DC 201 Principles of Design   Credits 4

Course Instructor: Prof. G. Nagamallika

Course Description

The course intends to introduce the students to the basic principles of design beginning with the print and then the digital medium, which is nothing but an extension of the philosophy of design for different media. The underlying principles can be applied to any medium to enhance the aesthetics of the medium and make it user friendly.

Course outcomes
1. To understand the basic elements in designing for any media.
2. To learn the principles of design
3. To examine and learn the different types and typography relevant in designing different media
4. To learn about Colour and images. Working with colours.
5. To learn the basic tools in multimedia design.
6. To design a multimedia website.

Syllabus
Unit 1
Elements of design –line, colours, size, and scale, space, texture, shape, direction.

Unit 2
Principles of design –proximity, contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety, and unity.

Unit 3
Typography - Anatomy of typography, legibility, syntax.

Unit 4
Use of colour, working with images. Colour theory: colour positives and negatives, separation, art pulls.

Unit 5 Multimedia designing - techniques and tools. Principles of multimedia design. Learning principles of multimedia. Designing principles for websites. designing audio – online audio recorder, designing images – Canva, designing video.

Evaluation:
 50 % of the marks will be for continuous assessment and the rest as semester end assessment. Evaluation will be based on the classroom participation and contribution.

References

https://www.toptal.com/designers/gui/principles-of-design-infographic#:~:text=There%20are%20twelve%20basic%20principles,that%20make%20sense%20to%20users.

https://www.adobe.com/express/learn/blog/8-basic-design-principles-to-help-you-create-better-graphics

https://visme.co/blog/elements-principles-good-design/

https://designbro.com/blog/branding/graphic-design-future-design-media/

https://edtechbooks.org/webdesign/multimediadesign

DC 203 PHOTO JOURNALISM   Credits: 4

Course Instructor: Mr. Krishnendu Halder

OUTLINE

By going through the course the student will know the basic tools and techniques required for photojournalism, operation of digital cameras, storage, design lay-out principles and printing process. The course aims to familiarize the students with basics of contemporary photographic techniques. It also teaches the application of theory to practical problems and is strongly complemented by hands-on training. This part culminates in the production of a 'Photo Features'. The course nurtures the aesthetic and creative processes involved in Photojournalism.

UNIT 1

Camera – structure, kinds (pin-hole to SLRs). Controls - Focus, depth of field, aperture, angles of view, shutter speed, ISO. Color theory, lighting, use of flash and reflectors.

UNIT 2

Film-based and digital photography. Digital storage formats. Digital processing of photos, Software: Coreldraw, Photoshop.

UNIT 3

Photojournalism: origins and current practices. Photos and graphics in newspapers and magazines. News photography, photo selection, news values in photojournalism, photo editing.

UNIT 4

Composition, sizing, cropping. News assignments, features. Writing captions. News and stock photo agencies. Copyright issues. Ethics in photojournalism.

DC 202 Short Film Making   **Credits: 4**

Course Instructor: Prof. A. Hariprasad

Course outline

The purpose of this course is to help students understand filmmaking and introduce them to its basic concepts like the rule of thirds, camera angles, movements and techniques, mise- en-scene, lighting, editing and screenwriting. The course requires practical training and participation. Students will learn to tell a story cinematically, understand the various technical aspects of filmmaking, screenwriting and preparing a shooting script, and understanding a story structure. The course includes photography and short filmed assignments. Students are also required to write and shoot a script, create and develop characters, plot and dia- logue. Evaluation will be based on internal assignments and an end-of-semester assignment where students will collaborate in groups of five or six to write a script, plan, direct, and edit a short film.

Suggested Books

1. Thurlow, Clifford. *Making Short Films: The Complete Guide from Script to Screen*, Berg Publishers; 2nd Revised edition edition (2008)

2. Munroe, Roberta. *How Not to Make a Short Film*. Hyperion - Acquired Assets; First Edition edition (January 20, 2009)

3. Blofield, Robert. *How to Make a Movie in 10 Easy Lessons*. Walter Foster Jr; Spi edition(May 19, 2015)

4. Schenk, Sonja. *The Digital Filmmaking Handbook*. Cengage Learning PTR; 5 edition(July 3, 2014)

5. Mamet, David. *On Directing Film*. Penguin Books; Reprint edition (January 1, 1992)

DC 204 Media Presentation Skills   **Credits 4**

Course Instructor: Prof. Sujatha Mukiri

Course Description

This is a practicum and performance course that will give the students an opportunity to develop and strengthen their oral public presentation skills. They will be given practice in mastering effective verbal and verbal technics of presentations, dealing with stress and calming the nerves, and adding diversity, technic and style to make their messages and presentations more effective. The students are expected to be aware of their speech habits, improve posture, voice, diction and other mechanics of public speaking and develop their ability to communicate effectively to various media audience. The major emphasis will be on researching, preparing and presenting various media messages including news, live reporting and presenting, voiceovers and interviews.

Evaluation Scheme

Evaluation is based on the students' understanding of the course content and demonstration of their presentation skills in the internal and final assignments. The students will be given an opportunity to choose topics of their interest, research and make short presentations.

Attendance & participation in class discussions -10%

Internal assignments -40%

Final research and presentations – 50%