



UNIVERSITY OF CALICUT

Abstract

MA Multimedia Post Graduate Programme in affiliated Colleges - Scheme and Syllabus Implemented from the Academic year 2015-16 Admission onwards - Approved-Orders issued

G & A - IV - B

U.O.No. 5986/2016/Admn

Dated, Calicut University.P.O, 09.05.2016

*Read:-*1. U.O No.GA IV/J1/1373/08 dated 23-07-2010

2. Minutes of the meeting of the Board of Studies in Multimedia held on 06.01.2016
3. Minutes of the meeting of the Faculty of Journalism held on 15.01.2016 item No.1.
4. Minutes of the meeting of the Academic Council held on 20-02-2016 (item II C)
5. Orders of the Vice Chancellor in the file of even no. dated 15.03.2016

ORDER

As per paper read first, Calicut University Credit Semester System for all regular Post Graduate Programmes in affiliated Colleges (CUCSS-PG-2010) was implemented with effect from 2010 admission onwards.

Vide paper read second , the Board of Studies in Multimedia held on 06.01.2016 resolved to approve the Syllabus of MA Multimedia programme under CUCSS.

Vide paper read third, the meeting of the Faculty of Journalism at its meeting held on 15.01.2016 as per item No.01, has resolved to approve the Minutes of the Board of Studies in Multimedia held on 06.01.2016.

Vide item read fourth above, the Academic Council Meeting held on 20.02.2016 as per Item II C has resolved to approve the Minutes of the Meeting of Faculty of Journalism.

Vide paper read fifth above Sanction has been accorded to implement the scheme and syllabus of M A Multimedia under CUCSS P.G in affiliated Colleges in the University with effect from 2015-16 admission onwards.

Orders are issued accordingly.

The syllabus is appended herewith.

Anuja Balakrishnan
Deputy Registrar

To

The Principals of all affiliated Colleges

Copy to:

CE/ Ex Section/ EG Section/ DR and AR BA Branch/ EX IV/ Tabulation Section
/Director,SDE/ System Administrator with a request to upload the Syllabus in the
University website/ GA I F Section/ Library/ SF/ FC/DF

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT

M.A.MULTIMEDIA (CCSS PATTERN)

REGULATIONS AND SYLLABI

Introduction

The Postgraduate Program in Multimedia (MA Multimedia) is designed with a view to imparting to students an advanced knowledge in Multimedia, TV and Film Studies. The MA Multimedia programme will enhance the theoretical and practical skills, and help the students to equip themselves to meet the requirements for a career in multimedia.

The objective of the MA Multimedia program is to give students the education and skills necessary to handle various media tools like multimedia applications, video and still cameras, internet applications, etc. This is a two year program which focuses on the usage and principles of production and multimedia design for many clients. The course include television and film studies, camera operations, shooting techniques, editing and studio operations, design for multimedia, multimedia authoring, media publishing, advertising, electronic journalism, new media development etc.

Pattern of the Programme

- a) The name of the programme shall be MA Multimedia under CSS pattern.
- b) The programme shall be offered in four semesters within a period of two academic years.
- c) Details of the programme offered are given in the Table below. The programme shall be conducted in accordance with the programme pattern, scheme of examination and syllabus prescribed.

Admission Criteria

Admission to the Programme shall be based on the performance of students in an aptitude test conducted by the College. Candidates who have studied Multimedia/ engineering / computer/ IT related subjects or fine arts subject in their degree courses and those who have secured diploma / certificate in computer/ IT related subjects / fine arts will be given weightage as indicated below.

1	BMCC	15 Marks
2	B.Tech/ B.E. or any degree in computer/ IT related subjects/ BFA	10 marks
3	Diploma in Computer/ IT subjects of 10 months duration or more	5 marks
4	Certificate/ short term courses in IT / Computer subjects	3 marks

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

Theory Courses

In the first three semesters there will be four theory courses each including three core theory courses and one elective course. But in the fourth semester there will be only three theory courses comprising

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

two core theory courses and one elective course. Students can choose any one of the elective courses from the available options given.

Practicals

In each semester there will be two core practical courses. However practical examination with external examiner from the university will be conducted only at the end of the second and fourth semesters.

Project and Viva Voce

In each semester there will be one project and Viva Voce. In the first three semesters students will have to do project works in group under the guidance of a faculty member of the college and in the last semester the project should be done individually. There will be a comprehensive viva voce in each semester. The viva voce will be based on the theory and practical courses and the project work. However project and Viva Voce evaluation will be conducted only at the end of the second and fourth semesters.

Internship

Students have to do internship in any recognized Newspaper, TV Channel, New media, Ad agency, or any other media organization for a six-week period after the M.A. Multimedia final semester exam. If any student fails to fulfil this requirement, his/her result will be withheld until the internship requirement is met.

Pass minimum

Each student shall secure a minimum D grade in university examination for each course and D grade in internal assessment for each course and an aggregate C grade in each course (that is, putting together the grades of internal assessment and external examination for each course) for a pass in that course

Grading System

Direct Grading System on a 5-point scale is used to evaluate the performance (External and Internal Examination of students)

Letter Grade	Performance	Grade Point	Grade Range
A	Excellent	4	3.50 to 4.00
B	Very good	3	2.50 to 3.49
C	Good	2	1.50 to 2.49
D	Average	1	0.50 to 1.49
E	Poor	0	0.00 to 0.49

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

Weightage of Internal and External valuation:

The evaluation scheme for each theory course shall contain two parts (1) internal evaluation (2) external evaluation. Its weightages are as follows:

Evaluation	Weightage
Internal	1 (or 25%)
External	3 (or 75%)

Both internal and external evaluation will be carried out using Direct Grading System

I-Internal evaluation(must be transparent and fair)

a) Theory:

	Component	Weightage
A	Assignment	1
B	Seminar	1
C	Attendance	1
D	Test paper	2

b) Practical:

	Component	Weightage
A	Assignment	1
B	Seminars	1
C	Attendance	1
D	Lab performance	1

c) Projects:

	Component	Weightage
A	Monthly progress	1
B	Regularity and Attendance	1
C	Seminar	1
D	Viva	1

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

II-External evaluation

a) **Theory** (Every semester):

Pattern of question Papers

Division	Type	No. of Questions	Weightage	Total Weightage
Part A	Short Answers	12 (No Choice)	1	12
Part B	Paragraph	4 out of 6	3	12
Part C	Essay	2 out of 4	6	12
				36

b) **Practical:**

At the end of 2nd and 4th semesters

c) **Project**

At the end of 2nd and 4th semesters (Group & Individual)

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

Courses offered for M.A. Multimedia Programme under CCSS in Affiliated Colleges

	Course Code	Course Title	Instruction hrs/Week	Credits
Semester -1	MM1C01	Visual Communication	3	3
	MM1C02	Print Media	3	3
	MM1C03	Digital Illustration & Typography	2	2
	MM1E01	Brief History of Cinema	4	4
	MM1E02	Comparative Study of Literature and Film	4	4
	MM1P01	Practical-Pagination	6	2
	MM1P02	Practical-Digital Designing	6	2
	MM1Pr01	Project (Group): Publishing a Print Magazine	1	2
			25	18

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

	Course Code	Course Title	Instruction hrs/Week	Credits
Semester -2	MM2C01	Photography, Videography and Lighting Techniques	3	3
	MM2C02	Montage and Montage Principles	3	3
	MM2C03	Drawing for Animation	2	2
	MM2E01	Shooting Techniques(Film & TV)	4	4
	MM2E02	Digital Film Making Techniques	4	4
	MM2P01	Practical-Still Photography	6	2
	MM2P02	Practical-Video Recording & Editing	6	2
	MM2Pr01	Project (Group): Video production: Fiction/Non fiction	1	2
			25	18

	Course Code	Course Title	Instruction	Credits
--	-------------	--------------	-------------	---------

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

			hrs/Week	
Semester -3	MM3C01	New Media	2	2
	MM3C02	Modelling & Animation	3	3
	MM3C03	Electronic Media Production	3	3
	MM3E01	Media Ethics & Law	4	4
	MM3E02	Multimedia Authoring Tools	4	4
	MM3P01	Practical-Web designing	6	2
	MM3P02	Practical-3D Modelling & Animation	6	2
	MM3Pr01	Project (Group): Website designing or Multimedia designing using authoring tools	1	2
			25	18

	<i>Course Code</i>	<i>Course Title</i>	Instruction hrs/Week	<i>Credits</i>
--	--------------------	---------------------	-----------------------------	----------------

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

	MM4C01	Language of Film Television (Script Writing)	4	4
	MM4C02	Advertising Media	4	4
	MM4E01	Directorial Practice	4	4
	MM4E02	Media Management & Research	4	4
	MM4P01	Advertising Designing & Production	6	2
	MM4P02	Script Writing	6	2
	MM4Pr01	Project (Individual): 10 Minutes Documentary for a TV Channel Or Animation Film production: (30 to 60 seconds) and 6 weeks Internship	1	2
			25	18

SEMESTER –I

Course Code: MM1C01

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

VISUAL COMMUNICATION

UNIT 1 : Visual literacy, development of visual media communication, verbal and non-verbal communications.

UNIT 2 : Visual language: reading pictures, light, shade and colour in communication, expressions, costumes, symbols and signs, body language.

UNIT 3 : Complementary media- sound, visual effects and BGM, structure of human eye and human ear, structure of still camera and microphones.

UNIT 4 : Language of pictures, nature of graphics, factors shaping the effectiveness of graphics, functions of graphics, functions of visuals, communication functions, and physiological functions of visual communication.

UNIT 5 : Language of film, development of film communication, scene and short break down, 180 degree rule, film as language.

Reference:

- 1. Arun Bhatia, Visual Communication, Rajat Publications, 2005**
- 2. Jonathan Baldwin and Lucienne Roberts, Visual Communication: From Theory to Practice, AVA Publishing, 2006**
- 3. Jean Westcott and Jennifer Hammond Landau, A Picture's Worth 1000 Words: A Workbook for Visual Communications, Pfeiffer, 1996**

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER –I

Course Code: MM1C02

PRINT MEDIA

- UNIT 1 : Designing concepts, vocabulary of visual elements, visual perception, basic designing principles, characteristics of print media, mock designing, formatting and pagination rules.
- UNIT 2 : Professional print media designing tools- Adobe InDesign and Adobe Photoshop.
- UNIT 3 : Principles of designing different media- News paper, magazine, brochures, advertisements, booklets, business cards, book covers newsletters etc., advance retouching, photo manipulations, and image and text effects.
- UNIT 4 : Publication terminologies, principles and production methods in developing the publication, various types of printing, print production and printing process, visiting of printing press.

Reference:

1. *Martin L. Greenwald and John C. Luttrupp, Designing for Print Production: Essential Concepts, Delmar Cengage Learning, 2008*
2. *Daryl R. Moen , News Paper Layout & Designing , Iowa State Press,2000*
2. *Charles Conover , Designing for Print , Wiley,2011*
3. *Nick Paparone, Jamie Dillon and Luren Jenison , Print Liberation: The Screen Printing Primer , North Light Books, 2008*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER –I

Course Code: MM1C03

DIGITAL ILLUSTRATION & TYPOGRAPHY

UNIT 1: Introduction to illustration, bitmap and vector graphics, paint, gradients and patterns, different file formats, curves and shapes.

UNIT 2: Fill and strokes, drawing tools, colour channels, colour modes, textile and floral designing.

UNIT 3: History of type, the anatomy of type, type specifications, type classifications, legibility and readability, communicating a message through type, dynamic and static text.

UNIT 4: CorelDRAW applications in print and textile industry, logo designing, 3D illustration techniques, image effects, blending modes and filters.

UNIT 5: Malayalam typography, Malayalam typefaces,ISM.

Reference:

1. *James Craig, Designing with Type: A Basic Course in Typography, Crown Publishing Group,1992*
2. *Steven Withrow and Jack Harris , Vector Graphics and Illustration: A Master Class in Digital Image-making , RotoVision,2008*
3. *Robert Bringhurst, The Elements of Typographic Style, Hartley & Marks, Publishers, 2004*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER –I

Course Code: MM1E01

BRIEF HISTORY OF CINEMA

UNIT 1: Historical aspects of cinema- concept, formation and ideology, world cinema movements and history.

UNIT 2: Major cinema movements- German expressionism, Soviet montage, Italian neo-realism, Latin American cinema, Hollywood cinema, Japanese cinema, African cinema, contemporary cinema movement in Iran.

UNIT 3: Indian cinema, historical and cultural aspects.

UNIT 4 : History of Malayalam cinema, a critical study of art and commercial categorisation of Malayalam cinema.

Reference:

1. *Kristin Thompson & David Bordwell, Film History: An Introduction, McGraw-Hill, 2009*
2. *Louis Giannetti and Scott Eyman , Flashback: A Brief Film History, Pearson Education/Allyn & Bacon, 2009*
3. *Geoffrey Nowell-Smith, The Oxford History of World Cinema, Oxford University Press, UK, 1996*
4. *Richard Dyer, E. Ann Kaplan, Paul Willemen and John Hill, World Cinema: Critical Approaches, Oxford University Press, USA, 2000*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER –I

Course Code: MM1E02

COMPARATIVE STUDY OF LITERATURE AND FILM

UNIT 1: Literature and its specifications-story, novel, drama, script etc, script as a blue print of cinema and visual language.

UNIT 2: Define visual language, transformation of literature to visual language by scene and shots, visualisation of script, sequence, scene, shots, shot break down, types of shots, takes, cuts and transitions.

UNIT 3: Supporting elements of visual language- dialogue, face expression, body language, music, BGM, sound effects, make up, costume, art, location, graphics etc.

UNIT 4: Influence of literary elements in visual language-narration, dialogue, song etc., and its arrangements in film and visual communication.

5. ***Michael K. Schoenecke, Film and Literature: A Comparative Approach, Texas Tech University Press, 1988***
6. ***Derek Soles and Dr. Graham Lawler, Understanding Literature and Film: Interpreting Meaning from Written and Visual Media, Studymates,2012***
6. ***S. Eisenstein, Film Form and Film Sense, Meridian Books,1957***

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER -I

Course Code: MM1P01

Practical-Pagination

Course Code: MM1P02

Practical-Digital Designing

Course Code: MM1Pr01

Project(Group): Publishing a Print Magazine

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER – 2

Course Code: MM2C01

PHOTOGRAPHY, VIDEOGRAPHY & LIGHTING TECHNIQUES

UNIT 1: Camera, parts of camera, camera mounting equipments, camera operation and picture composition, analog versus digital cameras, different types of lenses - fixed focus and variable focus; Lens and image Quality; Depth of focus and Depth of field.

UNIT 2: White balance, focus, iris & exposure, filters, shots and framing, shutters, resolution, contrast, shading, image blur.

UNIT 3: Video recording and storage system, tape recording and tapeless recording, video production factors.

UNIT 4: Lighting, lighting in the studio, lighting in the field, lighting instruments, lighting techniques, contrast, light intensity, calculating light intensity, types of lamps, colour temperature .

Reference:

1. *Michael Langford, Langford's Basic Photography: The Guide for Serious Photographers, Elsevier Science, 2010*
2. *Herbert Zettl , Television Production handbook, Wadsworth Publishing,2005*
3. *Robert G. Maier, Essential Guide to Audio Video Production, Full Page Publishing, 2011*
4. *Gerald Millerson, Video Camera Techniques (Media Manuals), Focal Press, 1994*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER – 2

Course Code: MM2C02

MONTAGE AND MONTAGE PRINCIPLES

UNIT 1: Introduction to editing, editing methods, importance of emotion in story, types of formats, linear and nonlinear editing.

UNIT 2: Video editor- skill, concepts, working area, applications, graphics and captions, adding special effects.

UNIT 3: Space and time in editing, cuts, clips, match cut and jump cut, real time and reel time.

UNIT 4: Digital editing, FCP, importing clips, adding transitions, sound mixing, title making, video filters.

UNIT 5: Editors approach to shot and scene, intellectual montage, compositing, effects, rendering keys, exporting file to devices

Reference:

6. *Ernest Walter, Technique of the film Cutting Room, Communication Arts Books,1973*
8. *Roy Thomson, Grammar of the Edit, Focal Press,2009*
9. *Karl Reiz, The Technique of Film Editing, Focal Press, 1989*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-2

Course Code: MM2C03

DRAWING FOR ANIMATION

UNIT 1: Introduction to Drawing fundamentals, techniques used in 3 dimensional rendering, elements of art, basic forms and line, line and textures, rendering light and shadow

UNIT 2: Human Anatomy - the skeleton, the head, the torso, the leg, the arm. Figure Drawing - male and female proportions

UNIT 3: Perspective drawing- one point, 2 point & 3 point, vanishing point, drawing movements, weight, thrust, impact, gravity, gesture drawing, action drawing.

UNIT 4: Stages of drawing, drawing with computer, thoughts on character designing,

Reference:

1. *Christopher, Human Anatomy Made Amazingly Easy, Crown Publishing Group,2000*
2. *Preston Blair, Cartoon Animation, Walter Foster, 1994*
3. *Eadweard Muybridge, The Human Figure in Motion, Dover Publications, 1955*
4. *Kimson Nicolaides, The Natural Way of Draw: A Working Plan for Art Study, Houghton Mifflin Harcourt, 1990*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-2

Course Code: MM2E01

SHOOTING TECHNIQUES (FILM & TV)

UNIT 1: Define production stages-Pre production, Production, Post production, discussions, production designing and duty assign, production executive manager, visual media production management and floor manager.

UNIT 2: Visualisation and creative thinking, creative and technical side of production, shooting, screen play and scene arrangements, shooting chart-artist by charting, location by charting etc. shooting script, continuity problems-action continuity, costume continuity, material continuity, shot continuity etc.

UNIT 3: Technical side of camera, functions of camera, lens and filters. Creative side of camera, shots and shot movements. trolley, dolly, crane movements, lights and mood creations, angles and viewpoints.

UNIT 4: developing a crew, location sounds, directing actors and crew, monitoring process.

Reference:

1. **Paul Martingell, Better Location Shooting: Techniques for Video Production, Elsevier Science,, 2008**
2. **Michael Rabiger, Directing Film Techniques and Aesthetics, Elsevier/Focal Press, 2007**
3. **Lee R. Bobker, Elements of Film, Harcourt Brace Jovanovich, 1979**
5. **Peter Utz, Video users Hand book, Elsevier Science & Technology Books, 1989**

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-2

Course Code: MM2E02

DIGITAL FILM MAKING TECHNIQUES

UNIT 1: Digital film making techniques and technologies, DTS, latest advancement of theatre system, 2D, 3D, 4D, 6D, Dolby digital, different types of camera and formats .

UNIT 2: Different stages of production, digital methodology, sound recording, capturing video and audio.

UNIT 3: Types of movies, audience, creation of effects, digital cinematography, editing, types of editing-online editing, offline editing and spot editing, visual effects, sound effects, application of Adobe After Effects

UNIT 4: Tools of digital video professionals, distribution of films- theatre, television and internet.

Reference:

1. *Peter Utz, Video users Hand book, Elsevier Science & Technology Books,1989*
2. *Frayne and Wolfe, Elements of sound recording, J. Wiley, 1949*
3. *Mike Figgis, Digital Film-Making, Faber and Faber, 2007*
4. *Ben Long and Sonja Schenk, The Digital Filmmaking Handbook, Course Technology PTR, 2011*
5. *Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, McGraw-Hill Professional,, 2012*
6. *Gareth Evans, Eileen Elsey and Andrew Kelly, In Short: A Guide to Short Film-Making in the Digital Age (BFI Modern Classics) , BFI Publishing, 1995*
7. *Pete Fraser, Barney Oram and Vivienne Clark , Teaching Digital Video Production (Teaching Film and Media Studies Series) , BFI Education, 2003*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER -2

Course Code: MM2P01

Practical-Still Photography

Course Code: MM2P02

Practical-Video Recording & Editing

Course Code: MM2Pr01

Project (group): Video Production(Fiction/non-fiction)

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-3

Course Code: MM3C01

NEW MEDIA

UNIT 1: Introduction to new media, definition and applications, characteristics of new media.

UNIT 2: HTML basics, CSS layout, using images, text, animation, video etc. Interface designing in Adobe Photoshop, creating web animations and intros using Adobe Flash, designing web pages with Adobe Dreamweaver, table layout vs Div layouts, AP elements, interactive CD creation methods.

UNIT 3: Writing for the web, blogs, social networking, classified web sites, news portals, online magazines.

UNIT 4: Domain name registration, web hosting, content updating, trouble shooting, password protection

Reference:

1. *Clint Eccher, Eric Hunley, Erik D. Simmons, Professional Web Design: Techniques and Templates, Cengage Learning, 2005*
2. *Nicholas Negroponte, Being Digital, Vintage Books, 1996*
3. *Hillman Curtis, Flash Web Design, New Riders,2000*
4. *Lynda Felder, Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound, Que Publishing,2011*
5. *Lev Manovich, The Language of New Media (Leonardo Books) , MIT Press,2002*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-3

Course Code: MM3C02

3D MODELING AND ANIMATION

UNIT 1: Introduction to modelling, clay modelling, introduction to Z-brush

UNIT 2: Introduction to 3Ds max, basic modelling concepts, standard primitives and extended primitives, custom shape modelling, polygon modelling, mesh modelling, nurbs modelling

UNIT 3: Texturing, materials, map, UVW unwrapping

UNIT 4: Animation, text and character animation (morphing and wriggling), reactors, cloth animation, bipid animation

UNIT 5: Light, camera and rendering

Reference:

1. *Ami Chopine, 3D Art Essentials: The Fundamentals of 3D Modeling and Animation, Elsevier Science, 2011*
2. *George Maestri, Digital Character Animation 2, Essential Techniques, New Riders,, 2001*
2. *Jeremy Birn, Digital Lighting and Rendering, New Riders,2006*
4. *Peter Ratner, 3-D Human Modeling and Animation, John Wiley & Sons, , 2012*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-3

Course Code: MM3C03

ELECTRONIC MEDIA PRODUCTION

UNIT 1: Various types of electronic media; characteristics of television, radio and new media; brief history of television, radio and internet.

UNIT 2: How radio broadcasting works, radio studio, radio programme formats: radio play, documentary, news, interviews, discussions, writing for radio.

UNIT 3: Television: the television production process, electronic news gathering (ENG), analog and digital television, basic steps of production, script writing, and editing principles.

UNIT 4: New media: basic features, e-books, e-magazines, and internet, writing for interactive communications, portals, multimedia CD ROMs.

Reference:

1. *Gorham Kindem and Robert B. Musburger Ph.D.*, Introduction to Media Production: The Path to Digital Media Production, *Focal Press/Elsevier*, 2009
2. *Carl Hausman*, Crafting the News for Electronic Media: Writing, Reporting and Production, *Wadsworth Publishing Company*, 1997
3. *Lynne Schafer Gross*, Electronic Media: An Introduction, *McGraw-Hill*, 2009
4. *Peter B. Orlik, Steven D. Anderson, Louis A. Day and W. Lawrence Patrick*, Exploring Electronic Media: Chronicles and Challenges, *Wiley*, 2007

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-3

Course Code: MM3E01

MEDIA ETHICS AND LAW

UNIT 1: Introduction to media ethics, fundamental rights, how parliament functions, powers of president, powers of governor.

UNIT 2: Freedom of expression, freedom of press, UDHR, laws of defamation-definition and explanation. Ingredients of the offence of defamation, Roles and responsibilities of editor, printer and publisher, plea of exception-burden of proof, defence.

UNIT 3: Libel and press, REMEDIES, IPC introduction, sections related to press activity, punishment for the violation of law, theory of punishment, crime, classes of court.

UNIT 4: History of copy right act, registration, right to privacy, official press secret act, registration of books and news paper, duties and responsibilities of publisher of a news paper.

UNIT 5: Morality of the press, social responsibility, sensationalism in vernacular press, code of ethics in cinema, codes for radio and TV, government control, communal harmony and press, limitation of freedom of press, MRTP act, ethics- investigative journalism, advertisement, circulation, poster, painting on wall, press council of India, allegations.

Reference:

1. **Andrew Belsey, Ethical Issues in Journalism and the Media, Routledge,1994**
2. **Bart Pattyn, Media Ethics: Opening Social Dialogue, Peeters Publishers,2000**
3. **Clifford Christians, Communication Ethics and Universal Values, Sage Publications,1997**
4. **Philip J. Rossi, Mass Media and the Moral Imagination, Sheed & Ward,1994**

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-3

Course Code: MM3E02

MULTIMEDIA AUTHORIZING TOOLS

UNIT 1: Objectives, multimedia authoring with digital animation, video, audio, graphics and text, interface designing using Adobe Photoshop.

UNIT 2: Animation over view, 2D animation with interactive control, ease-in, ease-out, timing and motion, importance of timing.

UNIT 3: Adobe Flash-tools and applications, importing text, sound, video, introduction to Adobe After Effects(particle animation only).

UNIT 4: OOPs concept and Flash action scripting, Creating CD presentation.

Reference:

1. *Nicholas Negroponte, Being Digital, Vintage Books, 1996*
2. *Jenifer Tidwell, Designing Interfaces , O'Reilly Media, Inc, 2010*
3. *Scott Fisher, Multimedia Authoring: Building and Developing Documents, AP Professional,, 1994*
4. *Tony Droar, Computer Controlled Interactive Video: Multimedia Authoring Systems, The Technical Press in association with Unicom Seminars Ltd.,1987*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER -3

Course Code: MM3P01

Practical-Web Designing

Course Code: MM3P02

Practical-3D Modeling & Animation

Course Code: MM3Pr01

Project (Group): Website designing or Multimedia designing using authoring tools.

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-4

Course Code: MM4C01

LANGUAGE OF FILM AND TELEVISION (SCRIPT WRITING)

UNIT 1: Social and cultural contribution of film for making a better environment of a nation-merits and demerits; film as a performing art, communication language-verbal and non verbal communication process

UNIT 2: Define film and television language, communication process, development of film communication, visual language as a universal language.

UNIT 3: Film language and grammar, breaking down the script, shots as the part of visual language, characters, subjects, supporting arts and creative techniques, movements, point of view, eye line, head room, camera movements, composition, relationship of characters, time and space, 180 degree rules, rule of third, planning coverage, floor and story board, shooting schedule.

UNIT 4: Script writing: idea, imagination and visualisation, story, one line, character formation. Structure and style of script writing, dialogues and descriptions, point of time, space, location. Character specification-internal and external, location, qualities of a script writer.

UNIT 5: Influence of editing in film language, planning, where and how to edit, the editor's roles and responsibilities and creative contribution.

Reference:

1. *J M Straczynski , The Complete Book of Scriptwriting, Writers Digest Books, 1996*
2. *Rudolf Arnheim, Film as Art, University of California Press, 1957*
2. *Stephen Heath and Patricia Mellencamp, Cinema and Language, University Publications of America, Inc, 1983*
3. *Si. Vi Subbārāvu, Our Films, Their Films, Orient Blackswan, 2007*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-4

Course Code: MM4C02

ADVERTISING MEDIA

UNIT 1: Definition of advertising, functions and characteristics of advertising, types of advertising, advertising agency.

UNIT 2: Brands and strategies, research, advertising campaigns, media strategies and tactics, target marketing, positioning.

UNIT 3: Advertising media or vehicles of advertising, rating, impressions, Cost-per-Thousand(CPM), reach, frequency, promotion and publicity, truth and ethics.

UNIT 4: Types of print, radio, TV and web ads, outdoor ads-hoardings, bill boards, posters, electronic displays etc.

Reference:

1. *Anand Bhaskar Halve, Planning for Power Advertising, SAGE, 2005*
2. *J.B. Vilanilam, A.K. Varghese, Advertising basics: a resource guide for beginners, SAGE,2004*
3. *Mario Pricken, Creative Advertising: Ideas and Techniques from the World's Best Campaigns, Thames & Hudson, 2008*
4. *Pete Barry, The Advertising Concept Book: Think Now, Design Later, Thames & Hudson,, 2008*

SEMESTER-4

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

Course Code: MM4E01

DIRECTORIAL PRACTICE

UNIT 1: Role of director, film theories, developing stories and ideas, screen writing concepts, screen writing exercise, developing talents, casting.

UNIT 2: Learning about acting, directing talents and crew, production planning, production design, pre production.

UNIT 3: Mise en scene, camera direction, location sound, continuity, expression and body language

UNIT 4: Importance of sound, editing principles, analysis and feedback, editing from fine cut to sound mix, title.

Reference:

1. **Steven D. Katz, Film Directing Shot by Shot: Visualizing from Concept to Screen , Michael Wiese, 1991**
2. **Sergei Eisenstein, Problems of Film Direction, University Press of the Pacific, 2004**
4. **Si. Vi Subbārāvu, Our Films, Their Films, Orient Blackswan, 2007**
5. **Stephen Heath and Patricia Mellencamp, Cinema and Language, University Publications of America, Inc, 1983**

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER-4

Course Code: MM4E02

MEDIA MANAGEMENT AND MEDIA RESEARCH

UNIT 1: Management-definition and functions, groups and teams, leadership quality, managing and leading for high performance, personality and attitudes, communication skills and decision making.

UNIT 2: Communication and media management, financial accounting and control, aims and objectives, use of languages.

UNIT 3: Techniques of television and radio production and broadcasting management, film production distribution and exhibition management, nature and scope of PR, public opinion, private and public company, duties and responsibilities of PRO, community service.

UNIT 4: Media research, importance of research, types of research-qualitative and quantitative, kinds of research-historical, ex-post-facto, survey, content analysis, programme research.

References:

1. *Fred Luthans, Organizational behaviour, McGraw-Hill/Irwin, 2006*
2. *Lucy Keung, Strategic Management in the Media: Theory to Practice, Sage Publications Ltd, 2008*
3. *Subodh Malik, Media and communication management, Manglam Publications Pub & Dis, 2010*
4. *Ingrid Volkmer, The Handbook of Global Media Research (Handbooks in Communication and Media, John Wiley & Sons, 2012*

UNIVERSITY OF CALICUT
M.A.MULTIMEDIA (CCSS PATTERN)
REGULATIONS AND SYLLABI

SEMESTER -4

Course Code: MM4P01

Practical-Advertising Designing and Production

Course Code: MM4P02

Practical-Script Writing

Course Code: MM4Pr01

Project (Individual): 10 Minutes Documentary Film for a TV Channel
Or
Animation Film Production (30 to 60 seconds)

INTERNSHIP (6 weeks)