

Annexure No.	48 C
SCAA Dated	29.02.2008

BHARATHIAR UNIVERSITY : COIMBATORE - 641 046.
SCHOOL OF DISTANCE EDUCATION (SDE)
B.Sc. VISUAL COMMUNICATION (Electronic Media)
with PRACTICALS under annual pattern.
 (from the academic year 2007-2008 and onwards)

COURSE OF STUDY AND SCHEME OF EXAMINATION

Part	Subject and Paper	University Examinations	
		Duration in Hrs	Max. Marks
<u>First Year</u>			
I	Language Paper- I	3	100
II	English Paper - I	3	100
III	Gr.A.Core		
	Paper I: Introduction to Communication	3	100
	Paper II: Writing for Media	3	100
	Paper III: Advertising	3	100
<u>Second Year</u>			
I	Language Paper II	3	100
II	English Paper II	3	100
III	Gr.A.Core		
	Paper IV Communication Media	3	100
	Paper V Graphic Production	3	100
	Paper VI Photography	3	100
	Practical I: Print Production	6	50
	Practical II Photography	6	50
<u>Third Year</u>			
	Gr.A Core		
	Paper VII Audiography	3	100
	Paper VIII Commercial Broadcasting	3	100
	Paper IX Elements of Film & Video Production	3	100
	Practical III: Commercial Production	6	50
	Practical IV: Video Production	6	50
	Total		1500

Syllabus

Part III Paper – I INTRODUCTION TO COMMUNICATION

UNIT -I Communication – definitions, scope, forms and purpose; Intra-personal , Interpersonal, mass, organizational, non-verbal and verbal. Communication – socio economic changes and the emerging trend in Communication.

UNIT -II Communication process – sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. - informal and formal channels – Berlo, Lasswell, Shannon and Weaver models.

UNIT -III Advertising: Definition- need and significance - overview of advertising industry- advertiser, agency and media ; Public Relations: Definition, goals and functions, Publicity and Propaganda; PR and media.

UNIT -IV : Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion : nature, meaning and process.

UNIT –V. Communication and Culture: Global media – multi cultural content - impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

REFERENCES :

Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.

McQuail Dennis, “Communication Models”, Longman, London, 1981.

John R. Bitner “Mass Communication – An introduction”. Prentice Hall, New Jersey, 1980.

Seetharam K.S. “Communication and culture – A world view”. McGraw Hill, New Delhi, 1991.

Shukla,SK. ‘ Mass media and Communication’. Cybertech Publishing, New Delhi. 2006.

Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.

Kleppner, Otto. “Fundamentals of Advertising”, Prentice Hall, 1980.

Cutlip, Center and Broom. “Effective Public Relations”. Prentice Hall; NJ; 1982.

Paper II**WRITING FOR MEDIA****UNIT-I**

Print Medium: Nature and characteristics of a Newspaper- Readers' perception – Information medium – Deadline – content variety – general and specialized newspapers – Editorial policy and style – language – inverted pyramid – source attribution - writing features and articles- Comparative analysis of Tamil and English dailies – Freelancing.

UNIT –II

Magazines: General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – Tamil Magazines vs English magazines: a comparative analysis – Freelancing.

UNIT- III

Radio: Nature and characteristics of Radio – Radio for information, education and entertainment – Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation -language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style – music- competition – technological factors in writing for electronic media

UNIT – IV

Television: Nature and characteristics of television – audio and visual elements – writing television news – time factor – informational and educational programmes – general and special audience programmes – language and style of presentation – Video jockeying – entertainment programmes – audience participation.

UNIT – V

Web Writing: Internet as a medium - nature and characteristics – users profile – Newspapers online – hypertext - textual and visual limitations – language and style – multimedia support – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

Reference:

Mencher, Melvin. "News Reporting and Writing". New York. McGraw Hill Pub. 2003.

Navin Chandra & Chaghan. ' Journalism Today'. New Delhi. Kanishka Pub. 1997.

Shrivastava, K.M. 'Radio and TV Journalism'. New Delhi. Sterling Publishers, 1989

Hilliart, Robert. 'Writing for Television, radio and New media(8th ed.). Belmont.Wadsworth Pub. 2004.

White, Ted. 'Broadcast news writing, Reporting and Producing'(4th ed.).Oxford. Focal Press. 2006.

Paper III**ADVERTISING**

UNIT-I Advertising and its role in the market place, advertising industry in India – advertising as a process of communication - Social effects of advertising.

.UNIT II : Types of advertising : consumer, corporate, industrial, retail, cooperative and Public service advertising.- tone and content; reading the advertisement - review with current ad campaigns.

UNIT III : Advertising agency: Structure and functions; Leading agencies in India- Diversification and competition – full service agencies – multinational clients – challenges and opportunities.

UNIT IV: Advertising campaign:objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.

UNIT-V: Professional ethics in advertising- cases of ethical violations -Advertising Standards Council – Social and cultural issues – Global regulations and Future trend.

REFERENCES:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij,Mariekae de; ‘Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994.
5. Mohan, M; “Advertising management concepts and cases”; Tata McGraw Hill; New Delhi. 1989.
6. Chunnawalla and K.C. Sethia ; “Foundations of Advertising: Theory and practice”,

Core Paper IV

COMMUNICATION MEDIA

UNIT-I : Print medium: Newspapers and Magazines – types of newspapers and magazines: general and specialised – structure and functioning of newspapers and magazines- technological developments – competition, content and style of English and Tamil language newspapers and magazines- an overview.

UNIT-II : Radio as a medium of mass communication – types of ownership: Private and Public- Organisational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review.

UNIT-III Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati- an introduction.

UNIT- IV: Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films.

UNIT-V: New Media: Information age, knowledge society and global media and audiences ; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges.

REFERENCES :

Arvind Kumar. "The Mass Media". Anmol Pub. New Delhi. 1999.

Parthasarathy, Rangasamy."Journalism in India". Sterling Pub. New Delhi.1995.

Keval J Kumar "Mass Communication in India " Jaico pub. Bombay. 1998.

Chatterji. P.C. " Broadcasting in India". Sage, New Delhi. 1997.

Shrivastava,KM. 'Radio and TV Journalism' Sterling Pub., New Delhi.1989.

Arandhai Narayanan. "Tamizh Cinemavin Kadhai". New Century Pub., Chennai. 1981.

Ashish Rajadhyakshaand Paul Wileman "Encyclopedia of Indian Cinema" Oxford Univ. Press. New Delhi, 1995.

Fidler, Roger. "Mediamorphosis-Understanding New Media". Pine Forge Press. 1997.

Singhal and Rogers , "India's Information Revolution". Sage, New Delhi. 1989.

'Mass media in India' .Publication Division, I&B Ministry, Govt. of India.

Srinivas Melkote, "Communication for development in the Third World(Theory and Practice). Sage, New Delhi, 1991.

'Media towards 21st Century ', KM. Srivastava, Sterling Pub. New Delhi. 1998.

Paper V**GRAPHIC PRODUCTION****UNIT-I**

Introduction to Printing Technology: Printing Industry- Organization. Introduction to major printing process: Letter Press - Rotary - Relief Printing, Intaglio printing, Screen Printing. Printing technologies and trends.

UNIT-II

Design and Layout - Working with Photographs - Rough Layout, Single Color and Multi Color Paste Up, Line photography, Half-Tone Photography, Tone, Density, and Contrast. Basic color theory- Color separation and color correction, Half tone dots and color. -Block Making. Offset plate making. Lithographic Printing Plates.

UNIT-III

Offset Press operations- Sheet fed - Web fed- Rollar and blanket, Trouble Shooting Check list. Screen printing process- Concept of Stencils-Frame-Masking –Squeeze and Ink- High Speed Presses Machine. Gravure-Concepts-Cylinder preparations-Printing Process -Flexographic printing-Concept-Printing Process

UNIT-IV

Paper and Ink for Printing Industry. Paper- Types. Recycled papers. Price facors - Ink:Properties, Specifications and Standards. Ink for Lithography, Screen, Letter Press, Flexography and Gravure. Ultra Violet Curing. Finishing- Cutting, Folding, Assembling, Binding and Packaging. Job estimation, Production Planning, Structure of Small Printing units, Corporate Printing House - recycling and environmental issues.

UNIT-V

Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Lay Out-Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Softwares. -Software for Image Solutions and Page Layouts, Printing accuracy, Image assembly. Digital half tones. Computer to Plates. Digital Proofing, Moving and Storing Data.

REFERENCES:

Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA.
Newspaper design (2000), Harold Evans. Sage publications. London.

Richard Schlemmer. Handbook of Advertising Art Production', Prentice Hall, New York,

How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy , Princeton Architectural Press.

Designing Effective Communications (2001): Creating Contexts for Clarity
And Meaning by Jorge Frascara (Ed.), Allworth Press.U.S.A.

In Design Type: Professional Typography with Adobe In Design CS2 (1995)
by Nigel French, Adobe Press.

Golden Trends in Printing Technology (1996) by V S Krishnamurthy. Sage publications.
New Delhi.

Paper VI**Photography**

UNIT – I

Photography as communication - Essential tools of photography: Camera – Types of cameras – characteristics and features of each type of cameras – Aperture - Shutter speed - Usage - Depth of Field - Focal Length - Basics of design - Photo composition - Rule of Third - Angle of View.

UNIT II

Lens: Types and Usage. Lights: Types - Usage. Filters:Types and usage. Film: Types- Film Speed and Size. Tripod: Types - Usage. Basic Techniques for Better Image – Lights: types and functions. Basic Lighting: Key Light - Fill Light - Low Key and High Key Picture - Light Meter: Usage. Flash: Types and Usage- Electronic Flash – Selection of Right Flash Mode . - Other Accessories.

UNIT III

Digital Photography: Digital Still Cameras - Types- Major Components and Functions, Camera Operation, Mode, Advantages. Setup for Digital Imaging: Desktop Computer Components- Data Storage and Transfer Options. - File Formats – Converters. Scanner - Types - Scanning Techniques- Film Scanning. Photo Printers - Photo Quality. Printing Paper-Types.

UNIT IV

Introduction to Digital Imaging – Photoshop - Workspace. Palettes, Buttons. Choosing Color, Brush Shape. Operations and Usage of Tools- Pencil Tool, Paint Brush Tool, Air Brush Tool, Text Tool, Paint Bucket Tool, Gradient Tool, Smudge Tool, Focus Tool, Toning, Eye Dropper, Zoom Tool, Morgue Tool, Lasso Tool. Magi Wand, Art Marks, Art Layers, Layer Mark, Create Layer, Fill Tool, Trashcan, Cloning, Clone Align, Art Filter, Plug-ins, Rule of Thumb, Kerning, Leading. Digital Image on Various Media.

UNIT V

Photo Power Point Presentation, Photo Documentary. Photo Essay. Small Budget Studio- Design, Equipment and Budget. Corporate Studio- Design, Equipment and Budget. Popular Photography Websites - Creating Photography Website- Connecting Images for Internet Use- photo exhibitions

References:

The encyclopedia of photography (3rd edn.) (1993) by Richard Zakia, Leatie Stroebel, Focal Press, London.

The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.

Understanding Digital Photography by Joseph A .Ippolito, Thomson Press, New Delhi, 2005.

Digital Portrait Photography and Lighting: Take Memorable Shots Every Time. 2005. by Catherine Jamieson/ Sean McCormick , Wiley: London .

Digital Photography – All in one desk – reference for Dummies – David D. Busch – Wiley Publishing – New York – 2003.

Photoshop CS2: In Simple Steps – Shalini Gupta, Adity Gupta – Print Man – Delhi – 2007.

Practical I

PRINT PRODUCTION

LIST OF PRACTICALS

I

1. Produce a Visiting card using Screen printing
2. A letter head for an organisation
3. Poster (two color) using screen printing
4. Flex designing – multi color Flex printing
5. Front page of a daily
6. Sports page of a newspaper
7. Design a Magazine cover page
8. Design a Magazine special page
9. Display advertisement for a product
10. Institutional advertisement
11. Public service advertisement
12. A brochure for a company
13. Design a package for a product
14. Design a logo for an organization

II

A PROJECT PRINT PORTFOLIO FOR AN ORGANISATION / ON A THEME OR TOPIC

Comprehensive Practical Examination (Time: 6 hrs. Max. Marks: 50)

Break up of Marks:

Record	15 marks
PROJECT	15 marks
Practical Exam.	20 marks

Practical II: Photography

LIST OF PRACTICALS

I

1. Still life
2. Portrait
3. Silhouette
4. Lighting
5. Product Photography
6. Architecture- Interior, Exterior
7. Environmental Photography
8. Industrial Photography
9. Photographs - Human Interest
10. Photographs - Foods and Beverage
11. Image Manipulation
14. Photo Essay
15. Photo feature

II PROJECT PORTFOLIO ON A TOPIC/THEME

Practical Break Up: (Time 6 hrs. Max. Marks 50)

Record	15
Project	15
Practical Examination	20

Paper VII

Audiography

UNIT - I

Perception of sound – hearing sensitivity- frequency of range – sound wave length – measuring sound – Basic setup of recording system – analog digital cables, connectors, Analogue to digital conversion.

UNIT – II

Microphone – types – direction, pickup pattern, noise, choosing the right mike, technique- sound reproduction devices – input devices – various sound file extension.

UNIT –III

Mixing console – Accessories and connectors, cables – Special effects – equalizers – digital recording software – location recording

UNIT – IV

Editing techniques – audio sweetening – chorusing – noise reduction – The mastering process – Computers in music technology

UNIT V

Audio dubbing for video production – Synchronization time – code – storage, output devices – file transfer protocols – archival- Digital audio broadcast

Reference:

Strutt, John Williams, Baron. The Theory of Sound. Rayleigh. 1996.

AlecNibet. The Use of Microphones. Oxford: Focal Press, 2004.

Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focal Press. 1996.

Michael Talbot – Smith. Broadcast Sound Technology. Oxford: Focal Press. 2002.

Francis Rumsay and TimMick. Sound and Recording: An Introduction. Oxford: Focal Press.

Tim Amyes. Audio Post – production in Video and Film. Oxford: Focal Press. 2001.

Paper VIII COMMERCIAL BROADCASTING**UNIT I**

Development of ideas- brief from client, agency interpretation, advertising strategy, creative work- idea/ concept development, popular TV ad formats, script/ story board, client approval, media approval- creative potential of TV and Radio, Internet radio.

UNIT II

Pre production – radio commercial production - film formats, planning of special elements- choosing the production team, crew, cast- sources of casting, role and responsibilities of casting director. Pre production meeting- agenda.

UNIT III

Production of TV commercial - set shooting/ location shooting- recording the sound track and creating the special effects- Pre scoring and Post scoring.

UNIT IV

Editing the commercial for radio and TV - traditional film editing/ non linear editing- finishing the audio elements- confirming the picture- special effects and animations.

UNIT V

Economics of radio and television commercial production- Budgeting and other factors affecting production - choosing production companies - specialization of production companies - future of TV and radio commercial production – mobile radio and digital audio broadcast.

REFERENCE

1. Simon, Mark. Storyboards Motion in Action (2nd edn.). Oxford: Focal Press. 2000
2. Zettl, Herbert. Television Production Handbook (7th edn.).Belmont: Wadsworth Publishing, 2000.
3. Crittenden, Roger. Film and Video Editing (2nd edn.). London: Blue Print, 1995.
4. Wright, Steve. Digital compositing for Film and Video. Oxford; Focal Press, 2005.
5. Hooper White. How to produce effective TV commercials (3rd edn.). NTC Business Books. Chicago.
6. The audio- visual handbook- a complete guide to the world of audio- visual techniques. Alan MCPHERSON & Howard Timms. Pelham books, London.
7. Mathur,C. Advertising Management; Text and Cases. New Age International: New Delhi. 2005.

SDE**Paper IX****ELEMENTS OF FILM AND VIDEO PRODUCTION****Unit-I**

Introduction to Digital Video Equipment: Digital Video Camera- Types – Format- Major Components - Operation and Functions. Lens – Types – Aperture- Shutter – white balance- Focussing Methods. Focal Length. Depth of Field. Video Signal, Video Format, Video Lights - Types and Functions. Tripod- Types. Light meter - other accessories.

Unit- II

Pre-Production: Ideas, Themes, Concepts, Story Development. Script- Format, Storyboard. Planning and Budgeting for Production – Talk show. Short Film.- Documentary, Feature Film. Role of Director, Art Director, Cinematographer, Film editor, Floor Manager, Production Manager - Location Identification.

Unit-III

Digital Video Production: Camera Movements-Composition-Shots-Angles. Mise-en-scene.. Multi Camera Setup. Lighting. Color Temperature Basic and Special Lighting Setup - Atmospheric Lighting. ENG. Anchoring, Compering. Montage. Documentaries and other electronic field productions.

Unit-IV

Digital Video Editing: Linear and Non-Linear Editing. Capturing and Rendering Techniques – Editing Techniques- Continuity-Sequence-Dynamic. Method of Transitions. EDL Preparations- Titling- Graphics, Animations - Storage Devices.

Unit- V

Digital Production Studio: Basic Studio Structure and Equipment - Planning and Budgeting. Organizational Structure of Television Channels. - OB Van and its accessories. Communication Satellites. Broadcasting – Terrestrial, Satellite, DTH. HDTV, IPTV.

References:

Television Production (1999) by Gerald Millerson, Focal press,.London.
 The Technique of Television Production (2001) by Gerald Millerson . Focal press. London.
 Digital Cinematography (2001). Paul Wheeler, Focal Press, London.
 The Essential of TV Director's Handbook (3rd edn.)1996. Peter Jarvis, Focal Press. London.
 An Introduction to Ddigital Video (1994). John Watkinson, Focal Press, London.
 Lighting Techniques For Video Production (1996). Tom Letourneau, McGrawHill,
 Digital Non-Linear Editing (1998). Thomas A. Ohanian, Focal Press. London.

III Yr.

Practical III

COMMERCIAL PRODUCTION

I LIST OF PRACTICALS

1. Produce a Radio commercial
2. Produce a Radio jingle
3. Produce a signature tune for a radio programme
4. Record a celebrity endorsement for a product
5. Produce a TV commercial
6. Produce a script and story board for a TV commercial
7. Produce a Public service TV advertisement
8. Produce a live product demo for a commercial
9. Produce a TV commercial with animation effects
10. Produce a Television news bulletin.

II A COMPLETE PROJECT ON A THEME OR TOPIC FOR AN ORGANISATION/AGENCY

Break up for comprehensive examination (Time 6 hrs. Marks 50)

Record (Text & DVD)	15
Project	15
Practical Exam.	20

III yr.

Practical IV VIDEO PRODUCTION

I. LIST OF PRACTICALS

1. Script
2. Story board
3. Shots
4. Basic lighting techniques
5. Capturing - Rendering – Storage Media- Transitions
6. EDL preparation
7. Anchoring
8. Film editing
9. Titling
10. Short film
11. TV commercial
12. Montage
13. Interview
14. News production
15. Talk show

II A COMPLETE VIDEO PROJECT ON A THEME OR TOPIC FOR AN ORGANISATION/AGENCY

Break up for comprehensive examination (Time 6 hrs. Marks 50)

Record (Text & DVD)	15
Video Project	15
Practical Examination	20

Model question paper

Paper I

INTRODUCTION TO COMMUNICATION

Time 3 hrs

Max Marks 100

Answer any FIVE questions. All the questions carry equal marks (5x20=100).

1. Explain how communication plays a crucial role in the socio and economic changes of a society.
2. Explain the meanings of concepts in a communication process.
3. What is the need for an effective Public Relations practice in advertising and marketing?
4. Examine the influence of media on the public opinion. Give examples.
5. Analyse the media usage pattern among the people in today's new media context.
6. Examine the social and cultural impact global media has on developing societies.
7. Evaluate the contributions of mass media towards rural development.
8. Give a prediction of the future developments of new media and its implications.

Paper II

WRITING FOR MEDIA

Model Question paper

Time: 3hrs

Marks: 100

Answer any FIVE questions. All the questions carry equal marks (5x20=100).

1. Discuss factors influencing the contents of newspapers in the light of growing competition from electronic news media.
2. Discuss the major factors considered in the publication of a magazine.
3. Explain the factors responsible for the popularity of FM Radio Broadcasting.
4. Discuss media conglomeration that is emerging in India.
5. What are the factors to be considered while writing Television news?
6. What role can television play in the process of rural development.?
7. Give details of a project using Internet for socio economic development in Tamilnadu.
8. List out recent cyber crimes in the country and suggest how cyber crimes can be controlled.

B.Sc. Visual Communication**Model question Paper Paper III - ADVERTISING**

Time: 3 hrs

Max.Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

1. Examine the growth of advertising industry in India in recent years in the context of globalization
 2. What is Public Service advertising? Discuss the need for public service advertising campaigns to create public awareness and involvement in development process.
 3. Give an outline of the nature and structure of advertising agency needed to face the growing challenges in the profession.
 4. What kind of an impact media of advertising create in the minds of people about products and brands?
 5. How would you study the market's response to advertising campaigns? Explain with examples.
 6. Critically evaluate an ongoing advertising campaign for its creative and media strategy and impact
 7. Examine the social and cultural impact of foreign advertisements in traditional societies.
 8. Analyse the impact of celebrities in advertisements and in corporate and brand promotions.
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B.Sc. Visual Communication (SDE)**Model question paper:****Paper IV****Communication Media**

Time: 3 hrs

Max.Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

1. Examine the growth of the Tamil newspapers in terms of content and design in recent years.
2. Give a critical review of the content and design aspects of specialized magazines with examples of English and Tamil magazines.
3. Explain the revival of radio and its listenership in the context of FM broadcasting.
4. Analyse the social and cultural impact of foreign satellite channels in India. What do you suggest as regulations to control the negative effects of such TV channels?
5. Explain the potential of cable television in revolutionizing the dissemination of information at all levels.
6. Examine the status of film industry today in the light of increasing entertainment options for the audience and piracy.
7. Give the relevance and importance of documentary films in creating social awareness among the people.
8. Analyse the impact of e governance system adopted by the local government in your area.

Model question paper:**Paper V****Graphic Production**

Time: 3 hrs

Max.Marks 100

Answer any FIVE questions. All questions carry equal marks

(5x20=100)

1. Explain the process of letter press and give the details of its applications in the printing industry.
2. What is the importance of photographs in a magazine? Explain how it helps in the design and layout of a magazine page.
3. What are the different types of colour used in print production? Give out the concepts and meanings associated with colours.
4. Give the special features and advantages of offset printing method.
5. Explain how screen printing is done. Give its advantages and applications.
6. Write on the different types of papers used in different printing processes.
7. Describe the characteristics of some leading typographic styles used in newspaper and magazine production.
8. Give a new design for the front page of a local newspaper of your choice with all relevant graphic elements.

Model question paper**Paper VI****Photography**

Time: 3 hrs

Max.Marks 100

Answer any FIVE questions. All questions carry equal marks

(5x20=100)

1. What are the essential tools required for a professional photographer? What are the different types of Cameras?
2. Discuss the features and effects of SLR camera.
3. Describe the characteristics and uses of Lenses and filters in photography
4. Explain Colour temperature in photographic perspective. What are the different types of artificial lights?
5. Give in detail the special features of the components and their functions of digital still cameras.
6. 'Marquee to Zoom' tool in Photoshop is of immense use in photo editing - Justify
7. Discuss in detail the various file formats available in digital images. What are the different types of Scanners?
8. Explain the process of creating a photography website. List some of the most popular

Model question paper**Paper VII****Audiography**

Time: 3 hrs

Max.Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

- 1 Explain the process of human hearing and aesthetics of sound.
- 2 Describe any five recording equipment devices used for outdoor recording
- 3 Why is equalization or post production sweetening required air audio production
- 4 Explain the process of converting analog sound wave to digital binary
- 5 How critical is microphone placement during a recording use an imaginary situation to describe mike placement
- 6 Mention any five storage devices used in audio production and explain its functioning
- 7 Explain the sound production process followed in radio stations
- 8 Explain the salient features of digital broadcast.

Model question paper**Paper VIII****Commercial Broadcasting**

Time: 3 hrs

Max.Marks 100

Answer any FIVE questions. All questions carry equal marks (5x20=100)

1. Explain the importance of story board development for a TV Commercial.
2. What factors differentiate between radio and television commercial productions?
3. Explain the Pre production stage and give details of the pre production works in a television commercial production.
4. Explain the use of Audio visual special effects in commercials with current examples.
5. What factors are considered in the Editing of commercials?
6. Discuss the cost factor in producing a commercial.
7. Give a detailed account of the positive and negative aspects of web advertising.
8. Prepare a story board for a TV commercial on a consumer product of your choice.

Model question paper

Paper IX Elements of Film And Video Production

Time: 3 hrs

Max.Marks 100

Answer any FIVE questions. All questions carry equal marks

(5x20=100)

1. Explain the special features and functions of Digital Video Camera.
2. Discuss the different stages of pre-production work involved in producing a film.
3. What are the roles and responsibilities of the production personnel in feature film production?
4. Different lighting used in films creates different moods – Discuss.
5. Explain the principles of good composition. What are the various movements of camera?
6. How is non-linear edition different from linear edition? Explain the advantages of non-linear editing.
7. Explain the organizational structure of a Television Channel.
8. Explain in detail the new technologies applied in digital broadcasting.
