SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE, UJIRE-574240

(Autonomous)
(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)

DEPARTMENT OF JOURNALISM

Syllabus of

BACHELOR OF VOCATIONAL PROGRAMME

DIGITAL MEDIA & FILM MAKING

2020-21 ONWARDS

Approved by the BOS meeting held on 14th Aug. 2020
Approved by the Academic Council meeting, held on 10-11-2020

Preamble:

B.Vocational courses are a novel approach to learning and teaching, reaching beyond the curriculum to implement practical skills and provide maximum practical exposure. These courses are designed to eliminate the concepts of culture shock and on-job trainings in professional spheres. Students here avail hands-on training on the field of their interest alongside a considerable foundation in theory as well. Steep inclination towards practical exposure distinguishes the course.

Faculty of Bachelor of Vocational Program: BVOC006

Program Specific Outcomes: Digital Media and Film Making(F1)

PSO1: Exhibit skills in the arts of digital media.

PSO2: Develop skills in film making in practical adherence to national and global standards.

PSO3: Show theoretical and practical exposure to the production, marketing and developmental aspects and opportunities in both digital media and film making

PSO4: Demonstrate competency in the professional dynamics of digital media and film making.

PSO5: Be aware of the functioning of both the industries and its requirements.

Course Structure

	Particulars	No of courses	Instruction Hours/Week	Duration of Exam(Hours)	Marks			Credits
I/II/III/IV Semesters								
General Education/Theory	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 Pr	1*6	1X3	1x30	1x120	1x150	6
V/VI Semesters								
General Education	4 Core Papers	4T	4*3	4*3	4*20	4*80	4*100	12
Skill Component	2 Practicals	2P	2*6	2*3	3*20	3*80	3*100	12
	Project 1	1 Project	1*6	2*3	3*20	3*80	3*100	6
								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						
BVOCDMF-101	Introduction to Film making	3	6	20	80	100
BVOCDMF-102	Introduction to Digital Media &Social Media	3	6	20	80	100
Skill components						
BVDMFP-103	Story Writing Exercise	6	4	30	120	150
BVDMFP-104	Social Media Profile Building	6	4	30	120	150
BVOCDMFP-105 (Project/internship)	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
BVOCEF02151	Elective	1	2	10	40	50
Core Papers						
BVOCDMF-151	Understanding Film	3	6	20	80	100
BVOCDMF-152	Content creation for Digital Media	3	6	20	80	100
Skill components						
BVOCDMFP-153	Screen play writing	6	4	30	120	150
BVOCDMFP-154	Digital Media Content	6	4	30	120	150
BVOCDMFP-155 (Project/internship)	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						
BVOCDMF-201	Cinematography and Light	3	6	20	80	100
BVOCDMF-202	Digital Branding	3	6	20	80	100
Skill components						
BVOCDMFP-203	Screenplay and Camera	6	4	30	120	150
BVOCDMFP-204	Digital Branding practical	6	4	30	120	150
BVDMF-205 **(Project/internship)**	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						
BVOCDMF-251	Film Direction and Production	3	6	20	80	100
BVOCDMF-252	Digital Marketing	3	6	20	80	100
Skill components						
BVOCDMFP-253	Directing a Scene	6	4	30	120	150
BVOCDMFP-254	Digital Market Practical	6	4	30	120	150
BVOCDMFP-255 **(Project/internship)**	Short Movie production and digital market 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**
BVOCDMF-301	Film Editing & Sound	3	3	20	80	100
BVOCDMF-302	Tools in Digital Media	3	3	20	80	100
BVOCDMF-303	Entertainment Media	3	3	20	80	100
BVOCDMF-304	News and Digital Media	3	3	20	80	100
Skill components						
BVOCDMFP-305	Film and other Editing (Practical Adobe Premiere)	6	6	30	120	150
BVOCDMFP-306	Digital Media tools Practical	6	6	30	120	150
BVOCDMFP-307(**Project/internship**)	Creating news website and Multimedia Reporting (word press)	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**
BVOCDMF-351	Film Production and Marketing	3	3	20	80	100
BVOCDMF-352	Advanced study of News and Digital Media	3	3	20	80	100
BVOCDMF-353	Advanced Entertain media Production	3	3	20	80	100
BVOCDMF-354	Entrepreneurship and Digital Media	3	3	20	80	100
Skill components						
BVOCDMFP-355	Entertain media production	6	6	30	120	150
BVOCDMFP-356	Entrepreneurship prospects in Digital Media	6	6	30	120	150
BVOCDMFP-357 **(Project/internship)**	Movie Production & Marketing	6	6	30	120	150
		30	30	170	680	850

Digital Media and Film Making

I Semester Syllabus

BVOCDMF 101: Introduction to Film (42 hours)

Learning Objective

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

Course outcome

CO1: Students develops a deeper understanding of world cinema

CO2: Elaborative knowledge about genres and types of cinema

CO3: Develops critically analyses of cinema

CO4: Develop a basic understanding of the formal techniques necessary for the production of cinematic narratives

CO5: 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*

Digital Media and Film Making
I Semester Syllabus
BVOCDMF-102: Introduction to digital media and social media (42 hours)

Learning objectives:

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

Course outcomes:

CO1: Students will be able clearly distinguish the impacts of digital media and social media as opposed to mainstream media.

CO2: The understanding of basic functioning of the internet will enable them to see their internet usage patterns in a new light.

CO3: The foundational concepts of the digital era will be strongly comprehended.

CO4: 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

Unit 3

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

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

B.Vocational in Digital Media & Film Making
1st Semester practical syllabus
BVOCDMFP-103: Story Writing Exercise (84 hours)

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)

Practical Project

Developing a Short Story

Writing Story for a Film

Digital Media and Film Making
I Semester Syllabus
BVDMFP-104: Practical paper: Introduction to digital media basics (84 hours)

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)

B.Vocational in Digital Media & Film Making

1st Semester practical Project syllabus

BVOCDMFP-105: Digital Media and Film (84 hours)

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

Stage 2: Story exercises

- Step 1: Understanding 'Pakoda tales'
- Step2 : Story writing exercises
- Step 3: Verification of stories
- Step 4: Rehearsal presentation

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

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

Digital Media and Film Making
II Semester Syllabus
BVOCDMF-151: Understanding Film (42 hours)

Learning objective

1. Demonstrate a general knowledge of the history of screenplay writing and screenplay writer
2. Understand the key concepts of Screenplay writing
3. Extensive understanding of stages of film production
4. Deeper knowledge about Screenplay writing format
5. Understanding Complete film production process

Course outcome

CO1: Students will gain broad knowledge about history of screenplay writing and understand importance of significant screenplay writers

CO2: Students will be able to understand the film production stages

CO3: Students will demonstrate the importance of screenplay writing and film production

CO4: Filmmaking students will learn screenwriting format elements in detail

CO5: 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

BVOCDMF-152: Content creation for digital media (42 hours)

Learning objectives:

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

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

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

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

Course outcomes:

CO1: Students will be well aware of the varied forms that they can experiment with and find their niche.

CO2: Students will be capable of different forms of content creation, keeping legal frameworks in mind.

CO3: 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.

CO4: 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 |

Unit 4
Content creation and implementation | Obtaining feedback | Content dissemination | Post frequency and scheduling | Hashtags and keywords | Popular timings and participation analyses

B.Vocational in Digital Media & Film Making
II Semester practical syllabus
BVOCDMFP-153: Screenplay writing (84 hours)

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

Practical Project
Writing screen play
2 minute fiction Film

II Semester Syllabus

BVOCDMFP-154: Practical paper: Digital media Content creation exercises

(84 hours)

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

B.Vocational in Digital Media & Film Making

II Semester syllabus

BVDMF 155- Practical Project: Understanding film & Digital Media content

(84 hours)

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

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

Stage 3: Content writing

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

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

Digital Media and Film Making
III Semester Syllabus
BVOCDMF-201: Cinematography & Light (42 hours)

Learning objective

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

2. Demonstrate technical control over the basic cinematography

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

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

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

Course outcome

CO1: Students will get complete knowledge about history and developments of cinematography and camera technology

CO2: Students will get knowledge about Camera

CO3: Extensive understanding of Elements of cinematography and lighting technique

CO4: Students get know about a cinematographer and his role with other crew members

CO5: 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

Digital Media and Film Making
III Semester Syllabus
BVOCDMF-202: Digital Branding (42 hours)

Learning objectives:
1. To study the complete process of digital branding with an implementation based approach.
2. To distinguish between the process and challenges of branding through traditional media and digital media.
3. To clearly distinguish the multiple elements of branding and their applicability.
4. To study the branding process employed by the most successful brands worldwide, and comprehend the possibilities of implementing global strategies locally.

Course outcomes:
CO1: Students will be well-versed with the concepts of digital branding and be capable of formulating strategies for the same.
CO2: They can identify and design various novel branding elements based on exhaustive comprehension of the requirements of a brand.
CO3: Students can choose the right digital platforms, identify their audience and design strategies to promote a brand identity effectively.
CO4: 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

B.Vocational in Digital Media & Film Making
III Semester practical syllabus
BVOCDMFP-203: Screenplay and Camera (84 hours)

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

Digital Media and Film Making
III Semester Syllabus
BVOCDMFP-204: Practical paper: Application of digital branding concepts
(84 hours)

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

B.Vocational in Digital Media & Film Making

III Semester practical Project syllabus

BVOCDMFP-205: Multimedia content & Branding (84 hours)

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.

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

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

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.

IV Semester Syllabus

BVOCDMF-251: Film Direction and Production (42 hours)

Learning objective

1. Analyze the historical and theoretical foundations of filmmaking; direction
2. Students will complete an extensive body of amateur work as directors.
3. Students will get complete knowledge about film budgeting
4. Effectively manage the resources and logistics required to produce a film
5. Understanding role and work nature of different roles in film production

Course outcome

CO1: Students will get handful information and knowledge about history of direction and foundation of film making

CO2: Students will get complete idea about direction department and they can work as amateur directors

CO3: Students will able to do classified budget for his production

CO4: Students will learn how to handle production and work as a team

CO5: 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

Digital Media and Film Making
IV Semester Syllabus
BVOCDMF-252: Digital Marketing (42 hours)

Learning objectives:
1. To elaborate the differences, advantages and disadvantages, evolution and need for digital marketing on the backdrop of traditional marketing
2. To enable students to comprehend the needs, techniques and creative requirements of the process of digital marketing and be capable of catering to them.
3. To introduce the technical requirements of digital marketing and train students in the same aspect.
4. 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:
CO1: Students will have in-depth understanding of the need for digital marketing and the techniques that are associated with it.
CO2: Digital marketing techniques will be practically explored.
CO3: Students will elaborately study the success and failure cases in digital marketing and thoroughly analyse them.
CO4: 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

B.Vocational in Digital Media & Film Making
IV Semester practical syllabus
BVOCDMFP-253: Directing a Scene (84 hours)

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

Project

Directing a Scene using elements of Direction

Budgeting a Short Movie

Digital Media and Film Making
IV Semester Syllabus
BVOCDMFP-254: Practical paper: Implementation of digital marketing
(84 hours)

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

B.Vocational in Digital Media & Film Making

IV Semester practical Project syllabus

BVOCDMFP-255: Short Movie production and digital promotion (84 hours)

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

Stage 2: Production

- Step 1: Creation of story
- Step2 : Screenplay
- Step 3: Presentation
- Step 4: Production

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

Stage 4: Execution

- Step 1: Identification of promotional tools
- Step2 : Creation of posts
- Step 3: Product launch
- Step 4: Analytics

Digital Media and Film Making
V Semester Syllabus
BVOCDMF-301: Film Editing & Sound (42 hours)

Learning objective

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

Course Outcome

CO1: Students will get clear idea about editing technology and growth

CO2: Basic working knowledge in nonlinear editing

CO3: Students will get idea about how to construct stories with the help of editing

CO4: Students will gain Working idea of video editing of software tools

CO5: 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

Digital Media and Film Making
V Semester Syllabus
BVOCDMF-302: Tools in digital media (42 hours)

Learning objectives:

1. 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.
2. To enlist social media tools and understand their applicability in different areas through which social media marketing can be achieved.
3. To enlist and understand the applicability of website and blogging tools to create better digital destinations.
4. To comprehend the facets of app development through the vantage point of a digital media expert and study its execution.

Course outcomes:

CO1: 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.

CO2: Social media tools will be understood by students to execute advanced social media strategies for activities ranging from simple promotions to brand marketing.

CO3: Website tools will allow students to design and launch their own blogs/websites with advertisements enabled.

CO4: 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

<div align="center">

Digital Media and Film Making

V Semester Syllabus

BVOCDMF-303: Entertainment media Production (42 hours)

</div>

Learning 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

CO1: Students will get know about entertainment media dynamics

CO2: Students will get exclusive information about different programme pattern in entertainment media.

CO3: Students will get to know about working knowledge various types of entertainment media

CO4: Students will get knowledge about production parameters of entertainment media

CO5: 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

Digital Media and Film Making

V Semester Syllabus

BVOCDMF-304: News and digital media (42 hours)

Learning objectives:
1. 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.
2. To understand the functioning, possibilities and organizational structure of news websites.
3. 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.
4. To explore the multimedia prospects of news presentation on digital media and excel at its creation.

Course outcomes:
CO1: 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.
CO2: 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.
CO3: They will be well aware of and trained in content creation for news website.
CO4: 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

B.Vocational in Digital Media & Film Making
V Semester practical syllabus
BVOCDMFP-305: Film and Non fictional Editing (84 hours)

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

Digital Media and Film Making

V Semester Syllabus

BVOCDMFP-306: Practical: Implementation of digital media tools (84 hours)

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

Digital Media and Film Making
V Semester Syllabus
BVOCDMFP-307: Practical Project: Creating news website & Multimedia reporting (84 hours)

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

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

Stage 3: Parts of a news website

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

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 websit

BVOCDMF-351: Film Production- Marketing (42 hours)

Learning objective

1. Knowledge about film marketing

2. Elaborative understanding of film market research

3. Effective understanding of association new media in film marketing

4. Basic knowledge about OTT platforms and its production

5. Complete understanding of film production and marketing in various platforms

Course outcome

CO1: Students will get practical knowledge about marketing his films

CO2: Pupil will go for case study and do research to understand film market

CO3: Students will get applied knowledge about new medias and methods of application in films

CO4: Tutee will get complete idea about structure of OTT platforms and OTT content

CO5: 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

Digital Media and Film Making

VI Semester Syllabus

BVOCDMF-352: Advanced study of news and digital media (42 hours)

Learning objectives:
1. To comprehend the process and execution of live telecasting of news on digital media from various sources.
2. To study and practice the tools that can be used for providing live news updates through digital media.
3. To introduce students to the world of news marketing, the techniques of it, and the important process of fact checking.
4. To understand the aspects of creating a career in digital news media.

Course outcomes:
CO1: Students will be creatively and technically equipped with the strategies of live news updates on digital media.
CO2: They will have the training to stream live news from various sources on digital platforms.
CO3: They will be well trained in the process of news marketing and equipped with the techniques of fact verification.
CO4: 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

Digital Media and Film Making
VI Semester Syllabus
BVOCDMF-353: Advanced Entertainment media Production (42 hours)

Course Objective

1. To understand the changing perspective of entertainment media
2. To gain knowledge about news trends of entertainment media
3. Advanced knowledge of Web series making
4. Understanding New Entertainment media & marketing
5. To get an overview of documentary film making

Course outcome

CO1: Students will get know about new perspective of entertainment media

CO2: Students will get new trends and programme patterns of new entertainment media

CO3: Students will get advanced knowledge of web series making

CO4: Pupil will go through various new marketing tips of entertainment media

CO5: 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

Digital Media and Film Making

VI Semester Syllabus

BVOCDMF-354: Entrepreneurship and digital media (42 hours)

Course objectives:
1. To introduce the possibilities of digital media entrepreneurship as an idea.
2. To study and comprehend the dynamics of establishing digital service firms and the factors associated with it.
3. To facilitate the students with client approaching and convincing skills, which can enable them to brand themselves.
4. 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 | 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

B.Vocational in Digital Media & Film Making
VI Semester practical syllabus
BVOCDMFP-355: Entertainment media production (84 hours)

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)

Project

Soap opera with 5 Episode

Reality Show plan

Digital Media and Film Making

VI Semester Syllabus

BVOCDMFP-356: Practical: Entrepreneurship prospects in digital media

(84 hours)

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

<div align="center">

Digital Media and Film Making

VI Semester Syllabus

BVOCDMFP-357: Practical Project: Movie Production & Marketing (84 hours)

</div>

Stage 1: Complete feature film production

Idea generation | Story creation | Screenplay |Story board | Pre-production | Production | Post-production

Stage 2: Promotion of movie on all platforms

Identification of promotional platforms | Idea generation | Content creation | Selection of tools | Execution | Analytics

Stage 3: Launch and screening

Press meet | Outdoor marketing | Launch events | Screening

Stage 4: Presentation and analysis

Report presentation | Oral presentation | Analysis of movie screening results

<div align="center">

***

</div>