

FACULTY OF VOCATIONAL STUDIES

SYLLABUS of

B. Voc. Photography & Journalism (Semester: I -VI)

**(Under Credit Based Continuous Evaluation Grading
System)**

Session: 2021-22



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Scheme of Studies and Examination

B.Voc. (Photography and Journalism)

Semester I										
Course Code	Course Name	Course Type	Credits L-T-P			Marks				Examination time (in Hours)
			Hours/week	LTP	Total	Total	Ext.		CA	
							L	P		
BVPL-1421/ Or BVPL-1031/ ¹ Or BVPL-1431	Punjabi (Compulsory) Basic Punjabi Punjab History and Culture	C	2	2-0-0	2	50	40	-	10	3(Theory)
BVPL-1102	Communication Skills in English	C	4	4-0-0	4	50	40	-	10	3(Theory)
BVPL-1313	Trends of Journalism	S	4	4-0-0	4	50	40	-	10	3(Theory)
BVPL-1314	Reporting Techniques	S	4	4-0-0	4	50	40	-	10	3 (Theory)
BVPM-131 5	Basics of Computer-1	C	2	1-0-1	2	50	25	15	10	3(Theory) 3(Practical)
BVPM-131 6	Introduction to Photography	S	4	2-0-2	4	75	30	30	15	3(Theory) 3(Practical)
BVPP-1317	Reporting Lab	S	8	0-0-4	4	50	-	40	10	3(Practical)
BVPI-1318	Field Visit and Report	S		0-0-2	2	50	-	50	-	-
AECD-1161	Drug Abuse (Compulsory Paper)	C	2	2-0-0	2	50	40	-	10	3(Theory)
SECF-1492	Foundation Programme	C	2	2-0-0	2	25	20	-	5	1(Theory)
Total						30	500			

1 Special Papers in lieu of Punjabi (Compulsory)

2 Special paper in lieu of Punjabi (Compulsory) (for those students who are not domicile of Punjab)

**C- Compulsory
S-Skill Enhancement**

Semester II										
Course code	Course Name	Course Type	Hours/week	LTP	Total	Marks				Examination time (in Hours)
						Total	Ext.		CA	
							L	P		
BVAL-2421 / BVAL-2031 / BVAL-2431	Punjabi (Compulsory) Or ¹ Basic Punjabi Or ² Punjab History and Culture	C	2	2-0-0	2	50	40	-	10	3 (Theory)
BVAM-2102	Communication Skills in English	C	4	3-0-1	4	50	25	15	10	3 (Theory) 3 (Practical)
BVPL-2313	Basic of Journalism	C	2	2-0-0	2	50	40	-	10	3 (Theory)
BVPL-2314	Press Laws & Media Ethics	S	4	4-0-0	4	50	40	-	10	3 (Theory)
BVPM-2315	Audio/Visual Media	S	4	2-0-2	4	50	25	15	10	3 (Practical) 3(Theory)
BVPM-2316	Television Production-Idea to Screen	S	4	2-0-2	4	75	30	30	15	3 (Practical) 3(Theory)
BVPP-2317	Design & Graphics	S	6	0-0-3	3	50	-	40	10	3 (Practical) 3(Theory)
BVPI-2318	Compulsory Training	S	-	0-0-3	3	50	-	50	-	-
AECD-2161	*Drug Abuse (Compulsory Paper)	C	2	2-0-0	2	50	40	-	10	3 (Theory)
SECM-2502	Moral Education Programme	C	2	2-0-0	2	25	20	-	5	1 (Theory)
Total					30	500				

1 Special Papers in lieu of Punjabi (Compulsory)

2 Special paper in lieu of Punjabi (Compulsory) (for those students who are not domicile of Punjab)

C- Compulsory

S-Skill Enhancement

Semester III

Course Code	Course Name	Course Type	LTP	Total	Marks			Examination time (in Hours)	
					Total	Ext.			CA
						L	P		
BVPL-3311	Radio Journalism and Programme Format	S	4-0-0	4	50	40	-	10	3
BVPL-3312	Event Management	S	4-0-0	4	50	40	-	10	3
BVPL-3313	Basics of Camera light and Sound	S	4-0-0	4	50	40	-	10	3
BVPL-3314	Cyber Journalism	S	4-0-0	4	75	60	-	15	3
BVPP-3315	Radio Lab	C	0-0-4	4	50	-	40	10	3
BVPP-3316	Event Management Lab	S	0-0-4	4	50	-	40	10	3
BVPP-3317	Cyber lab	S	0-0-4	4	50	-	40	10	3
BVPI-3318	Project	S	0-0-2	2	50	-	50	-	-
SECF-1492	³ Foundation Course	C	2-0-0	2	25	20	-	5	1
Total				30	425				

Special Papers in lieu of Punjabi (Compulsory)

2 Special paper in lieu of Punjabi (Compulsory) (for those students who are not domicile of Punjab)

C- Compulsory

S-Skill Enhancement

Semester-IV

Course Code	Course Title	Course Type	Credits	Marks				Examination Time (in Hours)
				Total	L	P	CA	
BVPL-4311	Introduction of Camera Operations	C	3	50	40	-	10	3
BVPM-4312	Brand Management	C	3	50	25	15	10	3
BVPM-4314	Broadcasting Techniques	S	4	75	30	30	15	3+3
BVPM-4314	Lighting Techniques	S	4	75	30	30	15	3+3
BVMD-4315	Minor Project	S	4	50	-	40	10	3
BVPI-4316	Compulsory Training	S	6	100	-	100	-	3
AECE-4221	Environmental Studies(Compulsory)*	AC	4	100	60	20 (Project work)	20	3
SECS-4552	Social Outreach*	AC	2	25	20	-	5	1
	Total			400				

Special Papers in lieu of Punjabi (Compulsory)

2 Special paper in lieu of Punjabi (Compulsory) (for those students who are not domicile of Punjab)

C- Compulsory

S-Skill Enhancement

Semester-V

Course Code	Course Title	Course Type	Credits	Marks				Examination Time (in Hours)
				Total	L	P	CA	
BVPL-5311	Feature Writing	C	3	50	40	-	10	3
BVPL-5312	Photo Editing Techniques	C	4	100	80	-	20	3
BVPL-5313	Media Research Methodologies	C	4	100	80	-	20	3
BVPM-5314	Shooting Techniques & Process	S	4	100	60	20	20	3+3
BVPM-5314	Photoshop	S	4	100	60	20	20	3+3
BVPP-5315	Feature Writing Lab	S	3	50	-	40	10	3
BVPP-5316	Photo Editing Lab	S	3	50	-	40	10	3
BVPP-5317	Pilot Study	S	3	50	-	40	10	3
SECI-5541/SECJ-5551	Innovation, Entrepreneurship and Venture Development/ Job Readiness Course	AC	2	25	20	-	5	1
	Total			600				

Marks of these papers will not be added in total marks and only grades will be provided.

C-Compulsory (General)

S- Skill

AC- Audit Course

Semester-VI

Course Code	Course Title	Course Type	Credits	Marks				Examination Time (iHours)
				Total	L	P	CA	
BVPL-6311	Video Production	C	4	100	80	-	20	3
BVPL-6312	Video Editing	C	4	100	80	-	20	3
BVPL-6313	Onset Production Process-I	C	4	100	80	-	20	3
BVPL-6314	Onset Production Process-II	S	4	100	60	20	20	3+3
BVPP-6315	Video Editing Lab	S	3	50	-	40	10	3
BVPP-6316	Production Lab	S	2	50	-	40	10	3
BVPI-6317	Video Project	S	3	50	-	40	10	3
BVMD-6318	Compulsory Training	S	6	100	-	100	-	3
	Total			650				

Marks of these papers will not be added in total marks and only grades will be provided.

C-Compulsory (General)

S- Skill

AC- Audit Course

Bachelor of Vocation (Photography and Journalism)

Semester-IV

PROGRAMME OUTCOMES

PO 1: Students will be introduced to the basic aspects of Radio and Television journalism and its programme formats. They will come to know about the basic concepts and fundamental elements of Radio and Television production. They will also be familiarized with the broadcasting equipments and their proper uses.

PO 2: Through this course they will learn basic component of camera, lighting and sound. They will learn the techniques of Still Photography and Videography.

PO 3: This course will impart the knowledge about various types of creative techniques among students & make them inform regarding how to gather information & write news stories for T.V, Radio and other media.

PO4: The course will develop the basic understanding of Camera and its uses. During the course students will be able to evaluate all aspects of photography and journalism.

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No.BVPL-1313)

TRENDS OF JOURNALISM

L-T-P

Max. Marks 50

4-0-0

Theory: 40

IA:10

Instructions for Examiner/Paper setter:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 8 marks.

Unit -1

Early Anglo Indian newspapers, Hickey's gazette, Buckingham's journal,
Press Legislations during freedom struggle

Unit-2

Birth and spread of Vernacular Press in India, Invention of Printing Press

Unit-3

News Agencies: growth and development

International Agencies: PTI, Reuters, AFP, AP and their Current Scenario

Unit-4

Current trends in English and language journalism in India

New technology in Indian Media and globalization

References

1 Handbook of Journalism and Mass communication, Vir Bala Aggarwal, Concept Publishing Company.

2. Mass Communication in India, Keval J Kumar, Jaico Publishing House

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No.BVPL-1314)

REPORTING TECHNIQUES
Theory

L-T-P

Max. Marks: 50 4-0-0

Theory: 40

IA: 10

Instructions for Examiner/Paper setter:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 8 marks.

Unit-1

News- Meaning of news, Elements of news, sources of news, cyber Laws

Unit-2

Editorial page- Functions of chief editor, define the concept of editorial page, editorial page setup, How to differentiate between facts and opinion.

Backgrounder, stringer, correspondence, How to verify information, undertake background checks and confirm the accuracy of any facts that are gathered.

Unit-3

Interview- How to conduct an interview for news story, How to define the purpose/objective of the interview, How to correctly read and interpret the interview brief, How to conduct background research on the interview,

Unit-4

How to prepare a list of interview questions and talking points, How to verify information and confirm the accuracy of any facts that are researched and/ or collected during the interview, How to plan for interviews (outdoor or in the studio) - including choice of setting, time, budget, resources and equipment required, Different interview styles.

Suggested Readings:

- Reporting & Communication Skill-V.S. Gupta, Neha Publisher
- Reporting-B.N.Ahuja, Surjit publisher
- Editing-B.N Ahuja On Editing-NBT

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No. BVPM-1315)
BASIC OF COMPUTERS-I

L-T-P

Max. Marks 50

1-0-1

Theory:25

Practical:10

Internal Assesment:15

Instructions for Examiner/Paper setter:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 5 marks.

THEORY

1. Introduction to Computer, Data Processing, Concept of data and information
2. Introduction of computer hardware and software
3. Introduction to MS- Word- General- Formatting, Editing, Spell-grammar check, Printing and saving, Mail Merge.

PRACTICAL(10)

1. Introduction to Ms Word.

Suggested Readings:

- > Windows based computer courses by Gurvinder singh and Rachhpal singh.
- >Introduction to computers by PK Sinha.
- > Fundamentals of information technology by Anshuman Sharma.
- >MS-office - BPB Publications.

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No.BVPM-1316)

INTRODUCTION TO PHOTOGRAPHY

L-T-P

Max. Marks 75

2-0-2

Theory: 30

Practical:30

IA:15

Instructions for Examiner/Paper setter:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 6 marks.

Unit-1

- Introduction to light, Meaning of Photography and its nature
- Different types of Camera angles and shots, camera movements
- Different Types of lights

Unit-2

Types Of Photography: Product Photography, Nature photography, Sports Photography, Event Photography, Aerial Photography

Unit-3

Camera lens and its types. Types of still camera, Aperture, Shutter Speed, Depth of Field.

Unit-4

Composition : Rule of thirds, Head room, Reflectors, Point of Interest

Practical

- Shutter speed oriented photography
- Aperture oriented photography
- Depth of field oriented photography.
- Use different camera shots and angles.
- Use different lights.
- Use different compositions.

Suggested Readings:

1. Digital Photographer's Handbook – Tom
2. The Photography – Graham Clarke
3. Creative Photography Work Book – John Hedgecoe's
4. Photography - Bill Apton

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No.BVPP-1317)

REPORTING LAB
Practical

L-T-P

Max. Marks 50 0-0-4

Practical:40

IA:10

Instructions to the Examiners/Paper Setters:

- Viva
- Assignments and File Work.
- Cover an interview and write it for a magazine.
- Cover and Write five types of beats
- How to write a Press Note
- How to write for web
- How to create Blog
- How to work on web Portal
- Writing analytical pieces about current events

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No.BVPI-1318)

FIELD VISIT AND REPORT

L-T-P

Max. Marks 50 0-0-2

Practical:50

**The Marks will be awarded to the candidate on the basis of report
submitted of the visit**

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-II)
(Course No.BVPM-2315)

AUDIO/ VISUAL MEDIA

L-T-P

Max. Marks 50

2-0-2

Theory:25

Practical:15

IA-10

Instructions for Examiner/Paper setter:

Question paper shall consist of four sections. Candidate shall attempt five Questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four sections. Each question will be of 5 marks.

Unit-1

- Meaning of audio-visual media.
- Audio-visual aids.

Unit-2

- How audio-visual aids can be used to deliver information in a simple, interesting manner.
- How to undertake research and collect information to generate ideas for a programme.

Unit-3

- Brief history of Radio and TV in India.
- Production- stages of production.
-

Unit-4

- Importance of voice modulation in Radio.
- Structure of story and screenplay.

Note: Paper will be set on the spot by examiner

Radio:

- Writing for different formats of radio
- Radio recording of different formats: RJ, interview, Radio Talk, Drama

Television: Any T.V based video project

Suggested Readings:

- Radio & TV Journalism: KM Srivastva
- TV Production- Gerald Millerson: Focal Press
- Broadcast Journalism: PP Joshi

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-II)

(Course No.BVPM-2316)

TELEVISION PRODUCTION-IDEA TO SCREEN

L-T-P

Max. Marks :75

2-0-2

Theory:30

Practical:30

IA:15

Instructions for Examiner/Paper setter:

Question paper shall consist of four sections. Candidate shall attempt five Questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four sections. Each question will be of 6 marks.

Unit-1

Selection of the Programme Topic: Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme,.

Unit-2

Storyboard and Script Designing, Script Layout Video Recording and Editing: What is editing?

Unit-3

Rules of editing, Editing sound: U matic, Beta & VHS, Types of editing. Cut to cut ,A/B roll, Assembly and Insert Editing

Unit-4

Sound: Meaning, Characteristics`

Audio Editing: Linear and Non-Linear Audio Editing

Types of Sound Effects

Mixing and Dubbing Techniques

Voice Modulation, Mono, Stereo and Surround Sound

Practical:

- Budget Planning (News, Film, Serial, Documentary)
- Preparation of Storyboard
- Preparation of Script
- Piece to camera, Walk Through, Vox-Pop

- Editing using various effects

Suggested Readings:

1. TV Production: Gerald Millerson: Focal Press
2. Media Writing: Samuelson
3. Modern Radio Production: Carl Hansman Donnel: Cengage Learning Publication.
4. Sain, Bhim 1991, Drug Addiction Alcoholism, Smoking obscenity New Delhi: Mittal Publications.
5. Sandhu, Ranvinder Singh, 2009, Drug Addiction in Punjab: A Sociological Study. Amritsar: Guru Nanak Dev University.
6. Singh, Chandra Paul 2000. Alcohol and Dependence among Industrial Workers: Delhi: Shipra.
7. World Drug Report 2011, United Nations office of Drug and Crime. 8. World Drug Report 2010, United Nations office of Drug and Crime.

B.Voc Photography and Journalism
(Semester-III)

PROGRAMME OUTCOMES

PO 1: Students will be introduced to the basic aspects of Radio and Television journalism and its programme formats. They will come to know about the basic concepts and fundamental elements of Radio and Television production. They will also be familiarized with the broadcasting equipments and their proper uses.

PO 2: Through this course they will learn basic component of camera, lighting and sound . They will learn the techniques of Still Photography and Videography

PO 3: This course will impart the knowledge about various types of creative techniques among students & make them inform regarding how to gather information & write news stories for T.V, Radio and other media.

PO4: The course will develop the basic understanding of Camera and its uses. During the course students will be able to evaluate all aspects of photography and journalism.

PO5: Students will develop creative behaviour that will help them to engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPL-3311)

Radio Journalism and Programme Format

Course outcomes:

- CO1.** Students will understand the basics of radio journalism and news reporting.
- CO2.** They will know about the news structure, interview skills and news values etc.
- CO3.** Students will learn about the basic concepts and fundamental elements of Radio programme production.
- CO4.** This subject will make students familiar with broadcasting equipments and their proper use

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPL-3311)

Radio Journalism and Programme Format

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-1

Understanding of Radio: Radio as a medium of mass communication, Characteristics and Objectives of radio, Explain principles of Broadcasting, History of Radio in India

Unit-II

Principles For Formatting: Variety is the password, Menu for everybody, Music has the priority, Programme objectivity, Information, Entertainment & Education, Fixed point & Flexible point, Intimacy with listener, Knowing the target, Channel Identity, Special audience.

Unit-IV

Writing for Radio: Writing for the ear, Spoken word, RadioTalk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show, Radio Commercial- Types, CopyWriting.

Unit-IV

Concept of Good Presentation : Link Announcement & Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport

with the Listener, Presenting Music Programmes, Forming a personality for the programme/station.

Suggested Readings:

1. T.V Journalism – KMSrivastva
2. Radio Production– Robert Macleish
3. Broadcast Journalism- PCChatterjee

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPL-3312)

EVENT MANAGEMENT

Course outcomes:

CO1:Students will learn about the Event Management skills.

CO2: Students will understand the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, security and entertainment.

CO3: Students will come to know about the various dimensions of event management.

CO4: They will learn the techniques of event planning, marketing, producing and promotion technique.

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPL-3312)

EVENT MANAGEMENT

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-1

Event management- definition, concept and principles

Organizing an event and its promotion

Marketing- definition, marketing mix, marketing tools

Unit-II

Concepts of sponsorship and role of sponsor

Seven point formula for writing a report

Media tools- press conferences, press release, Junkets, Communique

Unit-III

Exhibitions – meaning, types and importance

Importance of budget and buffer

Role & importance of exhibitions

Objectives of the exhibitions

Advantage of exhibition over other devices

Unit-IV

Understanding Various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc

References:

1. Event management by Swarup K Goyal, Adhyayanpublisher
2. Event Management and PR by Savita Mohan, Enkay PublishingHouse

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPL-3313)

BASICS OF CAMERA LIGHTS AND SOUND

Course outcomes:

CO1: This subject will develop basic understanding of Camera.

CO2: Students will understand different types of lights, use of filters and reflectors.

CO3: Students will come to know about the different types of lenses and their applications.

CO4: Students will understand the functions of microphone, use of audio mixer for recording & Editing of sound.

CO5: This subject will throw a light on the basic principles of light and sound.

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPL-3313)

BASICS OF CAMERA LIGHTS AND SOUND

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-I

Camera: Introduction to Camera , Parts of Video Camera and their Functions ,Types of Cameras, Depth of field, aperture control,.

Unit-II

Different types of film formats, Different types of shots, camera movements, Tilt, Track, Crane movements etc, Lenses: Different types of lenses and their application

Unit-III

Lighting: Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors, Lights and lighting

Unit-IV

Sound: What is sound? Unit of sound, Voicing ,Types of microphones, use of audio mixers for recording & editing of sound, Different audio equipments for studio and Location Recording

Suggested Readings:

1. Single Camera Video: Michael H. Adams
2. Modern Radio Production: Carl Hansman
3. Broadcast Technology: Srivastava

B.Voc Photography and Journalism

(Semester-III)

(Course

Code:BVPL-3314)

CYBER JOURNALISM

Course outcomes:

CO1: This subject will make students understand about the basic concepts of Cyber Journalism and its fundamental concepts.

CO2: Students will come to know about the writings for Web Media.

CO3: Students will be able to analyse the various web news portals and their style of writing.

**B.Voc Photography and Journalism
(Semester-III)**

(Course

Code.BVPL-3314)

CYBER JOURNALISM

L-T-P

Max. Marks: 75

4-0-0

Theory: 60

CA:15

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-I

Cyber Journalism: Introduction to Cyber Space. Information Super Highway, Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

Unit-II

Writing for Web Media: Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Impact of Web Journalism, Recent Trends.

Unit-III

Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws

Unit-IV

E-Paper, Online Newspaper, M-paper, Blogs, Citizen Journalism

MOJO, virtual Reality, Information, Misinformation & Disinformation through New Media

Suggested Readings

1 . Cyberspace aur Media: Sudhir Pachauri

2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia System: Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the New Millenium: V.D. Dudeja
5. Electronic Media & the Internet: Y K D'souza

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPP-3315)

RADIO LAB

Course outcomes:

- CO1:**Students will come to know about the writing styles for different radio formats.
CO2: Students will learn the basic functions of audio equipment and software.
CO3: Students will develop understandingfor Professional radio procedures and practices.

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPP-3315)

RADIO LAB

L-T-P

Max. Marks 50

0-0-4

Practical: 40

CA:10

1. Identifying & Working with equipment: Microphones, its type & usage, Recording equipment & handling Recording, Dubbing & Editing in Studio Working with Computer.
2. Production Techniques of Programme: Recording of voice Selection & use of Effects & Music Dubbing & Editing Preparation of Final Programme.
3. Production of Commercial/Drama, Feature/NewsReel/Music
4. Writing for different formats of Radio

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPP-3316)

EVENT MANAGEMENT LAB

Course outcomes:

CO1: Students will understand the essentials of planning of event.

CO2: They will get knowledge of legal and ethical issues involved in event management.

CO3: They will come to know about the practical aspects of organizing events of various forms.

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPP-3316)

EVENT MANAGEMENT LAB

L-T-P

Max. Marks 50

4-0-0

Practical: 40

CA:10

Instructions to the Examiners/Paper Setters: Practical will be taken on the basis of Assignments and File Work

1. Assignments and File Work on organization of an event in campus or outside campus by the students,
2. Organize or attend pressconference
3. Viva Voce
4. Visit-press conferences, event managementoffice

**B.Voc Photography and Journalism
(Semester-III)**

**(Course Code: BVPP-3317)
CYBER LAB**

Course outcomes:

- CO1:** This subject will develop an understanding of legal and ethical issues for online media.
- CO2:** Students will understand the digital work environment for journalists.
- CO3:** They will learn regarding how to search on Internet to gather Information.

**B.Voc Photography and Journalism
(Semester-III)**

**(Course Code: BVPP-3317)
CYBER LAB**

L-T-P

Max. Marks 50

0-0-4

Practical: 40

CA:10

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding Media
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

**B. Voc Photography and Journalism
(Semester-III)**

(Course Code:BVPI-3318)

PROJECT

Course outcomes:

- CO1:** Students will practically use the camera, light and sound system.
CO2: Students will be able to shoot their own program.
CO3: They will learn different steps of production of radio programmes.

**B. Voc Photography and Journalism
(Semester-III)**

(Course Code:BVPI-3318)

PROJECT

L-T-P

Max. Marks 50

0-0-2

Practical: 40

CA:10

Students will submit a project at the end of the semester on two different radio formats. It can be based on interview programme, discussion, debate, anchoring a show, feature story, documentary etc.

Bachelor of Vocation (Photography and Journalism)

Semester-IV

PROGRAMME OUTCOMES

PO 1: Students will be introduced to the basic aspects of Radio and Television journalism and its programme formats. They will come to know about the basic concepts and fundamental elements of Radio and Television production. They will also be familiarized with the broadcasting equipments and their proper uses.

PO 2: Through this course they will learn basic component of camera, lighting and sound. They will learn the techniques of Still Photography and Videography.

PO 3: This course will impart the knowledge about various types of creative techniques among students & make them inform regarding how to gather information & write news stories for T.V, Radio and other media.

PO4: The course will develop the basic understanding of Camera and its uses. During the course students will be able to evaluate all aspects of photography and journalism.

PO5: Students will develop creative behaviour that will help them to engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.

**Bachelor of Vocation (Photography & Journalism)
Semester-IV**

Course Code: BVPL-4311

INTRODUCTION OF CAMERA OPERATIONS

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To identify the different working styles of camera.

CO2: To enhance the shooting skills.

CO3: To develop the role and function of cameraman.

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPL-4311

INTRODUCTION OF CAMERA OPERATIONS

L-T-P

3-0-0

Time: 3Hrs.

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

The principles of cinematography. Understanding of optical theory, Principles of camera composition and continuity. The focus requirements and camera position(s) for each shot. The relationship between the distance of the camera from the subject, the height at which the camera is placed and movements and how these effect the shot composition.

UNIT-II

The aspect ratio required for each shoot and the aspect ratio in which the final product will be seen by the audience. How to judge focus lengths to ensure that the shot view will be sharp and achieves the desired framing and composition.

UNIT-III

The various types of cameras, lenses and equipment available in the market. How to place set, props and equipment so as to capture the required frame in the shot and ensuring that they do not obstruct the camera view.

UNIT-IV

Creative and visual requirements of the shot with the DOP. ND Filters & their applications. Filters & Reflectors.

Suggested Readings:

Long, John, Ethics in the Age of Digital Photography, September, 1999,
Macrumors, Video iPod Fake, 26 February, 2006,
The Media History Project, 20th Century: Last Decade

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4312

BRAND MANAGEMENT

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To identify the different styles of Branding.

CO2: To enhance the management skills.

CO3: To develop the role and function of Brand Manager.

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPM-4312

BRAND MANAGEMENT
Theory

L-T-P
2-0-1

Time: 3Hrs.
Max. Marks: 50

Theory: 25

Practical: 15

CA: 10

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Understanding brand, brand vs products, benefits of branding, Advertising- definition, meaning & types.

UNIT-II

□ Advertising agencies- meaning, importance and types, Branding attributes, significance of branding to consumers and firms.

UNIT-III

□ Brand equity, Brand ambassadors- meaning and importance.

UNIT-IV

□ Public relations- meaning and importance, PR Officer and his functions & importance.

References:

1. Strategic brand management, Keller, 3 rd edition, Prentice Hall
2. Best practices cases in branding, , Keller, 3 rd edition, Prentice Hall

3. Urban, hauser and Dholakia, , N. Essentials of new product management
4. Donald Lehman, Product Management. Tata Mac Graw Hill

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPM-4312

BRAND MANAGEMENT
Practical

Practical Marks: 15

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Advertising Campaigns, Themes and Promotions

Newspaper Brands

Television Ad: Writing Script, Shooting and Editing

Understanding different Types of Advertising

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPM-4313

BROADCASTING TECHNIQUES

Course Outcomes

On the completion of this course, the student will be able to:

- CO1:** To make students clear about the importance of broadcasting its applications.
- CO2:** To develop the practical knowledge of broadcasting techniques.
- CO3:** To enhance the knowledge of broadcasting equipments.

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPM-4313

BROADCASTING TECHNIQUES
Theory

L-T-P
2-0-2

Time: 3Hrs.
Max. Marks: 75

Theory: 30

Practical: 30

CA: 15

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Define the scope, objectives, goals of the technical departments, Fundamentals of broadcasting and broadcast technologies.

UNIT-II

Fundamentals of Information technology. Broadcast technologies and equipment across content gathering, media management, production and post-production.

UNIT-III

The technical equipment and infrastructure used in broadcasting such as personal computers,

cables, switchers, converters, routers, systems, servers, WAN, LAN, MPLS lease lines, recovery systems and networks. The types of audio cables and various connectors.

UNIT-IV

How to diagnose and resolve operational issues using tools root cause analysis, process improvement techniques etc. Legal and regulatory norms of broadcasting.

Suggested Readings:

1. Kennedy, Dan, A Tabloid's New Low, 22 October, 2004, The Boston Phoenix,
2. Kobre, Kenneth. 2004. Photojournalism, the Professionals' Approach. Burlington, MA: Focal Press.
3. Kobre, Kenneth, Positive/Negative: The Long Tradition of Doctoring Ph

Semester-IV
Course Code: BVPM-4313

BROADCASTING TECHNIQUES
Practical

Practical Marks: 30

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Broadcasting Equipments

Demonstration of Audio cables & connectors

Technical aspect of Information Technology

**Bachelor of Vocation (Photography & Journalism)
Semester-IV**

Course Code: BVPM-4314

LIGHTING TECHNIQUES

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To make students clear about the importance of lighting and its application.

CO2: To develop the practical knowledge of lighting techniques.

CO3: To enhance the knowledge of different lighting equipments.

CO4: To understand and apply various composition techniques of lighting

**Bachelor of Vocation (Photography & Journalism)
Semester-IV**

Course Code: BVPM-4314

**LIGHTING TECHNIQUES
Theory**

**L-T-P
2-0-2**

**Time: 3Hrs.
Max. Marks: 75**

Theory: 30

Practical: 30

CA: 15

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Operating the lights and lighting, console for a shoot at a media organization that may operate as television channels, advertising agencies or film/television/photography production houses. Different types of lights (spot, broad, flood, soft, dimmer, etc.). Different types of bulbs (HMI, Fluorescent, LED)

UNIT-II

Adjusting the lighting balance to meet requirements, whether for TV, live event or a corporate/studio shoot, adjusting the changes in lighting consistently, controlling out of sight lighting operations, and maintaining communications with programme staff.

UNIT-III

Coordinating activities within the lighting team on the day of shooting in order to facilitate the production process and achieve the desired results. Adhere to safety instructions while handling lights/equipment to ensure the safety of everyone on the set/location.

UNIT-IV

Understand the different aspects of lighting. Identify important members of the production team (in relation to the lighting department) and their roles and responsibilities. The film-making/photography process, and all the activities involved in the process. How light levels can affect the mood of the production.

Suggested Readings:

1. Dunleavy, Dennis, Camera Phones Prevail: Citizen Shutterbugs and the London Bombings, 9 July, 2005,
2. Faas, Horst et. al. (ed.). Requiem: By The Photographers Who Died In Vietnam And Indochina. London: Jonathan Cape.

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPM-4314

LIGHTING TECHNIQUES
Practical

Practical Marks: 30

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Demonstration of Lighting equipments

Understanding the different techniques of lighting

Understand the lighting balance for different programmes

Understanding the studio lights & reflectors

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVMD-4315

MINOR PROJECT

Course Outcomes:

- CO1:** Students will practically use the light system.
- CO2:** Students will be able to shoot with different lights.
- CO3:** Students will learn the different lighting techniques.

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVMD-4315

MINOR PROJECT

L-T-P
0-0-4

Time: 3Hrs.
Max. Marks: 50

Practical: 40

CA: 10

Students will submit a project at the end of the semester on different lighting techniques. It can be based on studio interview program, anchoring and facing the camera with studio lights & outdoor shooting etc.

Following points should be taken care of while working on project:

1. Students can choose themselves the subject matter and scenes
2. A project can be done jointly by maximum of two students
3. Minimum of 3 minutes duration

4. Effective use of lights, focus on viewers' attention
5. Project report showcasing the stages of the project

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPI-4316

COMPULSORY TRAINING

Course Outcomes:

CO1: Students will get a chance to enhance their skill by working in the field.

CO2: Students will be able to understand the challenges of working in media organization.

CO3: Students will learn the art & craft of team work while working in the field.

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPI-4316

COMPULSORY TRAINING

L-T-P
0-0-6

Time: 3Hrs.
Max. Marks: 100

Practical :100

The student will have to attend one month compulsory training after completion of 4th semester of course in a reputed institute related to Media Industry. On the completion of the training, each student will submit his performance report and the certificate from where he has done his compulsory training.

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: AECE: 4221

ENVIRONMENTAL STUDIES (Compulsory)

Course Outcomes:

- CO1:** Reflect upon the concept and need of environmental education.
- **CO2.** Define major eco-systems and their conservation.
- **CO3.** Understand the role of different agencies in the protection of environment.
- **CO4.** Develop desirable attitude, values and respect for protection of environment.

**Bachelor of Vocation(Photography & Journalism)
Semester-IV**

Course Code: BVPL-4311

INTRODUCTION OF CAMERA OPERATIONS

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To identify the different working styles of camera.

CO2: To enhance the shooting skills.

CO3: To develop the role and function of cameraman.

Bachelor of Vocation(Photography & Journalism)
Semester-IV
Course Code: BVPL-4311

INTRODUCTION OF CAMERA OPERATIONS

L-T-P

3-0-0

Time: 3Hrs.

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Introduction to Camera Operations, Principles of cinematography, Understanding the optical theory, Principles of camera composition and continuity, Focus Distance, Camera Placement: Movement and Shots and Angles .

UNIT-II

The Aspect Ratio: Camera and Post Production, focus length, Shot framing and composition.

UNIT-III

Types of cameras, lenses and equipment Required for camera operations. Set Designing: Indoor and Outdoor, Props and Equipment.

UNIT-IV

Creative and Visual requirements of the shot with the DOP. ND Filters, Flags, Reflectors & their applications.

Suggested Readings:

Long, John, Ethics in the Age of Digital Photography, September, 1999,
Macrumors, Video iPod Fake, 26 February, 2006,
The Media History Project, 20th Century: Last Decade

Bachelor of Vocation(Photography & Journalism)
Semester-IV
Course Code: BVPM-4312
BRAND MANAGEMENT

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To identify the different styles of Branding.

CO2: To enhance the management skills.

CO3: To develop the role and function of Brand Manager.

Bachelor of Vocation(Photography & Journalism)
Semester-IV
Course Code: BVPM-4312

BRAND MANAGEMENT
Theory

L-T-P
2-0-1

Time: 3Hrs.
Max. Marks:50

Theory: 25

Practical: 15

CA: 10

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Understanding Brand, Brand vs Products, Benefits of Branding, Advertising-definition, meaning &types.

UNIT-II

□Advertising Agencies: Meaning, Importance and Types, Branding Attributes, Significance of Branding to Consumers and Firms.

UNIT-III

Image Building,□Brand Equity, Brand Ambassadors- Meaning and Importance, Role of Media in Brand Management.

UNIT-IV

□Public relations: Meaning and Importance, PR Officer and his functions & Importance, Role of PR in Brand Management.

References:

1. Strategic brand management, Keller, 3rd edition, Prentice Hall
2. Best practices cases in branding, , Keller, 3rd edition, Prentice Hall
3. Urban, hauser and Dholakia, , N. Essentials of new product management
4. Donald Lehman, Product Management. Tata Mac Graw Hill

Bachelor of Vocation (Photography & Journalism)
Semester-IV
Course Code: BVPM-4312

BRAND MANAGEMENT **Practical**

Practical Marks: 15

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Advertising Campaigns, Themes and Promotions

Newspaper Brands

Television Ad: Writing Script, Shooting and Editing

Understanding different Types of Advertising

Bachelor of Vocation(Photography & Journalism)
Semester-IV
Course Code: BVPM-4313

BROADCASTING TECHNIQUES

Course Outcomes

On the completion of this course, the student will be able to:

- CO1:** To make students clear about the importance of broadcasting its applications.
- CO2:** To develop the practical knowledge of broadcasting techniques.
- CO3:** To enhance the knowledge of broadcasting equipments.

Semester-IV
Course Code: BVPM-4313

BROADCASTING TECHNIQUES
Theory

L-T-P
2-0-2

Time: 3Hrs.
Max. Marks: 75

Theory: 30

Practical: 30

CA: 15

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Broadcasting Techniques: Definition, Scope & Objectives, Goals of the Technical Departments, Fundamentals of broadcasting and broadcast technologies.

UNIT-II

Fundamentals of Information technology. Broadcast Technologies and Equipment across content gathering, Media Management, Production and Post-production.

UNIT-III

The Technical Equipment and Infrastructure in broadcasting: personal computers, cables, switchers, converters, routers, systems, servers, WAN, LAN, MPLS lease lines, recovery systems and networks, Types of audio cables and Connectors.

UNIT-IV

To Diagnose and Resolve Operational Issues using Tools root cause analysis, Process Improvement Techniques etc. Legal and Regulatory Norms of Broadcasting.

Suggested Readings:

1. Kennedy, Dan, A Tabloid's New Low, 22 October, 2004, The Boston Phoenix,

2. Kobre, Kenneth. 2004. Photojournalism, the Professionals' Approach. Burlington, MA: Focal Press.
3. Kobre, Kenneth, Positive/Negative: The Long Tradition of Doctoring Ph

Bachelor of Vocation(Photography & Journalism)
Semester-IV
Course Code: BVPM-4313

BROADCASTING TECHNIQUES
Practical

Practical Marks: 30

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Broadcasting Equipments

Demonstration of Audio cables & connectors

Technical aspect of Information Technology

**Bachelor of Vocation (Photography & Journalism)
Semester-IV**

Course Code: BVPM-4314

LIGHTING TECHNIQUES

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To make students clear about the importance of lighting and its application.

CO2: To develop the practical knowledge of lighting techniques.

CO3: To enhance the knowledge of different lighting equipments.

CO4: To understand and apply various composition techniques of lighting

Bachelor of Vocation (Photography & Journalism)
Semester-IV

Course Code: BVPM-4314

LIGHTING TECHNIQUES
Theory

L-T-P
2-0-2

Time: 3Hrs.
Max. Marks: 75

Theory: 30

Practical: 30

CA: 15

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Operating the lights and lighting, Console for a shoot at a Media Houses, Different Types of lights (spot, broad, flood, soft, dimmer, etc.). Types of bulbs (HMI, Fluorescent, LED.)

UNIT-II

White Balance and Colours, Adjusting the changes in lighting, controlling out of sight lighting operations, and maintaining communications with programme staff.

UNIT-III

Coordinating activities within the lighting team during shooting , safety instructions, handling lighting equipment .

UNIT-IV

Understanding the different aspects of lighting. Identify important members of the production team and their roles & responsibilities for Lighting, film-making/photography process, light levels and mood of the production.

Suggested Readings:

1. Dunleavy, Dennis, Camera Phones Prevail: Citizen Shutterbugs and the London Bombings, 9 July, 2005,
2. Faas, Horst et. al. (ed.). Requiem: By The Photographers Who Died In Vietnam And Indochina. London: Jonathan Cape.

**Bachelor of Vocation (Photography & Journalism)
Semester-IV**

Course Code: BVPM-4314

**LIGHTING TECHNIQUES
Practical**

Practical Marks: 30

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Demonstration of Lighting equipments

Understanding the different techniques of lighting

Understand the lighting balance for different programmes

Understanding the studio lights & reflectors

Bachelor of Vocation(Photography & Journalism)
Semester-IV
Course Code: BVMD-4315

MINOR PROJECT

Course Outcomes:

- CO1:** Students will practically use the light system.
- CO2:** Students will be able to shoot with different lights.
- CO3:** Students will learn the different lighting techniques.

Bachelor of Vocation(Photography & Journalism)
Semester-IV
Course Code: BVMD-4315

MINOR PROJECT

L-T-P
0-0-4

Time: 3Hrs.
Max. Marks: 50

Practical: 40

CA: 10

Students will submit a project at the end of the semester on different lighting techniques. It can be based on studio interview program, anchoring and facing the camera with studio lights & outdoor shooting etc.

Following points should be taken care of while working on project:

1. Students can choose themselves the subject matter and scenes
2. A project can be done jointly by maximum of two students
3. Minimum of 3 minutes duration
4. Effective use of lights, focus on viewers' attention
5. Project report showcasing the stages of the project

Bachelor of Vocation(Photography & Journalism)
Semester-IV
Course Code: BVPI-4316

COMPULSORY TRAINING

Course Outcomes:

- CO1:** Students will get a chance to enhance their skill by working in the field.
- CO2:** Students will be able to understand the challenges of working in media organization.
- CO3:** Students will learn the art & craft of team work while working in the field.

**Bachelor of Vocation(Photography & Journalism)
Semester-IV**

Course Code: BVPI-4316

COMPULSORY TRAINING

L-T-P

0-0-6

Time: 3Hrs.

Max. Marks: 100

Practical :100

The student will have to attend one month compulsory training after completion of 4th

semester of course in a reputed institute related to Media Industry. On the completion of the training, each student will submit his performance report and the certificate from where he has done his compulsory training.

Bachelor of Vocation (B. Voc.) Photography & Journalism
(Semester-V)
Session-2021-22
BVPL-5311
FEATUREWRITING
(Theory)

Time: 3 Hours

Max.Marks:50

Theory: 40

C.A.:10

Course Objectives:-

- The students will be taught the basic concepts of feature writing.
- The students will be taught the process of research needed for feature writing.
- Students will be given hands-on training as to how to write a well-balanced feature

Bachelor of Vocation (B. Voc.) Photography & Journalism
(Semester-V)
Session-2021-22
BVPL-5311
FEATUREWRITING
(Theory)

Time:3Hours

Max.Marks:50
Theory:40
C.A.:10

InstructionsforthePaperSetters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

Defining a feature: What is a feature?, Difference between feature and news report, discuss various features stories published in newspapers and magazines, Elements of feature

UNIT-II

Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources: Developing focus themes and news pegs.

UNIT-III

Types of features, columns and columnists, human interest story, news features, sidebars, color stories, personalities profile, professional profiles, seasonal stories, backgrounder, fly on the wall/behind the scenes, testimony, vox-pop/expert views, opinion poll, reviews, analysis, feature syndicates.

UNIT-IV

Writing the features; gathering information; structure: title, body, transitions, closing, feature leads: summary lead, narrative lead, descriptive lead, quotation lead, combination lead, question lead, tools and techniques of writing: focus, anecdotes, description, quotations and organizing

Suggested Books:

1. TheartofFeatureWritingbyContractor.IIuned(IconPublication)
2. FeatureWritingforNewspapersbyWilliamson.DanielR.(HastingsHouse)
3. FeatureWritingbyPrassanKumar(ShriVidyaPublication)

BachelorofVocation(B.Voc.)Photography&Journalism
(Semester-V)
Session-2021-22
BVPL-5312

PHOTOEDITINGTECHNIQUES

Time: 3 Hours

Max.Marks:100

Theory:80

C.A.:20

Course Objectives

- Students will explore this immensely artistic as well as highly technical media in this unit.
- The importance of photographs, techniques and editing of photography and its applications in mass media will be made clear to them.
- Functioning of Photo editing software will be made clear to them

Bachelor of Vocation (B. Voc.) Photography & Journalism
(Semester-V)
Session-2021-22
BVPL-5312

PHOTO EDITING TECHNIQUES

Time: 3 Hours

Max. Marks: 100

Theory: 80
C.A.: 20

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

Photography, Photo Composition,
Photo Editing, Importance of Photo Editing, Cropping, Color Grading

UNIT-II

Cloning, Editing Softwares, Role of Sharpness in Photo
Editing Framing, Differentiate Between Image Resize and
resample

UNIT-III

Removing Noise and Artifacts, Formats of Pictures, How to manipulate image color depth, Histogram

UNIT-IV

Healing Brush, Level Adjustment Layer, Blending Modes, Light Room

Suggested Books:

1. The Digital Photography - Scott Kelby
2. The Photographer's Handbook - Tom
3. Digital Photography - Mukesh Srivastava

**Bachelor of Vocation (B.Voc.)Photography & Journalism
(Semester-V)**

Session-2021-22

BVPL-5313

Media Research Methodologies

(THEORY)

Time: 3 Hrs

Max. Marks: 100

Theory: 80

CA: 20

Course Objectives:

- This course will enable the students to have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.
- Students will learn about how to conduct research individually and in a group in a clear and imaginative manner.
- To make the students learn how to access, analyze and use the information by using a range of research tools for their projects

**Bachelor of Vocation (B.Voc.)Photography & Journalism
(Semester-V)
Session-2021-22
BVPL-5313
Media Research Methodologies
(THEORY)**

Time: 3 Hrs

**Max. Marks: 100
Theory: 80
CA:20**

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

Unit-I

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

Unit-II

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

Unit-III

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.
Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Participatory Observation,
Content Analysis etc. Research Report Writing.

Unit-IV

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

Suggested Readings:

1. Social Research : S.R. Vajpayee
2. Doing Your Research Project : Judith Bell
3. Research Methodology–Methods & Techniques : C.R. Kothari
4. Research Methodology in Social Sciences : Sandhu & Singh
5. Communication & Research for Management : V.P. Michael
6. Research in Mass Media : S.R. Sharma & Anil Chaturvedi
7. Research-How to Plan, Speak & Write About It : Clifford Hawkins & Marco Sorgi

Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-V)
Session-2021-22
BVPM-5314
SHOOTING TECHNIQUES AND PROCESS

Time: 3Hrs
Max. Marks: 100

Theory: 60
Practical: 20
C.A.: 20

Course Objectives:-

- The basic concepts and fundamental elements of shooting will be introduced to the students.
- The purpose of the whole exercise is to familiarize the students with the video shooting equipment and inculcate in them the creative techniques to use them.

Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-V)
Session-2021-22
BVPM-5314
SHOOTING TECHNIQUES AND PROCESS

Time: 3 Hrs
Max. Marks: 100

Theory: 60
Practical: 20
C.A.: 20

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

To know about the camera: Working with different camera, focusing, use of aperture and shutter speed, use of camera lenses, manual and automatic exposure, zoom in-zoom out, camera movements, camera angles, image resolution for final output, rule of third, depth of field.

UNIT-II

Reflectors: Basic knowledge of reflectors, types of reflectors, how to choose the reflectors, the reflectors.

Filters: Using of filters, types of filters - polarizing filter, neutral density filters, warming & cooling filters, enhancement filters, graduated color filters.

UNIT-III

Lighting: Three point of lighting techniques, Types of lights used according to the shoot. **Location:** Understand the location for shooting, indoors shoot, outdoors shoot, importance of location for shooting.

UNIT-IV

Use of Flash: Concept and nature of flash in photography, bounce flash, off camera without a trigger. **Crew:** Handling the camera and its equipments, clapperboard, use of monitor during shoot.

(Practical)

Instructions for the Examiners/Paper Setters: Practical will be taken on the basis of

- A project: a video advertisement on social awareness.
- Presentation on the given video project
- Dubbing and Mixing of audio project.

Suggested Readings:

2. The Photographer's Handbook - Tom
3. Digital Photography - Mukesh Srivastava
4. Television Production Handbook - Herbert Zettl

Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-V)
Session-2021-22
BVPM-5315
PHOTOSHOP

Time: 3 Hours
Max. Marks: 100

Theory: 60
Practical: 20
C.A.: 20

Course Objectives:-

- The basic concepts and fundamental elements of Photoshop will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the photo editing software and inculcate in them the creative techniques to use them.

Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-V)
Session-2021-22
BVPM-5315
PHOTOSHOP

Time: 3 Hours
Max. Marks: 100

Theory: 60
Practical: 20
C.A.: 20

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Understanding the Software: Photoshop

UNIT-I

Selection Tool: Marquee tool, lasso tool, quick selection tools, magic wand tool.

All Cropping Tools

Retouching Tools: Scaling, brush, patch tool, red eye tool, stamp tool, clone tool, eraser tool, background eraser tool, burn tool, dodge tool, spongetool, pencil tool, text tool.

UNIT-II

Blur Tool: Motion blur, Gaussian blur, radial blur, smart blur.

Layer: Basic layers, adjustment layers, 3D Layers.

UNIT-III

Shapes: Vector shape, pattern shapes.

Filters: Cloud, lens flare, lighting, blur, color adjustment, blend and fade, combining multiple effects with masks or duplicate images, distort, brush strokes, Stylize-diffuse, emboss, extend, find edges, glowing edges, tiles, solarize.

UNIT-IV

Images Adjustment: Levels, curves, color balance, brightness, hue/saturation, Desaturate, gradient, channel mixer.

(Practical)

Instructions for the Examiners/Paper Setters: Practical will be taken on the basis of

- Working on Photoshop with different tools, filters & viva.
- Working on at least 10 creative company logos, Photoshop banners and making project File.

Suggested Books:

2. Art & Design In Photoshop - Steve Caplin
3. The Adobe Photoshop CS6 - Scott Kelby
4. The Digital Photography Book - Scott Kelby

Bachelor of Vocation (B. Voc.) Photography & Journalism
(Semester-V)
Session 2021-22
BVPP-5316
FEATURE WRITING LAB

Time:-3Hrs
Max Marks:50

Practical:40

C.A.:10

Instructions for the Examiners/Paper Setters:
Practical will be taken on the basis of

- Assignments and File Work
 - Writing Features/Articles on personal experience.
 - 10-15 Types of features. Features not to be copied.
 - Discuss various feature stories published in newspapers and magazines
Primary and secondary sources of information, use of library and other reference material.
- 1.

Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-V)
Session 2021-22
BVPP-5317
PHOTOEDITING LAB
(Practical)

Time:-3Hrs
Max Marks:50

Practical:40

C.A.:10

Instructions for the Examiners/Paper Setters: Practical will be taken on the basis of Assignments and file work

- Editing of Photographs
- Photographs clicked by Students
- Use of editing Softwares
- Photo feature

**Bachelor of Vocation (B.Voc.)Photography & Journalism
(Semester-V)
Session 2021-22
BVPP-5318
Pilot Study
(Practical)**

Time: 3 Hrs.

Max. Marks: 50

Theory: 40

CA: 10

Each Student must conduct a pilot study on any aspect of media and submit the research report at the end of the semester. The study can be conducted in any of the following areas for example:

1. Media: Advantages and Disadvantages
2. Popular Newspaper
3. Popular TV Channel
4. Favourite Radio Programme
5. Favourite Ad
6. Social Media: Advantages and Disadvantages

**Bachelor of Vocation (B. Voc.) Photography & Journalism
(Semester-VI)
Session2021-22
BVPL-6311
VIDEO PRODUCTION**

Time:3Hours

**Max.Marks:100
Theory:80C.A.:20**

Course Objectives:-

- The basic concepts and fundamental elements of Video Production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the video production equipment and inculcate in them the creative techniques to use them.
- The concept of Editing and its practical aspect will also be taught to the students

Bachelor of Vocation (B. Voc.) Photography & Journalism
(Semester-VI)
Session 2021-22
BVPL-6311
VIDEO PRODUCTION

Time: 3 Hours

Max. Marks: 100
Theory: 80 C.A.: 20

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

Requirement For Production: Director of photographs & camera crew, hiring crew members & shortlist and selecting the appropriate crew, shooting schedule, creative and technical requirements of production, carry out and lineage the locations

UNIT-II

Camera: Nature and scope of camera, three stages of production, recruit camera team, concepts of operating the camera, prepare for shoots, multicamera shoot, understanding of framing, various shooting medium (digital/tape/film), gibs, jimmy jib, lenses, dolly, light meters, camera accessories .

UNIT-III

Editing: Understand the concept of video editing, vfx, sfx, softwares of video editing, online editing, offline editing, rule of editing.

UNIT-IV

Types of editing - cut to cut, a/b roll, assembly and insert editing, color balancing, mixing, formats of video and audio, capturing the footage.

Suggested Books:

1. Television Production Handbook - Herbert Zettl
2. Video Production Handbook - Gerald Millerson
3. Videoproduction - Vasuki Belavadi

**Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-VI)
Session 2021-22
BVPL-6312
VIDEO EDITING**

Time: 3 Hours

Max. Marks: 100

Theory: 80

C.A.: 20

Course Objectives:-

- The basic concepts and fundamental elements of Video Editing will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the video editing software and inculcate in them the creative techniques to use them.
- The concept of Editing and its practical aspect will also be taught to them.

**Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-VI)
Session 2021-22
BVPL-6312
VIDEO EDITING**

Time: 3 Hours

Max. Marks: 100

Theory: 80

C.A.:20

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

Editing: Assemble and insert recording, preparing the edit maker , making work tapes and other dubs, bars and tone, play and record settings

UNIT-II

Offline editing: Making an edit, marking edit points, making changes, change after an edit is recorded, audio edits, EDL's.

Online Editing: Computer editing system, online editing software's, Control tracked editing system, list cleaning, nonlinear editing (offline and online).

UNIT-III

Components of a nonlinear editing system: the capture card, storage, monitors, picture quality and storage space, digitalizing and logging clips, adjusting audio and video during capture.

UNIT-IV

Basic effects: titles and graphics, digital video effects, motion effects, sound effects, tape dropout, filters, file formats: jpeg, QuickTime, Tiff, BMP and other.

Suggested Reading:

1. The Technique of Film and Video Editing: History, Theory, and Practice- Ken Dancyger
2. Digital Video Editing Fundamentals- Wallace Jackson

**Bachelor of Vocation (B. Voc.) Photography & Journalism
(Semester-VI)
Session2021-22
BVPL-6313
ONSET PRODUCTION PROCESS-I**

**Time: 3 Hours
Max.Marks:100**

**Theory: 80
C.A.:20**

Course Objectives:-

- The basic concepts and fundamental elements of Production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the onset video and audio production process.

**Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-VI)
Session2021-22
BVPL-6313
ONSET PRODUCTION PROCESS-I**

**Time:3Hours
Max.Marks:100**

**Theory:80
C.A.:20**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

Script Editing: Understand a detail of the concept, adapt the script to production requirements, manage the relationship between scriptwriter and producer.

UNIT-II

Propping The Set: Estimate props requirement, procure props, transport and store props, dress set prior to shoot, manage continuity of items.

UNIT-III

Graphics Requirement: Understanding animation requirements, conceptualizing creative ideas for production, plan tools and workflow, Visual effects.

UNIT-IV

Creative Brief: Script briefing, direction briefing, casting output, channel communication, producers meeting, locking the team.

Live on set Direction: Evaluate production concepts and ideas, conceptualize the creative vision, presentation of product, communicate requirements to the team, direct the production process, direct the post-production process.

Suggested Books:

1. Television Production - Jim Owens
2. The Complete Film Production Handbook - Eve Light Honthaner
3. 3D Animation Essentials - Andy Beane

Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-VI)
Session 2021-22
BVPM-6314
ONSET PRODUCTION PROCESS-II

Time: 3 Hours
Max.Marks:100

Theory: 60
Practical: 20
C.A.20

Course Objectives:-

- The basic concepts and fundamental elements of Onset Production will be introduced to the students.
- The purpose of the whole exercise is to familiarize the students with the different video & audio equipments.
- The concept of Editing and its practical aspect will also be taught to the students

Bachelor of Vocation (B.Voc.) Photography & Journalism

(Semester-VI)

Session 2021-22

BVPM-6314

ONSET PRODUCTION PROCESS-II

Time: 3 Hours

Max. Marks: 100

Theory: 60

Practical: 20

C.A. 20

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

Aspects of production: Record keeping, Shot logger, line scripting, wardrobe, makeup and set, Prompters and cue cards.

UNIT-II

Film formats: Super 8, 35mm, large formats, Sound recording for film, Chroma key, Camera Monitor
or

UNIT-III

Timecode, Comparison of all video formats, VHS and Super VHS, Betacam

UNIT-IV

DV, DV cam and DVC pro, HDTV, Capture, post production and distribution.

Practical: Students will prepare a short film of 3-5 minutes duration.

Suggested Readings:

1. Digital Video Camera work - Peter Ward
2. Video Field Production and Editing - Ronald Compesi

Bachelor of Vocation (B.Voc.) Photography & Journalism

(Semester-VI)

Session 2021-22

BVPP-6316

Video Editing Lab

Max.Marks:50

Practical:40

C.A.:10

Video Editing Process and Types

Use of Sound effects, Special effects

Transition

Super Imposition

Different softwares for video Editing

Bachelor of Vocation (B.Voc.) Photography & Journalism

(Semester-VI)

Session 2021-22

BVPP-6316

Production Lab

Max.Marks:50

Practical:40

C.A.:10

News Production Packaging- Anchor Link, VO-Video Footage, Piece to Camera
Etc.

Ads Production Documentary Tele-films

Short Film

Walk the Talk Discussion based shows Celebrity Interview

**Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-VI)
Session 2021-22
BVPI-6317
VIDEO PROJECT**

Max. Marks: 50

Practical: 40

C.A.: 10

Instructions for the Examiners:

This Project will consist of
40 marks and candidate has to make Project on video production.

Bachelor of Vocation (B.Voc.) Photography & Journalism
(Semester-VI)
Session 2021-22
BVPD-6318
COMPULSORY TRAINING

Max.Marks:100

Instructions for the Examiners:

- Compulsory industrial training for 45 days in reputed Media institutions (TV/Radio/webchannels, News Channel/PR Company etc).
- Essential to submit training report, along with a copy of certificate