Course title	**PRINCIPLES OF DESIGN**
Category (Mention the appropriate category (a/b/c) in the course description.)	Existing course without changes
Course code	BADCC 201
Semester	III
Number of credits	4 (four credits)
Maximum intake	20
Day/Time	Tuesday 11Am - 1Pm, Thursday 2Pm - 4Pm
Name of the teacher/s	Prof G Nagamallika with Aparna Baiju (PhD Scholar)
Course description	**Overview of the course:** 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. **Objectives as per the PSOs:** PO3. The students will know the basic principles involved in designing. PO4. Will be able to select the types required as per their relevance and occasion PO5. Will be able to identify and work with colours to enhance meaning. PO5. Learn the basic tools of design PO5. Will be able to apply the basic principles of design **Learning Outcomes** a. To know the basic elements in designing for any media. b. To examine and differentiate the types and typography relevant in designing different media b. To identify the importance of Colour and be able to work with colours. c. To learn the basic tools in design. c. To be able to apply the principles of design d. To design visiting cards, greeting cards, posters etc. applying the principles of design
Course delivery	**Lecture**/Seminar/**Experiential learning** (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): 50 marks End-semester (mode of evaluation): written and assignment 50 marks *Please note that open-book examination is permissible only for courses offered as part of MA programmes and subject to approval by the Head of the Department/Dean of the School concerned

Reading list	Essential reading: Pearsall, Germaine, (2016) Graphic Design. The English Press, USA. Other readings https://www.toptal.com/designers/gui/principles-of-design infographic#:~:text=There%20are%20twelve%20basic%20principles,that%20make%20 sense%20to%2 0users 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

Course title	**DIGITAL STORYTELLING**
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	BADCC 202
Semester	III
Number of credits	4
Maximum intake	20
Day/Time	Monday 2Pm - 4Pm, Wednesday 2Pm - 4Pm
Name of the teacher/s	Dr Supriya S and Mr Sriram
Course description	**Course description** Digital Storytelling refers to the use of new digital technologies in the art and craft of storytelling. This course is designed to introduce the potential and possibilities of new transmedia forms used in the domains of traditional audiovisual production, as well as new types of narratives made possible by digital media. **Course Objectives** PO 4 To provide an overview of the basic principles of media storytelling. PO 5 To introduce both the technical foundation of digital media production– devices, software, and distribution networks – as well as the conventions of different genres of storytelling. PO 5 Discuss the various applications of digital storytelling techniques in different domains such as journalism, advertising, filmmaking, social media content, and documentary production.

<table>
<tr><td></td><td>This is a practical course and is structured around a mix of lectures and hands-on classroom exercises. The course will also enable you to begin your own portfolio of original creative work across media.

i)   Learning outcomes
1. Will have knowledge of digital camera features and functions.

2. Will learn to identify the use of color, flash, lighting and other aspects of photography.

3. Will learn the origin and history of photojournalism

4. Will have practical hands-on experience in shooting different subjects.

5. Will learn the process of data storage and retrieval.</td></tr>
<tr><td>Course delivery</td><td>Lecture/Seminar/**Experiential learning** (highlight the portion in the course description that lends itself to these)</td></tr>
<tr><td>Evaluation scheme</td><td>1. Internal (modes of evaluation): 50 Practical Assignments)
2. End-semester (mode of evaluation): 50 (Assignments on Different topics related to Lifestyle, Market place, Human Interest stories etc.</td></tr>
<tr><td>Reading list</td><td>● Miller, C.H. (2020), *Digital Storytelling: A Creator's Guide to Interactive Entertainment.* Fourth Edition. CRC Press.
● Alexander, B. (2017), *The New Digital Storytelling: Creating Narratives with New Media.* Praeger.
● Dunford, M., & Jenkins, T., (2017), *Digital Storytelling: Form and Content.* Palgrave Macmillan.
● Lambert, J. (2013), *Digital Storytelling: Capturing Lives, Creating Community* (Digital Imaging and Computer Vision). Routledge.</td></tr>
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<table>
<tr><td>Course title</td><td>**MEDIA PRESENTATION SKILLS**</td></tr>
<tr><td>Category (Mention the appropriate category (a/b/c) in the course description.)</td><td>Existing course without changes</td></tr>
<tr><td>Course code</td><td>BADCSE 204</td></tr>
<tr><td>Semester</td><td>III</td></tr>
<tr><td>Number of credits</td><td>4</td></tr>
<tr><td>Maximum intake</td><td></td></tr>
<tr><td>Day/Time</td><td>Tuesday 2Pm-4Pm, Thursday 11Am-1Pm</td></tr>
<tr><td>Name of the teacher/s</td><td>Prof Sujatha Mukiri</td></tr>
<tr><td>Course description</td><td></td></tr>
</table>

	This is a practicum and performance course that will give the students an opportunity to develop and strengthen their oral public presentation skills. The major emphasis will be on researching, preparing and presenting various media messages including news, live reporting and presenting, voiceovers and interviews. It helps **students to face job interviews with confidence therefore increases the prospects of building their career successfully.**
	
	Objectives of the course
	PO 1 To help students master effective verbal and verbal techniques of presentations, dealing with stress and calming the nerves, and adding diversity, technique and style to make their messages and presentations more effective.
	
	PO 4 To make students aware of their speech habits, improve posture, voice, diction and other mechanics of public speaking
	
	PO 3 To develop their ability to communicate effectively to various media audience
	PO8 To **build confidence to face job interviews and enhance their opportunities in the job markets.**
	
	Learning outcomes
	    a. The students will learn the various aspects of presentation in public.
	    b. They will practice to research and report various media messages live.
	    c. They will learn how to improve their verbal and non verbal skills.
	    d. They will have practical applications of dealing with stress and develop techniques of making effective presentations.

Course delivery	**Lecture**/Seminar/**Experiential learning** (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): 50 marks End-semester (mode of evaluation): 50 marks
Reading list	

Course title	**WRITING FOR ELECTRONIC MEDIA**
Category (Mention the appropriate category (a/b/c) in the course description.)	No change

Course code	BADCC205
Semester	III
Number of credits	4
Maximum intake	30
Day/Time	Monday and Wednesday 11 AM - 1 PM
Name of the teacher/s	Dr. Srinivas Lankala
Course description (a)	i) A brief overview of the course: This course is designed to introduce the techniques, styles and genres of writing for different forms of audiovisual media, including digital convergent media, as well as radio, television, and film. The course will cover the different formats of writing in each medium and the role of the writer in each of these forms. The course is structured as a series of weekly lectures and writing workshops where students will produce original writing in class. It is expected that by the end of the course students will have produced a portfolio of original writing in different genres of electronic media *Modules:* • **Journalism:** Old vs. new media; the impact of hypertext and digital convergence; online journalism; 'citizen' journalism; writing for the web; blogs and social media; the online audience; style and tone; effective design and typography for the web; feedback and interactivity; issues of plagiarism, privacy, defamation and censorship. • **Scriptwriting:** Principles of production and programming; rules of sound recording, camera shots, angles and movements; lens properties; principles of editing; style and format; sound and visual effects; scriptwriting conventions; writing storyboards, treatments and screenplays; adapting from other media for radio and television; news and sports writing; features, documentaries and interviews; corporate and educational programming; fiction and drama. ii) Objectives in terms of Programme Specific Outcomes **Knowledge and understanding:** • acquire knowledge of emerging digital media technologies and the convergence of media practices (PO2) • gain comprehensive knowledge of digital communication by integrating practice-based content with theory (PO3) **Skills required to perform and accomplish tasks:** • effectively utilise the craft of writing and storytelling for digital media and online platforms (PO4) • develop skills in design, visualization, and audio-visual production and their applications in digital media forms (PO5) **Generic learning outcomes:** • pursue careers in emerging professional fields in the digital media industries (PO8) • produce a portfolio of original work in various digital media formats that can be used for professional advancement and creative fulfilment (PO9)

	iii) Learning outcomes:
	a) domain specific outcomes
	  ● Understand the different formats and genres of each medium, and the role of the writer in different forms of electronic communication such as journalism, television and film scriptwriting, and advertising.
	b) value addition
	  ● Learn to critically review the work of peers in class and to accept and edit your work based on feedback.
	c) skill-enhancement
	  ● Learn and apply the principles and techniques of visualization, storytelling, and scriptwriting for radio, television, and film, to produce a variety of scripts in different genres including advertising, fiction, and documentary.
	d) employability quotient
	  ● Produce an individual portfolio of original writing at the end of the course that can be used for professional career opportunities, and personal fulfilment.

Course delivery	*Lecture / Experiential learning*
Evaluation scheme	Internal evaluation includes regular in-class and take-home writing assignments. (40 marks) Final evaluation will take the form of a fiction or documentary film script to be written individually, in consultation with the instructor. (60 marks)
Reading list	1. Carroll, Brian (2010). *Writing for Digital Media.* Routledge: New York. 2. Friedmann, Anthony (2010). *Writing for Visual Media.* Focal Press. 3. Hilliard, Robert L. (2015). *Writing for Television, Radio and New Media.* Cengage Learning 4. Musburger, Robert B. (2007). *An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres.* Focal Press. 5. Thompson, Rick (2009). *Writing for Broadcast Journalists.* Routledge: London.

Course title	SHORT FILM MAKING
Category (Mention the appropriate category (a/b/c) in the course description.)	No changes to existing course
Course code	BADCSE 202
Semester	III
Number of credits	4

Maximum intake	20
Day/Time	Tuesday 2-4pm and Wednesday 11-1pm
Name of the teacher/s	Prof Hariprasad Athanickal

Course description	This course teaches the students in 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.
	
	       Objectives of the course
	 PO 4 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.
	
	 Learning outcome
	  The students will learn how to write and shoot a script, create and develop characters, plot and dialogue.

Course delivery	Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): 50 marks End-semester (mode of evaluation): 50 marks 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.
Reading list	Thurlow, Clifford. Making Short Films: The Complete Guide from Script to Screen, Berg Publishers; 2nd Revised edition edition (2008) Munroe, Roberta. How Not to Make a Short Film. Hyperion - Acquired Assets; First Edition edition (January 20, 2009) Blofield, Robert. How to Make a Movie in 10 Easy Lessons. Walter Foster Jr; Spi edition (May 19, 2015) Schenk, Sonja. The Digital Filmmaking Handbook. Cengage Learning PTR; 5 edition (July 3, 2014) Mamet, David. On Directing Film. Penguin Books; Reprint edition (January 1, 1992)