

SHIVAJI UNIVERSITY, KOLHAPUR



Faculty of Interdisciplinary Studies

Structure, Scheme and Syllabus for

Bachelor of Vocation

Media and Entertainment

Part I - Sem. I&II

Under National Skill Qualifications Framework (NSQF)

&

University Grant Commission, New Delhi

(Subject to the modifications that will be made from time to time)

Syllabus to be implemented from June 2018

SHIVAJI UNIVERSITY, KOLHAPUR
STRUCTURE AND SYLLABUS OF B. VOC.
Bachelor of Vocation (B. Voc.)Media and Entertainment

TITLE: B. Voc. (Media and Entertainment)
Syllabus (Semester Pattern)
Under faculty of Interdisciplinary Studies

YEAR OF IMPLIMENTATION:Syllabus will be implemented from September 2018

DURATION: B. Voc. Part I Sem. 1stCertificate (Six Month)
B. Voc. Part I Diploma (One Year)
B. Voc. Part II Advanced Diploma (Second Year)
B. Voc. Part III Degree (Third Year)

PATTERN OF EXAMINATION: Semester Pattern

- **Theory Examination:** At the end of the semester as per Shivaji Uni.rules
- **Practical Examination:** It is a continuous evaluation process. Evaluation will be on the basis of progress of project work, progress report, referencing, oral, results and documentation (for ex. Diaries) attendance, punctuality, helping other production/projects is considered for Practical evolution.

MEDDIUM OF INSTRUCTION: English & Marathi.

STRUCTURE OF COURSE: B. Voc. Part I, II, & III
Two Semester Per Year
Two General papers per year
Three Vocational papers per year / Semester
Practical paper per year / Semester
One Project/ Industry Visit/ Study Tour/ Survey

SCHEME OF EXAMINATION:

A) Theory

- The theory examination shall be at the end of the each semester.
- All the general theory papers shall carry 40 marks & all vocational theory papers shall carry 50 marks.
- Evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.
- Question paper will be set in the view of entire syllabus preferably covering each unit of the syllabus.
- **Nature of Question paper for theory examination** (Excluding Business Communication paper)
 - a. There will be seven questions carrying equal marks.
 - b. Student will have to solve any five questions.

- c. Q.1 - Short answer type question with internal choice (two out of three)
- d. Q.2 to Q.6 - Long answer type questions
- e. Q.7 - Short notes with internal choice (two out of three)

B) Practical

- Evaluation of the performance of the students shall be on the basis of the semester examination (Internal Assessment at the end of Sem. I, II, III & IV and External Examination at the end of semester IV & VI as mentioned separately in each paper)
- **Standard of Passing:**
As per the guidelines and rules for B. Voc. (Attached Separately Annexure I)

ELIGIBILITY FOR ADMISSION:

10 + 2 from any faculty or equivalent
Diploma / Advanced Diploma in any related field

ELIGIBILITY FOR FACULTY:

- 1) M. Cm. S.(Master of Communication Studies) Video Production, Media Research SET / NET / Ph.D.
- 2) MA /M.Sc. Electronic Media SET / NET / Ph.D.
- 3) MA MC&J (Mass Communication & Journalism) SET / NET / Ph.D.
- 4) MJMC (Master of Journalism and Mass Communication) SET / NET / Ph.D.
- 5) MA (English) for Business Communication SET / NET / Ph.D.

ELIGIBILITY FOR PRODUCTION ASSISTANT: BA / B.Sc. Degree with Basic Computer Skills.

STAFFING PATTERN TEACHING:

Teaching:

- a. **1st year of B. Voc.:** 1 full time, 1 part time faculty and 1 CHB 1 faculty for Business Communication.
- b. **2nd year of B. Voc.:** 3 full time and 1 CHB faculty for Business Communication.
- c. **3rd year of B. Voc.:** 4 full time faculty and 2 CHB faculty including Business Communication.

Production Assistant: 1 Full Time.

Structure of the Course
B. Voc. (Certificate/ Diploma)

Semester. I

Sr. No.	Paper No.	Title	Theory/Practical /Project	Marks	Distribution of Marks	
					Theory	Practical
1	I	Business Communication - I	Theory /Practical	50	40	10
2	II	Introduction to Media and Entertainment Industry in India	Theory /Practical	50	40	10
3	III	Information and Communication Technology	Theory	50	50	-
4	IV	Basics of Animation	Theory	50	50	-
5	V	Understanding Media Communication	Theory	50	50	-
6	VI	Practical / Lab Work: Information and Communication Technology	Practical		-	50
7	VII	Practical / Lab Work: Basics of Animation	Practical		-	50
8	VIII	Practical / Lab Work: Understanding Media Communication	Practical		-	50
9	IX	Project	-		-	50

Scheme of Teaching: B. Voc. Part I (Certificate / Diploma)
Semester I

Sr. No.	Paper No.	Title	Distribution of Workload (Per Week)		
			Theory	Practical	Total
1	I	Business Communication - I	4	2	6
2	II	Introduction to Media and Entertainment Industry in India	4	2	6
3	III	Information and Communication Technology	4	-	4
4	IV	Basics of Animation	4	-	4
5	V	Understanding Media Communication	4	-	4
6	VI	Practical / Lab Work: Information and Communication Technology	-	4	4
7	VII	Practical / Lab Work: Basics of Animation	-	4	4
8	VIII	Practical / Lab Work: Understanding Media Communication	-	4	4
9	IX	Project	-	-	-
		Total	20	16	36

Structure of the Course
B. Voc. (Certificate / Diploma)

Semester. II

Sr. No	Paper No.	Title	Theory/Practical /Project	Marks	Distribution of Marks	
					Theory	Practical
1	X	Business Communication - II	Theory /Practical	50	40	10
2	IX	Understanding Media Studies	Theory /Practical	50	40	10
3	XII	Basics of Video Production	Theory	50	50	-
4	XIII	Digital Photography and Lighting	Theory	50	50	-
5	XIV	Videography	Theory	50	50	-
6	XV	Practical / Lab Work: Basics of Video Production	Practical		-	50
7	XVI	Practical / Lab Work: Digital Photography and Lighting	Practical		-	50
8	XVII	Practical / Lab Work: Videography	Practical		-	50
9	XVIII	Project	-		-	50

Scheme of Teaching: B. Voc. Part I (Certificate / Diploma)

Semester II

Sr. No.	Paper No.	Title	Distribution of Workload (Per Week)		
			Theory	Practical	Total
1	X	Business Communication - II	4	2	6
2	IX	Understanding Media Studies	4	2	6
3	XII	Basics of Video Production	4	-	4
4	XIII	Digital Photography and Lighting	4	-	4
5	XIV	Videography	4	-	4
6	XV	Practical / Lab Work: Basics of Video Production	-	4	4
7	XVI	Practical / Lab Work: Digital Photography and Lighting	-	4	4
8	XVII	Practical / Lab Work: Videography	-	4	4
9	XVIII	Project	-	-	-
		Total	20	16	36

Paper - I: Business Communication-I

Total Workload: 06 lectures per week of 60 min.

Distribution of Workload:

- Theory: 04 lectures per week
- Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory:

40 Marks

Unit 1: Use of English in Business Environment

- Business Vocabulary: Vocabulary for banking,
- Marketing and for maintaining public relations
- What is a sentence? Elements of a sentence
- Types of sentence: Simple, compound, complex

Unit 2: Writing a Letter of Application and CV/Resume

- Structure of a letter of application for various posts
- CV/ Resume and its essentials

Unit 3: Presenting Information/Data

- Presenting information/data using graphics like tables, pie charts, tree diagrams, bar diagrams, graphs, flowcharts

Unit 4: Interview Technique

- Dos and don'ts of an interview
- Preparing for an interview
- Presenting documents
- Language used in an interview

Practical: Based on the theory units

10 Marks

Reference Books:

- Sethi, Anjanee & Bhavana Adhikari, *Business Communication*. New Delhi: Tata McGraw Hill Tickoo,
- Champa & Jaya Sasikumar. *Writing with a Purpose*. New York: OUP, 1979.
- Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi: Student Aid Publication, 2008.
- Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.
- Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta Publications, 2003

Paper - II: Introduction to Media and Entertainment Industry in India

Total Workload: 06 lectures per week of 60 min.

Distribution of Workload:

- Theory: 04 lectures per week
- Practical: 02 lectures per week per batch of 25 students

Units Prescribed for Theory:

40 Marks.

1) Defining the scope

- What is Media and entertainment industry
- Overarching structure
- Size and growth prospective
- Broader emerging trends

2) Overview of print industry

- Print industry and its constituents
- Historical development of print media (regional and national perspectives)
- Print media: Market size and growth trajectory
- Emerging trends

3) Overview of Television industry

- History and development of Television industry
- Milestones of regional and national level
- Television industry: Market size and growth trajectory
- Emerging trends

4) Overview of film industry

- History and development of film industry
- Milestones of regional and national level
- Film industry: Market size and growth trajectory
- Emerging trends
-

Practical: Based on the theory units

10 Marks.

Recommended Readings:

- Athique, A. (2012). Indian media. Polity.
- Kohli-Khandekar, V. (2008). The Indian media business. SAGE Publications India.
- Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
- Munshi, S. (2012). Remote control: Indian television in the new millennium. Penguin UK.

Paper - III: Information and Communication Technologies

Total Workload: 04 lectures per week of 60 min.

Units Prescribed for Theory:

50Marks

1) Information and communication technologies

- Defining the concept and scope of ICT
- Need of ICT
- Importance of ICT in media industry
- Development of ICT in India and way forward

2) Basics of Computers: tools and techniques

- Operating a computer: basic know how
- Store, retrieve and manage data, use a computer to achieve basic
- Storage, input and output devices
- connect, disconnect and troubleshoot basic

3) Using MS office

- MS office and its constituents
- Using Word: creating a word documents and advanced application
- MS excel: using excel sheets data entry and processing
- MS PowerPoint: creating A/V presentation using power points

4) Social media applications

- Using facebook for communication
- Interacting using 'whatsapp' and 'Twiter'
- Sharing images: instagram
- Youtube: user and creator perspectives

Recommended Readings:

- Desai Ravindra (2015) Excel NavyaSwaroopat (Marathi Book)
- Joyner Joseph (2015). Youtube for beginners
- KahateAtul (2010). BakharIntenetchi (Marathi book)
- KahateAtul (2010). Facebook (Marathi book)
- KahateAtul (2010). Google (Marathi book)
- M. Dr. VanajaDr. S. Rajasekar (2016). ICT in Education

Paper - IV: Basics of Animation

Total Workload: 04 lectures per week of 60 min.

Units Prescribed for Theory:

50 Marks

1) Principles of Animations

- Introduction to Animation,
- History of Animation

2) Animation Types

- Types of Animation Principal,
- Flash Animation
- Adobe Flash
- Apple Motion

3) Animation Movements

- Movement Analysis in flash,
- Key frame animation,
- Shape twining, Import,
- Trace, Break apart, and loading bitmaps in FLASH,
- Motion paths applying

4) 2D Animation

- 2D graphics editing features,
- Drawing and painting,
- Character design,
- Image stressing, Animated Video Titling

Recommended Readings:

- Digital Pre-Introduction Basic: Toon Boom Animation Inc.
- Flash Cartoon Animation: Learn From The Pros: Glenn Kirpatrick And Kevin Peety
- The Animator's Guide To 2d Computer Animation: Hedley Griffin
- The Animator's Survival Kit: Richard Williams
- The Art Of Flash Animation: Creative Cartooning: Mark Stephen Smith

Paper - V: Understanding Media Communication

Total Workload: 04 lectures per week of 60 min.

Units Prescribed for Theory:

50 Marks.

1) Understanding Communication

- Definitions
- Centrality of communication in human existence
- Significance of Communication
- Communication as an academic discipline

2) Types of Communication

- Language based classification: Verbal/non verbal
- Number of people involved: Intra, inter, group and mass
- Intent: formal/informal
- Other typologies

3) Models of Communication

- SMCR model of communication: Elements and Process
- Non- linear models of Communication
- Merits and limitations of linear and non-linear models of communication
- Distinguishing process School and Semiotics

4) Barriers in Communication

- Contextualizing 'barriers' in the process of communication
- Types of barriers: Physical, semantic, cultural, perceptual etc
- Identifying relevant examples from everyday life
- Overcoming barriers and making meaning

Recommended Readings:

- Balan, K. R., & Rayudu, C. S. (1996). Effective Communication. SSMB Pub. Division
- Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
- McQuail, D. (2010). McQuail's mass communication theory. Sage publications.
- Rayudu, C. S. (2010). Communication, Himalaya Pub. House, Mumbai India, 2-10.

**Paper - VI: Practical / Lab / Field Work (Information and
Communication Technologies)**

Workload: 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

Practical: (Practical's are based on the theory units)

- Make a certificate with Effective use of MS office
- Make a salary slip using MS excel application.
- Make a presentation with use of MS PowerPoint
- Make Audio-Visual and Effects presentation with use of MS power point application.

Scheme of Practical Evaluation

Internal Practical Evaluation	50 Marks
1) Submission of Practical Records	30 Marks
2) Viva Voce	20 Marks

Paper - VII: Practical / Lab / Field Work (Basics of Animation)

Workload: 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

Practical: (Practical based on the theory units)

- Create a twine animation with object
- Create a bouncing ball animation with motion.
- Create a masking animation with object and image.
- Add motion guide layer on path animation.

Scheme of Practical Evaluation

Internal Practical Evaluation	50 Marks
1) Submission of Practical Records	30 Marks
2) Viva Voce	20 Marks

Paper - VIII: Practical / Lab / Field Work (Understanding Media Communication)

Workload: 04

Total Marks: 50

Practical: 04 practical per Week/Week/Batch

Practical: Practical based on the theory units

- Watch the video provided by concern teacher and write the summary of lecture in 1000 words
- Identify any five examples of intrapersonal and interpersonal communication from film, TV serial you have seen recently.
- Identify any five examples group communication from film, TV serial you have seen recently.
- Explain the Shanon and Weaver Model of Communication.

Scheme of Practical Evaluation

Internal Practical Evaluation	50 Marks
1) Submission of Practical Records	30 Marks
2) Viva Voce	20 Marks

Paper - IX: Project

Total Marks: 50

(5 Shot Exercise)

In this paper students are to expect to understand group production assignment. Students will be evaluated on the basis of final production outcome and their participation in preproduction, production and postproduction activities

Semester II

Paper - X: Business Communication-II

Total Workload: 06 lectures per week of 60 min.

Distribution of Workload:

Theory: 04 lectures per week

Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory:

40 Marks

Unit 1: Group Discussion

Preparing for a Group Discussion Initiating a Discussion

Eliciting Opinions, Views, etc. Expressing Agreement/ Disagreement

Making Suggestions; Accepting and Declining Suggestions Summing up.

Unit 2: Business Correspondence

Writing Memos, e-mails, complaints, inquiries, etc. Inviting Quotations

Placing Orders, Tenders, etc.

Unit 3: English for Negotiation

Business Negotiations Agenda for Negotiation Stages of Negotiation

Unit 4: English for Marketing

Describing/ Explaining a Product/ Service Promotion of a Product

Dealing/ bargaining with Customers

Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement, Public Function/ Festival

Practical: Based on the theory units.

10 Marks

Reference Books:

Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.

Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta Publications, 2003. John, David. *Group Discussions*. New Delhi: Arihant Publications.

Kumar, Varinder. *Business Communication*. New Delhi: Kalyani Publishers, 2000. Pardeshi, P. C. *Managerial Communication*. Pune: NiraliPrakashan, 2008

Paper - XI: Understanding Media Studies

Total Workload: 06 lectures per week of 60 min.

Distribution of Workload:

Theory: 04 lectures per week

Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory:

40 Marks

1) Communication revisited

- Relooking at linear model of communication
- Encoding and decoding
- Meanings and interpretations
- Defining mass communication
-

2) Introduction to Semiotics

- Understanding sign
- Signification
- Types of signs
- Media texts and semiotics
-

3) Introduction to rhetoric's

- Concept and history
- types of rhetorical appeals
- rhetorical devices
- examples from contemporary media

4) Media studies: important issues

- Sender centric issues
- Content centric issues
- Audiences centric issues
- Media effects

Practical: Based on the theory units.

10 Marks

Recommended Readings:

- Balan, K. R., & Rayudu, C. S. (1996). Effective Communication. SSMB Pub. Division
- Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
- McQuail, D. (2010). McQuail's mass communication theory. Sage publications.
- Rayudu, C. S. (2010). Communication, Himalaya Pub. House, Mumbai India, 2-10.

Paper - XII: Basics of Video Production

Total Workload: 04 lectures per week of 60 min.

Units Prescribed for Theory:

50 Marks

1) Moving Image Dynamics

- Still and Moving Image Comparison
- Elements of Moving Image
- Time and Space Dimensions
- Technical Aspects of Moving Image
-

2) Image and Sound Combination

- Basic Physics of Sound
- Cultural Elements of Sound
- Image and Sound Synchronization
- Technical Aspects of Audio-Visual Combination
-

3) Visual Composition

- Elements of Shot Compositions
- Scene and Sequences
- Elements of Writing for Visual
-

4) Visual Composition

- Camera Angles
- Continuity
- Transitions: Cuts, Wipes etc.
- Basic TV Genres

Recommended Readings:

- Monaco, J. (1981). How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press.
- Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
- Burrows, T. D., & Wood, D. N. (1986). Television production: Disciplines and techniques. Dubuque, Iowa: W.C. Brown.
- White, G. (1982). Video techniques. London: Newness' Technical Books
- Owens, J., & Millerson, G. (2012). Video production handbook. Burlington, MA: Focal Press.

Paper - XIII: Digital Photography & Lighting

Total Workload: 04 lectures per week of 60 min.

Units Prescribed for Theory:

50 Marks

1) Fundamentals of Photography

- Analogue and Digital camera, parts, functions and features
- Image making process in Digital camera
- Camera support system, Types of lenses and uses
- Understanding Digital imaging process

2) Camera Functions

- Assessment of exposure and basic technique of taking picture

3) Fundamentals of light

- Functions of studio lighting equipment's
- Understanding Digital imaging process
- Understanding art of photography, composition and anatomy of a good picture

4) Image downloading and processing on computer

- Principles of lighting
- Color temperature
- Three point lighting
- Lighting instruments
- Lighting accessories

Recommended Readings:

- Digital Camera Techniques, Tout Tarrant
- An Introduction to Photography, Michael Freeman
- Creating Digital Photography, Michael Pusselle.

Paper - XIV: Videography

Total Workload: 04 lectures per week of 60 min.

Units Prescribed for Theory:

50 Marks

1) Basics and importance of Videography

- History of Videography
- Outdoor and Studio Videography
- Elements of Composition
- Image size, angle and lens. Practical Consideration while shooting. Planning for videography

2. Lens and Image Formation

- Types of lenses
- Focal length, F Number
- Image formation, magnification, Filters

3) Camera Movements

- Camera Movements and Angles
- Panning
- Tilting
-

4) Camera movements with equipment's

- Tracking
- Zooming
- 180 axis of action rule

Recommended Readings:

- Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
- Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003. [1]
- Video production handbook, Gerald Millerson, Focal Press [2]
- Standard handbook of Video and Television Engineering, Jerry Whitaker and Blair Benson, [3] McGraw-Hill, New York, 2000.

Semester II

**Paper - XV: Practical / Lab / Field Work (Basics of Video
Production)**

Workload: 04

Total Marks: 50

Practical: 04 Practical's per Week/Week/Batch

Practical: (Practical's are based on the theory units)

- Students watch a short film and discussion on it.
- Students watch a Documentary and discussion on it.
- Students watch a full length feature film and discussion on it.
- Students practice the pre-production activities.

Scheme of Practical Evaluation

Internal Practical Evaluation	50 Marks
1) Submission of Practical Records	30 Marks
2) Viva Voce	20 Marks

Semester II

**Paper - XVI: Practical / Lab / Field Work (Digital Photography
and Lighting)**

Workload: 04

Total Marks: 50

Practical: 04 Practical's per Week/Week/Batch

Practical: (Practical's are based on the theory units)

- Students should practice of compose a frame.
- Students should practice of compose a frame with rule of thirds, Vertical, Horizontal and diagonal lines dynamics.
- Student should capture on various focal lengths, F Number.
- Student should do practice of three point lighting setup.

Scheme of Practical Evaluation

Internal Practical Evaluation	50 Marks
1) Submission of Practical Records	30 Marks
2) Viva Voce	20 Marks

Semester II

Paper - XVII: Practical / Lab / Field Work (Videography)

Workload: 04

Total Marks: 50

Practical: 04 Practical's per Week/Week/Batch

Practical: (Practical's are based on the theory units)

- Students should practice of compose a frame with rule of thirds.
- Student should Vertical, Horizontal and diagonal lines dynamics.
- Student should record a video on various focal lengths, F Number, Filters, Video Formats.
- Student should do practice of pan, Tilt, Track, Zoom and 180 degree rule of action.

Scheme of Practical Evaluation

Internal Practical Evaluation	50 Marks
1) Submission of Practical Records	30 Marks
2) Viva Voce	20 Marks

Semester II

Paper - XVIII: Project

Total Marks: 50

(10 Shot Exercise)

In this paper students are to expect to understand group production assignment. Students will be evaluated on the basis of final production outcome and their participation in preproduction, production and postproduction activities.