BACHELOR OF MULTIMEDIA COMMUNICATION:
(CCSSUG) under school of distance education/private mode
REGULATIONS, SCHEME AND SYLLABI

1. The Need

Information technology has brought about phenomenal changes in human communication systems. Today, messages are produced differently to be delivered through a host of newer media that are far richer than their traditional cousins in their formats, domains, access mode and information-carrying capacity. Generally referred to as "multimedia products", these have become the most valued communication vehicles for sectors such as social services, commerce, industry, health care, education, governance and entertainment. Thereby, the demand for trained personnel to produce multimedia products has increased several folds. To cater to this demand, there is a need to restructure the undergraduate programme in multimedia communication under the Choice based Credit and Semester System (CCSS) being introduced by the University of Calicut from 2009-'10 academic year.

2. Objective

The restructured undergraduate programme called as Bachelor of Multimedia Communication (BMMC) is designed to equip students in the art and craft of multimedia production so as to enable them to emerge as thoroughbred professionals matching the manpower needs of the fast growing multimedia industry. Towards this end, the Programme besides providing for a good grounding in the theory of the core as well as complementary areas, enhances the scope for practical training in the core areas of multimedia productions.

3. Course Duration

The Programmes shall be of six semesters spread across three years.

4. Eligibility for Admission

Candidates who have passed Pre-degree/Pre-university/Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the BMMC programme. Relaxation of 5% marks will be allowed to candidates belonging to socially and educationally backward communities as referred to by Govt. of Kerala. SC/ST candidates need have only a pass in their qualifying degree

examinations. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the marks sheets of the qualifying examination on or before the date prescribed for admission.

4.1. Admission Criteria

Admission to the Programme shall be based on the marks secured by candidates in the qualifying examinations. Candidates who have diploma/certificate courses in multimedia/computer/IT/fine arts will be given weightage as indicated below provided they produce relevant certificates.

1. Diploma in computer/IT/Fine arts subjects of 10 months duration or more 5 marks

2. Certificate/short term courses in IT/compler/Fine arts subjects   3 marks

Candidates will be given weightage in only one of the categories, whichever is highest. To earn weightage candidates should produce relevant certificates.

4.2   Course Requirements

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-end examinations. The University can however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

4.3   Assessment and Examinations

Students shall be assessed continuously through theory/practical assignments by their faculty. There shall also be semester-end examinations as notified by the University. The duration of semester-end examination shall be of 3 hours for both theory and practical components. While theory component evaluation will be carried out by external examiners, the practical and projects will be evaluated by two examiners – one external and one internal as nominated by the University. In other matters of external evaluation, the clauses 9.3, 9.4 and 9.5 of the Regulations of the CCSS (UG) approved by the University will be applicable.

4.4   Grading of Successful Candidates

The Regulations of the CCSS (UG) shall be followed in grading students in continuous internal evaluation and in the semester-end examinations. Based on their performance in the internal and external examinations put together, the

students will be graded from Grade A to E as stipulated in Clause 10.1 of the University approved Regulations of the CCSS (UG). The candidates failing to secure the minimum grade for a course in the semester-end examinations will be permitted to reappear along with the next batch. There shall not be any chance for improvement for internal assessment grade.

4.5.   Other Regulations

In all other matters regarding the regulations of the BMMC programme which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CCSS (UG) will be applicable.

5.0 Courses of Study and Scheme of Examinations

The BMMC Programme is structured to provide a sound grounding in theoretical and practical areas of multimedia. The courses and the scheme of assessment are as follows.

Semester/Courses of Study and Scheme of Examinations

Code and Courses	Course Title	Hours per Week	Credit	Marks				
				Continuous Assessment			Semester end Exam	
				Class Test	Atten-dance	Seminar/ Practical	Theory	Practical
BMMA 01 Common Course 1	Communication Skills in English	5	3	10	5	10	75	
BMMA 02 Common Course 2	Critical Reasoning, Writing and Presentation	5	3	10	5	10	75	
BMMA 06 Common Course 3	History and Philosophy of Science	5	4	10	5	10	75	
BMMB 01 Core Course 1	Introduction to Communication	5	4	10	5	10	75	
BMMC 01 Complementary Course 1	Writing Good English	5	4	10	5	20	75	

Semester II Courses of Study and Scheme of Examinations

Code and Courses	Course Title	Hours per Week	Credit	Marks				
				Continuous Assessment			Semester and Exam	
				Class Test	Atten-dance	Seminar/ Practical	Theory	Practical
BMMA 04 Common Course 4	Readings on Indian Constitution, Secularism & Sustainable Environment	5	4	10	5	10	75	
BMMA 05 Common Course 5	Literature and Contemporary issues	5	4	10	5	10	75	
BMMA 10 Common Course 6	Culture and Civilization	5	4	10	5	10	75	
BMMB 02 Core Course 2	Communication Media	5	4	10	5	10	75	
BMMC 02 Complementary Course 2	Introduction to Cinema	5	4	10	5	10	75	

Semester III Courses of Study and Scheme of Examinations

Code and Courses	Course Title	Hours per Week	Credit	Marks				
				Continuous Assessment			Semester and Exam	
				Class Test	Atten-dance	Seminar/ Practical	Theory	Practical
BMMA 07 Common Course 12	General Informatics	5	4	10	5	10	75	
BMMA 08 Common Course 13	Basic Numerical Skills	5	4	10	5	10	75	
BMMB 03 Core Course 3	Introduction to Computer	5	4	10	5	10	50	25
BMMC 04 Core Course 4	Media Publishing	5	4	10	5	10	50	25

BMMC03 Complementary Course 3	Photo Journalism	5	4	10	5	10	50	25

Semester IV Courses of Study and Scheme of Examinations

Code and Courses	Course Title	Hours per Week	Credit	Marks				
				Continuous Assessment			Semester and Exam	
				Class Test	Atten-dance	Seminar/ Practical	Theory	Practical
BMMA 12 Common Course 11	Basics of Business and Management	5	4	10	5	10	75	
BMMA 13 Common Course 14	Entrepreneurship Development	5	4	10	5	10	75	
BMMB 05 Common Course 5	Computer Graphics	5	4	10	5	10	50	25
BMMB 06 Core Course 6	Creativity and Design Skills	5	4	10	5	10	50	25
BMMC 04 Complementary Course 4	Advertising	5	4	10	5	10	50	25

Semester V Courses of Study and Scheme of Examinations

Code and Courses	Course Title	Hours per Week	Credit	Marks				
				Continuous Assessment			Semester and Exam	
				Class Test	Atten-dance	Seminar/ Practical	Theory	Practical
BMMA 07 Core Course 7	Scripting for Media	5	4	10	5	10	75	
BMMB 08 Core Course 8	Audio Recording and Editing	5	4	10	5	10	50	25
BMMB 09 Core Course 9	Video Recording and Editing	5	4	10	5	10	50	25
BMMB 10 Core Course 10	Web Media	5	4	10	5	10	50	25
BAMM 11 Core Course 11	Audio & Video Editing Project	2	2					100
BMMD 01 Open Course (for other students)	Introduction to Multimedia	3	4	10	5	10	50	25

Semester VI Courses of Study and Scheme of Examinations

Code and Courses	Course Title	Hours per Week	Credit	Marks				
				Continuous Assessment			Semester and Exam	
				Class Test	Atten-dance	Seminar/ Practical	Theory	Practical
BMMA 12 Cor Course 12	Multimedia Designing and Authoring	5	4	10	5	10	50	25
BAM 13 Cor Course 13	Modelling and Animation	5	4	10	5	10	50	25
BMMB 14 Core Course 14	Electronic Media Production	5	4	10	5	10	50	25
BMMB 15 Core Course 15	Multimedia Project	5	4					100
BAMB 16 Core Course 16	Web Site Project	5	4					100

1. The Colleges should arrange for continuous assessment of students through the prescribed number of class tests/take-home assignments and seminar/practical in each course as prescribed in the succeeding sections. The Class tests take-home assignments should be of theoretical nature to assess students' understanding of the concepts dealt under various topics of the course. And the practical should gauge students ability to carry out tasks involved in the creation of multimedia products. Every student should submit the take-home assignments of each course in a record book within the prescribed deadline. The practical assignments should be submitted in CDs/DVDs. The faculty should evaluate the assignments and practical work of students in each course continuously.

2. Semester V and VI projects should be approved by the faculty concerned by the mid of the semesters. And, students should submit the projects in CD/DVD within the deadline set by the college/faculty.

6. SYLLABI

The syllabus of the core, complementary and open courses is detailed hereunder. The syllabi of the common courses shall be as prescribed by the University for the restructured UG programmes.

SEMESTER 1 SYLLABI

1.   Common Course 1 – BMM A01 – Communication Skills in English

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes under CCSS.

2.   Common Course 2 – BMM A02 – Critical Reasoning, Writing and Presentation

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes under CCSS

3.   Common Coure 3 – BMM A06 – History and Philosophy of Science

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes under CCSS.

4. Core Course 1 – BMM B01 – Introduction to Communication

Unit 1. Evolution of human communication, definition and elements of communication – context, source, message, channels, receiver, noise, feedback.

Unit 2. Communication process; forms of communication – Intrapersonal, Interpersonal, group, Mass communication, verbal and non-verbal communication.

Unit 3. Communication process; models of communication – Aristotle model, SMCR model, Shannon and Weaver model; Frank Dance model, Schramm model, Gate keeping model.

Unit 4. Functions and effects of communication; audience – media interaction factors – perceptual psychology, individual difference, social relations, group influence; uses and gratifications theory; selectivity in communication.

Continuous assessment (internal): Two class tests/assignments and two practical

5. Complementary Course 1 – BMM C01 – Writing Good English

Unit 1. Essentials of effective communication – listening, reading, comprehension understanding, speaking and writing.

Unit 2. Sentences and their structure; voice; tenes; negative/double negative expressions; adjectives, modifiers; split infinitives.

Unit 3. Subject verb agreement; agreement of noun and pronouns; punctuations; paraphrasing; transition devices; language style and usage.

Unit 4. The writing process – aim of writing, gathering data/facts; content organisation; clarity, precision, coherence and logical sequence in writing; writing letters, project reports/documents; writing subtitles.

Continuous assessment (internal): Two class tests/assignments and two practical

SEMESTER II SYLLABI

1. Common Course 4-BMM A04 – Reading on Indian Constitution, Secularism and Sustainable Environment

The detailed syllabi of this common course shall be as prescribed by the university for the restructured UG programmes under CCSS.

2. Common Course 5 – BMM A05 – Literature and Contemporary issues

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes under CCSS.

3. Common Course 6 – BMM A10 – Culture and Civilization

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes under CCSS.

4. Core Course 2 BMM B022 – Communication Media

Unit 1. Introduction to mass media; nature and characteristics of radio, film, TV; New information/communication media – computers, internet and e-media.

Unit 2. Mass media formats and content elements – text, pictures/graphs/drawings, video and audio, elements of visual language.

Unit 3. Visual media principles; elements of design and layout; colours in design; aesthetics of design; liberal arts and art history.

Unit 4. Definition of multimedia; nature and characteristics of multimedia products and services; multimedia application; survey and review of selected print advertisements, brochures, magazines and multimedia products/services for their structure, content, design and effectiveness.

Continuous assessment (internal): Two class tests/assignments and two practical

6. Complementary Course 2 – BMM CO2 – Introduction to Cinema

Unit 1. A brief history of movies; the major cinema movements – German expressionism, Soviet montage, Italian neo-realism, French new wave, Latin American Cinema, Hollywood cinema, Japanese cinema, African cinema and Indian cinema.

Unit 2. Defining film and film language – shot, scene, sequence, screenplay; cuts and transitions, misen-scene and montage.

Unit 3. Pre-production – idea, treatment, script, storyboard, schedule, budget, crew, location, art direction, casting and rehearsals; Production – indoor,

outdoor, sets; art and cast; Post-production – logging, shot assembly, dubbing and commentary recording, editing, marketing and distribution.

Unit 4.   A comprehensive overview of Malayalam Cinema.

Continuous assessment (internal): Two class tests/assignments and two practical

SEMESTER III SYLLABI

1.   Common Course 12 – BMM A07 – General Informatics

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes under CCSS.

2.   Common Course 13 – BMM A08 – Basic Numerical Skills

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes under CCSS.

3.   Core Course 3 – BMM B03 – Introduction to Computers

Unit 1.   Computer basics – CPU, memory and storage devices; input/output devices; communication devices; operating systems – DOS, Windows, Linux, Unix; Cross-platforms problems and solutions; workstations; networks.

Unit 2.   Analog and digital principles; image formats; video formats; resolutions and pixels; Vector and Raster graphics.

Unit 3.   Introduction to Algorithm, uses of Algorithm in computer graphics.

Unit 4.   Application of multimedia in education, commerce, advertising, e-governance and entertainment.

Continuous assessment (internal): Two class tests/assignments and two practical

4.   Core Course 4 – BMM B04 – Media Publishing

Unit 1.   Basic tools for word processing; typography and text – families and fonts; font editing and design; animating text; symbols and icons; mapping text across platforms; hypermedia and hypertext.

Unit 2.   Print page features and applications; creating text editing and formatting text; Text as objects; using and transforming graphics; text wraps; creating PDF documents; data merger; scripts; object, linking and embedding; colour separation procedures.

Unit 3.   Quark Express features and applications; pages, spreads, paste boards; page designing; handling documents; master pages; creating Web documents; previewing and exporting; text and graphics management.

Unit 4.   Creating books; printing chapters; library; indices; table of contents; style sheets; form and form controls; meta tags.

5   Complementary Course 3 – BMM CO3 – Photo Journalism

Unit 1.   History of photography; role of photography in communication and journalism; nature, scope and functions of Photo Journalism; Understanding the camera – types of camera, lens, films and filters; Types of photography – portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports.

Unit 2.   Qualifications and responsibilities of photojournalists; sources, covering issues, writing captions and cut lines for photo; legal and ethical aspects of photo journalism.

Unit 3.   Understanding the camera; types of cameras – analog and digital; lenses, films and filters; Focusing, shutter speed, aperture, depth of field; Rules of composition.

Unit 4.   Lighting sources – ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting; photo editing; Photoshop.

Continuous assessment (internal): Two class tests/assignments and two practical

SEMESTER IV SYLLABI

1.   Common Course 11 – BMM A12 – Basic of Business and Management

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes.

2.   Common Course 14 BMM A13 – Entrepreneurship Development

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG programmes.

3.   Core Course 5 BMM B05 – Computer Graphics

Unit 1.   Features and application of photo editing softwares; image sizes and resolutions; creating new images; placing images; file browser; tool selections; colour models and modes; adjusting colour display for cross-platform variations. Working with layers; features of layer masks and clipping path; blending modes; adjustment layers; 3D editor; Skin editor.

Unit 2.   Features and applications of illustrator; vector and raster images: resolution in images: illustrator environment; documents; working with colours.

Unit 3.   Features and applications of drawing software; Interface and toolbox; common tasks; creating basic shapes: reshaping objects; applying colour fills and outlines. Text tools; text formatting; embedding objects into text; text wraps; text object links.

Unit 4.   Applying effects – distortions effects, contour effects, transparency and lens effects; depth effects; working with bitmaps; editing and applying bitmaps.

Continuous assessment (Internal): Two class tests/assignments and two Practical

4. Core Course 6 –BMM B06 – Creativity and Design Skills

Unit1.   Creativity: Creative   skills;   Creativity   factors-imagination   and visualization; Tools of creativity; art and science of creativity.

Unit 2.   Design skills: concept of design; design principles; traditional and modern designs; basic designs for cards, posters, brochures, newspapers and magazines and advertisements.

Unit 3.   Drawing skills; basic drawing skills; drawing living and non-living objects; drawing backgrounds; adding depth and perspective; use of colours and tones; colour sense.

Unit 4.   Advertising skills; principles, concepts and functions of advertising; types of advertising; advertising media and their effects-out door, print;

radio, TV and Web; elements of advertisement – copy, slogans, illustrations, brand names, trade names, jingles; designing of ads.

Continuous assessment (Internal): Two class tests/ assignments and two practical

5.   Complementary Course 4 BMM C04 – Advertising

Unit 1.   Definition, features, evolution and functions of advertising; kinds of advertising; agencies; economic, social and ethical issues of advertising; professional organizations and code of ethics.

Unit 2.   Media planning – market analysis, product research, media reach and frequency, scheduling, segmentation, positioning, media mix and support media planning. Ad campaign.

Unit 3.   Brand awareness and attitudes, brand identity, brand equity, brand image, brand loyalty and Rossiter-Percy Model.

Unit 4.   Types of print radio, TV and web Ads; out door ads-hoardings, billboards, posters, digital displays and PoP ads; Basic elements of ads-Headlines/slogans, copy, illustrations/pictures, logo, brand names, agency signature.

Continuous assessment (Internal): Two class tests/assignments and two practical

SEMESTER V SYLLABI

1.   Core Course 7 – BMM B07- Scripting for Media

Unit 1.   What is a script? Types of scripts – documentary, short films, feature films ad sports, educational, corporate presentations; script presentation styles.

Unit 2.   Key elements of a good script – structure, clarity, coherence, flow of ideas, interest; media and material selection; stages of scripting idea, proposal, treatment, script development, revision of the script. Important hints of multimedia scripts.

Unit 3.   From script to story board; planning a story board; objectives of story board, organizing elements; stand story board styles for multimedia projects.

Unit 4.   Scripting and story board exercises.

Continuous assessment (Internal): Two class tests and two practical

2.   Core Course 8-BMM B08 – Audio Recording & Editing

Unit 1.   What is sound? sound characteristics, midi and digital sounds, psychoacoustics; audio recording techniques; mikes; sound mixes/synthesizers; audio recording devices; noise-signal ratio.

Unit 2.   Introduction to audio editing software; file formats; data selection; recording audio; recording modes and media; audio mixing; audio formats; MP3s

Unit 3.   Basic of audio editing; conversion of files from one format to another; mono-stereo conversions; spectrum analysis.

Unit 4.   Audio special effects; audio plug-ins; pre-recorded audio editing; copy right issues; audio project conception, recording/editing, finished product; other sound processing software.

Continuous assessment (Internal): Two class tests/assignments and two practical

3.   Core Course 9-BMM B09- Video Recording & Editing

Unit 1.   Video in multimedia; basics of video signals; signal-noise ratio; video standards; analog and digital video; video for TV and Web.

Unit 2.   Basics of video production techniques and technologies; shooting and recording equipments-cameras and VTRs – analog and digital, Light fixtures; Basics of Video editing – linear and non linear, non linear editing equipment and software.

Unit 3.   Introduction of Video editing software their features and characteristics; importing and organizing video clips; timeline tools; clips trimming; batch capturing; capturing with and without device controls.

Unit 4.   Video editing techniques; transition devices/effects; using video and audio channels; multing/swapping channels; titling techniques; composting; animating clip(s); motion setting; alpha channel and colour option; video effects, rendering; recording project and video tapes; other video editing software's.

Continuous assessment (Internal): Two class tests/assignments and two practical

4. **Core Course 9-BMM B09- Web Media**

Unit 1. Introduction to HTML. HTML Tags and their applications. Commonly used HTML Commands Structure of an HTML program. Document Body. Lists Types of Lists (Unordered List (Bullets). Ordered Lists (Numbering), Definition Lists). Adding Graphics to HTML Documents. Basics of Java script.

Unit 2. Tables: Introduction to Header, Data rows, Caption Tag. Width, Border, Cell, color, span attributes. Linking Docume2nts. Links (External Document References, Internal Document References); Images as Hyperlinks (Image Maps). Frames and their usage. Methods of creating web pages – in-line frames, handling of media elements in web pages. Multimedia for www; web servers, browsers; web page markers and editors.

Unit 3. Features and characteristics of web authoring tools; interfaces; images; website creation process; working with text-formatting, importing, editing text; links-adding; modifying, layers, forms; working with templates, shock waves.

Unit 4. Testing a website, site launch, validating web pages; trouble shooting; moving website in internet, understanding server models; creating dynamic pages; passwords and protection of web pages.

Continuous assessment (internal): Two class tests/managements and two practical

5. **Core Course 11 BMM B11- Audio and Video Project**

Each of students should carry out a 5minute project to demonstrate their proficiency in assembling and editing video and audio footage.

6. **Open Course BMM D01 – Introduction to Multimedia (for other students)**

Unit 1. Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. Multimedia system architecture. Evolving systems of multimedia. Digital media and Hyper media.

Unit 2.   Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.

Unit 3.   Image authoring and editing tools, image file formats, JPEG, TIFF,,GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale, filters, blending tools, Image enhancing designing technique.

Unit 4.   Introduction to 2D animation, definition of 2D, characteristics of 2D. Authoring tools for 2D animation, SWF, FLA, FLV, Streaming Media, key frame animation, shape animation; path animation. Action script, use of action script in animation, integrating audio with animation.

Continuous assessment (Internal): Two class tests/ assignments and two practical

SEMESTER VI SYLLABI

1.   Core Course 12 BMM B12 – Multimedia Designing & Authoring

Unit 1.   Multimedia applications in business, education and entertainment; multimedia team-project manager, designers, writers, video/audio specialists, multimedia programmers.

Unit 2.   Multimedia production – idea/concept, outline, script, storyboard, templates; user interface; production and delivery strategies; design and navigation structures-linear, hierarchical, non-linear and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre-and port-production problems and solutions.

Unit 3.   Multimedia authoring tools – page based, icon based, time based and object oriented tools; structured programming and techniques.

Unit 4.   Characteristic and features of 2D Authoring tool; production tools and applications; interfaces; working with scores and cast members; importing text/images; working with action scripts and OOPs, Xtras, assembling a multimedia project; CD Rom delivery.

Continuous assessment(Internal): Two class tests/assignments and two practical

2.   Core Course 13 BMM B13 – Modeling & Animation

Unit 1.   Concept of dimensionally of objects/images: Learning 3D Graphic software's; basics of modeling; use of primitives polygons. Curves and surfaces; 3D object creation; Boolean operation; creating/editing Spline shapes; Nurbs modeling; 3D transformation and projection; rendering.

Unit 2.   Principles of animation – cell animation and computer animation software: Animation production terminology; use of light, cameras, textures, maps & shades, motion.

Unit 3.   Animation techniques – Key frame animation; editing key frames; track views; trajectories; animating modifires; hierarchies; animation helps and controls; kinematics and inverse kinematics; particle system and space wraps; backgrounds; morphing and wrapping.

Unit 4.   Special effects – their applications and advantages; Creation of particles and illusions. Compositing, layers, animated texts.

Continuous assessment (Internal): Two class tests/assignments and two practical

3.   Core Course 14-BBM B14 – Electronic Media Production

Unit 1.   Concepts   creation;   Programme   selection;   Programme   formats-documentaries, docu-drama; fiction; sit cams; soap opera; quiz; news and news based programme, programme treatment; programme briefs objectives, content, duration, selection of crew, cast and properties; floor management.

Unit 2.   Media Research; Importance of research; types of research-qualitative, quantitative, kinds of research-historical, ex-post-facto, survey, content analysis; programme research literature/document research, interviews; collection of material, authenticating information; statistical data analysis and interpretation.

Unit 3.   Production and budgeting management budgeting for programme production; crew and cast management; location selection; sets creation and management; script/shot breakdown; shooting/editing schedule management; liaison work; tips on production control; marketing of productions.

Unit 4.   Anchoring and safety measures: role and responsibilities of anchor person; qualities and qualification of an anchor; anchoring techniques and styles; safety measures in production in indoor and out-door locations.

Continuous assessment (internal):   Two class tests/assignments and two practical

4.   Core Course 15 BBM B 15 - Multimedia Project

Each of the students should independently conceive and execute a multimedia project of at least 10 minutes duration on any topic/theme. The project must encompass all building blocks (text, pictures, graphics, video, sound) and these should be assembled using appropriate authoring software. The project should be submitted in CD/DVD format. A synopsis of the project should be included in the CD/DVD.

5.   Core Course 16 BBM B 16 – Website Project

Each of the students should independently conceive and build a Website of an organization of his/her choice. The Website should be complete with home pages, links and hyperlinks pictures, logos, illustrations, test and other features that are essential in a professionally build website. The project should be submitted in CD/DVD format.   A synopsis of the project should also be included in the CD/DVD.

7.   CORE COURSES SUGGESTED READINGS

Joseph A. Devito	:	*Human Communication: The Basic Course.* Harper and Row.
J.V. Vilanilam	:	*More Effective Communication*, Sage India.
Nicholas A and Brain L	:	*Audiences*, Sage, India
Gay Julier	:	*The Culture of Design*, Sage, India
Rao *et al*	:	*Multimedia Communication Systems*, Prentice –Hall, India
Tay Vayghan	:	*Multimedia: Making it Work*, Tata McGraw-Hill, India
John F. Koege Buford	:	*Multimedia Systems*, Pearson Education, Asia, 2002

G. Millerson : *Television Production,* Focal press, 1999

R. Steinmetz and K.Nahrstedt: *Multimedia Computing, Communication and Applications*, Prentice Hall, 1985.

S. Heath : *Multimedia and Communication Technology* Butter worth, Heinemann

D.Stillman : *Multimedia Technology and Application*, New Jersey

J. Jeffcoate : *Multimedia in Practice*, Prentice-Hall, New York

Foley J.D. Van Dam A, et al : *Computer Graphics Principles & Practice,* Addison Wesley

Hearn D & Baker P.M : *Computer Graphics,* Prentice Hall

William M. Newmann, R.F. Sproull : *Principle of interactive Computer Graphics,* McGraw Hill International Book Company, 1989.

Rod Salmman, Mel Slaster : Computer Graphics: Systems and concepts, Addision Wesley

John Villamil & Louis Molina : *Multimedia: An Introduction,* Prentice Hall

Comer Douglas E : *The Internet Book*, Prentice Hall of India Private Limited 2003, New Delhi.

Underdahl Bran & U Keith : *Internet With Web Page*, *Web Site Design Bible,* idg Books India

Galgotia : *Webmasters handbook,* Prima Publishing, New Delhi.

Rosenthal, Alan : *Writing, Directing and Producing Documentary Films*. Southern Illinois University Press, 1990.

Michael Rabiger : *Directing the Documentary,* Focal Press, 1998.

Des Lyver and Graham Swainson: *Basic of Video Lighting,* Focal press,1995.