Estd. 1962
NAAC 'A' Grade

SU/BOS/IDS/ 8234   Date:-31/07/2019

To,

The Principal,
College of Non- Conventional Vocational Courses for Women,
Kolhapur

**Subject: Regarding the revised syllabi of B. A. (Multimedia) Part II under the
Faculty of Interdisciplinary Studies.**

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to syllabi of **B. A. (Multimedia) Part II** (Sem III/IV) under the Faculty of Interdisciplinary Studies.

The syllabi shall be implemented from the academic year 2019-2020 (i.e. from June, 2019) onwards. A Soft copy containing syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in.

The question papers on the pre-revised syllabi of above courses/ subjects will be set for examinations to be held in October/November 2019, March/April 2020. These two chances are available for repeater students, if any.

You are therefore requested to bring this to the notice of all students and teachers concerned.

Thankin you,

Yours faithfully,

Dy Registrar

Copy to:

1)	Director, Board of Examination and Evaluation	7)	O.E. -2
2)	I/c Dean, Faculty of Interdisciplinary Studies	8)	B.A. Section
3)	Chairman, Ad-hoc Board Journalism and Mass communication	9)	Distance Education
4)	Deputy Registrar, On Examination Section	10)	Computer Centre
5)	Eligibility Section	11)	P. G. Admission Section
6)	Appointment Section	12)	Affilation T-1/2

e:\jan, 2019\eng letter 2019.docx

B.A. (Multimedia) Second Year

Semester-III

Paper : Digital Art Photography-I

(Total number of Lecturers-60)

Theory :- 50

COURSE OBJECTIVES

1) Principles of Photography

2) Use and Control of Camera

3) Application of Digital Photography

4) Various types of Photography

Unit 1   **(Lecturers-15)**

- History of Camera (Analog)
- Types of analog cameras
- Developments of cameras : Pinhole to SLR
- Types of Lenses and its use (Fix Lenses & Zoom Lenses)

(Lecturers-15)

- Lights – Ambient / Artificial / Flash
- Camera accessories : Filters, Tripods, Slave unit, Reflectors, Light cutters Etc.
- Backgrounds and Back drop

Unit 3   **(Lecturers-15)**

- Digital camera – it's functions
- CMOS (crop ratio) – APSC (Advance Photo System – Crop)
- Digital Images – Formats

- DSLR Full Frame Camera
- Camera lenses

Unit 4   **(Lecturers-15)**

- Principle of Photography
- Basic Camera Settings – Aperture ,Shutter Speed , IOS –Pillers of Photography
- Image ,Exposing
- depth of Field

References:-

1. Understanding Exposure – By Bryan Peterson's
2. The Street Photography Manual – By David Bibson
3. Digital Photography – By Tom Ang
4. A History of Photography from Daguerreotype to Digital Details – By T Gustavson

B.A. (Multimedia) Second Year

Semester-III

Paper : Script Writing and Story Board Designing – I

(Total number of Lecturers -60)

Theory :- 50

Objectives :

1. To learn concepts of Script writing and Story Board designing.

Unit 1: introduction of Script writing   (Lecturers-15)

Idea, Story, online, Script, screenplay, difference between a script and a screenplay?, benefits of screen screenplay, what is the content, concept and conclusion of the screenplay., What makes a great screenplay:- Conflict , Characters, Situations , Locations , Convincing Protagonist , Convincing Antagonist , Great Dialogue, visual narration and screenplay

Unit 2: Basis of Scriptwriting   (Lecturers-15)

       Basis of Scriptwriting, Use of Scriptwriting, Action, Scene Heading (slug line), Character Name, Screenplay page breaking . What exactly is a script? What make good script, script style? The element of Scriptwriting (Action, Character, Setting, Theme, Structure), Storytelling, Story writing-idea generation, treatment and synopsis.

Unit 3: Introduction storyboarding   (Lecturers-15)

Introduction, the benefits of storyboarding, Multimedia storyboarding tools,

Interactive storyboarding, using interactive storyboarding to speed-up the content-writing resources.

Unit 4: storyboard template   (Lecturers-15)

what is storyboard template. Storyboarding is the best way to show visual narration. Character-design gesture, expression, movement layout-perspective, composition, environment final sketching of storyboard.

References :

1. Judith H. Haag, HillisR.cole (1980) The Complete Guide to Standard Script Formats: The Screenplay. CMC publishing.

2. David Trottier (1998). The Screenwriter's Bible: A Complete Guide to Writing, Formatting , and Selling Your Script. Silman-James press

3. Yves Lavender (2005). Writing Drama, A Comprehensive Guide for Playwrights and

4. The Complete book of scriptwriting by J.MichaelStraczynski

5. The Story of Walt Disney' (Henry Holt, 1956)

6. The Art of the Storyboard, A Filmmakers Introduction By Johan Hart

7. Lee, Newton; KrystinaMedij (2012. Disney Stories: Getting to Digital. london: springer Science+Business Media.

8. Krasniewicz: Louise(2010). Walt Design: A Biography. Santa Barbaea: Greenwood.

Theory – 50

Objectives: To develop sound editing Skills.

Unit 1: Transferring Devices   (Lecturers-15)

- Introduction to
  Sound Editing
- What Is a Sound Effect- Hard Effects,
- Foley Sound Effects, Background Effects,
- Electronic Sound Effects/Production Elements,
- Sound Design Effects
- Uses of Sound
  Editing
- Various Interfaces in Sound Editing
- Pros and Cons in Sound Editing

Unit 2: How Sound Work   (Lecturers-15)

- Understanding How Sound Work,
- Sound Waves, Phase,
- The Speed of Sound Frequency Amplitude,
- Decibels (sound unit)

Unit 3: Sound production   (Lecturers-15)

- Audio Project Folders,
- Wave form view,

Accepted on behalf
of AC

Lilu Kawa
29.7.2019
Chairman,
Ad-hoc Board in Journalism
and Mass Communication, SIIh

- Multi track Sessions,
- Basic operations- cut, copy, open, save
- Various Panels in Sound Editing Interface
- Batch Process
- Effects Rack
- Files
- History
- Media Browser
- Tools
- Time
- Mixer
- Frequency Analysis
- Ampliatude Statistics
- Editor

Unit4: The Microphones   **(Lecturers-15)**

- The Microphone,
- Microphone Types,
- Microphone Models,
- Stereo Microphones,
- Shotgun Microphones,
- Stereo Shotgun Microphones,
- General Purpose Microphones,
- Vocal/Voiceover Microphones,
- Hydrophones (Underwater Microphones),
- Surround Sound Microphones.

B.A. (Multimedia) Second Year

Semester-III

Paper : Advertising I

(Total number of Lecturers-60)

Theory :- 50

Unit 1: [Advertising: Definition and Functions]   (Lecturers-15)

1. Definition and meaning
2. Origin and development
3. Growth of advertising in India & Current Global Perspective
4. Publicity, propaganda and advertising, PR
5. Limitations of advertising
6. Need and functions of advertising
7. Introduction to Photoshop software
8. RGB Vs CMYKsoftware oriented
9. Resolution software oriented

Unit 2: [Role and Benefits of Advertising]   (Lecturers-15)

1. Role of advertising
2. Benefits of advertising to manufacturers, consumers,Media and society
3. Advertising as a business process
4. Advertising as a communication process
5. Communication principles, theories applied to advertising
6. color wheel software oriented
7. Tool box in Photoshop software

Unit 3: [Types of Advertising]   (Lecturers-15)

1. Print, Electronic, Radio, Internet
2. Commercial, Government, Geographical advertising
3. Product, service, social advertising
4. Regional, National and Local
5. Corporate advertising
6 Integrated Marketing Communication.
7. Control pallet and menu bar in Photoshop software

Unit 4: [Advertising Copy and Production]   (Lecturers-15)

1. Advertising copy, types of copy,content writing
2. Translating advertising message into copy
3. Elements of print copy: Headline, body copy subhead, slogan etc
4. Stages in creative visualization, design and layout
5. Role of colours, photographs, computer graphics, art work
6. Production process of print copy: Thumbnail, roughs, comprehensive etc
7. Audio-video copy formats, scripting, story board
8. Production process for audio and video copies
    9. Create different size of advert making in Photoshop software

Reference Books:

1. Jethwaney J. and Jain Shruti : Advertising Management, Oxford University Press, New Delhi, 2006

2. Philip Kotler : Marketing Management, Pearson Prentice Hall, 2002

3. Frank Jefkins : Advertising, Tata Mcgraw Hill, New Delhi, 2007

4. Clow E Kenneth : Integrated Advertising, Promotion and Marketing Communication, Printice Hall, 2002

5. Willaim F. Arens : Contemporary Advertising, Tata McGraw Hill Publishing Co.Ltd. 2008

6. Batra Myers and Aaker : Advertising Management, Prentice Hall, New Delhi, 1996

7.O'Guinn, Allen, Semenik : Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi, 2008

8. Himalaya Publications Chunawala Advertising Management

B.A. (Multimedia) Second Year

Semester-III

Flash Website Design-I

(Total number of Lecturers-60)

Theory – 50

Objective:

1. To learn and have an insight in to the Flash Website Designing
2. To Study about flash website designing form using Dreamweaver, Macromedia and few other applications.

Unit-I   **(Lecturers-15)**

- Introduction to Flash ,
- Flash Vs HTML,
- Importance or Scope of Flash

Unit -2   **(Lecturers-15)**

- Exploring the Flash user Interface ,
- Working with colors,
- Objects and Text,
- Dockers

Unit -3   **(Lecturers-15)**

- Getting familiar with the Timeline Panel ,
- Symbols,
- Instances and the Library

- o   Working with an Animation,
- o   Getting Familiar with Action Script,
- o   Introduction to Dreamweaver

References :

1. Flash Web Design: The Art of Motion Graphics – By Hillman Curtis
2. Learning Web Design: A Beginners Guide – By Jennifer Nieclerrt Robbins
3. Building Flash Web Sites for Dummies – By Dough Sahlin
4. WWW Design: Flash – By Daniel Donnelly
5. Flash 3 Web Animation Design – By Ken Milburn, Janine Warner

B.A. (Multimedia) Second Year

Semester-III

Management Skills –I

(Total number of Lecturers-60)

Theory – 50 Marks

Objective :

1. To make students familiar with fundamentals of Management
2. To help the students to understand the process of business management and its functions
3. To familiarize the students with management skills required to manage an organisation

Unit-I- Introduction to Management   **(Lecturers-15)**

Meaning and definition of Management ,
Objective and importance of management
Principles of management

Unit -2 - Functions of Management :   **(Lecturers-15)**

Planning , organizing , staffing, directing ,
motivation,
leading,
communicating and controlling – Meaning ,
Characteristics and importance

Unit -3 – Management Skills   **(Lecturers-15)**

Management skills – Technical skills, conceptual skills and human/ interpersonal skills with examples and responsibilities of a manager

Unit -4 - Span of management   **(Lecturers-15)**

Introduction, meaning and factors affecting span of management

References :

1. The management skill book : By Conor Hannaway
2. Essentials of management By Koontz
3. Principals of management by Dr.R.K Singla
4. Principals of management by PNP & Reddy Tripathi
5. L.M Prasad: Principles of management.
6. Management skills for New Managers – By Corol W. Ellis

B.A. (Multimedia) Second Year

Semester-IV

Paper : Digital Art Photography-II

(Total number of Lecturers-60)

Theory :- 50

Unit 1   (Lecturers-15)

- Types of Photography –
- industrial photography ,
- commercial ,
- events ,
- model ,
- candid ,
- social

Unit 2   (Lecturers-15)

- Techniques and compositions rules of photography ,
- Rule of third /
- Golden point etc

Unit 3   (Lecturers-15)

- Lighting in photography.
- 3point lighting –
- key light ,
- fill light ,
- Rim/back/background light

Unit 4   (Lecturers-15)
- Creative photography
- Trick photography
- Outdoor photography

- Architectural photography
- Sports / action photography

References:-

1. Understanding Exposure – By Bryan Peterson's
2. The Street Photography Manual – By David Bibson
3. Digital Photography – By Tom Ang
4. A History of Photography from Daguerreotype to Digital Details – By T Gustavson

B.A. (Multimedia) Second Year

Semester-IV

Paper : Script Writing and Story Board Designing – II

(Total number of Lecturers-60)

Theory :- 50

Unit 1: Story Structure   **(Lecturers-15)**

- Story Structure,
- The Three-Act Structure:-
- **Act I:** Setup ,
- **Act II:** Confrontation,
- **Act III:** Resolution

Unit 2: The Creation of Character   **(Lecturers-15)**

The Creation of Character, Character Creation Process, Building a Character, Story and Character, Endings and beginnings, Setting up the story ,Incidents :- The inciting incident, Key incident , dramatic premise, Plot points, Plot points exercise, The scene, Place and time, Creating a scene

Unit 3: Three pillars of storyboard   (Lecturers-15)

Event, Camera, Sound. Storyboard language/conventions/iconography. Stick figures, perspective boxes, camera arrows, multiple panels, transitions, soundtrack concept and design development. Model sheet, character expression sheet.

Unit 4: Formatting   (Lecturers-15)

- Camera Angle,
- platform,
- timing,
- Sc and Sq,Series of shots,
- title and openings,
- Animatic, voice recording,
- final output.

References :

4. Judith H. Haag, HillisR.cole (1980) The Complete Guide to Standard Script Formats: The Screenplay. CMC publishing.

5. David Trottier (1998). The Screenwriter's Bible: A Complete Guide to Writing, Formatting , and Selling Your Script. Silman-James press

6. Yves Lavender (2005). Writing Drama, A Comprehensive Guide for Playwrights and

4. The Complete book of scriptwriting by J.MichaelStraczynski

9. The Story of Walt Disney' (Henry Holt, 1956)

10. The Art of the Storyboard, A Filmmakers Introduction By Johan Hart

11. Lee, Newton; KrystinaMedij (2012. Disney Stories: Getting to Digital. london: springer Science+Business Media.

12. Krasniewicz: Louise(2010). Walt Design: A Biography. Santa Barbaea: Greenwood.

B.A. (Multimedia) Second Year

Semester-IV

Paper :Sound Editing II

(Total number of Lecturers-60)

Theory – 50

Practical – 50

Unit 1: Foley   (Lecturers-15)

- The Art of Foley,
- Foley Materials and Props,
- Foley Tips,
- Studio Equipment,
- Professional Audio File Formats.Mono tracks,
- Sterio tracks . a Field Recording Package,
- Recorders.

Unit 2: Effects   (Lecturers-15)

- Acoustics,
- Multimedia Effects,
- Musical Effects,
- How to Create the Sound

Unit 3:software I   (Lecturers-15)

- Reverse ,
- Silence
- ,Invert,amplify,
- channel mixer,echo,
- noise reduction ,
- hizs reductions,reverts,
- speed,
- tempo,
- bass boost
- Appearance,
- Audio Channel Mapping Audio Hardware,
- Control Surface Effects,
- Playback Display ,
- Disk Cache Multi track,
- Markus & Metadata, Data

Unit 4: software II   (Lecturers-15)

- Split,
- Clip Gain,
- Mute ,Loop,
- Stretch Mode
- Fade In,Fade Out ,
- Crossfade,Various other faders ,
- Nudge,Trim,Sterio mix Recording

References:

- Sound-On-Film Interviews with Creators of Film Sound – By Vincent LoBrutto

- Sound Editing in Final Cut Studio – By Jeff Sobel

- PC Audio Editing – By Roger Derry

- Dialog Editing for Motion Pictures – By John Purcell

- Digital Audio Editing – By Simon Longford

- The Sound Effects Bible – By David Sonnenschie

B.A. (Multimedia) Second Year

Semester-IV

Paper : Advertising II

(Total number of Lecturers-60)

Theory :- 50

Practical :- 50

Unit 1: [The Structure of A Campaign Plan]   (Lecturers-15)

1. Situation Analysis
2. Swot analysis
3. Campaign strategy
4. Communication strategy
5. Media plan
6. Other Marketing communication activities
7. The appropriation and budget
8. Introduction to Corel draw

Unit 2: [DAGMAR Approach]   (Lecturers-15)

1. History
2. Advantages of DAGMAR Approach
    a. TARGET AUDIENCE
    b. CONCRETE AND MEASURABLE
    c. SPECIFIED TIMEFRAME AND BENCHMARKS
    d. WRITTEN GOAL
    e. OBJECTIVES OF DAGMAR APPROACH
3. EXAMPLE OF DAGMAR APPROACH
4. Interface of Corel draw

Unit 3: [Advertising Agency and its Functions]   (Lecturers-15)

1. Advertising agency: Structure, pattern
2. Functions of various departments of an agency
3. Utility of agency for client, and the media
4. Services rendered by modern advertising agencies
5. Methods of paying the agency services – above the line and below the line
6. Making advertisement using Corel Draw

Unit 4: [Legal and Ethical Aspects of Advertising]   (Lecturers-15)

2. Trade Marks Act, Copyright & Patents
3. Drugs and Magical Remedies Act
4. Laws related to obscene and indecent representation
5. Laws related to advertisement of liquor and tobacco products
6. Laws related to political advertising
7. Misleading untruthful and impugned advertisements
8. Surrogate advertising
9. Ethics in advertising – ASCI Code of Conduct
10. Advert making using Corel draw and Photoshop

Reference Books:

1. Jethwaney J. and Jain Shruti : Advertising Management, Oxford University Press, New Delhi, 2006

2. Philip Kotler : Marketing Management, Pearson Prentice Hall, 2002

3. Frank Jefkins : Advertising, Tata Mcgraw Hill, New Delhi, 2007

4. Clow E Kenneth : Integrated Advertising, Promotion and Marketing Communication, Printice Hall, 2002

5. Willaim F. Arens : Contemporary Advertising, Tata McGraw Hill Publishing Co.Ltd. 2008

6. Batra Myers and Aaker : Advertising Management, Prentice Hall, New Delhi, 1996

7. O'Guinn, Allen, Semenik : Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi, 2008

8. Himalaya Publications Chunawala Advertising Management

B.A. (Multimedia) Second Year

Semester-IV

Flash Website Design-II

(Total number of Lecturers-60)

Theory – 50

Practical – 50

Objective:

1. To learn and have an insight in to the Flash Website Designing
2. To Study about flash website designing form using Dreamweaver, Macromedia and few other applications.

Unit-I   **(Lecturers-15)**

- Creating Flash Template
- tools
- publishing files
- exploring the html wrapper options.

Unit -2   **(Lecturers-15)**

- UI components
- button component,
- checkbox component,
- combo box component etc. writing XML, getting familiar with actionscript, features of action script, working with actionscript,
- mobile development.

Unit -3   **(Lecturers-15)**

- Styling with css, loading external css,
- custom tags, style inheritance, hyperlinks,
- Minifying css, JavaScript.
- How to minify css and JavaScript.

Unit -4

- Publishing & web format (flash, html),
- scripting (JavaScript), optimizing publishing flash movies,
- SSL (Secure Socket Layer),
- Cloud hosting, DNS (domain name system)

References :

1. WWW Design : Flash – By Daniel Donnelly
2. Building Flash Web sites for Dummies – By Dough sahlin
3. Flash CS5 for designer : By Tom green tiago Dias
4. Flash CS6 : Simple steps – By kogent learning solution Inc.

B.A. (Multimedia) Second Year

Semester-IV

Management Skills –II

(Total number of Lecturers-60)

Objective :

1. To make students familiar with Management Profession
2. To help the students to understand importance of communication in organisation
3. To familiarize the students with management trends.

Unit -1 – Management as a Profession   (Lecturers-15)

Meaning and Characteristics of professional management
Need of efficient professional management

Unit -2 –   Communication skills   (Lecturers-15)

Meaning ,
Process of communication ,
Methods of communications
barriers to communication and importance of communication to managers

Unit -3: Conflict management   (Lecturers-15)

Meaning , causes of conflicts in organization,
role of manager in managing conflicts

Unit -4 : Trends in Management   (Lecturers-15)

TQM (Total Quality Management) –
Meaning ,
Importance of TQM and time management

References :

1. The management skill book : By Conor Hannaway
2. Essentials of management By Koontz
3. Principals of management by Dr.R.K Singla
4. Principals of management by PNP & Reddy Tripathi
5. L.M Prasad: Principles of management.
6. Management skills for New Managers – By Corol W. Ellis