

University of Pune

Three Year B. Sc. Degree Course in

PHOTOGRAPHY AND AUDIO VISUAL PRODUCTION

(VOCATIONAL)

T.Y.B.Sc. PHOTOGRAPHY AND AUDIO VISUAL PRODUCTION

Syllabus

(To be implemented from the Academic Year 2015-16)

Preamble:

The 3-year B.Sc. Vocational Course in *Photography and Audio Visual Production* (SPAVP) is conducted as part of the University of Pune approved course in B.Sc. (Physics). SPAVP is offered as one of the four subjects at the First Year B.Sc. (F Y B Sc) level along with Physics, Mathematics and Electronic Science or Chemistry. At the Second Year B.Sc.(S.Y.B.Sc.) level one among the three subjects along with Physics - Mathematics, Physics - Chemistry or Physics - Electronic Science. At the Third year B Sc (T.Y.B.Sc.) level, there are two theory courses and one practical course to be offered along with four theory courses and two practical courses of T.Y.B.Sc. Physics.

The course '*Photography and Audio Visual Production*' is being coordinated and conducted by the Department of Physics (Photography) at the concerned centers.

It is therefore to be understood that this syllabus will only operate when it is offered to students who study Physics and Mathematics at the first year level.

In keeping with the purpose of introducing vocational courses in the affiliated colleges of the University of Pune, and as given in the previous statements of intent by the Board of Studies, the vocational courses are expected to:

1. Be specialized in the sense of being *non-conventional*.
2. Be *multi-faculty* as well as *multidisciplinary*.
3. Be *different* also because they are incorporated into conventional disciplines.
4. *Establish a linkage with main stream disciplines, market and industry.*

The concerned Board of Studies is supposed to keep a *holistic view and integrated approach*.

Introduction:

The Media and the Communication industry is expanding at a rapid pace. There is an increasing need of trained man power in the media industry. This course is focused on training young students, at the plus twelve level, so that they can join the media and the communication industry at an early stage. The

course is designed and conducted in association of experts from industry. Students gain hands on experience of working in the fields of media and communication.

The courses are more practical oriented than theory oriented compared to the conventional courses.

Objectives to be achieved:

- To promote the possibility of self employment after B.Sc.
- To bridge up the gap between knowledge based conventional education and market demands and to provide an alternative to those pursuing higher education.

Eligibility

1. First Year B.Sc.:

Higher Secondary School Certificate (10+2) or its equivalent examination with Physics, Chemistry and Mathematics.

2. Second Year B.Sc.:

The students should pass in all subjects at the F.Y.B.Sc. level or at least keep terms (ATKT) of F Y B. Sc. with Photography and Audio Visual Production as one of the subjects. at the

3. Third Year B. Sc.:

The student should compulsorily clear all F Y B. Sc. and satisfactorily keep terms (at least ATKT) of S Y B. Sc. with Photography and Audio Visual Production as one of the subjects. *Students who may have passed in all subjects at the S.Y.B.Sc. level, but have not cleared all the courses at F.Y.B.Sc. level are not eligible to be admitted to the T.Y.B.Sc. class.*

Admissions will be given as per the selection procedure / policies adopted by the respective college keeping in accordance with conditions laid down by the University of Pune.

Reservation and relaxation will be as per the State Government rules.

Standard of Passing:

- i. In order to pass in the First Year Theory Examination, the candidate has to obtain at least 40 marks out of 100 in each Theory Course. (Minimum 32 marks must be obtained in the University Theory Examination).
- ii. In order to pass in the Second Year and Third Year Theory Examinations, the candidate has to obtain at least 20 marks out of 50 in each course of each semester. (Minimum 16 marks must be obtained in the University Theory Examination).
- iii. In order to pass in Practical Examination, the candidate has to obtain at least 40 marks out of 100 in each course. (Minimum 32 marks must be obtained in the University Examination).

Award of Class:

The class will be awarded to the student on the aggregate marks obtained during the Second and Third year in the Principle subject only. The award of the class shall be as follows:

- | | | |
|---|--|--------------------------------|
| 1 | Aggregate 70% and above | : First Class with Distinction |
| 2 | Aggregate 60% and more but less than 70% | : First Class |
| 3 | Aggregate 55% and more but less than 60% | : Higher Second Class |
| 4 | Aggregate 50% and more but less than 55% | : Second Class |
| 5 | Aggregate 40% and more but less than 50% | : Pass Class |
| 6 | Below 40% | : Fail |

ATKT Rules:

While progressing from F. Y. B. Sc. to S. Y. B. Sc. Class, the student has to pass in at least 8 courses (out of total 12).

While going from S. Y. B. Sc. to T. Y. B. Sc., at least 12 courses (out of 20) should be cleared.

A student will not be able to progress from S.Y.B.Sc. to T.Y.B.Sc. unless all his / her F. Y. B. Sc. courses are cleared.

Equivalence of Previous Syllabus:

No equivalence required at S. Y. B. Sc. level, the course titles are same as previous syllabus.

External Students:

There shall be no external students.

University Terms:

Dates for commencement and conclusion for the First and Second Terms will be declared by the Pune University authorities. Terms can be kept by only duly admitted students. The term shall be granted only on minimum 80 percent attendance at theory and practical course and satisfactory performance during the term.

Medium of Instruction: The medium of instruction for the course shall be English.

Course Structure:

Duration: The duration of B.Sc. (Photography and Audio Visual Production) degree program shall be three years.

The syllabi have been structured to introduce and discuss the concepts and working areas of the media and communication industry. The training for skill sets required to perform the tasks in the industry has been developed through the three-year course.

In the **First Year**, students will be introduced the concept of communication. Its importance and different types will also be discussed in some details at the first year. Different theories and models of communication will be introduced with familiar examples. Students will be exposed to the Print, the Audio and the Visual media. Various aspects of the social media will be also discussed.

Photography is introduced at this stage at an introductory level. Stress is given on making students aware of photography as a strong medium of visual communication. The science and the technology of photography is discussed in depth at this stage. Importance and scope of photography in various fields is also discussed.

Camera handling skills and understanding of photographic lighting is developed in the first year. Students are exposed to different photographic situations through various assignments. Photographic aesthetics is also discussed so that a student develops a good photographic vision at the end of the first year.

In the **Second Year**, the need and importance of ‘sound’ in media is discussed. Studio acoustics is discussed at length. Different mikes, speakers, and recording systems are also studied. The theory behind these equipments is discussed at this stage.

The science and technology involved in the digital and analog signal transmission is introduced in the second year.

Photography is practiced at advanced level in the second year. Detailed study of different camera lenses, various filters, light sources and lighting techniques are discussed in the theory classes. Colour theory and various theoretical aspects of digital photography are discussed. Studio and the outdoor assignments are designed to enhance the photographic skills so that students can handle independent projects.

In the **Third Year (TY)**, the students offer physics as their major subject. Out of the six theory papers per semester at the TY, two papers per semester are vocational papers. In the first semester of TY, students are trained to produce an Audio-Visual (AV) production. This includes the pre-production, the production and the post production stages. Students are trained to use professional video equipment for the assignments based on this course. The science and technology of the video recording and reproduction is discussed production in the other course in the first semester of TY.

The second semester of TY is training students for Radio production. Various aspects of radio production are discussed. More stress is given on hands on experience. A course on ‘Entrepreneurship Development’ is introduced in the second semester of TY.

Students produce a short film as their project in TY.

F. Y. B. Sc. Photography and Audio-Visual Production

Paper	Course Title	Marks	Lectures
Paper - I	Basic Photography and Appreciation of Media	100	Three Hours/Week per Paper (Total 36/Paper per Term)
Paper - II	Introduction to Mass Communication and Media Scene in India	100	
Practical Course	Practical Course	100	Four Hours / Week (Total 96 – Term I & II)

Examination Pattern

Theory papers: University Examination – 80 marks (at the end of 2nd term)
Internal Examination – 20 marks

Practical course: University Examination – 80 marks (at the end of 2nd term)
Internal Examination – 20 marks

Theory examination will be of three hours duration for each theory course. There shall be 5 questions each carrying equal marks. The pattern of question papers shall be:

- | | |
|------------------|--|
| Question 1 | 8 sub-questions, each of 2 marks; answerable in 2 -3 line and based on entire syllabus |
| Question 2 and 3 | 4 out of 6 – short answer type questions; answerable in 6 – 8 lines |
| Question 4 | 2 out of 4 – long answer type questions; answerable in 12 – 16 lines |
| Question 5 | 1 out of 2 – essay / long answer type question; answerable in 25 – 30 lines |

Internal examination: Internal assessment of the student by respective teacher will be comprehensive and continuous, based on written test, 10 marks each term. The written test shall comprise of objective type questions – Multiple Choice Questions, True / False, Definitions, questions related to practical situations, Application based questions. There shall be 20 questions, each question of 0.5 marks.

Practical Examination: Practical examination shall be conducted by the respective college at the end of the academic year. Practical examination will be of minimum 6 hours duration, carried over in two sessions. There shall be 10 marks for maintaining a laboratory journal, 10 marks for viva-voce and minimum three experiments. Certified journal is compulsory to appear for practical examination. There shall be two experts and two examiners per batch for the practical examination.

Setting question papers: Questions should be designed to test the conceptual knowledge and understanding of the basic concepts of the subject. Application of a concept to a practical situation should be tested.

S. Y. B. Sc. Photography and Audio-Visual Production

	Paper	Course Title	Marks	Lectures
Sem-I	VOC_PAVP_211	Still Photography, Processing and Printing	50	Four Hours/Week per Paper (Total 48/Paper per Semester)
	VOC_PAVP_212	Acoustics	50	
Sem-II	VOC_PAVP_221	Colour Photography	50	Four Hours / Week (Total 96 – Semester I & II)
	VOC_PAVP_222	Principles and Applications of Analog & Digital Communication	50	
Sem-I & II	Practical Course	Practical Course	100	

T. Y. B. Sc. Photography and Audio-Visual Production

	Paper	Course Title	Marks	Lectures
Sem-II	VOC_PAVP_335	Video Recording and Playback Systems	50	Four Hours/Week per Paper (Total 48/Paper per Semester)
	VOC_PAVP_336	Video Production	50	
Sem-IV	VOC_PAVP_345	Entrepreneurship Development	50	Four Hours / Week (Total 96 – Semester I & II)
	VOC_PAVP_346	Radio Production	50	
Sem-III & IV	VOC_PAVP_349	Practical /Project Course III	100	

Examination Pattern for S Y B Sc and T Y B Sc

Theory paper: University Examination – 40 marks (at the end of each semester)
Internal Examination – 10 marks

Practical course: University Examination – 80 marks (at the end of 2nd semester)
Internal Examination – 20 marks

Theory examination will be of two hours duration for each theory course. There shall be 4 questions each carrying equal marks. The pattern of question papers shall be:

- Question 1 10 sub-questions, each of 1 mark; objective type and based on entire syllabus
- Question 2 and 3 2 out of 3 sub-questions, each of 5 marks; short answer type questions; answerable in 10 – 15 lines
- Question 4 1 out of 2 – long answer type questions; answerable in 20 – 25 lines

Internal examination: Internal assessment of the student by respective teacher will be comprehensive and continuous, based on written test, 10 marks each term. The written test shall comprise of objective type questions – Multiple Choice Questions, True / False, Definitions, questions related to practical situations, Application based questions. There shall be 20 questions, each question of 0.5 marks.

Practical Examination: Practical examination shall be conducted by the respective college at the end of the academic year. Practical examination will be of minimum 6 hours duration, carried over in two sessions. There shall be 10 marks for maintaining a laboratory journal, 10 marks for viva-voce and minimum three experiments. Certified journal is compulsory to appear for practical examination. There shall be two experts and two examiners per batch for the practical examination.

Setting question papers: Questions should be designed to test the conceptual knowledge and understanding of the basic concepts of the subject. Application of a concept to a practical situation should be tested.

Qualification of Teachers:

Professional experience in media / photography / communication or related fields.

Syllabus details

Photography and Audio Visual Production (Vocational)

T.Y.B.Sc. Semester-III

VOC_PAVP_335: Theory Paper V: Video Recording and Playback Systems

Objectives:

1. To understand the science and the technology involved in video recording.
2. To get familiar with the evolving trends in the video recording techniques.

Introduction

Difference between audio and video signals, difficulties in recording and replay of video signal. Generation of video signal. Vidicon camera tube. Charged coupled device. B/W and colour T.V. camera. Digital camera. Camera adjustments and related terms. Comparison between film and video tape recording. Transmission of TV signal. OB Van and its content and applications. Digital TV standards.

Black and White and Colour TV

Principles of scanning and synchronization. Composite video signal. B/W and colour picture tubes. Principles of colour. PAL colour signal, vestigial sideband transmission. Block diagram of B/W TV (explanation of each stage in block diagram format) and its working. Block diagram of colour TV. Modern trends in TV display. Plasma TV, Lcd TV and led TV and their working with block diagram.

Recording of video signal

Recording of video signal on video tape. Transverse and helical scan. Need for rotating head mechanism, frequency modulation of video signal before recording. Tape transport mechanism and track survey. Block diagram of record / playback electronics in a VCR, VHS system.

Optical Video disc

Principle of recording and replay on ACD, VCD etc. Eight to fourteen modulation, digitization error detection and correction, CLV for disc rotation. Optical pick up system, focusing and tracking systems. Block diagram for VCD player. Principles, capacity for DVD. Block diagram for DVD player. Principle of data compression techniques. Principles of blue ray disc and its comparison with DVD. Block diagram of blue ray disc player. Home theater system.

Magnetic video disc machine (slow motion disc) Digital TV, Principles of HDTV and block diagram of HDTV, H.D. camera.

References:

1. Audio Video Systems Principles, Practice and Troubleshooting; S P Bali and Rajeev Bali; Khanna Book Publishing Co (P), Ltd, New Delhi

T.Y.B.Sc. Semester-III

VOC_PAVP_336: Theory Paper VI: Video Production

Objectives:

1. To develop skills required in the video production industry
2. To get familiar with various formats and genera of video programming
3. To develop the writing skills required for a script writer
4. To develop team spirit and leadership qualities

A: Preproduction

I. Planning for video production

Choosing subjects, formats, resource persons, locations etc.

Slotting the programme at the right place and time.

Scheduling production work

Administration and management of resources and manpower.

Rehearsals, visits to locations, coordination and financial management.

Advance publicity.

Different programme formats

II. Script writing

Script writing for different programme formats (feature, documentaries, news reports, fiction/non fiction)

Writing for TV plays, serials etc.

III. Proposals

Writing a proposal for video production

Outline, treatment and budgeting

B: Production

IV. Production personnel and facilities

a) Equipment: Camera, recorders

Camera lenses, framing, white balance, camera movements (pan, tilt, and dolly), and camera angles

Types of shots, composition and planning of shots, continuity

Support between the producer and the camera crew

b) Personnel: Production team, Production personnel (Producer, Director)

Production assistant, Cameraman, Floor manager, Floor assistant, Researchers, Performers or talent.

Technical personnel: Technical director, Sound recorder, Vision mixer, Lighting assistants,

Ser/property and wardrobe assistants

Make-up artist

Editors, effects and post production personnel

V. Lighting indoors and outdoors:

Different light sources, Indoor lighting (Key, Fill and Back lighting, Lighting for characters), Use of filters. Outdoor lighting (Natural light, use of reflectors, scrims)

C: Post production

VI. Video Editing

Video editing basics, Line of action, Continuity, Transitions (Fades, Dissolves, Wipes, Cuts), Graphics/Animations, Sound mixing, Dubbing, Voice over, Music, Background music.

VII. Publicity

Promos, Publicity and Marketing

Reference books:

1. Video Production Handbook, 2nd Ed, Gerald Millerson, Focal press (1992)
2. Key Concepts & Skills for Media Studies, Vivienne Clark, James Baker, Eileen Lewis, Hodder & Stoughton, (2003)
3. Visual Effects in Cinematography, Zoran Perisic, Focal Press, (2000)
4. Picture Composition for Television and Film, Peter Ward, Focal Press (2003)
5. The technique of Lighting for Television and Film, 3rd Ed, Gerald Millerson, Focal Press, (1991)

T.Y.B.Sc. Semester-IV

VOC_PAVP_345: Theory Paper V: Entrepreneurship Development

Entrepreneurship is a tremendous force that can have a big impact in growth, recovery, and societal progress by fuelling innovation, employment generation and social empowerment.

Through entrepreneurship education, young people, including those with disabilities, learn organizational skills, including time management, leadership development and interpersonal skills, all of which are highly transferable skills sought by employers.

The syllabus for T.Y.B.Sc., Vocational students thus is aimed at creating an awareness amongst the students about the benefits of becoming an entrepreneur and at the same time equip them with information about a good and a viable opportunity; making a business plan by assessing the techno-economic feasibility, seeking financial assistance, variety of procedures and formalities for setting up an Small Scale enterprise, taking decisions in such a manner so that entrepreneurship becomes a life time career goal.

OBJECTIVES:

- To create awareness about self-employment and motivate the students to go for self-employment.
- To study entrepreneurship concepts and their applicability.
- To familiarize the students to the practical world of enterprise/business.

1. INTRODUCTION:

Concept of entrepreneurship, Historical background, need and scope of entrepreneurship in modern society, Entrepreneurial behavior, attributes and skills.

Key elements of entrepreneur, Entrepreneurial process, Entrepreneurial culture, Environment of Entrepreneurship, Socio economic origins of Entrepreneurship, Barriers of Entrepreneurship and means to reduce those, types of Entrepreneurs, Characteristics of Entrepreneur. 8 Lectures

2. BUSINESS ORGANIZATIONS:

Forms of business organizations such as sole proprietorship, partnership, Joint Stock Company, cooperative organization etc.

Meaning and definition , Relative merits and demerits of each form, ,

Types of Small Scale Industry.

3 Lectures

3. Study of organizations promoting Entrepreneurship

Sources of Information: Where to go for what?

- a) District Industry Centre (DIC)
- b) Maharashtra Industrial Development Corporation (MIDC)
- c) Maharashtra State Small Industries Development Corporation (MSSI DC)
- d) Small Industries Services Institute (SISI)
- e) National Institutes of Entrepreneurship and Small business Development (NIESBUD)
- f) National Entrepreneurship Development Board (12) (NEDB)
- g) Entrepreneurship Development Institute of India

- h) Commercial and Co-operative Banks
 - i) State Industrial Development Bank (SIDBI)
 - j) Pollution Control Board
- 3 Lectures

Legal Aspects of Small Business:

Elementary knowledge of Income Tax, Sales Tax, VAT, Service Tax, Patent Rules, Excise Rules, Factory Act and Payment of Wages Act, TDS act Procedures for registration of SSI, TDS no, PAN no.

2 Lectures

3. ENTREPRENEURSHIP DEVELOPMENT:

Identification of opportunities for entrepreneurship, ideas to start new business, criteria for selection of new product or service, Market Survey as a tool, Technical and economic feasibility of a project, Role of consultancy organizations.

8 Lectures

Project formulation and project report preparation (Use guidelines given in Schedule II)

4 Lectures

4. FINANCIAL ASPECTS:

Govt/Public sources of finance

Sources of finance, Role of various funding agencies, government and commercial Role of various funding corporations and funding institutes such as chamber of commerce, MSFC, MCED, NSSIDC, Banks, special institutes such as IDBI,MIDC,SICOM etc, Working capital, cash flow, fund flow, study of basic financial statements, costing and pricing, breakeven point, SWOT analysis.

Private Sources

1. Equity –Angel finance , Venture capital
2. Debt Finance – Loans from banks loan against co-lateral security, PMYR-Loans with subsidy from Central GOVT, State Govt , CGTSME(Central Grant For Small Medium Enterprise)

8 Lectures

5. MARKETING ASPECTS:

Meaning, scope and importance, Marketing strategy, Market segmentation, marketing channels.

Marketing mix and its effect.

Digital marketing through Web browsing, Face book , Google search engines SMS campaigns , Mailers , Hand bills etc

6 Lectures

6. HUMAN RESOURCE ASPECTS: (H.R Policies)

Concept and scope in modern industry,

Different modes of employment, Placement of proper person for a job, Interpersonal relations and communication skills, training of personnel, guidance for stress management, soft skills.

Drafting -Appointment letter, termination tenure , experience certificates , exit policies

Legal liabilities of employees, Group insurance for factory workers, understanding WAC (Workers Accident Compensation)

6 Lectures

Practicals/ Assignments

The practicals to be conducted are with an objective to transform the knowledge gained by the students in their classes to real life experience. These practicals will be based on the vocational subject and the Principal subject a student has offered

Internal assessment should carried out on the practicals/ assignments done by a student

Sr. No.	Title of Practical	Objective	Mode
1.	Role of District industry centre	Understand the working of District industry centre	Visit and report submission
2.	Visit to a small scale Industry	To understand plant location and plant layout and to submit a report on the guidelines given in schedule I	Visit and report submission
3.	Visit to a service unit	To study the legal aspects of a service unit and to submit a report	Visit and report submission
4.	Entrepreneurial ideas	Describe in brief two entrepreneurial ideas of yours	Home assignment
5.	Project formulation	Prepare a preliminary document about an enterprise you want to start It should contain executive summary, customer/target market analysis and strategy (use guidelines given in schedule II)	Home assignment
6.	Review business plans For this Plans should be exchanged with other teams	Submit a review of a business plan of other team . It should include critical and constructive comments	Home assignment
7.	Drafting a business plan	It should contain executive summary, customer/target market analysis and strategy, marketing and operations, risks, management team and financial projections	Power Point Presentation

RECOMMENDED BOOKS

Text book

1. Dynamics of Entrepreneurial Development and Management – Shri. Vasant Desai.(Latest edition)

Reference books (Latest Editions)

1. Environment & Entrepreneur: Mr.B.C.Tondon
2. Business Environment: Dr.G.V.Kayande Patil
3. Udyogvardhini –MCED
4. Basic Communication Skills: By P. Kiranmai Dutt & Geetha Rajeevan, 2000

5. Fundamentals of Office Management: By J.P. Mahajan , Office Management – By S. P. Arorra, latest edition
6. A guide to small Scale Entrepreneurs, Director of Industries, Govt. of Tamil Nadu Chennai, latest edition
7. Entrepreneurship and small Business Management- Dr. C. B. Gupta & Dr. Khanna
8. Project Management- K. Nagarajan
9. 100 project Reports Yashwantrao Chavan Open Universiy (YCMOU) Edition
10. Entrepreneurship Ideas in Action Cynthia L. Greene (YCMOU) Edition

Schedule-I

Visit to a small scale Industry

1	Year of commencement of the project	
2	Work experience of the entrepreneur before staring the project	
3	Detailed information of the product	
4	Type of customers using their product	
5	Pricing details of all the product range	
6	No. of workers/ Staff working in the Unit	
7	Turnover in the last three years	
8	Mode of Advt/Marketing adapted for promoting the Products	
9	Investment done at the time of starting the project	

Schedule II

Project formulation

1	Product /services Selected its justification	
2	Capital investment required to start the Services /Product	
3	Minimum Infrastructure requirement	
4	Rent as per current rates for the same premises/ Office /Factory	
5	Various Competitors currently for the same product /Services	
6	Your unique selling proposition USP ie write down why your product will be preferred by the customer as against the present competition. 1) Features 2) Cost 3) Geographic location 4) service 5)durability	
7	Marketing Strategy used for Advertising your product	
8	Various digital marketing methods to be selected	
9	What will be your ROI(Return On Investment)	
10	What will be your Break even point	
11	How will you be raising the finance for the same	
12	Prepare a three years Balance sheet, / P/L statement taking help from a Third year commerce stream student.(optional)	

T.Y.B.Sc. Semester-IV

VOC_PAVP_346: Theory Paper VI: Radio Production

Objectives:

1. To understand Radio as medium of mass communications
2. To develop skills required in Radio production
3. To develop the writing skills required for a script writer
4. To develop team spirit and leadership qualities

I. Radio

1. Media Introduction & Functions
2. Radio – Characteristics and advantages

II. Structure of Radio – Various formats of radio programmes

1. Music – Role of music in A.V. production. Folk, Classical, Semi-classical, Instrumental and film
2. Writing for radio – its importance and difference from print media
3. Talks and talk-lets over radio and varieties
4. Interviews – A fascinating art of radio / T.V. Programming
5. Feature programs over radio and characteristics
6. Educational programs over radio
7. Outdoor broadcast programs over Radio and linking communications.
8. Special audience programs such as programs for children, youth women, farmers and industrial workers
9. All India national programmes of music, talks and discussions
10. Interactive programme with the listeners

IV. Radio management

1. Organization and management of AIR audience Research Units.
2. International Radio Broadcasting (BBC, VOA etc)
3. Writing Radio Reviews
4. Present conditions of Radio and Government policy of Broadcasting
5. Efforts in making Radio free from Government
6. Listener survey

V. Radio News

1. Gathering processing and production of news for Radio
2. News for FM commercial channels
3. Broadcasting Code

VI. F.M. Stations

Community radios, Role, Significance and Limitations

VII. Commercial Radio: Copy writing for 'ad', ethics of commercial radio and advertising code

References:

1. Broadcasting in India, P.C. Chatterjee, Sage, New Delhi.
2. Broadcast Journalism, Boyd Andrew, Focal Press, London.
3. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication, New Delhi.
4. This is ALL India Radio, U.L Baruah, Publications Division.

VOC_PAVP_349: Practical /Project Course III

Students will produce a short film or a documentary as their final year project.

List of assignments / experiments:

These assignments are mandatory for completion of the T Y B Sc courses.

Following aspects of a video production will be discussed in details and students will work on relevant assignments.

- A. Concept building
- B. Storyline formation
- C. Screen play writing
- D. Developing a story
- E. Story boarding

A: Video Production

1. Study of a Video Camera
2. Using camera movements and shots
3. Creative lighting for video
4. Indoor lighting for video
5. 3-shot exercise (Scripting, Story Boarding, Recording and editing)
6. 2-shot exercise (Scripting, Story Boarding, Recording and editing)
7. 9-shot exercise (Scripting, Story Boarding, Recording and editing)
8. Social advertisement (Scripting, Story Boarding, Recording and editing)
9. Multi camera set up (Scripting, Story Boarding, Recording and editing)
10. Multi layer editing
11. Sound design
12. Dubbing
13. Montage
14. News capsule

15. Chroma effect

B: Radio Production

1. Recording an individual talk (Scripting, recording and editing)
2. Recording a dialogue (Scripting, recording and editing)
3. Recording a group discussion (Scripting, recording and editing)
4. Recording Music (Scripting, recording and editing)
5. Presenting special programmes on a particular theme with music (Scripting, recording and editing)

C: Script writing:

1. Narrating and developing a story
 2. Appreciation of a video programme
 3. Appreciating a film
 4. Observations of real life situations for script development
 5. Scripting for different genre
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Annexure-II

Structure/ Pattern of Syllabus must be as follows:

- 1) Title of the Course: Photography and Audio-Visual Production (Vocational)
- 2) Introduction: Pattern Semester
- 3) Eligibility: Should have offered Photography and Audio-Visual Production (Vocational) at F.Y.B.Sc. and Passed F.Y.B. Sc. as per Pune University Rules
- 4) Examination
 - A) Pattern of examination
 - i) 40:10 (University semester examination of 40 marks & internal assessment of 10 Marks)
Details as per the syllabus
 - ii) Pattern of the question paper: As per the specimen given
 - B) Standard of Passing: As per Pune University norms
 - C) ATKT Rules: As per Pune University norms
 - D) Award of Class: As per Pune University norms
 - E) External Students: As per Pune University norms
 - F) Setting of Question paper/ Pattern of Question paper: As per Pune University norms
 - G) Verification of Revaluation: As per Pune University norms
- 5) Structure of the Course:
 - i) Optional
 - ii) Medium of instruction: English

6) Equivalence subject/ papers & Transitory Provision: Photography and Audio Visual Production (Vocational)

7) University terms: As per Pune University Norms

8) Subject wise detail syllabus: Attached

9) Recommended books: Mentioned in syllabus
