

MGM University

Vision

- To ensure sustainable human development which encourages self-reliant and self-content society
- To promote activities related to community services, social welfare and also Indian heritage and culture.
- To inculcate the culture of non-violence and truthfulness through vipassanna meditation and Gandhian Philosophy.
- To develop the culture of simple living and high thinking

Mission

- To impart state of art education and technical expertise to students and give necessary training to teachers to create self-reliant society for future.
- To encourage students to participate in Indian and International activities in sports, literature, etc. so that future generation becomes base for free and liberal society
- To educate students in areas like Management, Finance, Human relations to inculcate philosophy of simple living and high thinking value of simple economic society.
- To inculcate culture of non-violence and truthfulness through Vipassana.

To sustain activities of Indian culture (viz. classical dance, music and fine arts) through establishing institutes like Mahagami, Naturopathy, etc.

विद्यापीठगीत

अत्तदिपभवभवप्रदिपभव,

स्वरूपरूपभवहो

ज्ञानसब्बविज्ञानसब्बभव ,

सब्बदिपभवहो

अत्ताहिअत्तनोनाथो ,

अत्ताहिअत्तनोगति

अत्तमार्गपरअप्रमादसेहैतुझेचलना

सब्बकाकल्याणहो ,

वोकार्यकुशलकरना

सब्बकाउत्तममंगल ,पथप्रदर्शकहो

अत्तदिपभवभवप्रदिपभव ,

स्वरूपरूपभवहो

ज्ञानसब्बविज्ञानसब्बभव ,

सब्बदिपभवहो

बुद्धमंशरनंगच्छामि :

धम्मंशरनंगच्छामि :

संघंशरनंगच्छामि :

Leonardo Da Vinci School of Design (LSOD) at a Glance

Leonardo Da Vinci School of Design is a premier School of Design that has carved a niche for itself in the field of art and Design education in a very short span of time. The college has made its presence felt in the world of Art and Design education. LSOD is a conducted School of MGM University, Chhatrapati Sambhajnagar from the academic year 2022-23.

Unique in its structure, methods and goals, the school is strongly rooted in the philosophy of training and research that enhances the relationship between knowledge and its application and seeks to promote the creation of an ideal society. The school also provides facilities for research leading to Ph. D. LSOD provides a congenial atmosphere for diligent academic pursuits. This has been reflected through the results. Most of our students are among the toppers in various Art and Design disciplines.

Vision

To create self-reliant, continuous learner & competent Artist and Designers imbued with human values.

Mission

- Imparting quality art and Design education to the students through participative teaching –learning process.
- Developing competence amongst the students through academic learning and practical experimentation.
- Inculcating social mindset and human values amongst the students.

Programs offered at LSOD.

Undergraduate Programmes	Postgraduate Programmes	PhD Programmes	PG Diploma Programmes	UG Diploma/Certificate Programme
BVA Contemporary Arts	MVA Contemporary Arts	Fine Arts	Fashion Management (One year)	Fashion Design and Boutique Management (2yrs/1 yrs.)
BFA Applied Arts	M.Des. Fashion Design	Design		Fashion Technology (6-months)
BFA Traditional Art and Craft	M.Des. Textile Design			
B. Des. Fashion Design	M.Des. Interior Design			
B. Des. Textile Design	M.Des. Product Design			
B. Des. Interior Design	M.Des. Furniture Design			
B. Des. Industrial Design	M.Des. Jewellery Design			
B. Des. Visual Communication	M.Des. Interaction & Interface Design			

Department of Visual Communication

The Bachelor of Design (B. Des.) in Visual Communication degree program started in the year 2019 offers Choice Based Credit System education. In addition to core courses, students can opt for discipline specific elective subjects, open elective subjects from different institutes of the University. In addition, this program is uniquely designed to increase the employability and to prepare students to work in a Multi-disciplinary work environment. The program offers Major degree in Visual Communication and is open to students opting for minor specializations as per their interests. Pedagogies concentrating on student's active participation are extensively used in the teaching-learning process.

- **Name of Program – Bachelor of Design (B. Des.) Visual Communication**
- **Duration – Four Years**
- **Eligibility –**
 - (i) The Candidate should be an Indian National and having domicile of Maharashtra state and/or born in Maharashtra state.
 - (ii) The candidate should have passed 10+2 examination from recognized board or equivalent, with minimum of 40% marks.
Should have cleared MGMU CET with valid score
OR
Foreign students should have passed an equivalent exam and must have required proficiency in English Language.

Re-entry or Lateral Entry to second year Passed minimum 3 years Diploma examination with at least 40 % mark

Name of Faculty: Faculty of Design

Name of the College/Institute/Department/School: Leonardo da Vinci School of Design

Name of the Programme: B. Des. (Visual Communication)

Programme Type (UG/PG): UG

Duration: 4 Years

First Year - Semester I														
Course Category	Course Code	Course Title	Nature of Course	Credits	Teaching period per week		Evaluation scheme (Marks)					Minimum Passing (Marks)		
							Internal		External		Total marks	Internal	External	Total
					Th	Pr	TH	PR	Th	PR				
Core	BVC73M MP101	Elements and Principles of Design	Pr	4		8		60		40	100	00	16	40
Core	BVC73M MP102	Material Studies - I	Pr	3		6		60		40	100	00	16	40
Core	BVC73M MP103	Drawing and Sketching - I	Pr	3		6		60		40	100	00	16	40
SEC	BVC73S EP104	Introduction to Computer Application - I	Pr	3		6		60		40	100	00	16	40
IKS	BVC73I KL105	History of Art	Th	3	3		60		40		100	00	16	40
VEC	MGM81 VEL104	Gandhian Studies	Th	2	2		30		20		50	00	8	20
AEC	BVC73A EL106	Communication Skills	Th	2	2		30		20		50	00	8	20
Total				20	7	26					600			

Note:

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation,

Course Category: MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

First Year - Semester II														
Course Category	Course Code	Course Title	Nature of Course	Credit	Teaching period per week		Evaluation scheme (Marks)					Minimum Passing (Marks)		
					Th	Pr	Internal		External		Total marks	Internal	External	Total
							TH	PR	T	P				
Core	BVC73 MML107	Introduction to Design Concept	Th	4	4		60		40		100	00	16	40
Core	BVC73 MMP108	Material Studies - II	Pr	3		6		60		40	100	00	16	40
Core	BVC73 MMP109	Drawing and Sketching - II	Pr	4		8		60		40	100	00	16	40
SEC	BVC73 SEP110	Introduction to Computer Application - II	Pr	3		6		60		40	100	00	16	40
VSC	BVC73 VSP111	Creative Thinking	Th	2	2			30		20	50	00	8	20
VEC	MGM5 5VEL103	Constitution of India	Th	2	2		30		20		50	00	8	20
VSC	BVC73 VEL112	Social Design	Th	2	2			30		20	50	00	8	20
Total				20	10	20					550			

Note:

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Second Year- Semester III												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
VEC	MGM21 VEL201	Environmental studies	TH	2	2	-	30	20	50	-	8	20
Core	BVC73M ML202	Introduction to Visual Communication	TH	2	2	-	30	20	50	-	8	20
Core	BVC73M MP203	Visual arts	PR	4	-	8	60	30	100	-	16	40
FP	BVC73F PP204	Fundamentals of Graphic Designs	PR	3	-	6	60	30	100	-	16	40
AEC	BVC73A EP205	Graphic Design	PR	3	-	6	60	30	100	-	16	40
Core	BVC73M MP206	Elements of Filmmaking	PR	3	-	6	60	30	100	-	16	40
Minor	BVC73M IP207	Photography Basics	PR	3	-	6	60	30	100	-	16	40
Total				20	-	36	300	150	600	-	80	140

Note:

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Second Year- Semester IV												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
Core	BVC73 MMP208	Media Law and Ethics	TH	2	2	-	30	20	50	-	8	20
Core	BVC73 MMP209	Storytelling and Script Writing	PR	2	-	4	30	20	50	-	8	20
Core	BVC73 MMP210	Advertising and Public Relations	PR	4	-	8	60	40	100	-	16	40
Core	BVC73 MMP211	Digital Filmmaking	PR	4	-	8	60	40	100	-	16	40
AEC	BVC73 AEP212	Communication Theories- Methods and Practices	PR	3	-	6	60	40	100	-	16	40
SEC	BVC73S EP213	Audio Production and Broadcasting	PR	3	-	6	60	40	100	-	16	40
OE		Open Elective	PR	2	-	4	30	20	50	-	8	20
Total				20	-	36			550	-		

Note:

Nature of Course :L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation,

Course Category: MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Third Year- Semester V												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
Core	BVC73M MP301	Television Production	PR	4	-	8	60	40	100	-	16	40
Core	BVC73M MP302	Video Editing	PR	3	-	6	60	40	100	-	16	40
Core	BVC73M MP303	Digital Journalism	PR	3	-	6	60	40	100	-	16	40
Core	BVC73M MP304	Media Culture and Society	PR	4	-	8	60	40	100	-	16	40
SEC	BVC73SE P305	Media Psychology	PR	4	-	8	60	40	100	-	16	40
OJT	BVC73JTI 306	Writing for Media	PRO	4	-	8	60	40	100	-	16	40
Total				22	-	44	360	240	600	-	96	240

Note:

Nature of Course :L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation,

Course Category: MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Third Year- Semester VI												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
Core	BVC73MMP307	Media Management	PR	4	-	8	60	40	100	-	16	40
Core	BVC73MMP308	New Media	PR	3	-	6	60	40	100	-	16	40
AEC	BVC73AEL309	2D & 3D Visualisation	TH	3	3		60	40	100	-	16	40
Core	BVC73MMP310	Advertisement Production	PR	4	-	8	60	40	100	-	16	40
FP	BVC73FPJ311	Casting Direction	PRO	4	-	8	60	40	100	-	16	40
		Advanced Film Production										
Total				18	-	36	300	240	500	-	80	200

Note:

Nature of Course :L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation,

Course Category: MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Four Year- Semester VII												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
Core	BVC73M MP401	Professional Photography	PR	4	-	8	60	30	100	-	16	40
Core	BVC73M MP402	Advertisement Photography	PR	4	-	8	60	30	100	-	16	40
Core	BVC73M MP403	Web Production and Publishing	PR	4	-	8	60	30	100	-	16	40
Core Elective	BVC73M EP404	Printing & Publishing	PR	4	-	8	60	30	100	-	16	40
RP	BVC73R PJ405	Concept Art	PR	4	-	8	60	30	100	-	16	40
FP	BVC73F PJ406	Portfolio Production	PRO	4	-	8	60	30	100	-	16	40
Total				24	-	48	360	180	600	-	96	240

Note:

Nature of Course :L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation,

Course Category: MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Fourth Year- Semester VIII												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
RM	BVC73 RMP407	Portfolio	PR	6	-	12	60	30	100	-	16	40
RP	BVC73 RPJ408	Major Project (Filmmaking/Audio Production/News Production/Ad Production)	PRO	10	-	20	60	30	100	-	16	40
Total				16	-	32	120	60	200	-	32	80

Note:

Nature of Course :L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation,

Course Category: MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Syllabus

Semester-I

Course Code: BVC73MMP101		Course Name: Elements and Principles of Design
Course Category: Skill Enhancement		
Credits: 4	Teaching scheme: Practical – 8	Evaluation scheme: CA-60 ESE – 40
Exam Duration. 5		
Prerequisite	None	
Course Objectives: The objective of this course is		
1. Identify Elements: Recognize and apply fundamental design elements such as line, shape, color, texture, and space.		
2. Apply Principles: Understand and utilize design principles including balance, contrast, emphasis, unity, proportion, rhythm, variety, and movement.		
3. Create Visual Harmony: Develop skills to harmonize and unify visual elements in compositions for effective communication.		
4. Employ Techniques: Apply shading, perspective, color harmonies, and other techniques to enhance the visual impact of designs.		
5. Critically Analyze: Develop the ability to critically analyze and discuss designs based on the application of elements and principles for constructive improvement.		
Course Outcomes: At the end of the course, the students will be able to-		
CO 1: Identify and Define Design Elements: Define and differentiate between key design elements such as line, shape, form, color, texture, space, and typography.		
CO 2: learn how to apply elements and principles of design to develop a new design or product.		
CO 3: Develop an eye and can know what is aesthetically pleasing.		
CO 4: Gain a wider perspective on Applied Art& its Studies which will be progressive in coming Semesters.		
CO 5: Analyze Visual Composition: Analyze and critique visual compositions to understand how design elements and principles are used to convey meaning and create visual impact.		
Course Contents :		
Unit	Content	Teaching hours
1	Introduction to Elements of design – Point, Line, Shape, Space, Colors, Value, Textures. - Point – Definition and types of points - Irregularly Space/Uneven – Regularly Space/even - Small dots - Big dots - Scattered dots Line - Definition of Lines & types of lines, - Psychological effects of line – Directing – Dividing - Optical Illusion	20
2	Shapes - Natural - Geometric, - Abstract - Space includes background, foreground, middle ground	24
3	Textures - Tactile - Visual - Audible	24
4	Color - Color Theory - Color Psychology - Color Schemes -	24

	Color Wheels - Pantone colors - Grey scale, Color & emotion	
5	Title of 5 - Principles of Design – Unity – Harmony - Balance - Rhythm - Emphasis - Repetition - Proportion - Gradation	28

Reference Books:

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|--|
| 1. Geoffrey Nesbitt Smith, E. L. Pole · 1981; Elements of Foundation Design |
| 2. Dorothea C. Malcolm · 1972; Design: Elements and Principles |
| 3. Rose Gonnella, Christopher J. Navetta, Max Friedman • 2015; Design Fundamentals
Notes on Visual Elements and Principles of Composition |
| 4. Alan Pipes • 2004 ; Introduction to Design |

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Course Code: BVC73MMP102		Course Name: Material Studies – I
Course Category: Skill Enhancement		
Credits: 3	Teaching scheme: Practical – 6	Evaluation scheme: CA-60 ESE – 40
Exam Duration. 5 Hrs.		
Prerequisite	None	
Course Objectives: The objective of this course is		
1. Identify Various Art and Design Materials: Recognize and categorize a range of materials used in art and design.		
2. Understand Material Properties: Explore the physical and chemical properties of different materials and their implications in artistic creation.		
3. Experiment with Techniques: Engage in hands-on activities to experiment with various techniques for manipulating and transforming materials.		
4. Evaluate Material Suitability: Assess the suitability of materials for specific artistic or design purposes.		
5. Explore Sustainable Practices: Consider the environmental impact of materials and explore sustainable alternatives.		
Course Outcomes: At the end of the course, the students will be able to-		
CO 1: Understanding Material Properties: Students will understand the physical and chemical properties of various materials and how these properties impact their use in artistic creation.		
CO 2: Material Suitability Assessment: Students will be able to assess the suitability of different materials for specific artistic or design purposes based on their properties.		
CO 3: Exploration of Sustainable Practices: Students will explore and critically evaluate Sustainable practices related to the use of materials in art and design.		
CO 4: Application in Artistic Projects: Students will apply their knowledge of materials in The creation of artworks or design projects, demonstrating creativity and technical proficiency.		
Course Contents		
Unit No.	CONTENT	Teaching Hrs.
1	Introduction to Materials Classification of materials, History of significant materials. Introduction to basic forms – solid, sheet, clay and liner form. Introduction to hand tools –safety and precautions- safety gears.	5
2	Properties of natural materials like wood, bamboo, cane, leather, cloth, jute and paper and their use at craft and industry. Properties, Applications and exploration of materials Properties and Applications 1. Thread 2. Metal wire 3. Toothpicks & match sticks 4. Paper	13
3	Title of 3 - Properties, Applications and exploration of materials Exploration of materials 1. Plaster of Paris 2. Mirrors / C- forex Block 3. Wood or Mdf	13
4	Title of 4 - Relief Sculpture. Definition and Meaning Types of Relief Sculpture. 1.Clay (Relief compositions 3D figures & compositions) Molding	14

	and shaping (pinching, slab work and coiling); 2.Soap	
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Reference Books:

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| - William D. Callister Jr., Materials Science and Engineering, Wiley, 2015 |
| - S. K. Hajra Choudhary and A. K. Hajra Choudhary, Elements of Workshop Technology Vol. I, MPP, 2000 |
| - C. Baillie and L. Vanasupa, Navigating the Materials World, Academic Press, San Diego, CA,2003 |
| - J. Garratt, Design and Technology, Cambridge University Press, UK, 20004 |
| - R. Thompson, Manufacturing processes for design professionals, Thames & Hudson, London2007 |
| - Michael Ashby and Kara Johnson, Materials and Design: The Art and Science of Material Selection in Product Design, Butterworth Heinemann, 2002 |

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Course Code: BVC73MMP103		Course Name: Drawing And Sketching –I
Course Category: Skill Enhancement		
Credits: 3	Teaching scheme: Practical – 6	Evaluation scheme: CA-60 ESE – 40
Exam Duration. 5 Hrs.		
Prerequisite :	None	
Course Objectives: The objective of this course is		
1. Draw clean lines with clean strokes.		
2. Pencil shading from light to dark.		
3. Draw perspective drawing.		
4. Sketch landscape and portrait drawing.		
Course Outcomes: At the end of the course, the students will be able to-		
CO 1: To pay attention to core details in visualization.		
CO 2: To represent on paper what they have observed in terms of 3 and 2 dimensional objects and light and dark play of perspective.		
CO 3: To draw clean lines and neat figures which will gradually help them in fashion illustrations?		
Course Contents		
Unit No.	CONTENT	Teaching Hrs.
1	Explore pencil as medium for drawing and exploration of different types of grade of pencils. Lines – Freeing hand movement by practicing various ways to draw lines (wavy/zigzag/diagonal/vertical/horizontal)	20
2	Exploring and sketching 3D objects with Shading/Hatching – Light to Dark (HB/2B/4B/6B)	20
3	Introduction to Memory drawing.	20
4	Still drawing (perspective drawing of man- made object & nature Drawing)	15
5	Landscape and Sketching.	15

Text Books:

- Hoffmann, A. R. (2019). Sketching as design thinking. Routledge.
- Ching, F. D. (2019). Design drawing. John Wiley & Sons.

Reference Books:

- Mellem, J. (2009). Sketching people: life drawing basics. Penguin.
- Ishak, I., & Keat, R. L. B. (2007). Introduction to Basic Sketching & Rendering Techniques. Penerbit UTM Press.

Course code: BVC73SEP104 Course name: Introduction To Computer Application		
Category: Skill Enhancement		
Credits: 3 Teaching scheme: Practical – 6 Evaluation scheme: CA-60 ESE – 40		
Exam Duration. 5 Hrs.		
Prerequisite: None		
Course Objectives : The objective of this course is		
1. Basic Computer Literacy: Understand fundamental computer concepts, including hardware, software, operating systems, and file management.		
2. Proficient Use of Productivity Software: Demonstrate proficiency in using productivity software such as word processors, spreadsheets, and presentation software.		
3. Internet and Email Skills: Develop skills in browsing the internet effectively, conducting online research, and using email for communication.		
4. File Management: Organize and manage files and folders efficiently, including creating, moving, renaming, and deleting files.		
5. Computer Security Awareness: Understand the importance of computer security, including password management, antivirus software, and safe online practices.		
Course Outcomes: At the end of the course, the students will be able to learn		
CO 1: Learn about designing software.		
CO 2: Acquire basic important knowledge of Computers, which includes MS Excel, MS Word.		
CO 3: Learn how to make formal and creative PowerPoint presentations		
Course Contents		
Unit No.	CONTENT	Teaching Hrs.
1	Introduction to computers and operating systems Microsoft Word for creating documents Microsoft Excel for Design Data Management Microsoft PowerPoint for Visual Presentations Microsoft Outlook for Communication and Collaboration Integration and Project Showcase	18
2	Graphic Design with Canva Introduction to Canva and Design Fundamentals Creating Social Media Graphics and Branding Materials and print materials Designing Presentations and Info graphics Designing and editing boards for Initial design process	18
3	Image editing with Adobe Photoshop Overview of Photoshop interface and tools Introduction to layers, masks and filters Image editing and manipulation techniques	18
4	Application of AI in design and productivity Using AI for content generation and enhancement Exploring AI powered design assistants Automation and workflow optimization with AI tools	18
5	Project Work and integration Creating portfolio of documents, design & presentations Presenting and showcasing projects incorporating computer applications	18

Text Books:

1. Cohen, D. I. (1996). Introduction to computer theory. John Wiley & Sons.
2. Foley, J. D., Van Dam, A., Feiner, S. K., Hughes, J. F., & Phillips, R. L. (1994). Introduction to computer graphics (Vol. 55). Reading: Addison-Wesley.

Reference Books:

1. Bishop, M. (2004). Introduction to computer security. Addison-Wesley Professional.
2. Johnson-Laird, P. N. (1988). The computer and the mind: An introduction to cognitive science. Harvard University Press.

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Course code: BVC73IKL105		Course name: History Of Indian Art
Course Category: Indian knowledge System (IKS)		
Credits: 3	Teaching scheme: Lecture – 3	Evaluation scheme: CA-60 ESE – 40
Exam Duration. 2 Hrs.		
Prerequisite. None		
Course Objectives: The objective of this course is		
1. Understand the Chronology of Indian Art: Develop a chronological understanding of major art periods in Indian history.		
2. Identify Key Artistic Styles and Movements: Recognize and differentiate between major artistic styles, movements, and schools of art in India.		
3. Analyze Iconography and Symbolism: Analyze the iconography, symbolism, and cultural context of artworks from different periods.		
4. Appreciate Regional Diversity: Appreciate the regional diversity of Indian art and understand how geography and cultural influences shaped artistic expressions.		
5. Examine Material Culture: Examine the material culture of different periods, including sculpture, painting, architecture, and decorative arts.		
Course Outcomes: At the end of the course, the students will be able to have		
CO 1: Aware of different periods of Indian Art history and the dynastic rulers and their contribution to the development of Art in India.		
CO 2: Chronological Understanding: Students will demonstrate a chronological understanding of major art periods in Indian history, from ancient civilizations to contemporary times.		
CO 3: Recognition of Artistic Styles: Students will be able to recognize and differentiate between major artistic styles, movements, and schools of art in India.		
Course Contents		
Unit No.	CONTENT	Teaching Hrs.
1	Mauryan Period Understanding of Mauryan art. Understanding social, political and economical scenario. Mauryan Architecture. Mauryan sculptures. Mauryan popular art forms.	9
2	Sunga period Understanding of Sunga art. Understanding social, political and economical scenario. Role of Buddhism. Sunga Architecture. Sunga Sculptures.	9
3	Kushan Period Understanding of Kushan art. Understand social, political and economical scenario. Role of Buddhism. Kushan Architecture. Kushan Sculptures.	9
4	Gandhara Period Understanding of Gandhara art. Understand social, political and economical scenario. Role of Buddhism. Gandhara Architecture. Gandhara Sculptures.	9
5	Gupta Period Understanding of Gupta art. Understand social, political and economical scenario. Role of Buddhism. Gupta Architecture. Gupta Sculptures.	9

Text Books:

1. Lorenzetti, Tiziana, and Fabio Scialpi, eds. *Glimpses of Indian History and Art: Reflections on the past, perspectives for the future*. Sapienza Università editrice, 2013.
2. Chandra, P. (1983). *On the study of Indian art*. Harvard University Press.

Reference Books:

1. Norman Donald, A. (2013). *The design of everyday things*. MIT Press.
2. Scott, B., & Neil, T. (2009). *Designing web interfaces: Principles and patterns for rich interactions*. "O'Reilly Media, Inc."

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Course code: MGM54AEL101		Course name: Communication Skills I	
Category: Indian knowledge System (IKS)			
Credits: 2		Teaching scheme: Lecture – 2	Evaluation scheme: CA-30 ESE – 20
Exam Duration. 1 Hrs.			
Prerequisite		None	
Course Objectives: The objective of this course is:			
1. Define communication, types of communication.			
2. Develop speaking skills.			
3. Show presentation skills through body language.			
4. Compose sentences, paragraphs, and essays by learning basics of writing.			
5. Organize self-management through Self-motivation, Positive thinking, Time management			
Course Outcomes: At the end of the course, the students will be able to-			
CO 1: Acquire interpersonal communication skills and develop qualities like self-management.			
CO 2: Present and express themselves effectively both verbally and in writing.			
CO 3: Active Listening: Students will develop strong active listening skills, enabling them to comprehend and respond thoughtfully to diverse perspectives in various communication contexts.			
CO 4: Interpersonal Communication: Students will enhance interpersonal communication skills, fostering positive relationships through effective verbal and non-verbal communication.			
CO 5: Critical Thinking and Analysis: Students will apply critical thinking and analytical skills to evaluate information, construct well-reasoned arguments, and engage in meaningful discussions.			
Course Contents			
Unit No.	CONTENT		Teaching Hrs.
1	Communication: Definition, Elements of communication, - Types of communication – verbal & nonverbal communication, - Importance of non-verbal communication (Body language & Paralanguage), - 7Cs for effective communication, effective communication skills.		7
2	Listening Comprehension (Speeches, Interviews, Audio-video clippings followed by exercises) - Speaking Skills (Development of proficiency in English): Speaking situations, Greetings and introducing oneself		8
3	Framing questions and answers, Give Directions, Talking about occupations. - Writing Comprehension - Writing Basics: The writing process, Sentence structure, Punctuation, The paragraph, the multi-paragraph & essay		7
4	Revising Basics.- Self-Management: Definition, Self-awareness, Self-confidence, Self-motivation, Positive thinking, - Time management, Self-control, Problem solving, Personal hygiene and grooming, Team work, Goal setting.		8

Text Books:

1. Hargie, O. (Ed.). (1997). The handbook of communication skills. Psychology Press.
2. Mckay, M., Davis, M., & Fanning, P. (2003). Communication skills. Health Harmony.

Reference Books:

1. Konar, N. (2021). Communication skills for professionals. PHI Learning Pvt. Ltd..
2. Webb, L. (2011). Introduction to communication skills. Nursing: Communication Skills in Practice, 1

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Semester II

Course Code: BVA73MMP106 Course Name: Introduction to Design Concept
Course Category: Skill Enhancement
Credits: 4 Teaching scheme: Lecture – 8 Evaluation scheme: CA-60 ESE – 40 Exam Duration. 5 Hrs.
Pre-requisites : None
Course Objectives: The objective of this course is
<ol style="list-style-type: none"> 1. To introduce students to fundamental design principles and concepts that will serve as the foundation for their future design projects. 2. Understanding Design Principles- Students will grasp fundamental design principles such as balance, contrast, unity, emphasis, and hierarchy. 3. Application of Visual Elements- Develop skills in applying visual elements, including color, typography, imagery, and space, to create aesthetically pleasing and effective designs. 4. Critical Thinking in Design- Foster critical thinking skills to analyze design challenges, make informed decisions, and justify design choices based on conceptual understanding. 5. Communication through Design- Enhance the ability to communicate ideas and messages effectively through visual design, ensuring alignment with intended objectives.
Course Outcomes: On completion of the course, the student should be able to:
CO 1: Conceptual Thinking- Students will demonstrate enhanced conceptual thinking skills, enabling them to generate innovative and meaningful design ideas.
CO 2: Effective Communication-Develop the ability to communicate design concepts clearly and persuasively through visual and verbal means.
CO 3: Application of Design Principles- Apply fundamental design principles to create visually cohesive and aesthetically pleasing designs.
CO 4: Critical Evaluation- Develop critical evaluation skills to assess design concepts based on their relevance, appropriateness, and alignment with intended objectives.

Contents –

Unit	Content	Teaching hours
1	Introduction to the course and instructor. - Overview of design concepts and their significance. - Discussion on the importance of design in everyday life. -Introduction to design	7

	thinking process (Empathize, Define, Ideate, Prototype, Test)	
2	Introduction to typography and its role in design. - Discussion on the importance of typography in communication design - Presentation on the principles of design: balance, contrast, emphasis, rhythm, unity.	8
3	Introduction to color theory: primary, secondary, tertiary colors; warm and cool colors; color schemes. - Discussion on the psychological impact of colors in design.	15
4	Introduction to digital design tools (e.g., Adobe Photoshop, Illustrator).- Demonstration of basic digital design techniques.	15

Text Books:

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| 1. Takala, R. (2010). <i>Product concept design</i> . R. T. T. Keinonen (Ed.). Springer-Verlag London. |
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Reference Books:

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| 1. Schwartz-Shea, P., & Yanow, D. (2013). <i>Interpretive research design: Concepts and processes</i> . Routledge. |
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Course Code: BVA73MMP107	Course Name: Material Studies – II
Course Category: Skill Enhancement	
Credits: 3 Teaching scheme: Lecture – 6 Evaluation scheme: CA-60 ESE – 40	
Exam Duration. 5 Hrs.	
Pre-requisites : None	
Course Objectives: The objective of this course is	
<ol style="list-style-type: none"> 1. To study advantages of material property. 2. To understand the difference between various materials and combine them with each other. 3. To understand types of material useful in different field, matching of two different materials and manipulation. 4. Students will be able to use various waste materials. 	
Course Outcomes: On completion of the course, the student should be able to:	
CO 1: Advanced Material Understanding- Students will deepen their understanding of a wide range of materials, exploring advanced properties and applications in art and design.	
CO 2: Innovative Material Manipulation- Develop innovative techniques for manipulating and combining materials, fostering creative approaches to material use in projects.	
CO 3: Sustainable Material Practices- Explore sustainable material practices, considering environmental impact and ethical considerations in material selection and use.	
CO 4: Mastery in Material Expression- Achieve mastery in expressing artistic or design concepts through the skillful and purposeful use of materials, demonstrating a high level of craftsmanship and creativity.	

Unit	Content	Teaching hours
1	Soft materials - Paper (Origami, Polyhedron forms, 3D compositions - converting 2 D into 3D).Waste materials: Introduction to sustainability and recycling waste material utility using various waste materials.	25
2	Hard Materials - Introduction of carving, cutting, shaping, folding, polishing using Wood/Metal for Relief or 3D compositions) cutting with laser, leather cutting, 3D printing, lathe machine cutting	25
3	Bamboo product designing - Introduction to bamboo design principles:	20

	simplicity, functionality, and sustainability. - Bamboo joinery techniques. -	
4	Design a functional or artistic object using bamboo as the main material.	20

Contents –**Text Books:**

2. McClure, F. A. (1953). *Bamboo as a building material*. Peace Corps, Information Collection and Exchange.
3. Akinlabi, E. T., Anane-Fenin, K., & Akwada, D. R. (2017). *Bamboo. The Multipurpose Plant*, 268.

Reference Books:

2. LaFosse, M. G., & Alexander, R. L. (2012). *Origami Art: 15 Exquisite Folded Paper Designs from the Origamido Studio: Intermediate and Advanced Projects: Origami Book with 15 Projects*. Tuttle Publishing.
3. Lang, R. J. (1989). Origami: Complexity Increasing. *Engineering & Science*, 52(2), 16-23.

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Course Code: BVA73MMP108	Course Name: DRAWING AND SKETCHING – II
Course Category: Skill Enhancement	
Credits: 4 Teaching scheme: Lecture – 8 Evaluation scheme: CA-60 ESE – 40 Exam Duration. 5 Hrs.	
Pre-requisites : None	
Course Objectives: The objective of this course is	
<ol style="list-style-type: none"> 1. Advanced Drawing Techniques- Explore and master advanced drawing techniques, including perspective, shading, and composition, to enhance visual representation skills. 1. Expressive Drawing Styles- Encourage the development of individual and expressive drawing styles, allowing students to convey ideas and emotions through their artistic interpretations. 2. Conceptual Drawing Challenges- Engage in conceptual drawing challenges that encourage critical thinking and the application of drawing skills to solve visual problems. 3. Portfolio Development- Contribute to the development of a comprehensive drawing portfolio showcasing a diverse range of styles and techniques, demonstrating growth and proficiency. 	
Course Outcomes: On completion of the course, the student should be able to:	
CO 1: Proficiency in Advanced Techniques- Students will demonstrate proficiency in advanced drawing techniques, including perspective, shading, and composition.	
CO 2: Individual Artistic Expression- Develop individual artistic expression through drawing, allowing for the exploration of personal styles and visual communication.	
CO 3: Critical Thinking in Drawin-: Apply critical thinking skills to solve complex visual problems and convey ideas effectively through the medium of drawing.	
CO 4: Comprehensive Drawing Portfolio- Create a comprehensive drawing portfolio that reflects a diverse range of styles, techniques, and conceptual approaches, showcasing artistic growth and achievement.	

Unit	Content	Teaching hours
1	Exploration of color mediums - (chalk/ink/poster/pastels/water)	30
2	Landscape painting. - Landscape perspective of natural and man-made, charcoal rendering	30
3	Memory Drawing & human figure drawing	30
4	Still drawing of man- made and natural object by rendering and	30

defining perspective.

Text Books:

1. Hoffmann, A. R. (2019). *Sketching as design thinking*. Routledge.
2. Ching, F. D. (2019). *Design drawing*. John Wiley & Sons.

Reference Books:

1. Mellem, J. (2009). *Sketching people: life drawing basics*. Penguin.
2. Ishak, I., & Keat, R. L. B. (2007). *Introduction to Basic Sketching & Rendering Techniques*. Penerbit UTM Press.

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Course Code: BVA73SEC109 Course Name: Introduction to Computer Application-II
Course Category: Skill Enhancement
Credits: 4 Teaching scheme: Lecture – 8 Evaluation scheme: CA-60 ESE – 40 Exam Duration. 5 Hrs.
Pre-requisites : None
Course Objectives: The objective of this course is
<ol style="list-style-type: none"> 1. Understand the fundamentals of Computer graphic design principles. 2. Apply design principles to create effective instructional visuals. 3. Utilize graphic design software for educational purposes. 4. Evaluate and critique instructional graphics for effectiveness. 5. Develop a portfolio of instructional design projects
Course Outcomes: On completion of the course, the student should be able to:
CO 1: Students will be able to understand about Computer graphic design.
CO 2: Students will understand that how draw any drawing or object in Coreldraw software.
CO 3: Student will understand the actual design work process in advertising market.
CO 4: Student will understand the process of designing.

Contents –

Unit	Content	Teaching hours
1	Introduction to digital rendering and sketching Overview of digital illustration and rendering Introduction to CorelDRAW and Photoshop interfaces Understanding vector vs. raster graphics	22
2	Working with CorelDRAW Software Tools and features of CorelDRAW Working with shapes, lines and curves Understanding drawing tools in CorelDRAW Color management and swatches in CorelDRAW Using layers and object manipulation Text manipulation and effects	24
3	Introduction to digital painting and rendering with Photoshop Overview of Photoshop tools for digital painting Understanding brushes, blending modes and layers	24

	Basic painting techniques and color theory Understanding lighting and shadow effects	
4	Project Work & presentation Hands on design projects applying learned techniques Presentation of final design projects	20

Text Books:

1. Cohen, D. I. (1996). *Introduction to computer theory*. John Wiley & Sons.
2. Foley, J. D., Van Dam, A., Feiner, S. K., Hughes, J. F., & Phillips, R. L. (1994). *Introduction to computer graphics* (Vol. 55). Reading: Addison-Wesley.

Reference Books:

1. Bishop, M. (2004). *Introduction to computer security*. Addison-Wesley Professional.
2. Johnson-Laird, P. N. (1988). *The computer and the mind: An introduction to cognitive science*. Harvard University Press.

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Course Code: BVA73VSP110		Course Name :- Creative Thinking	
Course Category: IKS			
Credits: 2 Teaching scheme: Practical – 4 Evaluation scheme: CA-30 ESE – 20 Exam Duration. 5 Hrs.			
Pre-requisites : None			
Course Objectives: The objective of this course is			
1. To define and identify characteristics of creative thinking.			
2. To analyze case studies of creative breakthroughs.			
3. To apply mind mapping and free association for idea generation.			
Course Outcomes: On completion of the course, the student should be able to:			
CO 1: Identify the stages of the creative process.			
CO 2: Understand the importance of creative thinking.			
CO 3: Understand the principles of brainstorming.			

Contents –

Unit	Content	Teaching hours
1	Title of 1 –Introduction to Design Definition of Design, Understanding of Design, Purpose and nature of good design, evaluation of design, types of Design classifications, role of a designer, Scale, process and production; Context for design problems, design process, stages in the design processes, from different considerations - Broadbent, Christopher Alexander, Wade.	8
2	Title of 2 –Design Problems and Directions Context for the rise of the Design Methodology Movement, Different approaches in design- synchronous and asynchronous approaches, regression and escalation, participatory approach to design, design as process involving time and people, problem solving or intuitive, formulation of problems, nature of creative design problems, goals in design, different types of designs and the thrust given to the various solutions	8
3	Title of 3 –Design Thinking Understanding the terms creativity, imagination etc. Theories on thinking, convergent & divergent thinking, lateral & vertical thinking, six hat thinking by Edward de Bono. Creative techniques like checklists, brainstorming, diagramming, mapping, parametric exploration, etc, design puzzles & traps, blocks in creative	8

	thinking. Introduction to various theories in Design such as aesthetic theory, proxemic theory. Theory related to human behaviour and environmental design.	
4	Title of 4 –Channels to Creativity Types of concepts, process of creativity, tangible and intangible channels to creativity in Architecture and Design - the obscure, metaphors, transformation, paradox, precedents, nature, association with other arts, literal interpretation, materials, geometry, origami, literature and poetry etc. Philosophies of famous Architects and Designers.	6

Text Books:

1. Adair, J. E. (2007). *The art of creative thinking: How to be innovative and develop great ideas*. Kogan Page Publishers.
2. Judkins, R. (2015). *The art of creative thinking*. Hachette UK.

Reference Books:

1. Rawlinson, J. G. (2017). *Creative thinking and brainstorming*. Routledge.
2. Paul, R., & Elder, L. (2004). *Critical and creative thinking*. Dillon Beach, CA: *The Foundation for Critical Thinking*.

Course Code: BVA73VSP111	Course Name :- Social Design
Course Category: Vocational Skill Course	
Credits: 2 Teaching scheme: Lecture – 2 Evaluation scheme: CA-30 ESE - 20 Exam Duration. 1 Hrs.	
Pre-requisites : None	
Course Objectives: The objective of this course is	
<ol style="list-style-type: none"> 1. Students will be able to understand the fundamental concepts of design thinking. 2. Students will be able to define a problem and take steps to solve it. 3. Students will be able to understand the process of design thinking and attempt to provide solution for address the targeted problem. 4. Students will be able to analyze data receive from survey and tests, and use it for identifying a feasible solution. 5 Students will be able to conceive, conceptualize, design and demonstrate innovative /interactive ideas or (prototyping for potential solution). 	
Course Outcomes: On completion of the course, the student should be able to:	
CO 1: Demonstrate the critical theories of design, systems thinking, and design methodologies.	
CO 2: Produce feasible designs, be a more effective designer who can communicate for social and intellectual impacts.	
CO 3: Understand the diverse methods employed in design thinking and establish a workable framework to use in futuristic practices.	
CO 4: Conceive, organize, lead and implement projects in interdisciplinary domain and address social concerns with innovative approaches.	
CO 5: Explore various possibilities of making their work exclusive; the exercises taught in the subject will also help them open a creative window respectively for the novelty of a product.	
CO 6: Having a clear understanding of professional and ethical responsibility	

Contents –

Unit	Content	Teaching hours
1	Introduction - Introduction of Social Design - Culture and its relations to Design Inhibitors that prevent solving tasks in new and innovative ways; Creativity methods; Function Complex Analysis	10

2	Attributes of products - Attributes of products; Indianness in product design; Identifying factors contributing to X-ness in products - Concept of building meaningfulness in product design; Negative impacts of meaningless products in society; Universal Principles of Design	10
3	Design Responsibility - Design responsibility; Social responsibilities of designers - Implications of aesthetics in product design; Key issues in visual arts and design	10

Text Books:

1. Partridge, R. (2019). *Designing for Society: Products and Services for a Better World*, by Nynke Tromp and Paul Hekkert: London: Bloomsbury Visual Arts, 2018. 144.

Reference Books:

1. Tromp, N., & Hekkert, P. (2018). *Designing for society: Products and services for a better world*. Bloomsbury Publishing.
2. Partridge, R. (2019). *Designing for Society: Products and Services for a Better World*, by Nynke Tromp and Paul Hekkert: London: Bloomsbury Visual Arts, 2018. 144.
3. Tromp, N., & Hekkert, P. (2018). *Designing for society: Products and services for a better world*. Bloomsbury Publishing.

Semester –III

Course Code: BVC73MML202 Course Name: Introduction to Visual Communication
Course Category: IKS
Credits: 2 Teaching scheme: Lecture – 2 Evaluation scheme: CA-30 ESE - 20 Exam Duration. 1 Hrs.
Pre-requisites : None
Course Objectives: The objective of this course is
<ol style="list-style-type: none"> 1. Understanding Visual Language: Explore the basic principles of visual language, including elements such as line, shape, color, and composition. 2. Applications of Visual Communication: Examine how visual communication is applied in various contexts, including advertising, branding, journalism, and digital media. 3. Design Principles: Introduce design principles such as balance, contrast, unity, and hierarchy, emphasizing their role in creating effective visual communication. 4. Media Literacy: Develop media literacy skills, enabling students to critically analyze and interpret visual messages in different media forms.
Course Outcomes: On completion of the course, the student should be able to:
CO 1: Foundational Visual Literacy- Develop a foundational understanding of visual elements, principles, and vocabulary, enabling effective communication through visual media.
CO 2: Application of Design Principles- Apply design principles, such as balance, contrast, and hierarchy, to create visually appealing and communicative designs.
CO 3: Media Analysis Skills- Acquire the ability to critically analyze and interpret visual messages in various media forms, including print, digital, and multimedia.
CO 4: Effective Visual Storytelling- Demonstrate proficiency in using visual elements to tell compelling stories and convey messages in a clear and engaging manner.
CO 5: Digital Media Literacy- Gain digital media literacy skills, understanding how visual communication is employed in digital platforms, social media, and online environments.
CO 6: Communication in Diverse Contexts- Explore how visual communication is utilized in different fields, including advertising, journalism, branding, and information design.

Contents –

Unit	Content	Teaching hours
1	Communication - Introduction to Communication - Interpersonal Communication - Group Communication - Public Speaking - Mass Communication:	7

2	Communication as Process - Foundations of Communication - Communication Models - Verbal and Nonverbal Communication - Listening Skills - Feedback and Communication Effectiveness - Communication and Technology	10
3	Theories of Communications - Symbolic Interactionism - Cultural Studies and Communication - Media Effects Theories - Uses and Gratifications Theory - Critical Theories of Communication - Indian Media Scenario - Media Regulation and Policy in India- Print Media in India - Broadcast Media: Television and Radio - Digital Media and Social Media in India - Media and Democracy in India	13

Reference Books:

1. Wood, Julia T. (2014), 7th Edition. Communication Mosaics: An Introduction to the Field of Communication. Thomson-Wadsworth.
2. Paul Martin Lester (2013), Visual Communication: Images with Messages, 6th Edition Wadsworth Publishing
3. Paul Martin Lester -Various editions, latest in 2020 - "Visual Communication: Images with Messages"
4. Susan R. Beauchamp, James D. Dimmick - (2019) "Introduction to Human Communication: Perception, Meaning, and Identity"
5. Richard E. Palmer - (1989) "Hermes: Literature, Science, Philosophy"
6. Timothy Samara - (2007) "Design Elements: A Graphic Style Manual"
7. Bruce M. Rowe, Diane Penrod (2012) "Introduction to Communication Studies"
8. James Elkins - (2003) - "Visual Studies: A Skeptical Introduction"
9. John R. Baldwin - (1993) - "Visual Communication: Theory and Research - A Mass Communication Perspective"
10. Lauer, David A., Pentak, Stephen -(Various editions, latest in 2019) "Design Basics"

Course Code: BVC73MMP203 Course Name: Visual Arts
Course Category: Skill Enhancement
Credits: 4 Teaching scheme: Practical – 8 Evaluation scheme: CA-60 ESE - 40 Exam Duration. 5 Hrs.
Pre-requisites : None
Course Objectives: The objective of this course is
<ol style="list-style-type: none"> 1. Acquiring the knowledge of drawings and design for communication. 2. Strengthening freehand sketching skill development through a series of in-studio exercises. 3. Developing sketching confidence with hand-eye acuity.
Course Outcomes: On completion of the course, the student should be able to:
CO 1: Understand design principles, design process, theory, history and contemporary design practice.
CO 2: Gain proficiency in identified technical skills, understand the process of creating, analyzing, and evaluating creative drawing and design solutions.
CO 3: Justify the choice of appropriate tools according to the type of drawing art work.
CO 4: Visualize and demonstrate an idea and express it through visual design.
CO 5: Demonstrate the knowledge of design & colors and apply them effectively to various assignments.

Contents –

Unit	Content	Teaching hours
1	Elements of Drawing - Introduction to Drawing - Line and Contour Drawing - Shape and Form - Value and Shading - Perspective Drawing Composition and Proportion	20
2	Color Theory and Application: Understanding the color wheel and color relationships. - Exploring various color schemes. - Application of color in different mediums.	20
3	Introduction to 2D Art: Techniques in painting and composition. Exploring various 2D art forms (Painting, Illustration)..	20
4	Shape and Form- Sketching basic shapes and forms in perspective (cube, cone, cylinder, sphere, etc.), accurate shading of forms (surface “reads”, light across a surface, lighting direction, highlight, core and reflected light). - Create one drawing which contains all basic shapes accurately sketched and shaded on a plane in two-point perspective	20

5	Title of 5 - Human Portrait Drawing - Drawing of the basic skeleton of human portrait - Block drawing of human portrait - Detail study of human portrait (male and female portrait) from photograph	20
6	Title of 6 - Cartoon Face Drawing - Developing the human portrait to cartoon face - Drawing cartoon faces of different famous characters and classmates' characters Drawing cartoon faces for some specific purpose like magazine illustration/election campaign etc.	20

Reference Books:

1. Ching, F.D.K. (2017-4th Edition). Design Drawing. John Wiley and Sons, Inc. New York, NY. USA
2. Laseau, P. (2012-2nd Edition). Visual Notes for Architects and Designers. John Wiley and Sons, Inc. New York, NY. USA.
3. Curtis, B. (2002). Drawing from Observation: An Introduction to perceptual drawing. McGraw

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Course Code: BVC73FPP204 Course Name: Fundamentals of Graphic Design
Course Category: Skill Enhancement
Credits: 3 Teaching scheme: Practical – 6 Evaluation scheme: CA-60 ESE - 40 Exam Duration. 5 Hrs.
Pre-requisites : None
Course Objectives: The objective of this course is
1. Acquiring competency in technical skills applicable to graphic design.
2. Understanding the ability to use design thinking strategies in an iterative design process.
3. Enriching the skill level of graphic design through the topics.
Course Outcomes: On completion of the course, the student should be able to:
CO 1: Seek design principles, design process, theory, history and contemporary design practice.
CO 2: Gain proficiency in identified technical skills, understand the process of creating, analysing, and evaluating graphic design solutions.
CO 3: Justify the choice of appropriate tools according to the type of drawing art work.
CO 4: Visualize and demonstrate an idea and express it through visual design.
CO 5: Demonstrate the knowledge of design & colors and apply them effectively to various.

Contents –

Unit	Content	Teaching hours
1	Fundamentals of Design - Design Principles Exploration - Visual Communication Strategies - Hands-On Design Projects	18
2	Colour in Design - Color Theory Fundamentals - Application in Design Projects - Critical Analysis of Color in Design	18
3	Understanding the Process of Design - Introduction to Design Thinking - Design Principles and Elements - Stages of the Design Process - User Experience (UX) Design Design Tools and Software	18
4	Branding Design - Introduction to Branding - Brand Identity Elements - Brand Strategy and Positioning - Logo Design and Visual Marks - Brand Applications - Brand Guidelines and Maintenance	18
5	Portfolio for Design Works - Introduction to Portfolio Development -	18

Creating Your Best Work - Creating a Personal Brand - Presentation and Layout Design - Project Descriptions and Process Showcase - Digital Portfolio Platforms	
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Reference Books:

- 11. Ellen Lupton, 2015, "Graphic Design: The New Basics: Second Edition, Revised and Expanded", Princeton Architectural Press.**
- 12. David Dabner – 2014 - "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition (28 July 2014)**

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Course Code: BVC73AEP205 Course Name: Graphic Design
Course Category: Skill Enhancement
Credits: 3 Teaching scheme: Practical – 6 Evaluation scheme: CA-60 ESE - 40 Exam Duration. 5 Hrs.
Pre-requisites : None
Course Objectives: The objective of this course is
1. Acquiring the advanced technical skills applicable for graphic designer.
2. Understanding the ability to use design thinking strategies in an iterative design process.
3. Enriching the skill level of graphic design through the different assignments
Course Outcomes: On completion of the course, the student should be able to:
CO 1: Seek design principles, design process, theory, history and contemporary design practice.
CO 2: Gain proficiency in identified technical skills, understand the process of creating, analysing, and evaluating graphic design solutions.
CO 3: Justify the choice of appropriate tools according to the type of digital art work
CO 4: Visualize and demonstrate an idea and express it through visual design.
CO 5: Demonstrate the knowledge of design & colors and apply them effectively to various assignments.

Contents –

Unit	Content	Teaching hours
1	Logo Design - Creating a paper work of different logos on the genre. - Tracing the layout of the approved designs in digital format. - Applying suitable color for the digital designs. - Designing approved different logos on the genre.	18
2	Visiting Cards - Creating a paper work of different Visiting cards on the genre. Tracing and designing the approved layout of designs in digital format.	18
3	Brochures (A4 Size, A4 2 Fold, A4 3 Fold) - Creating a paper work of brochures on the genre. - Tracing the layout of the approved designs in digital format. - Applying suitable color for the digital designs. - Designing approved brochures of varied sizes	18
4	Print Advertisement - Black & White, Color - Creating a paper work of advertisement flyers on the genre. - Tracing the layout designs in	18

digital format and applying suitable colors. - Creating a paper work of poster advertisement on the genre. - Tracing the layout designs in digital format and applying suitable color

Reference Books:

1. David Dabner "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition (28 July 2014)
2. Ellen Lupton "Graphic Design: The New Basics: Second Edition, Revised and Expanded", Princeton Architectural Press; Revised and updated edition (14 July 2015)

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Course Code: BVC73MMP206 Course Name: Elements of Filmmaking
Course Category: Skill Enhancement
Credits: 3 Teaching scheme: Practical – 6 Evaluation scheme: CA-60 ESE - 40 Exam Duration. 5 Hrs.
Pre-requisites : None
Course Objectives: The objective of this course is
1. Understanding the vocabulary of film
2. Examining and appreciating cinema / film as an art
3. Exploring the specificity, history and functions of film
4. Explore the formal elements that contribute to film structure and syntax, such as narrative structure, shot composition, and editing techniques.
5. Gain insights into the historical development of cinema, studying influential movements, key filmmakers, and technological advancements that shaped the medium.
6. Cultivate critical thinking skills for analyzing and interpreting films, considering cultural, social, and artistic contexts.
Course Outcomes: On completion of the course, the student should be able to:
CO 1: Understand film and its various genres and forms.
CO 2: Apply a variety of critical frameworks to analyzing and assessing film.
CO 3: Analyze and apply the aesthetics, technique, and storytelling of film narratives.
CO 4: Evaluate various cinematic works from a range of perspectives.

Contents –

Unit	Content	Teaching hours
1	Film Analysis - Film analysis involves examining the various elements and techniques used in a film to understand its structure, meaning and impact.	22
2	Film Form and Syntax - Analyze narrative structures, shot composition, and editing techniques that contribute to the overall cinematic syntax.- Explore how film form and syntax are employed to convey storytelling elements, evoke emotions, and create meaning.	24
3	World Cinema and Indian Cinema - Introduction to Global Cinematic Traditions - Indian Cinema: History and Regional Diversity	22

	- Contemporary Trends and Global Perspectives	
4	Filming Based on Film Theory - Application of Film Theory to Filmmaking - Cinematic Techniques and Theory Integration - Hands-On Filmmaking Projects	22

Reference Books:

1. Bordwell D and Thomson K [2010] Film Art–An Introduction. McGraw-Hill, New York
2. Steven Ascher and Edward Pincus [2013], The Film maker’s Handbook: A Comprehensive Guide for the Digital Age

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Course Code: BVC73MIP207 Course Name: Photography Basics
Course Category: Skill Enhancement
Credits: 3 Teaching scheme: Practical – 6 Evaluation scheme: CA-60 ESE - 40 Exam Duration. 5 Hrs.
Pre-requisites : None
Course Objectives: The objective of this course is
1. Understanding the functional working of a still camera
2. Acquiring the Art of Composition, Framing and Lighting.
3. Creating mood with lights and capturing various emotions through camera.
Course Outcomes: On completion of the course, the student should be able to:
CO 1: Operate a Digital SLR Camera, Flash Lights and its related accessories.
CO 2: Analyze and infer various conditions and environments for a photo-shoot and capture it.
CO 3: Plan the requirements and complete a successful Product or a Model Shoot.
CO 4: Visualize concepts and shoot photos based on a theme or a one-liner.
CO 5: Appraise photographs based on Composition, Lighting, Subject and Mood.

Contents –

Unit	Content	Teaching hours
1	Basics of Camera - Types of Cameras - Camera Settings and Modes - Composition and Framing - Principles of composition - Basic Lighting Techniques	22
2	Flash and Lights - Introduction to Lighting in Photography -Types of Artificial Lights - On-Camera Flash Techniques - Off-Camera Flash Setups -Studio Lighting - Creative Lighting Techniques	24
3	Outdoor (Landscape and People) - Introduction to Outdoor Photography - Landscape Photography Techniques - Portrait Photography in Natural Settings - Outdoor Lighting Conditions - Equipment and Accessories for Outdoor Photography Composition and Storytelling	22
4	Outdoor (Birds & Animals) - Introduction to Wildlife Photography - Choosing the Right Equipment - Field craft and Observation Techniques - Camera Settings for Wildlife Photography	22
5	Special Effects and Indoor Photography - Introduction to Indoor	

Photography - Special Effects Techniques - Low Light and Artificial Lighting -Composition in Indoor Photography - Studio Photography - Post-Processing for Special Effects.	
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Reference Books:

1. Kathy Burns-Millyard," Digital Photography Basics: A Beginner's Guide to Getting Great Digital Photos", 2014, second edition, published by electronic perceptions
2. DK,"The Beginner's Photography Guide", 2015, 2ndEdition, published by Penguin UK.

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Semester IV

Course Code: BVC73MMP208		Course Name: Media Law and Ethics
Course Category: IKS		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA-30 ESE – 20
Exam Duration: 1 Hrs.		
Prerequisite : None		
Course Objectives : The objective of this course is		
1. Legal Framework of Media: Introduce students to the legal framework governing media, including freedom of the press, defamation laws, intellectual property, and privacy.		
2. Ethical Principles in Journalism: Explore ethical principles in journalism, covering issues such as accuracy, fairness, objectivity, and the responsibility of the media to the public.		
3. Case Studies and Analysis: Analyze real-world case studies to understand the practical application of media law and ethics, encouraging critical thinking and decision-making.		
4. Emerging Issues in Media Ethics: Discuss contemporary issues in media ethics, including the impact of digital media, citizen journalism, and the challenges posed by rapidly evolving communication technologies.		
Course Outcomes: At the end of the course, the students will be able to-		
CO 1: Legal Literacy in Media: Develop a foundational understanding of the legal framework governing media, including freedom of the press, defamation laws, intellectual property, and privacy.		
CO 2: Ethical Decision-Making: Cultivate ethical decision-making skills in journalism, emphasizing principles such as accuracy, fairness, objectivity, and accountability to the public.		
CO 3: Application of Media Law: Apply legal principles to real-world situations, demonstrating an understanding of how media law operates in practice.		
CO 4: Critical Analysis of Case Studies: Analyze and critically evaluate case studies involving legal and ethical dilemmas in media, fostering a nuanced understanding of complex issues.		
Course Contents		
Unit No.	CONTENT	Teaching Hrs.
1	History of Media Laws and Indian Constitution - Introduction to Media Laws in India - Constitutional Framework - Pre-Independence Legal Landscape - Post-Independence Legal Reforms - Defamation and Media Ethics	7
2	Freedom of Media and Defamation - Introduction to Media Freedom - Constitutional Protections - Defamation Laws - Legal and Ethical Considerations - International Perspectives	10
3	Print Media Acts - Introduction to Print Media Laws - Press and Registration of Books Act - Editorial Rights and Responsibilities - Defamation Laws in Print Media - Privacy and Confidentiality	13

Reference Books:

1. Roy L. Moore, Media Law and Ethics : A Casebook, 2020, Routledge, United Kingdom.
2. George E Padgett, Cases, Concepts & Theories: Media Law & Ethics Study, 2019, Independent Publisher, USA
3. Roy Moore, Michael Murray, Media Law and Ethics, 2017, Routledge, United Kingdom.
4. Neelamalar.M, Media Law and Ethics, 2018, Prentice Hall, India

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Course Code: BVC73MMP209		Course Name: Storytelling and Script Writing	
Course Category: Skill Enhancement			
Credits: 2		Teaching scheme: L-0 P-4	Evaluation scheme: CA-30, ESE-20
Exam Duration: 5 hrs.			
Prerequisite : None			
Course Objectives : The objective of this course is			
1. Principles of Storytelling: Introduce the fundamental principles of storytelling, including narrative structure, plot development, and character arcs.			
2. Character Development: Explore techniques for creating compelling and well-rounded characters, emphasizing their motivations, conflicts, and growth throughout the story.			
3. Screenplay Writing: Teach the basics of screenplay writing, covering formatting, dialogue, and the visual language of scriptwriting.			
4. Adapting Stories to Different Mediums: Discuss the differences in storytelling and scriptwriting for film, television, and digital platforms, and explore the adaptation process.			
Course Outcomes: At the end of the course, the students will be able to-			
CO 1: Understanding of Narrative Structure: Develop an understanding of narrative structures and how they contribute to effective storytelling. the ability to craft compelling narratives with well-developed characters, engaging plots, and thematic depth.			
CO 2: Character Creation and Development: Master techniques for creating complex and engaging characters, including their motivations, conflicts, and arcs.			
CO 3: Gain proficiency in the art of screenplay writing, including formatting, dialogue, and visual storytelling elements.			
CO 4: Application of Storytelling Principles: Apply storytelling principles to various mediums, including film, television, and digital platforms.			
CO 5: Adaptation Skills: Develop skills in adapting stories to different mediums, considering the unique requirements of film, television, and digital platforms.			
Course Contents			
Unit No.	CONTENT		Teaching Hrs.
1	Story writing concepts - Introduction to Storytelling - Character Development - Plot and Structure - Setting and World-building - Theme and Symbolism - Dialogue and Voice		20
2	Different Story Genres - Introduction to Literary Genres - Exploring Fiction Genres - Nonfiction Genres - Genres in Poetry - Dramatic Genres - Cross-Genre and Hybrid Writing		20
3	Story Reading - How to read a story? Reading exercises in class- role play - Develop dialogue within two characters in the story - Theatrical reading vs natural reading styles - Imposing emotion in the reading techniques- understanding and expressing the basic theme of the story through reading.		20
4	STORY WRITING BASICS - How to write a story? - Development of plot- beginning, middle and end of the story- Three act structure of a story- climax of a story - Development of		20

	<p>a character in the story- main protagonist- main antagonist- supporting characters- comic relief characters - Conflict in the story - Write a brief description of your protagonist's (main character's) goal. Describe his/her inner motivation? What is the theme of your story? - Why? Write dialogue between two characters that carries them through a scene.</p>	
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Reference Books:

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| 1. Ching, F.D.K. (2010-2nd Edition). Design Drawing. John Wiley and Sons, Inc. New York, NY. USA |
| 2. Curtis, B. (2002). Drawing from Observation: an Introduction to perceptual drawing. McGraw Hill Higher education: A division of the McGraw – Hill Companies. New York, NY. USA |
| 3. Laseau, P. (2012-2nd Edition). Visual Notes for Architects and Designers. John Wiley and Sons, Inc. New York, NY. USA |

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Course Code: BVC73MMP210 Course Name: Advertising and Public Relations		
Course Category: Skill Enhancement		
Credits: 4	Teaching scheme: L-0 P-8	Evaluation scheme: CA-60 ESE – 40
Exam Duration. 5 hrs.		
Prerequisite: None		
Course Objectives : The objective of this course is		
1. Fundamentals of Advertising: Explore the basic principles of advertising, including target audience identification, message creation, and media selection.		
2. Strategic Public Relations: Understand the strategic role of public relations in managing relationships, building reputation, and crisis communication.		
3. Integrated Marketing Communication: Examine the integration of advertising and public relations within the broader framework of marketing communication.		
4. Brand Management: Learn the principles of brand development, brand positioning, and brand communication strategies.		
5. Campaign Planning and Execution: Develop skills in planning, implementing, and evaluating advertising and public relations campaigns across different media channels.		
Course Outcomes: At the end of the course, the students will be able to-		
CO 1: Strategic Communication Proficiency: Develop proficiency in creating and implementing strategic communication plans for advertising and public relations campaigns.		
CO 2: Brand Development and Management: Demonstrate an understanding of brand development, brand positioning, and effective brand management strategies.		
CO 3: Media Selection and Planning: Gain skills in selecting appropriate media channels and planning advertising campaigns to effectively reach target audiences.		
CO 4: Crisis Communication Skills: Develop the ability to manage and respond to crises effectively through strategic communication, preserving and enhancing organizational reputation.		
CO 5: Integrated Marketing Communication: Understand the integration of advertising and public relations efforts within the broader context of marketing communication.		
CO 6: Audience Analysis and Targeting: Analyze target audiences, understanding their preferences, behaviors, and communication channels to tailor campaigns effectively.		
Course Contents		
Unit No.	CONTENT	Teaching Hrs.
1	Introduction to Advertising - Basics of Advertising - Advertising and Consumer Behavior - Advertising Strategies and Campaign Planning	20
2	Advertising Ethics Introduction to Advertising Ethics - Truthfulness and Accuracy in Advertising - Targeting and Stereotyping - Privacy and Data Collection	20
3	Advertising Principles and Strategies - Consumer Behavior and Target Audience Analysis - Advertising Objectives and Strategies - Creative Elements in Advertising - Media Planning and Buying	20
4	Laws and Acts of Advertising - Introduction to Advertising Laws and Regulations - Consumer Protection Laws - Intellectual Property and Trademark Laws - Privacy Laws and Data Protection - Advertising to Children and Vulnerable Populations	20
5	Advertising Media - Introduction to Advertising Media - Traditional Media Channels - Digital and Online Media - Social Media Advertising - Out-of-Home (OOH) and Ambient Media - Media Metrics and Analytics.	20

6	Principles of Public Relations - Introduction to Public Relations - Communication Theories and Models - Media Relations and Writing - Crisis Communication- Strategic Planning in Public Relations	20
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Reference Books:

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| 1. George Belch, Michael Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) 11th Edition. McGraw-Hill Education; 11 edition (March 10, 2017) |
| 2. S.A. Chunawalla and K.C.Sethia, Foundation of Advertising Theory and Practice, Himalaya Publication House, Mumbai,2000 |
| 3. Doug Newsom, Judy Turk, Dean Kruckeberg. This is PR: The Realities of Public Relations 11th Edition. Cengage Learning. 2013 |
| 4. Iqbal Sachdeva, Public Relations: Principles and Practices (Oxford Higher Education) – June 2009 |

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Course Code: BVC73MMP211 Course Name: Digital Filmmaking Course Category: Skill Enhancement		
Credits: 4 Teaching scheme: L-0 P-8 Evaluation scheme CA-60 ESE - 40 Exam Duration: 3 hrs.		
Prerequisite : None		
Course Objectives: The objective of this course is		
1. Introduction to Digital Filmmaking: Familiarize students with the principles and techniques of digital filmmaking, including camera operation, composition, and storytelling.		
2. Pre-production Planning: Explore the pre-production phase, covering scriptwriting, storyboarding, casting, and planning for digital film projects.		
3. Digital Cinematography: Develop skills in digital cinematography, including camera operation, framing, lighting, and capturing high-quality visuals		
4. Audio Recording and Design: Understand the importance of audio in filmmaking, covering techniques for recording, editing, and designing sound for digital films.		
Course Outcomes: At the end of the course, the students will be able to-		
CO 1: Technical Proficiency in Digital Cinematography: Develop technical skills in digital cinematography, including camera operation, framing, lighting, and composition.		
CO 2: Storytelling through Visuals: Demonstrate the ability to tell compelling stories through visual elements, understanding the narrative power of cinematography.		
CO 3: Pre-production Planning Skills: Execute effective pre-production planning, including scriptwriting, storyboarding, casting, and logistical planning for digital film projects.		
CO 4: Digital Editing Proficiency: Develop proficiency in digital editing software, mastering techniques for assembling footage, adding effects, and refining the final product.		
CO 5: Sound Design and Editing: Understand the role of audio in filmmaking and develop skills in recording, editing, and designing sound to enhance the overall cinematic experience.		
Course Contents :		
Unit No.	CONTENT	Teaching Hrs.
1	Handling Camera - Introduction to Camera Equipment - Camera Operation Techniques - Framing and Composition - Exposure and Lighting - Focus and Depth of Field	20
2	Handling Accessories - Tripods and Supports - Gimbals and Stabilizers - Sliders and Dollies - Camera Rigs and Cages - Follow Focus Systems - Camera Mounts and Specialty Supports.	20
3	Composition - Introduction to Camera Composition - Rule of Thirds and Framing Techniques - Shot Types and Angles - Movement and Dynamic Composition -Composition for Genres	20
4	Lighting - Introduction to Film Lighting - Natural and Artificial Lighting - Three-Point Lighting Setup - Color Temperature and White Balance - Lighting for Different Genres - Advanced Lighting Techniques	20
5	Camera Movement - Introduction to Camera Movement - Types of Camera Movements - Motivated Camera Movement - Dynamic Camera Techniques - Camera Movement for Genre-	

specific Styles - Advanced Camera Movement Techniques.
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Reference Books:

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| - Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, 2012, Mc Graw Hill, USA. |
| - Bettman & Gil, Directing the camera: how professional directors use a moving camera to energize their films, 2014, Michael Wiese Productions, USA. |
| - Rosenthal, A., & Eckhardt, N, Writing, Directing, and Producing Documentary Films and Digital Videos, 2016, 5th Edition, Carbondale: Southern Illinois University Press, USA. |
| - Herbert Zettl, Television Production Handbook, 2014, 12th Edition, Cengage Learning, USA. |
| - Mike Figgis, Digital Film-Making, 2012, Faber & Faber, United Kingdom. |

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Course Code: BVC73AEL212 Course Name: Communication Theories-Methods and Practices Course Category: IKS		
Credits: 3 Teaching scheme: L-3 P-0 Evaluation scheme: CA-60, ESE-40.		
Exam Duration. 2 hrs.		
Prerequisite: None		
Course Objectives : The objective of this course is		
1. Theoretical Foundations: Introduce key communication theories, including interpersonal communication, mass communication, and organizational communication.		
2. Research Methodologies: Explore qualitative and quantitative research methodologies used in communication studies, emphasizing practical applications.		
3. Practical Communication Skills: Develop practical communication skills, including public speaking, writing, and effective interpersonal communication.		
4. Media Literacy and Analysis: Foster media literacy skills and critical analysis of media messages, considering the impact of media on society.		
Course Outcomes: At the end of the course, the students will be able to-		
CO 1: Comprehensive Understanding of Communication Theories: Develop a comprehensive understanding of key communication theories, including their historical context, conceptual frameworks, and relevance to diverse communication contexts.		
CO 2: Application of Research Methodologies: Apply qualitative and quantitative research methodologies to investigate communication phenomena, demonstrating proficiency in research design, data collection, and analysis.		
CO 3: Practical Communication Skills: Develop and enhance practical communication skills, including public speaking, writing, and interpersonal communication, to effectively convey messages in various contexts.		
CO 4: Critical Media Literacy: Cultivate critical media literacy skills, enabling the analysis and interpretation of media messages and their impact on individuals and society.		
CO 5: Theoretical Analysis and Synthesis: Demonstrate the ability to critically analyze, synthesize, and apply communication theories to real-world scenarios, showcasing a depth of theoretical understanding.		
CO 1: Comprehensive Understanding of Communication Theories: Develop a comprehensive understanding of key communication theories, including their historical context, conceptual frameworks, and relevance to diverse communication contexts.		
Course Contents		
Unit No.	CONTENT	Teaching Hrs.
1	Historical Development of Theories - Classical Period (500 BCE - 400 CE) - Modern Period (19th - early 20th century) - Contemporary Period (mid-20th century onwards)	10
2	Normative Theories – Utilitarianism - Deontological Ethics - Virtue Ethics	10
3	Message Theories - Shannon-Weaver Model (1949) - Berlo's SMCR Model (1960) - Transactional Model (Barnlund, 1970)	10
4	Mass Communication Theory - Agenda-Setting Theory (McCombs and Shaw, 1972) - Cultivation Theory (Gerbner, 1960s) - Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1970s) - Two-Step Flow Theory (Lazarsfeld, Katz, & Roper, 1940s) - Media Dependency Theory (Ball-Rokeach & DeFleur, 1976) - Spiral of Silence Theory (Noelle-Neumann, 1984)	15

Reference Books:

1. Ralph E. Hanson, Mass Communication Living in a Media World, 2021, 8th Edition, SAGE Publications, US.
2. Warren, Fassett & Nainby, Communication, A Critical/Cultural Introduction, 2014, 2nd Edition, SAGE Publications, US.
3. Marianne Dainton and Elaine D. Zelle, Applying Communication Theory for Professional Life: A Practical Introduction, 2018, 4th Edition, SAGE Publications Ltd, US.
4. James W. Neuliep, Intercultural Communication: A Contextual Approach, 2020, 8th EDITION, SAGE Publications Ltd, US.
5. Denis McQuail, Mark Deuze, McQuail's Media and Mass Communication Theory, 2020, 7th EDITION, SAGE Publications Ltd, US.

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Course Code: BVC73SEP213 Course Name: Audio Production and Broadcasting		
Course Category : Skill Enhancement		
Credits: 3 Teaching scheme: L-0 P-6 Evaluation scheme: CA-60, ESE-40. Exam Duration. 5 hrs.		
Prerequisite : None		
Course Objectives: The objective of this course is		
CO 1: Technical Proficiency in Audio Production: Develop technical skills in audio recording, editing, and production using industry-standard equipment and software.		
CO 2: Scriptwriting Mastery: Demonstrate proficiency in scriptwriting for broadcasting, incorporating effective storytelling techniques and communication strategies.		
CO 3: Audio Editing Expertise: Master audio editing techniques using digital audio workstations (DAWs) to refine and enhance recorded content.		
CO 4: Radio Broadcasting Skills: Apply principles of radio broadcasting, including voice modulation, program formatting, and live broadcasting techniques.		
CO 5: Podcasting Competence: Demonstrate competence in podcasting essentials, covering content planning, hosting, and distribution across various platforms.		
Course Outcomes: At the end of the course, the students will be able to-		
CO 1: Technical Proficiency in Audio Production: Develop technical skills in audio recording, editing, and production using industry-standard equipment and software.		
CO 2: Scriptwriting Mastery: Demonstrate proficiency in scriptwriting for broadcasting, incorporating effective storytelling techniques and communication strategies.		
CO 3: Audio Editing Expertise: Master audio editing techniques using digital audio workstations (DAWs) to refine and enhance recorded content.		
CO 4: Radio Broadcasting Skills: Apply principles of radio broadcasting, including voice modulation, program formatting, and live broadcasting techniques.		
CO 5: Podcasting Competence: Demonstrate competence in podcasting essentials, covering content planning, hosting, and distribution across various platforms.		
Course Contents		
Unit No.	CONTENT	Teaching Hrs.
1	Audio in Broadcasting - Introduction to Broadcast Audio - Microphone Techniques and Placement - Audio Recording and Editing Software - Voiceovers and Narration - Sound Design for Broadcast - Live Audio Broadcasting	22
2	Sound to Audio - Introduction to Sound and Audio - Sound Recording Techniques - Audio Processing and Editing - Sound Design for Media - Field Recording and Foley Artistry - Audio Mixing and Mastering.	22
3	Audio Workstation - Introduction to Digital Audio Workstations (DAWs) - Recording and Editing Audio in a DAW - MIDI and	22

	Virtual Instruments - Audio Effects and Processing - Mixing Techniques - Automation and Finalizing the Mix	
4	Live Sound Recording - Introduction to Live Sound Recording - Microphone Selection and Placement for Live Events - Multitrack Recording in Live Settings - Live Sound Mixing - Recording and Mixing in Challenging Environments - Post-Production and Editing for Live Recordings	24

Reference Books:

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| 1. Jim Owens, Television Production, 2020, 17th Edition. Focal Press, New York |
| 2. Floyd E. Toole, Sound Reproduction: The Acoustics and Psychoacoustics of Loudspeakers and Rooms, 2018, 3rd Edition, Routledge, Newyork. |
| 3. Amy DeLouise, Nonfiction Sound and Story for Film and Video – A Practical Guide for Filmmakers and Digital Content Creators, 2020, Routledge, New York. |
| 4. Leo Murray, Sound Design Theory and Practice, 2019, Routledge, New York. |
| 5. Alasdair Pinkerton, Radio – Making Waves in Sound, 2019, Reaktion Books, The Science Museum, London |

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