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DEGREE OF BA MULTIMEDIA

(CHOICE BASED CREDIT AND SEMESTER SYSTEM)

UNDER THE FACULTY OF MEDIA STUDIES
SYLLABUS
FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2020 – 21 ONWARDS

BA MULTIMEDIA
REGULATION AND SYLLABI

(RESTRUCTURED FOR CBCSS UG, 2020 ONWARD)
(BA LRP Pattern)

1. The Need

Information technology has brought about phenomenal changes in human communication systems. Today, messages are produced differently to be delivered through a host of newer media that are far richer than their traditional cousins in their formats, domains, access mode and information-carrying capacity. Generally referred to as "Multimedia products", these have become the most valued communication vehicles for sectors such as social services, commerce, industry, health care, education, governance and entertainment. Thereby, the demand for trained personnel to produce Multimedia products has increased several folds. To cater to this demand, there is a need to restructure the undergraduate program me in Multimedia under the Choice Based Credit and Semester System (CUBCSS UG) being introduced by the St.Thomas College from 2013-'14 academicyear.

2. Objective

The restructured undergraduate program me called as BA Multimedia is designed to equip students in the art and craft of Multimedia production so as to enable them to emerge as thoroughbred professionals matching the manpower needs of the fast growing multimedia industry. Towards this end, the Program me besides providing for a good grounding in the theory of the core as well as complementary areas, enhances the scope for practical training in the core areas of multimedia productions.

3. CourseDuration

The Programmes shall be of six semesters spread across three years.

4. Eligibility forAdmission

Candidates who have passed Pre-degree/ Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the BA Multimedia programme. Relaxation of 5% marks will be allowed to candidates belonging to socially and educationally backward communities as referred to by Govt. of Kerala. SC/ST candidates need have only a pass in their qualifying degree examinations. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the marks sheets of the qualifying examination on or before the date prescribed for admission.

4.1 AdmissionCriteria

Admission to the Programme shall be based on the marks secured by candidates in the qualifying examinations. Candidates who have diploma/certificate courses in multimedia/computer/IT/fine arts will be given weightage as indicated below provided they produce relevant certificates.

1. Diploma in computer/IT/Fine arts subjects of 10 months duration or more 5marks

2. Certificate/short term courses in IT/computer/Fine arts subjects 3marks

Candidates will be given weightage in only one of the categories, whichever is highest. To earn weightage candidates should produce relevant certificates.

4.2 CourseRequirements

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-end examinations. The Collegecan however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

4.3 Assessment andExamination

Students shall be assessed continuously through theory/practical assignments by their faculty. There shall also be semester-end examinations as notified by the college. The duration of semester-end examination shall be of 3 hours for both theory and practical components. While theory component evaluation will be carried out by external examiners, the practical and projects will be evaluated by two examiners – one external and one internal as nominated by the college. Practical examinations shall be conducted by the college at the end of fourth and sixth semester (except for music). Conduct of Practical examinations in the second semester as per the syllabi is permitted for B.Sc. Programmes in HMCS and B.Sc. Costume and Fashion Designing. In other matters of external evaluation, the clauses 8, 9 and 10of the Regulations of the CBCSS (UG) approved by the Collegewill beapplicable.

General Course I, II, III & IV shall be designed by the concerned group of Boards.

The subjects under Language Reduced Pattern (LRP) /[Alternative pattern] are grouped into Five:

1. **BA Multimedia, BA Film and Television, BA VisualCommunication**

4.4 Grading of SuccessfulCandidates

The Regulations of the CBCSS (UG) shall be followed in grading students in continuous internal evaluation and in the semester-end examinations. Based on their performance in the internal and external examinations put together, the students will be graded from Grade A to F as stipulated in Clause 10 of the University approved Regulations of the CBCSS (UG). The candidates failing to secure the minimum grade for a course in the semester-end examinations will be permitted to reappear along with the next batch. There shall not be any chance for improvement for internal assessment grade. 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

4.5 OtherRegulations

In all other matters regarding the regulations of the BA MULTIMEDIA program me which are not specified in the above or in the succeeding sections, the Regulations of the Calicut CollegeCBCSS (UG) will be applicable.

5. Courses of Study and Scheme ofExaminations

The BA MULTIMEDIA Programme is structured to provide a sound grounding in theoretical and practical areas of multimedia. The courses and the scheme of assessment are as follows.

PART- I
BA MULTIMEDIA SYLLABUS

PART- II
COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR VARIOUS OTHERUG PROGRAMMES
A. (BA Mass Communication &Journalism)
B. (LRPProgrammes)

PART- I
SYLLABUS (CORE AND OPEN COURSE)

ST. THOMAS COLLEGE(AUTONOMOUS) **BA MULTIMEDIA**

Semester	*Course*	*Credit*	*Marks*
Semester I	**A01 :**Common course: English	3	75
	A02: Common course: English	3	75
	A07: Common course: Additional Language	4	100
	Core Course 1:**BMM1B01:Introduction to Digital Media**	4	100
	Complementary course 1:**BMM1C01:Introduction to Media Production**	3	75
	Complementary course 2: **BMM1C02: Video Production 1 [Photography]**	3	75
	Total	**20**	**500**
Semester II	**A03:** Common course: English	4	100
	A04: Common course: English	4	100
	A08:Common course: Additional Language	4	100
	Core Course 2:**BMM2B02:Creativity and Design Skills**	4	100
	Complementary course 3:**BMM2C03 :Media Production II [Radio Production]**	3	75
	Complementary course 4:**BMM2C04: Video Production II [Scripting]**	3	75
	Total	**22**	**550**
Semester III	**A11:**General Course 1	4	100
	A12: General Course 2	4	100
	Core Course 3: **BMM3B03:Media Publishing**	2	75
	Core Course 4: **BMM3B04: Computer Graphics**	2	75
	Core Course 5: **BMM3B05:Digital Photography**	2	75
	Core Course 6: **BMM3B06:Media Publishing & Computer Graphics (Practical)**	2	75
	Core Course 7: **BMM3B07: Digital Photography (Practical)**	2	75
	Complementary course 5: **BMM3C05:Media Production III [print technology]**	3	75
	Complementary course 6: **BMM3C06:Visual communication (History of art)**	3	75
	Total	**24**	**725**
Semester IV	**A13:**General Course 3	4	100
	A14: General Course 4	4	100
	Core Course 8: **BMM4B08:Introduction to Cinematography**	2	75
	Core Course 9: **BMM4B09:Fundamentals of Web Designing**	2	75
	Core Course 10:**BMM4B10: Introduction to Cinematography (Practical)**	2	75
	Core Course 11: **BMM4B11:Fundamentals of Web Designing (Practical)**	2	75
	Complementary course 7:**BMM4C07:Media Production - IV [E-Content Development]**	3	75
	Complementary course 8: **BMM4C08:Video Production III [Advertising]**	3	75
	Total	**22**	**650**
Semester V	Core Course 12: **BMM5B12:Techniques of Post Production – Visual Editing**	3	75
	Core Course 13: **BMM5B13:Techniques of Post Production –Sound Recording, Editing and Mastering**	2	75
	Core Course 14: **BMM5B14:Introduction to 3D Modeling and Texturing**	2	75
	Core Course 15: **BMM5B15: Advanced Web Designing**	2	75
	Core Course 16: **BMM5B16:Techniques of Post Production – Visual Editing & Techniques of Post Production –Sound Recording, Editing and Mastering (Practical)**	2	75
	Core Course 17: **BMM5B17: Introduction to 3D Modeling and Texturing & Advanced Web Designing (Practical)**	2	75
	Open Course 1: **BMM5D01:Fundamentals of Multimedia**	3	75
	Total	**16**	**525**
Semester VI	Core Course 18:**BMM6B18:Advanced 3D Animation, Vfx and Compositing**	3	75
	Core Course 19: **BMM6B19: Introduction to Motion Graphics**	3	75
	Core Course 20: **BMM6B20:Television & Multi Camera Production (Elective)**	2	75

	Core Course 21: **BMM6B21:Multimedia Designing & Authoring (Elective)**		
	Core Course 22: **BMM6B22:Advanced 3D Animation, Vfx and Compositing**	2	75
	Core Course 23: **BMM6B23:Introduction to Motion Graphics**	2	75
	Core Course 24: **BMM6B24:Multimedia Project**	2	75
	Core Course 25: **BMM6B25:Web Site Project**	2	75
	Total	**16**	**525**

A sample subject list of complementary courses for BA Multimedia are given below.

1. **Visual Communication (BA VisualCommunication)**
2. **Film and Television (BA Film &Television)**
3. **Media Practices (BA Mass Communication & Journalism)**

There will be the examinations of the Complementary courses will beconducted at the end of each semester. (applicable for BA LRP- I, II, III &IV)

Semester I Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination (External)		
		Theory	Lab /P	Total			Theory	Practical	Total
A01 Common Course	Common English Course I	4	-	4	3	15	60	-	75
A02 Common Course	Common English Course II	5	-	5	3	15	60	-	75
A07 Common Course	Additional Language Course I A07 (3)	5	-	5	4	20	80	-	100
BMM1B01 Core Course 1	Introduction to Digital Media	5	-	5	4	20	80	-	100

BMM1C01	Introduction to Media Production	3	-	3	3	15	60	-	75
BMM1C02	Video Production 1 [Photography]	3	-	3	3	15	60	-	75
	Total	**25**			**20**	**500 Marks**			

***** *Detailed syllabi and objectives are to be provided by the concerned boards*

Semester II Course of Study and Scheme of Examinations

Code and Course	**Course Title**	**Hours Per Week**			**Credit**				
						Internal	**Semester End Examination(External)**		
		Theory	**Lab/P**	**Total**			**Theory**	**Practical**	**Total**
A03 Common Course	Common English Course III	4	-	4	4	20	80	-	100
A04 Common Course	Common English Course IV	5	-	5	4	20	80	-	100
A08 Common Course	Additional Language Course II A08 (3)	5	-	5	4	20	80	-	100
BMM2B02 Core Course 2	Creativity and Design Skills	5	-	5	4	20	80	-	100
BMM2C03	Media Production II [Radio Production]	3	-	3	3	15	60	-	75
BMM2C04	Video Production II [Scripting]	3	-	3	3	15	60	-	75

	Total	**25**	**22**	**550 Marks**

**Detailed syllabi and objectives are to be provided by the concerned boards*

Semester III Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination (External)		
		Theory	Lab/P	Total			Theory	Practical	Total
A11 General Course 1		4	-	4	4	20	80	-	100
A12 General Course 2		4	-	4	4	20	80	-	100
BMM3B03 Core Course 3	Media Publishing	2	-	2	2	15	60	-	75
BMM3B04 Core Course 4	Computer Graphics	1	-	1	2	15	60	-	75
BMM3B05 Core Course 5	Digital Photography	1	-	1	2	15	60	-	75
BMM3B06 Core Course 6	1. Media Publishing (Practical) 2. Computer Graphics (Practical)	-	3	3	2	15	-	60	75
BMM3B07 Core Course 7	Digital Photography (Practical)	-	2	2	2	15	-	60	75
BMM3C05	Media Production III [print technology]	4	-	4	3	15	60	-	75
BMM3C06	**Visual communication (**History of art)	4	-	4	3	15	60	-	75

	Total	**25**	**24**	**725 MARKS**

**Detailed syllabi and objectives are to be provided by the concerned boards*

Semester IV Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination (External)		
		Theory	Lab/P	Total					
							Theory	Practical	Total
A13 General Course 3		4	-	4	4	20	80	-	100
A14 General Course 4		4	-	4	4	20	80	-	100
BMM4B08 Core Course 8	Introduction to Cinematography	2	-	2	2	15	60	-	75
BMM4B09 Core Course 9	Fundamentals of Web Designing	2	-	2	2	15	60	-	75
BMM4B10 Core Course 10	Introduction to Cinematography (Practical)	-	2	2	2	15	-	60	75
BMM4B11 Core Course 11	Fundamentals of Web Designing (Practical)	-	3	3	2	15	-	60	75
BMM4C07	Electronic Media - IV [E-ContentDevelopment]	4	-	4	3	15	60	-	75
BMM4C08	Video Production III[Advertising]	4	-	4	3	15	60	-	75

	Total	**25**	**22**	**650 MARKS**

**Detailed syllabi and objectives are to be provided by the concerned boards*

Semester V Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit				
						Internal	Semester End Examination (External)		
		Theory	Lab/ P	Total			Theory	Practical	Total
BMM5B12 Core Course 12	Techniques of Post Production – Visual Editing	3	-	3	3	15	60	-	75
BMM5B13 Core Course 13	Techniques of Post Production –Sound Recording, Editing and Mastering	3	-	3	2	15	60	-	75
BMM5B14 Core Course 14	Introduction to 3D Modeling and Texturing	2	-	2	2	15	60	-	75
BMM5B15 Core Course 15	Advanced Web Designing	3	-	3	2	15	60	-	75
BMM5B16 Core Course 16	1. Techniques of Post Production – Visual Editing(Practical) 2. Techniques of Post Production –Sound Recording,Editing and Mastering (Practical)	-	4	4	2	15	-	60	**75**
BMM5B17 Core Course 17	1. Introduction to 3D Modeling and Texturing (Practical) 2. Advanced Web Designing (Practical)	-	7	7	2	15	-	60	75

BMM5D01 Open Course 01	Fundamentals of Multimedia (For other Students)	3	-	3	3	15	60	-	75
	Total	**25**			**16**	**525 Marks**			

Semester VI Course of Study and Scheme of Examinations

Code and Course	**Course Title**	**Hours Per Week**			**Credit**				
						Internal	**Semester End Examination(External)**		
		Theory	**Lab/P**	**Total**			**Theory**	**Practical**	**Total**
BMM6B18 Core Course 18	Advanced 3D Animation, Vfx and Compositing	5	-	5	3	15	60	-	75
BMM6B19 Core Course 19	Introduction to Motion Graphics	4	-	4	3	15	60	-	75
Electives: The Department Should offer electives for the students to choose.									
BMM6B20 Core Course 20 (Elective)	Multimedia Designing & Authoring	5	1	6	2	15	60	-	75
BMM6B21 Core Course 21 (Elective)	Television & Multi Camera Production							-	
BMM6B22 Core Course 22	Advanced 3D Animation, Vfx and Compositing (Practical)	-	3	3	2	15	-	60	75
BMM6B23 Core Course 23	Introduction to Motion Graphics (Practical)	-	3	3	2	15	-	60	75

BMM6B24 Core Course 24	Multimedia Project	-	2	2	2	15	60 (Project Evaluation30 +Record 10+ Viva Voce20)	**75**
BMM6B25 Core Course 25	Web Site Project	-	2	2	2	15	60 (Project Evaluation30 +Record 10+ Viva Voce20)	**75**
	Total	**25**			**16**	**Total Marks- 525**		

GENERAL SCHEME OF THE PROGRAMME (BA LRP)

SlNo	Course	NoofCourses	Credits
1	Common Courses(English)	4	14
2	Common Courses(Additional Language)	2	8
3	GeneralCourse	4	16
4	CoreCourses	24	55
5	ComplementaryCourses	8	24
6	OpenCourses	1	3
			Total 120
Audit course		**4**	**16**
Extra Credit Course		**1**	**4**
			Total 140

PART-III

COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR VARIOUS OTHERUG PROGRAMMES

A. (BA Mass Communication &Journalism)

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			
	BMM1 (2) C01	Introduction to Multimedia & E-Content Development	6	0	6	4	80	20
	BMM4 (3) C01	Computer Graphics & Web Design	6	0	6	4	80	20
Total			12	0	12	8	160	40

B. (LRPProgrammes)

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			
I	BMM1 C02	Introduction to Multimedia	3	0	3	3	60	15
II	BMM2 C02	E-Content Development	3	0	3	3	60	15
III	BMM3 C02	Computer Graphics	2	1	3	3	60	15
IV	BMM4 C02	Web Design	2	1	3	3	60	15
Total			10	2	12	12	240	60

EVALUATION PATTERN OF CORE AND COMPLEMENTARY COURSES

THEORY COURSES

20 marks (internal) + 80 marks (external) (4 and above Credit Courses)

15 marks (internal) + 60 marks (external) (Credit below 4)

PRACTICAL COURSES

15 Marks for Internal and 60 Marks for external

PROJECT EVALUATION

15marks (internal) + 60 marks (external) (for BMM6B24 Multimedia Project and BMM6B24 Web Site Project)

Practical examinations shall be conducted in the even semester (IV, and VI) (Ref: CollegeRegulation for CBCSS 8.2)

3.1. '**Programme**' means the entire course of study and examinations for the award of BA Multimediadegree.

3.2. '**Duration of programme**' means the time period required for the conduct of the

programme. The duration of BA Multimedia programme shall be six semesters distributed in a period of 3years.

3.3. '**Academic Week**' is a unit of five working days in which distribution of work is organized from day one to day five, with five contact hours of one hour duration on each day. A sequence of 18 such academic weeks constitutes asemester.

3.4. '**Semester**' means a term consisting of 18 weeks (16 instructional weeks and two weeks forexamination).

3.5. '**Course**' means a segment of subject matter to be covered in asemester.

3.6. '**Common course**' means a course that comes under the category of courses, including compulsory English and additional language courses and a set of general courses applicable for Language Reduced Pattern (LRP) programmes, the selection of which is compulsory for all students undergoing UGprogrammes.

3.7. 'Core **course**' means a compulsory course in a subject related to a BA Multimedia degree programme.

3.8. '**Open course**' means a course which can be opted by a student at his/herchoice.

3.9. 'Complementary **course**' means a course which is generally related to the corecourse.

3.10. 'Improvement **course**' is a course registered by a student for improving his/her performance in that particularcourse.

3.11. 'Ability **Enhancement course/Audit course**' is a course which is mandatory as per the directions from the Regulatory authorities like UGC, Supreme Courtetc.

3.12. 'Department' means any Teaching Department in a college offering a course of study approved by the University as per the Statutes and Act of theUniversity.

3.13.'**Department Co-ordinator**' is a teacher nominated by a Dept. Council to co-ordinate all the works related to CBCSS UG undertaken in that department including continuous evaluation.

3.14. 'Department **Council**' means the body of all teachers of a department in acollege.

3.15. 'Parent **Department**' means the Department which offers a particular degree programme.

3.16.'**College Co-ordinator**' is a teacher nominated by the college council to co-ordinate the effective running of the process of CBCSS including internal evaluation undertaken by

various departments within the college. She/he shall be the convener for the College level monitoringcommittee.

3.17. College level monitoring committee. A monitoring Committee is to be constituted for CBCSSUG at the college level with Principal as Chairperson, college co-ordinator as convenor and department co-ordinators as members. The elected College union chairperson shall be a member of thiscommittee.

3.18.'Faculty Adviser' means a teacher from the parent department nominated by the Department Council, who will advise the student in the academic matters and in the choice of opencourses.

3.19.'Credit'(C) is a unit of academic input measured in terms of weekly contact hours/course contents assigned to acourse.

3.20.'Extra Credit' is the additional credit awarded to a student over and above the minimum credits required in a programme, for achievements in co-curricular activities and social activities conducted outside the regular class hours, as decided by the University. For calculating CGPA, extra credits will not beconsidered.

3.21. 'Letter **Grade**' or simply 'Grade' is a letter symbol (O, A+, A, B+, B, C, P, F, I and Ab). Grade shall mean the prescribed alphabetical grade awarded to a student based on his/her performance in various examinations. The Letter grade that corresponds to a range of CGPA is given inAnnexure-I.

3.22. Each letter grade is assigned a '**Grade point' (G)** which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course. **Grade Point** means point given to a letter grade on 10 pointscale.

3.23.'Semester Grade Point Average' (SGPA) is the value obtained by dividing the sum of credit points obtained by a student in the various courses taken in a semester by the total number of credits in that semester. SGPA shall be rounded off to three decimal places. SGPA determines the overall performance of a student at the end of asemester.

3.24. 'Credit **Point' (P)** of a course is the value obtained by multiplying the grade point (G) by the credit (C) of the course: P=G xC

3.25.'Cumulative Grade Point Average' (CGPA) is the value obtained by dividing the sum of credit points in all the semesters taken by the student for the entire programme by the total number of credits in the entire programme and shall be rounded off to three decimal places.

3.26. Grade Card means the printed record of students' performance, awarded tohim/her.

3.27. Course teacher: A teacher nominated by the Head of the Department shall be in charge of a particularcourse.

3.28.'Strike off the roll': A student who is continuously absent for 14 days without sufficient reason and proper intimation to the Principal of the college shall be removed from theroll.

3.29. Words and expressions used and not defined in this regulation, but defined in the St.Thomas College Act and Statutes shall have the meaning assigned to them in the Act and Statutes.

4. PROGRAMMESTRUCTURE

4.1. Duration: The duration of a BA Multimedia programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November toMarch.

4.2. Courses: The BA Multimedia programme shall include five types of courses, viz; Common Courses(Code A), Core courses (Code B), Complementary courses (Code C), Open Course (Code D) and Audit courses (CodeE).

4.3. Course code : Each course shall have a unique alphanumeric code number, which includes abbreviation of the subject in three letters, the semester number (1 to 6) in which the course is offered, the code of the course (A to E) and the serial number of the course (01,02 ……). The course code will be centrally generated by the university. For example: BMM3B03 represents a core course of serial number 3 offered in the third semester BA Multimedia programme.

4.4. Common Courses: A BA Multimedia student shall undergo 10 common courses (total 38credits) asfollows:

A01. Common English Course	Semester I
02. Common English Course II	Semester I
A03. Common English Course III	Semester II
A04. Common English Course IV	Semester II
A07. Additional Language Course I	Semester I
A08. Additional Language Course II	Semester II
A11. General Course I	Semester III
A12. General Course II	Semester III
A13. General Course III	Semester IV
A14. General Course IV	Semester IV

Common courses A01-A04 shall be taught by English teachers and A07-A08 by teachers of additional languages respectively. General courses A11-A14 shall be taught by teachers of the Multimedia department

4.5. Core courses: Core courses are the courses in the major (core) subject of the degree programme chosen by the student. Core courses are offered by the Multimediadepartment.

4.6. Complementary courses: Complementary courses cover disciplines that are related to the core subject and are distributed in the first foursemesters.

4.7. Open courses: There shall be one open course in core subjects in the fifth semester. The open course shall be open to all the students from other departments except the students from the parent department. The students can opt that course from any other department in the institution. Total credit allotted for open course is 3 and the hours allotted is 3. If there is only one programme in a college, they can choose either language courses or physical education as opencourse.

4.8. Common and open courses under SDE/Private Registration: Existing pattern (as in CBCSSUG 2014) shall be followed under SDE/PrivateRegistration.

4.9. Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the college. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of courses in each semester with credits is givenbelow.

Course with credit	**Semester**
Environment Studies – 4	1
Disaster Management – 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

* Colleges can opt any one of the courses.

4.10. Extra credit Activities: Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

4.11. Credits: A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 38 (14 for common (English) courses +8 for common languages other than English and 16 credits for General courses) credits shall be from common courses, 2 credits for project/corresponding paper and 3 credits for the opencourse.

The maximum credits for a course shall not exceed 5. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more Extra credit activities are done by a student that may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA orCGPA.

4.12. Attendance: A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Attendance shall be maintained by the Department concerned. Condonation of shortage of attendance to a maximum of 10% in the case of single condonation and 20% in the case of double condonation in a semester shall be granted by Collegeon remitting the required fee. Benefits of attendance may be granted to students who attend the approved activities of the college/university with the prior concurrence of the Head of the institution. Participation in such activities may be treated as presence in lieu of their absence on production of participation/attendance certificate (within two weeks) in curricular/extracurricular activities (maximum 9 days in a semester). Students can avail of condonation of shortage of attendance in a maximum of four semesters during the entire programme (Either four single condonations or one double condonation and two single condonations during the entire programme). If a student fails to get 65% attendance, he/she can move to the next semester only if he/she acquires 50% attendance. In that case, a **provisional registration** is needed. Such students can appear for supplementary examination for such semesters after the completion of the programme. Less than 50% attendance requires Readmission. Readmission is permitted only once during the entireprogramme.

4.13. Grace Marks: Grace Marks may be awarded to a student for meritorious achievements inco-curricularactivities(inSports/Arts/NSS/NCC/StudentEntrepreneurship)carriedout

besides the regular hours. Such a benefit is applicable and limited to a maximum of 8 courses in an academic year spreading over two semesters. In addition, maximum of 6 marks per semester can be awarded to the students of UG Programmes, for participating in the College Fitness Education Programme (COFE).

5. BOARD OF STUDIES ANDCOURSES

5.1. The Multimedia (Single) Boards of Studies shall design all the courses offered in the BA Multimedia programmes. The Board shall design and introduce new courses, modify or re-design existing courses and replace any existing courses with new/modified/re-designed courses to facilitate better exposure and training for thestudents.

5.2. The Syllabus of a course shall include the title of the course, the number of credits, maximum marks for external and internal evaluation, duration of examination hours, distribution of internal marks and referencematerials.

5.3. The Syllabus for Common Courses, even though prepared by different Boards of Studies, maybe put under a separate head as Syllabus for CommonCourses.

5.4. Each course has an alpha numeric code, the number of credits and title of the course. The code gives information on the subject, the semester number and the serial number of the course. Each module/chapter may mention the total marks of questions to be asked from each module/section in the Questionpaper.

5.5. The syllabus of each course shall be prepared module wise. The course outcomes are to be clearly stated in the syllabus of all subjects including laboratory subjects, the number of instructional hours and reference materials are also to be mentioned against each module. Since a semester contains 16 instructional weeks, the same may be considered in the preparation of thesyllabi.

5.6. The scheme of examination and model question papers are to be prepared by the Board of Studies. The total marks of questions from each module may be given along with the syllabus.

5.7. A Question Bank system shall be introduced. Boards of Studies shall prepare a Question Bank, section wise, at least 8 times to that required for a Questionpaper.

5.8. Each Course should have a Preamble which clearly signifies the importance ofthat course.

5.9. Boards of Studies have to be constantly in touch with renowned Indian Universities and atleast a few foreign universities. Subject experts have to be identified in all major fields of study and endeavour, and consultedfrequently.

6. ADMISSION

6.1. The admission to BA Multimedia programme will be as per Rules and Regulations of the University.

6.2. The eligibility criteria for admission shall be as announced by the Collegefrom time totime.

6.3. Separate rank lists shall be drawn up for reserved seats as per the existingrules.

6.4. The admitted candidates shall subsequently undergo the prescribed courses of study in a college affiliated to the University for six semesters within a period of not less than three years; clear all the examinations prescribed and fulfill all such conditions as prescribed by the Collegefrom time totime.

6.5. The college shall make available to all students admitted a **prospectus** providing details of the programme. The information so provided shall contain title of the courses, the semester in which it is offered and credits for the courses. Detailed syllabi shall be made available in the University/collegewebsites.

6.6. There shall be a uniform **calendar** prepared by the Collegefor the registration, conduct/schedule of the courses, examinations and publication of results. The Collegeshall ensure that the calendar is strictly followed. Admission notification and the academic calendar for SDE/ Private Registration will be prepared and issued bySDE.

6.7. There shall be provision for **Inter Collegiate and Inter University Transfer** in third and fifth semester within a period of two weeks from the date of commencement of the semester. College transfer may be permitted in Second and Fourth semester also without change in complementary course within a period of two weeks from the date of commencement of the semesterconcerned.

6.8. Complementary change at the time of college transfer is permitted in the third semester if all conditions arefulfilled.

6.8.1. Core/Complementary change under SDE/Private Registration: Existing rule (as in CUCBCSS UG 2014) shall be followed in Core/ComplementaryChange.

6.9. CBCSS regular students can join distance education stream/Private Registration in any semester in the same programme or different one. If core and complementary courses are different, they have to undergo them in the new stream. The marks/grace obtained for common courses will beretained.

6.10. A student registered under distance education stream/Private Registration in the CBCSS pattern may be permitted to join the regular college (if there is a vacancy within the sanctioned strength) in the third and fifth semester with the same programme only. If there is a change in complementary courses, it can be done with following conditions: i) the external and internal marks/grade obtained in the previous semesters for the earlier complementary courses will be cancelled. ii) the students have to write the external examinations for the previous semester for the new complementary courses along with the subsequent batch. iii) An undertaking to the effect that "the internal evaluation for the previous semesters of the new complementary courses will be conducted", is to be obtained from the Principal of the college in which the student intends tojoin.

6.11. Provision for **credit transfer** is subject to common guidelines prepared by the faculty concerned.

6.12. There shall be provision for **Readmission** of students in CBCSS UG2020.

6.12.1. The Principal can grant readmission to the student, subject to the conditions detailed below and inform the matter of readmission to the Controller of Examinations within one month of suchreadmission.

6.12.2. This readmission is not to be treated as collegetransfer.

6.12.3. There should be a gap of at least one semester forreadmission.

6.12.4. The candidate seeking readmission to a particular semester should have registered for the previous semesterexamination.

6.12.5. Readmission shall be taken within two weeks from the date of commencement of the semesterconcerned.

6.12.6. For readmission, the vacancy should be within the sanctioned strength in the parent college. If there is no vacancy in the junior batch of the parent college, readmission can be taken in another college with the junior batch if there is vacancy within the sanctioned strength in the concernedcollege.

6.12.7. If there is a change in complementary courses, it can be done with following conditions: i) the external and internal marks/grade obtained in the previous semesters for the earlier complementary courses will be cancelled. ii) the students have to write the external examinations for the previous semester for the new complementary courses along with the subsequent batch iii) An undertaking to the effect that "the internal evaluation for the previous semesters of the new complementary courses will be conducted", is to be obtained from the Principal of the college in which the student intends to takereadmission.

6.12.8. If change in scheme occurs while readmission, provision for credit transfer is subject to common guidelines prepared by Board of Studies/ Faculty concerned. For readmission to CBCSS UG 2020 involving scheme change, the Principal concerned shall report the matter of readmission to Controller of Examinations with the details of previous semesters and course undergone with credits within two weeks in order to fix the deficiency/excesspapers.

7. REGISTRATION

7.1. Each student shall make an online registration for the courses he/she proposes to take, in consultation with the Faculty Adviser within two weeks from the commencement of each semester. The college shall send a list of students registered for each programme in each semester giving the details of courses registered, including repeat courses, to the Collegein the prescribed form within 45 days from the commencement of thesemester.
It is mandatory that the students who got admission under CBCSS UG 2020 in SDE/Private shall register for the examinations of the concerned semesters in the same year itself.

7.2. A student shall be normally permitted to register for the examination if he/she has required minimum attendance. If the student has a shortage of attendance below 65% in a semester, the student shall be permitted to move to the next semester (if the attendance is more than 50% - Provisional registration) and can write the examination for the entire courses of the semester in which shortage of attendance occurs as supplementary examination only after the completion of the entire programme**.** In such cases, a request from the student may be forwarded through the Principal of the college to the Controller of Examinations within two weeks of the commencement of the semester. If the attendance is less than 50%, the student is not eligible to continue the programme and has to seek readmission. **There will not be any Repeat semester inCBCSSUG2020**.

7.3. A student who registered for the course shall successfully complete the programme within 6years from the year of first registration. If not, such candidate has to cancel the existing registration and join afresh as a newcandidate.

7.4. For open courses there shall be a minimum of 10 and maximum of 75 students per batch. For other courses existing pattern will befollowed.

7.5. Those students who have followed the UG Programmes in annual pattern or Choice based Credit & Semester System pattern can cancel their earlier registration and register afresh for CBCSSUG 2020 scheme in the same discipline or a differentone.

7.6. The students who have attendance within the limit prescribed, but could not register for the examination have to apply for **Token registration,** within two weeks of the commencement of the nextsemester.

8. EXAMINATION

8.1. There shall be college examinations at the end of eachsemester.

8.2. Practical examinations, if any shall be conducted by the Collegeas prescribed by the Board ofStudies.

8.3. The medium of instruction and examination shall beEnglish

8.4. External viva-voce shall be conducted along with the practical examination/project evaluation.

8.5. The model of question papers may be prepared by the concerned Board of Studies. Each question should aim at – (1) assessment of the knowledge acquired (2) standard application of knowledge (3) application of knowledge in newsituations.

8.6. Different types of questions shall possess different marks to quantify their range. A general scheme for the question paper is given in AnnexureIII.

8.7. Project evaluation shall be conducted at the end of sixth semester. 20% of marks are awarded through internalassessment.

8.8. Audit courses: The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions set by the University. The students can also attain the credits through online courses like SWAYAM, MOOC etc.

8.9. Improvement course: Improvement of a particular semester can be done only once. The student shall avail of the improvement chance in the succeeding year after the successful completion of the semester concerned. The students can improve a maximum of two courses in a particular semester (for SDE/Private registration students also). The internal marks already obtained will be carried forward to determine the new grade/mark in the improvement examination (for regular students). If the candidate fails to appear for the improvement examination after registration, or if there is no change in the results of the improved examination, the mark/grade obtained in the first appearance will be retained. Improvement and supplementary examinations cannot be donesimultaneously.

8.10. Moderation: Moderation is eligible as per the existing rules of the AcademicCouncil.

9. EVALUATION ANDGRADING

9.1. Mark system is followed instead of direct grading for each question. For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given inAnnexure-1

9.2. CourseEvaluation

The evaluation scheme for each course shall contain two parts:

1) Internal assessmentand

2) Externalexamination

20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

9.2.1. InternalAssessment

20% of the total marks in each course are for internal examinations.

The internal assessment shall be based on a predetermined transparent system involving written tests, assignment, seminar and class room participation based on attendance in respect of theory courses and **lab involvement/records attendance in respect of PracticalCourses.**

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude.

Components with percentage of marks of Internal Evaluation of Theory Courses are- **Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken)
For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one shall be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course.

The Split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

Split up of marks for Class Room Participation:

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
50% ≤CRP <75%	1	1
75% ≤CRP <85%	2	2
85 % and above	4	3

9.2.2. Internal Assessment for SDE/Private Registration: NA

9.2.3. ExternalEvaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80 marks (The pattern is given in the Annexure III). The open courses with 2/3 credits will have an external examination of 2 hours duration with 40 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks.

The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva shall be conducted by one external examiner appointed by the Collegeand one internal examiner from the concerned institution. (Guidelines are given in the AnnexureII).

After the external evaluation only marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

9.2.4. Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG2020.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

10. INDIRECT GRADINGSYSTEM

10.1. Indirect grading System based on a 10-point scale is used to evaluate the performance ofstudents.

10.2. Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I orAb) to that course by the method of indirect grading (AnnexureI).

10.3. An aggregate of P grade (after external and internal put together) is required in each course for a pass and also for awarding a degree (A minimum of 20% marks in external evaluation is needed for a pass in a course. But no separate pass minimum is needed for internal evaluation). No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed. Also the aggregate mark of internal and external is not displayed in the gradecard.

10.4. A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the nextbatch.

10.5. After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPAobtained.

SGPA of the student in that semester is calculated using theformula:

$$\text{SGPA} = \frac{\textit{Sum of the credit points of all courses in a semester}}{\textit{Total credits in that semester}}$$

10.6. The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

$$\text{CGPA} = \frac{\textit{Total credit points obtained in six semesters}}{\textit{Total credits acquired (120)}}$$

10.7. SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (cumulative grade) for the entire programme shall be awarded to a student depending on her/his CGPA(Annexure-I)

11. GRADECARD

11.1. The Collegeshall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the followinginformation:

5. Name ofUniversity
6. Name ofCollege
7. Title of UGProgramme
8. Semesterconcerned
9. Name and Register Number ofstudent
10. Code number, Title and Credits of each Course opted in thesemester
11. Letter grade in each course in thesemester
12. The total credits, total credit points and SGPA in the Semester (corrected to three decimalplaces)

11.2. The final Grade card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show CGPA (corrected to three decimal places), percentage of marks (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade card shall also include the CGPA and percentage of marks of common courses, core courses, complementary courses and open courses separately. This is to be done in a 10- point indirect scale. The final Grade card also contains the list of Audit courses passed and the details of Extracredits.

- **Evaluation of Audit courses:** The examination shall be conducted by the college itself from the Question Bank prepared by the University. The Question paper shall be of 100 marks of 3 hour duration. For SDE/Private students it may be of MCQ/ fill in the blank type questions or online question paper may beintroduced.

12. CALICUT UNIVERSITY SOCIAL SERVICE PROGRAMME(CUSSP)

In this programme, a student has to complete 12 days of social service. This has to be completed in the first four semesters; 3 days in each semester. For the regular programme the student has to work in a Panchayath or a Local body or in a hospital/ poor home or old age home or in a Pain & palliative centre or any social work assigned by the College authorities. Students who engage in College Union activities and participate in sports and cultural activities in Zonal level need to undergo only 6 days of CUSSP during the entire programme. The whole documents regarding the student should be kept in the college and the Principal should give a Certificate for the same. A College level Co-ordinator and a Department level Co- ordinator shall be appointed for the smooth conduct of the programme.

12.1. CUSSP for SDE/Private students: For SDE/Private students, out of the 12 days, the student has to undergo 6 days in a Panchayath or a Local body and the remaining 6 days in a Hospital/ Old age home or in a Pain and palliative care centre.

13. AWARD OFDEGREE

The successful completion of all the courses (common, core, complementary and open courses) prescribed for the degree programme with 'P' grade shall be the minimum requirement for the award of degree.

13.1. Degree for Oriental Title courses: *Those students who have passed Oriental Title courses earlier have to appear for the common courses. A 01 to A 06 in order to get POT degree. This can be done through SDE/Private Registration (SDE/Private registration along with the First semesterstudents).*

13.2. For obtaining Additional Degree: Those students who have passed UG programme under CCSS/CBCSS 2014 have to appear for only Core, Complementary and Open courses for acquiring additional degree. The registration for additional degree shall be done through SDE/ Private registration in the third semester as per existingrules.

14. GRIEVANCE REDRESSALCOMMITTEE

14.1. Department level: The College shall form a Grievance Redressal Committee in each department comprising of course teacher, one senior teacher and elected representative of students (Association Secretary) as members and the Head of the Department as Chairman. This committee shall address all grievances relating to the internal assessment grades of the students.

14.2. College level: There shall be a college level grievance redressal committee comprising of student adviser, two senior teachers, two staff council members (one shall be elected member) and elected representative of students (College Union Chairperson) as members and Principal asChairman.

14.3. University level: The Collegeshall form a Grievance Redressal Committee as per the existingnorms.

16. TRANSITORYPROVISION

Notwithstanding anything contained in these Regulations, the Vice-Chancellor shall, for a period of three years from the date of coming into force of these Regulations, have the power

to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

17. REPEAL

The regulations now in force in so far as they are applicable to programmes offered by the Collegeand to the extent they are inconsistent with these regulations are hereby repealed. In the case of any inconsistency between the existing Regulations and these Regulations relating the Choice-Based Credit Semester System in their application to any course offered in a College, the latter shallprevail.

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION

1. Evaluation of the Project Report shall be done under MarkSystem.
2. The evaluation of the project will be done at twostages:

   Internal Assessment (supervising teachers will assess the project and award internal Marks)

   External evaluation (external examiner appointed by the University)

   Marks secured for the project will be awarded to candidates, combining the internal and external Marks

2. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.

Table-4

Internal (20% of total)	
Components	*% of Marks*
Punctuality	20
Use of Data	20

External (80% of Total)	
Components	*%of Marks*
Relevance of the Topic, Statement of Objectives, Methodology (Reference/ Bibliography)	20
Presentation, Quality of Analysis/Use of Statistical tools, Findings and recommendations	30

Scheme/Organization of Report	30
Viva-Voce	30

Viva-Voce	50

4. External Examiners will be appointed by the Collegefrom the list of VI semester Board of Examiners in consultation with the Chairperson of theBoard.
5. The chairman of the VI semester examination should form and coordinate the evaluation teams and theirwork.
6. Internal Assessment should be completed 2 weeks before the last working day of VIthsemester.
7. Internal Assessment marks should be published in thedepartment.
8. In the case of courses with practical examination, project evaluation shall be done along with practicalexaminations.
9. Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

2. PASSCONDITIONS-

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for externalevaluation.
2. The student should get a minimum of 40 % marks of the aggregate and 40% separately for ESE for pass in theproject.
3. There shall be no improvement chance for the Marks obtained in the ProjectReport.
4. In an instance of inability of obtaining a minimum of 40% marks, the project work may be re- done and the report may be re-submitted along with subsequent examsthrough parent department, as per the existing rule of the Universityexaminations.

DETAILED SYLLABUS OF BA MULTIMEDIA

1. The Colleges should arrange for continuous assessment of students through the prescribed number of class tests/take-home assignments and seminar/practical in each course as prescribed in the succeeding sections. The Class tests take-home assignmentsshouldbeoftheoreticalnaturetoassessstudents'understandingofthe

concepts dealt under various topics of the course. And the practical should gauge student's ability to carry out tasks involved in the creation of multimedia products. Every student should submit the take-home assignments of each course in a record book within the prescribed deadline. The practical assignments should be submitted in CDs/DVDs. The faculty should evaluate the assignments and practical work of students in each course continuously.

2. Semester V and VI projects should be approved by the faculty concerned by the mid of the semesters. And, students should submit the projects in CD/DVD within the deadline set by thecollege/faculty.

6. SYLLABI

The syllabus of the core, complementary and open courses is detailed hereunder. The syllabi of the common courses shall be as prescribed by the Collegefor the restructured UG Programmes.

SEMESTER 1 SYLLABI

1. Common Course –A01

The detailed syllabi of this common course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG.

2. Common Course –A02

The detailed syllabi of this common course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG

3. Common Course –A07

The detailed syllabi of this common course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG

4. Core Course 1 – BMM1B01 – Introduction to DigitalMedia

Module 1: Definition of Multimedia, elements of Multimedia features of Multimedia and applications of Multimedia.

Unit 2: Multimedia file formats, standards, data compression techniques, typo graphs, fonts, font formats, hypertext, communicationprotocols.

Module 3: Digital still photography, image authoring and editing tools, application wise Photoshop, image file format, jpg, TIFF, GIF, contrast, brightness, Hue, slicing, aspect ratio, gray scale, filters, image enhancing designing technique.

Module 4: Video in Multimedia, analog and digital signals, video for N and web, video shooting, capturing, editing techniques, video storage formats. Sound in Multimedia, characteristic of sound, acoustics, recording techniques, and mixing, mastering, audio storingformats.

REFERENCE

1. AnirbanMukhopadhyay and Arup Chattopadhyay, *Introduction to Computer Graphics and Multimedia*, Vikas Publishing House Pvt Ltd,2010.
2. K.R. Rao and Zoran S. Bojkovic, Introduction *to Multimedia Communications: Applications*, Middleware, Networking, John Wiley & Sons,2009
3. BhatnagerGaurav, *Introduction To Multimedia Systems*, Academic Press,2002.

Continuous assessment (internal): One class tests and assignments

5. Complementary CourseI

Course Code – BMM1C01
Course Title – Introduction to Media Production
Credits – 3

UNIT 1

Defining electronic media, Evolution of electronic media, age of wired transmission, telegraph, facsimile, telephone, receiver, teleprinter, co-axial cable, fibre optics, analog encoding, electronic modulation and multiplexing, electronic encryption. LAN, WAN, PAN, MAN.

UNIT 2

History of Wireless transmission, radio, television, satellite broadcasting, free space optics, internet and protocols. E-content and its application. mobile communication technology: GSM, CDMA and GPRS, to 3G,Wireless network technologies such as IrDA,

Bluetooth, Wireless USB, Z-Wave, ZigBeeWireless LAN, interactivity, brain control interface.

UNIT 3

Introduction to Electronic Media Production, Basics of Radio and Television, Radio and TV in India. History of Electronic storage, paper tape, phonographic cylinder and disc, film, magnetic storage, RAM, Laser disc, compact disc, DVD, Blue Ray. Future of electronic media.

UNIT 4

Significance of electronic media: Fundamentals of the use of electronic media in Journalism, news, commerce, marketing, education, science, corporate communication, art, cinema. Satellite communications for transportation, aviation, maritime and military.

REFERENCE

1. Jitendra Kumar Sharma, *Print Media and Electronic Media: Implications for the Future*, Viva,2006.
2. Susan Tyler Eastman & Douglas A. Ferguson, *Electronic Media: Programming Strategies and Practices*, Wadsworth,2009.
3. Randeep Wadehra, *The History of the Evolution of Indian Electronic Media*, Sea Gull,2007.

6. Complementary CourseII

Course Code – BMM1C02

Course Title – **Video Production- I [Photography]**

Credits – 3

UNIT 1

Human Eye and Camera. Visual Perception. History of Photography. Aesthetics and photography, analogue and digital photography, types of photography, Types of Camera, Types of Lenses. Basics of Camera (aperture, shutter speed, ISO, focal length, depth of field)

UNIT 2

Colour and light, white balance, shift, bracketing, holding the camera, using tripods and monopods. Difference between high and low shutter speed, shallow and deep depth of field, types of composition: different types of shapes, different types of Filters.

UNIT 3

Understanding Lighting- indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Exposure Meters, Differential focus, Flashes. Designing with light. Basic Requirements, Equipments. Sensitivity, Temperature, Speed etc., Reversal. Manipulation of Colour and Light. Black and White, and Colour Photography – Colour materials, Processing andPrinting.

UNIT 4

Image editing – Colour profiles, colour management, colour modes- RGB vs. CMYK. Photoshop. Special effects techniques-motion pictures etc., manipulation of image, framing & trimming. Basics of Photo-Journalism, Photography for advertising-Consumer andIndustrial.

REFERENCE:

1. Michael Langford, *Basic Photography*, Focal Press,2005.
2. Michael Langford, *Advanced Photography*, Focal Press,2008.

3. Mitchell Bearley & John Hedgeese, *New Introductory Photography Course*, Read Book,2005.

SEMESTER 2 SYLLABI

1. Common Course –A03

The detailed syllabi of this common course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG.

2. Common Course–A04

The detailed syllabi of this common course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG

3. Common Course–A08

The detailed syllabi of this common course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG

4. Core Course2- BMM2B02 – Creativity and DesignSkills

Unit1. Visual medium.Visual elements, Basic elements of drawing, Light and Color, Function of Eye. Skills for an Animation Artist:- Visual and creative development of an Artist, importance of observation with minute details, efficiency to draw gestures, facial expressions, good listener, hard work and patience, creative and innovative. Basic principles of composition.

Unit 2. Real world and Virtual world, Dimensions: 1-Dimensions, 2-Dimensions and 3-Dimensions. Basic shapes, Basic forms, Objects- Organic and Inorganic objects. Perspective vision: One point Perspective, Two point Perspective and Three point Perspective. Geometric shapes and perspective view.

Unit 3. Basic Anatomy of human body (Biped): Skeletal system, Muscle system, Male and female body structure analysis and Human body in action. Basic anatomy of an animal (Quadrupeds): Skeletal and Muscle system of an animal, Animals in motion (Walk cycle, Run cycle and basic actions). Bird's anatomy: Structure and basic actions (Fly cycle).

Unit 4. Character Design: Research/Reference, Reaction/Experimentation, Intention: Decision/Design. Body language, Analyzing Characters for their basic forms. Develop new characters with detailed features, gestures, emotions, appeal etc. Study on the basic structure of famous animation characters.

REFERENCE

1. SergiCamara, *All About Techniques in Drawing for Animation Production*, Barrons Educational Series Inc2006
2. WayneGilbert, *Simplified Drawing for Planning Animation*, AnamieEntertainment Ltd.2014.
3. Tom Bancroft, *Creating Characters with Personality*,Watson-Guptill.

5. Complementary Course III

Course Code- BMM2C03

Course Title –Media Production II [Radio Production]

Credits – 3

UNIT 1

History and evolution of radio; characteristics of the medium. Introducing radio formats: radio talk, interview, radio drama, chat shows, phone-in/phone-out programmes, running commentary, news bulletins, features, and documentaries; special abilities required for each format; writingtechniques.

UNIT 2

Radio news - news-room management, news coverage, news formats, news presentation

and structure and content of news bulletins. Theory of Sound- frequency, pitch, amplitude, timber; theory of broadcasting technology- AM, FM, SW, Long Wave, Satellite Radio, Internet Radio; recording and storing of sound- Wave Format, MP2 and MP3.

UNIT 3

Recording instruments - various types of microphones, speakers, headphones, sound recorders, recording software, multi-track music recording, special effects, mixing and dubbing. Role of radio broadcaster -announcer, disc jockey, radio host; 'on-air' techniques - performance, art of interviewing, speed, breathing, emphasis and pitch.

UNIT 4

Radio in India -public service broadcasting and All India Radio, private commercial broadcasters, educational radio, community radio in the West, scope of community radio in India, the Indian Audience and the revival of radio after the televisionboom.

REFERENCE

1. Robert McLeish, *Radio Production*, 3rd Edition, Focal Press,2008.
2. U. L. Baruah, *This is All India Radio*, Sage Publications,2005.
3. Carl Hausman, Philip Benoit, Lewis Donnell. *Modern Radio Production, Programming and Performance*, O'Reilly Media,2005.

6. Complementary CourseIV

Course Code – BMM2C04

Course Title – **Video Production II [Scripting]**

Credits – 3

UNIT 1

Writing for visuals. Script: meaning and types of script. Elements of good script - structure, clarity, coherence. Process of scripting: idea formation, research, sequencing, opening and concluding. Script Formats - Scripts for film/ TV. Fiction and nonfiction, educational documentaries, docudramas and advertisements; Script and story board.

UNIT 2

Writing Television Script. advertisements, documentary, game show, variety programmes, information programmes, children, women and minority programmes. Concept of spoken language. Relation between narration and visuals. Script layout: treatment, screen play

one page and split page.

UNIT 3

Script writing for educational documentaries. Script writing for tele-serials. Analysis of movie scripts, short-film script, enrichment programme script. Scripting for commercials. News writing - news angle, multiangled stories, feature openers, development of story, news formula, sign posting, accuracy and fieldwork.

UNIT 4

The art of writing for films; Fundamentals of film screen writing; Script formats; stages of script and screen play – idea, research, treatment, draft script, revision of script; Structure, Characters Dialogue, Hiring a Writer, Optioning a Screenplay.

PRACTICALS

Write two scripts and prepare the story boards for any of the following: short-fiction, nonfiction, educational documentary, advertisement, television programme, TV game show, TV commercial, New programme. Duration: 5 minutes. Maintain the final draft.

REFERENCE

1. James Thomas. *Script Analysis for Actors, Directors, and Designers*. 3rd Edition. Focal Press, 1992.
2. Syd Field. *The Definitive Guide to Screen Writing*. London: Ebury Press,2003.
3. Syd Field. *Screenplay: The Foundation of Screenwriting*. NY: Dell Publishing,1984.

Continuous assessment (Internal): One class tests and assignments.

SEMESTER 3 SYLLABI

1. General Course1–A11

The detailed syllabi of this General course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG.

2. General Course2–A12

The detailed syllabi of this General course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG

3. Core Course 3 - BMM3B03 – MediaPublishing

Unit 1. Features and application of Photoshop, image sizes and resolutions; creating new images; placing images; file browser; tool selections; Color models and modes; adjusting Colour display for cross platform variations. Working with layers; features of layer masks and clipping path; blending modes; adjustment layers; 3Deditor; Skin editor.

Unit 2. Features and applications of illustrator, vector and raster images, resolution in images: illustrator environment; documents; working with Colours.

Unit 3. Features and applications of drawing software; Interface and toolbox; common tasks; creating basic shapes: reshaping objects; applying Colour fills and outlines. Text tools; text formatting; embedding objects into text; text wraps; text object links.

Unit 4. Applying effects – Scripts, Additional Plug-in, distortions effects, contour effects, transparency and lens effects; depth effects; working with bitmaps; editing and applying bitmaps. Collage- Poster Design - Rules in poster design- Poster Layout Design -Typing the Text In Poster Layout - Add Title - Create Matte painting in Photoshop (Sketch - Masking - Adjustments and painting tools)

REFERENCE

1. Donald Hearn, M. Pauline Baker, *Computer Graphics*, C Version, (SecondEdition),
2. Ranjan Parekh, *Principles of Multimedia*, Tata McGraw-Hill Education,2006.
3. John Christopher Jones, *Design Methods*, John Wiley & Sons Ltd,1981.

Continuous assessment (Internal): One class tests/assignments

4. Core Course 4 – BMM3B04 – ComputerGraphics

UNIT 1: Foundation for learning animation, Introduction to Animation, History and Origins

of animation: Inventors, creators, Early animation devices and Artists associated with pioneering animation technologies, Different Types and Techniques in Animation,Traditional animation techniques. Animation principles and its Application.

UNIT 2: Production process-Pre production, Production, Post production, Acting and expressions, Script writing, Copy writing, Character design, Background and lay outs, Voiceovers, Storyboards, Leicareels/Animatics Layout, Model Sheet.

UNIT 3: Flip Book animations. Cell Animation: Cell, Basic drawings for cell animation- Key frames, Cleanup (CU), In Betweens (IB), Timing Charts (X Sheets), Pencil Tests, Compositing, Projectors, Layer concept in cell animation, Basic equipments for Cell animations, Light-table construction concepts. Character animation: Walk Cycle, Run Cycle, Weight, Balance, Head Turn, Facial Expressions. 4 legged Charcters walk cycle, Birds Fly Cycle, 2D Effects: Wind, Fire, Rain, Smoke etc.

UNIT 4

Overview of Flash, Introduction to the flash interface, Setting stage dimensions, Introduction to drawing and drawing tools in Flash, Layers & Views, Shaping Objects – Overview of shapes, Drawing & Modifying Shapes, Working with objects & transforming Objects, Animation -Principles, Frame by frame animation, tweening, masks, Building a Movie - Symbol, Libraries, Structure & Exporting Movie.

REFERENCE

1. Chris Patmore, *The Complete Animation Course*, Barons Educational Series, New York,2007.
2. Richard Williams, *The Animator's Survival Kit*, Faber & Faber,2010.
3. Cavalier & Stephen, *World History of Animation*, Aurum Press,2011.
4. Preston J. Blair, *Animation 1: Learn to Animate Cartoons Step by Step*, Walter Foster Publishing,2003.
5. Robert Reinhardt, Snow Dowd, *Flash CS4 Professional Bible*, Wiley,2009.

Continuous assessment (Internal): One class tests/assignments

5. Core Course 5 – BMM3B05 – DigitalPhotography

Unit 1.History of Photography; role of Photography in communication and journalism; nature, scope and functions of Digital Photography; Types of photography, portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports.Difference between analogue and digital photography. Qualifications and responsibilities of photojournalists- sources, covering issues, writing captions and cut lines for photo; legal and ethical aspects of DigitalPhotography.

Unit 2. Different type of composition, rules of composition, colour harmony, focal length, selection of lens(zoom,wide angle zoom, tele zoom and fixed lenses), metering systems, measuring falling light and reflecting light, auto focusing, manual focusing, portraits, news photographs, lighting for still life, lighting for table top, tricky lighting for special effects, macro and micro photography, use of different focal length of lenses for landscape shooting, architecturing photography etc

Unit 3.Image editing – Colour profiles, colour management, colour modes- RGB vs. CMYK. Photoshop. Special effects techniques-motion pictures etc., manipulation of image, framing & trimming.

Unit 4. Lighting sources – ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting.Artificial light.Choosing the right Colour, moving camera and subject; high shutter speed and low shutter speed; high key and low key lighting.Frozen picture; movement in picture; control of lighting conditions. Colour difference in relation to shutter speed; shallow depth of field and deep depth of field; varying ISO for getting more depth.

Continuous assessment (Internal): Two class tests/assignments

6. Core Course 6 – BMM3B06 – Media Publishing (Practical) Computer Graphics (Practical)

7. Core Course 7- BMM3B07 -Digital Photography(Practical)

8. Complementary CourseV

Course code:**BMM3C05**

Course Title – Media Production III [print technology]

Credits – 4

UNIT 1

Definition, typography, Basic Typographic Rules, Typesetting/Word Processing, Typography as art, logo and identity design in typography, Typographic Technology, Hand Composition, Linotype, Monotype, Photo-Optical Systems, Photo-Scanning Systems, Phototypesetting System, Digital Typesetting, Scanning and Laser Systems, Classification of Typefaces, Old, Italic, Typographic Measurement, Metal Type Measurement

UNIT 2

Page Layout-Fonts, Body, Measurements, Spacing, Point systems, and families. Creating Artistic Text, Editing Text, Flow of Text between Frames, Changing Character Attributes, Fitting text to a Path Characters rotated to Path, Baselines, Text and Path Distance, Kerning, Proof reading,

UNIT 3

Introduction to Printing Technology: Printing Industry- Organization. Introduction to major printing process: Letter Press - Relief Printing, Intaglio prints, Screen Printing. Printing technologies and trends. Press management, Printing Process, Digital Prepress, Offset Printing, Concept, Advantages and Limitations, Lithography Offset, Standard Specifications for Offset Publications, Machinery in Offset Press, Working of Offset Press, Concept of Web Offset Screen Printing Techniques, Export open file to pdf, Magazine printing, News paper printing,

UNIT 4

Printer Science, Concepts/Terminologies in Printing Technology, Halftone Dots, Color Separation, Post Script, Negative, Typography, Type and Type Faces, Type Measurement, Type Formats, Copy Fitting, Plate Making, Negative, Positive, Tracing Output, etc. Ink Technology, Flexography, Printing Machine Maintenance, Binding and Finishing

REFERENCE

1. John Christopher Jones, *Design Methods*, Wiley,1992.

Russell N. Baired, *The Graphic Communication*, Holt McDougal,1975

9. Complementary CourseVI

Course Title – **Visual communication (History of Art)**

Credits – 3

UNIT 1:

Fundamentals of art, Drawing, Geometrical drawing, line space, balance, and harmony, angles and viewpoint, perspective. Tonal variations, texture of objects and forms, colour schemes, colour combinations, composition and values.

UNIT 2:

Brief history of art.Classical art, murals, papyrus manuscripts, hieroglyphics, Mughal art, medieval art, Byzantine and Gothic, Renaissance, Baroque and Rocco, Romanticism andRealism.

Unit 3:

Modernism in the West: Impressionism, Symbolism, Expressionism, Cubism, Futurism, Constructivism, Dada, Surrealism, Abstract expressionism, pop art, performance art, postmodern art and architecture.

UNIT 4:

Surrealism and psychoanalysis – Dali and Margritte. Feminist Theory of Art: gaze. Contemporary Indian art.

REFERENCE:

1. Robert Belton, *Art History: A Preliminary Handbook*, McGraw-Hill,2000.
2. Laurie Schneider Adams, *History of Western Art*, McGraw-Hill,2004.
3. David Wilkins, Bernard Schultz, and Katheryn M. Linduff, *Art Past, Art Present*, 4th ed., New York: Harry Abrams,2001.

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 4 SYLLABI

1. General Course 3–A13

The detailed syllabi of this General course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS

2. General Course 4–A14

The detailed syllabi of this General course shall be as prescribed by the Collegefor the restructured UG Programmes under CBCSS UG

3. Core Course 8-BMM4B08- Introduction toCinematography

UNIT 1

Fundamentals of handling video camera systems – lenses, recorders, tripods/pedestals, dollies, cranes, cables; camera mounting and balance; Balancing camera in hands and on shoulders; Camera movements. Camera operations. Aperture, shutter speed, focal length, depth of field Understanding Lighting- indoor and outdoor, exposing and Focusing, Types of lighting, Natural and Artificial Lights, Exposure Meters, Differential focus, filters.

UNIT 2

Shot types, Shot composition; Proportion; Rule of thirds; Framing; Pictorial balance; Continuity; Light positions; Taking different shots to convey idea(s), meaning and

relationships; Master shots/establishing shot; Point of view shots; Cut-away shots; Retakes.

UNIT 3

Analog and digital; Non-linear editing equipment and software. Importing and organising video clips; time line tools; trimming clips; batch capturing. Playing multiple formats, working with master clips, Logging information in browser columns, Finding and labelling project items, Customizing shortcut keys and button bars; Applying Transitions, Using the transition editor, Changing transition parameters, Previewing and renderingeffects.

UNIT 4

Finishing and Outputting: Preparing the project for finishing, Detecting audio peaks, Adjusting video levels for broadcast, Exporting Quicktime files, Compressor, Outputting to tape, Making a time code

window burn, Backing up projects.

REFERENCE

1. James R. Caruso & Maris E Arthur, *Video Editing and Post Production*, Prentice- Hall,1992.
2. Blain Brown, *Cinematography: Theoryand Practice: Image Making for Cinematographers, Directors, and Videographers*, New York, Focal Press,1993.
3. Joseph Mascelli. *The Five C's of Cinematography*. Los Angeles: Silman James Press, 2007.
4. Leonard Maltin, *The Art of the Cinematographer*, Los Angeles: Focal Press1978.

Continuous assessment (Internal): One class tests/assignments

4. Core Course 9 – BMM4B09 – Fundamentals of WebDesigning

Unit 1 : The internet : Introduction – internet defined – internet history – the way the internet works – internet congestion – Internet culture – Business culture and the internet – collaborative computing and the internet. World Wide Web : introduction the web defined – web browser details – web writing styles – web presentation outline, design , and management – registering web pages. Types web sitesPrinciples of web designing.

Unit 2 : Introduction to HTML. HTML Tags and their applications.Commonly used HTML Commands Structure of an HTML program.Document Body. Lists Types of Lists (Unordered List (Bullets). Ordered Lists (Numbering), Definition Lists). Adding Graphics to HTML Documents.Basics of Java 15 script. Features and characteristics of web authoring tools; interfaces; images; website creation process; working with text-formatting, importing, editing text; links-adding; modifying, layers, forms; working with templates, shock waves.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design – Design aesthetics- layouts- Poster Layout Design – collage - inputting Text - Adding Title - Matte painting for webpage – creating WebPages to suit client needs.

Unit 4: Java Programming: Constants, Variables and Data Types – Operators and Expressions – Decision Making and Branching – Decision Making and Looping. Classes, Objects and Methods – Arrays, Strings and Vectors – Interfaces: Multiple Inheritance

Continuous assessment (Internal): One class test/assignments

5. Core Course 10 – BMM4B10- Introduction to Cinematography(Practical)

6. Core Course 11 – BMM4B11- Fundamentals of Web Designing(Practical)

7. Complementary CourseVII

Course code :BMM4C07

Course Title – Electronic Media - IV [E-Content Development]

Credits – 3

UNIT 1

E-content. Designing and Development of E-content. Standards of E-content. Learning Objects and Re-usability of E-content.

UNIT2

E-content Tools. Graphics, Audio and Video-Creating and Editing. Authoring Tools.

UNIT3

Open Educational Resources. Meaning and Importance of Open Educational Resources. Various OER Initiatives. Creative Common Licensing

REFERENCE

1. Ruth C. Clark & Richard E. Mayere, *E-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning*, Pfeiffer, 2011.
2. Julie Dirksen, *Design For How People Learn*, New Riders Publishing,2011.
3. William Horton, *E-Learning by Design*, Pfeiffer,2011.

8. Complementary CourseVIII

Course code :BMM4C08

Course Title – Advertising

Credit- 3

UNIT 1

Definition, features, evolution and functions of advertising; kinds of advertising; agencies; economic, social and ethical issues of advertising; professional organizations and code of ethics.

UNIT 2

Media planning – market analysis, product research, media reach and frequency, scheduling, segmentation, positioning, media mix and support media planning. Ad campaign.

UNIT 3

Brand awareness and attitudes, brand identity, brand equity, brand image, brand loyalty and Rossiter-PercyModel.

UNIT 4

Types of print radio, TV and web Ads; outdoor ads-hoardings, billboards, posters, digital displays and Pop ads; Basic elements of ads- Headlines/slogans, copy, illustrations/pictures, logo, brand names, agency signature. Advertising skills; principles, concepts and functions of advertising; types of advertising; advertising media and their effects-out door, print; radio, TV and Web; elements of advertisement – advertisement – copy, slogans, illustrations, brand names, trade names, jingles; designing ofads.

REFERENCE

1. Otto Kleppner, *Fundamentals of Advertising*, Prentice Hall, New Jersey,1980.
2. Mariekae de Mooij, *Advertising Worldwide*, Prentice Hall, UK,1994.
3. Mohan M, *Advertising Management Concepts and Cases*, Tata McGraw Hill; New Delhi, 1989.

Continuous assessment (Internal): One class tests/assignments

SEMESTER 5 SYLLABI

1.Core Course 12 – BMM5B12- Techniques of Post Production – Visual Editing

UNIT 1

Introduction to Motion graphics- History of motion graphics- footage- Animation- Key frames- Nodes- Flow Chart-Visual compositing- keying (Green and Blue) - Alpha compositing- Matte painting- wire removal.

UNIT 2

Analyzing different shots from motion graphics film: *Life of Pi, Gravity, Jurassic world, Avatar,* and *Bahubali*. Comparison of motion graphics used in different film industry: Hollywood, Bollywood etc. Main softwares used for motion graphics creation: After effects, Nuke, etc.

UNIT 3

Introduction to Colour Correction; Colour Correction Features and applications. What is rotoscoping.Application of rotoscoping in visual media.3D dynamics and Composition.

UNIT 4

Introduction to Adobe After effects- Layers- Compositions- Video standards- camera movements- titling- Particle emitters- Advanced Colour corrections- import video and PSD files- Masking- Motion Tracking- Advanced transformation- 3D Layer- Key frame assistant- Effects- Third Party Plug-in- Use Clone Stamp Tool-Advanced Animation – Null Object- Rendering (RAM).Building and Animating a 3D Object- Using 3D Features- Distorting objects with the puppet tools- stop motion animation- cinematic terminology- Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between keyframes.

REFERENCE

1. Steve Wright, *Digital Compositing for Film and Video*, Taylor & Francis,2012
2. Ron Brinkmann, *Techniques for Visual Effects, Animation and Motion Graphics*
3. *(The Morgan Kaufmann Series in Computer Graphics)*, Morgan Kaufmann Publishers,2008
4. Chris Meyer, *Creating Motion Graphics with After Effects: Essential and Advanced Techniques*, Focal Press,2007.

Continuous assessment (Internal): One class tests/assignments

Core Course 13 – BMM5B13 – Techniques of Post Production –Sound Recording, Editing andMastering

UNIT 1

Perception of sound – hearing sensitivity – frequency, range – sound wave length – measuring sound – Basic setup of recording system – analog digital cables, connecters, Analogue to digital conversion. Microphone – types – unidirectional, bidirectional, omni directional, cardioids; direction, pickup pattern, noise, choosing the right mike, technique- sound reproduction devices – input devices – various sound file extension.

UNIT 2

Audio Studio Fundamentals: Introduction to Pro Tools, Installing Pro Tools and the Textbook's DVD contents, The Pro Tools Interface, Signal Flow, Gain Stages, I/O Setup, Types of Tracks, Creating a New Session in Pro Tools, Keyboard Shortcuts.

UNIT 3

Pro Tools Recording Techniques: Setting Recording Levels, Sample Rate and Bit Depth, Sound Wave Fundamentals, Deeper into Sampling, Sampling and Anti-Aliasing, Quantizing and Coding, Hard Drive Space Requirements, Disk Allocation, Session Parameters, Buffer Settings and Latency Times, The Basics of Microphones and Microphone Techniques, Pro Tools Preferences, Importing Audio and Session Data, Keyboard Shortcuts, Assignment: The Ultimate Recording.

UNIT 4

Recording: Busses, Playlists, Use of sound fx, dialogue, music. Equalisation. Balancing of levels – panning, mixing, creative use of sound track, the art of producing and recording Your Own Music, Memory Locations and Markers, Window Configurations and Arrangements, Using Inserts, The Basics of Effects Loops, Headphones and Headphone Mixes.

REFERENCE

1. John Strutt& Baron Williams, *The Theory of Sound*, Rayleigh.1996.
2. Francis Rumsay and Tim Mick. *Sound and Recording: An Introduction*. Oxford: Focal Press.
3. Collins Mike, *Pro Tools for Music Production: Recording, Editing*, Academic P, 2009.

Continuous assessment (Internal): One class tests/assignments

1. Core Course 14 – BMM5B14 – Introduction to 3D Modeling and Texturing

UNIT 1

Introduction to light.Properties of light.Surface qualities of objects. Differentiate the basic surface features of different objects: Glass, Water, Metals, Wood, Stones, and Skin etc. Interaction of light with different objects (Glass, Water, Metals, Wood, Stones, and Skin etc.).

UNIT 2

Introduction to texturing. Basic shaders: Blin, Lambert, Phong, Phong E, Mia materials and skin shaders and Materials. Basic features of a shader.UV maps. UV projections: Plannar mapping, Cylindrical mapping, Spherical mapping, Automatic mapping. Bump Map and displacement map.

UNIT 3

An overview on the skeletal system: Human, Animals, Birds. Detailed study on different parts of skeletal system: Skull, Spine, Right and Left arm, Hip, Left and Right Leg, Palm and Foot. Muscle system.

UNIT 4

Introduction to Rigging, Hierarchy of bone arrangement.Forward kinematics (FK) and inverse kinematics (IK). Control Curves. Binding of Bones: Smooth binding and Rigid Binding. Skin weighting on object. Character set up. Human IK. Blend shapes.

REFERENCE

1. Michael Ingrassia, *Maya for Games: Modeling and Texturing Techniques with Maya and Mudbox*, Focal Press,2008.
2. Lee Lanier,*Advanced Maya Texturing and Lighting,* Paperback, Sybex,2008.
3. Tina O'Hailey, *Rig it Right! Maya Animation Rigging Concepts (Computers and People)*, Taylor & Francis,2013.

Continuous assessment (Internal): One class tests/assignments

2. Core Course 15 – BMM5B15 – Advanced WebDesigning

Unit 1. Adobe Dreamweaver with CSS features and Usage, Creating and Managing CSS, Site and Manage Site, Meta Tags, Tag inspector, behaviors, Creating Lists, Tables, Tags, Links, (External Document References, Internal Document References); Images as Hyperlinks (Image Maps), Hyperlinks, Frames and their usage, Spry Frame Work, Dynamic Data, Forms, CSS Styles, Div Tags, Edit tag and Quick Tag editor, Creating Pages with CSS, Importing from Photoshop (Slicing), Dynamic Pages, Adding external content to the page- Flash- Sound Contents-Visuals. Multimedia for www; web servers, browsers; web page markers and editors.

Unit 2: What is jQuery? , Downloading and installing jQuery , Creating a simple jQuery, enabled page, Overview of jQuery's features Retrieving Page Content, Using basic jQuery selectors , Using

basic jQuery filters , Using jQuery attribute filters, Child, visibility, and content filters , Form selectors and filters, Traversing documents Understanding jQuery statement , chaining, Manipulating Page, Content Creating, getting, and setting content, Manipulating attributes, Inserting content, Wrapping, replacing, and removing content, Working with CSS. Working with Events, Understanding the jQuery event, handling features, Binding and unbinding events Convenient event helper methods, Using the jQuery event object, jQuery Animations and Effects, Hiding and showing elements, Fading elements in and out, Sliding elements Creating custom animations, Using the jQuery UI Plug –In. Putting It All Together Overview of the sample web site, Using the accordion widget, Creating an image rotator Building hover tooltips, Making an image selector ,Using the Resizable effect.

Unit 3. Introduction to authoring tools for 2D animation, SWF, FLA, FLV, streaming media, key frame animation, shape animation; path animation, action script, Global Functions, Buttons, use of action script in animation, integrating audio with animation, Export SWF File Formats. Introduction to Adobe Edge Code CC

Unit 4. Testing a website, site launch, validating web pages; trouble shooting, moving website in internet, understanding server models; creating dynamic pages; passwords and protection of web pages.

Continuous assessment (Internal): One class tests/assignments

3. Core Course 16- BMM5B16 – Techniques of Post Production – Visual Editing (Practical) Techniques of Post Production –Sound Recording, Editing and Mastering (Practical)

4. Core Course 17- BMM5B17: Introduction to 3D Modeling andTexturing (Practical) Advanced Web Designing(Practical)

5. Open Course – BMM5D01 – Fundamentals of Multimedia (for other students)

Unit 1. Definition of Multimedia.Multimedia systems; multimedia elements, Multimedia applications.Evolving systems of multimedia.Digital media and hyper media.

Unit 2. Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression.Multimedia I/O Technologies.

Unit 3. Image authoring and editing tools, image file formats, JPEG, TIFF,,GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale filters, blending tools, Image enhancing designing technique.

Unit 4. Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques andmixing.

Continuous assessment (Internal): One class tests/assignments.

SEMESTER 6 SYLLABI

1. Core Course 18 – BMM6B18 – Advanced 3D Animation, Vfx and Compositing

UNIT 1

Introduction to 3D Animation.Detailed study on contemporary animation cinema.Influential animation.Case studies and analysis – Animated Feature Films, Animated Shorts, Documentaries etc.Academy Awards Animated film.Acting for animation. Facial

expressions and Body movements. Kinetics: Forces, Impulse, Centre of gravity, Balance, Drops and Jumps, Action analysis and performance.

UNIT 2

Recent trends in animation industry. Motion Capturing- Different types of Motion Capturing. Basic set up for motion capturing technology. Morphing and wrapping. Basic animations: Facial Animation –Character animation, walks cycle, run cycle and cycle animation with animals.

UNIT 3

Introduction to Maya animation.Maya animation interface. Animation techniques – Key frame animation; editing key frames; track Views- animating modifiers. Hypershade and Graph

editor. Blend shape its uses.

UNIT 4

What is light & its theory, Maya lights, attributes & shadows. Maya spot lights - on stage- in motion pictures- Directional lights- Ambient lights - Point lights - Area lights – application, characteristics, properties and palettes for the above 3-point lighting concepts, Three-point lighting in visual media such as video, film, still photography and computer- generated imagery- effective use of key light- fill light - back light. Rendering.

REFERENCE

1. Jeremy Birn, *Digital Lighting and Rendering*, New Riders,2006.
2. John Edgar Park, *Understanding 3D Animation Using Maya*, Springer,2004.
3. David Rodriguez, *Animation Methods*, Create Space Independent,2012.

Continuous assessment (Internal): One class tests/assignments

2. Core Course 19 – BMM6B19 – Introduction to MotionGraphics

UNIT 1

Introduction to 3D. History of 3D Animation, Features of 3d characters. Famous 3d animation films and its analysis: *Toy stories, Frozen, Monsters inc, Shrek, Finding Nemo, Ice Age and Tangled*. 3D animation project and its pipeline: Pre production, production and post production. 3D animation Principles.

UNIT 2

Living and Non- living objects (Organic and Inorganic objects). Basic features of Living objects: Human Beings, Animals, Birds and Plants. Basic features of non living objects: Movable and non movable. Dynamics: Fluids, Gravity, Wind, Smoke, Fire, Cloth etc.

UNIT 3

Introduction to 3D Organic Modeling, Introduction to Autodesk Maya.GUI of Maya. Basics of 3D Organic modeling: Polygon modeling, NURBS modeling and surface modeling. Basic features of a 3d object: Vertex, Edge and Face. 3D object editing and deformation in Maya. Analyzing the basic features of famous 3d animation characters: *Totoro - My NeighbourTotoro, Dory and Nemo in Finding Nemo, Buzz Lightyear in Toy Story, Puss In Boots in Shrek, Wall-E, Woody Toy Story*. Uses of Maya in Visual media industry.

UNIT 4

Different types of inorganic objects, Introduction to 3D Inorganic Modeling. Introduction to Autodesk 3D max.GUI of 3D Max. Basics of 3D Inorganic modeling: Polygon modeling and NURBS modeling. Basic features of 3D objects in 3D Max. Object editing methods in 3D Max. Shading, Materials (V-Ray) and Rendering. Uses of 3D Max in Visual mediaindustry.

REFERENCE

1. Ami Chopine, *3D Art Essentials: The Fundamentals of 3D Modeling, Texturing, and Animation*, Focal Press,2011.
2. Jamie Cardoso and Roger Cusson, *Realistic Architectural Rendering with 3ds Max and V-Ray (Autodesk Media and Entertainment Techniques)*, Taylor & Francis Ltd, 2010.
3. Todd Palamar, *Mastering Autodesk, Maya 2016*, Wiley / Sybex,2016.

Continuous assessment (Internal): One class tests/assignments

3. Core Course 20 – BMM6B20 – Multimedia Designing & Authoring (Elective)

UNIT 1

Packaging, labelling, purposes of packaging, objective, Packaging types, Functions, Components, Elements of packaging, Fundamentals of packaging, Packaging Technology, Importance of Product Packaging inMarketing

UNIT 2

Packaging design, structure and concept development, Prototype packaging design, layout design modelling in Coral Draw, Page Layout design and hierarchy of color, style, shapes typography and structure, column setting, content writing, Significance of text in package design, logo placing,

UNIT 3

Packaging design, 3-D design, Technical Drawing, package modeling, 3D Functions, Package texturing, Significance of text in package design, logo placing.

UNIT 4

Package Aesthetics, Packaging Economics, Comparison of printing methods, Digital printing, Paper Technology, paper material, Print for Package, Print Production Process, package setting, Printing Production: Types of Printers, Creating books; printingchapters; library; indices; table of contents; style sheets; form and form controls; meta tags.

REFERENCE

1. Julius Wiedemann, Package Design Book Hardcover, Taschen,2010.
2. Jenifer Tidwell, *Designing Interfaces, Patterns for effective interaction design*, Springer,2004.
3. Marianne R. Klimchuk, The Art of Packaging, Taschen,2008.

Continuous assessment (Internal): One class tests/assignments

4. Core Course 21 – BMM6B21 – Television & Multi Camera Production (Elective)

UNIT 1

Production planning, pre-production planning-duties and responsibilities of producer/director. Production techniques- Camera for TV, Single camera and Multi- camera productions, treatment, screenplay, shoot, script, storyboard; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials.

UNIT 2

Set designing and make up – visualization and composition-aesthetics-directing the actors-directing the crew. Planning and Production of indoor and outdoor shootings, planning and management of live shows.Multi-camera productions – live telecast – switchers.

UNIT 3

Video display systems.Lighting systems- Lighting methods and needs.Mike positioning and arrangements.Shooting plans and backgrounds. Camera, lenses, frame, shots, angle, moving frame, dolly, trak, truck, crane, pedestal, handheld, steady, chroma key, 180^0 system, establishing shot, shot, continuity.

UNIT 4

Effective shots, File shots, Footages, Special effects.Graphics and animation, Chroma key usage and Economy shooting methods. Video broadcast and technology, news and advertisements.

REFERENCE:

1. Jeremy G. Butler, Television: Critical Methods and Applications, Blueprint, London, 1995.
2. Gerald Millerson& Jim Owens, Video Production Handbook, Focal Press, 2004.
3. Catherine Kellison, Producing for TV and Video, Focal Press, 1999.

Continuous assessment (Internal): one class tests/assignments

5. Core Course 22 – BMM6B22 – Advanced 3D Animation, Vfx and

Compositing(Practical)

6. Core Course 23 – BMM6B23 – Introduction to Motion Graphics (Practical)

7. Core Course 24 – BMM6B24 - MultimediaProject

The students should submit a Multimedia Project (Group) at the end of Sixth semester. They have to do a project work in a group under the guidance of a faculty member of the Department. Maximum number of students in a group is four. Each of the group should conceive and execute a multimedia project of at least 10 minutes duration on any topic/theme. The project must encompass all building blocks (text, pictures, graphics, video, sound) and these should be assembled using appropriate authoring software. The project should be submitted in DVD format. A project record should be submitted along with the DVD. It is a group project and all students in the group must have a role in the project. The project work will be evaluated by an externalexaminer.

8. Core Course 25 – BMM6B25 – WebsiteProject

Each of the students should independently conceive and build a Website of an organization of his/her choice under the guidance of a faculty member of the Department. The Website should be complete with home pages, links and hyperlinks pictures, logos, illustrations, test and other features that are essential in a professionally build website. The project should be submitted in DVD format. A project record should be submitted along with the DVD .The project work will be evaluated by an externalexaminer.

7. CORE COURSES SUGGESTED READINGS

1. *Joseph A. Devito :Human Communication: The Basic Course. Harper andRow.*
2. *J.V. Vilanilam :More Effective Communication, SageIndia.*
3. *Nicholas A and Brain L : Audiences, Sage,India*
4. *Gay Julier : The Culture of Design, Sage,India*
5. *Raoet al : Multimedia Communication Systems, Prentice –Hall,India*
6. *TayVayghan : Multimedia: Making it Work, Tata McGraw- Hill,India*
7. *John F. Koege Buford : Multimedia Systems, Pearson Education, Asia,2002*
8. *G. Millerson : Television Production, Focal press,1999*
9. *R. Steinmetz and K.Nahrstedt: Multimedia Computing, Communicationand Applications, Prentice Hall, 1985.*
10. *S. Heath : Multimedia and Communication Technology Butter worth,Heinemann*

11. *D.Stillman : Multimedia Technology and Application, NewJersey*
12. *J. Jeffcoate : Multimedia in Practice, Prentice-Hall, NewYork*
13. *Foley J.D. Van Dam A, et al : Computer Graphics Principles & Practice, AddisonWesley*
14. *Hearn D & Baker P.M : Computer Graphics, PrenticeHall*
15. *William M. Newmann, R.F. Sproull : Principle of interactive Computer Graphics, McGraw Hill International Book Company,1989.*
16. *Rod Salmman, Mel Slaster : Computer Graphics: Systems and concepts, AddisionWesley*
17. *John Villamil& Louis Molina : Multimedia: An Introduction, PrenticeHall*
18. *Comer Douglas E : The Internet Book, Prentice Hall of India Private Limited 2003, New Delhi.*
19. *Underdahl Bran & U Keith : Internet With Web Page, Web Site Design Bible, idg Books India*
20. *Galgotia : Webmasters handbook, Prima Publishing, NewDelhi.*
21. *Rosenthal, Alan : Writing, Directing and Producing Documentary Films. Southern Illinois University Press,1990.*
22. *Michael Rabiger : Directing the Documentary, Focal Press,1998.*
23. *Des Lyver and Graham Swainson: Basic of Video Lighting, Focalpress,1995.*
24. *Simplified Dtp Course Book/Singh Vishnu.PCompuTech Publications Limited,2008*
25. *PageMaker In Easy Steps, Scott Basham, Dreamtech Press,2000*
26. *QuarkXPress 8: Essential Skills for Page Layout and Web Design Kelly Kordes Anton, John Cruise Peachpi,t Press,2009*
27. *DtpCourseBookSinghMeenakshi,SinghVishnuPriya,ComputechPublicationLtdnew Asia n,2011*
28. *Multimedia Journalism: A Practical Guide, Bull Andey, Routledge,2010*
29. *The Multimedia Journalist, George Jennifer, Oxford University Press,2012*
30. *Video Journalism for the Web, Lancaster Kurt, Routledge,2012*
31. *Multimedia Journalism,KumarArvind, Anmol Publications,2011*
32. *Story boarding the Simpsons way - Chrisroman*
33. *How to Draw Anime & Game Characters - TadashiOzawa*
34. *Perspective - A Guide for Artists, Architects and Designers - GwenWhite*
35. *How to draw Portrait Drawing A Step-By-Step Art Instruction Book (2005) - Watson- Guptill*
36. *Perspective Drawing Handbook - JosephD'Amelio*
37. *The Animator's Workbook - Antonywhite*
38. *Water colour Landscape - DavidBellamy*
39. *Stop Staring: Facial Modeling and Animation Done Right - JasonOsipa*
40. *Texturing and Modeling : A Procedural Approach - David S.Ebert*
41. *Advanced Maya Texturing and Lighting with CDROM - Lee Lanier,Wiley*
42. *Publishing Texturing and Modeling : A Procedural Approach - David S.Ebert*
43. *Rendering with Mental Ray -ThomasDriemeyer*
44. *Essential CG Lighting Techniques - DarrenBrooker*
45. *Animation The Mechanics of Motion - ChrisWebster*

46. Understanding Animation - PaulWells
47.Timing for Animation - Harold Whitaker, JohnHalas
48. The Art of 3-D Computer Animation and Effects, Third Edition - Isaac VictorKerlow
49. Maya Studio Projects: Dynamics - ToddPalaman
50. MalcomLeGrice, Art andCinematography
51. Ian Christie, French Avant-garde Film in the Twenties: from Specificity toSurrealism
52. Writing for TV and Radio Hillard Robert, NewYork
53. AnIntroductiontoWritingforElectronicMediaScriptwritingEssentialsAcrossthe Genres - Robert B.Musburger
54. Course_material_on_script_writing.
55. Television Production Handbook, Herbert Zettl, Wadsworth, Belmont,2003
56. Indian Television and Video Programmes: Trends and Policies, Mridula Menon,Kanishka Publishers, New Delhi,2007
57. AnintroductiontowritingforElectronicMedia:ScripwritingEssentialsAcrossthe Genres, Roberts B. Musburger, Focal Press, Oxford,2007
58. Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi,2010
59. Ruth C. Clark & Richard E. Mayere, e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning, Pfeiffer,2011.
60. Julie Dirksen, Design For How People Learn, New Riders Publishing,2011.
61. William Horton, e-Learning by Design, Pfeiffer,2011.
*62. Tapas Ray, **'Online Journalism – A Basic Text'**, Foundation Delhi,2006.*
63.** Jason Whittaker, **The New Media Handbook –The CyberspaceHandbook
64.** .Sunil Saxena , **'Broadcasting News: The craft and technology of onlineJournalism'.
65.** Jason Whittaker, **'Web Production for writers andjournalists'.

CORE AND COMPLEMENTARY COURSETHEORY: EVALUATION SCHEME

The evaluation scheme for each course contains two parts: *viz.,* internal evaluation and external evaluation.

1. INTERNALEVALUATION

20% of the total marks in each course, including lab linked courses and project evaluation cum viva voce, are for internal examinations. The internal marks of the theory and practical are same for the lab linked courses. The colleges shall send only the marks obtained for internal examination to the university.

THEORY COURSES (20% of the total marks in each course are for internal examinations). Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. The internal assessment shall be based on a predetermined transparent system involving written tests, class room participation based on attendance in respect of theory courses and lab involvements/records attendance in respect of practical courses.

Sl No	***Components***
1	Attendance (20%)
2	Test Papers I & II (total 40%)
3	Assignment (20%)
4	Seminar (20%)
	Total

For Practical Courses- Record 60% and Lab involvement 40% as far as internal is concerned.

For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of theDepartment.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal	Out of 6 (Maximum internal

	marks is 20)	marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

Split up of marks for Class Room Participation:

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
50% ≤CRP <75%	1	1
75% ≤CRP <85%	2	2
85 % and above	4	3

THEORY COURSES- Introduction to Multimedia (Open Course)- BMM5D01 & Complementary Courses offered by the Multimedia Board for BA Mass Communication & Journalism.

2. EXTERNALEVALUATION

Scheme of Examinations:

The external QP with 80 marks and internal examination is of 20 marks. Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Section A Short answer type	2 marks	15 questions	Ceiling - 25
Section B Paragraph/ Problem type	5 marks	8 questions	Ceiling - 35
Section C Essay type	10 marks	2 out of 4	2X10=20

Question paper type 2
Scheme of Examinations:

The external QP with 60 marks and Internal examination is of 15 marks. Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Section A : Short answer type carries 2 marks each - 12 questions Ceiling - 20

Section B: Paragraph/ Problem type carries 5 marks each - 7 questions Ceiling - 30

Section C: Essay type carries 10 marks (1 out of 2) 1X10=10

CORE COURSE PRACTICAL: EVALUATIONSCHEME

EXTERNAL EVALUATION

Practical examinations along with viva-voce will be conducted at the end of 4th and 6th semesters.

The external examination in practical courses shall be conducted by two examiners, one internal and an external, appointed by the University.

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

No practical examination will be conducted in odd semester. Practical examinations for BA MULTIMEDIA programme shall be conducted in the even semester 4 and6.

The model of the question papers for external examination of 3 hours duration.

PATTERN OF QUESTION PAPERS

Duration	***Pattern***	***Marks***	***Total***
3 HOURS	*To prepare sample works with the help of prescribed Multimedia applications (Questions shall be prepared bytheBOSorBoardof Examination)*	*75 MARKS*	*75 MARKS*

CORE COURSE PROJECT: EVALUATION SCHEME

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION- Regular

• Evaluation of the Project Report shall be done under MarkSystem.

• The evaluation of the project will be done at two stages:

a) **Internal Assessment** (supervising teachers will assess the projectand award internalMarks)

b) **External evaluation** (external examiner appointed by theUniversity)

c) Grade for the project will be awarded to candidates, combining theinternal and externalmarks.

3. The internal to external components is to be taken in the ratio1:4.
Assessmentof

• Different components may be taken as below.

4. External Examiners will be appointed by the University from the list of VI Semester Board of Examiners in consultation with the Chairperson of the Board.

5. The Chairman of the VI semester examination should form and coordinate the evaluation teams and theirwork.

6. Internal Assessment should be completed 2 weeks before the last working day of VISemester.

7. Internal Assessment marks should be published in theDepartment.

8. In the case of Courses with practical examination, project evaluation shall be done along with practicalexaminations.

9. The Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation ofproject.

Project evaluation will be conducted at the end of sixth semester.

Table 1: Internal Evaluation (*BMM6B17 Multimedia Project, BMM6B18 Web Site Project)*

Sl. No	*Criteria*	*Marks*
1	Originality	3
2	Methodology	3

3	Scheme/Organization of Report	4
4	Viva-Voce	5
	Total Marks	15

Table 1: External Evaluation ***(BMM6B17 Multimedia Project, BMM6B18 Web Site Project)***

Sl. No	***Criteria***	***Marks***
1	Relevance of Subject, Social importance of Subject, Theme	10
2	Presentation, Use of Technical tools, (Web SiteProject: Designs, Colour combinations, Animation, Programme structure, Perceptiveness)	10
3	Record evaluation	10
4	Viva-Voce	30
	Total Marks	60

2. PASS CONDITIONS

- Submission of the Project Report (DVD & Record) and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/ he fail to submit the Project Report (DVD & Record) for external evaluation.
- The student should get a minimum P Grade in aggregate of External andInternal.
- There shall be no improvement chance for the Marks obtained in the ProjectReport.
- In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new internal mark may be submitted by the Parent Department.External

  examination may be conducted along with the subsequent batch.

PART- III

COMPLEMENTARY COURSESOFFERD BY MULTIMEDIA BOARD FOROTHER UG PROGRAMMES

PART III

Complementary Courses in

1. **Multimedia Applications** (for B.A. Mass Communication andJournalism)
2. **Multimedia Applications** (for LRP Programmes)

Offered by Multimedia Board

PART II-A

Complementary Courses in Multimedia Applications forBA Mass Communication & Journalism

BMM1 (2) C01 –Introduction to Multimedia & E-Content Development

BMM4 (3) C01 – Computer Graphics & Web Design

Introduction

Complementary course in Multimedia Applications for BA. Mass Communication and Journalism, Visual Communication provides the basic knowledge for students in handling multimedia tools and designing multimedia content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Computer Applications
2.To introduce the potential of Multimedia in the age of new media
3.To give knowledge in media publishing
4.To introduce various multimedia applications
5.To make awareness in copyright and ethical issues related toMultimedia

Scope

The scope of the course shall be limited to the study of the fundamental areas of multimedia with emphasis on understanding the basic tools, techniques and issues.

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			

I	**BMM1(2) C01**	Introduction to Multimedia & E- Content Development	6	0	6	4	80	20
II	**BMM4 (3) C01**	Computer Graphics & Web Design	6	0	6	4	80	20
Total			12	0	12	8	160	40

DETAILED SYLLABUS

Complementary Courses 1- ComplementaryCourses in Multimedia Applications

SemesterI/II **Course1** **Code: BMM1 (2)C01**

Introduction to Multimedia & E-Content Development

Unit 1. Definition of Multimedia.Multimedia systems; multimedia elements, Multimedia applications.Digital media and hyper media. Multimedia file formats, standards, communication protocols, conversions Data compression and

decompression. Types and methods of compression and decompression.Multimedia I/O Technologies.

Unit 2. Image authoring and editing tools, image file formats, JPEG, TIFF,,GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio.Gray Scale filters, blending tools, Image enhancing designing technique. Videoin Multimedia-Sound in Multimedia-characteristic ofsound, acoustics, recording techniques andmixing.

Unit 3. Introduction to E-Content Development: Definitions of e-content, Types of e-

content, Examples of e-content Scope and career opportunities in e-content development. **Introduction to Instructional Design and Learning Theories:** Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

Unit 4. Basics of E-Content Development: Learner needs analysis, Design document, Course map, Writing learning objectives ,Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content.The e-content development cycle.E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC. **Instructional Strategy for E-content Development: Learner Engagement:** Engaging learners through interactivity, branching, visualization of content. **Types of interactivity for e-content:** Point and click, drag and drop, text-input, match, system process simulations. **Presentation Strategy:** Scenario-based learning, Game-based learning, Virtual coaches and avatars. **Assessments:** Types of assessment, Types of feedback, monitoring the learner's progress through CYUs andself-assessments

Complementary Courses 2- ComplementaryCourses in Multimedia Applications

SemesterIII/IV **Course 2** **Code: BMM4 (3)C01**

Computer Graphics & Web Design

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour. Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UIdesigning.

Unit 2 : Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing. Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resembling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrancy and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creativecomposition.

Unit 3: The internet : Introduction – internet defined – internet history – the way the internet works –Internet services, World Wide Web– Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website. Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes ,Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send

email messages , Text fonts and styles , background colors/images , Forms related tags - action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 4: User interface design with Adobe Photoshop- Webpage layout- Header banner Design – Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage – creating WebPages to suit client needs. Web writing styles – web presentation outline, design and management. An Introduction to Cascading Style Sheets –Structure of CSS- Creating Internal and - Using an External Style Sheet – Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

PART II-B (for LRP Pattern)

Complementary Courses in Multimedia Applications LRPProgrammes

BMM1 C02 –Introduction to Multimedia

BMM2 C02 –E-Content Development

BMM3 C02 – Computer Graphics

BMM4 C02 – Web Design

Introduction

Complementary course in Multimedia Applications for BA. Mass Communication and Journalism, Visual Communication provides the basic knowledge for students in handling multimedia tools and designing multimedia content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Computer Applications
2.To introduce the potential of Multimedia in the age of new media
3.To give knowledge in media publishing
4.To introduce various multimedia applications
5.To make awareness in copyright and ethical issues related toMultimedia

Scope

The scope of the course shall be limited to the study of the fundamental areas of multimedia with emphasis on understanding the basic tools, techniques and issues.

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			
I	BMM1 C02	Introduction to Multimedia	3	0	3	3	60	15
II	BMM2 C02	E-Content Development	3	0	3	3	60	15
III	BMM3 C02	Computer Graphics	2	1	3	3	60	15
IV	BMM4 C02	Web Design	2	1	3	3	60	15
Total			**10**	**2**	**12**	**12**	**240**	**60**

DETAILED SYLLABUS

Complementary Courses 1- ComplementaryCourses in Multimedia Applications

SemesterI **Course1** **Code BMM1 C02**

Introduction to Multimedia

Unit 1. Definition of Multimedia.Multimedia systems; multimedia elements, Multimedia applications.Evolving systems of multimedia.Digital media and hyper media.

Unit 2. Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression.Multimedia I/O Technologies.

Unit 3. Image authoring and editing tools, image file formats, JPEG, TIFF,,GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale filters, blending tools, Image enhancing designing technique.

Unit 4. VideoinMultimedia- Sound in Multimedia- characteristic ofsound, acoustics, recording techniques andmixing.

Complementary Courses 1- ComplementaryCourses in Multimedia Applications

SemesterII Course2 Code BMM2 C02

E-Content Development

1 – Introduction to E-Content Development: Definitions of e-content, Types of e-content, Examples of e-contentScope and career opportunties in e-content development

UNIT 2 – Introduction to Instructional Design and Learning Theories: Definitions of instructional design. Bloom's taxonomy for the cognitive domain.The ADDIE model,

Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

UNIT 3 – Basics of E-Content Development: Learner needs analysis, Design document, Course map, Writing learning objectives ,Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content.The e-content development cycle.E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC.

UNIT 4 – Instructional Strategy for E-content Development: Learner Engagement: Engaging learners through interactivity, branching, visualization of content. **Types of interactivity for e-content:** Point and click, drag and drop, text-input, match, system process simulations. **Presentation Strategy:** Scenario-based learning, Game-based learning, Virtual coaches and avatars. **Assessments:** Types of assessment, Types of feedback, Monitoring the learner's progress through CYUs and self-assessments

Complementary Courses 1- ComplementaryCourses in Multimedia Applications

SemesterIII **Course3** **Code BMM3 C02**

Computer Graphics

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition,colour.

Unit 2 Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 3: Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

Unit 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resembling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrancy and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Complementary Courses 1- ComplementaryCourses in Multimedia Applications

SemesterIV **Course4** **Code BMM4 C02**

Web Design

Unit 1 : The internet : Introduction – internet defined – internet history – the way the internet works –Internet services, World Wide Web– Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

Unit 2 : Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes ,Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design – Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage – creating WebPages to suit client needs. Web writing styles – web presentation outline, design and management.

Unit 4: An Introduction to Cascading Style Sheets –Structure of CSS- Creating Internal and - Using an External Style Sheet –Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with

Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

Scheme and Model Question papers for Core Course

FIRST SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course 1: Introduction to Digital Media

Time:2.5Hours **Maximum marks:80**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

1. Fonts
2 ImageAuthoring
3. HyperMedia
4.JPEG
5. AVI
6.E-learning
7. MIDI
8. E-Content
9. WWW
10. RAWFormat
11.InteractivePage
12. Graphics
13.Multimedia
14. Pdf
15. Compression

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.

16. What you mean by imageauthoring?
17. Explain the use of Multimedia forEducation?

18. What are the major types of audio and video file formats used in Multimediaindustry?
19. What you mean by hypermedia? Explain its usage andapplications?
20. Explain the functions of AdobePhotoshop?
21. Explain the basic structure of a multimediacomputer?
22. What are the major characteristics ofsound?
23. Features ofMultimedia

SECTION C
Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. Make an essay about the various file formats used in MultimediaPlatform?
25. ExplaintheusesofMultimediainthecommercialentertainmentindustry?
26. Write a short note about e-learning?
27. Make an essay about Internet andSociety

SECOND SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course2: Creativity and Design Skills

Time:3Hours **Maximum marks:80**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

1.AdditiveColour
2.Shape
3.Balance
4. Shades
5.VectorGraphics
6. Colour Harmony
7.AdobeIllustrator
8. Contrast
9.PrimitiveColour
10. TIFF
11.Digitaldrawing
12. CorelDraw
13. Art
14. RGB
15. DigitalDrawing

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.

16. Elements ofDesign
17. Rule ofThird
18. History ofArt
19. Elements of BrochureDesigning
20. ColourTheory
21. Applications of DigitalIllustration
22. RGB, CMYK,RYB
23. DigitalArt

SECTION C

Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. Make an essay about Principles and elements ofdesigning
25. Explain the various steps of a Magazine Designing with the help of any computerApplication
26. Make an essay about Golden ratio, depth of field andPerceptiveness.
27. Applications of ModernArt

THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course3: Media Publishing

Time:2Hours **Maximum marks:60**

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Text formatting toolsinIndesign
2. InteractivePage
3. TextWarping
4. FacingPage
5. DPI
6. PostScript
7.MasterPage
8. PDF
9.Publishing
10. Indesign
11.Page Setting
12. DummyPage

PART A
SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. History ofPrinting
14. Tools inInDesign
15. Typography
16. Colour separationProcess
17. Text transformation options inInDesign
18. Elements of pagedesigning
19. Steps of NewspaperDesigning

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about Types ofprinting
21. Explain the Features and Options of AdobeInDesign

THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

CoreCourse 4: Computer Graphics

Time:2Hours **Maximum marks:60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.AdobeIllustrator
2.Layer
3. Selection toolsinPhotoshop
4. Vectorgraphics
5.Resolution
6. JPEG
7. ThirdpartyPlug-in
8. Adobe Lightroom
9.Photoshop
10. Image Editing
11. Imagefileformats
12. CorelDraw

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Tools and Options of adobePhotoshop
14. Explain the various steps of imageEditing?
15. What is mean by RAW? Explain the functions and features ofRAW?
16. What are the major difference between Vector graphics and rasterGraphics?
17. What you mean by Lossy and Loseless imagecompression?
18. DigitalImaging
19. Various image fileformats

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What you mean by image colour processing? Explain the various steps of colour processing and itsapplication?
21. Explain the Features and Options of AdobePhotoshop?

THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

CoreCourse:5 Digital Photography

Time:2Hours **Maximum marks:60**

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.CCD
2.RGB
3.CMOS
4. PinholeCamera
5.Resolution
6. CameraObscura
7. ThreePointLighting
8. Adobe Lightroom
9.CameraFilter
10. Image Editing
11. Imagefileformats
12. CandidPhotography

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Functions of three pointlighting
14. Explain the various steps of imageEditing?
15. What is mean by RAW? Explain the functions and features ofRAW?
16. What are the major difference between analogue and digitalPhotography?
17. What you mean by Lossy and Loseless imagecompression?
18. Types ofPhotography
19. Photojournalism

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What you mean by CameraSensors
21. Explain the Features and Options of DigitalPhotography

FOURTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course8: Introduction to Cinematography

Time:3Hours **Maximum marks:60**

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. RuleofThird
2. Focus
3. PortraitPhotography
4. Aperture
5. FrameRate
6. Whitebalance
7. Zoom Lens
8. ISO
9. Cinematography
10. Multicamera
11. Cameramounting
12. Lumiere Brothers

SECTION B

Answer any number of questions each not exceeding 100 words. Each question

carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the major features ofCinematography?
14. Explain the various types of Camera angles andShots?
15. What are major features and functions of a Digital videoCamera?
16. What you mean byComposition?
17. Make a brief note aboutFraming?
18. Explain 4K and 5Kcamera
19. Functions of 3DCamera

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay aboutLenses?
21. Make an essay about Cinematography and types ofCamera?

FOURTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course9: Fundamentals of Web Designing

Time:3Hours **Maximum marks:60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.WebCasting
2.WWW
3.WebStreaming
4. Tags
5. Interactive ToolsinPhotoshop
6. Javascript
7. WebsafeColour
8. ShockWaves
9.HTML 5
10. DHTML
11.UXDesigning
12. Responsive Site

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Elements of WebDesigning?
14. Explain the various types of WebSites?
15. What is mean by User interface design? Describe itsfeatures?
16. Explain the various steps of a web page designing inPhotoshop?
17. What are the major features ofHTML?
18. Explain responsivesites
19. Explain UX and UIdesigning

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about the features and applications of Webdesigning?
21. Make an essay about the various types of websites?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS)

Core Course12: Techniques of Post Production – Visual Editing

Time:3Hours **Maximum marks:60**

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Logging
2. Videoeffects
3.Sequence
4. Titling
5.AVID
6. Compressed VideoFormat
7.Transition
8. Signal Noise Ratio
9.VTR
10. NLE
11.NTSC/PAL
12. Noise

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Elements of VisualEditing?
14. Explain the difference between LE andNLE?
15. Explain the difference between analogue and digitalediting
16. Explain the features of Final CutPro?
17. What is mean byEDL?
18. Single Camera and Multi cameraProduction
19. What are the elements ofediting

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about the features and applications of VisualEditing?
21. Describe the various steps of ColourGrading?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course13: Techniques of Post Production –Sound Recording, Editing and Mastering

Time:3Hours **Maximum marks:60**

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Noise

2.MIDI

3.Nagra

4. Trackrecording

5.Nuendo

6. Tempo

7.Frequency 8. XLRCable

9.Protools 10. DigitalMixer

11.PhantomPower 12. VST

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What is mean by Surrounding Sound? Explain the Process ofNuendo?
14. What you mean by Lip synchronization? What are the features ofDubbing?
15. What are major types ofMicrophones?
16. Describe a short Paragraph aboutMIDI?
17. What is man bySynthesisers?
18. Explain Digital and analoguemixer
19. Functions of audioconsole

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What is mean by Acoustics? What are the major functions of Acoustics? Explain the characteristics of Acousticrecording?
21. What are the major elements and Applications of Multi TrackRecording?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course14: Introduction to 3D Modeling and Texturing

Time:3Hours **Maximum marks:60**

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Nurbs	2. 3DAnimation
3.PlannerMapping	4. Staging
5.SurfaceModelling	6. Object Mode
7.Texturing	8. Toon
9.Polygon	10. UVmapping
11.BooleanOperations	12. 3D Camera

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Explain the features ofCGI?
14. What are the major elements ofAnimation?
15. Explain the characteristics and features of AutodeskMaya?
16. Describe a short Paragraph about PolygonModelling?
17. What is man by TrackSheet?
18. Explain the advanced options of Lighting and Camera options in AutodeskMaya?
19. What you mean by bumpmapping

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What are the features of Visual Effects? Explain the possibilities of VFX inentertainment industry?
21. Explain the Application of 3dInterface?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CBCSS UG)

Core Course15: Advanced Web Designing

Time:3Hours **Maximum marks:60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Tags
2. Spry framework
3.CSS
4. Web safecolours
5.Tables
6. DTHML
7.Links
8. SWF
9.JQuery
10. HTTP
11.Bootstrap
12. PHP

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Explain the features of AdobeDreamweaver?
14. What are the major elements of WebDesigning?
15. What are the advanced features ofJQuery?
16. What you mean by Web user faceinterface?
17. Make a short paragraph about 2D Authoringtool?
18. XML
19. Explain the advanced options ofJQuery?

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What are the elements of web designing? Explain the advanced options ofCSS?
21. Describe the various steps of WebDesigning?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS UG)
Core Course20(Elective): Multimedia Designing & Authoring

ST. THOMAS COLLEGE(AUTONOMOUS) **BA MULTIMEDIA**

Time:3Hours **Maximum marks:60**

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Director

2. ActionScript

3.InteractivePage

4.Buttons

5.SWF

6. Image Compression

7. KeyframeAnimation

8. PSD

9.2DAnimation

10. Authoring

11.Storyboard

12. DigitalFile

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What you mean by MultimediaAuthoring?

14. Make a Short Paragraph about Image AuthoringTool?

15. Explain the features and options of AdobeFlash?

16. What are the elements ofMultimedia?

17. Make a short paragraph about 2D Authoringtool?

18. Storyboard

19. What are the various steps of MultimediaProduction?

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Explain the use of Multimedia in education and entertainmentIndustry?

21. Explain the various types of Image and Web AuthoringTools?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION

(UG-CBCSS UG)
BMM6B19: Core Course14: Introduction to Motion Graphics

Time:3Hours **Maximum marks:60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Footage
2. 3DCamera
3.Nodes
4. Third Partyplug-in
5.Mask
6. Motiontracking
7.Cinematicterminology
8. AEP Formats
9.AfterEffects
10. Avid
11.Keyframe
12. Compositing

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Make a short paragraph about Stop motionAnimation?
14. What you mean by Motion Graphics? What are the major elements of MotionGraphics?
15. Explain the features and options of Adobe Aftereffects?
16. What you mean by Masking, Rotoscoping and WireRemoval?
17. What is mean by ScreenCompositing?
18. Make an essay about the role of Motion graphics in entertainment and filmindustry?
19. Explain the advanced features of FCP for Colourgrading

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Explain the various options of Adobe aftereffects?
21. Make an essay about Visualeffects?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS UG)
BMM6B21: Core Course15 (Elective): Television & Multi Camera Production

Time:3Hours **Maximum marks:60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Anchoring

2. Floor Management

3.FeatureFilm

4. Budgeting

5.Soap Opera

6. Vision Switch

7.Docudrama

8. Multi CamManagement

9.PCR

10.VTR

11.ENG

12.EFP

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the major elements of SoapOpera?

14. What are the major differences between video production and televisionproduction?

15. What are the essential qualities required for a televisionanchor?

16. What are the main features of video camera and their specificusages?

17. What are the major differences between single camera and multi-camera shoot? Explain with suitableexamples.

18. Explain EFP &ENG

19. Functions ofDSNG

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

24. What are the roles played by a Television producer? How does it differ from that of a film director?

25. Describe the different processes involved in the production of a tele film based on a famous Malayalam short story from idea toscreen?

SIXTH SEMESTER BA MULTIMEDIA DEGREEEXAMINATION (UG-CBCSSUG)

Core Course18: Advanced 3D Animation, Vfx and Compositing

Time:3Hours **Maximum marks:60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.UVEditor
2. IK tool
3.Texturing
4. MirrorDeformer
5.AttributeEditor
6. Extrude
7.Ghosting
8. BlendShape
9.2DAnimation
10. Keyframe
11.GraphEditor
12. Maya

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the Basic principles ofanimation

14. Explain the Role of computers inanimation

15. What you mean by UVeditor?
16. What are the main features of AutodeskMaya?
17. WhatarethemajordifferencesbetweenMentalRayrenderingandMayaHardware Rendering?
18. Functions of Graph editor inMaya
19. What are the major types of dynamic effects inmaya

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Describe the different types of Texturing and Rendering methods inMaya?
21. What you mean by Animation Production PipeLine?