



Karmaveer Bhaurao Patil University, Satara
(A State Public University)

Rayat Shikshan Sanstha's
Chhatrapati Shivaji College, Satara
(A Constituent College)

Faculty of Interdisciplinary Studies

Syllabus for
**B. Voc. Degree Programme in Media and
Entertainment**

B. Voc. Part - I

**Structure and Syllabus in Accordance with
National Education Policy (NEP) 2020**

**Choice Based Credit System (CBCS)
With Multiple Entry and Multiple Exit Options**

To be implemented from June 2024 onwards

1. Preamble of the Syllabus

B. Voc. in Media and Entertainment is one of the newly developed courses in Shivaji College, Satara. It is designed to provide in-depth understanding of contemporary Media and Entertainment industry. The course provides students an opportunity to explore the horizons of 'Electronic Media' by enabling them with technical and aesthetical skill sets. The course is open to students regardless of their twelfth standard background. In the rapidly changing environment of the media and Communication, this program introduces Students to a dynamic mix of theoretical and critical approaches and to a range of practical experience across the sector. Students will develop an understanding of the way content is produced and consumed in the multi-platform and digitized environment of media industries.

In India, there is an increase in the number of Television channels both in the government and in the private sector for which required technical personnel are to be educated with the right skills and background. The rapidly growing electronic media industry demands many media professionals with a thorough training in the various media methods and state-of-the-art media technology. This course is designed to impart the information and knowledge of electronic media to those who aspire to be employed in TV, Radio, Video and Films around multimedia applications. The course aims to prepare the students to acquire skills and capacity to meet the demands of modern media. The curriculum lays stress on both theoretical and practical components.

It has been a long-felt necessity to align higher education with the emerging needs of the economy to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system must incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well-groomed graduate.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B. Voc.) Degree with multiple entry and exits such as Certificate, Diploma, Advanced Diploma and B. Voc. Degree under the National Skills Qualifications Framework (NSQF). The B. Voc. Programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B. Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

2. Objectives

- To integrate NSQF within the undergraduate level of higher education to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.

- To provide vertical mobility to students coming out of 10+2 with vocational courses.
- To understand the world of Media Industry.
- To train students reflect values that link the global with the local
- To become well versed in the basics of Media Studies.
- To learn about the latest production techniques.
- To practice and think about communication theory and research critically.
- To focus on mass media in general and electronic media in particular.
- Special Emphasis on recent advances in the fast-changing field of Media
- Comprehend Production process, techniques, and resource requirements & follow-up.
- Understand process, techniques, resources, aesthetic, technical requirements, and follow up of Television Production.
- Demonstrate the applications of multimedia authoring tools for multimedia presentations.
- Develop awareness of system configuration requirements and techniques of Audio and Video Studios.
- Understand the requirements, processes, methods and techniques of electronic media & journalism.

3. Course Structure and NSQF level of the Programme

The Programme is divided in General Education Components, Skill Components, Project and Soft Skills Programmes. The course structure and NSQF Level of the Programme shall be as given in the table below.

NSQF Level	Skill Component Credits	General Component Credits	Total Credits	Duration	Exit Points / Award
Level 5	36	24	60	Two Semesters	Diploma
Level 6	72	48	120	Four Semesters	Advanced Diploma
Level 7	108	72	180	Six Semesters	B. Voc. Degree

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B. Voc. Part I - Media and Entertainment

COURSE STRUCTURE

(w.e.f. June, 2024 onwards)

Year	Semester & Level	Course Type	Course Title	Credit
I	SEM. I Level 5	General Components	Basics of Communication	04
			Introduction to Media and Entertainment Industry in India	04
			Information and Communication Technologies	04
		Skill Component	Digital Photography	06
			Basics of Animation	06
			Project (05 Shot Exercise)	06
		Non-Credit	Democracy, Elections and Good Governance	
Total Credit for Semester I				30
I	SEM. II Level 5	General Components	Communication Skills and Personality Development	04
			Writing for Media	04
			Film Appreciation	04
		Skill Component	Videography	06
			Basics of Video Production	06
			Project (10 Shot Exercise)	06
		Non-Credit	Physical Education	
Personality Development Skill				
Total Credit for Semester II				30
Total Credit for Semester I & II				60

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B. Voc. Part I - Media and Entertainment**COURSE STRUCTURE**

(w.e.f. June, 2024 onwards)

Sem.	Course Title	Course Type	Code	Credit	Workload Per Week	ESE	CCE	Total Marks
SEMESTER: I								
I	Basics of Communication	General Components	ME101	04	4 Lectures	50	50	100
	Introduction to Media and Entertainment Industry in India		ME102	04	4 Lectures	50	50	100
	Information and Communication Technologies		ME103	04	4 Lectures	50	50	100
	Digital Photography	Skill Component	ME104	06	6 Lectures	75	75	150
	Basics of Animation		ME105	06	6 Lectures	75	75	150
	Project (05 Shot Exercise)		ME106	06	6 Lectures	75	75	150
	Democracy, Elections and Good Governance	Non-Credit	DEGG			50	00	50
SEMESTER: II								
II	Communication Skills and Personality Development	General Components	ME201	04	4 Lectures	50	50	100
	Writing for Media		ME202	04	4 Lectures	50	50	100
	Film Appreciation		ME203	04	4 Lectures	50	50	100
	Videography	Skill Component	ME204	06	6 Lectures	75	75	150
	Basics of Video Production		ME205	06	6 Lectures	75	75	150
	Project (10 Shot Exercise)		ME206	06	6 Lectures	75	75	150
	Physical Education	Non-Credit	PHY			10	00	10
	Personality Development Skill		PD			50	00	50

ESE= End Semester Examination, CCE= Continuous Comprehensive Evaluation

ME101: Basics of Communication

Modules:

1) Understanding Communication

- Definitions
- Centrality of communication in human existence
- Significance of Communication
- Communication as an academic discipline
- Concept of 'mass Communication'

2) Types of Communication

- Language based classification: Verbal/Nonverbal
- Number of people involved: Intra, inter, group and mass
- Intent: formal/informal
- Other typologies
- Characteristics of mass communication

3) Models of Communication

- SMCR model of communication: Elements and Process
- Non- linear models of Communication
- Merits and limitations of linear and non-linear models of communication
- Distinguishing process School and Semiotics
- Types of mass media: timeline of evolution

4) Barriers in Communication

- Contextualizing 'barriers' in the process of communication
- Types of barriers: Physical, semantic, cultural, perceptual etc.
- Identifying relevant examples from everyday life
- Overcoming barriers and making meaning
- Social relevance of Mass media

Recommended Readings:

- Balan, K. R., & Rayudu, C. S. (1996). Effective Communication. SSMB Pub. Division
- Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
- McQuail, D. (2010). McQuail's mass communication theory. Sage publications.
- Rayudu, C. S. (2010). Communication, Himalaya Pub. House, Mumbai India, 2-10.

Semester I

ME102: Introduction to Media and Entertainment Industry in India

Modules:

1) Defining the scope

- What is Media and entertainment industry
- Overarching structure
- Size and growth prospective
- Broader emerging trends

2) Overview of print industry

- Print industry and its constituents
- Historical development of print media (regional and national perspectives)
- Print media: Market size and growth trajectory
- Emerging trends

3) Overview of Television industry

- History and development of Television industry
- Milestones of regional and national level
- Television industry: Market size and growth trajectory
- Emerging trends

4) Overview of film industry

- History and development of film industry
- Milestones of regional and national level
- Film industry: Market size and growth trajectory
- Emerging trends

Recommended Readings:

- Athique, A. (2012). Indian media. Polity.
- Kohli-Khandekar, V. (2008). The Indian media business. SAGE Publications India.
- Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
- Munshi, S. (2012). Remote control: Indian television in the new millennium. Penguin UK.

ME103: Information and Communication Technologies

Modules:

1) Information and communication technologies

- Defining the concept and scope of ICT
- Need of ICT
- Importance of ICT in media industry
- Development of ICT in India and way forward

2) Basics of Computers: tools and techniques

- Operating a computer: basic know how
- Store, retrieve and manage data, use a computer to achieve basic
- Storage, input and output devices
- connect, disconnect and troubleshoot basic

3) Internet applications

- History and development of internet
- Email: concept and application
- Searching data and information on internet
- Exploring 'Google': storage and other advanced applications

4) Social media applications

- Using Facebook for communication
- Interacting using 'whatsapp' and 'Twitter'
- Sharing images: instagram
- Youtube: user and creator perspectives

Recommended Readings:

- Desai Ravindra (2015) Excel NavyaSwaroopat (Marathi Book)
- Joyner Joseph (2015). Youtube for beginners
- KahateAtul (2010). BakharIntenetchi (Marathi book)
- KahateAtul (2010). Facebook (Marathi book)
- KahateAtul (2010). Google (Marathi book)
- M. Dr. VanajaDr. S. Rajasekar (2016). ICT in Education

Semester I**ME104: Digital Photography**

Theory component	Practical's
<ul style="list-style-type: none"> ▪ Fundamentals of Photography ▪ Analogue and Digital camera, parts, functions and features ▪ Image making process in Digital camera ▪ Camera support system, Types of lenses and uses ▪ Assessment of exposure and basic technique of taking picture ▪ Fundamentals of light, Functions of studio lighting equipment's ▪ Understanding Digital imaging process ▪ Understanding art of photography, composition and anatomy of a good picture ▪ Image downloading and processing on computer ▪ Principals of lighting ▪ Color temperature ▪ Three-point lighting ▪ Lighting instruments ▪ Lighting accessories 	<ul style="list-style-type: none"> ▪ Students should practice of compose a frame with rule of thirds, Vertical, Horizontal and diagonal lines dynamics. ▪ Student should capture on various focal lengths, F Number. ▪ Student should do practice of three-point lighting setup.

Recommended Readings:

- Digital Camera Techniques, Tout Tarrant
- An Introduction to Photography, Michael Freeman
- Creating Digital Photography, Michael Pusselle

Semester I

ME105: Basics of Animation

Theory component	Practical's
<ul style="list-style-type: none"> ▪ The Project Browser Project Categories Previewing Compositions Project Browser Features ▪ Configuring the Motion Interface Motion's Unified Interface The Project & Timing Panes Resizing the Canvas Playing Projects Full-Screen Playback ▪ The Building Blocks of Motion Introducing the Layers List Inspecting Groups and Layers Key Concepts & Shortcuts ▪ Properties, Preferences & Publishing Locating Project Properties Reviewing Preferences Publishing a Template Using Motion Generators in Final Cut Pro X ▪ Compositing in Motion Creating a Blank Project Importing Media Making Transformations Copy/Align/Distribute ▪ Keying Creating a Background Applying a Garbage Matte Keying the Shot Creating a Manual Key 	<ul style="list-style-type: none"> ▪ Students should introduce animation as carrier perspective ▪ Student should create short duration assignments. ▪ Student should understand the use of Animation in Video Production. ▪ Student should create an opening and end credit titles.

Recommended Readings:

- Digital Pre-Introduction Basic: Toon Boom Animation Inc.
- Flash Cartoon Animation: Learn From The Pros: Glenn Kirpatrick And Kevin Peety
- The Animator's Guide To 2d Computer Animation: Hedley Griffin
- The Animator's Survival Kit: Richard Williams
- The Art of Flash Animation: Creative Cartooning: Mark Stephen Smith

Semester I

ME106: Group Project (05 shot exercise)

In this paper students are to expect to understand group production assignment. Students will be evaluated based on final production outcome and their participation in preproduction, production and postproduction activities.

Semester II

ME201: Communication Skills and Personality Development

Modules:

1) Introduction and Different Forms of Communication

- Definition, Process, Importance of communication
- Verbal-Nonverbal Communication
- Intrapersonal-Interpersonal Communication
- Mass-Media Communication

2) Developing English Language Skills

- Listening Skills
- Speaking Skills
- Reading Skills
- Writing Skills

3) Personality Development

- The concept of Personality
- Dimensions of Personality
- Determinants of Personality
- Concept of Attitude, Positive Attitude, Negative Attitude

4) Essential Soft Skills

- Group Discussion, Presentation Skills
- Problem Solving, Decision Making
- Teamwork
- Creative Thinking, Time Management

Recommended Readings:

- Balan, K. R., & Rayudu, C. S. (1996). *Effective Communication*. SSMB Pub. Division
- Mohan, Krishna and Meera Banerji, *Developing communication skills*, New Delhi: Macmillan India Ltd, 1990
- Lata, Pushp and Sanjay Kumar, *Communicate to Conquer: A Handbook of Group Discussions and Interviews*, New Delhi: PHI Learning, 2010.
- Haney, W. V. *Communication and Interpersonal Relation*. New York; Richard Irwin, 1979.
- Cloninger S. C., *Theories of Personality: Understanding Person*, Pearson, New York, 2008.
- Rizvi, M. Ashraf, *Effective Technical Communication*, New Delhi: Tata McGraw-Hill, 2005.

ME202: Writing for Media

Modules:

1) Style and stylebook:

- Accuracy, clarity brevity,
- Journalistic convention,
- Journalistic style,
- Stylebooks

2) Writing in the Media Environment

- the news culture, elements of news,
- personal sources, interviewing, observation,
- stored source of information, deadlines,
- ethical consideration

3) Writing for broadcast

- selection of news,
- characteristics of writing,
- story structure,
- broadcast writing style, broadcast copy preparation

4) Writing for web

- characteristics of the web,
- demand of the audience,
- characteristics of web writing,
- forms of writing, lateral reporting,

Recommended Readings:

- Writing form Mass Media by James Glen Stovall, Pearson Publication
- Web journalism: practice and promise of a new medium by James Glen Stovall

ME203: Film Appreciation

Modules:

1) Introduction to Films:

- Origins and Evolution of cinema, Nature of Cinema
- Critical and technical terms used in film production and practice, industrial and economic basis of commercial cinema, Production, Distribution and Exhibition of Cinema, Film genres
- Story archetypes, Structure of a narrative -narrative forms, Mise-en-scene, Film techniques
- Film form and conventions, mainstream and alternative narratives and film forms

2) Film Theories:

- Ideology in films, Authorship in Films, Auteurs film theory, Director as “Author”,
- Structuralism film theory, Marxist Film Theories, Feminist Film Theories
- Genre Theory, Psychoanalytical film theory
- Formalist film theory and other theories

3) World Cinema

- Introduction to world cinema, Rise of American Films
- Predominant films in silent era in Germany
- Art and dialectic in Soviet film, French cinema – impressionism, Avantgarde, new wave, Italian neorealism, Japanese style, British cinema
- Recent national movements - Iran, Korea, Canada, Australia, New Zealand and digital future, Documentary films and its new life in digital era.

4) Indian Cinema

- Introduction to Indian cinema, Cinema as a source material for History, Nationalism and Indian cinema, Rise of the Indian Film industry, Hindi films Versus other regional language films, Structure of Indian Films
- Popular and award winning Directors and their works, National award winning movies- role of archives
- Film festivals and other institutions in the field of cinema - Trends in the film industry,
- Marathi Cinema, History of Marathi cinema- Cinema as an institution – Cinema as popular culture -Silent Era, Sound Era, political milieu in India and Maharashtra– Understanding audiences -Censorship and regulation of films - Need for Media Literacy in Society.

Recommended Readings:

- Baskaran Theodore, *The Eye of The Serpent*, Publishers Westland Limited, India, 2014.
- McCabe Janet, *Feminist Film Studies: Writing the Women into Cinema*, Columbia University Press, New York, 2004
- Monaco James, *How to Read a Film: The World of Movies, Media and Multimedia: Language, History, Theory*, Oxford University Press, Oxford, 2013

Semester II

ME204: Videography

Theory component	Practical's
<ul style="list-style-type: none"> ▪ Basics and importance of Videography ▪ History of Videography ▪ Outdoor and Studio Videography ▪ Elements of Composition ▪ Image size, angle and lens. Practical Consideration while shooting. Planning for videography ▪ Lens and Image Formation ▪ Types of lenses ▪ Focal length, F Number ▪ Image formation, magnification, Filters, ▪ Video tapes & Video formats ▪ White and black balance ▪ Camera Movements and Angles ▪ Panning ▪ Tilting ▪ Tracking ▪ Zooming ▪ 180 axis of action rule 	<ul style="list-style-type: none"> ▪ Students should practice of compose a frame with rule of thirds, Vertical, Horizontal and diagonal lines dynamics. ▪ Student should record a video on various focal lengths, F Number, Filters, Video Formats. ▪ Student should do practice of pan, Tilt, Track, Zoom and 180-degree rule of action.

Recommended Readings:

- Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
- Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
- Video production handbook, Gerald Millerson, Focal Press
- Standard handbook of Video and Television Engineering, Jerry Whitaker and Blair Benson, McGraw-Hill, New York, 2000.

Semester II

ME205: Basics of Video Production

Theory component	Practical's
<p>Moving Image Dynamics</p> <ul style="list-style-type: none"> ▪ Still and Moving Image Comparison ▪ Elements of Moving Image ▪ Time and Space Dimensions ▪ Technical Aspects of Moving Image <p>Image and Sound Combination</p> <ul style="list-style-type: none"> ▪ Basic Physics of Sound ▪ Cultural Elements of Sound ▪ Image and Sound Synchronization ▪ Technical Aspects of Audio-Visual Combination <p>Visual Composition</p> <ul style="list-style-type: none"> ▪ Elements of Shot Compositions ▪ Scene and Sequences ▪ Elements of Writing for Visual <p>Visual Composition</p> <ul style="list-style-type: none"> ▪ Camera Angles ▪ Continuity ▪ Transitions: Cuts, Wipes etc. ▪ Basic TV Genres <p>Production Process - From Idea to Screen</p> <ul style="list-style-type: none"> ▪ Idea: Feasibility and Research ▪ Script Development ▪ Production Work ▪ Postproduction Process 	<ul style="list-style-type: none"> ▪ Students should practice five shot exercises ▪ Student should record a video in Indoor and Outdoor Location ▪ Student should understand production process. ▪ Any other activity decided by concern teacher.


Recommended Readings:

- Monaco, J. (1981). How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press.
- Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
- Burrows, T. D., & Wood, D. N. (1986). Television production: Disciplines and techniques. Dubuque, Iowa: W.C. Brown.
- White, G. (1982). Video techniques. London: Newness' Technical Books
- Owens, J., & Millerson, G. (2012). Video production handbook. Burlington, MA: Focal Press.

Semester II

ME 206: Group Project (10 Shot Exercise)


In this paper students are to expect to understand group production assignments. Students will be evaluated based on final production outcome and their participation in preproduction, production and postproduction activities.



Head
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BoS Chairman
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