॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड
'ज्ञानतीर्थ', विष्णुपुरी, नांदेड – ४३१ ६०६ (महाराष्ट्र राज्य) भारत
SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED
'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA
Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with'B++' grade

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प्रस्तुत विद्यापीठाच्या अंतर्गत संलग्नित महाविद्यालयातील आंतर विद्याशाखेमधील बी.व्होक. (**मेडिया ऑन्ड इंटरमेंट**) या विषयाचा अभ्यासक्रम शैक्षणिक वर्ष २०२०–२१ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील आंतरविद्याशाखेतील पदवी स्तरावील **B. Voc. Media and Entertainment** प्रथम वर्षाचा अभ्यासक्रम लागु करण्याबाबत मा. कुलगुरू महोदयांनी मा. विद्यापरिषदेच्या मान्यतेच्या आधिन राहून मान्यता प्रदान केली आहे. त्या नुसार सदर अभ्यासक्रम शैक्षणिक वर्ष २०२०–२१ पासून लागू करण्यात येत आहे.

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या **www.srtmun.ac.in** या संकेत–स्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड – ४३१ ६०६.
जा.क्र.: शैक्षणिक–१ /पदवी/बी.व्होक.
अभ्यासक्रम/२०२२–२३/**२६६**

दिनांक : ०४.०१.२०२२.

स्वाक्षरित/–
सहा.कुलसचिव
शैक्षणिक (१–अभ्यासमंडळ) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :

१) मा. अधिष्ठाता, आंतर विद्याशाखा, प्रस्तुत विद्यापीठ.
२) मा. सहयोगी, आंतर विद्याशाखा, प्रस्तुत विद्यापीठ.
३) मा. कुलसचिव,यांचे कार्यालय, प्रस्तुत विद्यापीठ.
४) मा. संचालक, परीक्षा व मूल्यमापन मंडळ यांचे कार्यालय, प्रस्तुत विद्यापीठ.
५) मा. प्राचार्य, सर्व संबंधित महाविद्याये, प्रस्तुत विद्यापीठ.
६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.
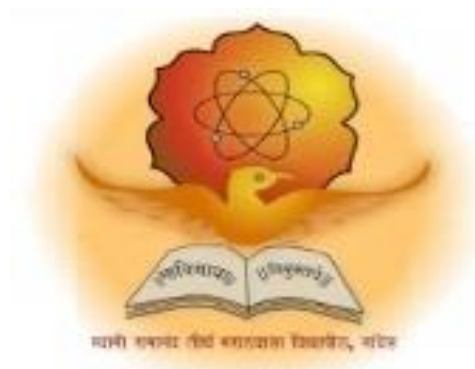
Swami Ramanand Teerth Marathwada University, Nanded

(NAAC Re-accredited with 'A' Grade)

Syllabus of

B. Voc. Media and Entertainment
(First Year)
(3 years Degree Course)

(University Campus, Sub Centre and Affiliated Colleges)

Introduced from Academic Year 2020-21

TITLE OF THE PROGRAMME

B. Voc. (Media & Entertainment)
1. Preamble:

Skills and knowledge are the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more „skilled" workforce than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sectors of education, health care, manufacturing and other services.

Government of India, taking note of the requirement for skill development among students, launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

In view of this our University initiated to start skill based courses which are in demand of industries to be carry responsibilities of society. The programme is highly relevant for all those who want to pursue a professional career in Medical Laboratory Technology.

2. Eligibility:

   10+2 Pass

3. Program outcome:

- First Exit Point (Diploma) and Outcome of First Year
- Second Exit Point (Advance Diploma) and Outcome of Second Year
- Third Exit Point (B. Voc. Degree) and Outcome of Third Year

Students will be awarded:

Certificate	Student shall be required to appear in examinations of all courses. However, to award the Certificate (Media & Entertainment) a student shall study the minimum of 30 credits course and opt minimum passing credits as per university rule.
Diploma	Student shall be required to appear in examinations of all courses. However, to award the Diploma (Media & Entertainment) a student shall study the minimum of 60 credits course and opt minimum passing credits as per university rule.
Advanced Diploma	Student shall be required to appear in examinations of all courses. However, to award the Advanced Diploma (Media & Entertainment) a student shall be required to study minimum of 120 credits course and opt minimum passing credits as per university rule.

B.Voc Degree	Student shall be required to appear in examinations of all courses. However, to award the degree a student shall be required to study minimum of 180 credits course and opt minimum passing credits as per university rule..

4. Assessment:

The Skill component of the course will be generally assessed by the respective Sector Skill Councils. In case, there is no Sector Skill Council for a specific trade, the assessment may be done by an allied Sector Council or the Industry partner. Further if Sector Skill Council in concerned / relevant trade has no approved QP which can be mapped progressively or due to any other reason, if the SSC expresses its inability to conduct the assessment or cannot conduct the skill assessment in stipulated time frames as per academic calendar, the institutions may conduct skill assessment through a Skill Assessment Board by „Certified Assessors" as per the provisions enumerated in MHRD Skill Assessment Matrix for Vocational Advancement of Youth (SAMVAY). The Skill Assessment Board may have Vice-Chancellor/Principal/Director/Nodal officer/Coordinator of the programme / Centre, representatives of the partner industry (s),

one nominee of the Controller of Examination or his/her Nominee of affiliating University / Autonomous College and at least one external expert. The affiliating university may nominate additional experts on the Skill Assessment Board, if required.

The certifying bodies may comply with / obtain accreditation from the National Accreditation Board for Certification Bodies (NABCB) set up under Quality Council of India (QCI). Wherever the university/college may deem fit, it may issue a joint certificate for the course(s) with the respective Sector Skill Council(s).

The general education component will be assessed by the concerned university as per the prevailing standards and procedures. General Education credit refers to a unit by which the course work is measured. It determines the number of hours of instructions required per week.

One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week. Accordingly, one Credit would mean equivalent of 14-15 periods of 60 minutes each or 28 – 30 hrs of workshops/ labs. For internship / field work, the credit weightage for equivalent hours shall be 50% o f that for lectures /tutorials. For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / tutorials.

The institutions offering B.Voc degree programme should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever available.

Letter Grades and Grade Points: it is recommended to adopt 10- point grading system with the Letter grades as given below:

Grades and Grade Points

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6

C (Average)	5
P (Pass)	4
F(Fail)	0
Ab (Absent)	0

Passing percentage for each paper each course is 40%. Separate passing for continuous assessment and end semester examination and/or as per time to time guidelines of the university.

A student obtaining Grade F and Ab shall be considered failed and he/she will be required to reappear in the examination. Computation of Semester Grade Point Average System (SGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the course components taken by a student and the sum of the number of credits of all the courses undergone by a student in a semester, i.e

$$\text{SGPA (Si)} = \Sigma(C_i \times G_i) / \Sigma C_i$$

where 'Ci' is the number of credits of the ith course component and 'Gi' is the grade point scored by the student in the ith course component.

The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over

all the semesters of a programme, i.e.

$$\text{CGPA} = \Sigma(C_i \times S_i) / \Sigma C_i$$

Where 'Si' is the SGPA of the ith semester and Ci is the total number of credits in that semester. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

The skill component would be taken as one of the course components in calculation of SGPA and CGPA with given credit weightage at respective level.

Swami Ramanand Teerth Marathwada University, Nanded
Syllabus with effective from 2020-2021

Semester I

Sr. No	Course Code	Course Title	Continuous Assessment Credits (CA)	End Semester Exam Credits (ESE)	Total Credits
	General Education				
1	ME101	English Grammar and Usage	2	2	4
2	ME102	Environmental Studies	2	2	4
3	ME103	Basic Of Computer IT	2	2	4
	Skill Courses				
4	ME104	Writing Skills	2	2	4
5	ME105	Editing for Media	2	2	4
6	ME106	Desk-Top Publishing	2	2	4
	Practical Skill Courses				
7	ME107	Lab-I: Basic Of Computer IT	1	1	2
8	ME108	Lab-II: Writing Skills	1	1	2
9	ME109	Lab-III: Desk-Top Publishing	1	1	2
				Total	30

Semester II

Sr. No.	Course Code	Course Title	Continuous Assessment Credits (CA)	End Semester Exam Credits (ESE)	Total Credits
	General Education				
1	ME201	Communication Proficiency	2	2	4
2	ME202	Constitution Of India	2	2	4
3	ME203	Life Skills	2	2	4
	Skill Courses				
4	ME204	Media Law & Ethics	2	2	4
5	ME205	Photography -I	2	2	4
6	ME206	Creative Advertising	2	2	4
	Practical Skill Courses				
7	ME207	Lab-IV: Communication Proficiency	1	1	2

8	ME208	Lab-V: Photography-I	1	1	2
9	ME209	Lab-VI: Creative Advertising	1	1	2
				Total	30

Semester - I: General Education

Course Code	Course Title	Credits
ME101	**English Grammar and Usage**	04
Objective		
Unit I	**Communication in General** The meaning process of communication types of communication, interpersonal skill and elements communication.	
Unit II	**Interpersonal Communication and Effective communication** The skills of Interpersonal communication, communication as a skilled behavior, Effective communication, guidelines for effective communication.	
Unit III	**Situation Language** Greetings, Introduction, Inviting someone, making requests, offering help and assistance, seeking permission, asking for advice, expressing gratitude, persuasion, complimenting and congratulating, expressing sympathy and condolence, complaining, apologizing, making suggestion, warning, , ending a conversation, asking for information, opinion, excuse, preference. Requesting, asking if someone agree and if obliged. Describing something and some useful expressions.	
Unit IV	**Expectations in communication** Brainstorming, having realistic expectations, communication breaks down because of unrealistic or great expectations	
Suggested Readings	1. Modern English Grammar By S. M. Roy	

Course Code	Course Title	Credits
ME102	**Environmental Studies**	04
Objective		
Unit I	**The multidisciplinary nature of environmental studies** Definition, scope and importance. Need for Public awareness**.**	
Unit II	**Natural Resources:** Renewable and non renewable resources. Natural resources and associated problems a. Forest Resources : use and over- exploitation , deforestation, case studies. Timber extraction ,mining, dams and their effects on forest and tribal people. b. Water Resources : use and over- exploitation of surface and ground water, floods, droughts, dams - benefits and problems. c. Mineral Resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies- with reference to Karnataka d. Food Resources: World food problems, changes caused by agricultural and overgrazing. Effects of modern agriculture, fertilizer - pesticide problems, water logging, salinity, case studies. e. Energy Resources: growing energy needs, Renewable and non renewable energy resources, use of alternate energy sources, case studies. f. Land Resources: Land as a resource, land degradation, (man induced landslides), soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.	
Unit III	**Ecosystem:** Concept of an ecosystem. Structure and function of an ecosystem, Producers , consumers and decomposers. Energy flow in an ecosystem. Food chains, food web and ecological pyramids. Introduction , types , characteristic feature, structure and function of the following ecosystem 1. Forest ecosystem 2. Grassland ecosystem	

	3. Desert ecosystem 4. Aquatic ecosystem (ponds)
Unit IV	**Biodiversity and its Conservation:** Introduction - Definition, genetic, species, ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option value. India as a mega - diversity nation. Hot - spots of Biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In - situ and Ex - situ conservation **Important National Parks of India** 1. Nagarahole National Park 2. Bandipur National Park 3. Gir National Park 4. Kaziranga National Park
Suggested Readings	**References** 1. Agarwal K.C.(2000) Biodiversity, Agrobios, Jadhpur 2. Agarwal K.C.(2001) Environmental Biology, Nidi Publications, Bikaner. 3. Biodiversity Hot spots for conservation priorities Nature 403:853, fifth report, New Delhi; centre for science and environment. 4. E.P.Odum (1971) Fundamental of Ecology, W.B.Saunders Co.USA. 5. S.Sinha, M Shukla and R.Shukla (2005) Text Book of Environmental Studies by AITBS, New Delhi.

Course Code	Course Title	Credits
ME103	Basic Of Computer IT	04
Objective		
Unit I	**Introduction to computer:** history of computers, generations of computers, classification of computers, application areas of computer, functional block diagram of computers, components of computer in detail. Types of computer memory - Primary memory, RAM and ROM and their types, storage capacity of memory, speed of computer.	
Unit II	**Computer hardware devices** – input devices - keyboard, mouse, track ball, joystick, touch screen, digitizing tablet, light pen, scanner, encrypted plastic cards, video input, and voice/audio input devices. Output devices – visual display unit, printers, types of printers, plotter, sound cards and speakers, 3d audio. Secondary memory - magnetic tape, hard disk, floppy disk, zip disk, jaz disk, super disk, optical disk	
Unit III	**Data representation on computer** : computer words, number system: introduction, decimal number system, binary number system, octal number system, hexadecimal number system, BCD, GRAY code, inter-conversion of number systems, ASCII code, EBCDIC code. **Computer software** : definition, software types- application software and system software, programming languages - low level languages, assembly level language, high level language, translator – compiler, interpreter, assembler	
Unit IV	**Data representation on computer** : computer words, number system: introduction, decimal number system, binary number system, octal number system, hexadecimal number system, BCD, GRAY code, inter-conversion of number systems, ASCII code, EBCDIC code. **Computer software** : definition, software types- application software and system software, programming languages - low level languages, assembly level language, high level language, translator – compiler, interpreter, assembler **Documentation Using MS-Word** - Introduction to word processing interface, Toolbars, Menus,Creating & Editing Document, Formatting Document, Finding and replacing text, Format painter, Header and footer, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark,

		Previewing and printing document, Advance Features of MS-Word-Mail Merge, Tables, File Management, Printing, Styles		
Suggested Readings	1	Computer Fundamentals,	B.Ram ,	New Age International Publishers
		2. Computers Today ,	S K BASANDRA	Galgotia publications
		3. Computer Fundamentals	PK SINHA	New Age International Publishers
		4. Complete Microsoft Office	Complete Reference	BPB publications

Skill Courses:

Course Code	Course Title	Credits
ME104	**Writing Skills**	04
Objective	To enable students to be able to communicate through writing to make them understand the importance of reporting	
Unit I	Definition of news, report; news values; theories of news reporting; inverted pyramid	
Unit II	Types of reporting; the lead; types of lead; Investigative, interpretative and editorial Comment, Interview skills for news gathering, Features, Freelance writing, Reviewing	
Unit III	Basics of editing; Proof reading, editing symbols, rewriting, common language errors, spellings and syntax; analyzing newspapers and magazines for reporting and editing	
Unit IV	Introduction to Magazine Journalism. Types of magazines; Differences between	
Suggested Readings	1.	

Course Code	Course Title	Credits
ME105	**Editing for Media**	04
Objective		
Unit I	Newsroom Organization – Small, Medium, and Big Daily – Editorial Staff	
Unit II	Principles of Editing – Rewriting different copies – Computer Editing- Style Sheet.	
Unit III	Techniques of Headline Writing – News and Feature Headlines- types and functions of Headlines.	
Unit IV	Editorials – Function, Principles, Types; Letters to the Editor	
Suggested Readings	1. News Editing – Bruce II WEstley 2. The Art of Editing – P.K. Baskette and Jiz Sissors 3. The Sub – Editor's Companion – Michael Hides 4. The Simple Sub's Book - Lealie Sellers 5. The Techniques of Clear writing – Robert Gunning 6. Handling Newspaper Text – Harold Evans	

Course Code	Course Title	Credits
ME106	**Desk-Top Publishing**	04
Objective		
Unit I	**Design Concepts:** Relevance-proportion-Direction-Consistency) - Contrast-The total Picture-Restraint-Attention to Detail-Examining Proofs Page Organizers: Grids- Columns-Gutters-Margins Text organizers: Headings-Kickers-Subheads-Captions-Headers and Footers-Pull Quotes and Side bars-Bullet Lists-Jump lines- nameplates and Logos	
Unit II	**Using Font Families:** Type style-Type Weight Choosing Typefaces: Body Text Choice-Display text Choices Presenting Type Effectively: Type Size-Alignment-Kerning and Tracking-Word spacing - Paragraph Spacing, Tabs and Indents- line spacing-Special effects White Space: Sinks-Vertical White Space Rules, Drop Shadows-Screens-Borders	
Unit III	**Using Illustrations Effectively:** Illustrations Vs, Photographs- Illustratious Possibilities Ready-Made Arts: Clip Art-Background textures and patterns-Dingbat Sets and picture Fonts-Shopping for Ready-made Information Graphics: Charts and Diagrams- Diagrams-Tables-Screen Captures-Maps Presenting and Positioning Illustrations: Tips and Tricks	
Unit IV	**Working with Photographs:** choosing good photographs-Technical fine-tuning Designing with Photographs: use Dominant photos-Line of Force-Follow the Horizon Achieving Motion through Sequences Altering Photographs: Cropping-Enlarging and reducing photographs-Flipping and flopping photographs-Adjusting Contrast and Brightness-Touching Up Problems spots- Special Effects with photographs	
Suggested Readings	Roger C.Parker, Publishing & Design - WILEY - Dreamtech India Pvt. Ltd 2005	

Practical Skill Courses:

ME107	Lab-I: Basic Of Computer IT

<div align="center">

PRACTICALS

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1. **MS-DOS**
   - Exploring important commands

2. **MS-Windows**
   - Components of Windows
   - Exploring different tools of Windows
   - Exploring icons in Windows
   - Managing files in Windows
   - Shortcuts in Windows

3. **MS-WORD**
   - Formatting in MS Word
   - Report writing using MS Word
   - News paper publication using MS Word
   - Tabulation in MS Word
   - Drawing Tools in MS Word
   - Mail merge in MS Word
   - Linking pages from different files in MS Word

ME108	Lab-II: Writing Skills

Practical

News reporting exercises; field reporting, campus reporting; lab journal

ME109	Lab-III: Desk-Top Publishing

Practical

This practical paper includes daily reporting – both campus and outside – and learning of designing softwares. Marks are allotted for each of the daily practicals and there shall be a practical exam at the end of the semester

Desktop Publishing

1. Introduction to Graphics
2. Colour Theory
3. Typing Tutor
4. Design Theory
5. Basic layout Design
6. Corporate Identity:
7. Logo design, Brochure design, Letter head, Book cover page design, Magazine cover page
8. Basic layout for magazines, posters, brochures, ads, direct mail, exhibition

   art, signage and identity projects

Semester II :

Course Code	Course Title	Credits
ME201	**Communication Proficiency**	04
Objective		
Unit I	**Communication aids, blocks and group discussion.** How to use communication aids and to avoid communication blocks, group discussion, interacting, presenting and to improve group communication	
Unit II	**Leadership communication and Team Communication.** Different types of leadership communication, to develop team work and team communication Skills.	
Unit III	**Winning at Human Relations.** Important role interpersonal relations, process of personality development, to develop caring and productive relationship within family and among friends.	
Unit IV	**Interview skills** Kinds of Interview, preparation for job interview, D-day of the interview and success in Interview.	
Suggested Readings		

Course Code	Course Title	Credits
ME202	**Constitution Of India**	04
Objective		
Unit I	Meaning of the term Constitution, Preamble, Constituent Assembly, Salient features of the Constitution.	
Unit II	Fundamental Rights, Fundamental duties. The Directive Principles of State Policy.	
Unit III	**Union Government:** Union Legislative – Parliament. Loksabha and RajyaSabha. Powers and functions of the Parliament. **Union Executive:** President – Powers and Functions. Prime Minister – Powers and Functions **Union Judiciary:** The Supreme Court and its Jurisdiction	
Unit IV	**State Government** **State Legislature –** Legislative Assembly and Legislative Council. **State Executive** – Governor – Powers and Functions **Chief Minister** – Powers and Functions **State Judiciary –** High Court and its Jurisdiction	
Suggested Readings		

Course Code	Course Title	Credits
ME203	Life Skills	04
Objective		
Unit I	**Emotional intelligence skills**: Definition, Interpersonal intelligence and intrapersonal intelligence	
Unit II	**Relationship**s: Family relational ship, friendship, professional relationship, elements to sustain healthy relationships	
Unit III	**Excellence in life**. Ways to achieve excellence in life. Leadership qualities	
Unit IV	**How to get rid of bad habits**? Alcoholism addiction.	
Suggested Readings	➢ The challenge to develop your resources by Dr.Marie Mignon Mascarenhas-A Crest Publication ➢ Human values development programme. – An AIACHE publication ➢ Wings of Freedom by Maureen Higgins-Vision 2020 by A P J Abdul Kalam	

Skill Courses:

Course Code	Course Title	Credits
ME204	**Media Law & Ethics**	04
Objective		
Unit I	Brief history of media laws in India, Constitution of India, Indian legal system, Legal aspects, Fundamental rights, Restrictions, Freedom of the Press	
Unit II	Press laws; Contempt of court. Defamation - Slander and libel. Right to Information Act, Copy Right Act	
Unit III	News paper management; Newspaper registration, The Press Council, Media Contracts, Prasar Bharathi	
Unit IV	Media Laws; Indian Cinematograph Act, The cable TV network regulation Act, Ombudsmen	
Suggested Readings	1. VrdishaBarua, Press and the Media Laws. Universal law publishing, New Delhi, 2006 2. Durga Das Basu, Laws of the Press, Wadhua, New Delhi, 2002. 3.Kiran R. N., Philosophies of Communication and Media Ethics, B. R. Publishing Corporation, New Delhi, 2000.	

Course Code	Course Title	Credits
ME205	**Photography -I**	04
Objective	To provide specialized training in photography catering to the advertising industry	
Unit I	History of photography; Digital photography – the past and the future, why go digital, Types of digital cameras, Camera Controls, Composing, Capturing and Continuous Photography. Sensors: image sensors, types of image sensors, size and aspect ratios, cleaning	
Unit II	Digital Work flow; Image formats; In camera image storage devices, Transferring images, Storing images, organizing your photo files, Image Manager and Colour Management.	
Unit III	Controlling Exposure; The importance of Exposure, Exposure Controls, Exposure Modes, Scene specific exposure, Shutter Controls, Aperture Controls, Shutter speed and Aperture, Automatic exposure, Focus, Depth of field, ISO and Noise	
Unit IV	Light and colour; Colour theory, White Balance, Photography at Night, Direction and Quality of light. Lenses: Focal Lengths, types of lenses. Flash Photography: Flash power and range, Flash Sync and shutter speeds, Auto flash, Redeye reduction, Fill Flash, Flash off, slow sync flash, flash exposures, external flash and accessories.	
Suggested Readings	1. Tom Grimm, The Basic Book of Photography, New York, Plume, 1979. 2. George Haines, Learning Photography, Hamlyn publishing Group, London, 1992. 3. Michael Langford, Basic Photography, Focus Press, London, 1986. 4. John Hedgeco, New Book of Photography, Dorling Kindersley Book, London 1994.	

Course Code	Course Title	Credits
ME206	**Creative Advertising**	04
Objective	To provide a basic understanding of the nature of advertising as a creative industry and to develop basic skills in creating mainstream media ads (print, electronic, and web)	
Unit I	Introduction to advertising; definition and types; structure and functioning of an ad agency; advertiser-agency relationship	
Unit II	Audience analysis; segmentation, targeting and positioning; audience	
Unit III	Creative aspects of advertising; art direction; creative aspects in print and electronic media; print production; electronic production; other media productions; cutting-edge advertising	
Unit IV	Outdoor advertising; creative use of media – traditional and new media	
Suggested Readings	1. Frank Jenkins, *Advertising made simple,* Rupa and Co, New Delhi, 1992 2. Coutland L. Bovee, John V. Thill et al., *Advertising Excellence,* AcGraw-Hill, Inc., New York, 1995. 3. Shalliam F. Arens, *Contemporary Advertising,* Irwin/Ac Graw-Hill, 1999.	

Practical Skill Courses:

ME207	Lab-IV: Communication Proficiency

PRACTICAL

Communication Proficiency exercises

ME208	Lab-V: Photography-I

PRACTICAL

1. Basic shots
2. Outdoor shooting
3. Depth of field
4. Exposer- Sutter speed, Aperture and ISO
5. Compositing rules
6. Exercises with Photoshop
7. Photography with a theme

ME209	Lab-VI: Creative Advertising

Practical: PSA Production