**Ahmednagar Jilha Maratha Vidya Prasarak Samaj’s**

**New Arts, Commerce, and Science College, Ahmednagar**

**(Autonomous)**

**(Affiliated to Savitribai Phule Pune University, Pune)**



**National Education Policy (NEP)**

**Choice Based Credit System (CBCS)**

**Programme Skeleton and Syllabus of**

**Open Elective (OE)**

**Media Studies
(Communication Studies and Animation)**

**Implemented from**

**Academic Year 2023-24**

**Credit Distribution: UG Programme**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Type of Courses  | III Yr | IV Yrs (Honours) | IV YrsResearch  |
| Major Marathi | Discipline-Specific Courses (DSC)  | 46 | 74 | 66 |
| Discipline Specific Elective (DSE) | 08 | 16 | 16 |
| Skill Enhancement Courses (SEC) | 06 | 06 | 06 |
| Vocational Skill Courses (VSC) | 08 | 08 | 08 |
| On-Job Training (OJT) | 04 | 08 | 04 |
| Field Project (FP) | 04 | 04 | 04 |
| Community Engagement and Service (CEP) | 02 | 02 | 02 |
| Research project | 00 | 00 | 12 |
| Research Methodology | 00 | 04 | 04 |
| Indian Knowledge System | 02 | 02 | 02 |
|  | Total (I, II and III Year)  | 80 | 124 | 124 |
| Minor  | Minor | 20 | 20 | 20 |
| OtherCourses  | Open Elective (OE)/ Multidisciplinary Courses  | 12 | 12 | 12 |
| Co-Curricular Courses | 08 | 08 | 08 |
| Ability Enhancement Courses | 08 | 08 | 08 |
| Value Education Courses | 04 | 04 | 04 |
| Total | 132 | 176 | 176 |

**Bucket list of Open Elective Courses (OE) offered by the college**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sr. No. |  School/Department | Department | Credits/Course | Courses | Total Credits |
|  | Marathi | Marathi | 03 | 04 | 12 |
|  | Hindi | Hindi | 03 | 04 | 12 |
|  | English | English | 03 | 04 | 12 |
|  | Economics | Economics | 03 | 04 | 12 |
|  | Social Sciences | History, Political Science Sociology, Defense Studies | 03 | 04 | 12 |
|  | Mental and Moral Sciences | Philosophy Psychology | 03 | 04 | 12 |
|  | Music | Music  | 03 | 04 | 12 |
|  | Commerce  | Commerce  | 03 | 04 | 12 |
|  | Management | BBA and BBA (CA) | 03 | 04 | 12 |
|  | Chemical Science  | Chemistry  | 03 | 04 | 12 |
|  | Life Sciences | Botany, Zoology, Microbiology, and Biotechnology  | 03 | 04 | 12 |
|  | Physical Sciences | Physics and Electronics  | 03 | 04 | 12 |
|  | Mathematical Science | Mathematics and Statistics  | 03 | 04 | 12 |
|  | Computational Science  | CASAS | 03 | 04 | 12 |
|  | Media Studies | Communication Studies and Animation  | 03 | 04 | 12 |
|  | Earth and Environmental Science  | Geography and Environmental Science  | 03 | 04 | 12 |

**List of OE under the Faculty of Science**

**Open for Commerce and Humanities(Arts)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sr. No. | Offering Departments  | OE-01 | OE-02 | OE-03 | OE-04 |
|  | Credits  | 03 | 03 | 03 | 03 |
|  | Chemical Science  | ABC | ABC | ABC | ABC |
|  | Life Sciences | ABC | ABC | ABC | ABC |
|  | Physical Sciences | ABC | ABC | ABC | ABC |
|  | Mathematical Science | ABC | ABC | ABC | ABC |
|  | Computational Science  | ABC | ABC | ABC | ABC |
|  | Media Studies | ABC | ABC | ABC | ABC |
|  | Earth and Environmental Science  | ABC | ABC | ABC | ABC |

**List of OE under the Faculty of Commerce**

**Open for Humanities (Arts) and Science**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sr. No.  | Offering Departments  | OE-01 | OE-02 | OE-03 | OE-04 |
|  | Credits  | 03 | 03 | 03 | 03 |
| 1. | Commerce  | ABC | ABC | ABC | ABC |
| 2. | Management | ABC | ABC | ABC | ABC |

**List of OE under the Faculty of Humanities(Arts)**

**Open for Commerce and Science**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sr. No.  | Offering Departments  | OE-01 | OE-02 | OE-03 | OE-04 |
|  | Credits  | 03 | 03 | 03 | 03 |
|  | Marathi | ABC | ABC | ABC | ABC |
|  | Hindi | ABC | ABC | ABC | ABC |
|  | English | ABC | ABC | ABC | ABC |
|  | Economics | ABC | ABC | ABC | ABC |
|  | Social Sciences | ABC | ABC | ABC | ABC |
|  | Mental and Moral Sciences | ABC | ABC | ABC | ABC |
|  | Music | ABC | ABC | ABC | ABC |

**Programme Framework (Courses and Credits): Open Elective (OE) in Media Studies**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Sr. No. |  Year | Semester | Level | Course Type | Course Code  | Title  | Credits |
|  | I | I | 4.5 | OE-01 | OE-01 | Photography | 03 |
|  | I | II | 4.5 | OE-02 | OE-02 | Visual Editing | 03 |
|  | I | III | 5.0 | OE-03 | OE-03 | Videography | 03 |
|  | I | IV | 5.0 | OE-04 | OE-04 | Video Editing | 03 |
|  |  |  |  |  |  |  | 12  |

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**Syllabus**

**Open Elective (OE)**

|  |
| --- |
| Title of the Course : Photography |
| Year: I | Semester: I |
| CourseType  | Course Code | Credit Distribution | Credits | Allotted Hours | Allotted Marks |
| Theory | Practical |
| CIE | ESE | Total |
| OE-1 | OE-1 | 03 | 00 | 03 | 45 | 30 | 70 | 100 |

**Learning Objectives:**

1. To develop the habit of looking closely at the visible world around

2. To develop and practice skills using digital photography tools

3. To become proficient at the technical aspect of photographing with a digital camera.

**Course Outcomes (Cos)**

1. Make students to rethink the environment in which they live through the pictures.

2. Develop a integtayed prespective about image.

3. Giving exposure to effective visual expression.

**Detailed Syllabus:**

**Unit I : Introduction to Photography** (07 lectures)

* History of Photography
* Evaluation of Photography
* Photography and Contemporary Art
* Digital Evolution

**Unit II : Basics of Camera** (07 lectures)

* Camera as a Tool, Lenses
* Equipment - What’s in your bag? / Care and feeding.
* Camera Settings, Perspectives
* Camera Operating

**Unit III : Functions of Camera** (07 lectures)

* Aperture, Shutter Speed, ISO
* Depth of Field
* Exposure
* Preset Modes

**Unit IV : Image Files and Formats** (07 lectures)

* Image Storage Formats
* Image Processing Formats
* Pixel, Resolution
* Aspect Ratio

**Unit V : Photo Composition** (14 lectures)

* Aesthetics of Photography
* Ways of Seeing
* Rule of Third, Framing
* Elements of Composition

**Suggested Readings/Material:**

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloc.Paul M. (2006)
7. Visual Communication: Images with Messages

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**Syllabus**

**Open Elective (OE)**

|  |
| --- |
| Title of the Course : Visual Editing |
| Year: I | Semester: II |
| CourseType  | Course Code | Credit Distribution | Credits | Allotted Hours | Allotted Marks |
| Theory | Practical |
| CIE | ESE | Total |
| OE-2 | OE-2 | 03 | 00 | 03 | 45 | 30 | 70 | 100 |

**Learning Objectives:**

1. Demonstrate and exercise use of the elements of design.

2. Use software tools and processes from a variety of creative prespective.

3. To edit images and design variety of media products.

**Course Outcomes (Cos)**

1. Apply design principles in the ideation, development, and production of visuals.

2. Produce creative works that demonstrate innovation in concepts

3. Giving exposure to effective visual expression.

**Detailed Syllabus:**

**Unit I : Introduction to Photoshop** (20 lectures)

1. Understanding concepts of raster
2. How these two are used various designs
3. Introducing the various raster tools :Paint , Photoshop,
4. Introduction Variations in Photoshop Software
* History of Photoshop
* Work Environment of Photoshop CC
* Looking at the Work Area
* Working in 64 and 32 bit modes
* Using the tools & Tool Options
1. Working with Selections
2. Understanding Layers
3. Basic Photo Corrections
4. Understanding Images: Raster & Vector
5. Working with Images
* Image Resolution
* Tonal values & Photography
* Image Adjustments Options
* Working with the Adjustments Panel
* Histogram
* Levels Dialog Box
* Curves Dialog Box
* Straightening & Cropping
* Using Automatic & Manual Adjustments - Contrast, Shadows & Highlights,
* Hue & Saturation
* Dodge, Sponge & Burn tools

10.Retouching Tools

* Retouching & Repairing
* Clone Stamp Tool & Clone Panel Options
* Pattern Tool
* Spot Healing Brush
* Healing Brush & Patch Tools
* Content Aware Healing & Fills

11.Type Tool

* Adding Type
* Character & Paragraph settings
* Justification & Hyphenation
* Tracking, Kerning & Leading
* Warping Type
* Type on a Path Vertical Type

12. With Brushes and its options

* Working with brushes
* Changing Brush Options

13. Working with 3D images

* Creating a 3D shape from a layer
* Manipulating 3D objects
* Using 3D panels to adjust lighting and surface textures
* Merging 2D onto 3D layers
* Importing 3D Files
* Painting onto a 3D object
* Using Repoussé to create 3D text

**Unit II : Introduction to Corel Draw** (12 lectures)

1. Starting and opening drawings
* Working with multiple images
* Choosing viewing modes.
1. Working with Toolbar
* All Tool in detail
1. Drawing the shapes
* Drawing lines with different methods
* Drawing calligraphic, Pressure sensitive, preset lines
* Applying Brush Strokes
* Drawing Rectangle, Ellipse, circle, arc, polygon, star, circles
* Smudging the objects.
* Smear, rough, Smooth objects.
* Using Power clip
* Aligning objects
* Adding QR Codes.
1. Working with colors
* Color Pallet
* Working with fills
* Color management
1. Working with Text
* Adding , Manipulating
* Formatting Managing
1. Working with Tables
2. Working with Templates
3. Working with Effects
4. Tracing
5. Printing

**Unit III : F Designing using Mobile** (08 lectures)

* Aperture, Shutter Speed, ISO
* Depth of Field
* Exposure
* Preset Modes

**Unit IV : Image Files and Formats** (07 lectures)

* Introduction of Mobile Apps
* Verticle size Design
* Colors,Shapes, etc
* Social Media Design
* Corporate Design
* Exporting

**Suggested Readings/Material:**

1. Adobe Master Class Advance Composition in Adobe Photoshop CC 2nd Edition (Bringing the Impossible to Reality - with Bret Malley.
2. Corel Draw X7 User Guide (students can use recent edition of the Book)

 (Corel Community – Corel Corporation).