SYLLABUS 2019 ADMISSION ONWARDS

BY UNIVERSITY OF CALICUT

FOR

BA MULTIMEDIA

UNDER THE FACULTY OF JOURNALISM

BOARD OF STUDIES IN MULTIMEDIA

(UNIVERSITY OF CALICUT)

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BA MULTIMEDIA
REGULATION AND SYLLABI

(RESTRUCTURED FOR CUCBCSS UG, 2019 ONWARD)
(BA LRP Pattern)

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 program me in Multimedia under the Choice Based Credit and Semester System (CUBCSS UG) being introduced by the University of Calicut from 2013-'14 academic year.

2. Objective

The restructured undergraduate program me called as BA Multimedia 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 Program me 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/ Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the BA Multimedia 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/computer/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 Examination

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. Practical examinations shall be conducted by the University at the end of fourth and sixth semester (except for music). Conduct of Practical examinations in the second semester as per the syllabi is permitted for B.Sc. Programmes in HMCS and B.Sc. Costume and Fashion Designing. In other matters of external evaluation, the clauses 8, 9 and 10of the Regulations of the CBCSS (UG) approved by the University will be applicable.

General Course I, II, III & IV shall be designed by the concerned group of Boards.

The subjects under Language Reduced Pattern (LRP) /[Alternative pattern] are grouped into Five:

1. **BA Multimedia, BA Film and Television, BA Visual Communication**

4.4 Grading of Successful Candidates

The Regulations of the CUCBCSS (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 F as stipulated in Clause 10 of the University approved Regulations of the CUCBCSS (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. 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

4.5 Other Regulations

In all other matters regarding the regulations of the BA MULTIMEDIA program me which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CUCBCSS (UG) will be applicable.

5. Courses of Study and Scheme of Examinations

The BA MULTIMEDIA 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.

PART- I

BA MULTIMEDIA
SYLLABUS

PART- II

COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR VARIOUS OTHER UG PROGRAMMES
A. (BA Mass Communication & Journalism)
B. (LRP Programmes)

PART- I
SYLLABUS (CORE AND OPEN COURSE)

Semester	Course	Credit	Marks
Semester I	Common course: English	3	75
	Common course: English	3	75
	Common course: Additional Language	4	100
	Core Course 1: Introduction to Digital Media	4	100
	Complementary course 1: Journalism	3	75
	Complementary course 2: Visual Communication	3	75
	Total	**20**	**500**
Semester II	Common course: English	4	100

	Common course: English	4	100
	Common course: Additional Language	4	100
	Core Course 2: Creativity and Design Skills	4	100
	Complementary course 3: Journalism	3	75
	Complementary course 4: Visual Communication	3	75
	Total	**22**	**550**
Semester III	General Course 1	4	100
	General Course 2	4	100
	Core Course 3: Media Publishing	2	75
	Core Course 4: Computer Graphics	2	75
	Core Course 5: Digital Photography	2	75
	Core Course 6: Media Publishing & Computer Graphics (Practical)	2	75
	Core Course 7: Digital Photography (Practical)	2	75
	Complementary course 5: Journalism	3	75
	Complementary course 6: Visual Communication	3	75
	Total	**24**	**725**
Semester IV	General Course 3	4	100
	General Course 4	4	100
	Core Course 8: Introduction to Cinematography	2	75
	Core Course 9: Fundamentals of Web Designing	2	75
	Core Course 10: Introduction to Cinematography (Practical)	2	75
	Core Course 11: Fundamentals of Web Designing (Practical)	2	75
	Complementary course 7: Journalism	3	75
	Complementary course 8: Visual Communication	3	75
	Total	**24**	**650**
Semester V	Core Course 12: Techniques of Post Production – Visual Editing	3	75
	Core Course 13: Techniques of Post Production –Sound Recording, Editing and Mastering	2	75
	Core Course 14: Introduction to 3D Modeling and Texturing	2	75
	Core Course 15: Advanced Web Designing	2	75
	Core Course 16: Techniques of Post Production – Visual Editing & Techniques of Post Production –Sound Recording, Editing and Mastering (Practical)	2	75
	Core Course 17: Introduction to 3D Modeling and Texturing & Advanced Web Designing (Practical)	2	75
	Open Course 1: Fundamentals of Multimedia	3	75
	Total	**16**	**525**
Semester VI	Core Course 18: Advanced 3D Animation, Vfx and Compositing	3	75
	Core Course 19: Introduction to Motion Graphics	3	75
	Core Course 20: Television & Multi Camera Production (Elective)	2	75
	Core Course 21: Multimedia Designing & Authoring (Elective)	2	75
	Core Course 22: Advanced 3D Animation, Vfx and Compositing	2	75
	Core Course 23: Introduction to Motion Graphics	2	75
	Core Course 24: Multimedia Project	2	75
	Core Course 25: Web Site Project	2	75
	Total	**16**	**525**

A sample subject list of complementary courses for BA Multimedia are given below.

1. **Visual Communication (BA Visual Communication)**
2. **Film and Television (BA Film & Television)**
3. **Media Practices (BA Mass Communication & Journalism)**

There will be the examinations of the Complementary courses will be conducted at the end of each semester. (applicable for BA LRP- I, II, III & IV)

Semester I Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit		Semester End Examination (External)		
						Internal			
		Theory	Lab /P	Total			Theory	Practical	Total
A01 Common Course	Common English Course I	4	-	4	3	15	60	-	75
A02 Common Course	Common English Course II	5	-	5	3	15	60	-	75
A07 Common Course	Additional Language Course I A07 (3)	5	-	5	4	20	80	-	100

BMM1B01 Core Course 1	Introduction to Digital Media	5	-	5	4	20	80	-	100
Complementary Course 1	Complementary I*	3	-	3	3	15	60	-	75
Complementary Course 2	Complementary II*	3	-	3	3	15	60	-	75
	Total		**25**		**20**		**500 Marks**		

* Detailed syllabi and objectives are to be provided by the concerned boards

Semester II Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination(External)		
		Theory	**Lab/P**	**Total**			**Theory**	**Practical**	**Total**
A03 Common Course	Common English Course III	4	-	4	4	20	80	-	100
A04 Common Course	Common English Course IV	5	-	5	4	20	80	-	100
A08 Common Course	Additional Language Course II A08 (3)	5	-	5	4	20	80	-	100
BMM2B02 Core Course 2	Creativity and Design Skills	5	-	5	4	20	80	-	100

Complementary Course 3	Complementary III*	3	-	3	3	15	60	-	75
Complementary Course 4	Complementary IV*	3	-	3	3	15	60	-	75
	Total	**25**			**22**	**550 Marks**			

Detailed syllabi and objectives are to be provided by the concerned boards

Semester III Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination (External)		
		Theory	Lab/P	Total			Theory	Practical	Total
A11 General Course 1		4	-	4	4	20	80	-	100
A12 General Course 2		4	-	4	4	20	80	-	100
BMM3B03 Core Course 3	Media Publishing	2	-	2	2	15	60	-	75
BMM3B04 Core Course 4	Computer Graphics	1	-	1	2	15	60	-	75
BMM3B05 Core Course 5	Digital Photography	2	-	2	2	15	60	-	75
BMM3B06 Core Course 6	1. Media Publishing (Practical) 2. Computer Graphics	-	3	3	2	-	-	75	75

	(Practical)								
BMM3B07 Core Course 7	Digital Photography (Practical)	-	1	2	2	-	-	75	75
Complementary Course 5	Complementary V*	4	-	4	3	15	60	-	75
Complementary Course 6	Complementary VI*	4	-	4	3	15	60	-	75
	Total	**25**			**24**	**725 MARKS**			

Detailed syllabi and objectives are to be provided by the concerned boards

Semester IV Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination (External)		
		Theory	**Lab/ P**	**Total**			**Theory**	**Practical**	**Total**
A13 General Course 3		4	-	4	4	20	80	-	100
A14 General Course 4		4	-	4	4	20	80	-	100
BMM4B08 Core Course 8	Introduction to Cinematography	2	-	2	2	15	60	-	75
BMM4B09 Core Course 9	Fundamentals of Web	2	-	2	2	15	60		75

Code and Course	Course Title	Theory	Lab/P	Total	Credit	Internal	Theory	Practical	Total
	Designing							-	
BMM4B10 Core Course 10	Introduction to Cinematography (Practical)	-	2	2	2	-	-	75	75
BMM4B11 Core Course 11	Fundamentals of Web Designing (Practical)	-	3	3	2	-	-	75	75
Complementary Course 7	Complementary VII*	4	-	4	3	15	60	-	75
Complementary Course 8	Complementary VIII*	4	-	4	3	15	60	-	75
	Total			**25**	**22**			**650 MARKS**	

Detailed syllabi and objectives are to be provided by the concerned boards

Semester V Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination (External)		
		Theory	Lab/P	Total			Theory	Practical	Total
BMM5B12 Core Course 12	Techniques of Post Production – Visual Editing	3	-	3	3	15	60	-	75
BMM5B13 Core Course 13	Techniques of Post Production –Sound Recording, Editing and Mastering	3	-	3	2	15	60	-	75

BMM5B14 Core Course 14	Introduction to 3D Modeling and Texturing	2	-	2	2	15	60	-	75
BMM5B15 Core Course 15	Advanced Web Designing	3	-	3	2	15	60	-	75
BMM5B16 Core Course 16	1. Techniques of Post Production – Visual Editing (Practical) 2. Techniques of Post Production –Sound Recording, Editing and Mastering (Practical)	-	4	4	2	-	-	75	**75**
BMM5B17 Core Course 17	1. Introduction to 3D Modeling and Texturing (Practical) 2. Advanced Web Designing (Practical)	-	7	7	2	-	-	75	75
BMM5D01 Open Course 01	Fundamentals of Multimedia (For other Students)	3	-	3	3	15	60	-	75
	Total		**25**		**16**		**525 Marks**		

Semester VI Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit			Semester End Examination(External)		
							Internal			
		Theory	**Lab/P**	**Total**				**Theory**	**Practical**	**Total**

BMM6B18 Core Course 18	Advanced 3D Animation, Vfx and Compositing	5	-	5	3	15	60	-	75
BMM6B19 Core Course 19	Introduction to Motion Graphics	4	-	4	3	15	60	-	75
Electives: The Department Should offer electives for the students to choose									
BMM6B20 Core Course 20 (Elective)	Multimedia Designing & Authoring	5	1	6	2	15	60	-	75
BMM6B21 Core Course 21 (Elective)	Television & Multi Camera Production	5	1	6	2	15	60	-	75
BMM6B22 Core Course 22	Advanced 3D Animation, Vfx and Compositing (Practical)	-	3	3	2	-	-	75	75
BMM6B23 Core Course 23	Introduction to Motion Graphics (Practical)	-	3	3	2	-	-	75	75
BMM6B24 Core Course 24	Multimedia Project	-	2	2	2	15	60 (Project Evaluation 30 +Record 10 + Viva Voce 20)		**75**
BMM6B25 Core Course 25	Web Site Project	-	2	2	2	15	60 (Project Evaluation 30 +Record 10 + Viva Voce 20)		**75**
	Total	**25**			**16**	**Total Marks- 525**			

GENERAL SCHEME OF THE PROGRAMME (BA LRP)

Sl No	Course	No of Courses	Credits
1	Common Courses (English)	4	14
2	Common Courses (Additional Language)	2	8
3	General Course	4	16
4	Core Courses	24	55
5	Complementary Courses	8	24
6	Open Courses	1	3
			Total 120
Audit course		**4**	**16**
Extra Credit Course		**1**	**4**
			Total 140

PART- III

COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR VARIOUS OTHER UG PROGRAMMES

A. (BA Mass Communication & Journalism)

Semester	Code	Title	Hrs/Week	Credit	External	Internal

			Theory	Lab	Total			
	BMM1 (2) C01	Introduction to Multimedia & E-Content Development	6	0	6	4	80	20
	BMM4 (3) C01	Computer Graphics & Web Design	6	0	6	4	80	20
Total			12	0	12	8	160	40

B. (LRP Programmes)

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			
I	BMM1 C02	Introduction to Multimedia	3	0	3	3	60	15
II	BMM2 C02	E-Content Development	3	0	3	3	60	15
III	BMM3 C02	Computer Graphics	2	1	3	3	60	15

IV	BMM4 C02	Web Design	2	1	3	3	60	15
Total			10	2	12	12	240	60

EVALUATION PATTERN OF CORE AND COMPLEMENTARY COURSES

THEORY COURSES

20 marks (internal) + 80 marks (external) (4 and above Credit Courses)

15 marks (internal) + 60 marks (external) (Credit below 4)

PRACTICAL COURSES

75 Marks (external) No internal marks for the practical courses

PROJECT EVALUATION

15marks (internal) + 60 marks (external) (for BMM6B24 Multimedia Project and BMM6B24 Web Site Project)

Practical examinations shall be conducted in the even semester (IV, and VI) (Ref: University Regulation for CUCBCSS 8.2)

3.1. '**Programme**' means the entire course of study and examinations for the award of BA Multimedia degree.

3.2. '**Duration of programme**' means the time period required for the conduct of the programme. The duration of BA Multimedia programme shall be six semesters distributed in a period of 3 years.

3.3. '**Academic Week**' is a unit of five working days in which distribution of work is organized from day one to day five, with five contact hours of one hour duration on each day. A sequence of 18 such academic weeks constitutes a semester.

3.4. '**Semester**' means a term consisting of 18 weeks (16 instructional weeks and two weeks for examination).

3.5. '**Course**' means a segment of subject matter to be covered in a semester.

3.6. '**Common course**' means a course that comes under the category of courses, including compulsory English and additional language courses and a set of general courses applicable for Language Reduced Pattern (LRP) programmes, the selection of which is compulsory for all students undergoing UG programmes.

3.7. 'Core **course**' means a compulsory course in a subject related to a BA Multimedia degree programme.

3.8. '**Open course**' means a course which can be opted by a student at his/her choice.

3.9. 'Complementary **course**' means a course which is generally related to the core course.

3.10. 'Improvement **course**' is a course registered by a student for improving his/her performance in that particular course.

3.11. 'Ability **Enhancement course/Audit course**' is a course which is mandatory as per the directions from the Regulatory authorities like UGC, Supreme Court etc.

3.12. 'Department' means any Teaching Department in a college offering a course of study approved by the University as per the Statutes and Act of the University.

3.13. '**Department Co-ordinator**' is a teacher nominated by a Dept. Council to co-ordinate all the works related to CUCBCSS UG undertaken in that department including continuous evaluation.

3.14. 'Department **Council**' means the body of all teachers of a department in a college.

3.15. 'Parent **Department**' means the Department which offers a particular degree programme.

3.16. '**College Co-ordinator**' is a teacher nominated by the college council to co-ordinate the effective running of the process of CBCSS including internal evaluation undertaken by

various departments within the college. She/he shall be the convener for the College level monitoring committee.

3.17. College level monitoring committee. A monitoring Committee is to be constituted for CBCSSUG at the college level with Principal as Chairperson, college co-ordinator as convenor and department co-ordinators as members. The elected College union chairperson shall be a member of this committee.

3.18.'**Faculty Adviser**' means a teacher from the parent department nominated by the Department Council, who will advise the student in the academic matters and in the choice of open courses.

3.19.'**Credit**'**(C)** is a unit of academic input measured in terms of weekly contact hours/course contents assigned to a course.

3.20.'**Extra Credit**' is the additional credit awarded to a student over and above the minimum credits required in a programme, for achievements in co-curricular activities and social activities conducted outside the regular class hours, as decided by the University. For calculating CGPA, extra credits will not be considered.

3.21. 'Letter **Grade**' or simply 'Grade' is a letter symbol (O, A+, A, B+, B, C, P, F, I and Ab). Grade shall mean the prescribed alphabetical grade awarded to a student based on his/her performance in various examinations. The Letter grade that corresponds to a range of CGPA is given in Annexure-I.

3.22. Each letter grade is assigned a '**Grade point**' **(G)** which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course. **Grade Point** means point given to a letter grade on 10 point scale.

3.23.'**Semester Grade Point Average**' **(SGPA)** is the value obtained by dividing the sum of credit points obtained by a student in the various courses taken in a semester by the total number of credits in that semester. SGPA shall be rounded off to three decimal places. SGPA determines the overall performance of a student at the end of a semester.

3.24. 'Credit **Point**' **(P)** of a course is the value obtained by multiplying the grade point (G) by the credit (C) of the course: $P = G \times C$

3.25.'**Cumulative Grade Point Average**' **(CGPA)** is the value obtained by dividing the sum of credit points in all the semesters taken by the student for the entire programme by the

total number of credits in the entire programme and shall be rounded off to three decimal places.

3.26. Grade Card means the printed record of students' performance, awarded to him/her.

3.27. Course teacher: A teacher nominated by the Head of the Department shall be in charge of a particular course.

3.28.'Strike off the roll': A student who is continuously absent for 14 days without sufficient reason and proper intimation to the Principal of the college shall be removed from the roll.

3.29. Words and expressions used and not defined in this regulation, but defined in the Calicut University Act and Statutes shall have the meaning assigned to them in the Act and Statutes.

4. PROGRAMME STRUCTURE

4.1. Duration: The duration of a BA Multimedia programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November to March.
4.2. Courses: The BA Multimedia programme shall include five types of courses, viz; Common Courses(Code A), Core courses (Code B), Complementary courses (Code C), Open Course (Code D) and Audit courses (Code E).

4.3. Course code : Each course shall have a unique alphanumeric code number, which includes abbreviation of the subject in three letters, the semester number (1 to 6) in which the course is offered, the code of the course (A to E) and the serial number of the course (01,02 ......). The course code will be centrally generated by the university. For example: BMM3B03 represents a core course of serial number 3 offered in the third semester BA Multimedia programme.

4.4. Common Courses: A BA Multimedia student shall undergo 10 common courses (total 38credits) as follows:

A01. Common English Course	Semester I
02. Common English Course II	Semester I
A03. Common English Course III	Semester II
A04. Common English Course IV	Semester II
A07. Additional Language Course I	Semester I

A08. Additional Language Course II	Semester II
A11. General Course I	Semester III
A12. General Course II	Semester III
A13. General Course III	Semester IV
A14. General Course IV	Semester IV

Common courses A01-A04 shall be taught by English teachers and A07-A08 by teachers of additional languages respectively. General courses A11-A14 shall be taught by teachers of the Multimedia department

4.5. Core courses: Core courses are the courses in the major (core) subject of the degree programme chosen by the student. Core courses are offered by the Multimedia department.

4.6. Complementary courses: Complementary courses cover disciplines that are related to the core subject and are distributed in the first four semesters.

4.7. Open courses: There shall be one open course in core subjects in the fifth semester. The open course shall be open to all the students from other departments except the students from the parent department. The students can opt that course from any other department in the institution. Total credit allotted for open course is 3 and the hours allotted is 3. If there is only one programme in a college, they can choose either language courses or physical education as open course.

4.8. Common and open courses under SDE/Private Registration: Existing pattern (as in CUCBCSSUG 2014) shall be followed under SDE/Private Registration.

4.9. Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits is given below.

Course with credit	**Semester**
Environment Studies – 4	1

Disaster Management – 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

 * Colleges can opt any one of the courses.

4.10. Extra credit Activities: Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

4.11. Credits: A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 38 (14 for common (English) courses +8 for common languages other than English and 16 credits for General courses) credits shall be from common courses, 2 credits for project/corresponding paper and 3 credits for the open course.

The maximum credits for a course shall not exceed 5. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more Extra credit activities are done by a student that may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA or CGPA.

4.12. Attendance: A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Attendance shall be maintained by the Department concerned. Condonation of shortage of attendance to a maximum of 10% in the case of single condonation and 20% in the case of double condonation in a semester shall be granted by University on remitting the required fee. Benefits of attendance may be granted to students who attend the approved activities of the college/university with the prior concurrence of the Head of the institution. Participation in such activities may be treated as presence in lieu of their absence on production of participation/attendance certificate (within two weeks) in curricular/extracurricular activities (maximum 9 days in a semester). Students can avail of condonation of shortage of attendance in a maximum of four semesters during the entire programme (Either four single condonations or one double condonation and two single condonations during the entire programme). If a student fails to get 65% attendance, he/she can move to the next semester

only if he/she acquires 50% attendance. In that case, a **provisional registration** is needed. Such students can appear for supplementary examination for such semesters after the completion of the programme. Less than 50% attendance requires Readmission. Readmission is permitted only once during the entire programme.

4.13. Grace Marks: Grace Marks may be awarded to a student for meritorious achievements inco-curricular activities (in Sports/Arts/NSS/NCC/Student Entrepreneurship) carried out besides the regular hours. Such a benefit is applicable and limited to a maximum of 8 courses in an academic year spreading over two semesters. In addition, maximum of 6 marks per semester can be awarded to the students of UG Programmes, for participating in the College Fitness Education Programme (COFE).

5. BOARD OF STUDIES AND COURSES

5.1. The Multimedia (Single) Boards of Studies shall design all the courses offered in the BA Multimedia programmes. The Board shall design and introduce new courses, modify or re-design existing courses and replace any existing courses with new/modified/re-designed courses to facilitate better exposure and training for the students.

5.2. The Syllabus of a course shall include the title of the course, the number of credits, maximum marks for external and internal evaluation, duration of examination hours, distribution of internal marks and reference materials.

5.3. The Syllabus for Common Courses, even though prepared by different Boards of Studies, maybe put under a separate head as Syllabus for Common Courses.

5.4. Each course has an alpha numeric code, the number of credits and title of the course. The code gives information on the subject, the semester number and the serial number of the course. Each module/chapter may mention the total marks of questions to be asked from each module/section in the Question paper.

5.5. The syllabus of each course shall be prepared module wise. The course outcomes are to be clearly stated in the syllabus of all subjects including laboratory subjects, the number of instructional hours and reference materials are also to be mentioned against each module. Since a semester contains 16 instructional weeks, the same may be considered in the preparation of the syllabi.

5.6. The scheme of examination and model question papers are to be prepared by the Board of Studies. The total marks of questions from each module may be given along with the syllabus.

5.7. A Question Bank system shall be introduced. Boards of Studies shall prepare a Question Bank, section wise, at least 8 times to that required for a Question paper.

5.8. Each Course should have a Preamble which clearly signifies the importance of that course.

5.9. Boards of Studies have to be constantly in touch with renowned Indian Universities and atleast a few foreign universities. Subject experts have to be identified in all major fields of study and endeavour, and consulted frequently.

6. ADMISSION

6.1. The admission to BA Multimedia programme will be as per Rules and Regulations of the University.

6.2. The eligibility criteria for admission shall be as announced by the University from time to time.

6.3. Separate rank lists shall be drawn up for reserved seats as per the existing rules.

6.4. The admitted candidates shall subsequently undergo the prescribed courses of study in a college affiliated to the University for six semesters within a period of not less than three years; clear all the examinations prescribed and fulfill all such conditions as prescribed by the University from time to time.

6.5. The college shall make available to all students admitted a **prospectus** providing details of the programme. The information so provided shall contain title of the courses, the semester in which it is offered and credits for the courses. Detailed syllabi shall be made available in the University/college websites.

6.6. There shall be a uniform **calendar** prepared by the University for the registration, conduct/schedule of the courses, examinations and publication of results. The University shall ensure that the calendar is strictly followed. Admission notification and the academic calendar for SDE/ Private Registration will be prepared and issued by SDE.

6.7. There shall be provision for **Inter Collegiate and Inter University Transfer** in third and fifth semester within a period of two weeks from the date of commencement of the semester. College transfer may be permitted in Second and Fourth semester also without

change in complementary course within a period of two weeks from the date of commencement of the semester concerned.

6.8. Complementary change at the time of college transfer is permitted in the third semester if all conditions are fulfilled.

6.8.1. Core/Complementary change under SDE/Private Registration: Existing rule (as in CUCUCBCSS UG 2014) shall be followed in Core/Complementary Change.

6.9. CBCSS regular students can join distance education stream/Private Registration in any semester in the same programme or different one. If core and complementary courses are different, they have to undergo them in the new stream. The marks/grace obtained for common courses will be retained.

6.10. A student registered under distance education stream/Private Registration in the CBCSS pattern may be permitted to join the regular college (if there is a vacancy within the sanctioned strength) in the third and fifth semester with the same programme only. If there is a change in complementary courses, it can be done with following conditions: i) the external and internal marks/grade obtained in the previous semesters for the earlier complementary courses will be cancelled. ii) the students have to write the external examinations for the previous semester for the new complementary courses along with the subsequent batch. iii) An undertaking to the effect that "the internal evaluation for the previous semesters of the new complementary courses will be conducted", is to be obtained from the Principal of the college in which the student intends to join.

6.11. Provision for **credit transfer** is subject to common guidelines prepared by the faculty concerned.

6.12. There shall be provision for **Readmission** of students in CUCBCSS UG 2019.

6.12.1. The Principal can grant readmission to the student, subject to the conditions detailed below and inform the matter of readmission to the Controller of Examinations within one month of such readmission.

6.12.2. This readmission is not to be treated as college transfer.

6.12.3. There should be a gap of at least one semester for readmission.

6.12.4. The candidate seeking readmission to a particular semester should have registered for the previous semester examination.

6.12.5. Readmission shall be taken within two weeks from the date of commencement of the semester concerned.

6.12.6. For readmission, the vacancy should be within the sanctioned strength in the parent college. If there is no vacancy in the junior batch of the parent college, readmission can be taken in another college with the junior batch if there is vacancy within the sanctioned strength in the concerned college.

6.12.7. If there is a change in complementary courses, it can be done with following conditions: i) the external and internal marks/grade obtained in the previous semesters for the earlier complementary courses will be cancelled. ii) the students have to write the external examinations for the previous semester for the new complementary courses along with the subsequent batch iii) An undertaking to the effect that "the internal evaluation for the previous semesters of the new complementary courses will be conducted", is to be obtained from the Principal of the college in which the student intends to take readmission.

6.12.8. If change in scheme occurs while readmission, provision for credit transfer is subject to common guidelines prepared by Board of Studies/ Faculty concerned. For readmission to CUCBCSS UG 2019 involving scheme change, the Principal concerned shall report the matter of readmission to Controller of Examinations with the details of previous semesters and course undergone with credits within two weeks in order to fix the deficiency/excess papers.

7.   REGISTRATION

7.1. Each student shall make an online registration for the courses he/she proposes to take, in consultation with the Faculty Adviser within two weeks from the commencement of each semester. The college shall send a list of students registered for each programme in each semester giving the details of courses registered, including repeat courses, to the University in the prescribed form within 45 days from the commencement of the semester.
It is mandatory that the students who got admission under CUCBCSS UG 2019 in SDE/Private shall register for the examinations of the concerned semesters in the same year itself.

7.2. A student shall be normally permitted to register for the examination if he/she has required minimum attendance. If the student has a shortage of attendance below 65% in a semester, the student shall be permitted to move to the next semester (if the attendance is more than 50% - Provisional registration) and can write the examination for the entire

courses of the semester in which shortage of attendance occurs as supplementary examination only after the completion of the entire programme**.** In such cases, a request from the student may be forwarded through the Principal of the college to the Controller of Examinations within two weeks of the commencement of the semester. If the attendance is less than 50%, the student is not eligible to continue the programme and has to seek readmission. **There will not be any Repeat semester in CBCSSUG2019**.

7.3. A student who registered for the course shall successfully complete the programme within 6years from the year of first registration. If not, such candidate has to cancel the existing registration and join afresh as a new candidate.

7.4. For open courses there shall be a minimum of 10 and maximum of 75 students per batch. For other courses existing pattern will be followed.

7.5. Those students who have followed the UG Programmes in annual pattern or Choice based Credit & Semester System pattern can cancel their earlier registration and register afresh for CBCSSUG 2019 scheme in the same discipline or a different one.

7.6. The students who have attendance within the limit prescribed, but could not register for the examination have to apply for **Token registration,** within two weeks of the commencement of the next semester.

8. EXAMINATION

8.1. There shall be University examinations at the end of each semester.

8.2. Practical examinations, if any shall be conducted by the University as prescribed by the Board of Studies.

8.3. **The medium of instruction and examination shall be English**

8.4. External viva-voce shall be conducted along with the practical examination/project evaluation.

8.5. The model of question papers may be prepared by the concerned Board of Studies. Each question should aim at – (1) assessment of the knowledge acquired (2) standard application of knowledge (3) application of knowledge in new situations.

8.6. Different types of questions shall possess different marks to quantify their range. A general scheme for the question paper is given in Annexure III.

8.7. Project evaluation shall be conducted at the end of sixth semester. 20% of marks are awarded through internal assessment.

8.8. Audit courses: The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions set by the University. The students can also attain the credits through online courses like SWAYAM, MOOC etc. The College shall send the list of passed students to the University at least before the commencement of fifth semester examination.

8.9. Improvement course: Improvement of a particular semester can be done only once. The student shall avail of the improvement chance in the succeeding year after the successful completion of the semester concerned. The students can improve a maximum of two courses in a particular semester (for SDE/Private registration students also). The internal marks already obtained will be carried forward to determine the new grade/mark in the improvement examination (for regular students). If the candidate fails to appear for the improvement examination after registration, or if there is no change in the results of the improved examination, the mark/grade obtained in the first appearance will be retained. Improvement and supplementary examinations cannot be done simultaneously.

8.10. Moderation: Moderation is eligible as per the existing rules of the Academic Council.

9. EVALUATION AND GRADING

9.1. Mark system is followed instead of direct grading for each question. For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given in Annexure-1

9.2. Course Evaluation
The evaluation scheme for each course shall contain two parts:
 1) Internal assessment and
2) External examination
20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

9.2.1. Internal Assessment

20% of the total marks in each course are for internal examinations. The marks secured for internal assessment only need to be sent to University by the colleges concerned.

The internal assessment shall be based on a predetermined transparent system involving written tests, assignment, seminar and class room participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of Practical Courses.

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude.

Components with percentage of marks of Internal Evaluation of Theory Courses are- **Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken)
For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one shall be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

The Split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5

85% -100%	8	6

Split up of marks for Class Room Participation:

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
50% ≤CRP <75%	1	1
75% ≤CRP <85%	2	2
85 % and above	4	3

9.2.2. Internal Assessment for SDE/Private Registration: Regarding internal component, the student will have to attend a fill in the blank type/multiple choice type examination of 20 marks along with the external examination in SDE mode. The attendance component of internal marks is not mandatory for such students.

9.2.3. External Evaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80 marks (The pattern is given in the Annexure III). The open courses with 2/3 credits will have an external examination of 2 hours duration with 40 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks.

The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva shall be conducted by one external examiner appointed by the University and one internal examiner from the concerned institution. (Guidelines are given in the Annexure II).

After the external evaluation only marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

9.2.4. Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG 2019.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

10. INDIRECT GRADING SYSTEM

10.1. Indirect grading System based on a 10-point scale is used to evaluate the performance of students.

10.2. Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I orAb) to that course by the method of indirect grading (Annexure I).

10.3. An aggregate of P grade (after external and internal put together) is required in each course for a pass and also for awarding a degree (A minimum of 20% marks in external evaluation is needed for a pass in a course. But no separate pass minimum is needed for internal evaluation). No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed. Also the aggregate mark of internal and external is not displayed in the grade card.

10.4. A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.

10.5. After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula:

$$\text{SGPA} = \frac{\textit{Sum of the credit points of all courses in a semester}}{\textit{Total credits in that semester}}$$

10.6. The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

$$\text{CGPA} = \frac{\textit{Total credit points obtained in six semesters}}{}$$

Total credits acquired (120)

10.7. SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (cumulative grade) for the entire programme shall be awarded to a student depending on her/his CGPA (Annexure-I)

11. GRADE CARD

11.1. The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:
5. Name of University
6. Name of College
7. Title of UG Programme
8. Semester concerned
9. Name and Register Number of student
10. Code number, Title and Credits of each Course opted in the semester
11. Letter grade in each course in the semester
12. The total credits, total credit points and SGPA in the Semester (corrected to three decimal places)

11.2. The final Grade card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show CGPA (corrected to three decimal places), percentage of marks (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade card shall also include the CGPA and percentage of marks of common courses, core courses, complementary courses and open courses separately. This is to be done in a 10- point indirect scale. The final Grade card also contains the list of Audit courses passed and the details of Extra credits.

•   **Evaluation of Audit courses:** The examination shall be conducted by the college itself from the Question Bank prepared by the University. The Question paper shall be of 100 marks of 3 hour duration. For SDE/Private students it may be of MCQ/ fill in the blank type questions or online question paper may be introduced.

12. CALICUT UNIVERSITY SOCIAL SERVICE PROGRAMME (CUSSP)

In this programme, a student has to complete 12 days of social service. This has to be completed in the first four semesters; 3 days in each semester. For the regular programme the student has to work in a Panchayath or a Local body or in a hospital/ poor home or old age home or in a Pain & palliative centre or any social work assigned by the College authorities. Students who engage in College Union activities and participate in sports and cultural activities in Zonal level need to undergo only 6 days of CUSSP during the entire programme. The whole documents regarding the student should be kept in the college and the Principal should give a Certificate for the same. The list of students (successfully completed the programme) must be sent to the University before the commencement of the fifth semester examinations. A College level Co-ordinator and a Department level Co-ordinator shall be appointed for the smooth conduct of the programme.

12.1. CUSSP for SDE/Private students: For SDE/Private students, out of the 12 days, the student has to undergo 6 days in a Panchayath or a Local body and the remaining 6 days in a Hospital/ Old age home or in a Pain and palliative care centre. The respective certificate should be uploaded to the University (before the commencement of fifth semester examinations) in respective student portal and the University should provide an Online Certificate for the same.

13. AWARD OF DEGREE

The successful completion of all the courses (common, core, complementary and open courses) prescribed for the degree programme with 'P' grade shall be the minimum requirement for the award of degree.

13.1. Degree for Oriental Title courses: *Those students who have passed Oriental Title courses earlier have to appear for the common courses. A 01 to A 06 in order to get POT degree. This can be done through SDE/Private Registration (SDE/Private registration along with the First semester students).*

13.2. For obtaining Additional Degree: Those students who have passed UG programme under CCSS/CUCBCSS 2014 have to appear for only Core, Complementary and Open courses for acquiring additional degree. The registration for additional degree shall be done through SDE/ Private registration in the third semester as per existing rules.

14. GRIEVANCE REDRESSAL COMMITTEE

14.1. Department level: The College shall form a Grievance Redressal Committee in each department comprising of course teacher, one senior teacher and elected representative of

students (Association Secretary) as members and the Head of the Department as Chairman. This committee shall address all grievances relating to the internal assessment grades of the students.

14.2. College level: There shall be a college level grievance redressal committee comprising of student adviser, two senior teachers, two staff council members (one shall be elected member) and elected representative of students (College Union Chairperson) as members and Principal as Chairman.

14.3. University level: The University shall form a Grievance Redressal Committee as per the existing norms.

16. TRANSITORY PROVISION

Notwithstanding anything contained in these Regulations, the Vice-Chancellor shall, for a period of three years from the date of coming into force of these Regulations, have the power to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

17. REPEAL

The regulations now in force in so far as they are applicable to programmes offered by the University and to the extent they are inconsistent with these regulations are hereby repealed. In the case of any inconsistency between the existing Regulations and these Regulations relating the Choice-Based Credit Semester System in their application to any course offered in a College, the latter shall prevail.

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION

1. Evaluation of the Project Report shall be done under Mark System.
2. The evaluation of the project will be done at two stages:

   Internal Assessment (supervising teachers will assess the project and award internal Marks)

   External evaluation (external examiner appointed by the University)

Marks secured for the project will be awarded to candidates, combining the internal and external Marks

2. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.

Table-4

Internal (20% of total)		External (80% of Total)	
Components	*% of Marks*	*Components*	*%of Marks*
Punctuality	20	Relevance of the Topic, Statement of Objectives, Methodology (Reference/ Bibliography)	20
Use of Data	20	Presentation, Quality of Analysis/Use of Statistical tools, Findings and recommendations	30
Scheme/Organization of Report	30	Viva-Voce	50
Viva-Voce	30		

4.   External Examiners will be appointed by the University from the list of VI semester Board of Examiners in consultation with the Chairperson of the Board.
5.   The chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
6.   Internal Assessment should be completed 2 weeks before the last working day of VIth semester.
7.   Internal Assessment marks should be published in the department.
8.   In the case of courses with practical examination, project evaluation shall be done along with practical examinations.
9.   Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

2.   PASS CONDITIONS-

1.   Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
2.   The student should get a minimum of 40 % marks of the aggregate and 40% separately for ESE for pass in the project.
3.   There shall be no improvement chance for the Marks obtained in the Project Report.

4.   In an instance of inability of obtaining a minimum of 40% marks, the project work may be re- done and the report may be re-submitted along with subsequent exams through parent department, as per the existing rule of the University examinations.

DETAILED SYLLABUS OF BA MULTIMEDIA

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 student's 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 –A01

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

2. Common Course –A02

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

3. Common Course –A07

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

4. Core Course 1 – BMM1B01 – Introduction to Digital Media

Module 1: Multimedia- Elements of Multimedia, Features of Multimedia system, Applications of Multimedia. Multimedia file formats. Multimedia applications in business, education and entertainment.

Unit 2: Types of computers- Desktop computers, Workstations, Notebook, Tablets, Handheld computers, Smartphones. Computer basics- Hardware- Processor, Memory, Input/output devices and Storage devices. Software- Applications software, PC Operating systems – Types of operating systems- DOS, Windows, MAC, Linux, Unix. Computer networksNetwork topologies. Basics of Internet- Browser, Search Engines, Server, Cloud Computing, Email.

Module 3: Media and Digital Technologies- Digital Environment, New and Old Media, Communication revolution and new media – Networked society – New media and public sphere. Analogue and digital information, Digital Media- characteristics of digital media, Forms of digital media. Emerging Technologies- Virtual reality, augment reality, Mixed reality.

Module 4: Basics of digital radio- IBOC (In-Band On-Channel), DAB (Digital Audio Broadcasting), ISDB-TSB (Integrated Services Digital Broadcasting-Terrestrial Sound Broadcasting), and DRM (Digital Radio Mondiale)- Internet Radio. Basics of digital television (DTV)-Interactive television, IPTV, Process of webcasting. Streaming Media Services- Netflix,

Amazon Instant Video, Vudu, Hulu, Hotsar, Xfinity. Digital Cinema- UFO Moviz, Qube Cinema, IMAX.

Module 5: New media- Websites, Blogs, Social media, Streaming audio and video, Chat rooms Email, Online communities, Mobile apps. Mobile communication protocols-CDMA, GSM, WLL, GPRS. Mobile Operating systems- Android, iOS, Windows, Blackberry OS, Symbian OS. Digital journalism – Open source journalism, Participatory journalism, Citizen Journalism, News portals.

Continuous assessment (internal): One class tests and assignments

5. Complementary Course I

Detailed syllabi and objectives are to be provided by the concerned boards

6. Complementary Course II

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 2 SYLLABI

1. **Common Course –A03**

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

2. Common Course –A04

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

3. Common Course –A08

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

4. Core Course2- BMM2B02 – Creativity and Design Skills

Unit1. Fundamentals of Art, Brief history of Arts, classical Art, Modern Art, contemporary Art, Folk Art and Renaissance.

Unit 2. Creativity: Creative skills; Creativity factors-imagination and visualization; Tools of creativity; art and science of creativity. Design skills: concept of design; design principles; traditional and modern designs.

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

Unit 4. Colour theory -RGB-RYB-CMYK-primary colours-secondary colours-tertiary colours -Ink colours-tint-shades- Practical Colour mixing-Colour making-applying Colours- Colour wheel - cool Colours-Warm Colour-making tints-making shades about black and white.

5. Complementary Course III

Detailed syllabi and objectives are to be provided by the concerned boards

6. Complementary Course IV

Detailed syllabi and objectives are to be provided by the concerned boards

Continuous assessment (Internal): One class tests and assignments.

SEMESTER 3 SYLLABI

1. General Course 1–A11

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CUCBCSS UG.

2. General Course2 –A12

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CUCBCSS UG

3. Core Course 3 - BMM3B03 – Media Publishing

Unit 1. Introduction to Printing Technology: Printing Industry- Organization. Introduction to major printing process: Letter Press - Relief Printing, Intaglio prints, Screen Printing. Printing technologies and trends.

Unit 2. Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Text; symbols and icons; mapping text across platforms. Print page features and applications; creating text, editing and formatting text; Text as objects text wraps .Illustrations and Images, using and transforming graphics; creating PDF documents; data merger;

Unit 3. Adobe In Design features and applications, Pages, web documents, Colour Processing, Master page Settings, spreads , paste boards. Layout designing- Principles of page makeup, mechanics of dummying, positioning, vertical and horizontal makeup

and flexibility, Pre-press Production, text and graphics management, Exporting PDF and Other Production Formats.

Unit 4. Printing Production: Colour separation procedures. Types of Printers, Creating books; printing chapters; library; indices; table of contents; form and form controls; meta tags.

Continuous assessment (Internal): One class tests/assignments

4. Core Course 4 – BMM3B04 – Computer Graphics

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour;

Unit 2 Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 3: Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

Unit 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resembling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrance and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Continuous assessment (Internal): One class tests/assignments

5. Core Course 5 – BMM3B05 – Digital Photography

Unit 1. History of Photography; role of Photography in communication and journalism; nature, scope and functions of Digital Photography; Types of photography – portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports. Difference between analogue and digital photography. Qualifications and responsibilities of photojournalists- sources, covering issues, writing captions and cut lines for photo; legal and ethical aspects of Digital Photography.

Unit 2. Understanding the camera – types of camera, lens, films and filters. Mobile camera- point and shoot, SLR, built in- digital and digital backs. Holding the camera- using tripods and monopods. Common camera controls- white balance, shift, bracketing, Colour temperature, light, shutter speed, aperture, ISO, ASA, DIN, Relationship between light, shutter speed, aperture and ISO. Camera file formats, storing and archiving data.

Unit 3. Rules of Composition- Rule of Thirds, Balancing elements, Leading lines, Symmetry and Patterns, Viewpoint, Background, Depth, Framing, Cropping, Focusing.

Unit 4. Lighting sources – ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting. Artificial light. Choosing the right Colour, moving camera and subject; high shutter speed and low shutter speed; high key and low key lighting. Frozen picture; movement in picture; control of lighting conditions. Colour difference in relation to shutter speed; shallow depth of field and deep depth of field; varying ISO for getting more depth.

Continuous assessment (Internal): Two class tests/assignments

6. Core Course 6 – BMM3B06 – Media Publishing (Practical) Computer Graphics (Practical)

7. Core Course 7- BMM3B07 -Digital Photography (Practical)

8. Complementary Course V

> Detailed syllabi and objectives are to be provided by the concerned boards

9. Complementary Course VI

> Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 4 SYLLABI

1. General Course 3 –A13

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS

2. General Course 4 –A14

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CUCBCSS UG

3. Core Course 8-BMM4B08- Introduction to Cinematography

UNIT 1: 5 C's of cinematography (camera angles, continuity, cutting, close - ups & composition). Fundamentals of handling video camera systems – lenses, recorders, tripods/pedestals, dollies, cranes, cables, camera mounting and balance, Balancing camera in hands and on shoulders; Shallow focus and deep focus; camera movements – pan; tilt; zoom; track; crab.

UNIT 2: Shot types, Shot composition; Proportion; Rule of thirds; Framing; Pictorial balance; Continuity; Light positions; Taking different shots to convey idea(s), meaning and relationships; Master shots/establishing shot; Point of view shots; Cut-away shots; Retakes.

UNIT 3: Camera Lenses- aperture, focal length, lens angle and image size; Video gain; Exposure, Colour balance; DV Cam, HD, 2K, 4K, Video signals – composite, component – DVI, VGA, HDMI, SDI; Video recorders; Choosing the correct focal length - Zoom lenses; Camera Control Units (CCU); Camcorders.

UNIT 4: Lighting: natural light and created light; Basic light sources: key light, fill light and back light. Shading devices; Filters: Reflectors; Diffusers; Umbrellas; Light meters; matching outdoor- and indoor-light. Lighting techniques to create mood, time period and special effects.

Continuous assessment (Internal): One class tests/assignments

4. Core Course 9 – BMM4B09 – Fundamentals of Web Designing

Unit 1 : The internet : Introduction – internet defined – internet history – the way the internet works –Internet services, World Wide Web– Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

Unit 2 : Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes, Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design – Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage – creating WebPages to suit client needs. Web writing styles – web presentation outline, design and management.

Unit 4: An Introduction to Cascading Style Sheets –Structure of CSS- Creating Internal and - Using an External Style Sheet –Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

Continuous assessment (Internal): One class test/assignments

5. Core Course 10 – BMM4B10- Introduction to Cinematography (Practical)

6. Core Course 11 – BMM4B11- Fundamentals of Web Designing (Practical)

7. Complementary Course VII

Detailed syllabi and objectives are to be provided by the concerned boards

8. Complementary Course VIII

Detailed syllabi and objectives are to be provided by the concerned boards

Continuous assessment (Internal): One class tests/assignments

SEMESTER 5 SYLLABI

1. Core Course 12 – BMM5B12- Techniques of Post Production – Visual Editing

Unit 1. Introduction to the history of film editing. Lumiere Brothers, Thomas Edison, Edwin Porter, DW Griffith); the manipulation of editing; Lev Kuleshov's experiment; the language of cinema; introduction to the editor as storyteller and understanding the narrative structure. Editing is an Instrument of Impression (Rational Editing). Various principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leit-motif (Reiteration of theme). Several more principles like Continuity, Making an edit invisible, Motivation for every edit, Delivering a message, Bearing audio in mind, editing is creating, Control of Overuse technique or Visual effects.

Unit 2. Basics of video signals; signal-noise ratio; video standards; analog and digital video; video for TV and Web Video in multimedia;. Editing in Digital era:' Standardization in formats and aspect ratio in Television; Action cutting; Sequence cutting; Parallel cutting; Editing styles in advertising; Editing dramatic scenes; Dramatic continuity

Unit 3. Basics of Video editing – linear and non-linear, non-linear editing equipment and software. Shot logging; meta data, re-shoot; EDL; importing and organizing, video clips; time line tools; trimming clips.

Unit 4. Introduction Final Cut Pro and Adobe Premiere- features and characteristics; importing and organizing video clips; timeline tools; clips trimming; batch capturing; capturing with and without device controls. timing; ordering of shots; manipulating time through editing continuity; structuring a scene; structuring a film/programme; mixing under tracks; editing and organizing audio effects; monitoring and adjusting audio levels; applying transitions to fade volume; setting key frames to change volume; using the audio mixer; recording a narration track; applying filters; viewing and modifying filter parameters; applying audio filters; using a Colour correction filter; animating filters.

Continuous assessment (Internal): One class tests/assignments

2. Core Course 13 – BMM5B13 – Techniques of Post Production –Sound Recording, Editing and Mastering

Unit 1. Introduction to Sound, Sound characteristics, midi and digital sounds, psychoacoustics; audio recording techniques; sound mixers/synthesizers; audio recording devices; signal ratio. Perception of sound, hearing sensitivity, frequency, range-sound wave length-measuring sound-basic setup of recording system-analog/digital cables, connecters, analogue to digital conversion. Microphone types unidirectional, bidirectional, Omni directional, cardioids-direction and pickup pattern,

noise, choosing the right mike, technique-sound reproduction devices, input devices, various sound file extensions.

Unit 2. Audio studio fundamentals: introduction to Pro Tools, installing Pro Tools and the textbooks, DVD contents, the Pro Tools interface, signal flow, gain stages, IIO setup, types of tracks, creating a new session in Pro Tools, keyboard shortcuts. Pro Tools recording techniques: setting recording levels, sample rate and bit depth, sound wave fundamentals, deeper into sampling, sampling and anti aliasing, quantizing and coding, hard drive space requirements, disk allocation, session parameters, buffer settings and latency times, the basics of microphones and microphone techniques, Pro Tools preferences, importing audio and session data, keyboard shortcuts, assignment : the ultimate recording.

Unit 3: Introduction to Nuendo/Protools; file formats; data selection; recording audio; recording modes and media; audio mixing; audio formats; MP3s Location sound recording, Separate Audio vs In Camera Audio, Leads and Adapters, Microphone Accessories, LavelierlTie Clip Placement, Boom Mic Placement, Recording Gigs & Amplified Performances, Wild track & Room tone, Syncing Audio.Basic of audio editing and Mastering; conversion of files from one format to another; mono-stereo conversions; spectrum analysis. Techniques of Mastering, Surround Sound Creation , Audio special effects; audio plug-ins; pre-recorded audio editing; copy right issues.

Unit 4. Recording: busses, playlists, use of sound effects, dialogue, music. Equalization. balancing of levels- panning, mixing, creative use of sound track, the art of producing and recording Your Own Music, memory locations and markers, window configurations and arrangements, using inserts, the basics of effects loops, headphones and headphone mixers.

Continuous assessment (Internal): One class tests/assignments

3. Core Course 14 – BMM5B14 – Introduction to 3D Modeling and Texturing

Unit 1: Introduction to 3D Modeling- History of Animation- Introduction to Autodesk Maya- Concept of dimensionally of objects/images: Learning 3D Graphic software's; basics of modeling. Polygons: use of primitives. Curves and surfaces; Basics of surface modeling, 3D object creation; Boolean operation.

Unit 2: Creating/editing Spline shapes; 3D transformation. Props Modeling –Interior Modeling–Basics of Character Modeling.

Unit 3: Polygon Modeling –Different objects created using polygon tools , tips and tricks - Maps available in Maya -What is Unwrapping - concepts - purpose of unwrapping -, application of maps, how to create and layout UVs for objects using different projection methods. Its attributes Utilizing the UV texture editor. Interactive editing its positions in view port & its main attributes to control mapping areas over objects. Rendering.

Unit 4: Basics of Texturing. How to generate UV map in UV Texture. Using UV layout tools like unfold for flattening UV's over mesh to create flat 2D map using commands. Tools available in uv editor like sew for merging 2 or more edge's into single, relax for maintaining uniformity between uv's, cut for detaching uv map, Stretching UVs to fit in grid, aligning uv's in grid.

Continuous assessment (Internal): One class tests/assignments

4. Core Course 15 – BMM5B15 – Advanced Web Designing

Unit 1: Types of web sites, Client and Server scripting languages, Web standards and W3C recommendations, Basics of SEO, Importance of SEO, Web editors-code editors and visual editors, Web standards and W3C recommendations, Importance of SEO,E-commerce and M-Commerce, Disclaimer, copy rights and registration of web pages.

Unit 2. Introduction to Dreamweaver, The Dreamweaver Workspace, Creating Websites in Dreamweaver, Adding Images and Graphics , Working in HTML, Adding Online Forms to Web Pages, Template Design in Dreamweaver-Editable and non-Editable Regions, Add AJAX Features Using Spry, Importing from Photoshop (Slicing), Adding external content to the page- Flash- Sound Contents-Visuals. Multimedia for www; Advanced CSS:(Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), Creating page Layout and Site Designs.

Unit:3. Basics of JQuery- JQuery selectors, JQuery Events, working with CSS. Working with JQuerry Events, JQuery animation and effects, hiding and showing elements, Fading elements, In and Out, Slicing element, JQuery custom animations, Dreamweaver inbuilt JQuery elements.

Unit 4. Testing a website, site launch, validating forms and web pages trouble shooting, Web server, moving website in internet.

Continuous assessment (Internal): One class tests/assignments

5. Core Course 16- BMM5B16 – Techniques of Post Production – Visual Editing (Practical) Techniques of Post Production –Sound Recording, Editing and Mastering (Practical)

6. Core Course 17- BMM5B17: Introduction to 3D Modeling and Texturing (Practical) Advanced Web Designing (Practical)

7. Open Course – BMM5D01 – Fundamentals of Multimedia (for other students)

Unit 1. Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. 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. Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques and mixing.

Continuous assessment (Internal): One class tests/assignments.

SEMESTER 6 SYLLABI

1. Core Course 18 – BMM6B18 – Advanced 3D Animation, Vfx and Compositing

Unit 1: Principles of animation – Types of animation:- stop-motion - 2D - 3D - Clay animation - Cut-out animation- cell animation. Animation techniques – Key frame animation; editing key frames; track Views- animating modifiers; hierarchies; animation helps and controls; forward kinematics and inverse kinematics.

Unit 2: Camera Animation – Attaching Camera – rendering different cameras. Animating texts. Path Animation – Motion Capturing- morphing and wrapping. Use of Graph Editor –Basics of rigging -Facial Animation –Character animation- walk cycle-run cycle –cycle animation with animals.

Unit 3: What is light & its theory, Maya lights, attributes & shadows. Maya spot lights - on stage - in motion pictures- Directional lights- Ambient lights - Point lights - Area lights – application, characteristics, properties and palettes for the above 3-point lighting concepts, Three-point lighting in visual media such as video, film, still photography and computer-generated imagery- effective use of key light- fill light - back light.

Unit 4: Introduction to Nuke-Special effects – Types of Effects their applications and advantages; -Smoke effects –fire effects - etc. Particle Systems- introducing the particle emitter-introducing particle interactor & deflectors Configuring a particle emitter-creating particle collision-using interactors to make particles track an object.

Continuous assessment (Internal): One class tests/assignments

2. Core Course 19 – BMM6B19 – Introduction to Motion Graphics

Unit1: Introduction to Motion graphics- History of motion graphics- footage- Animation- Key frames- Nodes- Flow Chart-Visual compositing- keying (Green and Blue)- Alpha compositing- Matte painting- wire removal- 3D cameras- Lighting.

Unit 2: Introduction to Adobe After effects- Layers- Compositions- Video standards- camera movements- titling- Particle emitters- Advanced Colour corrections- import video and PSD files- Masking- Motion Tracking- Advanced transformation- 3D Layer- Key frame assistant-Effects- Third Party Plug-in- Use Clone Stamp Tool-Advanced

Animation – Null Object- Rendering (RAM).Building and Animating a 3D Object- Using 3D Features- Distorting objects with the puppet tools- stop motion animation- cinematic terminology- Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between key frames.

Unit 4: Introduction to Colour Correction; Colour Correction Features and applications , Colour Correction with FCP; Colour Correction Filters; Colour Correction Examples; RT Extreme; Rendering and Video Processing; Mixed- Format Sequences; Backing Up and Restoring, Advanced Colour correction with Adobe After effects. Introduction to DI colouring Technology.

Unit 4: Develop the skills to make original animations with text and objects. Create and import masks, layer masks, and backgrounds from Photoshop and combine video and still images with Photoshop artwork. Use blending modes to correct Colour, lighting, and sharpness in video footage and still images. Implement the basics of rotoscoping to composite a video. Slow down and speed up movie clips through time remapping. Utilize painting and erasing tools to add or remove elements from a movie. Gain techniques for introducing audio into After Effects projects.

Continuous assessment (Internal): One class tests/assignments

3. Core Course 20 – BMM6B20 – Multimedia Designing & Authoring (Elective)

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, nonlinear and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and postproduction 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 Adobe Flash and Flash Builder ; production tools and applications; interfaces; working with scores and cast members; importing text/images; working with action scripts and OOPs, Extras, assembling a multimedia project; CD Rom delivery.

Continuous assessment (Internal): One class tests/assignments

4. Core Course 21 – BMM6B21 – Television & Multi Camera Production (Elective)

Unit 1. Concepts creation; Program me selection; Program me formats documentaries, docu-drama; fiction; sit cams; soap opera; quiz; news and news based program me, program me treatment; program me 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; program me research literature/document research, interviews; collection of material, authenticating information; statistical data analysis and interpretation. Production planning, pre-production planning-duties and responsibilities of producer/director. Anchoring and safety measures: role and responsibilities of anchor person; qualities and qualification of an anchor; anchoring techniques and styles.

Unit 3. Introduction to multi-camera production: switcher, Chyron, intercom system, teleprompter,   Production techniques,   planning and   management   of live shows, single and multi, camera productions, camera controls unit, mounting

equipment's, preview monitors, line monitor, VTR, optical disc, hard drives. Lighting in studio,3 point lighting, lighting for an event, studio lighting instruments, lighting control devices. Switching or instantaneous editing, multifunction switcher, basic switcher operations, studio floor, treatments, properties, set backgrounds, platforms.

Unit 4. Covering events, location sketch and remote setups, OB vans, camera lighting, audio, intercommunication, signal transmission. multi camera production practical's. Post-production editing for commercials; for news reporting; for live programmes. Narrative editing and non-narrative editing, sound for television, digital audio workstation. Effective shots, File shots, Footages, Special effects.graphics and animation, Chroma key usage and Economy shooting methods.

Continuous assessment (Internal): one class tests/assignments

5. Core Course 22 – BMM6B22 – Advanced 3D Animation & Vfx (Practical)

6. Core Course 23 – BMM6B23 – Introduction to Motion Graphics (Practical)

7. Core Course 24 – BMM6B24 - Multimedia Project

The students should submit a Multimedia Project (Group) at the end of Sixth semester. They have to do a project work in a group under the guidance of a faculty member of the Department. Maximum number of students in a group is four. Each of the group should 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 DVD format. A project record should be submitted along with the DVD. It is a group project and all students in the

group must have a role in the project. The project work will be evaluated by an external examiner.

8. Core Course 25 – BMM6B25 – Website Project

Each of the students should independently conceive and build a Website of an organization of his/her choice under the guidance of a faculty member of the Department. 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 DVD format. A project record should be submitted along with the DVD .The project work will be evaluated by an external examiner.

7. CORE COURSES SUGGESTED READINGS

1. *Joseph A. Devito :Human Communication: The Basic Course. Harper and Row.*
2. *J.V. Vilanilam :More Effective Communication, Sage India.*
3. *Nicholas A and Brain L : Audiences, Sage, India*
4. *Gay Julier : The Culture of Design, Sage, India*
5. *Raoet al : Multimedia Communication Systems, Prentice –Hall, India*
6. *TayVayghan : Multimedia: Making it Work, Tata McGraw- Hill, India*
7. *John F. Koege Buford : Multimedia Systems, Pearson Education, Asia, 2002*
8. *G. Millerson : Television Production, Focal press, 1999*
9. *R. Steinmetz and K.Nahrstedt: Multimedia Computing, Communication and Applications, Prentice Hall, 1985.*
10. *S. Heath : Multimedia and Communication Technology Butter worth, Heinemann*
11. *D.Stillman : Multimedia Technology and Application, New Jersey*
12. *J. Jeffcoate : Multimedia in Practice, Prentice-Hall, New York*
13. *Foley J.D. Van Dam A, et al : Computer Graphics Principles & Practice, Addison Wesley*
14. *Hearn D & Baker P.M : Computer Graphics, Prentice Hall*
15. *William M. Newmann, R.F. Sproull : Principle of interactive Computer Graphics, McGraw Hill International Book Company, 1989.*
16. *Rod Salmman, Mel Slaster : Computer Graphics: Systems and concepts, Addision Wesley*
17. *John Villamil& Louis Molina : Multimedia: An Introduction, Prentice Hall*

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

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

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

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

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

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

24. *Simplified Dtp Course Book/Singh Vishnu.PCompuTech Publications Limited, 2008*

25. *PageMaker In Easy Steps, Scott Basham, Dreamtech Press, 2000*

26. *QuarkXPress 8: Essential Skills for Page Layout and Web Design Kelly Kordes Anton, John Cruise Peachpi,t Press, 2009*

27. *Dtp Course Book Singh Meenakshi, Singh Vishnu Priya, Computech Publication Ltd new Asia n, 2011*

28. *Multimedia Journalism: A Practical Guide, Bull Andey, Routledge, 2010*

29. *The Multimedia Journalist, George Jennifer, Oxford University Press, 2012*

30. *Video Journalism for the Web, Lancaster Kurt, Routledge, 2012*

31. *Multimedia Journalism,KumarArvind, Anmol Publications, 2011*

32. *Story boarding the Simpsons way - Chris roman*

33. *How to Draw Anime & Game Characters - Tadashi Ozawa*

34. *Perspective - A Guide for Artists, Architects and Designers - Gwen White*

35. *How to draw Portrait Drawing A Step-By-Step Art Instruction Book (2005) - Watson-Guptill*

36. *Perspective Drawing Handbook - Joseph D'Amelio*

37. *The Animator's Workbook - Antony white*

38. *Water colour Landscape - David Bellamy*

39. *Stop Staring: Facial Modeling and Animation Done Right - Jason Osipa*

40. *Texturing and Modeling : A Procedural Approach - David S. Ebert*

41. *Advanced Maya Texturing and Lighting with CDROM - Lee Lanier, Wiley*

42. *Publishing Texturing and Modeling : A Procedural Approach - David S. Ebert*

43. *Rendering with Mental Ray -Thomas Driemeyer*

44. *Essential CG Lighting Techniques - Darren Brooker*

45. *Animation The Mechanics of Motion - Chris Webster*

46. *Understanding Animation - Paul Wells*

47. *Timing for Animation - Harold Whitaker, John Halas*

48. *The Art of 3-D Computer Animation and Effects, Third Edition - Isaac Victor Kerlow*

49. *Maya Studio Projects: Dynamics - Todd Palaman*

50. *MalcomLeGrice, Art and Cinematography*

51. Ian Christie, French Avant-garde Film in the Twenties: from Specificity to Surrealism

52. Writing for TV and Radio Hillard Robert, New York

53. An Introduction to Writing for Electronic Media Scriptwriting Essentials Across the Genres - Robert B. Musburger

54. Course_material_on_script_writing.

55. Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003

56. Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007

57. An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007

58. Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010

59. Ruth C. Clark & Richard E. Mayere, e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning, Pfeiffer, 2011.

60. Julie Dirksen, Design For How People Learn, New Riders Publishing, 2011.

61. William Horton, e-Learning by Design, Pfeiffer, 2011.

62. Tapas Ray, 'Online Journalism – A Basic Text', Foundation Delhi, 2006.

63. Jason Whittaker, The New Media Handbook –The Cyberspace Handbook

64. .Sunil Saxena , 'Broadcasting News: The craft and technology of online Journalism'.

65. Jason Whittaker, 'Web Production for writers and journalists'.

CORE AND COMPLEMENTARY COURSE THEORY: EVALUATION SCHEME

The evaluation scheme for each course contains two parts: *viz.,* internal evaluation and external evaluation.

1. INTERNAL EVALUATION

20% of the total marks in each course, including lab linked courses and project evaluation cum viva voce, are for internal examinations. The internal marks of the theory and practical are same for the lab linked courses. The colleges shall send only the marks obtained for internal examination to the university.

 THEORY COURSES (20% of the total marks in each course are for internal examinations). Internal assessment of the project will be based on its content, method

of presentation, final conclusion and orientation to research aptitude. The internal assessment shall be based on a predetermined transparent system involving written tests, class room participation based on attendance in respect of theory courses and lab involvements/records attendance in respect of practical courses.

Sl No	Components
1	Attendance (20%)
2	Test Papers I & II (total 40%)
3	Assignment (20%)
4	Seminar (20%)
	Total

For Practical Courses- Record 60% and Lab involvement 40% as far as internal is concerned.

For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4

65% -85%	6	5
85% -100%	8	6

Split up of marks for Class Room Participation:

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
50% ≤CRP <75%	1	1
75% ≤CRP <85%	2	2
85 % and above	4	3

THEORY COURSES- Introduction to Multimedia (Open Course)- BMM5D01 & Complementary Courses offered by the Multimedia Board for BA Mass Communication & Journalism.

2. EXTERNAL EVALUATION

Scheme of Examinations:

The external QP with 80 marks and internal examination is of 20 marks. Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Section A	Short	2 marks	15 questions	Ceiling - 25

answer type			
Section B Paragraph/ Problem type	5 marks	8 questions	Ceiling - 35
Section C Essay type	10 marks	2 out of 4	2X10=20

Question paper type 2
Scheme of Examinations:

The external QP with 60 marks and Internal examination is of 15 marks. Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Section A : Short answer type carries 2 marks each - 12 questions Ceiling - 20

Section B: Paragraph/ Problem type carries 5 marks each - 7 questions Ceiling - 30

Section C: Essay type carries 10 marks (1 out of 2) 1X10=10

CORE COURSE PRACTICAL: EVALUATION SCHEME

EXTERNAL EVALUATION

Practical examinations along with viva-voce will be conducted at the end of 4th and 6th semesters.

The external examination in practical courses shall be conducted by two examiners, one internal and an external, appointed by the University.

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

No practical examination will be conducted in odd semester. Practical examinations for BA MULTIMEDIA programme shall be conducted in the even semester 4 and 6.

The model of the question papers for external examination of 3 hours duration.

PATTERN OF QUESTION PAPERS

Duration	Pattern	Marks	Total
3 HOURS	*To prepare sample works with the help of prescribed Multimedia applications (Questions shall be prepared by the BOS or Board of Examination)*	*75 MARKS*	*75 MARKS*

CORE COURSE PROJECT: EVALUATION SCHEME

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION- Regular

• Evaluation of the Project Report shall be done under Mark System.
• The evaluation of the project will be done at two stages :
a) **Internal Assessment** (supervising teachers will assess the project and award internal Marks)
b) **External evaluation** (external examiner appointed by the University)
c) Grade for the project will be awarded to candidates, combining the internal and external marks.

3. The internal to external components is to be taken in the ratio 1:4.
Assessment of
• Different components may be taken as below.
4. External Examiners will be appointed by the University from the list of VI Semester Board of Examiners in consultation with the Chairperson of the Board.
5. The Chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
6. Internal Assessment should be completed 2 weeks before the last working day of VI Semester.
7. Internal Assessment marks should be published in the Department.
8. In the case of Courses with practical examination, project evaluation shall be done along with practical examinations.
9. The Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

Project evaluation will be conducted at the end of sixth semester.

Table 1: Internal Evaluation *(BMM6B17 Multimedia Project, BMM6B18 Web Site Project)*

Sl. No	*Criteria*	*Marks*
1	Originality	3
2	Methodology	3
3	Scheme/Organization of Report	4
4	Viva-Voce	5
	Total Marks	15

Table 1: External Evaluation *(BMM6B17 Multimedia Project, BMM6B18 Web Site Project)*

Sl. No	Criteria	Marks
1	Relevance of Subject, Social importance of Subject, Theme	10
2	Presentation, Use of Technical tools, (Web Site Project: Designs, Colour combinations, Animation, Programme structure, Perceptiveness)	10
3	Record evaluation	10
4	Viva-Voce	30
	Total Marks	60

2. PASS CONDITIONS

- Submission of the Project Report (DVD & Record) and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/ he fail to submit the Project Report (DVD & Record) for external evaluation.
- The student should get a minimum P Grade in aggregate of External and Internal.
- There shall be no improvement chance for the Marks obtained in the Project Report.
- In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new internal mark may be submitted by the Parent Department. External examination may be conducted along with the subsequent batch.

PART- III

COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR OTHER UG PROGRAMMES

PART III

Complementary Courses in

1. **Multimedia Applications** (for B.A. Mass Communication and Journalism)
2. **Multimedia Applications** (for LRP Programmes)

Offered by Multimedia Board

PART II-A

Complementary Courses in Multimedia Applications for BA Mass Communication & Journalism

BMM1 (2) C01 –Introduction to Multimedia & E-Content Development

BMM4 (3) C01 – Computer Graphics & Web Design

Introduction

Complementary course in Multimedia Applications for BA. Mass Communication and Journalism, Visual Communication provides the basic knowledge for students in handling multimedia tools and designing multimedia content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Computer Applications
2. To introduce the potential of Multimedia in the age of new media
3. To give knowledge in media publishing
4. To introduce various multimedia applications
5. To make awareness in copyright and ethical issues related to Multimedia

Scope

The scope of the course shall be limited to the study of the fundamental areas of multimedia with emphasis on understanding the basic tools, techniques and issues.

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			

I	BMM1 (2) C01	Introduction to Multimedia & E-Content Development	6	0	6	4	80	20
II	BMM4 (3) C01	Computer Graphics & Web Design	6	0	6	4	80	20
	Total		12	0	12	8	160	40

DETAILED SYLLABUS

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester I/II   **Course 1**   **Code: BMM1 (2) C01**

Introduction to Multimedia & E-Content Development

Unit 1. Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. Digital media and hyper media. Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.

Unit 2. 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.

Video in Multimedia-   Sound in Multimedia- characteristic of   sound, acoustics, recording techniques and mixing.

Unit 3. Introduction to E-Content Development: Definitions of e-content, Types of e-content, Examples of e-content Scope and career opportunities in e-content development. **Introduction to Instructional Design and Learning Theories:** Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

Unit 4.   Basics of E-Content Development: Learner needs analysis, Design document, Course map, Writing learning objectives ,Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content.The e-content development cycle.E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC. **Instructional Strategy for E-content Development: Learner Engagement:** Engaging learners through interactivity, branching, visualization of content. **Types of interactivity for e-content:** Point and click, drag and drop, text-input, match, system process simulations. **Presentation Strategy:** Scenario-based learning, Game-based learning, Virtual coaches and avatars. **Assessments:** Types of assessment, Types of feedback, monitoring the learner's progress through CYUs and self-assessments

<u>Complementary Courses 2- Complementary Courses in Multimedia Applications</u>

Semester III/IV   **Course 2**   **Code: BMM4 (3) C01**

Computer Graphics & Web Design

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour. Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity-Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 2 : Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing. Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resembling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrancy and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Unit 3: The internet : Introduction – internet defined – internet history – the way the internet works –Internet services, World Wide Web– Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website. Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes ,Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 4: User interface design with Adobe Photoshop- Webpage layout- Header banner Design – Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for

webpage – creating WebPages to suit client needs. Web writing styles – web presentation outline, design and management. An Introduction to Cascading Style Sheets –Structure of CSS- Creating Internal and - Using an External Style Sheet – Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

PART II-B (for LRP Pattern)

Complementary Courses in Multimedia Applications LRP Programmes

BMM1 C02 –Introduction to Multimedia

BMM2 C02 –E-Content Development

BMM3 C02 – Computer Graphics

BMM4 C02 – Web Design

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2.To introduce the potential of Multimedia in the age of new media
3.To give knowledge in media publishing
4.To introduce various multimedia applications
5.To make awareness in copyright and ethical issues related to Multimedia

Scope

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. Video in Multimedia-   Sound in Multimedia- characteristic ofsound, acoustics, recording techniques and mixing.

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester II   **Course 2**   **Code BMM2 C02**

E-Content Development

1 – Introduction to E-Content Development: Definitions of e-content, Types of e-content, Examples of e-contentScope and career opportunties in e-content development

UNIT 2 – Introduction to Instructional Design and Learning Theories: Definitions of instructional design. Bloom's taxonomy for the cognitive domain.The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

UNIT 3 – Basics of E-Content Development: Learner needs analysis, Design document, Course map, Writing learning objectives ,Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content.The e-content development cycle.E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC.

UNIT 4 – Instructional Strategy for E-content Development: Learner Engagement: Engaging learners through interactivity, branching, visualization of content. **Types of interactivity for e-content:** Point and click, drag and drop, text-input, match, system process simulations. **Presentation Strategy:** Scenario-based learning, Game-based learning, Virtual coaches and avatars. **Assessments:** Types of assessment, Types of feedback, Monitoring the learner's progress through CYUs and self-assessments

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester III   **Course 3**   **Code BMM3 C02**

Computer Graphics

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour.

Unit 2 Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity;

Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 3: Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

Unit 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resembling, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrancy and saturation, using curves and levels, color correction. Image manipulation-Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

<u>Complementary Courses 1- Complementary Courses in Multimedia Applications</u>

Semester IV   **Course 4**   **Code BMM4 C02**

Web Design

Unit 1 : The internet : Introduction – internet defined – internet history – the way the internet works –Internet services, World Wide Web– Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

Unit 2 : Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes ,Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image

tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design – Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage – creating WebPages to suit client needs. Web writing styles – web presentation outline, design and management.

Unit 4: An Introduction to Cascading Style Sheets –Structure of CSS- Creating Internal and - Using an External Style Sheet –Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

Scheme and Model Question papers for Core Course

FIRST SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS UG)
Core Course 1: Introduction to Digital Media

Time: 2.5 Hours   **Maximum marks: 80**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

1. Fonts   2 Image Authoring

3. Hyper Media   4. JPEG

5. AVI   6. E-learning

7. MIDI   8. E- Content

9. WWW   10. RAW Format

11. Interactive Page   12. Graphics

13. Multimedia   14. Pdf

15. Compression

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.

16. What you mean by image authoring?

17. Explain the use of Multimedia for Education?

18. What are the major types of audio and video file formats used in Multimedia industry?

19. What you mean by hypermedia? Explain its usage and applications?

20. Explain the functions of Adobe Photoshop?

21. Explain the basic structure of a multimedia computer?

22. What are the major characteristics of sound?

23. Features of Multimedia

SECTION C
Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. Make an essay about the various file formats used in Multimedia Platform?

25. Explain the uses of Multimedia in the commercial entertainment industry?

26. Write a short note about e- learning?

27. Make an essay about Internet and Society

SECOND SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CUCBCSS UG)
Core Course2: Creativity and Design Skills

Time: 3 Hours   **Maximum marks: 80**

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

1. Additive Colour	2. Shape
3. Balance	4. Shades
5. Vector Graphics	6. Colour Harmony
7. Adobe Illustrator	8. Contrast
9. Primitive Colour	10. TIFF
11. Digital drawing	12. CorelDraw
13. Art	14. RGB
15. Digital Drawing	

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.

16. Elements of Design

17. Rule of Third

18. History of Art

19. Elements of Brochure Designing

20. Colour Theory

21. Applications of Digital Illustration

22. RGB, CMYK, RYB

23. Digital Art

SECTION C
Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. Make an essay about Principles and elements of designing

25. Explain the various steps of a Magazine Designing with the help of any computer Application

26. Make an essay about Golden ratio, depth of field and Perceptiveness.

27. Applications of Modern Art

THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION

(UG-CUCBCSS UG)
Core Course3: **Media Publishing**

Time: 2 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1.Text formatting tools in Indesign	2. Interactive Page
3. Text Warping	4. Facing Page
5. DPI	6. Post Script
7. Master Page	8. PDF
9. Publishing	10. Indesign
11. Page Setting	12. Dummy Page

PART A
SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. History of Printing

14. Tools in InDesign

15. Typography

16. Colour separation Process

17. Text transformation options in InDesign

18. Elements of page designing

19. Steps of Newspaper Designing

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about Types of printing

21. Explain the Features and Options of Adobe InDesign

THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS UG)

Core Course   **4: Computer Graphics**

Time: 2 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Adobe Illustrator

2. Layer

3. Selection tools in Photoshop

4. Vector graphics

5. Resolution

6. JPEG

7. Third party Plug-in

8. Adobe Light room

9. Photoshop

10. Image Editing

11. Image file formats

12. CorelDraw

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Tools and Options of adobe Photoshop

14. Explain the various steps of image Editing?

15. What is mean by RAW? Explain the functions and features of RAW?

16. What are the major difference between Vector graphics and raster Graphics?

17. What you mean by Lossy and Loseless image compression?

18. Digital Imaging

19. Various image file formats

SECTION C

Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What you mean by image colour processing? Explain the various steps of colour processing and its application?

21. Explain the Features and Options of Adobe Photoshop?

THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS UG)
Core Course: 5   **Digital Photography**

Time: 2 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. CCD
2. RGB
3. CMOS
4. Pinhole Camera
5. Resolution
6. Camera Obscura
7. Three Point Lighting
8. Adobe Light room
9. Camera Filter
10. Image Editing
11. Image file formats
12. Candid Photography

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Functions of three point lighting

14. Explain the various steps of image Editing?

15. What is mean by RAW? Explain the functions and features of RAW?

16. What are the major difference between analogue and digital Photography?

17. What you mean by Lossy and Loseless image compression?

18. Types of Photography

19. Photojournalism

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What you mean by Camera Sensors

21. Explain the Features and Options of Digital Photography

FOURTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CUCBCSS UG)

Core Course8: Introduction to Cinematography

Time: 3 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Rule of Third	2. Focus
3. Portrait Photography	4. Aperture
5. Frame Rate	6. White balance
7. Zoom Lens	8. ISO
9. Cinematography	10. Multi camera
11. Camera mounting	12. Lumiere Brothers

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the major features of Cinematography?

14. Explain the various types of Camera angles and Shots?

15. What are major features and functions of a Digital video Camera?

16. What you mean by Composition?

17. Make a brief note about Framing?

18. Explain 4K and 5K camera

19. Functions of 3D Camera

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about Lenses?

21. Make an essay about Cinematography and types of Camera?

FOURTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS UG)
Core Course9: **Fundamentals of Web Designing**

Time: 3 Hours   Maximum marks: 60

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Web Casting

2. WWW

3. Web Streaming

4. Tags

5. Interactive Tools in Photoshop

6. Java script

7. Web safe Colour

8. Shock Waves

9. HTML 5

10. DHTML

11. UX Designing

12. Responsive Site

SECTION B
Answer any number of questions each not exceeding 100 words. Each question

carries 5 marks. Ceiling of marks for Part B is 30.

13. Elements of Web Designing?

14. Explain the various types of Web Sites?

15. What is mean by User interface design? Describe its features?

16. Explain the various steps of a web page designing in Photoshop?

17. What are the major features of HTML?

18. Explain responsive sites

19. Explain UX and UI designing

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about the features and applications of Web designing?

21. Make an essay about the various types of web sites?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CUCBCSS)
Core Course12: Techniques of Post Production – Visual Editing
Time: 3 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Logging	2. Video effects
3. Sequence	4. Titling
5. AVID	6. Compressed Video Format
7. Transition	8. Signal Noise Ratio
9. VTR	10. NLE
11. NTSC/PAL	12. Noise

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Elements of Visual Editing?

14. Explain the difference between LE and NLE?

15. Explain the difference between analogue and digital editing

16. Explain the features of Final Cut Pro?

17. What is mean by EDL?

18. Single Camera and Multi camera Production

19. What are the elements of editing

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Make an essay about the features and applications of Visual Editing?

21. Describe the various steps of Colour Grading?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CUCBCSS UG)
Core Course13: Techniques of Post Production –Sound Recording, Editing and Mastering

Time: 3 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Noise

2. MIDI

3. Nagra

4. Track recording

5. Nuendo

6. Tempo

7. Frequency

8. XLR Cable

9. Protools   10. Digital Mixer

11. Phantom Power   12. VST

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What is mean by Surrounding Sound? Explain the Process of Nuendo?

14. What you mean by Lip synchronization? What are the features of Dubbing?

15. What are major types of Microphones?

16. Describe a short Paragraph about MIDI?

17. What is man by Synthesisers?

18. Explain Digital and analogue mixer

19. Functions of audio console

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What is mean by Acoustics? What are the major functions of Acoustics? Explain the characteristics of Acoustic recording?

21. What are the major elements and Applications of Multi Track Recording?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CUCBCSS UG)
Core Course14: Introduction to 3D Modeling and Texturing

Time: 3 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Nurbs   2. 3D Animation

3. Planner Mapping   4. Staging

5. Surface Modelling   6. Object Mode

7. Texturing   8. Toon

9. Polygon   10. UV mapping

11. Boolean Operations   12. 3D Camera

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Explain the features of CGI?

14. What are the major elements of Animation?

15. Explain the characteristics and features of Autodesk Maya?

16. Describe a short Paragraph about Polygon Modelling?

17. What is man by Track Sheet?

18. Explain the advanced options of Lighting and Camera options in Autodesk Maya?

19. What you mean by bump mapping

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What are the features of Visual Effects? Explain the possibilities of VFX in entertainment industry?

21. Explain the Application of 3d Interface?

FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION (UG-CUCBCSS UG)
Core Course15: Advanced Web Designing

Time: 3 Hours   Maximum marks: 60

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Tags   2. Spry frame work

3. CSS   4. Web safe colours

5. Tables   6. DTHML

7. Links   8. SWF

9. JQuery   10. HTTP

11. Bootstrap   12. PHP

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Explain the features of Adobe Dreamweaver?

14. What are the major elements of Web Designing?

15. What are the advanced features of JQuery?

16. What you mean by Web user face interface?

17. Make a short paragraph about 2D Authoring tool?

18. XML

19. Explain the advanced options of JQuery?

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. What are the elements of web designing? Explain the advanced options of CSS?

21. Describe the various steps of Web Designing?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS UG)
Core Course20(Elective): Multimedia Designing & Authoring

Time: 3 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Director   2. Action Script

3. Interactive Page   4. Buttons

5. SWF   6. Image Compression

7. Key frame Animation   8. PSD

9. 2D Animation   10. Authoring

11. Storyboard   12. Digital File

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What you mean by Multimedia Authoring?

14. Make a Short Paragraph about Image Authoring Tool?

15. Explain the features and options of Adobe Flash?

16. What are the elements of Multimedia?

17. Make a short paragraph about 2D Authoring tool?

18. Storyboard

19. What are the various steps of Multimedia Production?

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Explain the use of Multimedia in education and entertainment Industry?

21. Explain the various types of Image and Web Authoring Tools?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS UG)
BMM6B19: Core Course14: Introduction to Motion Graphics

Time: 3 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Footage   2. 3D Camera

3. Nodes   4. Third Party plug-in

5. Mask   6. Motion tracking

7. Cinematic terminology   8. AEP Formats

9. After Effects   10. Avid

11. Keyframe   12. Compositing

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Make a short paragraph about Stop motion Animation?

14. What you mean by Motion Graphics? What are the major elements of Motion Graphics?

15. Explain the features and options of Adobe After effects?

16. What you mean by Masking, Rotoscoping and Wire Removal?

17. What is mean by Screen Compositing?

18. Make an essay about the role of Motion graphics in entertainment and film industry?

19. Explain the advanced features of FCP for Colour grading

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Explain the various options of Adobe after effects?

21. Make an essay about Visual effects?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS UG)
BMM6B21: Core Course15 (Elective): **Television & Multi Camera Production**

Time: 3 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Anchoring   2. Floor Management

3. Feature Film   4. Budgeting

5. Soap Opera   6. Vision Switch

7. Docudrama   8. Multi Cam Management

9. PCR   10. VTR

11. ENG   12. EFP

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the major elements of Soap Opera?

14. What are the major differences between video production and television production?

15. What are the essential qualities required for a television anchor?

16. What are the main features of video camera and their specific usages?

17. What are the major differences between single camera and multi-camera shoot? Explain with suitable examples.

18. Explain EFP & ENG

19. Functions of DSNG

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

24. What are the roles played by a Television producer? How does it differ from that of a film director?

25. Describe the different processes involved in the production of a tele film based on a famous Malayalam short story from idea to screen?

SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS UG)
Core Course18: Advanced 3D Animation, Vfx and Compositing

Time: 3 Hours   **Maximum marks: 60**

PART A
Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. UV Editor
2. IK tool
3. Texturing
4. Mirror Deformer
5. Attribute Editor
6. Extrude
7. Ghosting
8. Blend Shape
9. 2D Animation
10. Keyframe
11. Graph Editor
12. Maya

SECTION B
Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the Basic principles of animation

14. Explain the Role of computers in animation

15. What you mean by UV editor?

16. What are the main features of Autodesk Maya?

17. What are the major differences between Mental Ray rendering and Maya Hardware Rendering?

18. Functions of Graph editor in Maya

19. What are the major types of dynamic effects in maya

SECTION C
Answer any one questions not exceeding 400 words. Question carries 10 marks.

20. Describe the different types of Texturing and Rendering methods in Maya?

21. What you mean by Animation Production Pipe Line?