IN812&ei=SP2jZM7BI5ay4-EP\\_ZCnkAw&ved=0ahUKEwjOhbO89PT\\_AhUW2TgGHX3ICcIQ4dUDCA8&uact=5&oq=The+Complete+Book+of+Script+writing+by+J.+Michel+Straczynski&gs\\_lcp=Cgxnd3Mtd2l6LXNlcnAQAzIFCAAQogRKBAhBGABQAFgAYMAUaABwAHgAgAG8AYgBvAGSAQMwLjGYAQCgAQKgAQHAAQE&sclient=gws-wiz-serp#imgsrc=BqOwQzvicSX9JM:](https://www.google.com/search?q=The+Complete+Book+of+Script+writing+by+J.+Michel+Straczynski&rlz=1C1CHBD_enIN810IN812&ei=SP2jZM7BI5ay4-EP_ZCnkAw&ved=0ahUKEwjOhbO89PT_AhUW2TgGHX3ICcIQ4dUDCA8&uact=5&oq=The+Complete+Book+of+Script+writing+by+J.+Michel+Straczynski&gs_lcp=Cgxnd3Mtd2l6LXNlcnAQAzIFCAAQogRKBAhBGABQAFgAYMAUaABwAHgAgAG8AYgBvAGSAQMwLjGYAQCgAQKgAQHAAQE&sclient=gws-wiz-serp#imgsrc=BqOwQzvicSX9JM:)
3. <https://www.amazon.com/Complete-Guide-Standard-Script-Formats/dp/0929583000>
4. <https://www.amazon.in/Screenwriters-Bible-Complete-Writing-Formatting/dp/1935247212>
5. <https://ia800309.us.archive.org/21/items/practicalmanual00herm/practicalmanual00herm.pdf>

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**B.A. (Multimedia) Part III Semester IV**

**June 2022 onwards**

**DSC MM – D3 Sound Editing - II**

**SEMESTER IV**

**Preamble:**

The preamble of sound editing refers to the initial stages of working with audio in the post-production process of a film, television show, or other visual media project. It involves manipulating and enhancing the recorded audio elements to create a cohesive and immersive auditory experience.

The preamble of sound editing is a critical phase in the post-production process, where the audio elements are refined, enhanced, and carefully crafted to elevate the overall audio experience of the project. The sound editor's expertise and creative decisions contribute to creating a rich and immersive auditory world that enhances the visuals and engages the audience.

**Total Credits: 02**

**Total Marks: 50**

**Workload: 03 Lectures per week**

**Theory: 03 Lectures per week**

**Module 1: Foley**

**1.1. The Art of Foley, Foley Materials and Props**

**1.2. Foley Tips**

**1.3. Studio Equipments and Field Recording Package**

**1.4. Professional Audio File Formats, Mono Tracks, Stereo Tracks and Recorders**

**Module 2: Effects**

**2.1. Acoustics**

**2.2. Multimedia Effects**

**2.3. Musical Effects**

**2.4. How to Create the Sound**

### **Module 3: Sound Software I**

- 3.1.** Reverse, Silence, Invert, Amplify, Channel Mixer, Echo
- 3.2.** Noise Reduction, Hiss Reductions, Reverts, Speed, Tempo
- 3.3.** Bass Boost, Appearance, Audio Channel Mapping Hardware,
- 3.4.** Control Surface Effects, Playback Display, Disk Cache Multi Track, Marcus and Metadata

### **Module 4: Sound Software II**

- 4.1.** Split, Clip Gain
- 4.2.** Mute, Loop, Stretch Mode
- 4.3.** Fade in, Fade Out, Cross fade, Various other Faders
- 4.4.** Nudge, Trim, Stereo Mix Recording

#### **Practical:**

##### **Practical 1**

- 1.** Collection of Various type Material for Foley
- 2.** Create of Various Sound by using collected Material
- 3.** How to Care of Studio Materials
- 4.** Study of Various professional Sound Tracks

##### **Practical 2**

- 1.** Use Acoustics Material
- 2.** Create Various Sound by using collected Material
- 3.** Create Various Multimedia Sound Tracks
- 4.** Create Various Sound Tracks

##### **Practical 3**

- 1.** Working with Sound Channel Mixer
- 2.** Noise Reduction
- 3.** Hiss Controlling
- 4.** How to Control Surface Effects

##### **Practical 4**

- 1.** Creating Sound Track and Save particular Format
- 2.** Working with Stretch Mode, Fade In and Fade Out
- 3.** Working with Cross Fade and Various other Faders
- 4.** Stereo Mix Recording

**Reference:**

1. Sound-On-Film Interviews with Creators of Film Sound - By Vincent LoBrutto
2. Sound Editing in Final Cut Studio - By Jeff Sobel
3. PC Audio Editing - By Roger Derry
4. Dialog Editing for Motion Pictures - By John Purcell
5. Digital Audio Editing - By Simon Longford
6. The Sound Effects Bible - By David Sonnenschie

**Web Links:**

1. <https://www.amazon.in/Sound-Film-Interviews-Creators-Sound/dp/0275944433>
2. <https://www.amazon.in/Apple-Pro-Training-Editing-Studio/dp/0321647483>
3. <https://www.amazon.in/-/hi/Roger-Derry/dp/0240516974>
4. <https://www.amazon.in/Dialogue-Editing-Motion-Pictures-Invisible/dp/0415828171>
5. <https://www.amazon.in/Digital-Audio-Editing-Correcting-Enhancing/dp/0415829585>
6. <https://www.amazon.in/Sound-Effects-Bible-Create-Hollywood/dp/1615932046>

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**B.A. (Multimedia) Part II Semester IV**

**June 2022 onwards**

**DSC MM – D4 Advertising - II**

**SEMESTER IV**

**Preamble:**

Advertising refers to the early stages and foundational elements of creating and implementing an advertising campaign. It encompasses the process of developing a strategic plan, identifying target audiences, and crafting compelling messages to promote a product, service, or brand.

advertising sets the stage for a successful advertising campaign by laying the groundwork for strategic planning, audience targeting, and message development. It involves understanding the goals, researching the market, and crafting compelling content to effectively reach and engage the target audience. With careful planning and execution, advertising can drive brand awareness, generate leads, and influence consumer behaviour.

advertising sets the stage for a successful advertising campaign by laying the groundwork for strategic planning, audience targeting, and message development. It involves understanding the goals, researching the market, and crafting compelling content to effectively reach and engage the target audience. With careful planning and execution, advertising can drive brand awareness, generate leads, and influence consumer behaviour.

**Total Credits: 02**

**Workload: 03 Lectures per week**

**Total Marks: 50**

**Theory: 03 Lectures per week**

**Module 1: The Structure of A Campaign Plan**

**1.1 Situation Analysis**

**1.2 SWOT Analysis**

**1.3 Campaign Strategy**

**1.4 Communication Strategy**

**1.5 Media Plan**

**1.6 Other Marketing Communication Activity**

**1.7 The Appropriation and Budget'**

**1.8 Introduction to COREL Draw**

## **Module 2: Dagmar Approach**

- 2.1.** History
- 2.2.** Advantages of Dagmar Approach
  - a.** Target Audience
  - b.** Concrete and Measurable
  - c.** Specified Timeframe and Benchmark
  - d.** Written Goal
  - e.** Objectives of Dagmar Approach
- 2.3.** Example of Dagmar Approach
- 2.4.** Interface of COREL Draw

## **Module 3: Advertising Agency and its Functions**

- 3.1.** Advertising Agency: Structure, Pattern
- 3.2.** Functions of Various Types of Departments of an Agency
- 3.3.** Utility of Agency for Client and the media.
- 3.4.** Services rendered by Modern Advertising Agencies
- 3.5** Methods of Paying the Agency Services – above the line and below the line
- 3.6** Making Advertisement using COREL Draw

## **Module 4: Legal and Ethical Aspects of Advertising**

- 4.1.** Trade Marks Act, Copyright and Patents
- 4.2.** Drugs and Magical Remedies Act
- 4.3.** Laws related to obscene and indecent representation
- 4.4.** Laws related to advertisement of Liquor and Tobacco Products
- 4.5** Laws related to Political Advertisement
- 4.6** Misleading untruthful and impugned advertisement
- 4.7** Surrogate advertising
- 4.8** Ethics in advertising – ASCI Code of Conduct
- 4.9** Advert making using COREL Draw and Photoshop

**Reference:**

1. Jethwaney J. and Jain Shruti: Advertising Management, Oxford University Press, New Delhi, 2006
2. Philip Kotler: Marketing Management, Pearson Prentice Hall, 2002
3. <https://www.coursehero.com/file/p2ujsbd/BOOK-FOR-STUDY-Jefkins-Frank-Advertising-New-Delhi-Pearson-Education-2007-BOOKS/>
4. Clow E Kenneth: Integrated Advertising, Promotion and Marketing Communication, Printice Hall, 2002 Co.Ltd. 2008
5. Willaim F. Arens: Contemporary Advertising. Tata McGraw Hill Publishing
6. Batra Myers and Aaker: Advertising Management, Prentice Hall, New Delhi

**Web Links:**

1. <https://global.oup.com/academic/product/advertising-management-9780198074120?cc=jp&lang=en&>
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- 3 <https://www.coursehero.com/file/p2ujsbd/BOOK-FOR-STUDY-Jefkins-Frank-Advertising-New-Delhi-Pearson-Education-2007-BOOKS/>
4. [https://books.google.co.in/books/about/Integrated\\_Advertising\\_Promotion\\_and\\_Mar.html?ii=O54rAQAAMAAJ&redir\\_esc=y](https://books.google.co.in/books/about/Integrated_Advertising_Promotion_and_Mar.html?ii=O54rAQAAMAAJ&redir_esc=y)
- 5 <https://www.indianjournals.com/ijor.aspx?target=ijor:xijmms&volume=3&issue=2&article=020>
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**B.A. (Multimedia) Part II Semester IV**

**June 2022 onwards**

**DSC MM – D5 Flash Website Design- II**

**SEMESTER IV**

**Preamble:**

Flash Website Design refers to the early stages and foundational elements of creating websites using Adobe Flash technology. Flash was a multimedia platform that allowed for interactive and animated content on websites. While Flash is no longer widely supported or recommended due to its security vulnerabilities and lack of compatibility with modern devices, understanding its historical context is still valuable.

While the Flash Website Design showcases the historical significance and creative possibilities of Flash, it's important to note that the technology is no longer recommended for web development due to its limitations and security concerns. Modern web development focuses on utilizing HTML5, CSS3, JavaScript, and other web standards to create interactive and visually compelling websites that are compatible with a wide range of devices.

**Total Credits: 02**

**Total Marks: 50**

**Workload: 03 Lectures per week**

**Theory: 03 Lectures per week**

**Module 1:**

- 1.1.** Creating Flash Template
- 1.2.** Tools
- 1.3.** Publishing File
- 1.4** Exploring the HTML Wrapper Options

**Module 2:**

- 2.1.** UI Components
- 2.2.** Button Component
- 2.3.** Check Box Component
- 2.4.** Combo Box Component etc.
- 2.5** Writing XML, getting familiar with action script, features of action script, working with action script
- 2.6** Mobile Development

### **Module 3:**

- 3.1.** Styling with CSS, Loading external CSS
- 3.2.** Custom Tags, Style Inheritance, Hyperlink
- 3.3.** Minifying CSS, JavaScript
- 3.4** How to Minify CSS and JavaScript

### **Module 4:**

- 4.1.** Publishing and Web Format (Flash, HTML)
- 4.2.** Scripting (JavaScript), optimizing publishing flash movies
- 4.3.** SSL (Secure Socket Layer)
- 4.4** Cloud Hosting, DNS (Domain Name System)

### **Practical:**

#### **Practical 1**

- 1.** How to Create Flash Template
- 2.** Working with Menus, Bars, Dockers and Tools
- 3.** Create Publishing Files
- 4.** Working with HTML Wrapper Options

#### **Practical 2**

- 1.** Working with UI Components
- 2.** Working with Button Components
- 3.** Working with Checkbox Components, Writing XML
- 4.** Study of Action script and Mobile Development

#### **Practical 3**

- 1.** Getting familiar with CSS, Loading External CSS
- 2.** Working with Custom Tags, Style Inheritance
- 3.** Hyperlinks
- 4.** Working with Minifying CSS and Java Script

#### **Practical 4**

- 1.** Creating Publishing and Web Format (Flash, HTML)

2. Working with Optimize Publishing Flash Movies
3. Working with Secure Socket Layer (SSL)
4. How to Cloud Hosting, Domain Name System (DNS)

**Reference:**

1. Flash Web Design: The Art of Motion Graphics - By Hillman Curtis
2. Learning Web Design: A Beginners Guide - By Jennifer Nicelerrt Robbins
3. Building Flash Web Sites for Dummies - By Dough Sahlin
4. WWW Design: Flash - By Daniel Donnelly
5. Flash 3 Web Animation Design - By Ken Milburn, Janine Warner

**Web Links:**

1. <https://www.amazon.in/Flash-Web-Design-Hillman-Curtis/dp/0735708967>
2. <https://www.amazon.in/Learning-Web-Design-Beginners-JavaScript/dp/9352137388>
3. <https://www.amazon.in/Building-Flash-Web-Sites-Dummies/dp/0471792209>
4. <https://www.amazon.com/WWW-Design-Flash-Designs-Around/dp/1564969061>
5. <https://www.amazon.in/Flash-Web-Animation-Design-Milburn/dp/157610382X>

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**B.A. (Multimedia) Part II Semester IV**

**June 2022 onwards**

**DSC MM – D6 Management Skills- II**

**SEMESTER IV**

**Preamble:**

Management skills refers to the foundational elements and key aspects of effective management. Management skills encompass a range of abilities and competencies that enable individuals to effectively lead, organize, and coordinate people, resources, and processes within an organization. Here is an overview of the preamble of management skills:

Management skills highlights the foundational abilities and competencies necessary for effective management. These skills provide managers with the tools to lead teams, make informed decisions, solve problems, and create a positive and productive work environment. Continual development and refinement of management skills are essential for successful leadership and organizational growth.

**Total Credits: 02**

**Workload: 03 Lectures per week**

**Total Marks: 50**

**Theory: 03 Lectures per week**

**Module 1: Management as a Profession**

- 1.1** Meaning and Definition of Profession
- 1.2** Characteristics of Professional Management
- 1.3** Need of Efficient Professional Management

**Module 2: Communication Skills**

- 2.1** Meaning and Definition of Communication
- 2.2** Process of Communication
- 2.3** Methods of Communication
- 2.4** Barriers to Communication and Importance of Communication to Managers

**Module 3: Conflict Management**

- 3.1** Meaning and Definition of Conflict Management
- 3.2** Causes of Conflicts in Organization
- 3.3** Role of Manager in Managing Conflicts

## **Module 4: Trends in Management**

**4.1** Meaning and Definition of TQM (Total Quality Management)

**4.2** Importance of TQM and Time Management

### **Reference:**

1. TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
2. Peter F Drucker, Practice of Management, Mercury Books, London
3. Organisation and Management- Dr. C.B. Gupta
4. Business Organization and Management –M.C.Shukla
5. Essentials of Management- Koontz and O' Donnell
6. Management- Principles and practice- Shrinivas & Chunawala
7. Principles of management: Terry, G.R. and Stephen Franklin

### **Web Links:**

1. <https://www.amazon.in/Principles-Practices-Management-2018-2019-Session/dp/8177002155>
2. <https://www.amazon.in/Practice-Management-Peter-F-Drucker/dp/0060878975>
3. <https://www.amazon.in/Business-Organisation-Management-Gupta-C-B/dp/9351611132>
4. <https://www.amazon.in/Management-Principles-Practice-R-Srinivasan/dp/9351422089>
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