

Nagindas Khandwala College



**Revised Syllabus
And
Question Paper Pattern
Of Course
Of
Bachelor of Mass Media (BMM) Programme
(Department Of Mass Media) Second Year
*Semester III***

Under Autonomy

***(To be implemented from Academic Year- 2017-
2018)***

Bachelor of Mass Media (BMM) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

SYBMM

(To be implemented from Academic Year- 2017-2018)

SYBMM – SEMESTER III							
Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1631UMMMS	Core: Media Studies	3	2 ^{1/2} Hours	25	75	100	3
1632UMMUC	Core: Understanding Cinema	3	2 ^{1/2} Hours	25	75	100	3
1633UMMCW	Core: Creative Writing	3	2 ^{1/2} Hours	25	75	100	3
1634UMMPR	Core: Public Relations	3	2 ^{1/2} Hours	25	75	100	3
1635UMMCS	Core: Cultural Studies	3	2 ^{1/2} Hours	25	75	100	3
1636UMMAC	DSC Allied: Advanced Computers	3	2 ^{1/2} Hours	25	75	100	3
	TOTAL	21					18

Course Code	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1631UMMMS	Core: Media Studies	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	Relevance of Media Studies
	<ul style="list-style-type: none"> • Media Studies in Contemporary Times • Historical perspectives to media studies
2	The Mid-20th Century Media Evolution Theory
	<ul style="list-style-type: none"> • Agenda Setting • Uses and Gratification • Two Step How • Mc. Luhan – Medhini is the message • Foucault – Power & Authority • Propaganda Model
3	Media and Globalisation
	<ul style="list-style-type: none"> • Division and contradiction in the Global Information Infrastructure • Racist Ideologies and the Media (Stuart Ha) • Media and Diaspora • New Media Theory • Cognitive Theory
4	Media and its commercial Impact
	<ul style="list-style-type: none"> • Advertising Magazine Culture and the new man • Trends in Media • Feminist Strategies of Detection • Media Power and Political Culture
5	Constituents of Media
	<ul style="list-style-type: none"> • Language • Religion • Discourse • Technology

6	Challenges to contemporary Media
	<ul style="list-style-type: none"> • Media and Consumerism • Intellectual Property and New Media • Young people as consumers of Advertising Art.
7	Digital Media
	<ul style="list-style-type: none"> • Understanding Digital Media • Principles and Key concepts of Digital Media • Evolution of the Internet

Reference Books

Media Studies

- *Media Studies – Eoin Devereux - Media & Diaspora Pg. 363 and 369. - Media Power and Political Culture – Four factors of change pg. 216*
- *Paul F. Lazarfeld, 'Remarks on Administrative and Critical Communications Research' Studies in Philosophy and Social Change P 2-16*
- *Marshall McLuhan – Understanding Media: the extension of man p8 11 & 15-21, 31-3, 68-9*
- *Norman Faciclough – Media Discourse pg.53-74*
- *M.E. Brown (ed) Television and Women's Culture P.117 – 33.*
- *R.C. Aven (ed.) Channels of Discourse Reanimbled P.327-51.*
- *Joke – Cultural Studies (1993) P.493-506.*
- *S. Nixon, Hard books – Masculinities, Spectatorship and Contemporary consumption P.103, 116-22, 131-37, 143-44.*
- *Television and Post Modernism, Jim Collins, media studies – A Reader (ed) Paul Marris & Sui Thomham (Edinburgh University Press).*
- *New Technologies and Domestic Consumption – Eric Hersch (same as no.9) 11. M. Nava, changing cultures : Feminism, Youth and Consumerism P. 171-82.*

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1632UMMUC	Core: Understanding Cinema	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	History of Cinema with emphasis on Indian cinema from Black & White to Digital. Hollywood to present Bollywood.
2	Different Genres in cinema
3	Discussion on Award winning Indian regional films and film maker.
4	Different film-makers and their films
5	Film formats – Documentary, Corporate film, Ad-film, Show-reel, Short film, Trailers, etc.
6	Contribution of Hindi Cinema to Indian cinema – trends to technology.
7	Understanding the Business of Cinema from Financing, Production, Distribution, Exhibition, Branding, Promotion, Corporatization and Marketing of Films.
8	Trade bodies & their importance – IFTDA, SWA, FMJC, WICA etc.

Reference Books

Understanding Cinema

Recommended films for the Library:

- *Citizen Kane* (1941) by Orson Welles
- *I am 100 Years Young* by Films Division
- *Bicycle Thieves* (1948) by Vittorio De Sica
- *Do BeeghaZameen* (1953)
- *Lajwanti* (1958)
- *ApurSansar* (1959)
- *Mughal-e-Azam* (1960)
- *EkKeBaadEk* (1960)
- *Sharabi* (1964)
- *Maqbool* (2003)
- *Amu* (2005)
- *1984 – A Sikh story* (2010)

Reference Books

- *Complete Filmography of All Films* by RajendraOjha
- *The Magic of Bollywood Screenplay Writing* by Govind Sharma
- *National Award Winners* by Screen World Publication
- *Golden Sojourn in Bollywood Wonderland*
- *The Memoirs of a Movie Maverick*
- *Madhusudan's Basic Technique of Making Movies*
- *Teach yourself film Making – Bookpoint Ltd.*

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1633UMMCW	Core: Creative Writing	3	2 ^{1/2} Hours	25	75	100	3

Sr.No.	Modules / Units
1	A Brief Introduction to Creative Writing
	<ul style="list-style-type: none"> Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews Introduction to famous short story writers and their work: Ruskin Bond, Jhumpa Lahiri, R K Narayan Explain formal structure of the short story: (06 sessions) <ul style="list-style-type: none"> a. Theme b. Plot c. Character d. Point of view e. Setting Analyse some short stories, preferably contemporary, on the basis of each of these formal aspects.
2	Formal aspects of Poetry
	<ul style="list-style-type: none"> Theme Diction Tone Imagery Symbolism Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia analyse some poems, on the basis of each of these formal aspects.
3	Formal aspects of Drama: Examples of Shakespeare's works
	<ul style="list-style-type: none"> Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee Theme Plot Character Dialogue These are to be discussed with special reference to

	<ul style="list-style-type: none"> a. The storyboard b. The two-column script c. Interactive scripts d. Narration scripts in the screenplay format
4	Writing for the internet, with special reference to
	<ul style="list-style-type: none"> • Alerts- Why every news media house now prefers to have alerts sent straight to your mobile phone • Blogs- Importance of having personal space online, since space is not a constraint on internet, unlike other forms of communication • News on the net- Quick, vast reserve, easily accessible, no constraint of space, being some of the reasons why news on internet has slowly started taking over other forms of media

Reference Books (Suggested Readings)
Creative Writing
<ul style="list-style-type: none"> • Arco, Peterson, S. <i>How to write short stories. Peterson's, 2002.</i> • Axelrod, R.B. et al. <i>The St. Martin's Guide to Writing: Instructor's Resource Manual. New York: St. Martin's Press, 1994.</i> • Bell, Julia. Editor. <i>The Creative Writing Course book: 40 Authors share Advice and Exercises for Fiction and Poetry. Pan, Macmillan, 2001.</i> • Brooks, Cleanth & Robert Penn Warren. Eds <i>Understanding Poetry, Fourth Edition, Holt, Rinehart and Winston. 1976.</i> • Ciardi, J. and M. Williams. <i>How does a poem mean? Boston: Houghton Mifflin Co., 1959, 1975.</i> • DevAnjana, Anuradha Marwah and Swati Paul (eds), <i>Creative Writing: A Manual for Beginners. Delhi: Pearson, 2008</i> • Gardner, John. <i>The Art of Fiction: Notes on Craft for Young Writers. Vintage Books, 1991.</i> • Grenville, Kate. <i>The writing book: A workbook for Fiction Writers. Allen and Unwin, 1999.</i> • Kanar, Carol. <i>The confident Writer: Instructor's Edition. Boston: Houghton Mifflin Co., 1998.</i> • Kness, Nancy. <i>Beginnings, Middles and Ends (The Elements of Fiction Writing).</i> • McCrimmon, James M. <i>Writing with a Purpose. Boston: Houghton Mifflin Co., 1980.</i> • Muller, Gilbert H. & John A Williams. <i>The McGraw-Hill Introduction to Literature. Second Edition, McGraw-Hill, Inc. 1995.</i> • Ritter, Robert, M. Editor. <i>The Oxford Dictionary for Writers and Editors. OUP, 2000.</i> • Roberts, Edgar, V. <i>Writing Themes about Literature. New Jersey: Prentice Hall Inc. 1982.</i> • Singleton, John and M. Luckhurst. Eds. <i>The Creative Writing Handbook. Plagrave, Macmillan, 1999.</i> • Sova, Dawn, B. <i>How to write articles for Newspapers and Magazines. Peterson's, 2002.</i> • <i>Books on Script Writing</i> • (retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting) • <i>Publication details available on website</i> • <i>The Complete Book of Scriptwriting by J. Michael Straczynski</i> • <i>Successful Scriptwriting by Jurgen Wolff</i> • <i>Successful Scriptwriting by Kerry Cox</i> • <i>Writers on Comics Scriptwriting, Vol.2 by Andrew Kardon</i> • <i>Film Scriptwriting, Second Edition: A Practical Manual by Dwight V Swain</i> • <i>Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules by Ken Dancyger</i> • <i>Trip to Quiapo: Scriptwriting Manual Ni Ricky Lee by Ricky Lee</i>

- *Alternative Scriptwriting: Writing Beyond the Rules* by Ken Dancyger
- *Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition* by John Morley
- *Global Scriptwriting* by Ken Dancyger
- *Alternative Scriptwriting* by John Greyson
- *Radio Scriptwriting* by Sam Boardman-Jacobs
- *Basics Animation: Scriptwriting (Basics Animation)* by Paul Wells *The Complete Book of Scriptwriting* by J. Michael Straczynski
- *Successful Scriptwriting* by Jurgen Wolff
- *Successful Scriptwriting* by Kerry Cox
- *Writers on Comics Scriptwriting, Vol.2* by Andrew Kardon
- *Film Scriptwriting, Second Edition: A Practical Manual* by Dwight V Swain
- *Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules* by Ken Dancyger
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- *Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition* by John Morley
- *Global Scriptwriting* by Ken Dancyger
- *Alternative Scriptwriting* by John Greyson
- *Radio Scriptwriting* by Sam Boardman-Jacobs
- *Basics Animation: Scriptwriting (Basics Animation)* by Paul Wells *The Scriptwriting Pack* by Ross Smith
- *How to Make Money Scriptwriting* by Julian Friedmann
- *Scriptwriting for Effective Telemarketing* by Judy Mckee
- *Alternative Scriptwriting 2nd Edition* by Ken Dancyger
- *Scriptwriting for Animation (Media Manuals)* by Stan Hayward
- *Scriptwriting for the Screen* by Charlie Moritz
- *Scriptwriting Updated* by Linda Aronson
- *Screen Adaptation : A Scriptwriting Handbook, 2nd Edition* by Kenneth Portnoy
- *Scriptwriting for the Screen (Media Skills)* by Charlie Moritz
- *Alternative Scriptwriting, 3rd Edition – Successfully Breaking the Rules* by Ken Dancyger
- *The Complete Book of Scriptwriting* by J. Michael Straczynski
- *Complete Book of Scriptwriting Rev Edition* by J. Michael Straczynski
- *Humbridge: an Everyday Story of Scriptwriting Folk* by Anthony Parkin
- *Writers on Comics Scriptwriting Volume 2* by Tom Root *Writing Comedy : A Guide to Scriptwriting for TV , Radios, Film and Stage* by Ronald Wolfe
- *Gardner’s Guide to Animation Scriptwriting : The Writer’s Road Map (Gardner’s Guide series)* by Marilyn Webber
- *Video Scriptwriting : How to Write for the \$4 Billion Commercial Video Market* by Barry Hampe
- *Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering, Factual Information, First Edition* by John Morley.
- *Aristotle in Hollywood: Visual Stories That Work (Studies in Scriptwriting)* by Ari Hiltunen
- *An introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres* by Robert B. Musburger, PhD
- *The Corporate Scriptwriting Book: A Step-by-Step Guide to Writing Business Films, Videotapes, & Slide Shows* by Donna Matrazzo. *Teaching Scriptwriting, Screenplays and Storyboards for Film and TV Production (Bfi Teaching Film and Media Studies)* by Mark Readman

Books on Screenplay Writing

- *(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)*
- *Publication details available on website*
- *Screenplay : The Foundations of Screenwriting by Syd Field*
- *Writing the Character-Centered Screenplay by Andrew Horton*
- *Writing Your Screenplay by Lisa Dethridge*
- *500 Ways to Beat the Hollywood Script Reader : Writing the Screenplay the Reader Will Recommend by Jennifer Lerch*
- *How to write a selling screenplay : a step-by-step approach to developing your story and writing your screenplay by Christopher Keane*
- *Screenplay Workbook: The Writing Before the Writing by Jeremy Robinson*
- *Screenplay: Writing the Picture by Robin U. Russin*
- *The Writer's Guide to Writing Your Screenplay: How to write Great Screenplays for movies and Television by Cynthia Whitcomb*
- *Writing the romantic comedy : how to craft a screenplay that will sell by Billy Mernit*
- *Laughing Out Loud: Writing the Comedy-Centered Screenplay by Andrew Horton*
- *Writing the Character-Centered Screenplay, Updated and Expanded edition by Andrew Horton*
- *The Perfect Screenplay: Writing It and Selling It by Katherine Herbert*
- *Writing the Screenplay: TV and Film, 2/E by Alan A. Armer*
- *The Everything Creative Writing Book : All You Need to Know to Write a Novel Play, Short Story, Screenplay, Poem, or Art by Carol Whiteley*
- *The 3rd Act : Writing a Great Ending to Your Screenplay by Drew Yanno*
- *Writing a Screenplay by John Costello*
- *The Technique of Screenplay Writing by Eugene Vale*
- *Writing bestselling true crime and suspense stories : break into the exciting and profitable field of book, screenplay, and tele by Tom Byrnes*
- *General Writing*
- *Writer's Digest*
- *NoviceWriters.net*
- *Writing Fix*
- *Writer's FM*
- *Writing Prompts*
- *The Story Starter*
- *CreativeWritingPrompts.com*
- *Fifteen Minutes of Fiction*
- *Imagination Prompt Generator*
- *Bonnie's Online Story Spinner*
- *Writing Mechanics*
- *Grammar Girl*
- *SparkNotes Searchable Database*
- *The Owl*
- *Web English Teacher*
- *AutoCrit Editing, Wizard*
- *Getting Published*
- *First Writer*
- *Agent Query*
- *Literary Marketplace*
- *Duotrope's Digest*
- *Funds for Writers*

Additional:

- *40 of the Best Websites for Young Writers*
- *The Ultimate Writers Guide to improving Your Blogging Skills*
- *www.museindia.com*
- *www.languageinindia.com*

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1634UMMPR	Core: Introduction to Public Relations	3	2^{1/2} Hours	25	75	100	3

Sr.No.	Modules / Units
1	Definition of Public Relations
	<ul style="list-style-type: none"> • Nature • Scope • Stakeholders –Objectives and functions of PR. • Skills needed to be a PR professional.
2	PR - Propaganda
	<ul style="list-style-type: none"> • Distinction between the two. • Public opinion and Publicity.
3	PR & Marketing
	<ul style="list-style-type: none"> • PR & Advertising-The differences between the two. To be taught with relevant case studies. • Using advertising for PR communications • R & Branding. • PR as a tool to build brands.
4	Internal and external PR
	<ul style="list-style-type: none"> • Focus on Corporate communication
5	Corporate Image management
	<ul style="list-style-type: none"> • PR of Retailers, Non profit organizations. • PR and movie promotions. Case studies of Hollywood and Bollywood movie promotions may be used. • Role of PR in politics. PR for political candidates.

6	PR Tools-Building effective media relations
	<ul style="list-style-type: none"> • Media Tools-Press release, Press conference etc. Publicity in TV and radio. • How to be effective in tv interview. • Non Media-Seminars, exhibitions ,trade fairs,sponsorships etc
7	PR process with emphasis on developing a PR Campaign.
	<ul style="list-style-type: none"> • The RPCE model. • Content development in PR • Development of profile: Company/individual • Drafting a pitch note/proposal/Writing for social media
8	New age PR: Digital PR
	<ul style="list-style-type: none"> • To be taught with contemporary case studies.
9	Crisis communication (With case studies)
	<ul style="list-style-type: none"> • Preparing a crisis plan • Handling a crisis • Guidelines for sensitive interviews
10	Social responsibility and PR(With case studies)
11	Ethics in PR. Code of conduct.(With case studies)

Reference Books
Introduction to Public Relations
<ul style="list-style-type: none"> • <i>PR Management in media and journalism</i>,JagdishVachani,Kanishka Publishers. • <i>Effective PR and Media Strategy</i>.NarasimhaReddy,CV.PHLLearningPVT Ltd • <i>Principles of Public Opinion</i>.RayuduCS,Balan,KR.HimalayanPublishingHouse • <i>Handbook of PR &Communication</i>.Edited-Philip Lesley.Jaico publishing House • <i>Excellence in Public Relations and Communication Management</i>- James E. Grunig, David M. Dozier,WilliamP.Ehling, Larissa A.Grunig, Fred • C. Repper, JonWhite; Lawrence ErlbaumAssociates. • <i>Crisis Communications: A Casebook Approach</i>- KathleenFearn-Banks; Lawrence ErlbaumAssociates.

- *Strategic Planning for Public Relations - Ronald D. Apr Smith; Lawrence Erlbaum Associates.*
- *Corporate Public Relations: A New Historical Perspective - Marvin N.Olasky ;Lawrence Erlbaum Associates.*
- *Public Relations Writing: Principles in Practice - Donald Treadwell, Jill B.Treadwell; Sage Publications.*
- *Media Writing: Print, Broadcast,andPublicRelations - W. Richard Whitaker, Janet E. Ramsey, RonaldD. Smith; Lawrence Erlbaum Associates.*
- *New media and publicrelations - Sandra C. Duhé; Peter Lang.*
- *Online Public Relations - David Phillips, Philip Young; Kogan Page*
- *Effective Public Relations - ScottCutlip,AllenCenter and GlenBroom; Pearson Education.*
- *PR and Media Relations - Dr. G.C. Banik;JaicoPublishingHouse.*
- *Public Relation techniques that work - JimDunn; Crest Publishing House.*
- *Principles of Public Relations - C.S. Rayuduand K.R. Balan; Himalaya Publishers.*
- *Public Relations for your business - Frank Jefkins; Jaico Publishing House.*
- *The fall of advertising and the rise of PR - Al Ries, Laura Ries; Harper Collins.*
- *Public Relations :Theprofession and the practice - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education.*
- *A Handbook of Public Relations and Communication - Lesly Philip; McGraw Hill Education.*
- *This is PR – The realities of Public Relation - Newsom, Turk*
- **Website**
- *<https://political-public-relations.com>*

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1635UMMCS	Core: Introduction to Cultural Studies	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	Introduction to cultural studies
	<ul style="list-style-type: none"> • Evolution, Need and significance of cultural studies <ul style="list-style-type: none"> a. Concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers , subjectivity and Identity • Theories and its relevance in media <ul style="list-style-type: none"> a. Diffusionism- Kroeber b. Cultural materialism- Raymond Willams c. Functionalism- Malinowski, and R. Brown d. Social interaction- G.H.Mead and Cooley e. Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall f. Culture and industry – John Fiske • Theories on comparing culture and describing cultural differences <ul style="list-style-type: none"> a. Hofstede’s Dimension Study Power Distance, Individualism vs. Collectivism, Uncertainty Avoidance, Masculinity versus Femininity) b. The Globe study c. Cultural Dimensions of Trompenaar
2	Factors of Cultural Construction
	<ul style="list-style-type: none"> • Construction of culture <ul style="list-style-type: none"> a. Social b. Economic c. Political d. Religion e. Technology • Re- representation and media culture <ul style="list-style-type: none"> a. Language b. Gender c. Race d. Class

	<ul style="list-style-type: none"> e. Ethnicity f. Kinship and terminology
3	Globalisation and cultural studies
	<ul style="list-style-type: none"> • Popular culture- trends, transformation and its impact on society • Commodification of culture and its impact on lifestyle • Changing values, ideologies and its relevance in the contemporary society • Global flow of investment, Knowledge, cultural goods, globalization, globalization and power • Globalization and multiculturalism, homogenization and fragmentation • Cultural liberty in diverse world and Global Inequalities • Digital media culture
4	Cultural expressions and media
	<ul style="list-style-type: none"> • Oral traditions- folklore • Fashions and fad • Cuisine • Festivals • Sports • Art and Architecture • Tourism

Reference Books
Introduction to Cultural Studies
<ul style="list-style-type: none"> • <i>Chris Baker, Theory and Cultural Studies, Sage Publication, 2003</i> • <i>Pramod Nair, Introduction to Cultural Studies' Viva Books, 2011.</i> • <i>Keesing Roger and Strathern Andrew, Cultural Anthropology-A Contemporary Perspective, Harcourt Brace, 1998</i> • <i>Nanda and Warms, Cultural Anthropology, Wadsworth, 2002.</i> • <i>S.L. Joshi and P.C.Jain, Social Anthropology, Rawat Publications, 2001</i>

Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1636UMMAC	DSC Allied: Advance Computers	3	2 ^{1/2} Hours	25	75	100	3

Sr.No.	Modules / Units
1	Basics Of Animation
	<ul style="list-style-type: none"> • Understanding Animation (Adobe Flash CS6 to be used). • Working with Fills and Outline, Layers and Pen tool. • Understanding Layers and Symbols. • Working with Text and Mask Layers. • Creating Frame by Frame Animation. • Motion Tweening and Motion Editor. • Classic tweening and Shape tweening. • Working with Sound and Video and Publishing a Movie.
2	HTML 5, Dreamweaver with CSS
	<ul style="list-style-type: none"> • Introduction to the Web. • Introduction to HTML5. • Formatting Text Using Tags. • Creating Hyperlinks and Anchors. • Introduction to CSS3. • Formatting Using Style Sheets. • Displaying Graphics. • HTML5 Audio and Video. • Getting Started with Web Designing (Dreamweaver CS 6 to be used). • Working with Lists, Tables, Links and Frames. Forms, CSS. • Working with Multimedia Objects.
3	Basics Of Audio / Video Editing
	<ul style="list-style-type: none"> • In Introduction to Audio Editing. • Starting with Sound Forge. • Audio Editing. • Saving and Exporting • Introduction to Digital Video Editing. • Starting with Adobe Premiere Pro CS6. • Video Editing. • Animating, Effects, Transitions and Exporting Video. • Working with Audio. • Creating Titles and Superimposing. • Previewing & Rendering Output.

4	Basics Of 3D Animation
	<ul style="list-style-type: none">• 3D Overview.• Working with Objects.• Transforming and Grouping.• Shapes and Modifiers.• Compound Objects.

Distribution of Marks for Continuous Internal Examination (CIE)

Evaluation Process	Marks
Class test (20 marks converted to 10 marks)	10
Project, Presentation, Assignment (10 marks)	10
Active Class Participation and Attendance	05
Total	25

Internal Question Paper Pattern

Q.No.1	State True or False/ Fill in the Blanks / Match the Column	5 Marks
Q.No.2	Answer in one sentence 5x1	5 Marks
Q.No.3	Answer any two out of given three. a) b) c)	10marks

Paper Patten for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
Q2. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question	15 Marks
Q3. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q4. A	Full Length Question	15 Marks
Q4. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q5	Short Note (Any 3 out of 5)	15 Marks

Note:

1. The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.