



B.Sc (Visual Communication)

School of Journalism and New Media Studies

Tamil Nadu Open University

No. 577, Anna Salai, Saidapet, Chennai – 600 015

Syllabus – B.Sc (Visual Communication)

	Course title	Credits
First Year		
BFTM 11	Tamil or any other language	6
BFEG 11	Foundation in English	6
BVC 01	Introduction to Communication	8
BVC 02	Visual Design	8
BVC 03	Lab: Drawing	4
BVC 04	Lab: Visual Design	4
Second Year		
BVC 05	Basic Photography	8
BVC 06	Advertising and Public Relations	8
BVC 07	Media, Society and Culture	6
CCE	Environmental Studies	6
BVC 08	Lab: Photography	4
BVC 09	Lab: Advertising	4
Third Year		
BVC 10	Script Writing	6
BVC 11	Television Production	6
BVC 12	Film-Making and Film appreciation	6
BVC 13	Multimedia	6
BVC 14	Lab: Multimedia	4
BVC 15	Lab: Television Production	4
BVC 16	Internship	4

FIRST YEAR

BVC01. INTRODUCTION TO COMMUNICATION

UNIT-I

COMMUNICATION

Definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Emerging trends in Communication.

UNIT-II

COMMUNICATION PROCESS

Sources, message, channel, receiver, feedback. Noise: types of noise - encoding and decoding process. Informal and formal channels ó Berlo, Lasswell, Shannon and Weaver models, Theories of Communication - Agenda Setting Theory, User gratification theory.

UNIT-III

CHARACTERISTICS OF MASS COMMUNICATION

Functions of mass communication: information, education and entertainment ó
Dysfunctions of mass communication; Public communication, Communication and public opinion: nature, meaning and process, Ideation and creative thinking: Lateral thinking, designing, messages for different audiences.

UNIT-IV

COMMUNICATION AND CULTURE

Global media ó multi cultural content ó impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

UNIT-V

CAREER IN VISUAL COMMUNICATION

Creative Director, Art Director, Designer, Copy writer, Content Developer, Marketing / Business Manager, Event manager, Video presenter.

References:

1. Denis Mcquail Mc Quails's Mass Communication Theory (sixth edition),
SAGE Publications Ltd, 2010

2. Keval J. Kumar 'Introduction to Mass Communication', Vipul Prakashan, Bombay, 2012.
3. Julia T. Wood, Communication Mosaics: An Introduction to the Field of Communication, Seventh Edition, Wadsworth, 2013.
4. John Vivian, Media of Mass Communication (11th Edition), PHI Learning, 2012
5. Vir Bala Aggarwal / V. S. Gupta, Handbook of Journalism and Mass Communication, Concept Publishing Co, 2001.

BVC02. VISUAL DESIGN

UNIT -I

FUNDAMENTALS OF DESIGN

Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Colour, Texture, Form etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.).

UNIT-II

PRINCIPLES OF VISUAL AND OTHER SENSORY PERCEPTIONS

Colour psychology and theory (some aspects) Definition, Optical / Visual Illusions etc
 Various stages of design process problem identification, search for solution refinement, analysis, decision making, and implementation.

UNIT-III

BASICS OF GRAPHIC DESIGN

Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools, design execution, and presentation.

UNIT-IV

Logo design ó Letterhead - Visiting Cards ó Brochures - Print Advertisements.

UNIT-V

Various designing-Web designing, banner design, advertisement design

References:

Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman
Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists, 1982, Astragal Books. London

Lab**BVC03. PRACTICAL I – VISUAL DESIGN**

Duration of Examination: 3 Hrs, Maximum Marks: 100 (Practical 50: Portfolio 50)

Portfolio should contain at least on each exercises each with written scribbles.

(2D & Designing software)

Creating Logos with shapes and effects

Creating different Print collaterals using computer graphics tools

(Visiting card, Letter Head, Brochure, Pamphlets, Danglers, Leaflets, Posters, Book Cover, CD cover, greeting card and other printing materials etc.)

Package covers Designing

Designing an Invitation

Editing Photographs with effects and colour correction

Collage works with photographs

Designing a Web Page

Designing a Print Advertisement for Newspapers and Magazine

BVC04. PRACTICAL II - DRAWING

(Hand Drawing - Lines, Sketches) Max. Mark 100 (Practical 50, Portfolio 50)

Portfolio should contain handwork done by students on basic elements of design. The portfolio should contain at least one for each exercises for each topic outlined below

Portfolio

*** Basic Drawing**

1. Lines
2. Shading
3. Strokes
4. Color combinations
5. Oil Pastels

General Drawing (intermediate level)

1. Figure Drawing
2. Object study
3. Monotone
4. Design Creation
5. Poster / Fabric color
6. Nature Study
7. Perspective
8. Watercolor Painting
9. Calligraphy
10. Picture copying
11. Still lives
12. Picture mounting

SECOND YEAR

BVC 05. BASIC PHOTOGRAPHY

UNIT-I

INTRODUCTION TO PHOTOGRAPHY

History of Photography, History of camera, Different types of camera, Types of Lens, Filters, Aperture, Shutter speed, Depth of Field. Digital PhotographyóDifferent Types of Cameras, Image sensors, Pixels, Sensitivity, Image Quality. Image Compression and File formats, Digital image storage devices , Editing digital photographs, Ethics of image editing.

UNIT-II

BASIC PHOTOGRAPHIC TECHNIQUES

Photographic Composition, Centre of interest, Subject placement - Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle - Eye Level, Low and High, Balance - Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast - Tonal and Colour, Framing, Foreground, Background Perspective-Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives.

UNIT-III

LIGHTS AND LIGHTING FOR PHOTOGRAPHY

Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Softlight, Hardlight, Available Light, Key -Low, High, Side, Fill Light, Kicker, Back and Background Light. Three point Lighting, Five Point Lighting. Lights, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light measurement Units.

UNIT-IV

PHOTOJOURNALISM

Basics of News Photography-Essential elements of News, Importance of News photographs, Types of News photographs Spot News, Feature, Planning for News Photography - Planning of shooting script, Shooting script techniques, Layout design, Qualities for a Photojournalist, Picture stories and Lens required for News Photography.

UNIT-V

DIFFERENT GENRES OF PHOTOGRAPHY

Basic Techniques and Equipments required for different genres of Photography like Black and White, Landscape, Cityscape, Architecture, Advertising, Fashion, Food, Automobile, Sports, Travel, Children, Portrait, Still Life, Event, Silhouette, Festival and Themes.

References:

1. Michael Langford: Basic Photography, Focal Press.
2. Julian Calder, John Garrett, The 35 mm Photographer's Handbook, Marshall Editions, Limited, London, 1999.
3. O.P. Sharma -Practical photography ó Hind pocket books
4. Understanding Digital Photography by Joseph A . Iippolito, Thomson Delmar Learning, 2003.USA
5. Freeman,Michael. Introduction to Photography. London: greenwood Press, 1990

BVC 06. ADVERTISING AND PUBLIC RELATIONS

UNIT - I

ADVERTISING

Role - elements - Advertising in marketing mix - merits and demerits - advertising and consumers - buying systems - target plans.

UNIT - II

TYPES OF ADVERTISING

Consumer, Corporate, Industrial, Retail, Cooperative and Public service advertising. - tone and content; reading the advertisement - review with current ad campaigns

UNIT – III

CONCEPTUALIZATION AND IDEATION

Translation of ideas into campaigns, Visualization Designing and Layout, Copy writing ó Types of headlines, body copy base lines, slogans, logos, and trademarks. Typography, Writing styles, Scripting, Story board, Advertising campaign ó from conception to execution

UNIT-IV

PUBLIC RELATIONS

Concept and definition - Evolution and growth of public relations - Functions of public relations - PR in relation to marketing, advertising, publicity, propaganda and rumours - PR tools & methods - Public relations writing - PR campaigns PR setup in central and state governments - PR in public and private sector - Functions and responsibilities of PRO

UNIT-V

CAMPAIGNS

Media relations, Social Media Campaigns, Multimedia Campaigns.

References:

1. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
2. Mohan, M; Advertising Management Concepts and Cases; Tata McGraw Hill; New Delhi. 1995
3. Jewler, E , Creative Strategy in Advertising, Thomson Learning, 1998
4. Lank Jefkins, Advertising Made Simple, Rupa & Co., New Delhi. 1999.

BVC 07. MEDIA, SOCIETY AND CULTURE

UNIT-I

MEDIA STUDIES

An introduction to the media, media industries and media audiences. The demassification of media—the changing paradigm. Dynamics of modern communication: the shaping and impact of new communication technologies

UNIT-II

MEDIA AND GLOBALIZATION

Large Corporation and control of the communication industries. Negotiation of Control in media organization and occupation, Cultural dependence and mass media. Dynamics of global culture, Diasporas, circular migration. The effect of globalization on Indian media.

UNIT-III

MEDIA AND SOCIETY

Media and social construction of reality, mediation and representation - texts, Meaning and audiences. Rules in society, rules and culture, media and rules, Impact of electronic media - public images and private practices.

UNIT-IV

MEDIA AND CULTURE

Defining ideology and culture, emotions and culture, language and culture, race and culture, social class and culture, habits and popular culture, popular reception, popular emotions, mediated feelings, Media and cultural imperialism.

UNIT-V

MEDIA AND AUDIENCE

Media and audience, Direct effects, Limited effects, Uses and gratifications, the mass audience, the mass society, rethinking the mass audience, segmentation, Polarization.

References

1. Lawrence Grossberg et al, "Media Making -Mass media in a popular culture" Sage publication, 2006
2. Kalmala Ganesh & Usha Thakkar, "Culture and the making of Identity in Contemporary India" Sage publication, 2005.
3. Jyotirmaya Tripathy, "After globalization-Essays in religion, culture and identity" Allied publishers, 2007.
4. David Oswell, "Culture and society" Sage publications, 2007

CCE: ENVIRONMENTAL STUDIES

BLOCK I

The Multi disciplinary nature of environmental studies - Definition, scope and importance - Need for public awareness.

BLOCK II

Natural Resources - Renewable and non-renewable resources - Natural resources and associated problems:

- **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- **Water resources:** Use and over utilization of surface and ground water, floods, drought, conflicts over water, dams ó benefits and problems.
- **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- **Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity case studies.
- **Energy resources:** Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources - Equitable use of resources for sustainable lifestyles.

BLOCK III

Ecosystems - Concept of an ecosystem - Structure and function of an ecosystem - Producers, consumers and decomposers - Energy flow in the ecosystem - Ecological succession - Food chains, food webs and ecological pyramids - Introduction, types, characteristic features, structure and function of the following ecosystem:-

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

BLOCK IV

Biodiversity and its conservation - Introduction ó Definition : genetic, species and ecosystem diversity ó Bio-geographical classification of India - Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values -

Biodiversity at global, National and local levels - India as a mega diversity nation - Hot-spots of biodiversity - Threats to biodiversity : habitat loss, poaching of wildlife, man wildlife conflicts - Endangered and endemic species of India - Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

BLOCK V

Environmental Pollution - Definition - Causes, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards - Solid waste Management - Causes, effects and control measures of urban and industrial wastes. - Role of an individual in prevention of pollution - Pollution case studies - Disaster management: floods, earthquake, cyclone and landslides.

BLOCK VI

Social issues and the Environment - From Unsustainable to Sustainable development - Urban problems related to energy - Water conservation, rain water harvesting, watershed management - Resettlement and rehabilitation of people; its problems and concerns. Case studies - Environmental ethics: Issues and possible solutions - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies - Wasteland reclamation - Consumerism and waste products - Environment Protection Act - Air (Prevention and Control of Pollution) Act - Water (Prevention and control of Pollution) Act - Wildlife Protection Act - Forest Conservation Act - Issues involved in enforcement of environmental legislation - Public awareness.

BLOCK VII

Human Population and the Environment - Population growth, variation among nations - Population explosion - Family Welfare Programme - Environment and human health - Human Rights - Value Education - HIV / AIDS - Women and Child Welfare - Role of Information Technology in Environment and human health - Case Studies.

LAB

BVC 08. PHOTOGRAPHY LAB

Duration of Examination: 3 Hrs, Maximum Marks: 100 (Practical 50: Portfolio 50)

Portfolio should contain at least one for each exercises given below.

1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - wide, Close up
4. Animals and insects.
5. Architecture-interior-exterior
6. Object using slow and fast shutter speed
7. Indoor photography - portrait - single, group
8. Lighting - top light, key light, back light, side light, low light, fill light, spot light
9. Product photography
10. Modelling photography

BVC 09. ADVERTISING LAB

Duration of Examination: 3 Hrs, Maximum Marks: 100 (Practical 50: Portfolio 50)

Portfolio should contain at least one for each exercises given below.

1. Print advertising ó Car, Sports items, Mobile phones, Health drink
2. TV Commercial ó Topic of the student choice

THIRD YEAR

BVC 10. SCRIPT WRITING

UNIT- I

INTRODUCTION

Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational programme - Scripting for fiction and non fiction film/videos differences and similarities between scripting for fiction and non -fiction films

UNIT-II

STAGES OF SCRIPTING

Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT-III

TYPES OF SCRIPT WRITING

Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Non fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

UNIT-IV

RESEARCH FOR SCRIPTING

Research for non-fiction films - differences between programme research and academic research - Sources of information - historical documents - statistical data, journals, observation, interview, processing information - qualitative and quantitative information - types of interview - interview techniques.

UNIT-V

SCRIPT ORGANIZATION

Script organization - target audience consideration - scripting for science/development programme - scripting for educational programme - scripting for commercials.

References

1. Wells Root, Writing the Script, 1980
2. Tom Lazarus,, Secrets of Film Writing, 2001
3. Introduction to Media production, Gorham Kindem, Robert B. Musburger
4. Writing the Short Film, Second Edition by Patricia Cooper and Ken Dancyger ,(Sep 1999)
5. Sheila Curran Bernard, Documentary Storytelling for Video and Filmmakers

BVC 11. TELEVISION PRODUCTION

UNIT-I

PRE-PRODUCTION STAGE

Brainstorming ó What is TV production ó ENG, EFA ó Types of television systems (NTSC, PAL), Concept idea, Creative thinking patterns, Script writing ó Script writing techniques óTypes of script (documentary, short film, advertisement film, corporate film, etc.) ó Planning óResearch: the basic script, budget, logistics, crew, location survey, talents ó Roles of the production crew like the producer, production assistant, camera personnel, and the studio crew (both production and technical) and other outdoor crew: who is who ó For studio and outdoor shows: set design: backdrop and properties to be used ó Role of the art director or set designer óProps, wardrobe, make-up ó Storyboard.

UNIT-II

SHOOTING STAGE

Camera equipment and accessories ó Shooting techniques ó Composition and framing ó Types of shots ó Types of camera angles ó Basics of lightingó Colour, space, time, motion, and sound óTaking notes ó writing the dope sheets ó Importance of time codes ó Different types of video recording formats (MiniDV, DVC pro, HD, etc.) ó Shooting techniques for current affairs programmes, documentaries, features, live-shows, events and shows ó Microphones ó Different types of microphones and their uses ó Techniques of live audio recording ó Framing interviews ó Chromakeying ó Creative productions like studio plays and outdoor short films ó Technical inputs equipment required for various shows and crew required for the various shows ó Difference between shooting for television and film.

UNIT-III

POST-PRODUCTION STAGE

Editing: linear, nonlinear equipment ó Techniques in editing ó Digitizing, format conversion, preparation of edit-list, use of the Dope sheet ó Editing schedule ó Online and offline editing ó Use of audio video mixer ó Special effects ó Writing for the programme ó Recording the audio ó Use of voiceover for the documentary ó Musical score recording and using the music laying of the tracks ó Computer graphics (titling etc) ó Programme output.

UNIT-IV

PRODUCTION MANAGEMENT

Managing personnel ó Financial management ó Programming strategy and distribution ó Programming economics ó Packaging ó From capsule to delivery platform ó Strategic alliances and partnerships ó Regulatory influences ó TRP (TRM) ó Professional practices ó Management ó Legal issues and Ethics ó Curtain raiser ó Teaser ó Marketing: getting sponsors ó Publicity ó Troubleshooting for video equipment.

UNIT-V

VIDEO GENRES

Functions and types of television channels ó Programme genre (humour, comedy, tragedy, futuristic, satire, suspense) ó Television advertisements ó Code of conduct for television advertisements ó Types and comparison of news channels ó Types of broadcasting: cable, terrestrial, direct to home, etc. ó Difference between factual and fictional programmes ó Introduction to documentary, films, features, PSA, teleplay, telefilm ó Programme formats ó wildlife films, informative films, nature films, short films, children films/ emotions, climax ó Video training materials, manuals ó Recent developments in television programmes and techniques ó Genres ó Packaging and broadcasting styles followed by different channels.

References

1. Defossard Esta and Riber John. Writing & Producing for Television Film, Sage Publications, New Delhi, 2005.
2. Anthony Friedmann, Writing for Visual Media, Focal Press, Oxford, 2006.

3. Millerson Gerald & Ownes Jim. Video Production Handbook, Focal Press, Oxford, 2010.
4. Lyver Des and Swainson Graham, Basics of Video Production, Focal Press, Oxford, 2009.
5. Clark Barbara, Guide to Post Production for TV and Film: Managing the Process, Focal Press, 2002.
6. Underwood Rich. Roll! Shooting TV News: Views from behind the lens, Focal Press, Oxford, 2007.
7. Mollison Martha, Producing Videos: A Complete Guide, Allen & Unwin, Australia, 2007.
8. David K. Irving Peter and W. Rea. Producing & Directing the short film & video, Focal Press, Oxford, 2010

BVC 12. FILM-MAKING AND FILM APPRECIATION

UNIT-I

HISTORY

Motion pictures ó historical background ó structure and organization of motion picture industry in India ó new developments in film production - status, problems and prospects of film industry with special reference to regional cinema ó documentary films- future of film as a medium of entertainment ó film audiences - critical review of noted regional/national films.

UNIT- II

PRODUCTION PROCESS

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production ó Shooting, Direction and Cinematography, Camera shots. Post production ó Editing, sound recording, Dubbing, Special effects, Graphics and final mixing. Distribution and Exhibition, Film audience - Review and appreciation of film.

UNIT–III

ELEMENT OF FILM MAKING

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. Cinematographer properties ó the photographic image, framing, duration of the image, montage and long take. Editing ó dimensions of film editing, continuity editing, alternative to continuity editing. Sound ó the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

UNIT–IV

FORMS IN FILM MAKING

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (Language, style, grammar, syntax.)

UNIT-V

DIFFERENT CINEMAS

Genre, star and auteur. French new wave. Neo Realism. German Expressionism. Third World Cinema. Political Cinema. Representation of gender and sexuality. Soviet montage cinema.

References

1. Arandhai Narayanan. óTamizh Cinemavin Kadhaiö. New Century Pub., Chennai. 1981.
2. Ashish Rajadhyakshaand Paul Wileman öEncyclopedia of Indian Cinemaö Oxford Univ. Press. New Delhi, 1995.
3. Hertbert Zettle. Sight, Sound and Motion, Wadsworth Cengage Learning, Belmont, USA, 2011.
4. Margaret Mehring. The Screen Play: A Blend of Film Form and Content. Focal Press, Boston, 1990.
5. David Bordwell and Kristin Thompson. Film Art: An Introduction, McGraw-Hill, New York, 2010

BVC 13. MULTIMEDIA

UNIT - I

INTRODUCTION

Fundamentals of Multimedia- Components of Multimedia- Uses of Multimedia- World Wide Web ó Internet and New Media- Multimedia Software Tools- Editing and Authoring Tools- Graphics and Image Data Representation

UNIT – II

GRAPHICS

Introduction to Graphics- Image Processing- I/O Devices- Photo Editing- File formats- Bit Map and Raster Graphics- Software and Standards

UNIT –III

WEB SITE DESIGNING

Web page designing, optimization, coding in HTML, web banner advertisement, Application (JAVA) - Software Tools (Dream Weaver) Sound and Animation for the Web ó Open Source- Web Space, Domain Name and Server

UNIT – IV

3D GRAPHICS

Introduction to 3D Graphics, Modifying and deforming geometry, Texturing and lighting basics, Rendering techniques, 3D Modelling concepts, ,Animation concepts, Traditional animation, Storyboarding the process of animation.,Compositing the video

UNIT – V

CREATING OUTPUT

Getting Familiar with the interface, Creating a new sequence, Video Editing techniques, Compositing Techniques, Sound & Video Composition, Titling Concept, 2D / 3D Compositing, Colour Correction, Output to Various Media Format

References

1. Rajaraman, Computer Graphics with Multimedia, Alpha Science International Ltd,
2. Pakhira K .Malay, Computer Graphics Multimedia & Animation, PHI Learning, second edition.

3. Stoyan Stefanov, Object-Oriented JavaScript, Packet Publishing.
4. Ze-Nian Li and Mark S. Drew, Fundamentals of Multimedia, Prentice-Hall, 2004.

LAB

BVC 14. MULTIMEDIA LAB:

Duration of Examination: 3 Hrs, Maximum Marks: 100 (Practical 50: Portfolio 50)

Portfolio should contain at least one for each exercises given below.

- Creating text in 2D format & 3D object animation, images with special effects and movement.
- Adobe Photoshop designs using different effects and filters.
- Web Design - web design tools, front page, Dream Weaver, MM flash, HTML programming - Creation of Home page or linking, dynamics of web page, web development and editing tools, building web site, publishing a site.

BVC 15. TELEVISION PRODUCTION LAB:

Duration of Examination: 3 Hrs, Maximum Marks: 100 (Practical 50: Portfolio 50)

Portfolio should contain at least one for each exercises given below. The evaluation is done for the creative presentation and theme.

1. Create a short film of duration 2mins ó 20 mins
2. Create a advertising film
3. Create a television show
4. Create a comedy programme
5. Create a game show/cookery show/interview

BVC 16. INTERNSHIP:

The candidate has to choose any one of the media organisation and attend as intern trainee for a total duration of 120 hours to get exposure on the area he/she interested in.