

APPENDIX – 35(S)
UNIVERSITY OF MADRAS
LOCF for CBCS
(For Affiliated Colleges, with Effect From 2022-23)

M.Sc. Visual Communication

SYLLABUS

Core Paper- I : Understanding Human Communication – Theory

S. No	Course Objectives
1	To impart knowledge of the fundamentals of human communication.
2	To raise awareness of the evolutionary and biological foundations of human communication among students.
3	To be able to recognize various modes of communication and techniques for analysing them.
4	To understand the differences between various levels of communication and define them.
5	To introduce learners to the nature, origins, evolution, and spread of communication at different levels of society.

Topic No	Understanding Human Communication
Unit 1	Human Communication Basic Theories and Concepts
1	Fundamentals of Communication - Elements of Communication. Functions of Communication. Purposes of Communication. Barriers to Communication.
2	Role of Perception, Emotion, and Cognition in Communication. Generic Models of Communication.
3	Key Concepts in Message Processing - Media and Communicative Codes.
4	Traditional Models of Human Communication.
5.	The Inferential Model of Human Communication.
6.	Principles of Good Communication.
Unit 2	Evolutionary Communication
1	Signalling Theory of Communication. Pointing as Communication.
2	Evolutionary Communication-Basics Concepts-Cooperative Behaviour, Reciprocal Altruism.
3	Evolution of Language and Spoken Communication. Language Instinct. Language and thought. Speech Community. Speech Act.
4	Concept of Cultural Evolution and Criteria for Cross-cultural Comparison.
5	A Very Brief Overview of Biological and Neurological Basis of Communication.
Unit 3	Modes of Communication
1	Key Concepts in Nonverbal Communication (NVC). Proxemics. Digital NVC
2	Speech, Spoken-Oral Communication

3	Visual Communication- Semiotics- Social Semiotics.
4	Written Forms of Communication. Literacy and Orality.
5	Writing and Reading as a Technology and Practice.
Unit 4	Levels of Communication
1	Intrapersonal Communication-Concept of Self and Related Themes.
2	Overview of Interpersonal Communication, Group Communication. Organizational Communication, and Public Communication -Rhetoric Model.
3	Theories of Interpersonal Communication.
4	Ethical and Non-violent Communication.
5	Communication Apprehension, Competence, and Skills.
Unit 5	Persuasion
1	Key Concepts in Persuasion-Propaganda Attitude, Values
2	Theories of Persuasion-Attribution and Judgement, Social Judgement Theory
3	Elaboration Likelihood Model, Cognitive Dissonance/Balance Theory and Cialdini' Influence- Social Learning Model
4	Principles of Good Communication and Non-violent Communication

Course Outcomes

S. No	Course Outcomes
1	Analyse various aspects of communication and articulate good communication principles.
2	Analyse and interpret signals, language, and signs as well as other aspects of human communication.
3	Demonstrate various modes of communication using message design principles.
4	Determine criteria for appropriate message design by distinguishing multi-level communication flows.
5	Analyse and interpret the behaviour of information, communication systems, and the spread of ideas in contemporary mediums.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Heath, Robert L., and Jennings Bryant. 2013. *Human Communication Theory and Research: Concepts, Contexts, and Challenges*. Routledge.
2. Knapp, Mark L., and John A. Daly. 2002. *Handbook of Interpersonal Communication*. SAGE.
3. 2011. *The SAGE Handbook of Interpersonal Communication*. SAGE Publications.
4. Various. 2021. *Communication Yearbooks Vols 6-33 Set*. Routledge.
5. West, Richard, and Lynn H. Turner. 2010. *Understanding Interpersonal Communication: Making Choices in Changing Times Enhanced Edition*. Cengage Learning.

Core Paper – II : Graphic Arts and Animation

S. No	Course Objectives
1	To Define the importance of Aesthetic of Design and Art
2	To Illustrate the need and usage of Principles of Design
3	To Develop animated images for Visual Presentation
4	To Discover the workflow of White board Animation
5	To Construct a Participatory visual method using Photograph

Topic No	Graphic Arts and Animation
Unit 1	Unit I: Aesthetics of Design and Art
1	Elements and Principles of Design
2	Introduction to Adobe Animate Software, Workspace and Workflow overview
3	Using the Stage and Tools Panel, Understanding timeline
4	Drawing using pencil, line and brush tools - About overlapping shapes – Snapping, Working with colour, strokes and fills.
5.	Types of File formats and File Compression and Conversion (Handbrake)
Unit 2	Principles of 2D Animations
1	Squash, Stretch, Staging, and Anticipation
2	Straight Ahead Action, Pose-to-Pose Ease In and Ease Out
3	Follow Through, Overlapping Action and Arcs,
4	Secondary Action, Timing and Exaggeration
Unit 3	The Process of Animation
1	Process of Animation-Storyboard, Time line, Movement.
2	Animating still images (PixaMotion. Price, Movepic, StoryZ, Gif maker)
3	Visual Composition and Integration of Various Design Elements
4	Future Development of Still Image-Image Enhancement using Artificial Intelligence
Unit 4	White Board Animation
1	Purpose and Scope of White Board Animation
2	Animated Objects, Background, Characters Design
3	Audio synchronization and Output
4	Voice Over and Dialogue Synchronization
Unit 5	Photo voice and Explainer video
1	Community-based, Participatory Visual Technique, Photography needs and Usage in Community Development
2	Illustration of Modern Implementation and International Development of Photo Voice
3	Exercise on Slideshow with Sound
4	Making Explainer video using whiteboard Animation

S. No	Course Outcomes
1	Identify and demonstrate the knowledge in 2D Animation and the software
2	To build basic ideas and be familiar with important principles of animations
3	Utilize knowledge on how to generate a still and image processing in animations
4	Develop the fundamentals and various techniques in White board animations

5	Analyse the practical knowledge and understand the Photo voice methods and process.
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Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Richard William (2012). The Animator's Survival Kit. Farrar, Straus and Giroux
2. Taylor & Francis (2006) Animation from pencils to pixels: classical techniques for digital animators. Taylor & Francis
3. Tony White (2013) How to Make Animated Films. Routledge
4. Tracie S Rollins (2013) A Beginners Guide to Whiteboard Animation. CreateSpace.
5. Melvin Delgado · 2015 Urban Youth and Photovoice Visual Ethnography in Action. Oxford University Press.

Core Paper – III: **Computer Graphics – 1- 3D Designs (Practical)**

S. No	Course Objectives
1	Basics of 3D design, Modelling
2	Nurbs & Splines modelling
3	Polygon Modelling, Boolean, mesh.
4	Texturing and Material
5	Rendering

Topic No	Computer Graphics – 1 - 3D Designs (Practical)
Unit 1	Introduction to 3D Design
1	Difference between 2D & 3D, Concepts of 3D
2	Grids & coordinates, Axis, Objects & Pivots
3	Navigation, Tools, Menu Bar
4	Introduction to Basic modelling tools
5	Comparison of Commercial an open source and commercial Applications
Unit 2	Polygon modelling
5	Concepts & Problems. Interfaces.
6	Creating polygons.
7	Editing poly models
8	Booleans, mesh, mirror.
Unit 3	Nurbs and Splines
9	Nurbs curve, EP curve, CV curve.
10	Spline, Spline tools.
11	Sculpting, creating surfaces.
12	Learning to create 3D text.
Unit 4	Texturing and Material
13	Concepts, Basic attributes, shading
14	Transparency, reflection, refraction
15	Materials, Bump maps, Basic wrapping
16	Uvs, Hardware texturing, shaders.
Unit 5	Basic Lighting & Rendering
17	Basic Concepts of Lighting & its types.
18	Basic principles of rendering, Rendering setup

19	Types of renderers
20	Frame rendering options

S. No	Course Outcomes
1	Skills to create 3d designs
2	Skills to create Nurbs & Splines
3	Skills to create polygon modelling
4	Skills to add Textures & material to models
5	Skills to take Render output

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Betancourt, Michael. 2020. *The History of Motion Graphics*. Wildside Press LLC.
2. Freeman, Heather D. 2017. *The Moving Image Workshop: Introducing Animation, Motion Graphics and Visual Effects in 45 Practical Projects*. Bloomsbury Publishing.
3. Krasner, Jon S. 2004. *Motion Graphic Design & Fine Art Animation: Principles and Practice*. Elsevier/Focal Press.
4. Lansdown, John, and Rae Earnshaw. 2012. *Computers in Art, Design and Animation*. Springer Science & Business Media.

5. Rifaie, Mohammad Majid al-, Anna Ursyn, and Theodor Wyeld. 2020. *The Art of Coding: The Language of Drawing, Graphics, and Animation*. CRC Press.

Core Paper – IV: Creative Digital Illustration-

S. No	Course Objectives
1	To make them understand the skills in illustration, drawing
2	To equip the students with digital illustration and its techniques
3	To make the students with creative aspects in visualizing objects
4	To make them understand the digital techniques in image making
5	To make them learn image making software's and tools

Topic No	Digital Creative Illustration(Practical)
Unit 1	Line Art
1	Line sketching,
2	outdoor drawing
3	Portrait sketching
4	Techniques in light and shade
Unit 2	Concept Art
5	Visualising Content and concept in Art
6	Creative aspects of conceptual art
7	Understanding image and imagination
8	Visual Travelogue and Storytelling
Unit 3	Cartoon And Caricature
9	Comic culture in India, Mario Miranda
10	Cartoonist RK Lakshman, Gopulu, Bapu
11	Making of Cartoon and Caricature
12	Caricature techniques and tools
Unit 4	Storyboarding
13	The Art of Storyboarding, its importance
14	Techniques involved in Storyboarding
15	Digital Storyboard Techniques
16	Storyboarding and Film Pre-Production
Unit 5	Illustration in Print Media
17	The concept of Print on Demand, Magazine Illustrator,

References

1. Blain, John M. 2019. *The Complete Guide to Blender Graphics: Computer Modelling & Animation, Fifth Edition*. CRC Press.
2. 2020. *The Complete Guide to Blender Graphics: Computer Modelling & Animation*. CRC Press.
3. Chandramouli, Magesh. 2015. *Introduction to 3D Animation*. Purdue University Press.
4. 2021. *3D Modeling & Animation: A Primer*. CRC Press.
5. Chatterjee, Arup. 2009. *Introduction to Computer Graphics and Mu*. Vikas Publishing House.
6. Luciano, Giorgio. 2019. *Essential Computer Graphics Techniques for Modelling, Animating, and Rendering Biomolecules and Cells: A Guide for the Scientist and Artist*. CRC Press.

Elective Paper – I :Contemporary Trends in Indian Media - Theory

Course Objectives:

S. No	Course Objectives
1	To help learners understand the role of media in contemporary Indian society.
2	To help learners acquire media literacy skills.
3	To enable learners to critically access media representations of marginalized communities and people.
4	To enable learners to develop “close” reading skills.
5	To develop in-depth knowledge about new media theories.

Topic No	Contemporary Trends In Indian Media
Unit 1	New Media
1	Nature and scope of new media, Elements, and Characteristics of new media
2	A Comparison of Traditional Mainstream Media and New Media
3	Media convergence and Media Divergence
4	Knowledge Society and Surveillance Capitalism- Privacy Issues
Unit 2	News And Indian Media Business
1	News and Indian Society

2	Indian Media Business
3	Media economic and public policy-Market Vs public Sphere Model
4	The neoclassical theory of the firm- Market Place of Ideas
5	Political Economy of Indian Media
Unit 3	Media Evaluation And Trends
1	Media and globalization
2	Dennis McQuail -Media Performance Theory
3	Social Media in India
4	Youth, Digital Media and Indian Society
Unit 4	Media And Social Issues
1	Media and Environment
2	Media and Gender
3	Media and Consumerism
4	Media and Marginality
Unit 5	Emerging Issues In Indian Media
1	Henry Jenkins- Remix and Convergence Culture
2	Identity and Media Culture
3	Alternative and Community Media
4	Mobile, and Social Media influence on Rural and Urban Indian Society

Course Outcomes

S.No	Course Outcomes
1	Critically assess the use of rhetoric in an array of advertising and media materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and media campaign materials
2	Learners can become script writers content writers and program producers for mass media productions.

3	Learners will be able to write and develop the content for new media.
4	Learners will understand the ethics and basic principles in writing materials for advertisements.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Athique, a. , parthasarathi, v. , & srinivas, s. V. (2017). The indian media economy (2-volume set): vol. I: industrial dynamics and cultural adaptation vol. II: market dynamics and social transactions. Oxford university press.
2. Baghel, s. S. , & singh, u. S. (2015). Social media and indian youth. Sanjay singh baghel.
3. Chishti, a. H. (2017). India's changing media landscape: cross media ownership, fdi and broadcast bill. Author solutions, incorporated.
4. Ganapathy, d. (2021). Media and climate change: making sense of press narratives. Taylor & francis.
5. Harindranath, r. (2009). Audience-citizens: the media, public knowledge, and interpretive practice (vol. 1, pp. 1272). Sage publications.
6. Inukonda, s. (2019). Media, nationalism and globalization: the Telangana movement and indian politics. Taylor & Francis.
7. Kohli-khandekar, v. (2021). The Indian media business: pandemic and after. Sage publishing india.
8. Kumar, a. (2021). Truth or conspiracy: untold story by Indian media. Notion press.

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

Elective Paper – II :Media Aesthetics- Theory

S. No	Course Objectives
1	To make Learners understand the applied aesthetics and its functions
2	To enhance the knowledge of lighting techniques and their application
3	To make them understand the 2D and 3D fields in media applications
4	To make them understand the role of colour in the media applications
5	To make them understand the semiotic applications in media

Topic No	Media Aesthetics
Unit 1	Basics Of Lighting
1	Structuring the first Aesthetic field
2	Cameo and Silhouette,
3	Rembrandt Lighting, Multi Camera Lighting
4	Media Generated Lighting
Unit 2	2d &3d Concepts
1	Two-Dimensional Field, object size, image Size
2	Three-Dimensional Field, Screen Volume, and effects
3	Volume Duality, Z-axis articulation & blocking
4	Graphic Depth factors
Unit 3	Colour And Its Functions
1	Colour -Values, Energy, and feelings
2	Color psychology & Perceptions
3	The compositional function of Colour
4	Informational functions of Colour
Unit 4	Frames, Depth, And Volume
1	The magnetism of the Frame. Asymmetry of the Frame
2	Figure and Ground, Psychological Closure
3	Building Screen Space,
4	The Three-dimensional Field: Depth and Volume.
Unit 5	Semiotics
1	Semiotic Communication
2	Sign- Icon, Index, and Symbol

3	Colour Symbolism, Social Semiotics,
4	Visual Social Semiotics,

S. No	Course Outcomes
1	Learners are exposed to Television channels, news reporting
2	Learners are trained as cinematographers, Designers, Visualizers
3	Learners become program producers, photojournalists
4	Learners are trained as social media experts in the media profession
5	Learners are experts in Television management production

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

- Berger, Arthur Asa, (1933) Media analysis techniques, San Francisco State University, Fifth Edition.
- Herbert Zettle, (2016) Sight Sound Motion, Applied Media Aesthetics, Thomson Wordsworth, Eighth edition

3. Arnold, Gina, Daniel Cookney, Kirsty Fairclough, and Michael Goddard. 2017. Music/Video: Histories, Aesthetics, Media. Bloomsbury Publishing USA.
4. Berry, D., and M. Dieter. 2015. Postdigital Aesthetics: Art, Computation And Design. Springer.
5. Chandler, Daniel, and Rod Munday. 2020. A Dictionary of Media and Communication. Oxford University Press.
6. Grøtta, Marit. 2015. Baudelaire's Media Aesthetics: The Gaze of the Flâneur and 19th-Century Media. Bloomsbury Publishing USA.
7. Knight-Hill, Andrew. 2020. Sound and Image: Aesthetics and Practices. CRC Press.
8. Mitchell, W. J. T. 2018. Image Science: Iconology, Visual Culture, and Media Aesthetics. University of Chicago Press.
9. Ritzer, Ivo. 2021. Media and Genre: Dialogues in Aesthetics and Cultural Analysis. Springer Nature.

Core Paper – V:Mediated Communication - Theory

S.No	Course Objectives
1	To orient learners to classical and emerging theories of mediated communication
2	To comprehend the role and function of media in public opinion formation
3	To distinguish between various effects of mediated communication
4	To help learners track and appraise emerging trends in communication theories and research
5	To help learners understand theories of persuasion and persuasive technologies

Topic No	Mediated Communication
Unit 1	Media And CMC Effects Tradition
1	Functions of Mass and Mediated Communication- Brief History of Computer Mediated Communication (CMC)
2	Characteristics of New Media-Uses and Gratification of Social Media- Expectancy-Value Theory-Media Richness.Competence Model
3	Media and CMC Effects Theories-Personal Influence, Selective Perception, and Limited Effects- Cultivation theory.
4	An Overview of Psychological Effects of Social and Mobile Media
Unit 2	Communication Ecology Perspectives
1	Marshall McLuhan's Medium Theory-Media and Communication Ecology Perspective
2	Media and Socialization- Media Dependency
3	Ball-Rokeach's Communication Infrastructure Theory
4	Media Multiplicity Theory (Caroline Haythornthwaite)
Unit 3	Cognitive, Memory And Emotional Effects Of Media
1	Communication and Cognition- Social Information Processing Theory (Walther). Presentation of Self Online
2	Cognitive Approach to Mass Communication- Social Cognitive Theory
3	Memory and Emotional Effects of Mediated Communication
4	Emergence of Media Neuroscience
Unit 4	(Re) Emerging Theoretical Perspective
1	Digital Play and Media Transference. Media Transformations (Mark Poster)
2	Theory of Interactive Media Effects.Social Expectations Theory. Media Equations.
3	Social Informatics Approach to Mediated Communication

4	Persuasive Technology Design-Attention, Dependencies and Distraction
Unit 5	Communication Systems And Networks
1	Social Systems Approach to Communication-Cybernetics and Self- organization. Latané'S Dynamic Social Impact Theory
2	Media-Influence Diffusion of Innovation and I Theories. Information Flow Models
3	Castells' and van Dijk's Network Society
4	How ideas Spread- Contagion, Jenkins' Spreadable Media Theory Mimetics- Memes, Virality and Infodemiology

Course Outcomes

S.No	Course Outcomes
1	Analyse and interpret systems of mediated communication
2	Critically evaluate public opinion surveys and polls
3	Outline and write a reflexive essay on the effects of media on self and the other
4	Analyze and interpret developments in mediated communication using multiple theoretical lenses
5	Identify key factors driving the spread of information and virality

References

1. Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (2019). An Integrated Approach to Communication Theory and Research. Routledge.
2. Sparks, G. G. (2015). Media Effects Research: A Basic Overview. Cengage Learning.
3. Siapera, E. (2017). Understanding New Media. SAGE.
4. Blumberg, F. C., & Brooks, P. J. (2017). Cognitive Development in Digital Contexts. Academic Press.
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6. Shyam Sundar, S. (2015). The Handbook of the Psychology of Communication Technology. John Wiley & Sons.
7. Konijn, E. A., Utz, S., Tanis, M., & Barnes, S. B. (2008). Mediated Interpersonal Communication. Routledge.
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9. de Mooij, M. (2013). Human and Mediated Communication around the World: A Comprehensive Review and Analysis. Springer Science & Business Media.
10. Gunter, B. (2015). The Cognitive Impact of Television News: Production Attributes and Information Reception eBook: Gunter, B.: Amazon.in: Kindle Store
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12. O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications.
13. Card, S. K. (2018). The Psychology of Human-Computer Interaction. CRC Press.
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16. Fogg, B. J. (2003). *Persuasive Technology: Using Computers to Change What We Think and Do*. Elsevier.
17. Fogg, B. J. (2019). *Tiny Habits: The Small Changes That Change Everything*. Random House.
18. Mangus, J. M., Adams, A., & Weber, R. (2015). Media Neuroscience. In *Emerging Trends in the Social and Behavioral Sciences* (pp. 1–14). Wiley.

S. No	Course Outcomes
1	Analyse and interpret systems of mediated communication
2	Critically evaluate public opinion surveys and polls
3	Outline and write a reflexive essay on the effects of media on self and the other
4	Analyse and interpret developments in mediated communication using multiple theoretical Lenses.
5	Identify design features of communication technologies that influence individual behaviour.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S

S=Strong, M=Medium, L=Low

References

1. Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (2019). *An Integrated Approach to Communication Theory and Research*. Routledge.
2. Sparks, G. G. (2015). *Media Effects Research: A Basic Overview*. Cengage Learning.
3. Siapera, E. (2017). *Understanding New Media*. SAGE.
4. Blumberg, F. C., & Brooks, P. J. (2017). *Cognitive Development in Digital Contexts*. Academic Press.
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6. Shyam Sundar, S. (2015). *The Handbook of the Psychology of Communication Technology*. John Wiley & Sons.
7. Konijn, E. A., Utz, S., Tanis, M., & Barnes, S. B. (2008). *Mediated Interpersonal Communication*. Routledge.
8. Carr, C. T. (2021). *Computer-Mediated Communication: A Theoretical and Practical Introduction to Online Human Communication*. Rowman & Littlefield.
9. de Mooij, M. (2013). *Human and Mediated Communication around the World: A Comprehensive Review and Analysis*. Springer Science & Business Media.
10. Gunter, B. (2015). *The Cognitive Impact of Television News: Production Attributes and Information Reception* eBook: Gunter, B.: Amazon.in: Kindle Store
11. McCombs, M., Holbert, L., Kioussis, S., & Wanta, W. (2011). *The News and Public Opinion: Media Effects on Civic Life*. Polity.
12. O'Keefe, D. J. (2015). *Persuasion: Theory and Research*. SAGE Publications.
13. Card, S. K. (2018). *The Psychology of Human-Computer Interaction*. CRC Press.
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15. McQuail, D. (2010). *McQuail's Mass Communication Theory*. SAGE
16. Fogg, B. J. (2003). *Persuasive Technology: Using Computers to Change What We Think and Do*. Elsevier.

Core Paper – VI Computer Graphics – 2 (Camera and Lighting Techniques) (Practical)

S. No	Course Objectives
1	To learn basics of lighting
2	To learn types of lights & lighting, Techniques
3	To learn interior and exterior lighting
4	To learn camera, types of cameras, camera movements
5	To learn Rendering options
Topic No	Computer Graphics – 2 (Camera and Lighting Techniques) (Practical)
Unit 1	Stimulated Camera and Lighting Techniques
1	Shot based, Scene based Lighting
2	Usage of different lights
3	Natural light source, Direct light source
4	Colour theory
Unit 2	Types of Lights & Lighting
5	Digital Lighting theory
6	Working with lights
7	Working with shadows
8	Mapping Shadows.
Unit 3	Interior & Exterior Lighting
9	Concepts & challenges
10	Lighting an Interior scene
11	Lighting an exterior scene
12	Environmental Lighting
Unit 4	Camera & camera movements
13	Concepts, Basic attributes
14	Camera types
15	Camera movements & path
16	Camera animation (keyframe)
Unit 5	Rendering Options
17	Concepts, principles of rendering.
18	Setup to render with Camera movements
19	Advanced rendering options
20	Output types (import/ export), uses and its methods.

S. No	Course Outcomes
1	Skills to do basic lighting
2	Skills to add types of lights & lighting
3	Skills to add interior and exterior lighting
4	Skills to add camera & camera movements
5	Skills to Render with camera movements

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Birn, j. (2013). Digital lighting and rendering. New riders.
2. Ganovelli, f. , corsini, m. , pattanaik, s. , & di benedetto, m. (2014). Introduction to computer graphics: a practical learning approach. Crc press.
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4. Katatikarn, j. , & tanzillo, m. (2016). Lighting for animation: the art of visual storytelling. Crc press.
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Core Paper – VII : Digital Filmmaking (Theory)

S. No	Course Objectives
1	Students will be able to identify and demonstrate knowledge of digital platforms.
2	Students will be able to examine and critique a variety of tool, techniques and media products.
3	Students will be able to demonstrate an understanding of ethical issues related to digital platforms.
4	To Collaborate as a member or leader of a OTT team
5	To develop skills in the context of digital platform challenges and opportunities in order to develop career goals

Topic No	Digital Filmmaking
Unit 1	Digital Cinematic Tools and Techniques
1	Ideal Use and Components of Digital Video
2	Advanced Camera Rigging and Supports
3	Viewing Video on the Set
4	Multi-camera setup
5	Interchangeable lens,
6	Camera as Storyteller
Unit 2	Execution of Script to Screen
1	Developing a shooting plan
2	Script Breakdown & Beat sheet
3	Floor plan and Storyboard
4	Function of Staging
5	Shaping the scene –Blocking Action and Camera
Unit 3	Directing Actors, Technical Crew and Budgeting
1	The Need for People Skills
2	Budget the Idea
3	The Production Crew
4	Directors Development Strategy
5	Alternative Story Sources
6	Director In Relation To Actors
Unit 4	Managing Digital Distribution (OTT)
13	Media Planning-OTT platforms (History, Emergence, Convergence)

14	Pitching with Pilot Episode
15	Content Management
16	Digital Policy, Regulation and Governance
Unit 5	Uploading and Streaming Platform
17	Streaming Software and Live Show
18	Open-Source Broadcasting (OBS)
19	Video Thumbnail
20	Commercial Issues
21	Digital Rights Management, and Licensing
22	Putting Video on the Web

S.No	Course Outcomes
1	Identify business opportunities and platforms for digital platforms
2	Critically appraise the opportunities and economic risks in digital platforms.
3	Develop a business plan and online collaboration workspace for entrepreneurship.
4	Prepare a low-cost budget and revenue model for independent filmmaking

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References:

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Core Paper – VIII Design Thinking-Theory

Course Objectives

S.No	Course Objectives
1	Describe design thinking, its approaches and mindset
2	Explain fundamental Concepts, Resources and processes involved in design thinking
3	Comprehend stages of Design thinking for growth,
4	To explain strength and weakness of different design thinking tools and methods
5	Understand various applications of design thinking

Topic No	Introduction to Design Thinking
Unit 1	Design Thinking Background
1	Definition of Design Thinking. Business uses of Design Thinking
2	Variety within the Design Thinking Discipline
3	Design Thinking Mindset-Problem Solving Approach
4	Fundamental Concepts: Empathy, Ethnography
5	Divergent Thinking, Convergent Thinking, Visual Thinking,
Unit 2	Design Mechanics and Resources
6	Assumption Testing- Design Criteria, Curator, Design Brief. Designing for Growth Process- Process Stages of Designing for Growth
7	Overview of Prototyping-, Wireframing
8	Resources (People, Place, Materials, Organizational Fit)
Unit	Varies of Design Thinking Approach
9	Disruptive Solution. Double Diamond Process
10	Stage School Process- Human-Centered Design, Stanford School 5-Stage Approach, User-Centered Design
11	Affordances and Usability
Unit 3	Design Thinking Tools
12	What Wows? What Works? What Is?, What If ?
13	Purposeful Use of Tools and Alignment with Process
14	Visualization-Aesthetics Principles for Designers
Unit 4	Design Thinking Methods
15	Journey Mapping. Archetype Mapping Matrix, Archetype Persona.
16	Value Chain Analysis, Customer Co-creation. Competitive Advantage

17	Concept Development, Mind Mapping- Brainstorming
Unit 5	Design Thinking Practices
18	Role of Project Management in Design Process-Aids. Minimal Marketable Feature (MMF), Minimal Viable Ecosystem (MVE), Minimal Viable Product (MVP), Napkin Pitch
19	Design Thinking Application and Execution-User Interface(UI) as Communication. Basic Principles of UI Design
20	Apps for Prototyping, Rapid Prototyping and Wireframing-Communicating Results Effectively.

Course Outcomes

S.No	Course Outcomes	K-1-6
1	Adopt a problem solving mindset to reframe design challenges	
2	Enumerate and select appropriate design thinking approach for specific design problem	
3	Use design thinking tools and methods to solve real-world problems	
4	Apply design thinking principles to develop plan of action and wireframe for specific problem domain	
5	To create prototypes for specific design problem using available design tools and apps	

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2. Branson, S. (2020). Design Thinking: A Modern Approach For Making Crucial Business Decisions, Create Great Products And Manage Successful Startups And Companies. Independently Published.
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Elective Paper –III : Writing for Media :Theory

S. No	Course Objectives
1	To prepare learners to think critically about writing for the media (specifically new media, broadcast journalism, public relations, and advertising)
2	To equip learners with a knowledge and understanding of the general principles of the media plan.
3	To help learners develop and apply the media writing skills

Topic No	Writing For Media
Unit 1	Understanding The Media Language
1	Writing language – Descriptive, Narrative, Persuasive
2	New trends in media writing
3	ABCD for Media writing
4	Art of putting words together
Unit 2	Content Writing For New Media
1	Types of content
2	Plagiarism
3	Content creation process- Layout and Design
4	Strategies of content writing
Unit 3	English Grammar Review
1	English Language Grammar test
2	Headline and Lead Writing
3	Copy editing and Proof reading
4	Using Grammar Checkers- Risk and Opportunities
Unit 4	Elements Of Effective Writing
1	Basic principles of writing
2	Writing for Audio and Visual Content- Writing Captions
3	Writing for social media
4	Writing as a Citizens Reporter
Unit 5	Persuasive Writing
1	Persuasive copywriting
2	Building Vocabulary
3	Choosing Appropriate Words for Different Contexts
4	Professional Writing- Challenges and Opportunities

S. No	Course Outcomes
1	Understand the basic concepts of writing techniques for media.
2	Learners can become news writers, content writers, and program producers for mass media productions.
3	Learners will be able to write and develop the content for New media.
4	Plans
5	The course provides Learners with an understanding of the importance of writing for the media.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Kuehn, Scott A., and Andrew Lingwall. 2016. *The Basics of Media Writing: A Strategic Approach*. CQ Press.
2. Marshall, Carrie. 2018. *Writing for social media*. BCS Learning & Development Limited.
3. Pickering, Ian. 2017. *Writing for News Media: The Storyteller's Craft*. Routledge.
4. Stovall, James G. 2015. *Writing for the Mass Media*. Pearson Education, Incorporated.
5. Wheeler, Adrian. 2019. *Writing for the Media*. Emerald Group Publishing.

Extra Disciplinary-I : Anchoring and Presentation Skills- Practical

S. No	Course Objectives
1	Understanding the various elements of television anchoring.
2	Developing presentation skills
3	Developing news presentation skills
4	Providing hands-on training
5	Understanding the various elements of television anchoring.

Topic No	Anchoring And Presentation Skills
Unit 1	Anchoring Skills
1	Understanding the various roles of live and recorded television presenters' Body language.
2	Do's and Don'ts for the presenter.
3	Developing language skills.
4	Correcting voice, speech, and breathing exercises.
Unit 2	Presentation Skills
1	Creating a bond with the unseen audience, Overcoming glitches.
2	Preparing and researching for your subjects
3	Interview skills, Live to report
4	Grooming and makeup
Unit 3	News Reading
1	News reading skills
2	Voice, Pronunciation
3	Speech and Posture.
Unit 4	Practice
1	Practice at positions including anchoring, interviewing, and narrating.
Unit 5	Activities
1	Compering / Phone in the program.
2	Television News Anchoring.
3	Presentation of a program (Example - Top 10 movies, Movie review, etc.)

S. No	Course Outcomes
1	Learners will gain knowledge about the do's and don't of the presenter
2	They will present the program artistically.
3	They can present programs and news.
4	They come to know the importance of voice, speech, make-up, etc.
5	They can face the technical aspects such as camera, lighting, sound, etc.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Reardon.N., & Flynn, T. (2014), *On Camera: How to Report, Anchor and Interview*. Oxfordshire, England: Taylor & Francis.
2. Kalra, R. J. (n.d.). *The ABC of News Anchoring*. Pearson Education India.
3. Mdoe, S. (2019). *TV News Anchoring: A Guide to Professional Newscasting*. Swaleh Mdoe.
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Core Paper – IX : Communication Research Methods - Theory

S. No	Course Objectives
1	To explain the nature of social reality and the role of communication research
2	Explain the concept of social measurement and causal modelling in communication research
3	To provide a detailed description of the method of content analysis of news
4	To ground learners into the logic of qualitative research
5	To understand major steps in survey methods

Topic No	Communication Research Methods
Unit 1	Foundations Of Research
1	Nature of Reality-Modes of Knowing
2	Introduction to Communications Research.
3	Research Process and Research Design
Unit 2	Social Measurement And Causal Inferences
1	Language of Research-Theory, Concepts, Variables,
2	Causal Inferences and Modelling
3	Operationalization and Social Measurement-Levels of Measurement
4	Propositions and Hypothesis Development
5	Overview of Experimentation and Randomized Control Trials (A/B Testing)
Unit 3	Content Analysis and Text Analytics
1	Foundations of Content Analysis
2	Developing Coding Scheme and Framework
3	Computer-Aided Content Analysis
Unit 4	The Logic of Qualitative Research
1	Theory in Qualitative Research.
2	Methods for Qualitative Data Collection
3	Grounded Theory Methodology
4	Qualitative Data Analysis
5	Using Computer-Assisted Qualitative Data Analysis Software
Unit 5	Survey Method
1	Steps in Survey Research and Audience Survey Design

2	Scales Development-Types of Scales
3	Sampling Design-Probability and Non-Probability Sampling
4	Data Cleaning, Coding and Exploratory Data Analysis-Overview of Descriptive and Inferential Statistics
5	Using Computer-Assisted Quantitative Data Analysis Software (SPSS)

S. No	Course Outcomes
1	Outline various steps involved in conducting communication research and identify a researchable topic
2	Diagram a communication problem with a causal model and present operational definitions of key constructs
3	Prepare a coding framework for analysis coverage of major current news events and apply CATA
4	Apply qualitative methods like in-depth interviewing for journalism practices
5	Design questionnaire for audience and audience measurement

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Allen, M. (2017). The SAGE Encyclopaedia of Communication Research Methods. SAGE Publications.
2. Altheide, D. L., & Schneider, C. J. (2012). Qualitative Media Analysis (Second edition, Vol. 1). SAGE Publications Inc.
3. Baxter, L. A., & Babbie, E. R. (2003). The Basics of Communication Research (1 edition). Cengage Learning.
4. Krippendorff, K. H. (1981). Content Analysis: An Introduction to Its Methodology (Second

Edition edition). SAGE Publications, Inc.

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10. Tracy, S. J. (2019). *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact*. John Wiley & Sons.
11. Lindlof, T. R., & Taylor, B. C. (2017). *Qualitative Communication Research Methods*. SAGE Publication.

Core Paper X: UX and Interactive Media Design

S. No	Course Objectives
1	To learn basics of UI/UX design
2	To learn Colour theory and colour sense
3	To learn to create Buttons and icons
4	To learn to prototype the pages
5	To learn to get output for UI/UX developing

Topic No	Interactive Media Design
Unit 1	Basics of UI/UX design
1	Concept of layout for UI/UX
2	Designing for Mobile, Tab, PC & laptop
3	Tools and menu
4	Different Layout & pages
Unit 2	Colour theory and colour sense
5	Colour theory
6	Usage of colour for different fields
7	Colour sense for various UI/UX
8	Colour temperature for screen lighting
Unit 3	Buttons and icons
9	Buttons
10	Icons
11	Text box and check box
12	Input box
Unit 4	Prototype
13	Concepts, Basic attributes
14	Prototyping the button
15	Prototyping the icon
16	Prototyping other applications in the device
Unit 5	Rendering output
17	Concepts, Basic attributes
18	Output setup
19	UI/UX developing concepts
20	UI/UX development using Figma Or ADOBE XD

S. No	Course Outcomes	K-1-6
1	Skills to do basics of UI/UX design	
2	Skills to do Colouring for UI/UX	
3	Skills to create buttons & icons	
4	Skills to do prototyping	
5	Skills to render an output for UI/UX developing	

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Allenwood, Gavin, and Peter Beare. 2015. *Basics Interactive Design: User Experience Design: Creating Designs Users Really Love*. Bloomsbury Publishing.
2. Benyon, David. 2019. *Designing User Experience*. Pearson UK.
3. Platt, David S. 2016. *The Joy of UX: User Experience and Interactive Design for Developers*. Addison-Wesley.

Core XI: Video Editing and Visual Effects (VFX) - Practical

S. No	Course Objectives
1	To learn the basics of Editing & Techniques
2	To learn the process of Editing
3	To learn how to remove wire, rigging, tracking methods and clean plate.
4	To learn basics of Rotoscopy & Techniques
5	To learn the basics of Compositing & Techniques

Topic No	Video Editing and Visual Effects (VFX) - Practical
Unit 1	The basics of editing: Overview
1	Importing and Exporting – File format and file managing
2	Edit, manipulate and arrange these elements in visual timeline
3	understand all Tools on toolbox for editing clips
4	Text Animation, Titling and superimposing, Transitions and Effects
5	Comparison of open source of apps for video editing & VFX.
Unit 2	Process of Editing
6	Digital Editing—Editing Preparation, Process of Editing, Continuity, relational
7	Aesthetics Principles of continuity editing
8	Mental maps, Vectors, On-off screen positions and Complexity Editing
9	Synchronizing audio/dialogues with video, Audio Effects and Rendering
Unit 3	<i>Wire Removal</i>
10	Paint
11	Tracking Methods – one point, four-point, Manual
12	Clone method, Rig Removal, Object removal
13	Clean plate
Unit 4	Rotoscopy
14	Character Roto
15	Matte Extraction
15	Keying Techniques (chroma/Luma)
16	Layers and Masking
Unit 5	<i>Compositing</i>
17	Principles and pipelines – 2D & 3D
18	Match move concept, Colour correction

19	3D particles, effects, Rendering
20	Creating VFX portfolio

S. No	Course Outcomes
1	Skills to do Editing
2	Skills to do Editing and advanced techniques in Editing
3	Skills to remove wire, rigging, tracking methods and clean plate.
4	Skills to do Rotoscopy
5	Skills to do Compositing

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Dinur, Eran. 2017. *The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers*. Taylor & Francis.
2. ———. 2021. *The Complete Guide to Photorealism for Visual Effects, Visualization and Games*. Routledge.
3. Gress, Jon. 2015. *Digital Visual Effects and Compositing*. New Riders.
4. Jeffrey A. Okun, V. E. S., and V. E. S. Susan Zwerman. 2020. *The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures*. Routledge.
5. Zettl, Hebert; Video Basics. Wadsworth. Thompson Learning, 2015

Core Paper XII: Computer Graphics– 3 (Advanced Techniques) (Practical)

S. No	Course Objectives
1	To learn basics of Character Modelling
2	To learn Rigging and Parenting
3	To learn Biped animation
4	To learn Keyframe animation
5	To learn Dynamics

Topic No	Computer Graphics– 3 (Advanced Techniques) (Practical)
Unit 1	Basics of Character Modelling
1	Concept of Editable poly
2	Concept of Editable Mesh
3	Texturing & material
4	Study of Bone structure
Unit 2	Rigging and Parenting
5	Bones and Joints
6	Binding Kinematics
7	Rigid Binding & Smooth binding
8	Influencing objects
Unit 3	Principles of Animation
9	Action Generic Walks/Cycle, Runs/Cycles
10	Working with Bones & Joints
11	Facial Expressions, Laughter
12	Graph Editor (types of Tangents) & looping an action
Unit 4	<i>Biped animation</i>
13	Building a Biped
14	Concept of Skeleton
15	Animating a Biped, importing Motion capture files.

16	IK & FK, Joints & Hierarchies concept
Unit 5	Keyframe animation
17	Concepts, Basic attributes
18	Autokey & Set key
19	Time frame animation
20	Key poses & Blend shapes

S. No	Course Outcomes
1	Skills to do basic Character Modelling
2	Skills to do Rigging and Parenting
3	Skills to do <i>Biped animation</i>
4	Skills to do Keyframe animation
5	Skills to add <i>Dynamics</i>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. The Animators Survival Kit by Richard Williams
2. Autodesk 3ds Max 2021 Fundamentals, Published August 18, 2020, By ASCENT

Elective Paper IV: Transmedia Storytelling-Elective (Theory)

Course Objectives

S.No	Course Objectives
1	Learns will be able to critically evaluate the pros and cons of transmedia strategies
2	Learners will be able to analyse components and structure of transmedia storytelling in the context of Over the Top (OTT) Platforms
3	Learns will be able to demonstrate competency in transmedia communication strategies
4	Learns will gain hands-on training on transmedia production process
5	Learns will gain procedural knowledge on transmedia project development for OTT Platforms

Topic No	Transmedia Storytelling-Elective (Theory)
Unit 1	Transmedia Storytelling
1	Defining Transmedia-Traditional Narrative Texts Vs Transmedia Storytelling. Over the Top (OTT) as Transmedia Storytelling.
2	How Are the Internet and Social Media Affecting Visual Storytelling.
3	The Four Creative Purposes for Transmedia Storytelling, Basics of Traditional Storytelling
4	Transmedia Storytelling in Entertainment, Journalism, Marketing, and Strategic Communications
5	Writing for Transmedia Is Different-Covering Actions Multiple Platforms
Unit 2	Other The Top (OTT) Services as Transmedia Storytelling
6	Netflix, Amazon, and Other OTT Streaming Services. Access, Popularity and Audience Reception. SWOT Analysis of Netflix
7	Analyzing Transmedia Storytelling Strategies in Web Series and Online Television. Web Documentaries (e.g., Social Dilemma)
8	Understanding the Complexity of OTT Production Process. People, Resources and Strategies Employed in Production of Web Series.
9	Mediations of Hashtags Within Transmedia OTT Programming
Unit 3	Transmedia Strategies
10	Immersive Media Design Within a Transmedia Space
11	Integrating social media in Transmedia Projects
12	Can Transmedia Strategy Revitalise Television, Entertainment and Media Industry?
13	Strategies for Promoting Transmedia Content. Lessons from OTT Popular Platforms
Unit 4	Transmedia Production
14	Technical Review: Composition Sound Design. Visual Montage

Reference

1. Harte, Lawrence, and Roger McGarrah. 2016. *Internet TV Systems: OTT Technologies, Services, Operation, and Content*. DiscoverNet.
2. Hernández-Santaolalla, Víctor, and Mónica Barrientos-Bueno. 2020. *Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies*. IGI Global.
3. Joyce, Stephen. 2018. *Transmedia Storytelling and the Apocalypse*. Springer.
4. Kellison, Cathrine, Dustin Morrow, and Kacey Morrow. 2013. *Producing for TV and New Media: A Real-World Approach for Producers*. CRC Press.
5. Zeiser, Anne. 2015. *Transmedia Marketing: From Film and TV to Games and Digital Media*. CRC Press.

Extra Disciplinary-II - Advertising Strategies

S No	Course Objectives
1	To provide a contemporary and comprehensive understanding of the of Advertising
2	To elucidate the importance of knowing the target audience
3	To outline the Creative Aspects of Advertising
4	To illustrate the new horizons in online Advertising
5	To portray certain areas in Digital Transformation

Topic No	Advertising Strategies
Unit 1	Advertising- An Introduction
1	History of Advertising- Definition and Types; Role and Functions of Advertising- Role of Advertising in Marketing Mix
2	Changing Nature of Advertising in Digital Era-Conventional Vs Online Advertising. Data-driven Advertising
3	From Audience Segmentation to Audience Engagement-Target Audiences, Positioning-Traditional and Digital Approaches
4	Social and Economic Issues Related to Traditional and Online advertising
Unit 2	Content and Brand Strategies
5	Content is the King: The Content Matrix: Magnetic, Immersive, Smart and Practical;
6	Advertising Dynamics of Creating and Executing the Complete Campaign Strategy
7	Branding: Identity And Image Strategy. Brand Identity Elements.
8	Projecting A Unified Message. Projecting Brand Identity. The Identity Strategy
Unit 3	Creative Strategies
9	Creativity Defined. The New Creative Inspiration. Inspiration from Consumers. The Creative Challenges
10	Print Layout: Functions of Design. Design Principles. Gestalt Theory. Negative, or White, 'Space
11	Television and Videos Advertising: Telling stories. Visual Elements.
12	Web Advertising. Various Types of Online Advertising -Native Ads, SEM (Search Engine Marketing) Display Advertising/ Banners Pop-Up Ads, Mobile Advertising, Social Ads Retargeting and Remarketing, Email Marketing, Digital Signage, Video Marketing
Unit 4	Critical Aspects of Advertising
13	Advertising across cultural borders.Convergence or Divergence- Cultural Differences and Values in Advertising.
14	Cultural Differences and Values in Advertising-Brand Perceptions Across Cultures

15	Psychological Aspects of Advertising-What works. Insights from Behavioural Economics
16	Economic Aspects- Business of Advertising. Financial Considerations. Budget
Unit 5	Challenges and Trends
17	Designing Advertising for Cross-platform Distribution-Maintaining Consistency across Divergent Media
18	Online Advertising as Intrusion and Adblockers and strategies for non-invasive advertising
19	A Brief Overview of Google Analytics
20	Emerging Approaches. Programmatic and Computational Advertising– Overview of Advertising Research

S No	Course Outcomes
1	Apply creative strategies to develop a brand promotion plan
2	Interpret data and conduct audience analysis for a advertising campaign
3	To produce an original public service advertising for cross platform distribution
4	Design banner advertising for websites and embed them a website or a blog
5	Demonstrate procedural knowledge on online advertising strategies

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4. Management Association, and Information Resources. 2021. *Research Anthology on Strategies for Using social media as a Service and Tool in Business*. IGI Global.
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6. Semerádová, Tereza, and Petr Weinlich. 2019. *Impacts of Online Advertising on Business Performance*. IGI Global.
7. Yang, and C. C. Kenneth. 2017. *Multi-Platform Advertising Strategies in the Global Marketplace*. IGI Global.

Core Paper – XIII- Media Entrepreneurship and Innovation- Theory

Course Objectives:

S. No	Course Objectives
1	To prepare learners to become independent media entrepreneurs
2	To understand the economic and financial aspects of the news media business
3	To explain the attitude and approaches required to become a media entrepreneur
4	To describe and identify the requirements for establishing a media business
5	To locate sources of capital and revenue models for media enterprise

Topic No	Media Entrepreneurship And Innovation
Unit 1	Emerging Opportunities in Digital Media Business
1	Changing Media Business Landscape-Sharing Economy- How News Organizations Build Digital Loyalty and Generate Revenue Through the “Original Platform”
2	Concepts of Entrepreneurship, Media Entrepreneurship
3	Creative Industries- Freelancing and building your brand
Unit 2	Economics of Information and Media
1	Economics of Information and Media-New Economics of Journalism- The business of networked journalism
2	Media Market Analysis. Media Sustainability.
3	Economics of New Media and Creative Industries
4	Political Economic Perspective on Digital Media-Digital Labour
Unit 3	Entrepreneurship and Innovation
1	Digital Entrepreneurship- Start-up Ecosystem in India
2	Media Enterprise as Social Entrepreneurship.
3	Becoming a Media Entrepreneur. Critical Business and Entrepreneurial Skills for Success-Collaboration.
4	Innovation in Media Business-AI Driven Business Models
Unit 4	Building Online Media Business
1	Establishing Online and Social Media Business
2	Business Plan for Implementing Media Enterprise.

3	No-code Apps Development Process. Types of Apps. App users, App Development, Design, coding and testing Embedding social media, App stores, Digital editions, News aggregators, Apps for wearables
4	Project Management for Digital Media
5	Strategic Media Management-Security Risks. Copyright, Creative Commons License Royalties, Contracts
Unit 5	Financing Online Media Business
1	Financial Management for Media Enterprise. Revenue Models and Revenue Streams- Crowdsourcing and Fund Raising. Monetisation
2	Financial Management for Media Enterprise
3	Blockchain, Cryptocurrency and Non-Fungible Tokens (NFT) for Media enterprise
4	Marketing and Promoting Media Enterprises.

Course Outcomes

S. No	Course Outcomes
1	Identify business opportunities and platforms for media entrepreneurship
2	Critically appraise the opportunities and economic risks in media entrepreneurship
3	Develop a business plan and online collaboration workspace for media start-ups
4	Prepare a detailed proposal and strategic vision for establishing a media start-up.
5	Prepare a low-cost budget and revenue model for a multimedia news package for a freelance assignment

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- Abernathy, P. M., & Sciarrino, J. (2018). The Strategic Digital Media Entrepreneur. John Wiley & Sons.
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Core Paper – XIV: Immersive Media Design (VR/AR/ Game Design) (Theory)

S. No	Course Objectives
1	To Construct the impact of immersive Media Design
2	Develop the sensory influence of Virtual Reality
3	Identify the importance of Augmented Reality Environment
4	Analyse the Applications of mixed reality and metaverse.
5	Interpret the different sectors of Game Design

Topic No	Immersive Media Design (VR/AR/ Game Design) (Theory)
Unit 1	<i>Immersive Media Design</i>
1	Introduction to Immersive Media Design. Metaverse? Extending Reality
2	Fundamentals of Immersive Innovation
3	Principle of Interactive Design
4	Overview of VR, AR and Emerging Technologies. Sound Design Extended Reality
Unit 2	<i>Virtual Reality (VR)</i>
5	The history of VR
6	Types of VR technology and Terminology
7	Interface overview and navigation
8	Sensory Influence, GHOST and virtual environments.
Unit 3	<i>Augmented Reality (AR):</i>
9	Defining augmented reality, Augmented Reality Hardware – Displays – Audio Displays.
10	Tracking & Sensors, Mobile Sensors
11	VR Headsets-Oculus, Google Glass, HoloLens.
12	See-through vs screens vs projection
Unit 4	<i>Mixed Reality (MR) and Metaverse</i>
13	Applications of mixed reality
14	Simultaneous localization and mapping (SLAM)
15	Dense tracking and mapping (DTAM),
16	PTAM and Metaverse environment
Unit 5	<i>Game Design</i>
17	Game Idea and Visualisation
18	Mobile/Social Game Design and Game Interface Design

19	Introducing Unity and unity Interface
20	Real time rendering and future development in technology
S. No	Course Outcomes
1	Adapt the use of Immersive Technology
2	Applied the technology of Virtual reality
3	Compare the mobile technology usage combined with Augmented reality
4	Evaluate the different immersive Technology of Mixed reality
5	Plan to organize the game design

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

1. Hillmann, C. (2021). UX for XR: User Experience Design and Strategies for Immersive Technologies. Apress.
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Core Paper – XV Option 1: Capstone Project and Portfolio OR Dissertation - Practical

S. No	Course Objectives
1	To develop in-depth understanding of the media industry
2	To augment their media skills to professional standards
3	To develop the ability to work with media teams and also take initiatives to design media projects
4	To acquire the ability to design and execute media projects
5	To acquire the ability to work independently in media houses and produce publishable content.
6	To enable students to design and execute independent projects covering contemporary themes/issues.
7	An independent original academic or commercial research on UI/UX or audience survey or a visual content analysis.
Topic No	Capstone Project And Portfolio(Option 1)
	Suggested Projects (Any one) <i>Learners can work individually or as teams choosing any one of the following</i>
1.	Animated short film fiction / nonfiction.
2.	A short fiction film demonstrates VFX skills.
3.	A documentary film and upload the same on you tube – promote using Digital marketing techniques.
4.	Create a short walk through with AR/VR techniques using tools like Unity, Unreal Engine.
5.	A website landing page design with interactive features using UI/UX principles in best practices.
6.	UI/UX design for a web app – using low/no code apps (like bubble.io, Flutter).
7.	Conduct an original scholarly or commercial research meeting academic standards as presented in Dissertation Syllabus in Option 2

Course Outcomes

S. No	Course Outcomes
1	Ability to understand the trends and demands of the media industry
2	Ability to fine tune their media skills and prepare to be industry-ready
3	Ability to generate, analyse content/data from various sources and convert them to publishable media content
4	Ability to work seamlessly with experienced media professionals meeting the rigours of the industry.
5	To learn to work independently in assigned projects
6	To produce an independent project as the culmination of their training and knowledge showcasing their specialization and specific interest covering contemporary themes/issues.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

OR
ore Paper – XV:Option 2: Dissertation– (Practical)

S. No	Course Objectives
1	To develop skills necessary to undertake academic research
2	To enhance competency in source-based academic writing skills
3	To construct an outline of a thesis using referencing, citation, and note-taking
4	To describe criteria for evaluating standard methods in social research
5	To engage in ethical practices and intellectual virtues for undertaking academic research

Topic No	Research Project
Unit 1	Literature Review
1	Thinking Critically About Research.
2	Traditional Reviews and Systematic Reviews
3	Other Types of Literature Review
4	Apps for Literature
Unit 2	Using Academic Sources
1	Literature Search
2	Using Reference Manager Apps
3	Annotated Bibliography.
4	Avoiding Plagiarism
Unit 3	Referencing And Citation
1	Formats of the Research Paper and Thesis
2	Writing Literature Reviews
3	Academic Writing Style
4	Publish or Perish App
Unit 4	Evaluating Research
1	Evaluating Experimental Research.
2	Evaluating Quantitative Research.
3	Evaluating Survey Research
4	Evaluating Qualitative Research
Unit 5	Presentation Of Thesis And Research Ethics

1	Developing an Argument
2	Evaluating an Argument
3	Research Ethics-Key Issues and Guidelines for Responsible Research Best Practices
4	Publication Process, Metrics and Publication Ethics

Course Outcomes

S. No	Course Outcomes
1	Perform literature search and scoping study on selected topics
2	Set-up digital workspace for research using applications like Zotero and Qiqqa and Publish or Perish
3	Prepare an annotated bibliography following the APA style guide
4	Read and summarize academic research articles and evaluate quality based on protocols
5	Produce a news story based on academic research following best practices in academic journalism

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

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8. A, R. C. M. (2020). *Academic Writing Survival Guide: What the Purists*
9. Krause, S. D. (2020). *The Process of Research Writing*.

Elective Paper –V-Digital Asset Management - Theory

Course Objectives

S. No	Course Objectives
1	To describe content management and its relevance in the digital age.
2	To define Digital Asset Management and identify the need for DAM systems in any organization
3	To understand the unique and significant storage needs and staffing requirements of a DAM system.
4	To explain the Digital Asset Life cycle from creation to archiving and retrieval
5	To illustrate how DAMs function in both brand management and rights management initiatives.

Topic No	Digital Asset Management
Unit 1	Content Management System
1	Content, Essence, and Metadata
2	Content and Intellectual Property Rights
3	Content Management - Media and Essence Handling, Meta Data Creation, and Handling. Multimedia Database
4	Content - Access, Search and Retrieval, Workflows, Distribution.
5	Representation of content - Essence Formats and Meta Data: Description of content
Unit 2	Digital Asset And Dam
1	Digital Asset - File Types (Asset Types: Image, Document, Video, Audio, Web Code), Data Packages, User Data, User Accounts, Crypto Currency Tokens, Bit Coins
2	DAM -MAM, BAM, DM, ECM, CMS vs DAM
3	Types - Commercial, Home Brew, Open Source, Needs Assessment
4	DAM Software and Support- Case Study.
Unit 3	Storage Requirements And Staffing For Dam

1	DAM Servers - Onsite, DAM Vendor, Hosting Specialist
2	Hosting - collocation, dedicated, managed, shared
3	Storage - Active and Inactive.
4	Staffing - Digital Asset Managers, Roles and responsibilities, Opportunities.
Unit 4	Dam - Life Cycle
1	Creating and maintaining access control lists (ACLs)
2	Uploading assets
3	Arranging and describing assets, via either a mass upload or one-by-on
4	Maintaining access to the DAM and its portal
5	Reference services for users - User Training
6	Finding Assets - Types of Searches - Meta Data Dictionary, Keywording and Keyword Dictionaries
7	DAM Workflows
Unit 5	Digital Preservation And Brand & Rights Management
1	Technology Preservation - Digital Archaeology - Migration
2	Intellectual Property Rights
3	Copyrights Law-Contracts for Creative Workers
4	Creative Commons Rights-Patenting Design-Royalties
5	Future of DAMs

Course Outcomes

S. No	Course Outcomes
1	Recognize the Importance of Content Management
2	Acquire knowledge of Digital Assets and their Management
3	Understand the requirements of storage and staffing for a successful DAM
4	Comprehend the workflows and life cycle of the Digital Assets in DAM
5	Appreciate the role of DAMs in Brands and Rights

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	L	S	S
CO3	S	S	S	S	L	S	S
CO4	S	S	S	S	L	S	S
CO5	S	S	S	S	L	S	S
S=Strong, M=Medium, L=Low							

References

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2. Daniotti, Bruno, Marco Gianinetto, and Stefano Della Torre. 2019. Digital Transformation of the Design, Construction and Management Processes of the Built Environment. Springer Nature.
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9. Ruan, Keyun. 2019. Digital Asset Valuation and Cyber Risk Measurement: Principles of Cybernomics. Elsevier.
10. Shivakumar, Shailesh Kumar. 2016. Enterprise Content and Search Management for Building Digital Platforms. John Wiley & Sons.

Extra Disciplinary-III- Digital Marketing Communication - Theory

S. No	Course Objectives
1	To introduce Content Marketing and its significance today
2	To illustrate the nuances and methodology of Content Curation
3	To help students understand the dynamics of Social Media Marketing
4	To equip students with skills in Social Media Marketing Analytics
5	To outline nuances in mobile media marketing on social networks

Topic No	Digital Marketing Communication (Theory)
Unit 1	The Digital Environment
1	Marketing in the digital world, Digital transformation. What is digital marketing? A history of digital marketing. Digital Media and Alternatives, Non-marketing digital marketers.
2	The Ps of marketing, Porter's five forces. Brand or perceptual positioning map, Customer lifetime value, Segmentation. Boston Consulting Group matrix
3	Varieties of Digital Marketing: Social Media Marketing, Programmatic Marketing and Advertising. Artificial Intelligence, Virtual and Augmented Reality. Gaming as a Digital Marketing Tool
4	Digital customers, Online buying behaviour. Legal considerations, Regulation, Privacy. Barriers and considerations, Technology, Skills, Budget and resources, Business priorities
Unit 2	Digital Marketing and Business Strategy
5	Aligning with business strategy, Customer centricity, Business model, Global strategy, Brand, Vision, Culture, Research and insight, KPIs

6	Personalization, True personalization, User-defined personalization, Behavioural personalization, Tactical personalization, Single customer view. Viral marketing, Paid, Earned, Owned,
7	Influencers, Affiliate marketing, Attribution. Public relations and reputation management, Integrated marketing communications
8	Planning, The planning process, The phased approach, Goals, Objectives and strategies, Action plans, Controls, People, Budgeting and forecasting, Operational digital marketing
Unit 3	Search Engine Optimization
9	Defining SEO. A history of SEO. How search engines work. Search engine optimization, Keyword selection, On-site optimization, Off-site optimization.
10	Strategic search engine optimization, Third-party search engine ranking. Researching your SEO strategy, Technical SEO, Site structure, Content, Mobile, Location, Penalties,
11	Organizational structure and SEO. Website development, Web presence ownership, management and development. Usability, The basics, Content development. The BB website, The global web presence
12	Web Design for Search Engine Optimization: SEO (or SEM=SEO+SEA), , Search Engine Results Page, Indexation, Guidelines for SEO, Off-Page-On-Site SEO Improvements, On-Page SEO Improvements, Off-Site or External SEO Improvements, SEO Improvements Related to User Experience. Ad words.
Unit 4	Digital Marketing and ECommerce
13	Multi-channel retailing, Fulfilment, Comparison shopping engines, e-marketplaces and third-party shopping websites, The e-commerce website.
14	Paid search, Setting up a campaign, Measurement and optimization. Managing paid search campaigns – humans versus robots.
15	Customer service, Customer service principles, Service channels, Social customer service
16	Defining CRM.CRM. retention, and retention, Contact strategy, Cross-selling and up-selling, CRM systems, Social CRM (SCRM), Brand Loyalty
Unit 5	Social Media Marketing

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