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DEPARTMENT OF DEGITAL MEDIA & FILM MAKING

Syllabus of
**BACHELOR OF VOCATIONAL PROGRAMME
DIGITAL MEDIA & FILM MAKING**

(SEMESTER SYSTEM)

2019-20 ONWARDS

**BOS meeting held on 18-08-2023
Academic Council meeting, held on 02-09-2023**

BACHELOR OF VOCATIONAL PROGRAMME

BACHELOR OF VOCATIONAL PROGRAMME

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well groomed graduate. Ministry of HRD, Government of India had issued an Executive Order in September 2011 for National Vocational Education Qualification Framework (NVEQF). Subsequently, Ministry of Finance, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013, has issued a notification for National Skills Qualifications Framework (NSQF) which supersedes NVEQF. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop National Occupational Standards (NOSs) for various job roles in their respective industries. It is important to embed the competencies required for specific job roles in the higher education system for creating employable graduates. The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

Programme Objectives

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of 10+2 with vocational subjects.

Programme outcomes

- A spectrum of student resources trained through a blended approach to education combining professional skills and general education.
- Students trained in specific niches of a professional field such that they are capable of professional success at every year of the course.
- Well established flexibility of multiple entry and exit for students to pursue formal education alongside professional orientation.
- Professional resources with skill sets incorporated through adherence to NSQF standards, with high employability at graduation level. These students can meet local, national and global work standards to notably contribute to the progress of the field of education administered to them through the programme.
- Vertical mobility for students with 10+2 qualification.

Course Objectives:

1. To prepare students in the production aspects of Film and Digital Media, as required by the present industry environment across the globe.

2. To empower students in production & managerial aspects of the Digital media and film making with due emphasis on latest production techniques, along with marketing and branding management of various industry associated services.

3. To develop creative temperament and mindset needed in the content production segments of Digital Media and Film Making.

4. To inculcate competencies thereby enabling them to undertake professional work.

5. To provide an active industry interface by way of co-learning.

6. To take students through the entire pipeline of production process with regard to the content creation for various digital Media and film making field.

Course Outcome

1. Students will be educated and trained in the arts of digital media and film making in practical adherence to national and global standards.

2. They will have had ample theoretical and practical exposure to the production, marketing and developmental aspects and opportunities in both digital media and film making, enabling them to pursue a profession with expertise in whichever area they prefer.

3. They will be well equipped with techniques and processes to creatively present their ideas and expertise in whatever niche they choose to pursue a career in.

4. The students will be competent and well trained in the professional dynamics of digital media and film making.

5. They will have had ample industry exposure to be well aware of the functioning of both industries and its requirements.

6. The students will be holistically trained in the many wide topics of film production and digital media management.

Course Structure

	Particulars	No of courses	Instruction Hours/Week	Duration of Exam(Hours)	Marks			Credits
I/II/III/IV Semesters								
General Education	2 Languages	2L	2*2	2*3	2*20	2*80	2*100	4
	2 Core Papers	2T	2*3	2*3	2*20	2*80	2*100	6
	1 Elective	1T	1*2	1*2	1*20	1*80	1*100	2
Skill Component	2 Practicals	2P	2*6	2*3	2*30	2*120	2*150	12
	1 Project	1 Project	1*6	1*3	1*30	2*120	1*150	6
V/VI Semesters								
General Education	4 Core Papers	4T	4*3	4*3	4*20	4*80	4*100	12
Skill Component	3 Practical	3P	3*6	3*30	3*120	3*80	2*150	18
								60

SEMESTER I						
Subject Code	**Subject Title**	**Marks**				
General Paper		**Hours of Instruction/Week**	**Credits**	**IA**	**Term End Exam**	**Total**
BVOCKAN101	Kannada	2	2	20	80	100
BVOCENG101	English	2	2	20	80	100
BVOCEF101	Elective	1	2	10	40	50
Core Papers						
BVOCDMCT-101	Introduction to Film making	3	6	20	80	100
BVOCDMCT-102	Introduction to Digital Media &Social Media	3	6	20	80	100
Skill components						
BVOCDMP-103	Story Writing Exercise	6	4	30	120	150
BVOCDMP-104	Social Media Profile Building	6	4	30	120	150
BVOCDMP-105	DMF Digital Media and marketing	6	4	30	120	150
		26	30	180	720	900

SEMESTER II						
Subject Code	**Subject Title**	**Marks**				
General Paper		**Hours/ week**	**Credits**	**IA**	**Term End Exam**	**Total**
BVOCKAN151	Kannada	2	2	20	80	100
BVOCENG151	English	2	2	20	80	100
BVOCEF151	Elective	1	2	10	40	50
Core Papers						
BVOCDMCT-151	Understanding Film	3	6	20	80	100
BVOCDMCT-152	Content creation for Digital Media	3	6	20	80	100
Skill components						
BVOCDMP-153	Screen play writing	6	4	30	120	150
BVOCDMP -154	Digital Media Content	6	4	30	120	150
BVOCDMP -155	Understanding film& DM content	6	4	30	120	150
		26	30	180	720	900

SEMESTER III						
Subject Code	**Subject Title**	**Marks**				
General Paper		**Hours/week**	**Credits**	**IA**	**Term End Exam**	**Total**
BVOCKAN201	Kannada	2	2	20	80	100
BVOCENG201	English	2	2	20	80	100
BVOCEF201	**Elective**	1	2	10	40	50
Core Papers						
BVOCDMCT-201	Cinematography and Light	3	6	20	80	100
BVOCDMCT-202	Digital Branding	3	6	20	80	100
Skill components						
BVOCDMP-203	Screenplay and Camera	6	4	30	120	150
BVOCDMP-204	Application of Digital Branding concepts	6	4	30	120	150
BVOCDMP -205	Multimedia content & Branding	6	4	30	120	150
		26	30	180	720	900

SEMESTER IV						
Subject Code	**Subject Title**	**Marks**				
General Paper		**Hours/week**	**Credits**	**IA**	**Term End Exam**	**Total**
BVOCKAN251	Kannada	2	2	20	80	100
BVOCENG251	English	2	2	20	80	100
BVOCEF251	**Elective**	1	2	10	40	50
Core Papers						
BVOCDMCT-251	Film Direction and Production	3	6	20	80	100
BVOCDMCT-252	Digital Marketing	3	6	20	80	100
Skill components						
BVOCDMP-253	Directing a Scene	6	4	30	120	150
BVOCDMP-254	Digital Market Practical	6	4	30	120	150
BVOCDMP-255	Short Movie production and digital promotion	6	4	30	120	150
		26	30	180	720	900

SEMESTER V						
Subject Code	**Subject Title**	**Marks**				
Core Papers		**Hours/ week**	**credit**	**IA**	**Term End Exam**	**Total**
BVOCDMCT-301	Film Editing & Sound	3	3	20	80	100
BVOCDMCT302	Tools in Digital Media	3	3	20	80	100
BVOCDMCT-303	Entertainment Media	3	3	20	80	100
BVOCDMCT-304	News and Digital Media	3	3	20	80	100
Skill components						
BVOCDMP-305	Film and other Editing	6	6	30	120	150
BVOCDMP-306	Digital Media tools Practical	6	6	30	120	150
BVOCDMP-307	Creating news website and Multimedia Reporting	6	6	30	120	150
		30	30	170	680	850

SEMESTER VI						
Subject Code	**Subject Title**	**Marks**				
Core Papers		**Hours/ week**	**Credits**	**IA**	**Term End Exam**	**Total**
BVOCDMCT-351	Film Production and Marketing	3	3	20	80	100
BVOCDMCT-352	Advanced study of News and Digital Media	3	3	20	80	100
BVOCDMCT-353	Advanced Entertain media Production	3	3	20	80	100
BVOCDMCT-354	Entrepreneurship and Digital Media	3	3	20	80	100
Skill components						
BVOCDMP-355	Entertainment media production	6	6	30	120	150
BVOCDMP-356	Entrepreneurship prospects in Digital	6	6	30	120	150
BVOCDMP-357	Movie Production & Marketing	6	6	30	120	150
		30	30	170	680	850

Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire
B.Vocational Digital Media and Film Making
I Semester Syllabus
BVOCDMCT 101: Introduction to Film

Course Objective

- To trace the history of world cinema
- To understand the various genres of Cinema
- To critically analyze and appreciate cinema as an art
- To know the importance of creative writer and his role in film and other creative forms
- To understand the Basics of creative writing

Course outcome

- Students develops a deeper understanding of world cinema
- Elaborative knowledge about genres and types of cinema
- Develops critically analyses of cinema
- Develop a basic understanding of the formal techniques necessary for the production of cinematic narratives
- Gain knowledge of creative writing and understand its scope in entertain mint media

UNIT - I

Evolution of Films: Film as mass media, growth and development of films in India: silent era, talkies, commercial cinema, new wave films. Film Certification; Significance of CBFC

UNIT – II

World and Indian Cinema; Introduction to visual Language, Reading a Film, Types of Films; Documentary, Animation Film, Feature Film, Short Films, Geners of Cinema

UNIT - III

Introduction to writing skill, Preparation for writing, Qualities of Writer, Literary terms; Irony, types of irony, Imagery, Metaphor etc…

UNIT – IV

Fundamentals of Film Story: Defining Story, Construction of Idea, Thematic Representation and Narrative forms; Plot, structure, atmosphere, Character etc…

Reference:

The Art of Dramatic Writing – Lajos Egri.

Screen writing for Narrative film and Television – William Miller.

Film script writing – Dwight V. Swain.

Aspects of the Novel- E.M. Forster.

Screenplay writing – Eugen vale.

The History of Film - *David Parkinson*

The Film Book: A Complete Guide to the World of Film - *Ronald Bergan*

Cinema Studies: The Key Concepts - *Susan Hayward*

Film History: An Introduction - *Kristin Thompson, David Bordwell*

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B.Vocational Digital Media and Film Making

I Semester Syllabus

BVOCDMCT -102: Introduction to digital media and social media

Course objectives:

- To introduce the many possibilities of digital media and social media on the backdrop of mainstream media.
- To comprehend the functioning of the internet.
- To introduce the factors those facilitate and challenge the digital era of information.
- To practically implement the basic social media profile building skills.

Course outcomes:

- Students will be able clearly distinguish the impacts of digital media and social media as opposed to mainstream media.
- The understanding of basic functioning of the internet will enable them to see their internet usage patterns in a new light.
- The foundational concepts of the digital era will be strongly comprehended.
- Individual social media profiles will be better presented and managed, laying a foundation for audience approaches.

Unit 1

Introduction to internet and digital media | World War 2 and advent of networking and internet | 'As we may think' | World Wide Web | E-mail | ARPANET

Unit 2

Types of digital media, features and their functions | Social media | News portals | Blogs | Vlogs | Entertainment sites | E-newspapers | Gaming | Online shopping| Search engine

Unit 3

Factors influencing digital world – digital divide – description | Causes | Importance | Bridging digital divide in India | Digital Dark Age | Prevention of digital Dark Age | 4 types of digital transformation

Unit 4

Introduction to social media | Advent of social media | Types of social media | Basic profiling | Social media pages | Social media groups | Introduction to digital marketing | Introduction to social media marketing | Introduction to Social media analytics | Introduction to Facebook algorithm | Social media personalities

Objective

- To get classical knowledge about story telling

- Improving elements of story telling

- Idea of developing Fictional Character

- Structural story writing on the basis of LCT

- Overall story writing developments

Outcomes

- Students will get idea of story writing in multiple ways

- Pupil will get clear idea about elements of story telling

- Students will develop fictional characters

- Students will get knowledge of structural story writing

- Students will get mastering knowledge of story writing process

Practical Project

Developing a Short Story

Writing Story for a Film

Unit 1

Basics of Writing- Idea to Ideation-Observation and writing a story- Imagining a situation and writing story-Interpreting a situation and developing a story- Real time observation and developing story.

Unit 2

Character development- Developing own character's and marking characteristics-Character arch development-Character for particular genre-Promotion of Character

Unit 3

Story intense- Observing a setting and developing characters and story-Story based on particular genre- LCT(Location, Character, Theme) Story development

Unit 4

Watching stories and review-Elements of story review through video-Story telling video (Pakoda tales)- My story Exercise(Developing own story)

Objectives

- To familiarize and foster excellence in all Microsoft applications.

- To train students in different types of formal writing.

- To introduce basic internet skills that can assist in effective information search, accumulation and dissemination.

- To customize individual social media profiles.

Outcomes

- Expertise in usage of Microsoft applications.

- Easy skills in formal writing such as e-mails and letters to higher authorities.

- Acquaintance of basic internet skills that lay a foundation to understanding digital media.

- Professional outlook in all social media profiles

Unit 1

Basics of Microsoft office – PowerPoint | creation of appealing slides, transitions, animation, content alignment and aesthetic appeal, inclusion of pictures and videos | Microsoft Word | Microsoft Excel

Unit 2

Basics of formal writing – E-mails – Official, personal, to higher authorities | Formal letters – Leave letters, institutional letters, corporate letters | Online bio – Types, importance, writing exercises

Unit 3

Basic internet skills – Search engine – Usage, keyword functions, types | E-mail – drafting, scheduling, attachments | Social media – Creation of profiles, writing bio and uploading suitable identity images

Unit 4

Personal profiling on social media – Facebook | Instagram | Twitter | LinkedIn | Facebook page creation (long term assignment to be made in groups or individually)

Objective

- Understanding importance of Social media Platforms

- Knowing platforms of digital media and film making

- Story presentation for digital media platforms

- Understanding case studies of new media

- Applying digital media platforms to film

Outcomes

- Customization of different social media platforms

- Effective usage of digital media platforms in film making

- Students get to know about story telling , presentation platforms

- Developing interest regarding research on new media use and outcomes

- Deeper knowledge about usage of digital media platforms in film

Unit-1

Stage 1: Basic profiling

- Step 1: Refining individual Facebook account

- Step 2: Refining individual Instagram and Twitter accounts

- Step 3: Creation of student groups

- Step 4: Creation of Facebook pages

Unit-2

Stage 2: Story exercises

- Step 1: Understanding 'Pakoda tales'

- Step2 : Story writing exercises

- Step 3: Verification of stories

- Step 4: Rehearsal presentation

Unit-3

Stage 3: Story presentation for digital media

- Step 1: YouTube as a story presentation platform

- Step2 : Case studies of story tellers on YouTube

- Step 3: Recording of story

- Step 4: Publishing and discussion of individual story

Unit-4

Stage 4: Case studies

- Step 1: Case studies of social media celebrity profiles

- Step2 : Case studies of social media profiles of movies

- Step 3: Redesigning celebrity profiles

- Step 4: Redesigning movie profiles

Course objective

- Demonstrate a general knowledge of the history of screenplay writing and screenplay writer
- Understand the key concepts of Screenplay writing
- Extensive understanding of stages of film production
- Deeper knowledge about Screenplay writing format
- Understanding Complete film production process

Course outcome

- Students will gain broad knowledge about history of screenplay writing and understand importance of significant screenplay writers
- Students will be able to understand the film production stages
- Students will demonstrate the importance of screenplay writing and film production
- Filmmaking students will learn screenwriting format elements in detail
- Film making students learn to develop complete film making process

UNIT – I

Understanding world and Indian Cinema; Significance of Screenplay writing, Screen play writers- Global and Indian context.

UNIT – II

Stages of Film Prodcution: Pre-Production; scripting, storyboard, location research, Budget for feature film, scheduling process and practical problems, coordination process; Production; camera, lighting, sound, direction and Post Production; editing, audio mixing, Film Promotion

UNIT – III

Fundamentals of Film Screen play: three act Structure; set-up, confrontation, resolution. Inciting incident, plot point 1, midpoint, plot point 2, climax. Non Linear structures and multiple narratives

UNIT – IV

Screen play Drafting; Classic Screen play format, Characterisation, Scene Structure, Shooting Script, Writing Dialogues, Use of sound in Script

Reference

The Screenwriters work- SYD Filed

The Screenwriters Guide- SYD Filed

Film and the Director — Don Livingston

Art of Film — Ernst Lindgren.

How to read a Film - James Monaco,

Directing - Film Techniques and Aesthetics - Michael Robiger

Course objectives:

- Introducing the varied types of content that students can experiment with on digital media platforms.

- Comprehending the differences in approach for different forms of digital media platforms with regard to content creation.

- Having a firm foundation in the legal aspects that bind content creation in India.

- Learning how to maintain consistency while getting better at the art of content creation for digital media.

Course outcomes:

- Students will be well aware of the varied forms that they can experiment with and find their niche.

- Students will be capable of different forms of content creation, keeping legal frameworks in mind.

- They will have a clear idea of the type of platforms they can showcase their content and, and alter their content based on custom requirements.

- They will be well aware of the techniques that can be used to promote their content on digital media and obtain feedback.

Unit 1

Introduction to content writing | Types of content – Creative | formal | articles | reports | advertisements - types | taglines | video | photographic | audio | reviews | criticisms | Common principles of content writing

Unit 2

Types of digital media content portals – Social media | News portals | Online advertisements | Entertainment portals | Photographic portals | Videographic portals | Illustrative content

Unit 3

Legal aspects of public content – plagiarism | copyright act | Defamation Act | Content outsourcing | Fake information | Fact checking | Legal case studies | Internet censorship | Cyber security and cyber laws

Unit 4

Content creation and implementation | Obtaining feedback | Content dissemination | Post frequency and scheduling | Hashtags and keywords | Popular timings and participation analyses

Objective

- Learning Pre screenplay drafting exercise

- Introducing screenplay writing format and other elements of screenplay writing

- Enhancing dialogue writing skill

- Practically understanding structure of screenplay

- Studying film production process in detail

Outcome

- Students will get knowledge of prescreen play drafting

- Students get to know about screenplay writing format with software

- Improved dialogue writing skill

- Students will get knowledge of screenplay structure

- Students will go through the film production process

Practical Project

Writing screen play

2 minute fiction Film

Unit 1

Pre Screenplay exercise; Story to visual exercise, Logline writing exercise (one line) for a story, synopsis (outline) writing exercise, Story Detailing (treatment) exercise, reviewing best screenplay movies.

Unit 2

Introduction: Screenplay writing format introduction- writing a scene & understanding elements of scene (scene heading, parenthetical's etc...)-Character building activity, Dialogue writing for a scene-introduction to screen writing software (celtx & scrite)

Unit 3

Understanding structure of screenplay- Watch and rewrite same screenplay(watch a short movie and reproduce same screenplay)-Writing inciting incident for a story, writing 1st plot and analysis, and writing 2nd plot and analysis, climax and analysis, final screenplay

Unit 4

Production process: Story board making, budgeting a screenplay, Call sheet making, Location identification activity, Shooting script (blocking), producing a 2 Minutes movie based on above activity

Course objectives:

- To assign numerous writing exercises to enable students to create contents that are relevant for digital media platforms.
- To analyze through case study method the different forms of content disseminated on digital media and their levels of success.
- To understand through case study method the legal implications of different forms of content dissemination on digital media.
- To create a self-managed content platform on digital media.

Course outcomes:

- Acquaintance and expertise in creating different forms of content that can be disseminated in theoretically comprehended digital media platforms.
- An understanding of levels of success and engagement that specific types of content can garner on digital media based on type of platform they are disseminated on.
- An exhaustive understanding of legal implications to be kept in mind while creating content for digital media.

Unit 1

Writing exercises – Profile writing | Creative writing for digital media | News reports | Entertainment stories | Infographics | SEO articles | Research writing | Outsourcing types.

Unit 2

Case studies w.r.t contents – Successful content disseminators on social media including Facebook, Instagram, Youtube, Linkedin | Script transcription | Rewriting | Redesigning contents.

Unit 3

Case studies w.r.t legal issues – Research, presentation and discussion of case studies w.r.t. Defamation | Plagiarism | Copyright.

Unit 4

Management of content – Creation of blog | Management of previously created social media page | Mandatory content creation and updating the blog | Submission of contents on record

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B.Vocational in Digital Media & Film Making

II Semester syllabus

BVOCDMP 155- Practical: Understanding film & Digital Media content

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Objective

- Understanding various trends in digital media contents
- Practical application of different digital media platforms individually
- Applying digital media content for movie Promotion
- Personalised digital content creation
- Understanding Movie reading techniques and its application in digital media

Outcome

- Research orientation for understanding digital media contents
- Creation of blog,youtube, facebook accounts and personalization according to industry needs
- Movie review and other digital content creation for movie promotion
- Watching movie and creating digital content
- Practical application of digital media platforms for movie promotion

Unit-1

Stage 1: Case study of content platforms on digital media

- Step 1: Entertainment blogs
- Step2 : Social media profiles
- Step 3: Movie reviews
- Step 4: Trends in movie promotions

Unit-2

Stage 2: Creation of individual content platform on digital media

- Step 1: Blog creation
- Step2 : Blog setup
- Step 3: Finding a niche
- Step 4: Presentation of niche

Unit-3

Stage 3: Content writing

- Step 1: Writing movie reviews
- Step2 : Writing promotional content
- Step 3: Creating infographics
- Step 4: Entertainment articles

Unit-4

Stage 4: Screenplay and blogging

- Step 1: Movie screening
- Step2 : Discussion of movie
- Step 3: Re-thinking screenplay for blog
- Step 4: Writing and discussion of screenplay

Sri Dharmasthala Manjunatheshwara College (Autonomous),Ujire

B.Vocational Digital Media and Film Making

III Semester Syllabus

BVOCDMCT-201: Cinematography & Light

Course objective

- Explore the progression of technology and broad artistic trends throughout the history of filmmaking.

- Demonstrate technical control over the basic cinematography

- Knowing deeper knowledge about elements of cinematography, including lighting and composition.

- Develop an understanding of collaboration between the cinematographer and director.

- Understanding the basic skills in the roles of camera assistant, gaffer and key grip.

Course outcome

- Students will get complete knowledge about history and developments of cinematography and camera technology

- Students will get knowledge about Camera

- Extensive understanding of Elements of cinematography and lighting technique

- Students get know about a cinematographer and his role with other crew members

- Students will get know about lighting department and role of Gaffer and key grip

UNIT - I

Origin and development of cinematography: Evolution of Video camera,

Application in present scenario, Different kinds of video production and camera formats. Cinematographer; Qualities and responsibilities of Cinematographer, Coordination of cinematographer with director, editor and art director. Converting Script to visual

UNIT – II

Different aspects of cinematography; aesthetics of visual composition, different parts of camera and their functions, Camera lenses and their selection.

UNIT - III

Cinematographic properties: Camera shots, Camera movements, Camera angles, Concept of imaginary line, Rules of Framing, application of elements of camera into a scene.

UNIT – IV

Lighting- Concept of lighting, Uses of lights, Light sources. Lighting Techniques: Indoors & outdoors Lighting, techniques Various types of lights- Hard lights, Soft lights, Spotlights, multi lights, uses of skimmer, Uses of reflector, Light set up- Lighting at Night, Three point lighting.

Reference

Light – Michael Freeman

Lighting for motion picture – Gerald Millerson

Professional Cinematography- Fredrick A. Talbot

Principles of Cinematography – W.F. Wheeler

TheFive C's of Cinematography – Joseph V. Mascelli

Mascelli's Cine Work book - Joseph V. Mascelli

Course objectives:

- To study the complete process of digital branding with an implementation based approach.

- To distinguish between the process and challenges of branding through traditional media and digital media.

- To clearly distinguish the multiple elements of branding and their applicability.

- To study the branding process employed by the most successful brands worldwide, and comprehend the possibilities of implementing global strategies locally.

Course outcomes:

- Students will be well-versed with the concepts of digital branding and be capable of formulating strategies for the same.

- They can identify and design various novel branding elements based on exhaustive comprehension of the requirements of a brand.

- Students can choose the right digital platforms, identify their audience and design strategies to promote a brand identity effectively.

- Students will be capable of breaking the process of branding down when they come across a successful brand identity and identify elements that are worthy of emulation, development and implementation.

Unit 1

Introduction to branding – Understanding branding | Importance of branding | Mainstream media branding | Outdoor media branding | Online media branding | Process of branding | Platforms for online branding

Unit 2

Tools/elements of branding – Contents – Brand voice and style sheet | logos | taglines | packaging | jingles | digital mascots | colour | design | brand ambassadors | Keywords | Hashtags | Posters | Advertisements

Unit 3

Creation of a digital brand | Budgeting | Selection of primary media – Consumer bio and behaviour patterns | Implementation of tools | Sustaining a brand identity | Altering brand identities for different platforms

Unit 4

Attributes of the branding process - E-mail branding | Tracking progress | Obtaining feedback | Updating brand identities | Competition analysis | Crisis management | Case studies

Objective

- Understanding Movie camera

- Application of camera elements in a movie

- Advanced approach of camera elements

- Understanding practical application of camera for a movie

- Knowing production process of a film

Outcome

- Expertise in camera and components of movie camera

- Applying knowledge of camera elements

- Deeper knowledge about camera and light and its application in a movie production

- Real time shooting expertise for students

- Analytical knowledge about camera and content

Unit 1

Understanding Camera-Video camera & Photography camera| cinema camera setting and basics| Cinema camera and other accessories| dissembling the Camera and learning the components of Camera

Unit 2

Application of camera- Analyzing cinematography (watching cinema and decoding) | Understanding & Applying camera shots & angle, movements| Shot breakdown for a scene & discussion| Shoot a scene

Unit 3

Advanced Approach- Understanding light & setting| applying mise en scene(elements of shot)| Outdoor Shooting using different Camera Settings| indoor shooting using different Camera Settings

Unit 4

Production- Shooting two minute fiction applying camera & screenplay

Practical Project

2 Minute silent movie.

Shoot a scene with light and Camera technique

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B.Vocational in Digital Media and Film Making
III Semester Syllabus
BVOCDMP-204: Practical: Application of digital branding concepts

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Course objectives:

- Comprehension of digital branding elements through case study method.

- Creation of self-inspired branding tools for a brand that students can hypothetically launch on their own.

- Employment of multimedia approach to digital branding through creation of multimedia elements.

- Developing a full-fledged brand identity combining all the elements and principles of digital brand identity and organizing a staged launch to obtain feedback.

Course outcomes:

- A thorough understanding of elements of digital branding such that new brand identities can be created based on past experience.

- Experience creating brand elements that can be launched on digital media.

- Creation of multimedia brand identities befitting digital media platforms.

- Capability to develop a complete brand identity and launching it online, obtaining feedback and making necessary alterations.

Unit 1

Case studies of retail brands | Identification of branding elements | Elaborating impacts of elements | Presentation

Unit 2

Assignment of product topics | Selection of appropriate tools based on a topic | Creation of branding tools | Presentation

Unit 3

Multimedia implementation in branding | Identifying an area of expertise in branding | Multimedia approach to create an element |Presentation

Unit 4

Interaction with a client | Developing a digital brand | Obtaining feedback from client | Presentation

Objective

- Understanding Branding strategy process
- Research oriented branding strategy development
- Understanding multimedia approach for branding
- Practical application of branding strategy process
- Understanding Professional presentation of strategy

Outcome

- Client initiative Branding strategy
- Developing brand elements according to client need and presenting
- Using multimedia (video, audio, graphics, logo) for branding
- Executing multimedia plans
- Professional brand presentation

Unit 1

Stage 1: Strategy development

- Step 1 – Forming and submitting interview questions
- Step 2 – Interviewing the client and submitting product identity
- Step 3 – Devising a brand identity based on the answers given by the client, determining the elements of the brand
- Step 4 – Explaining the meaning and importance of each element and presenting it to the client for approval.

Unit 2

Stage 2: Brand development

- Step 1 – Primary research and presentation of findings
- Step 2 – Developing brand elements
- Step 3 – Presenting first round of designs to the client along with background, importance and expected outcome of each element
- Step 4 - Redesigning elements based on client feedback

Unit 3

Stage 3: Multimedia approach

- Step 1 - Devising a multimedia strategy for the product based on previous study and research
- Step 2 - Presenting strategy to clients and making alterations based on feedback
- Step 3 - Executing multimedia strategy
- Step 4 - Presentation of outcome to client and documentation of experiences

Unit 4

Stage 4: Presentation

- Step 1 – PPT presentation
- Step 2 – Document submission of complete project report
- Step 3 – Submission of multimedia production
- Step 4 – Presentation to the panel.

Course objective

- Analyze the historical and theoretical foundations of filmmaking; direction

- Students will complete an extensive body of amateur work as directors.

- Students will get complete knowledge about film budgeting

- Effectively manage the resources and logistics required to produce a film

- Understanding role and work nature of different roles in film production

Course outcome

- Students will get handful information and knowledge about history of direction and foundation of film making

- Students will get complete idea about direction department and they can work as amateur directors

- Students will able to do classified budget for his production

- Students will learn how to handle production and work as a team

- End of the course students performs each role prescribed in film production through that he will get complete idea about each department in production

UNIT - I

Introduction to direction: Understanding world and Indian Cinema Directors **(**Alfred Hitchcock,Akira kurosova, James Cameron, Charlichaplin, Steven Spielberg,Chrostpher Nolan, Dadasaheb palke, Satyajith ray, Rajkumar Hirani, Girish kasaravlli, Puttanna Kangal, Adoor Gopal Krishanan etc.**),** Film theories and understanding.

UNIT – II

Concept of Direction; The story and its development, aesthetics and authorship, Visual language, visualization method, Director team and his role, Knowledge and understanding of the vocabulary of Cinema. Representing visual space. Composition, Continuity, Figurative narration,

UNIT - III

Film Production process: Cinema as federal art**,** Art Director, Production manager, assistant director, associate director, Producer, associate producer, line Producer and other artistic and technical teams.

UNIT – IV

Budgeting a film; Technique of Budgeting, role of director in budgeting, budgeting format.

Reference

In the Blink of an Eye : Walter Murch

Deep Focus: Reflections on Cinema: Satyajith ray

On directing film: David Mamet

Something like an autobiography: Akira kurosova

The Film makers Handbook: S.Ascher & E.Pinus

Directing Film techniques & Aesthetics: Michel Rabger & Mic Hurbis-Cherrier

Course objectives:

- To elaborate the differences, advantages and disadvantages, evolution and need for digital marketing on the backdrop of traditional marketing

- To enable students to comprehend the needs, techniques and creative requirements of the process of digital marketing and be capable of catering to them.

- To introduce the technical requirements of digital marketing and train students in the same aspect.

- To comprehend and implement the elaborate process of consumer feedback and consequential strategy creation important for sustenance of a brand through digital marketing.

Course outcomes:

- Students will have in-depth understanding of the need for digital marketing and the techniques that are associated with it.

- Digital marketing techniques will be practically explored.

- Students will elaborately study the success and failure cases in digital marketing and thoroughly analyse them.

- They will also learn the methods of client interaction and client feedback in a practical manner.

Unit 1

Introduction to advertising | Advertising on mainstream media | Evolution of advertising | Introduction to marketing | Common principles of marketing

Unit 2

Types of marketing | Types of advertising | Introduction to digital marketing | Evolution of digital marketing | Consumer journey on digital media | Buyer persona

Unit 3

Need for digital marketing | Types of digital marketing | Types of digital ads | Designing digital ads | Google and marketing | Social media marketing | E-mail marketing | Audience targeting | User generated content

Unit 4

Influencer marketing | Affiliate marketing | Programmatic advertising | Conversational marketing | Ad personalization | Visual search | Predictive and augmented analytics

Objective

- Understanding direction technique

- Reading classic movies and Understanding direction process

- Knowing application of direction

- Getting knowledge of direction process

- Understanding a scene and direction

Outcome

- Expertise in direction technique by watching classics

- Will come to know about collective output visualization

- Expertise in direction through mock shoot

- Students will get deeper knowledge about Direction Process

- Real time directing experience

Project

Directing a Scene using elements of Direction

Budgeting a Short Movie

Unit 1

Pre-Directing Activity: Visualizing scene, Understanding direction technique by reviewing classic movies

Unit 2

Applied Direction: Understanding direction through mock shoot, aesthetically beautifying scene, collective output visualization (direction team discussion)

Unit 3

Direction Process: Scene break down, scheduling exercise, Casting Process, failing reference for all departments, Costume, location, property management, editing report format writing

Unit 4

Direction: Directing a scene using elements of direction

BVOCDMP-254: Practical: Implementation of digital marketing

Course objectives:

- Comprehending and practicing the setting up of social media marketing tools.
- Defining target audience for marketing strategies and creating proper buyer persona.
- Staging an online product/service launch along with implementation of marketing strategies and their real-time execution.
- Creating, budgeting and executing digital media advertisements.

Course outcomes:

- Expertise in creating, sustaining and utilizing business accounts in social media marketing tools.
- Clear idea of target audience defining through creation of buyer persona.
- Acquaintance with the complete idea of launching and marketing a product/service online.
- Expertise in creating and disseminating different types of digital media advertisements.

Unit 1

Understanding basic tools | Setting up social media ads manager | Implementing Words and Google ads on blog | SEO execution

Unit 2

Defining target audience | Case studies of buyer persona | Creating buyer persona | Establishing target audience on social media ads

Unit 3

Product launch exercise | Launching a product/service online | Popularity gaining techniques | Designing custom marketing strategy based on requirements

Unit 4

Running social media ads | Budgeting | Designing different types of social media ads – carousel, PPC, PPV | Analytics

Objective

- Understanding co-relation between direction and promotion

- Research on Advanced promotional strategies for digital media

- Practical application of film production

- Practical understanding of promotional strategies

- Knowing effective execution methods of film and promotional strategies

Outcomes

- Expertise in mapping of promotional strategies for a movie

- Executing Advanced promotional techniques

- Film production

- Devising promotional strategies for individual film

- Identification of promotional tools and final launch of product

Unit-1

Stage 1: Co-relation between direction and promotion

- Step 1: Interaction with short movie director

- Step2 : Identifying promotional strategies for digital media

- Step 3: Mapping of promotional strategies

- Step 4: Presentation

Unit-2

Stage 2: Production

- Step 1: Creation of story

- Step2 : Screenplay

- Step 3: Presentation

- Step 4: Production

Unit-3

Stage 3: Promotional strategies

- Step 1: Devising promotional strategies for individual film

- Step2 : Presentation in written format

- Step 3: Presentation

- Step 4: Alteration of strategies based on feedback

Unit-4

Stage 4: Execution

- Step 1: Identification of promotional tools

- Step2 : Creation of posts

- Step 3: Product launch

- Step 4: Analytics

Course objective

- Understanding historical perspective of editing
- Have a thorough working knowledge of non-linear editing software.
- Better understand techniques editors use to construct stories.
- Knowledge of editing software's
- Knowledge of sound in film

Course Outcome

- Students will get clear idea about editing technology and growth
- Basic working knowledge in nonlinear editing
- Students will get idea about how to construct stories with the help of editing
- Students will gain Working idea of video editing of software tools
- Students will get knowledge of importance of sound and he will able to work on that

UNIT – I

Introduction to Editing; History of film editing, Principles of editing, Liner & Nonlinear Editing, on line & off line Editing, Significance of editing in film, Case study of best edited movies

UNIT – II

Idea of Editing; Basic idea of video editing; Different stages of Editing Process – sorting, assemble, rough cut, final cut , Basic concept of Continuity, 180 Degree Rule, 30 degree rule, Rhythm and pace in editing. Transition and typs of cuts, Analysis of film sequences from editing point of view.

UNIT – III

Editing Applications; Technology in film editing, Introduction to Editing Software's, Montage editing, Sound and visual editing. Fiction and nonfiction editing- different styles of editing, Basic colour correction

UNIT – IV

Film and Sound technology; History of sound technology in film**,** Significance of sound in film, Background music, Technical aspects of sound, sound formats, types of recording; Folly, synch sound, Rerecording & Dubbing.

Reference

The Techniques of Film Cutting Room — Earnest Walter

Film and the Director — Don Livingstone

How to Edit — Hugh Baddeley

The technique of Film Editing - Karel Reisz and Gavin Miller

The Technique of Film and Video Editing

- Kendan Cyger

Course objectives:

- To introduce the technical end of the digital world to students and exhibit the vast availability of technical support for all forms of digital endeavours.
- To enlist social media tools and understand their applicability in different areas through which social media marketing can be achieved.
- To enlist and understand the applicability of website and blogging tools to create better digital destinations.
- To comprehend the facets of app development through the vantage point of a digital media expert and study its execution.

Course outcomes:

- Students will have been introduced to a wide array of organic and paid digital media tools that they can utilize based on the area they would like to focus on.
- Social media tools will be understood by students to execute advanced social media strategies for activities ranging from simple promotions to brand marketing.
- Website tools will allow students to design and launch their own blogs/websites with advertisements enabled.
- Students will be able to make use of the many Google tools that provide profound information and assistance towards effectively marketing a brand identity. These tools can be utilized by students themselves, or be comprehended for usage for client requirements in the future.

Unit 1

Introduction to technical end of digital media – web development | Functioning of SEO | Analytical tools | Marketing tools | Content creation tools | Engagement tools

Unit 2

Social media tools – Analytics | Promotions – organic and paid tools – how they work | Facebook Algorithm | Features of ads manager | Polls | Social media management apps | Facebook business manager

Unit 3

Website tools | Website template designing | Wordpress and other blogging platforms | CMS | Paid servers and free servers | Chatbots | Semantic keyword search tools | Video hosting | Website analytics

Unit 4

Advanced analytical tools | Insights tools and their usage | Apps – Designing an app | Keyword research | OTT platforms –evolution, types

Course Objective

- To make understand the dynamics of Entertainment media

- To gain the knowledge about programme pattern in entertainment media

- To understand Fiction and Nonfiction forms of entertainment media very effectively

- To understand the production parameters of entertainment media

- To understand extensively about working role of entertainment media experts

Course outcome

- Students will get know about entertainment media dynamics

- Students will get exclusive information about different programme pattern in entertainment media.

- Students will get to know about working knowledge various types of entertainment media

- Students will get knowledge about production parameters of entertainment media

- Pupil will get know different role and responsibility of entertainment media experts

UNIT – I

Introduction to Entertainment media; Introduction to television, programme pattern in television, Entertainment media over view (National & international), History of entertainment production, Television and entertainment industry, Entertainment media production format (International, National, regional), Types of entertainment media,

UNIT – II

Production of Fiction: Introduction to fiction programmes (National and international, regional),genera's of fiction shows (soap operas and mega serials), narrative strategy of fictional programs(Soap opera scripting style), Socio cultural understanding of soap operas, foreign and Indian soap operas, case study of soap operas.

UNIT – III

Nonfiction Production: Introduction to Nonfiction Production, nonfiction genera's; reality show, countdown show, competition. History of reality show, ethical dimension of reality show, types of reality show; music, dance, cookery, adventure, sports, quiz. Case study of reality show, socio cultural impact of reality show

UNIT – IV

Production parameters: Production parameters of soap operas and reality show, roles and responsibility of various departments in fiction and non-fictional programmes, Quality of Soap opera and reality show writer. Embedded Advertisement /Sponspership

Reference

1.John Fiske, Television Culture

2. Stuart Allan, News Culture;

3. Rob Tannen, I Want my MTV

4. Sam Brenton, Reuben Cohen, Shooting People: Adventures in Reality TV

Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire
B.Vocational in Digital Media and Film Making
V Semester Syllabus
BVOCDMCT-304: News and digital media

Course objectives:

- To study the evolution and types of news presentation on mainstream media, and compare and contrast it with the advent of news of digital platforms.

- To understand the functioning, possibilities and organizational structure of news websites.

- To study and practice the creation of news contents based on the many facets of news presentation based on different platforms and other digital dynamics.

- To explore the multimedia prospects of news presentation on digital media and excel at its creation.

Course outcomes:

- Students will have a clear understanding of the dynamics and rules of news presentation on digital media and will be capable of adhering by them.

- They will have comprehended the functionality and possibilities of news websites in the current world, and how they can consider a career in the same.

- They will be well aware of and trained in content creation for news website.

- Students will also be capable of producing and processing multimedia content for effective presentation of multimedia content.

Unit 1

Understanding news | Traditional presentation of news – techniques and evolution | Mainstream news platforms | Understanding presentation based on platform | Introduction to digital news platforms

Unit 2

News websites | Creation of news websites | Organizational structure of news websites | Legal prospects of news websites | Job profiles in news websites

Unit 3

Content in news websites | Types of reports in news websites | Report writing | Report translation | Other forms of textual content on news websites | Creation of other forms of content

Unit 4

Multimedia content and news websites | Photography for news websites | Videography for news websites | Multimedia content processing for news websites – Photo and video editing

Objective

- Understanding practical application of editing

- Knowing different tools of Editing

- Comprehension language of Film editing

- Understanding fictional and non fictional editing

- Grasping types of film editing

Outcomes

- Expertising in Film Editing Software

- Students get to know about tools and elements of film editing

- Expertise in building a scene through editing

- In detail knowledge about non fictional (news, graphics) editing

- Expertise in different types of editing

Unit 1

Introduction to Editing: Editing Software introduction (Adobe Premier), Capturing Raw Data, Editing - Action Sequence/ match cut / continuity match, Working with Multi Layers, Effects, Applying Transitions, Compositing, Video Output

Unit 2

Tools of Editing; storage and folder management, Techniques of assembling rushes, editing silent rush, edit with sound (music, dailogue, voice over) edit with script.

Unit 3

Flow of Editing: Basic techniques of building a scene in editing (Continuity, matching, overlapping, shot to shot transition, Rough cut, insert title). Non fictional editing techniques (news, website, info graphics)

Unit 4

Final touch: Trailer cut, teaser cut, promo editing, motion editing, Edit a Short movie, Edit a nonfiction production.

Practical Work

Script based Editing

Editing a Sequence (2Minute)

Short Film/nonfiction production Editing

Course objectives:

- Designing and creating a self-managed website.

- Execution of previously discussed marketing strategies through different types of marketing tools.

- Experimentation with different types of Google tools available.

- Advanced application of digital media tools for betterment of self-managed digital media platforms.

Course outcomes:

- A well managed website created through implementation of custom-recognized that can be a consistent exercise to experiment with the dynamics of digital media.

- Expertise in management of marketing tools.

- Complete comprehension of Google tools and their applicability.

- Betterment of self-managed digital platform through identification, customization and implementation of advanced designing and marketing tools.

Unit 1

Designing blog | Creating a website structure | Templates | Layouts | Using content tools and plug-ins

Unit 2

Marketing tools on social media | Advanced business manager features | Designing platform specific ads | Running ads through social media tools

Unit 3

Google analytics | Google marketing tools | SEO marketing | Designing an app | Budgeting for app development

Unit 4

Wordads | Google Adsense | Google + | Google webmaster tools | Adwords keyword planner | Google Trends

B.Vocational Digital Media and Film Making

V Semester Syllabus

BVOCDMP-307: Practical: Creating news website & Multimedia reporting

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Objective

- Analyzing news websites on the backdrop of traditional news media

- Analyzing multimedia approach for news room

- Understanding new media reporting

- Customized understanding of parts of news website

- Practical application of multimedia in newsroom

Outcomes

- Approached expertise in news website and new media platforms

- Practical implication of multimedia tools in news room

- Expertise in new media reporting

- Practical knowledge of parts of news website

- Creation of Customized news website

Unit-1

Stage 1: Case studies

- Step 1: Compare and contrast different types of news websites

- Step2 : Analyse news websites on the backdrop of traditional news media

- Step 3: Analyse multimedia approach

- Step 4: Presentation

Unit-2

Stage 2: Reporting sub-categories

- Step 1: Translation of reports
- Step2 : Textual interviews for digital media
- Step 3: Video interviews for digital media
- Step 4: News presentation on digital media

Unit-3

Stage 3: Parts of a news website

- Step 1: Technical reviews
- Step2 : Lifestyle blogging
- Step 3: Timeless videos
- Step 4: Features

Unit-4

Stage 4: Parts of a news website - 2

- Step 1: Different types of reporting
- Step2 : Types of news photography and videography
- Step 3: Trends in news presentation - podcasts
- Step 4: Creation of B.Voc news website

Course objective

- Knowledge about film marketing

- Elaborative understanding of film market research

- Effective understanding of association new media in film marketing

- Basic knowledge about OTT platforms and its production

- Complete understanding of film production and marketing in various platforms

Course outcome

- Students will get practical knowledge about marketing his films

- Pupil will go for case study and do research to understand film market

- Students will get applied knowledge about new medias and methods of application in films

- Tutee will get complete idea about structure of OTT platforms and OTT content

- Undergraduate will get execution idea about film production and marketing

UNIT - I

Introduction to Film Market: Importance of marketing of film national and international, Basics of Marketing, Laws of Marketing, The Business of Film production (world view), Distribution and Exhibition

UNIT – II

Research: Idea about film market, Market research, Audience research, Methods of film marketing in India, film industry marketing in India case study, film festivals, Film organizations in India, Generation of Reviews.

UNIT - III

New media film Marketing: Online Marketing, New Media Publicity, New media mix, new media review and ratings (IMD, Rotten Tomatoes).

UNIT – IV

Advance Market and platforms: Understanding OTT platforms, content patterns in OTT platforms, certification and ratings of OTT platforms, revenue patterns on OTT platforms, case study on OTT platform production

Reference

Handbook of Motion picture production - WILLIAMS B. ADAMS

Production Management for film and video -R. JATE

Film production management - FOCAL PRESS

Film Censorship -GUY PHELPS

Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire
B.Vocational Digital Media and Film Making
VI Semester Syllabus
BVOCDMCT-352: Advanced study of news and digital media

Course objectives:

- To comprehend the process and execution of live telecasting of news on digital media from various sources.

- To study and practice the tools that can be used for providing live news updates through digital media.

- To introduce students to the world of news marketing, the techniques of it, and the important process of fact checking.

- To understand the aspects of creating a career in digital news media.

Course outcomes:

- Students will be creatively and technically equipped with the strategies of live news updates on digital media.

- They will have the training to stream live news from various sources on digital platforms.

- They will be well trained in the process of news marketing and equipped with the techniques of fact verification.

- Students will have a clear idea about the career prospects in digital news media and how they can find their niche.

Unit 1

Live news telecasting | Platforms for live updates | Types of live updates | Advantages and challenges of live updates

Unit 2

Technical aspects of news telecasting | Differences in mainstream news and digital news live | Telecasting from studio | Telecasting from live locations

Unit 3

News marketing | News website establishment | SEO and news | News and keywords | News analytics | News boost on social media | Fact checking and news verification | Tools for news verification

Unit 4

Job profiles on digital news media | Finding a niche | How to apply | Succeeding in online news media | Case studies of local news media

Course Objective

- To understand the changing perspective of entertainment media

- To gain knowledge about news trends of entertainment media

- Advanced knowledge of Web series making

- Understanding New Entertainment media & marketing

- To get an overview of documentary film making

Course outcome

- Students will get know about new perspective of entertainment media

- Students will get new trends and programme patterns of new entertainment media

- Students will get advanced knowledge of web series making

- Pupil will go through various new marketing tips of entertainment media

- Students will understand documentary film making

UNIT – I

Introduction: Changing perspectives of entertainment media (Global & India), understanding new platforms of entertainment media (Global & India, Netflix, prime, Indian platforms), types of new entertainment media (web series, podcast, photo story), case study of new trends in entertainment media

UNIT – II

New trends of Entertainment media: Understanding patterns of new entertainment media, Introduction to web series, types of web series, scripting pattern of web series, organizational structure of web series, case study of popular web series.

UNIT – III

New Entertainment media & marketing: entertainment media and digital media, new entertainment media marketing techniques, compare and contrasting of new entertainment media market and traditional marketing, case study of new marketing technology

UNIT – IV

Documentary films: introduction to documentary (Globe& India), types of documentary films, new techniques of documentary films, case study of popular documentary.

Reference

1. Documentary: A History of the non-fiction Film by Erik Barnouw
2. A History of Narrative Film by David A. Cook
3. Documentary Display: Re-visiting Nonficton Film and Video by Keith Beattie
4. Documentary Films in India: Critical Aesthetics at Work by Aparna Sharma
5. A Fly in the Curry: Independent Documentary Film in India by K. P. Jayshankar
6. Filming Reality: The Independent Documentary Movement in India by Shoma A. Chatterjee

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Course objectives:

- To introduce the possibilities of digital media entrepreneurship as an idea.

- To study and comprehend the dynamics of establishing digital service firms and the factors associated with it.

- To facilitate the students with client approaching and convincing skills, which can enable them to brand themselves.

- To comprehend the dynamics of the global and local digital markets, and their applicability to specified niches.

Course outcomes:

- Students will have explored the possibilities of taking up digital media entrepreneurship with guided understanding of the dynamics of it.

- They will be well aware and trained in the aspects of establishment of entrepreneurial firms in their specified area.

- They will be capable of branding and sustaining their own brand identity based on effective client pitches and approaches.

- Students will have comprehended the global and national standards of digital media entrepreneurship, industrial expectations and the possibilities they have ahead of them.

Unit 1

Understanding entrepreneurship | Digital entrepreneurship | Types of digital entrepreneurship | Platforms for digital entrepreneurship| Metaverse and NFTs | Pre-requisites for digital entrepreneurship

Unit 2

Establishing the firm | Types of digital income sources | Types of digital markets | Budgeting and budget components| Ancillaries | Franchise marketing

Unit 3

Client approaches | Tailoring pitches – written and spoken | Client feedback process | Marketing the firm | Brand requirements

Unit 4

Industrial psychology | Global digital market | Global digital businesses | Local digital market | Application of marketing principles to local digital market | Crisis management

Objective

- Understanding types of entertainment media production
- To gain knowledge of Fiction show production in silver screen
- Understanding Non fiction show Production
- Practical implications of Fiction Show prodution
- Practical understanding of Non fiction production

Outcomes

- Expertise in entertainment media production
- Students will get practical understandings of Soap opera productions
- Students will get comprehensive exposure of Planning and production design of Non fiction shows
- Fiction and Non fiction Practical production

Project

Soap opera with 5 Episode

Reality Show plan

Unit 1

Fiction show: Generating idea for mini soap opera, Creation of one-line for story, screenplay writing for soap opera, Dialogue writing for serials, episode banking technique.

Unit 2

Non Fiction show: Planning for a reality show, scripting for reality show, production design for reality show.

Unit 3

Creation-1: Producing 5 episode soap opera in any language (group Activity)

Unit 4

Creation-2: Creating Mock reality show plan with production design (group Activity)

BVOCDMP-356: Practical: Entrepreneurship prospects in digital media

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Course objectives:

- To enable students to understand the prospects of entrepreneurship in digital media and conceptualize a business plan.

- Designing start-up plan with expert help.

- Identifying potential clients and comprehending the dynamics of client interaction, client satisfaction and requirements.

- Enabling management of crises, sustaining and developing brand identity and managing a digital media firm.

Course outcomes:

- An understanding of entrepreneurship prospects and ability to conceptualize a start-up through identification of a niche.

- Ability to strategically design and present a start-up plan.

- Experience in dealing with clients, comprehending client mentality and obtaining feedback.

- Ability to manage a digital media firm with real-time crisis management circumstances, budget challenges and development prospects.

Unit 1

Entrepreneurship training | Basic entrepreneurship principles | Finding your niche | Starting a business

Unit 2

Establishing firm identity | Presentation of firm idea | Branding one's own firm | Market presence

Unit 3

Client identification and interaction | Creating pitches | Presentation of pitches | Client feedback

Unit 4

Crisis management | Identifying crises | Case studies of crisis management | Application of crisis management principles

Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire

B.Vocational in Digital Media and Film Making

VI Semester Syllabus

BVOCDMP-357: Practical: Movie Production & Marketing

Objective

- Categorical Implementation of movie production method

- Comprehension knowledge of movie production

- Categorical Implementation of Movie Promotion platforms

- Understanding the techniques of movie launch

- Post launch knowledge

Outcomes

- Students will get knowledge of practically implementation of each production process of a movie

- They will produce complete feature length movie

- Students will explore digital media and other platforms to market their film

- Expertise in movie launch and marketing

- Students turns into a Professional film maker

Unit-1

Stage 1: Complete feature film production

Unit-2

Stage 2: Promotion of movie on all platforms

Unit-3

Stage 3: Launch and screening

Unit-4

Stage 4: Presentation and analysis